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A Study on Customer Preference Towards Different Brands of Headsets with Reference to Price and Quality

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ABSTRACT

This study focuses on customer preferences towards different headset brands, with emphasis on price and quality. The research explores how these factors influence purchasing decisions and brand selection. Data was collected through structured questionnaires from a sample of users. The study identifies the most preferred brands and analyses the reasons behind consumer choices. Findings provide insights into consumer behaviour and market trends in the headset industry. Recommendations are suggested for brands to improve product appeal and customer satisfaction.

INTRODUCTION

In today's digital world, headsets have become an essential gadget used for communication, education, entertainment, work, and gaming. The market for headsets is highly competitive, with numerous brands offering a wide variety of choices. These brands differ in terms of price, design, features, and overall quality, making customer decision making more complex. Buyers usually consider important factors such as sound clarity, durability, comfort, and battery life while choosing a headset. Price sensitivity plays a key role, especially among students and young users, whereas some customers prefer premium brands for their advanced features and prestige. Quality aspects like noise cancellation, wireless connectivity, and long-lasting performance also strongly influence customer preference. Brand reputation further impacts the trust and confidence customers place in their purchase.

OBJECTIVES OF THE STUDY

1. To identify the popular brands of headsets preferred by customers.
2. To analyse the price range of headsets and its influence on purchase decision.

STATEMENT OF THE PROBLEM

Headsets are widely used for communication, education, work, and entertainment, with many brands competing in the market. Customers face difficulty in choosing the right headset as their preferences differ based on price, quality, and brand reputation. While some focus on affordability, others prefer premium features like noise cancellation and wireless connectivity. This creates a challenge for marketers to understand what truly influences customer choice. Hence, this study aims to analyse the impact of price and quality on customer preference towards different headset brands.

REVIEW OF LITERATURE

1. **Kumar & Gupta (2016)** price is a critical determinant of consumer preference, with lower-priced headsets often attracting cost conscious consumers, while higher-priced options are seen as a mark of superior quality.
2. **Ravichandran et al. (2018)** however, argue that, in the case of tech products like headsets, consumers increasingly prioritize quality such as sound clarity, noise cancellation, and durability over price, particularly in mature markets where consumers are more willing to pay a premium for advanced features.
3. **Lee & Kim (2019)** who found that brand loyalty also plays a significant role in headset choices, with consumers opting for well established brands that are perceived as delivering better quality and post-purchase support.

4. **Sharma & Rani (2020)** highlighted that the influence of brand reputation on customer preference varies across demographics, with younger consumers often placing greater emphasis on innovation and aesthetics, while older buyers tend to value functionality and reliability.

5. **Singh & Agarwal (2021)** examined the trade-off between price and quality and found that, for headset brands, quality often outweighed price in markets where consumers were more concerned with product longevity and technological advancements, such as in the gaming and professional audio sectors.

METHODOLOGY

The research was conducted among the youth in Coimbatore City, Tamil Nadu, which is one of the fastest-growing urban centres in South India. Coimbatore is not only an educational hub but also a commercial and industrial city, with a rapidly expanding digital market. The city has a vibrant youth population that is highly active on social media platforms, particularly Instagram. This makes it an appropriate setting to study the impact of Instagram marketing on youth buying behaviour, as the respondents represent diverse demographic backgrounds and consumption patterns influenced by digital marketing trends. The study focused on youths between the age groups of below 18 up to 40 years, as this demographic is considered the most active group on Instagram and highly influenced by digital marketing strategies.

- The sample size of the study is 78 respondents.
- Percentage analysis is used in the calculation of the primary data collected.

ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of the study.

DEMOGRAPHI VARIABLE		NO.OF RESPONDENTS	PERCENTAGE
Age	BELOW 18	6	8.%
	18 to 25	59	75%
	26 to 35	7	9%
	Above 35	6	8%
Gender	Male	51	65%
	Female	27	35%
Educational qualification	School	6	8%
	UG	56	72%
	PG	10	13%
	Other	6	7%
Monthly Income level	Below 10000	48	61%
	10000 – 25000	19	24%
	25000 -50000	7	9%
	Above 50000	4	6%

Interpretation

The demographic analysis shows that most respondents (75) are between 18 – 25 years, indicating that young adults are the main users of headsets. Male respondents (65%) are higher than females, showing greater interest among men. A majority (72%) are undergraduates, which highlights strong usage among students. Income-wise, most respondents (61%) earn below Rs.10,000, suggesting that price is a key factor in purchase decisions. Overall, young, male, low – income undergraduates form the major consumer segment for headsets.

