

A STUDY ON USERS PREFERENCES OF BOAT LIFE STYLE IN SALEM CITY

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Abstract---Branding plays an important role in creating something different than others because consumer would have identified the company through the brand. Online marketing is a tool that helps the firms to enhance their businesses as it brings convenience to most people all over the world. The objective of a firm is to create brand loyalty in consumer. Branding a new product in new economy via internet needs a lot of effort in doing research. Thinking out of the box could help the firms sometimes because competitive advantage is available. The aim of this research is to understand how important branding is in selling a product. This paper focuses on four aspects which include branding, online marketing, how brands establish brand loyalty and how to brand new product through online advertising in new economy.

Keywords: Air buds, boAt product

INTRODUCTION

Marketing is the process of planning and executive the conception , pricing promotion and distribution of ideas, goods and services to create Marketing activities should be carried out under a well thought out philosophy of efficient effective and socially responsible marketing . There are five competing concepts under which organization can choose to conduct their marketing activities. The production concept, the product concept, the selling/buys concept, the marketing concept, and the social marketing concept.

2. METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically, The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled "A study on user satisfaction towards BoAt earbuds with special reference to buy".

2.1 Sample Size

The sample size in the study is 80.

Research Design

The research design constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

Sample design

A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopted in selecting items for the sample (i.e) the quality of the

DETAILS OF POPULATION

The study was conducted on the customers of BoAt

POPULATION FRAME

The data was collected from the company manpower portfolio. This includes the list of 30 respondents (refer to the analysis of data).

2.2 Statistical Tools

- Chi square test
- Percentage Analysis

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{NO. OF RESPONDENTS} = \frac{\text{Percentage}}{\text{Total Respondents}} * 100$$

Age	No Responses	.of.	Percentage of responses
Below 30	25		83.3
31-35	3		11.7
36-40	2		5
Above 40	0		0

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

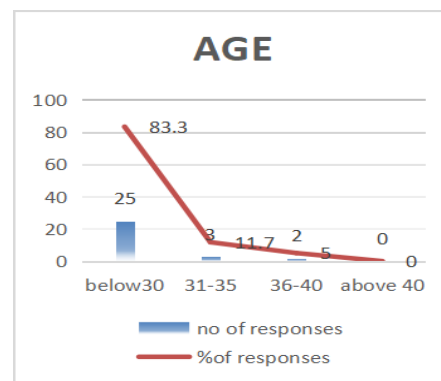
Sources: Primary data

INTERPRETATION

The above table shows that 62% of the respondents are male and remaining 38% of the respondents are female. Majority 62% of the respondents are male.

CHART NO - 3.1

GENDER OF THE RESPONDENTS



Tools: Percentage analysis Inference

1. 83.3Percentage of the respondents below 30 age group.
2. 11.7Percentage of the respondents 31-34 age group.
3. 5Percentage of the respondents 36-40 age group.
4. 0Percentage of the respondents above 40 age group

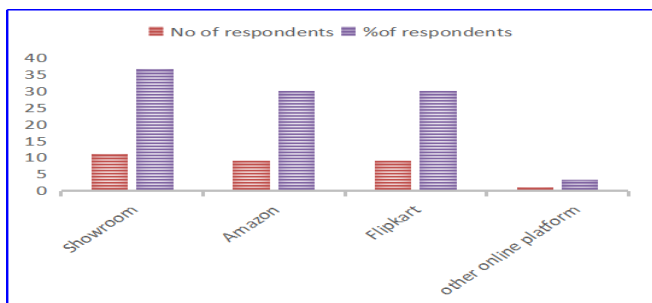
Table 3.2

Nature of Outlet

Nature of outlet	No responses	% of responses
Showrooms	11	36.7
Amazon	9	30
Flipkart	9	30
Other online platforms	1	3.3

Tools : Percentage data Inference

1. 36.7 Percentage of respondents of outlet at Showrooms
2. 30 Percentage of respondents of outlet at Amazon
3. 30 Percentage of respondents of outlet at Flipkart
4. 3.3 Percentage of respondents of outlet at



Other online platforms.

