

Marketing Approaches and Strategies Followed by Noise Company in Nagpur

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Abstract - This study examines the marketing approaches and strategies adopted by Noise in Nagpur, focusing on its brand positioning, promotional efforts, and consumer engagement. With a growing market for smart wearables and audio accessories, Noise has leveraged digital marketing, influencer collaborations, and e-commerce platforms to establish a strong presence. The research, based on a survey of 100 respondents, analyzes brand awareness, purchase patterns, pricing perceptions, and customer satisfaction. Findings reveal that social media plays a crucial role in consumer awareness, while pricing and after-sales service influence brand perception. Despite moderate effectiveness in promotional campaigns, Noise enjoys strong brand loyalty. The study highlights the need for improved retail availability, enhanced customer support, and refined marketing strategies to strengthen its market position in Nagpur.

Key Words: Marketing Strategies, Consumer Behavior, Digital Marketing, Influencer Marketing, Smart Wearables, Brand Awareness, Customer Satisfaction, Pricing Strategy, Brand Loyalty.

1. INTRODUCTION

Noise, an emerging leader in India's wearable and audio technology segment, has positioned itself as a go-to brand for affordable yet high-quality smart devices. Founded in 2014, the company has rapidly expanded its footprint, leveraging innovation, strategic marketing, and consumer-driven design to capture a significant share of the market. Noise specializes in products such as smartwatches, wireless earbuds, and Bluetooth speakers, catering primarily to tech-savvy and price-conscious consumers. With India's growing appetite for smart wearables and audio accessories, Noise has managed to carve out a niche by offering feature-rich products at competitive prices. As the brand continues to scale up operations, regional markets like Nagpur become crucial in determining its long-term growth and market adaptability.

Nagpur, often referred to as the "Orange City," is a thriving urban center with a rising middle-class population and increasing digital adoption. Unlike metropolitan cities such as Mumbai and Delhi, where Noise competes with global brands, Nagpur presents a unique market characterized by a mix of traditional and digital shopping preferences. Understanding how Noise adapts its marketing strategies to this regional landscape is essential for evaluating the brand's success and potential expansion in similar tier-2 and tier-3 cities.

The Importance of Localized Marketing Strategies

For any consumer electronics brand to succeed in diverse markets like India, it must tailor its marketing efforts to align with local consumer behaviors, preferences, and purchasing patterns. While Noise operates on a national scale, its marketing strategies in Nagpur need to consider factors such as brand awareness, price sensitivity, and the effectiveness of digital versus offline marketing channels. The company's approach

involves a mix of influencer marketing, social media campaigns, e-commerce partnerships, and offline retail presence to maximize brand reach.

In Nagpur, where traditional retail stores still play a crucial role in consumer decision-making, Noise has had to balance its strong online presence with strategic offline partnerships. The company's ability to penetrate the market through multi-channel marketing—leveraging Flipkart, Amazon, and its official website while also collaborating with local retailers—demonstrates its adaptability. Additionally, Noise's pricing strategy, which focuses on offering premium features at budget-friendly rates, resonates well with Nagpur's growing middle-income group, making it an attractive alternative to expensive global brands.

Digital Dominance and Consumer Engagement

A key component of Noise's marketing strategy in Nagpur is its digital-first approach. With increasing internet penetration and smartphone usage, digital marketing plays a vital role in shaping consumer preferences. The company effectively utilizes social media platforms such as Instagram, Facebook, and YouTube to engage potential customers through influencer collaborations, product teasers, and interactive content. Many of Noise's promotional campaigns feature well-known tech influencers and regional content creators, ensuring the brand remains relatable and accessible to Nagpur's audience.

Furthermore, Noise's customer engagement strategies extend beyond just selling products; they focus on building a community. The brand actively interacts with its consumers through customer reviews, feedback forums, and loyalty programs, reinforcing trust and brand loyalty. As digital trends evolve, Noise continues to refine its content marketing and targeted advertising efforts, ensuring it remains relevant in an increasingly competitive market.