Table 2: Brand of headset currently use.

Frequency	No. of. Respondents	Percentage
Sony	10	19%
JBL	8	10%
Boat	37	46%
Apple	6	6%
Other	17	19%

Interpretation

The analysis shows that boat is the most preferred headset brand with 46% of respondents using it, making it the market leader among the sample. Other brands are used by 19% of respondents, showing diversity in choices. Sony (19%) and JBL (10%) have a moderate share reflecting their quality appeal. Apple records the least preference at 10% mainly due to its premium pricing. Overall, boat dominates the market while other brands hold smaller shares.

Table 3: purchase new headsets.

Frequency	No. of. Respondents	Percentage
Less than 6 months	23	30%
6 months to 1 year	29	38%
1 – 2 years	11	15%
Above 2 years	15	17%

Interpretation

Most people replace their headsets every 6 months to a year, which makes up 38% of the responses. this shows that people generally expect headsets to last only a moderate amount of time. About 30% of people buy new headsets within 6 months, which could be because they use them a lot or they tend to buy lower quality ones. A smaller group, 17%, keeps their headsets for more than two years, showing they are happy with how long they last. All of this suggests that headsets in the budget and mid-range price groups may not be very durable.

Table 4: preferred price range of a headset.

Frequency	No. of. respondents	Percentage
Below 1000	27	35%
1000 – 3000	40	52%
3000 – 6000	7	9%
Above 6000	4	4%

Interpretation

Most people, about 52%, like headsets that cost between 1000 to 3000rs because they find this price range affordable. Around 35% prefer headsets under 1000rs , which shows that many buyers are very careful about how much they spend. Only a small group, about 9%, go for headsets that cost more than 3000 INR, meaning they aren't too interested in high-end models. This means businesses should focus on offering products in the affordable to mid-range price category.

Table 5: Price influence to buy a particular brand.

Frequency	No. of. respondents	percentage
Strongly agree	24	31%
Agree	24	31%
Neutral	22	29%
Disagree	7	8%
Strongly disagree	1	1%

Interpretation

Most people either strongly agree (31%) or agree (31%) that price affects their choice. Around 29% say they're neutral, meaning they think price is important but also consider other factors. Only about 8% disagree. So, price plays a big role in deciding which brand to choose.

Table 6: pay extra for premium features.

Frequency	No. of. respondents	Percentage
Yes	25	32%
No	32	41%
Maybe	21	27%

Interpretation

Around 41% of people said "No," indicating they aren't eager to pay more for extra features. Approximately 32% are open to paying extra, while 27% are still uncertain. This shows that customers have different views, with many opting for cheaper choices instead of buying extra features. Companies should aim to offer products with good features without making them too expensive.

Table 7: price always provide better quality.

Frequency	No. of. respondents	Percentage
Strongly agree	33	42%
Agree	34	43%
Disagree	10	13%
Strongly disagree	1	2%

Interpretation

Most people, 85%, either strongly agree or agree that higher prices mean better quality. Just 15% disagree or strongly disagree, which shows that not many people are really about this idea. This suggests that many people think more expensive headsets are more durable and dependable. So, the way a product is priced can greatly influence how good it seems to be.

Table 8: important feature in a headset.

Frequency	No. of. respondents	Percentage
Sound clarity	41	53%
Bass quality	8	10%
Noise cancellation	17	22%
Comfort and design	5	6%
Battery life durability	7	9%

Interpretation

Sound clarity is the most important feature, with 53% of people choosing it. Noise cancellation comes next at 22%. Bass quality is less important, with 10%, and comfort is even lower at 6%. Battery life is the least important, with only 9%. This shows that customers care more about how good the sound is rather than how comfortable the headset is or how long it lasts.