CHART NO - 3.3

What are the other varieties of boAt earbuds do you mostly like

Varieties	No of responses	Percentage of responses
BoAt headsets	20	66.7
BoAt home theathre	5	16.7
BoAt airdopes	3	6.7
BoAt other accessories	2	10

Sources : Primary data

Tools : Percentage data Inference

1. 66.7Percentage of respondents buy the headsets BoAt
2. 16.7Percentage of respondents buy the home theathre BoAt
3. 6.7Percentage of respondents buy the airdopes BoAt
4. 10 Percentage of respondents buy the other accessories BoAt

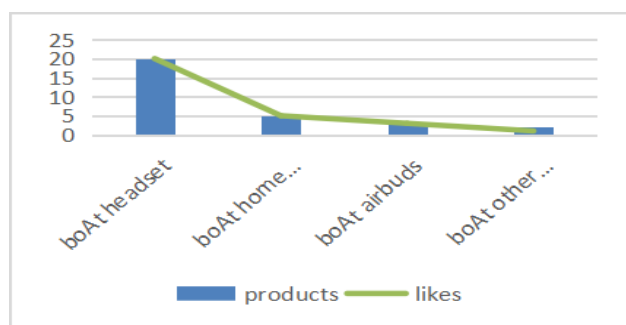


CHART NO - 3.4

Table -4.4
Improve the market penetration

Market Penetration	No of responses	Percentage of responses
Quality of products	6	20
Price & Offers	18	60
Hi-fi Dolby atom	1	3.3
Styles and colour	5	16.7

Sources : Primary data

Tools : Percentage data inference

- 20Percentage of respondents improve the penetration of Quality of products
- 60Percentage of respondents improve the penetration of Price Percentage Offers.
- 3.3Percentage of respondents improve the penetration of Hi-fi Dolby atom
- 16.7Percentage of respondents improve the penetration of styles and colour

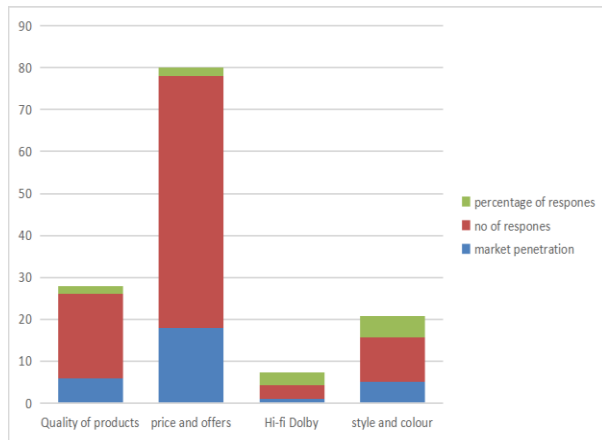


TABLE NO-3.5

Opinion for BoAt earbuds Quality

Opinion	No of responses	Percentage of responses
Highly satisfied	10	33.3
Satisfied	16	53.5
Dissatisfied	4	13.3

Sources : Primary data

Tools : Percentage from inference

- 33.3 Percentage of respondents opinion is highly satisfied
- 53.5Percentage of respondents opinion is Satisfied
- 13.3Percentage of respondents opinion is Dissatisfied



Table 3.6

Customer attraction boAt product for the following reasons

Reasons	No of responses	Percentage of responses
Reasonable prices	8	26.7
Advertisement and style	1	2.3
Quality	12	42
Hi-fi Dolby music	9	30

Sources : Primary data

Tools : Percentage from Inference

- 26.7Percentage of respondents reasons for reasonable prices.
- 23.3Percentage of respondents reasons for Advertisement and style
- 20Percentage of respondents reasons for Quality.
- 30Percentage of respondents reasons for Hi-fi Dolby music



- 30Percentage of respondents buys increased by Availability of any time
- 20Percentage of respondents buys increased by Affordable prices
- 20Percentage of respondents buys increased by Purchase offers