Assessing the Effectiveness of Noise's Marketing in Nagpur

Despite its strong digital presence, Noise faces the challenge of bridging the gap between online and offline consumer preferences. While younger consumers in Nagpur are more inclined toward digital purchases, a significant portion of the population still relies on physical retail stores for technology products. This dual consumer behavior necessitates a hybrid marketing strategy that effectively combines digital advertising with on-ground promotions and local brand activations.

The effectiveness of Noise's marketing in Nagpur can be measured by evaluating key factors such as brand awareness, sales performance, consumer perception, and customer retention. By analyzing how Noise positions itself against local and international competitors, this study aims to provide insights into the brand's strengths and areas of improvement in the regional market. Ultimately, understanding Noise's marketing strategies in Nagpur can serve as a model for other brands looking to expand into similar urban centers across India.

This research will explore the various approaches Noise has adopted to establish its presence in Nagpur, examining its advertising campaigns, pricing strategies, distribution networks, and consumer engagement tactics. By doing so, it aims to provide valuable insights into how regional marketing strategies influence brand success and customer loyalty in an evolving digital landscape.

2. Literature Review

Formulation of a Marketing Strategy for Company Brand Management

Khurdei, Datsenko, and Dronova (2023) emphasize the importance of marketing strategies in brand management. They argue that branding goes beyond visibility and focuses on competitive advantages that enhance a company's market position. The study highlights the role of branding technologies in shaping consumer perceptions and driving brand acceptance. It also stresses the need for continuous refinement of marketing strategies to stay competitive in changing market conditions.

Strategic Approach to the Planning of Promotional Activities

Cogoljević (2019) discusses the importance of strategic planning in promotions. The study warns against spontaneous marketing campaigns, which often lead to inconsistent messaging. It highlights that aligning promotional activities with company goals, targeting the right audience, and measuring effectiveness lead to better brand positioning and long-term consumer loyalty.

Perfection of Marketing Strategies Through Imperfection

Sridhar (2014) explores the idea that launching imperfect products can be a strategic advantage. The study argues that continuous product improvement based on customer feedback helps brands stay agile and competitive. It suggests that embracing imperfection humanizes a brand and fosters stronger customer relationships, leading to greater brand loyalty.

The Analyses of Marketing Strategies for Innovations

Kharchuk, Kendzor, and Petryshyn (2014) examine the link between marketing and innovation. The study highlights that marketing plays a crucial role in overcoming barriers to commercializing new products. It emphasizes the need for understanding customer needs, building brand trust, and creating tailored marketing plans to successfully introduce innovations into the market.

Territories' Marketing Strategies

Keschyan (2014) analyzes marketing strategies used by regions to attract businesses, residents, and tourists. The study identifies four key strategies: improving regional image, enhancing infrastructure, developing human resources, and promoting local industries. It suggests that a cohesive territorial marketing plan can drive economic growth and optimize regional resources.

A Review of Marketing Strategies

Eyvrih (2016) explores the impact of marketing strategies on organizational performance. The study emphasizes that setting clear objectives, targeting the right audience, and aligning strategies with business goals lead to better competitive positioning. It highlights that companies investing in long-term strategic planning tend to outperform competitors and achieve sustainable growth.

Brand Marketing Strategies under Social Media

Chen (2024) examines the role of social media in brand recognition and loyalty. The study highlights how companies leverage digital content, influencer marketing, and customer engagement to strengthen brand presence. It discusses the challenges of measuring social media effectiveness but stresses the importance of creative and consistent digital branding efforts.

Innovative Digital Guerrilla Marketing

Nufer (2021) introduces digital guerrilla marketing as a cost-effective strategy for small businesses. The study explores how unconventional marketing tactics, particularly through social media, can generate significant brand attention. It emphasizes integrating guerrilla marketing with traditional marketing to enhance brand awareness and customer engagement.

Guerrilla Marketing—Innovative or Parasitic Marketing?

