



# A STUDY ON MARKETING STRATEGIES USED BY boAt

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## ABSTRACT

boAt is an Indian startup which was established in the year 2016 by its founders Aman Gupta and Sameer Mehta with the objective to provide high quality products at an affordable and suitable price for the consumers. The company offers to its consumers an affordable range of headphones, earphones, speakers and other accessories. The reason for the company's success can solely be credited to its affordable and cheap prices than compared to other competitors in the market and also because it caters to needs and preferences of the younger generations or the Gen-Z's in India. It also lays strong emphasis on design, boAt products often feature trendy aesthetics, vibrant colors, and unique designs, appealing to fashion-conscious consumer preferences. The company's ongoing product development demonstrates its dedication to innovation and technology, adding features like Bluetooth connectivity, waterproofing, and noise cancellation to enhance the user experience.

**KEYWORDS:** Marketing Strategies, boAt, Consumer Preferences

## INTRODUCTION

boAt is an Indian startup established in the year 2016 by Aman Gupta and Sameer Mehta and now a leading Indian consumer electronics company with a major market share in India, which offer its consumers a wide and an affordable range of electronic devices such as headphones, speakers, smartwatches and other accessories. boAt has capitalized on the booming audio market in India, partnering with various e-commerce platforms like Amazon and Flipkart to reach a wide audience across the country. Through strategic partnerships and collaborations with celebrities and influencers, boAt has effectively marketed its products, creating a strong brand presence in the market. The primary differentiator for boAt is its ability to offer premium goods that give customers a branded, luxurious product feel at a low, reasonable cost. This paper is a study to analyze and understand the marketing strategies used and adopted by boAt to influence and capture its targeted market audience in a vast and big crowded market.

## OBJECTIVES OF THE STUDY

- To Understand the marketing strategy of boAt.
- To Comprehend how boAt uses various marketing channels.
- To contribute to academic research and theoretical understanding

## REVIEW OF LITERATURE

- 1) "Sai pooja et al, (2023), She did research on "Customer Satisfaction with BoAt Products: Consumer Electronic Services." The primary goals of the research are to investigate consumer happiness, value, and company performance, as well as to determine where the industry falls short and how it can improve. It also aids in understanding customer satisfaction levels. The survey discovered that customers are happy with the product, however they say sound would be better with flat response, followed by audio quality with Bolby Atmos."
- 2) "According to Rajiv Lal and Kairavi Dey (July 2022), boAt was founded in 2016 as a consumer electronics lifestyle brand with the purpose of providing inexpensive, robust, and trendy audio goods and products to millennial and new



age customers in India. boAt began selling 'indestructible' connection cables in 2016, using Amazon India as its only sales channel. Following its debut in personal audio, it moved into additional sectors such as Bluetooth audio, home audio, and smartwatches. Each category contained custom-designed, competitively priced items that were assisted by aggressive marketing and a multi-brand ambassador program. It swiftly became one of India's first online or internet native businesses, with revenues topping \$65 million and ranking as the world's fifth largest wearable firm. It hired experienced executives in early 2022 to take over and lead the firm in the right direction as it prepared to file for an IPO. Vivek Gambhir, the recently hired CEO, contemplated the next step of expansion. Would expanding into other categories benefit the BoAt brand? How should they consider using offline channels? Finally, should BoAt consider growing internationally?"

3) "Lakshya Singh and Amit Kumar Agrawal (October 2022), Their instance exemplifies boAt's development into the Indian market as a result of the country's fast growing client base in the technology and audio industries. This case discusses all of the aspects to consider as well as the business decisions to be taken while expanding into the industry. The obstacles that boAt experienced after entering the market, as well as the company's business initiatives to address such challenges, are also covered. This example teaches students about the dynamics of expanding in a competitive market while maintaining growth and maximising profitability."

4) "Sheela Bhargava and Parul Gupta (August 2022), claimed that boAt Lifestyle, formed in 2016, is a Delhi-based Indian business specialising in trendy consumer electronics. boAt has achieved tremendous profits over the previous five years and has emerged as one of the most promising companies due to its creative product offerings and marketing strategies. To reach its target client category, millennials, it used social media marketing tactics such as influencer marketing and brand partnerships with sports teams and music events. The study investigates the characteristics of the Indian wearables sector, which is under intense rivalry from both domestic and foreign competitors. To ensure continued growth prospects while maintaining a tight focus on product differentiation, quality, and customer satisfaction, boAt must reconsider its market development and growth strategies in terms of new innovations, as well as adopt long-term orientations such as diversification and global expansion."

5) "Persaud, Irfan Azhar, (2022) has stated that customers' buying preferences, brand-trust, and value are important motivators for engaging in airpods marketing via cellphones. Further study should focus on particular techniques marketers employ to engage customers apart from marketing communications, such as how they engage customers in discussion to establish connections, stimulate purchases, and foster loyalty. This might demonstrate how clients truly desire to participate in boat airpods marketing."

6) "Nivedita Sharma and Arvind Sahay (2022)" The significance of brand relationships varies among young consumers. Secondly, research should be conducted to determine how brand relationships, family influence, and peer influence affect young consumers' intentions to switch. Lastly, price changes and their effect on switching intentions should be considered in the context of brand relationships. The results of the study show that young consumers build relationships with brands on all fronts.

7) David Kotler (2022) Boat is widely acknowledged as the fastest-growing audio and wearables brand in India. The company has become more well-known in recent years, and Aman Gupta, one of its co-founders, was highlighted as a "shark" on the popular hit show "Shark Tank India" on Sony TV. Sales of Boat headphones are said to have grown dramatically as a result of the investment-raising event that dominated social media trends and TRP charts in the early months of 2022.

