



A STUDY ON CUSTOMER SATISFACTION OF BOAT LIFESTYLE PRODUCTS IN MADURAI CITY

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ABSTRACT:

This study aims to evaluate the level of customer satisfaction with Boat lifestyle products in Madurai city. Boat, a prominent brand in the customer electronics market, is well-known for its audio products, such as wireless earphones, headphones, and portable speakers. With the rise in demand for quality audio products, understanding customer satisfaction is crucial for the brand's growth and competitive positioning in the market. The research is conducted through a structured survey method targeting Boat product users in Madurai.

KEYWORDS:

LIFESTYLE, ELECTRONICS MARKET, CUSTOMER SATISFACTION , COMPETITIVE POSITIONING, TARGETING.

1.1 INTRODUCTION:

In recent years, the Indian customer electronics market has witnessed significant growth, driven by increasing demand for premium and stylish products. With the rise of online shopping and social media, customer behavior and expectations have undergone a significant shift. This study examines the customer satisfaction of Boat Lifestyle, a leading Indian audio accessories brand. Customer are no longer just looking for functional products; they are seeking experiences that reflect their lifestyle , personality, and values.

1.2 STATEMENT OF THE PROBLEM:

Boat has captured the Indian market but they were not able to expand its reach in other countries which could be a hindrance to its growth potential. The corporation is diversifying into more market categories, which could dilute its brand identity and confuse customers.

1.3 REVIEW OF LITERATURE:

A study by Kumar et al. (2020) found that product quality and features were significant predictors of customer satisfaction with Boat Lifestyle products. The study emphasized the importance of delivering high-quality products with advanced features.

Research by Singh et al. (2022) revealed that price and value for money were critical factors influencing customer satisfaction with Boat Lifestyle products. The study suggested that customers expect affordable prices without

compromising on product quality.

A study by Gupta et al. (2023) highlighted the importance of brand reputation and customer support in driving customer satisfaction with Boat Lifestyle products. The study emphasized the need for effective customer support and warranty services.

Research by Sharma et al. (2024) explored the relationship between customer expectations and satisfaction with Boat Lifestyle products. The study found that meeting customer expectations was crucial for driving satisfaction and loyalty.

1.4 OBJECTIVES OF THE STUDY

- To analyze the demographic characteristics of customers
- To evaluate the customer perceive quality and performance of Boat Lifestyle products
- To examine the impact of customer service and support
- To assess the challenges faced by customer in purchasing and using boat lifestyle products in Madurai.

1.5 RESEARCH DESIGN

Primary Data – Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described a raw data or first-Data

The primary data was collected by using questionnaire.

Secondary data – Secondary data is a second-hand data that is already collected and recorded by some books, journal, articles websites and reports, etc.

1.5.1 SAMPLING

SAMPLE SIZE:

Responses were collected from 70 respondents selected to ensure a representative view of the target audience.

SAMPLING TECHNIQUE:

Convenience sampling method is used to gather data from Boat lifestyle customers in retail stores, online buyers ,and other relevant channels.

TOOLS:

Simple percentage analysis, charts are used in this study for data analysis.

TABLE: 1

PURCHASE CHANNELS SELECTION BOAT LIFESTYLE PRODUCTS

Particulars	No. of Respondents	Percentage
Boat Life style Website	42	60
Online(E-commerce platform)	8	11
Offline (retail stores)	20	29
Total	70	100

Source code: Primary data

The above table shows that 60% of respondents purchase boat lifestyle products through their website, 11% of respondents, Boat lifestyle products purchase through other E- commerce Platform and 29% of respondents Boat lifestyle products through retail store.

