



A STUDY ON BRAND PREFERENCE TOWARDS AIRPODES (BOAT) AMONG STUDENTS WITH SPECIAL REFERENCES TO DR. N.G.P ARTS AND SCIENCE COLLEGE

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ABSTRACT

BoAt is India's fastest growing audio & wearables brand. The most incredible range of wireless earphones, earbuds, headphones, smart watches, and home audio. From workouts to adventures, boat will get you sailing! Under 5 years, the brand has made a name for itself in the highly competitive and price sensitive Indian market. It has been awarded as the No.1 ear wear and No.1TWS brand in India and also, No.5 largest wearable brand globally. The tagline for the companies "Plug into Nirvana", which is very appealing to the target audience. The brand has been gaining traction while riding the waves of Nirvana in the Audio Electronics sector. Boat is an Indian based lifestyle brand dealing in fashionable customer electronic products.

KEYWORDS: boAt, audio, wireless earphones, Brand.

INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

The purpose of this study is to understand the brand preference of students towards Air Pods and Boat wireless earphones, with a special reference to Dr. N.G.P Arts and Science College. In recent years, wireless earphones have become increasingly popular among consumers, with Apple's Air Pods being a dominant player in the market.

However, other brands such as Boat -have also gained a significant share of the market due to their affordability and unique features. This study aims to identify the factors that influence brand preference among students, such as brand image, price, sound quality, and design.

The study will also explore the reasons behind the popularity of Air Pods and Boat wireless earphones among students and the extent to which they are willing to pay for these products. The research will be conducted among students of Dr. N.G.P Arts and Science College, which is a well-known educational institution in Coimbatore, India. The college has a diverse student population, which will provide insights into the preferences and behavior of students from different backgrounds.

OBJECTIVES OF THE STUDY

- To know about the socio-economic factors.
- To know the perception of customer towards airpodes.
- To identify the factor which influence to purchase boat airpodes.

SCOPE OF THE STUDY

boAt first started experimenting by creating Apple charger cables with anti-destruction properties. It was the time when people were suffering because of getting their charger cable damaged without any obvious reason. Boat grabbed this opportunity and up their game by creating the indestructible charger cable for Apple. This is how they stepped into the market with unique products that solved the problems of the customers. That was just the beginning, and then the company started creating products like headphones and earphones. It was so reliable



that it can be worn even while working out or exercising. These products were able to get popular amongst the younger generation who are into fitness.

From the beginning boat was focused on the youth who are into fitness, they made all the products by keeping their target audience in mind. The demand for indestructible products has been increasing day by day, they understood it and started developing it. Plus, with various advertisements, they tried to capture the attention of their target audience.

RESEARCH METHODOLOGY

The methodical approach to solving a research problem by collecting data utilising numerous methods. The research has employed both primary and secondary data. To get the data, a sampling of the entire student population was performed, and a structured questionnaire has been created to collect information for the study's conclusion and its research goals.

DATA USED

- Primary Data
- Secondary Data
- **PRIMARY DATA**

After completing the Dr. N.G.P. Arts and Science College study area, the researcher gathered the first-hand data. The primary data was gathered using a well-structured questionnaire and a field survey technique in the Coimbatore district, which involved gathering information from 120 randomly chosen sample respondents. As a result, the researchers create a solid report that includes all the responses and the outcome.

- **SECONDARY DATA**

In order to ensure that the conceptual framework, product profile, and study area were properly understood, secondary data were also gathered for the study. For this purpose, major journals, books, websites, and magazines were consulted from the library & guide.

SAMPLE SIZE

120 respondents made up the sample size for the study, and a structured questionnaire was used to gather the data.

LIMITATIONS OF THE STUDY

- The research study is based on Questionnaire collected from the Respondents.
- Sample size is restricted to 120 students.
- This study is focused with special reference to Dr. N.G.P. Arts and Science College.
- Findings of this study purely depends upon the factors, satisfaction level & strategies of the students.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis refers to a special kind of rates, percentage are used in making comparison between two or more series of data

SIMPLE PERCENTAGE ANALYSIS =

$$\text{NUMBER OF RESPONDENTS} / \text{TOTAL NUMBER OF RESPONDENTS} * 100$$

RANK ANALYSIS

Data that has been compared to other pieces of data and assigned a “place” in relation to those other pieces of data is known as ranked data.

REVIEW OF LITERATURE

Persaud, Irfan Azhar, (2022)¹

Concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in airpodes marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in boat airpodes marketing.



Arvind Sahay and Nivedita Sharma (2022)²

Focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher’s results suggest that young consumers develop relationships on all brand relationship dimensions.

Kotler David (2022)⁴

Boat is often regarded as India’s fastest growing audio & wearables brand. The company has become really popular in the last few years and gained further recognition when one of its co-founders, Aman Gupta, appeared as a “shark” in Sony TV’s smash hit show “Shark Tank India”. Reports suggest that the sales of Boat headphones have gone further up a notch, courtesy of the investment-raising show that had rocked the TRP charts and social media trends in early 2022.

Lakshaya Singh(2022)⁵

The finances,marketing strategy,competitors,etc.Have been taken into account to provide the readers a complete and realistic image about the working,decisions and their outcomes for boat airpodes .Secondary data has been used from blods,company website and other sources in this study.

