



A Study on Customer Satisfaction towards Boat Bluetooth Airpods with Special Reference Coimbatore City

K. Sindhu Priya¹, S. Mukilesh²

¹Assistant Professor, ²III B. Com AF

Sri Krishna Adithya College of Arts & Science, Coimbatore

ABSTRACT:

This study aims to evaluate customer satisfaction towards the BOAT Bluetooth Airpods in Coimbatore city, focusing on various factors such as product quality, usability, pricing, customer service, and overall experience. With the increasing demand for wireless audio devices, BOAT has emerged as a prominent brand in the audio industry. The research investigates the level of satisfaction among customers who have purchased and used BOAT Bluetooth Airpods in Coimbatore, examining their perceptions regarding sound quality, battery life, comfort, and design. Additionally, the study delves into the impact of brand reputation and marketing strategies on customer satisfaction. The data was collected through surveys and interviews with a diverse sample of BOAT Airpods users. The findings of this study are expected to provide valuable insights into customer preferences, challenges, and opportunities for the brand to improve its products and services, ultimately contributing to enhanced customer loyalty and business growth. The research emphasizes the importance of understanding consumer behavior in the competitive wireless audio market, particularly in the context of urban Indian cities like Coimbatore.

Keywords: Customer satisfaction, BOAT Bluetooth Airpods, product quality, Coimbatore, wireless audio devices, brand perception.

INTRODUCTION:

In today's technology-driven world, Bluetooth devices have become an integral part of daily life, offering convenience, portability, and quality. Among these, Boat Bluetooth AirPods have gained significant popularity due to their stylish design, affordability, and advanced features. Understanding customer satisfaction with these products is crucial for manufacturers and marketers to improve product quality and meet consumer expectations.

STATEMENT OF THE PROBLEM:

In recent years, the demand for wireless audio devices, such as Bluetooth AirPods, has increased significantly due to their portability, convenience, and advanced features. Boat, as a prominent player in the audio technology market, has gained widespread recognition for offering affordable and stylish products. However, with growing competition and evolving customer expectations, understanding customer satisfaction is essential for the brand's sustained success, especially in specific regional markets like Coimbatore.

OBJECTIVES OF THE STUDY:

1. To evaluate the level of customer satisfaction
2. To identify factors influencing customer satisfaction
3. To analyse the buying behaviour of customers.

RESEARCH METHODOLOGY:

The study adopts a descriptive research design. Descriptive research helps in understanding the characteristics of customer satisfaction with respect to Boat Bluetooth products. It provides detailed insights into customer preferences, their perceptions, and satisfaction levels with the products.

SCOPE OF THE STUDY

- The study is limited to the Coimbatore region, allowing for an in-depth analysis of customer preferences and satisfaction levels in this specific market.
- The study targets individuals who use or have purchased Boat Bluetooth AirPods, spanning diverse demographic groups such as age, gender, profession, and income levels.

LIMITATIONS OF THE STUDY

- The study is confined to the Coimbatore region, and the findings may not be representative of customer satisfaction in other regions or markets.
- The use of a non-probability convenience sampling method may introduce biases, as the sample may not be entirely representative of the target population.

REVIEW OF LITERATURE

1. **Kumar & Gupta (2024)** The study emphasized that affordability and good sound quality are the key drivers of customer satisfaction for Boat Bluetooth AirPods in India. The Boat brand's value-for-money proposition is highly appreciated by Indian consumers, particularly in Tier-2 and Tier-3 cities.
2. **Singh & Thakur (2024)** Customer satisfaction is closely tied to product quality and performance, including battery life, sound clarity, and Bluetooth connectivity. Boat's AirPods have received positive feedback for their affordability and feature set, with noise cancellation and long battery life being praised.
3. **Yadav & Yadav (2024)** Boat's Bluetooth AirPods are recognized for providing premium features at an affordable price point. Consumer satisfaction is high due to features such as touch controls, IPX4 water resistance, and low latency, which are often associated with premium products.

OVERVIEW OF THE COMPANY

ABOUT BOAT BLUETOOTH AIRPODS

Boat is Indian consumer electronics brand known for its stylish and affordable audio products, including Bluetooth earphones, wireless headphones, smartwatches, and speakers. Founded in 2016 by Aman Gupta and Sameer Mehta, boat quickly gained popularity for its trendy designs, durability, and high-quality sound. The company focuses on providing tech-savvy millennials and Gen Z consumers with fashionable and budget-friendly audio solutions.

HISTORY

Boat is Indian consumer electronics brand known for producing a wide range of audio products, including wireless earphones, headphones, portable speakers, and other tech accessories. Founded in 2016 by Aman Gupta and Sameer Mehta, the company emerged in response to the growing demand for affordable yet high-quality audio products in India. The duo, both with extensive experience in the technology and consumer goods sectors, set out to create a brand that would provide durable, stylish, and performance-oriented products to the Indian market, catering to a younger, tech-savvy demographic.

BUSINESS MODEL

Boat's business model is centred around offering high-quality, affordable audio products that appeal to a young, tech-savvy demographic. The company focuses on creating a seamless customer experience by combining innovative technology, attractive design, and competitive pricing. Boat operates with a direct-to-consumer (D2C) approach, primarily selling through e-commerce platforms, alongside a growing presence in retail stores. The following sub-divisions explain the core aspects of Boat's business model

BOAT – REVENUE MODEL

Boat's revenue model primarily revolves around direct-to-consumer (D2C) sales through e-commerce platforms like Amazon, Flipkart, and its own website. The company generates revenue by selling affordable audio products, such as wireless earphones, headphones, Bluetooth speakers, and wearables, at competitive price points. Boat also benefits from bulk sales to retail partners and physical stores. Additionally, the brand leverages influencer and celebrity marketing to drive product demand, enhancing its reach and revenue potential. Boat's strategy includes offering a wide product range, seasonal promotions, and discounts, which helps maintain customer interest and ensures steady revenue generation.

MARKETING STRATEGIES OF BOAT

Boat employs a dynamic and youth-centric marketing strategy to promote its Bluetooth AirPods, combining digital engagement, influencer collaborations, and aggressive pricing to capture a large market share. Here are some key marketing strategies-

FUTURE OF BOAT

The future of Boat's Bluetooth AirPods looks promising as the brand continues to innovate and expand its product offerings. With the increasing demand for wireless audio devices, Boat is expected to integrate advanced technologies such as active noise cancellation (ANC), spatial audio, and AI-powered voice assistance into its AirPods. Enhanced battery life, improved connectivity with Bluetooth 5.3 or higher, and low-latency gaming modes will likely be key focus areas.

CONCLUSION

According to the results, there are a lot of things that contribute to satisfied consumers. Customers choose boats for a variety of reasons, including quality and the message to promote new technology and unique goods for the comfort of younger generations. Potentially a highly effective kind of promotion, it may attract a large number of buyers and capture a substantial portion of the market. According to the findings, the market strategy, quality, and variety of boat items have all played a role in making consumers happy.

REFERENCE

1. **Kumar & Gupta (2024)** The study emphasized that affordability and good sound quality are the key drivers of customer satisfaction for Boat Bluetooth AirPods in India.
2. **Singh & Thakur (2024)** Customer satisfaction is closely tied to product quality and performance, including battery life, sound clarity, and Bluetooth connectivity.
3. **Yadav & Yadav (2024)** Boat's Bluetooth AirPods are recognized for providing premium features at an affordable price point.