Table 9: sound quality of current headset.

Frequency	No. of. respondents	Percentages
Very satisfied	33	50%
Satisfied	30	28%
Neutral	11	14%
Dissatisfied	2	4%
Very dissatisfied	2	4%

Interpretation

Most people are very satisfied (50%) or satisfied (28%), showing that they really like the audio performance of their headset. A small number of people are neutral (14%), and only a few are not happy (4%). Overall, the sound quality is doing a good job of meeting what customers expect

Table 10: Overall satisfaction (price & quality).

Frequency	No. of. respondents	Percentages
Very satisfied	20	45%
Satisfied	43	48%
Dissatisfied	3	5%
Very dissatisfied	1	2%

Interpretation

Most people are either satisfied (33.54%) or very satisfied (15.6%), which shows that people generally feel the price and quality are in line. However, a small number (3.12%) are not satisfied. This suggests that while the pricing and quality are mostly balanced, there is still room for improvement in how people see the value for money.

Table 11: Durability effect on brand choice.

Frequency	No. of. respondents	Percentages
Yes	43	56%
No	22	28%
Maybe	13	16%

Interpretation

Most customers (56%) say durability affects their brand choice. About 28% disagree, and 16% aren't sure. This shows that lasting longer is a big reason many people choose certain brands, giving durability an edge in the market.

Table 12: Importance of warranty service.

Frequency	No. of. respondents	Percentages
Extremely important	30	39%
Important	30	39%
Neutral	18	22%
Not important	-	-

Interpretation

Most people (78%) think warranty is either very important or important. A smaller group (22%) says they're neutral, and no one thinks it's unimportant. This highlights that good after-sales support plays a big role in how people decide to buy.

Table 13: Brand preference.

Frequency	No. of. respondents	Percentages
Global (Sony, apple, JBL, etc..)	29	37%
Indian (boat, noise, etc..)	48	62%
Other	1	1%

Interpretation

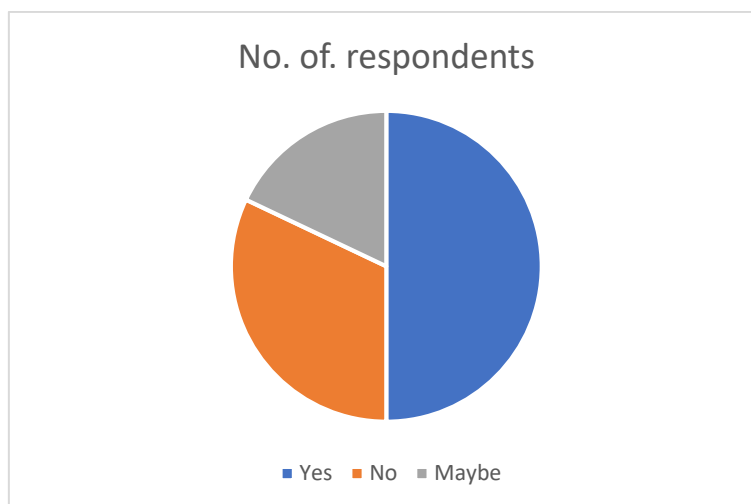
The majority (62%) prefer Indian brands like Boat and Noise, while 37% go for global brands such as Sony, Apple, and JBL. Only 1% choose other options. This suggests Indian brands are popular because they're more affordable, but global brands still have strong appeal for their image and quality.

Table 14: Influence of advertisements.

Frequency	No. of. respondents	Percentages
Yes	39	50%
No	25	32%
Maybe	14	18%

Interpretation

Half of the people (50%) say advertisements affect their decision when choosing a headset. About 32% say ads don't influence them, and around 17% aren't sure. This shows that ads have some impact on people's choices, but they aren't the main factor in deciding which brand to buy.

**Table 15: Recommendation to others.**

Frequency	No. of. respondents	Percentages
Yes	50	64%
No	13	17%
Maybe	15	19%

Interpretation

Most people (64%) would recommend their brand to others, which shows they're generally happy with it. A smaller group (19.23%) isn't sure if they'd recommend it, and 17% wouldn't. This suggests that the brand has strong loyalty and could spread through word of mouth.