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**TABLE 1
TABLE SHOWING GENDER-SPECIFIC OF THE RESPONDENTS**

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	MALE	54	44.6%
2	FEMALE	66	55.4%
	TOTAL	120	100%

INTERPRETATION

The above table 4.1 shows that 44.6% of the respondents are male and the 55.4% of the respondents are female.

INFERENCE

Mostly 55.4% of the respondents are female.

**TABLE 2
TABLE SHOWING THE EDUCATION QUALIFICATION OF THE RESPONDENTS**

S.NO	DEGREE	NO OF RESPONDENTS	PERCENTAGE
1	1 ST YEAR	20	16.5%
2	2 ND YEAR	26	22.3%
3	3 RD YEAR	49	40.5%
4	PG DEGREE	25	20.7%
	TOTAL	120	100%

INTERPRETATION

The above table 4.2 shows that the 1ST year16.5%, 2nd year22.3%, 3rd year40.5% and PG degree20.7%.

INFERENCE

Mostly 40.7% of the respondents are 3rd year students.



TABLE 3
TABLE SHOWING ACCORDING TO RESPONDENTS OPINION IS THE USE OF AIR PODS INCREASING

S. NO	OPINION OF RESPONDENTS	RESOPNDENTS	PERCENTAGE
1	YES	115	95.5%
2	NO	5	4.1%
	TOTAL	120	100%

INTERPRETATION

The above table 4.6 shows that 95.5% opinion is yes or 116 respondents,4.1 opinion is no or 5 respondents.

INFERENCE:

Majority 95.5% of the respondents are yes.

TABLE 4
TABLE SHOWING THE TYPE OF AIRPODS THE RESPONDENTS CURRENTLY PURCHASED

S.NO	CURRENTLY PURCHASED PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
1	BOAT	75	62%
2	DIZO	29	24%
3	SONY	12	10.7%
4	JBL	4	3.3%
	TOTAL	120	100%

INTERPRETATION

The above table 4.13 shows that 62% have currently purchased BOAT product, 24% have currently purchased DIZO product, 10.7% have currently purchased SONY product and 3.3% have currently purchased JBL product.

INFERENCE

Mostly 62%. of the respondents are currently purchased BOAT product.

TABLE 5
TABLE SHOWING THE MAJOR HEALTH ISSUES WHILE USING AIRPODS

S.NO	HEALTH ISSUES	NO. OF RESPONDENTS	PERCENTAGE
1	EAR PROBLEM	76	62.8%
2	HEADACHE	28	23.1%
3	NEVER PROBLEM	11	9.9%
4	RADIATION PROBLEM	5	4.1%
	TOTAL	120	100%

INTERPRETATION

The above table 4.19 shows that 18.5% are influenced by themselves, 39.5% are influenced by their friends, 21.8% from parents and 20.2% are from advertisements/promo.

INFERENCE

Mostly 62.8%. of the respondents are faced ear problem.



TABLE 6
TABLE SHOWING THAT THE AIR PODS IS BETTER THAN WIRED HEADPHONES OF THE RESPONDENTS SATISFACTION LEVEL

S. NO	SATISFACTORY	A	SA	N	DA	SDA	TOTAL	RANK
1	CONVENIENCE	83	22	15	1	-	550	I
		(5)	(4)	(3)	(2)	(1)		
		415	88	45	2	0		
2	APPEARANCE	31	79	10	1	-	503	IV
		(5)	(4)	(3)	(2)	(1)		
		155	316	30	2	0		
3	BUDGET	60	26	32	2	1	505	III
		(5)	(4)	(3)	(2)	(1)		
		300	104	96	4	1		
4	STYLE	42	57	15	7	-	383	V
		(5)	(4)	(3)	(2)	(1)		
		210	114	45	14	0		
5	SOUND QUALITY	60	42	14	-	5	515	II
		(5)	(4)	(3)	(2)	(1)		
		300	168	42	0	5		

INTERPRETATION

The above table 4.18 shows the number of respondents and their satisfactory towards the product and comparison is made in satisfaction basis.

INFERENCE

The majority respondents are choosing within satisfaction level for the preference on convenience and its features and less respondents disagree with style of the air pods.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- Mostly 55.4% of the respondents are female.
- Mostly 40.7% of the respondents are 3rd year students.
- Majority 95.5% of the respondents are yes.
- Mostly 62%. of the respondents are currently purchased BOAT product.
- Mostly 62.8%. of the respondents are faced ear problem.
- The majority respondents are choosing within satisfaction level for the preference on convenience and its features and less respondents disagree with style of the air pods .

SUGGESTIONS

The boat airpodes finally fulfils the Customer’s preference and it’s been clearly explained with the analysis and its interpretation and inference shows that most of the customer’s perception is about bringing in the best specifications and more fascinating things into their Airpods and thus implementing these things into their Ideology can make more customer Eagerness in using or taking it once for their time to check and to buy it. Thus, it can make more income to the boAt and thus can bring a one and only opinion on talking on the Earphones and This is not a clear-cut note or preference and satisfaction, but it’s just a thought of the customer’s opinion and this can make some changes in the boat Air pods.

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