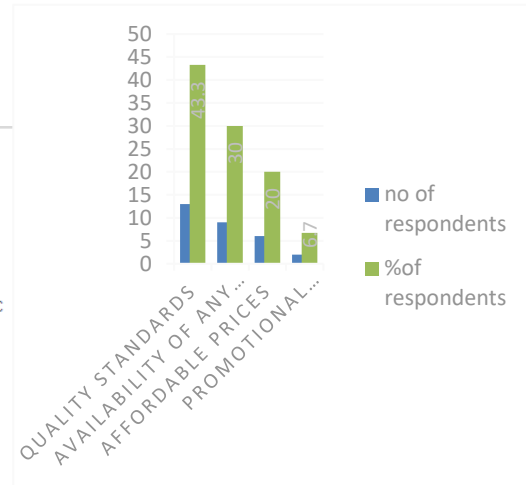


Table 3.8

Table 3.7

How the buys of boAt products increased in your online and offline sales

buys Increased	No of responses	Percentage of responses
Quality standards	13	43.3
Availability of any time	9	30
Affordable price levels	6	20
Purchase offers	2	6.7

Sources : Primary data

Tools : Percentage from inference

- 43.3Percentage of respondents buys increased by quality standards.

Level of satisfaction

Levels	No of responses	Percentage of responses
Good	15	70
Excellent	9	20
Normal	3	5
Satisfaction	3	5

Sources : Primary data

Tools : Percentage from inferences

- 70 Percentage of respondents level of satisfaction is Good.
- 20 Percentage of respondents level of satisfaction is Excellent.
- 5 Percentage of respondents level of satisfaction is Normal.
- 5 Percentage of respondents level of satisfaction is Satisfaction.

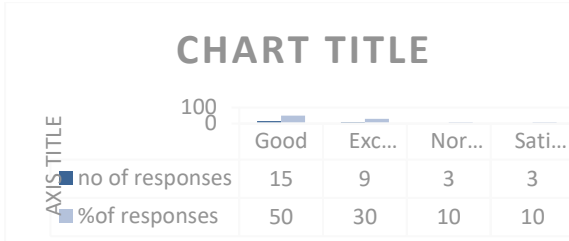


Table 3.9

Effective Media To advertise

Effective Media	No of responses	Percentage of responses
TV	18	60
Newspaper	2	6.7
Online websites ads	9	30
Other Brand ads	1	3.3

Sources : Primary data

Tools : Percentage from inference

- 60Percentage of respondents effective media to advertise Television.
- 6.7Percentage of respondents effective media to advertise Newspaper.
- 30Percentage of respondents effective media to advertise Online websites ads.
- 3.3Percentage of respondents effective media to advertise other brands ads .

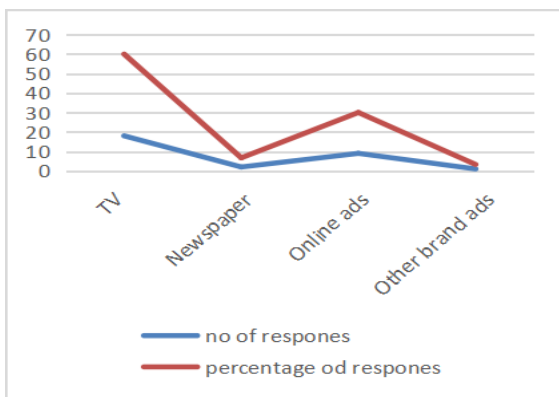


Table 3.10

Quality of boAt

quality	No of responses	Percentage of responses
High quality	19	60.7
Mid range	8	28.3
Low range	2	10

Sources: Primary data

Tools : Percentage from inferences

- 20.7Percentage of respondents quality preferred high quality
- 48.3Percentage of respondents quality preferred mid range
- 10Percentage of respondents quality preferred low range.