Nufer (2013) provides a balanced view of guerrilla marketing. The study highlights its potential for creating buzz and increasing brand recognition but warns of over-saturation and misalignment with brand identity. It concludes that guerrilla marketing, when used strategically, can complement traditional marketing for greater effectiveness.

Innovation Profile and Marketing Strategies

Zif (2013) explores the relationship between innovation and marketing strategy. The study argues that companies with high market readiness and low barriers to entry benefit from well-planned marketing approaches. It provides a framework for aligning marketing strategies with innovation to ensure successful product commercialization and long-term growth.

A STUDY ON MARKETING STRATEGIES USED BY boAt

(Dr. Ravi Kumar, Mohammed Saboor, Mohammed Arfath, 2024) boAt offers affordable audio products for consumers, attracting Gen-Z with trendy designs and innovation. The brand's success is attributed to its stylish designs and cutting-edge features. Affordable pricing makes boAt a popular choice among young consumers in India, ensuring a strong market presence.

Long-term versus short-term noise monitoring: Strategies and implications in India

(Naveen Garg, T.K. Saxena, Sagar Maji, 2015) The study compares the accuracy of short-term and long-term noise monitoring strategies. Short-term monitoring provides reliable noise mapping options and quantifies errors compared to long-term data. A random two-month monitoring strategy reduces error to less than 2 dBA, proving to be a practical approach.

Theoretical Approaches to the Concept of Marketing Strategies

(Xiao Wang, Natalia Karmina, 2023) Marketing strategies play a crucial role in a competitive market, focusing on customer needs and innovation. The paper analyzes global marketing approaches, highlighting Vipshop's success through consumer-centric strategies. Internet marketing is rapidly growing, improving sales and profits with personalized email strategies.

Review Paper – “The Coca-Cola Company: Marketing Strategies”

(Mousumi Pal, 2024) Coca-Cola dominated the Indian soft drink industry in the 1990s, achieving a 48.3% market share in 1998. The study explores Coca-Cola's marketing strategies and their impact on industry transformation. The 1990s saw significant changes, positioning Coca-Cola as a market leader.

Digital Marketing in India: Navigating the Future with Effective Strategies and Performance Metrics

(Priyanka Panday, 2023) Digital marketing strategies significantly influence consumer decision-making and website conversions. Targeted marketing improves website analytics and enhances customer conversion rates. Businesses leverage digital marketing to optimize engagement and maximize sales.

Marketing Strategies

(Bobomurodova Marjona, 2024) Marketing strategies continuously evolve to enhance product quality and sales. Current trends include prizes, discounts, and customer engagement techniques. Adapting strategies annually ensures business growth and market competitiveness.

3. Research Objectives

- To analyze the marketing strategies employed by Noise in Nagpur.
- To evaluate the effectiveness of Noise's promotional campaigns in the region.
- To understand how Noise tailors its product positioning and pricing for the local market.
- To assess the impact of distribution channels and customer engagement tactics used by Noise in Nagpur.

4. Research Methodology

This study explores the marketing strategies of Noise Company in Nagpur, analyzing their effectiveness in the regional market. The methodology outlines the research design, data collection process, sampling approach, and data analysis techniques used to gain meaningful insights.

Research Design

This study follows a descriptive research design, focusing on identifying patterns, trends, and key marketing strategies used by Noise. It examines promotional activities, brand positioning, and customer engagement to understand how the company's marketing efforts impact consumer perception and satisfaction in Nagpur.

Sample Size and Sampling Method

- **Sample Size:** 100 respondents, including customers, employees, and stakeholders aware of Noise's marketing strategies.
- **Sampling Frame:** Individuals familiar with Noise's marketing efforts, such as professionals, employees, and customers who have interacted with the brand.
- **Sampling Method:** **Convenience sampling**—participants were selected based on availability and willingness to respond, ensuring practical and efficient data collection.

Data Collection

The study relies on both primary and secondary data for a comprehensive analysis.

- **Primary Data:** Collected via Google Forms questionnaires, targeting customers, employees, and marketing professionals. The questionnaire includes both closed- and open-ended questions to capture quantitative and qualitative insights.
- **Secondary Data:** Gathered from research papers, industry reports, articles, and online sources to provide context and theoretical backing.