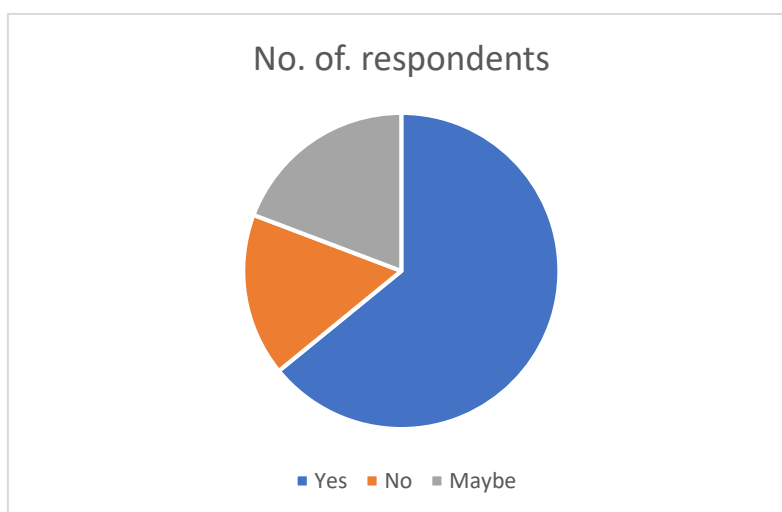
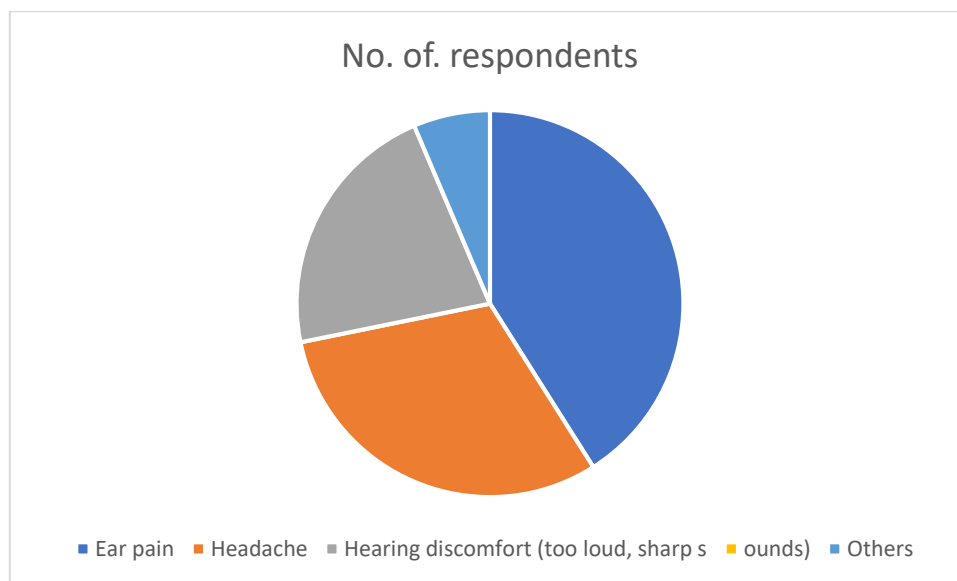


Table 16: Issues while using headsets.

Frequency	No. of. respondents	Percentages
Ear pain	32	41%
Headache	24	33%
Hearing discomfort (too loud, sharp sounds)	17	21%
Others	5	5%