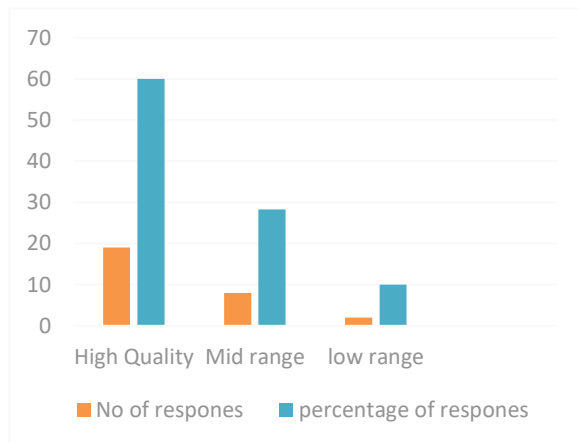


TABLE NO-3.11

RELATIONSHIP BETWEEN QUALITY AND LEVEL OF CUSTOMER SATISFCATION

	Excellent	Good	Bad	Total
Never	12	9	5	26
Sometimes	12	10	4	26
Always	13	10	5	28
TOTAL	37	29	14	80

NULL HYPOTHESIS

H₀: There is no significant relationship between quality and level of customer satisfaction of boAt products

ALTERNATIVE HYPOTHESIS

H₁: There is significant relationship between quality and level of customer satisfaction of boAt products

Particular	Observed Frequency	Expected Frequency	(O-E) ²	
R1C1	5	4.5	0.25	0.05
R1C2	9	9.4	0.4	0.04
R1C3	12	12.0	0	0
R2C1	4	4.5	0.25	0.05
R2C2	10	9.4	0.36	0.036

R2C3	12	12.9	0.81	0.06
R3C1	5	4.9	0.01	0.002
R3C2	10	10.15	0.022	0.0022
R3C3	13	12.9	0.01	0.0007
Calculated value				0.1509

LEVEL OF SIGNIFICANCE

The level of significance is 5%.

TABLE NO-3.12

CHI SQUARE TEST

Degree of freedom : (r-1) (c-1)

:(2-1) (2-1)

: 1

Level of Significance : 5%

Table value:3.841

Calculated value:0.02813

RESULT:

4.RESULTS AND DISCUSSION

5.1.FINDINGS

- ❖ Most of user's (73.3)Percentage of the respondents are said under the age group of below 30.
- ❖ Most of user's 36.7Percentage of the respondents are purchase Showrooms.
- ❖ Most of user's 66.7Percentage of the respondents are said mostly buy earbuds BoAt .
- ❖ Most of user's 60Percentage of the respondents are technique create price and offers to improve.
- ❖ Most of user's 53.3Percentage of the respondents are said highly satisfied in boAt earbuds Quality.
- ❖ Most of user's 43.8Percentage of the respondents are said buy of boAt products in quality standard.
- ❖ Most of user's 40Percentage of the respondents are said mostly buy boAt home theatre .
- ❖ Most of user's 50Percentage of the respondents are said good in level of satisfaction with buys condition.
- ❖ Most of user's 60Percentage of the respondents are said online ads mostly effective media to advertise boAt products.

- ❖ Most of user's 48.3Percentage of the respondents are said like Regular boAt products.

4.2 SUGGESTIONS

- ✓ Most of the respondents opinion about BoAt earbuds are Quality and verity of the customers needs
- ✓ In these products is one of the high price of other earbuds brand.
- ✓ That advertisement is verity for BoAt earbuds with the at present market level.
- ✓ BoAt earbuds is branding of buys promotion also user preference with each and every year.
- ✓ Finally, the project research market penetration has varieties of good quality earbuds items engage in the market by users attractive.

4.3 CONCLUSION

"A study on user satisfaction towards BoAt earbuds reference to buy District" helped to know the status of the product. Also has revealed the requirements of the customer, the profile, characteristics, and Quality of the user, satisfaction level of the equipment & how often they buy the product. BoAt earbuds has a good market share in the total shopping market in buy city. Carrying out relevant buys promotional activities can increase the equipment demand in buy city with regard to various brands in the market. This study has helped the researcher to gain good experience and more information about BoAt earbuds in buy city.