Data Analysis

Data is analyzed using SPSS (Statistical Package for the Social Sciences) to ensure accuracy and reliability. Descriptive statistics, including frequencies, percentages, and mean values, help summarize responses and identify key trends. Additionally, Chi-Square tests examine relationships between variables, such as the impact of different marketing strategies (social media, offline promotions) on customer satisfaction.

5. Analysis and Interpretation

This chapter presents the analysis and interpretation of the collected data from 100 respondents regarding the marketing strategies and approaches followed by Noise Company in Nagpur. The findings are structured according to the research objectives.

1. Demographic Analysis

Table 1 Demographic Analysis

Category	Responses (%)
Age Group	
Below 18	12%
18–25 years	35%
26–35 years	28%
36–45 years	16%
46 years and above	9%

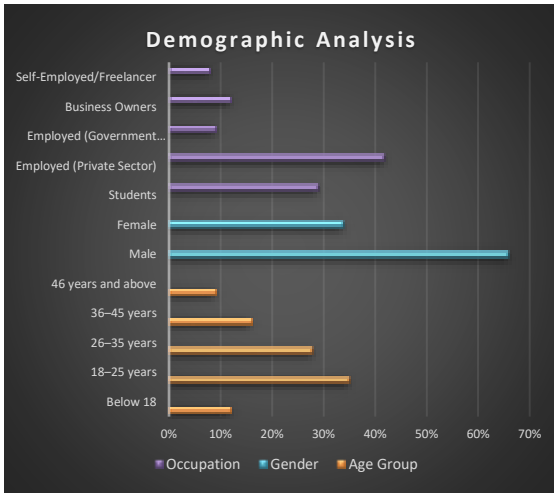
Gender	
Male	66%
Female	34%
Occupation	
Students	29%
Employed (Private Sector)	42%
Employed (Government Sector)	9%
Business Owners	12%
Self-Employed/Freelancer	8%

Interpretation: Social media plays a dominant role in brand awareness, reinforcing the importance of digital marketing for Noise. A significant proportion of respondents purchase Noise products occasionally, indicating the need for stronger customer retention strategies.

3. Effectiveness of Noise's Marketing Strategies

Table 3 Effectiveness of Noise's Marketing Strategies

Category	Responses (%)
Familiarity with Marketing Campaigns	
Very familiar	29%
Somewhat familiar	41%
Neutral	16%
Not very familiar	9%
Not familiar at all	5%
Most Used Product Category	
Smartwatches	41%
Earbuds/Headphones	36%
Bluetooth Neckbands	14%
Smart Accessories	9%
Effectiveness of Promotional Campaigns	
Highly effective	26%
Moderately effective	49%
Neutral	15%
Less effective	7%
Not effective at all	3%
Most Influential Promotional Channel	
Social Media	48%
Online Ads	21%
Influencer Collaborations	14%
Retail Stores	9%
Email/SMS Marketing	8%



Interpretation: The majority of Noise's customer base in Nagpur falls within the 18–35 age range, indicating a younger target audience. Additionally, Noise products appeal to both genders, with a slightly higher male customer base. Most customers are students and private-sector employees, showing strong interest in tech gadgets.

2. Purchase and Awareness Patterns

Table 2 Purchase and Awareness Patterns

Category	Responses (%)
Purchase Frequency	
Frequently (Monthly)	27%
Occasionally (Once in 3–6 months)	41%
Rarely (Once a year or less)	23%
Never	9%
Awareness Source	
Social Media	51%
Word of Mouth	19%
Online Ads	15%
Retail Stores	11%
Other	4%