Interpretation

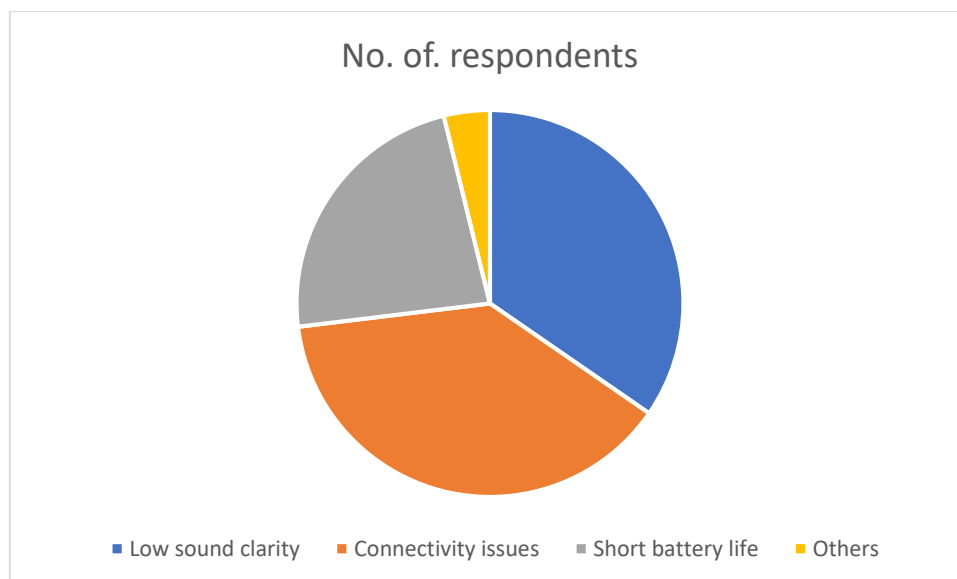
The biggest problem people face is ear pain (41%), followed by headaches (33%). Hearing discomfort (21%) and other issues (5%) are less common. This means comfort and health are areas where headsets could be improved.

**Table 17: Problems while listening with headsets.**

Frequency	No. of. respondents	Percentages
Low sound clarity	27	35%
Connectivity issues	30	38%
Short battery life	18	23%
Others	3	4%

Interpretation

The main issues are connectivity problems (38%) and poor sound clarity (34%). Short battery life affects 23% of users, while only 3.85% face other problems. This indicates that better wireless performance and clearer sound are needed to improve the overall experience.



FINDINGS:

Based on the analysis of 78 respondents several key insights emerged regarding the role of customer preference towards Different Brands of Headsets with Reference to Price and Quality

- The study found that **Boat** is the most preferred brand among respondents, with **46%** choosing it over other audio brands.
- The study found that the majority of respondents (**38%**) have been using their current headset for **6 months to 1 year**.
- The majority of respondents (**52%**) prefer headsets priced between **₹1000 – ₹3000**, indicating a strong inclination toward mid-range options.
- A combined **62%** of respondents **agree or strongly agree** that price significantly influences their brand selection when purchasing a headset.
- Most respondents (**41%**) are **not willing** to pay extra for premium features, reflecting a budget-conscious consumer mindset.
- A large majority (**85%**) of respondents **agree or strongly agree** that higher prices usually reflect better quality in headsets.
- **Sound clarity** is considered the most important headset feature by over half of the respondents (**53%**).
- Most respondents are (**78%**) **very satisfied or satisfied** with the sound quality of their current headset.
- Most combined **93%** of respondents are **satisfied or very satisfied** with their headset's overall price-to-quality ratio.
- The half of the respondents (**56%**) stated that **durability influences** their choice of headset brand.
- A vast majority (**78%**) of respondents consider **warranty and after-sales service** to be **important or extremely important** when buying a headset.
- The majority of respondents (**62%**) prefer **Indian brands** like Boat and Noise over global ones.
- Half of the respondents (**50%**) reported that **advertisements have influenced** their decision to switch or choose a brand.
- The study found that **ear pain** is the most commonly reported issue from headset use, affecting **41%** of respondents.
- The most common discomfort reported by respondents while using headsets is **ear pain (41%)**, followed by headaches and hearing discomfort.
- The majority of respondents answered "Yes," indicating a strong positive response.

CONCLUSION

The study shows that price and quality are key factors affecting consumer headset preferences. Consumers prefer brands that balance affordability with durability, while sound clarity, comfort, and advanced features influence satisfaction. Mid-range headsets are most popular, and wireless, feature-rich products are increasingly favoured. Younger consumers value brand image and technology, while price changes can lead to switching. Consistent quality

is crucial for loyalty. Companies should focus on competitive pricing, innovation, and quality to meet evolving consumer expectations and strengthen market position.

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