8) "According to T.S. Chia and H.C. Wong: This research study examines the design and development of a Bluetooth headset for use with motorcycle helmets. According to the publication, the headset has a similar design as Boat headphones and contains noise-cancelling technology as well as water resistance. The essay emphasises the significance of creating audio devices that are especially designed for outdoor and active surroundings."

9) "According to S. Koikeand et al: This study assesses the sound quality and comfort of in-ear headphones, specifically Boat earphones. The survey discovered that the sound quality of Boat earbuds was equivalent to more costly choices, and that consumers typically considered them pleasant to wear."



10) "According to by P. Mishra et al: This study analyses customer behaviour and preferences for Boat and JBL headphones in India. The survey discovered that, while JBL was more popular overall, Boat had a dedicated customer base that valued the brand's price and quality."

11) "According to L.C. Delgado et al: This study compares the sound quality, dependability, and waterproofness of many waterproof headphones, including Boat earbuds. The study discovered that although some waterproof headphones had concerns with sound quality and dependability, Boat earbuds fared well in all areas and were a viable choice for water-based activities."

## METHODOLOGY

Secondary research, is also known as second hand research wherein existing data is sourced from a variety of channels. This includes internal sources such as in-house research and external sources such as government statistics.

The study is mainly done to understand the various marketing strategies and tactics adopted and used by boAt to market its products to the consumers so that the consumers satisfaction towards the boAt products – consumer electronic services, increases and to know the major factors which are influencing the customers to buy the product. This research also aims to understand the marketing strategies and the tactics used by boAt to market its products and services amidst an overcrowded and highly complete International and Domestic Music and Audio wearables market.

This research has been conducted using the data collected from the secondary sources of data as mentioned in the start of this research methodology chapter. The secondary sources of data include newspapers where the advertisements of the boAt company are published. Also company websites and social media handles such as YouTube, Instagram, Twitter or also now known as X , LinkedIn , Facebook or Meta Platforms where nowadays most of digital media marketing ,online advertisements , Influencer Marketing and marketing through celebrity and sportspersons social media handles takes place.

## FINDINGS

- boAt emphasizes digital platforms like social media and influencers for marketing outreach.
- It positions itself as a lifestyle brand, focusing on fashion and trends alongside electronics.
- boAt prioritizes visually appealing and durable product designs.
- Competitive pricing makes boAt products accessible to a wide consumer base.
- The company continuously innovates, introducing new products to meet changing consumer preferences.
- boAt engages with its community through social media and events.
- Products are available both online and offline for maximum accessibility.
- Focus on excellent after-sales service to build customer trust and loyalty.
- boAt utilizes street hoardings for enhanced brand visibility in high-traffic areas.
- Collaborations with Netflix for exclusive screening events and show integrations.
- Partnerships with movie studios for product placement and premiere events.
- Collaboration with popular singers for concerts, integrating boAt products into the experience.
- Launches limited-edition Avengers-themed products to appeal to superhero fans.
- Integrates stylish audio products into fashion events like Lakmé Fashion Week.
- Sponsors events and shows to reinforce brand presence and connect with target audiences.

## SUGGESTIONS

- Create a strong online community of boAt enthusiasts through forums, social media groups and exclusive events, where users can engage with each other, share their experiences and feedbacks, thereby building brand loyalty.
- Tailor marketing campaigns and product offerings to specific geographical or regional preferences and cultural nuances, leveraging local events, festivals and traditions to connect deeply with the consumers on a more personal level.
- Highlight boAt's commitment to innovation and cutting edge technologies through product launch events, tech expos, and workshops, where customers can experience firsthand the latest advancements in audio technology.



- Organize social media contests and giveaways on social media apps to increase brand awareness and engage with the audience.
- Organize CSR initiatives like launching campaigns to promote eco friendly practices such as beach clean-ups, tree plantations, or recycling drives. This builds trust and credibility among consumers, demonstrating boAt's commitment to making a positive impact beyond just selling products.
- Create engaging contents such as blogs, videos, and podcasts focusing on topics related to music and fashion and subtly integrate boAt products into the content.
- Implement a customer loyalty program to reward repeat purchase to motivate and connect with consumers and foster brand loyalty.

## CONCLUSIONS

This study was undertaken to study the marketing strategies or tactics used by boAt an Indian consumer electronics company that specializes in audio products and accessories like watches, earphones, headphones and other accessories. This research has been conducted using the data collected from the secondary sources of data such as company's websites and social media handles. During the course of this study we have tried to figure out the marketing strategies used by boAt and we have found that boAt's markets its products mainly through social media and influencers for a wide marketing reach and it also not just markets itself as a audio or a music wearable brand but it emphasizes it as a lifestyle brand thereby projecting itself to the people to include it in their lifestyles. boAt also uses marketing strategies such as sponsoring IPL teams, music concerts, promoting young musicians and artists. boAt also launches limited edition products such as avenger themed products and recently it also launched out a "Riverdale Rocker" a retro themed speaker which was in connection to the Netflix's recent release "Archies" to capitalize on the retro trend which the movie created. It had also collaborated with Lakmé Fashion Week represents a fusion of technology and fashion, showcasing the synergy between audio innovation and haute couture. Through this partnership, boAt integrates its stylish audio products seamlessly into the fashion landscape. To conclude with, boAt uses an aggressive marketing strategy both through online and offline channels and it also capitalizes on sponsoring and collaborating with trending events such as music concerts, IPL franchises, film releases and launching film themed products. It was due to these reasons and marketing strategies that it was able to enter and disrupt a crowded market and capture a huge chunk of market share and become the leading and the most reliable label in India and the 5<sup>th</sup> largest consumer wearable brand globally

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