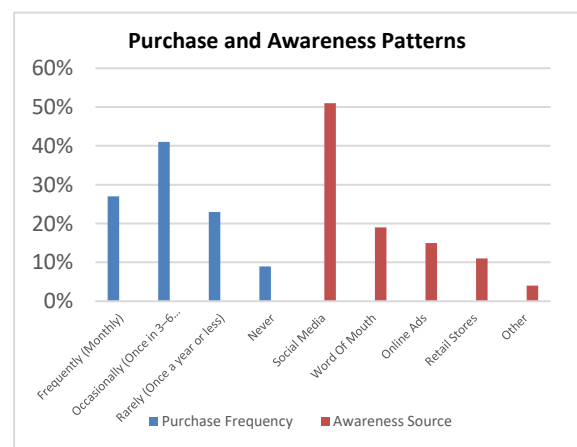


Figure 3 Effectiveness of Noise's Marketing Strategies

Interpretation: Noise's promotional strategies are perceived as moderately effective, suggesting areas for improvement. Digital marketing, particularly social media and

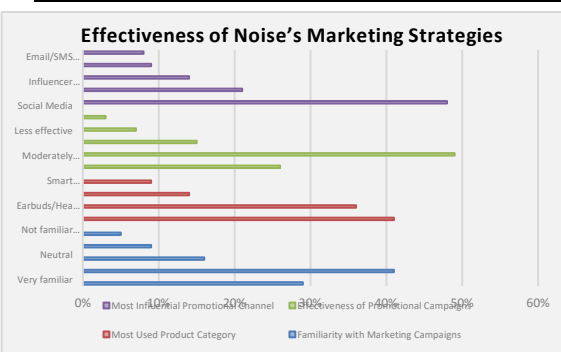


Figure 2 Purchase and Awareness Patterns

online ads, significantly impact purchasing decisions. Smartwatches and audio accessories are the most popular categories, indicating strong customer preference.

4. Pricing and Distribution Analysis

Table 4 Pricing and Distribution Analysis

Category	Responses (%)
Pricing Perception Compared to Competitors	
Very affordable	29%
Moderately priced	33%
Comparable to competitors	24%
Slightly expensive	9%
Very expensive	5%
Value for Money	
Strongly agree	34%
Agree	46%
Neutral	10%
Disagree	7%
Strongly disagree	3%
Availability in Local Retail Outlets	
Always available	19%
Sometimes available	53%
Rarely available	20%
Not available at all	8%

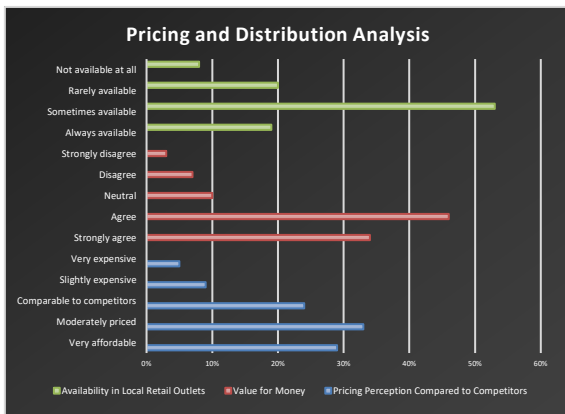


Figure 4 Pricing and Distribution Analysis

Interpretation: Most respondents find Noise's pricing competitive, though a segment perceives it as slightly expensive. A majority believe Noise provides value for money, reinforcing a positive brand image. However, limited retail availability may affect brand accessibility, suggesting an opportunity for expansion.

5. Customer Satisfaction and Brand Loyalty

Table 5 Customer Satisfaction and Brand Loyalty

Category	Responses (%)
After-Sales Service Satisfaction	
Very satisfied	19%
Satisfied	33%
Neutral	37%
Dissatisfied	8%
Very dissatisfied	3%
Overall Satisfaction with Marketing and Promotions	
Very likely	33%
Likely	42%
Neutral	17%
Unlikely	5%
Very unlikely	3%

Very satisfied	22%
Satisfied	44%
Neutral	28%
Dissatisfied	4%
Very dissatisfied	2%
Likelihood of Recommending Noise Products	
Very likely	33%
Likely	42%
Neutral	17%
Unlikely	5%
Very unlikely	3%



Figure 5 Customer Satisfaction and Brand Loyalty

Interpretation: While most customers are satisfied with Noise's after-sales service, a segment remains neutral or dissatisfied, indicating a need for improvement. Strong brand loyalty is evident, with most customers willing to recommend Noise products. However, continuous enhancements in customer support and marketing efforts could further strengthen consumer trust.