BAR DIAGRAM 1

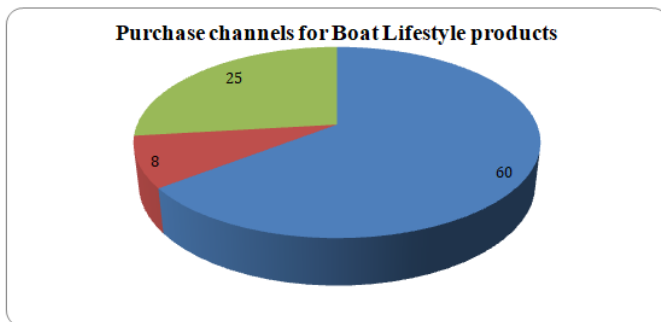


TABLE: 2

FACTORS INFLUENCING PURCHASE DECISION OF BOAT LIFESTYLE PRODUCTS

Particulars	No of Respondents	Percentage
Sound quality	34	49
Design and appearance	39	56
Battery life	42	60
Price	8	11

Others	7	10
Total	70	100

Source data: Primary data

The above table shows that 49% the respondents purchased boat lifestyle products sound quality, 56% of the respondents purchased boat lifestyle products for it's design and appearance, Battery life 60% the respondents purchased boat lifestyle products 11% the respondents are purchase boat lifestyle products for price, 10% the respondents purchased boat lifestyle products for other reasons

BAR DIAGRAM 2

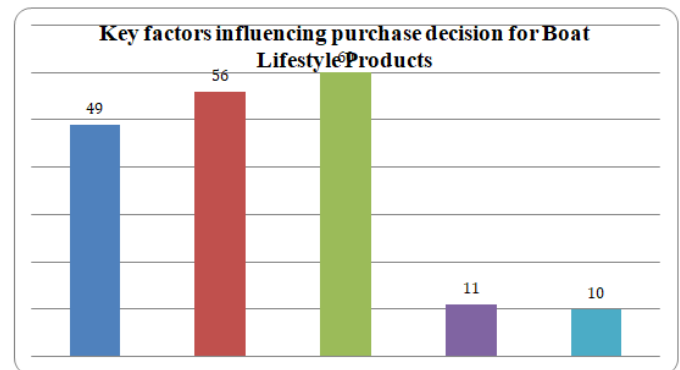


TABLE: 3

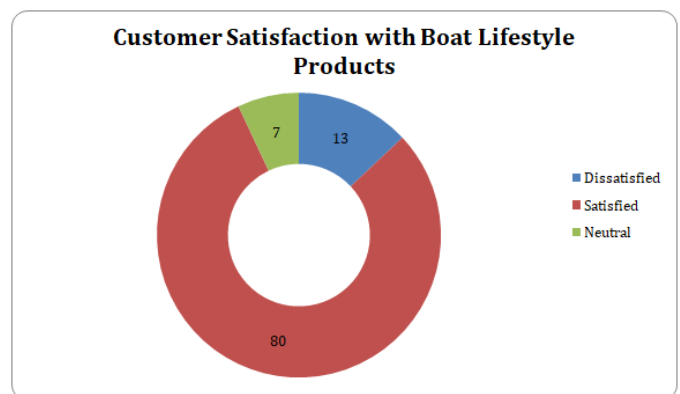
CUSTOMER SATISFACTION WITH BOAT LIFESTYLE PRODUCTS

Particulars	No of Respondents	Percentage
Dissatisfied	9	13
Satisfied	56	80
Neutral	5	7
Total	70	100

Source Data: Primary Data

The above table shows that majority of 80% the respondents Customer Satisfaction with Boat Lifestyle products

BAR DIAGRAM 3



FINDINGS:

- Majority of the respondents purchased Boat lifestyle products through Boat lifestyle website
- For long lasting battery life about 60% the

- respondents purchased boat lifestyle products
- Majority of the respondents are satisfied with Boat Lifestyle products.

SUGGESTIONS:

Boat has to focus on the bass quality of their earphones and speakers. They have to work more on the connectivity and Bluetooth version of their products. They can also have a look on their product prices according to their competitors. Boat lifestyle can shift their manufacturing unit to India as to make the products fully Indian. Company has increase their product durability as the not very durable as compare to other brands.

CONCLUSION

The study provides insight about the various dimensions associate with customer satisfaction. Customer prefers Boat lifestyle because of it’s quality, adoption of new

technology and unique items comfort for young generation. It use very effective way of promotion and this leads to attract hugs customers and to capture large market. On the basis of findings of the study it can be concluded that boat products has gained customers satisfaction due to their strategy, quality and variety of products.

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