6. Discussion

The analysis of Noise's marketing strategies and consumer behavior in Nagpur reveals key insights into the brand's reach, effectiveness, and areas for improvement. The demographic analysis highlights that the majority of Noise's customer base falls within the 18–35 age group, suggesting that its products appeal primarily to a younger, tech-savvy audience. Additionally, a higher proportion of male consumers indicates that marketing efforts may need to be more inclusive to attract female buyers. The occupational distribution of respondents, with students and private-sector employees forming the largest segments, further confirms that Noise's products resonate with working professionals and young individuals who seek affordable yet feature-rich gadgets.

In terms of purchase and awareness patterns, social media emerges as the most dominant channel for brand awareness, emphasizing the importance of digital marketing. A significant number of respondents purchase Noise products occasionally rather than frequently, indicating that while the brand has established visibility, customer retention strategies require enhancement. Strengthening loyalty programs, offering personalized discounts, or introducing subscription-based

benefits could encourage more frequent purchases. Furthermore, word-of-mouth marketing also plays a considerable role in brand awareness, signifying that customer satisfaction and advocacy can directly impact sales growth.

The effectiveness of Noise's marketing strategies suggests that while the brand's promotional campaigns are moderately effective, there is room for improvement. Social media and online advertisements remain the most influential promotional channels, underlining the importance of continued investment in digital campaigns. Additionally, the popularity of smartwatches and earbuds among customers confirms that these product categories should remain central to Noise's marketing focus. Introducing innovative product features, improving user experience, and leveraging influencer collaborations more effectively could enhance brand perception and engagement.

The pricing and distribution analysis indicates that most customers find Noise's pricing reasonable, though some perceive it as slightly expensive compared to competitors. However, the majority of respondents believe that the products offer good value for money, reinforcing a positive brand image. One critical challenge identified is the inconsistent availability of Noise products in retail stores, which may limit accessibility and hinder potential sales. Expanding retail partnerships and ensuring better stock availability in physical outlets could improve customer convenience and market penetration.

Customer satisfaction and brand loyalty results reflect a generally positive sentiment, with a substantial proportion of respondents expressing satisfaction with after-sales service and marketing initiatives. However, a notable percentage remains neutral or dissatisfied, indicating areas where Noise can enhance customer service. Strengthening after-sales support, ensuring quicker resolution of customer issues, and providing better warranty policies could improve satisfaction levels. The likelihood of recommending Noise products is relatively high, showcasing strong brand loyalty. Still, consistent efforts in customer engagement and personalized marketing strategies will be essential to maintaining and growing consumer trust.

7. Conclusion

In conclusion, Noise has successfully positioned itself as a popular tech brand among young consumers in Nagpur, primarily leveraging digital marketing and social media to drive awareness and engagement. The study highlights that while the brand enjoys strong visibility and customer interest, there are key areas that require attention to enhance its market presence. Customer retention remains a challenge, as most buyers purchase products occasionally rather than frequently, indicating the need for loyalty programs or personalized incentives. Additionally, while Noise's pricing is perceived as competitive, some consumers find it slightly expensive, which could be addressed through strategic pricing adjustments or value-added services. The brand's retail availability also emerged as a concern, as inconsistent stock in physical stores may limit accessibility and sales opportunities. Furthermore, while Noise's after-sales service and marketing efforts are generally well-received, a segment of customers remains neutral or dissatisfied, suggesting room for improvement in customer support and engagement strategies. Despite these challenges, Noise has cultivated strong brand loyalty, with a majority of respondents likely to recommend its products. To maintain its competitive edge, the brand should focus on refining its marketing strategies, strengthening after-sales

support, expanding retail distribution, and enhancing customer experience to ensure sustained growth and long-term success in the market.

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