

**A
PROJECT REPORT
ON**

**“A MARKETING STRATEGY OF
BOAT”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS), NAGPUR**

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

ANKIT A. TIWARI

Under the Guidance of

Dr. AFSAR SHEIKH

**G.S College of Commerce and Economics
(Autonomous), Nagpur**

_Academic year 2023-24



G.S College of Commerce and Economics (Autonomous),
Nagpur

Academic year 2023-24



CERTIFICATE

This is to certify that “**ANKIT A. TIWARI**” has submitted the project report titled “**A MARKETING STRATEGY OF BOAT**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. AFSAR SHEIKH

(Project Guide)

DR. AFSAR SHEIKH

(Co-Ordinator)

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous),
Nagpur

Academic year 2023-24



DECLARATION

I here-by declare that the project with title “**A MARKETING STARETEGY OF BOAT**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

ANKIT A. TIWARI

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous),
Nagpur



Academic year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide **Dr. Afsar Sheikh** for his guideline throughout the project. I tender my sincere regards to Co-ordinator, **Dr. Afsar Sheikh** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

ANKIT A. TIWARI

Place: Nagpur

Date:

INDEX

SR. No.	PARTICULARS	PAGE No.
1	Introduction	1-7
2	Company Profile	8-12
3	Literature Review	13-15
4	Research Study Objective of Study 5.1 Scope of Study 5.2 Limitations of Study 5.3 Hypothesis	16-20
6	Research Methodology	21-22
	• Research Design	
	• Primary Data	
	• Secondary Data	
8	Data Analysis & Interpretation.	23-34
9	Findings	35-37
10	Suggestions	38-39
11	Conclusion	40-41
12	Bibliography	42-43
	Annexure	44

CHAPTER 1

INTRODUCTION

INTRODUCTION

- Boat is an India-based consumer electronics brand established in 2015 that markets earphones, headphones stereos, travel chargers and premium rugged cables. Imagine Marketing Services Private Limited, which does business as Boat, was incorporated in November 2013 by co-founders Sameer Ashok Mehta and Aman Gupta
- Boat (legal name "Imagine Marketing Services Pvt. Ltd.") is an India-based company which was incorporated in November 2013. Boat markets earphones, headphones stereos, travel chargers, and premium rugged cables.
- D2C consumer electronics startup boat continues to lead India's wearables market, according to a report by International Data Corporation (IDC). The Aman Gupta-led startup secured a 32.1% share in Q3 2022, aided mostly by earwear devices.
- Boat was founded with the "sole aim of bringing affordable, durable, and more importantly, 'fashionable' audio products and accessories to millennials", which can be termed the mission and vision of Boat company.
- Imagine Marketing (boat) ranks among the top 5 global wearable companies.
- Boat found flaws in the longevity of mobile charging cables used in the market. The founders witnessed frequent damage caused to such cables due to internal and external factors and thought of finding out solutions to such problems. So, they focused on launching indestructible cables. Soon they launched water and sweat-resistant hearable products.

WHAT IS MARKETING?

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

WHAT IS MARKETING STRATEGY?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

HOW WAS BOAT STARTED?

One of its founders Aman Gupta was familiar with the electronics trade. He worked for three years (2007-10) in his family business. Before joining the business, he had completed his Chartered Accountancy and worked in Citibank between 2003 and 2006.

In 2010, he enrolled for a MBA at the **Indian School of Business (ISB)** which led to his placement at KPMG, the auditing firm. He worked there for a brief period of six months but those were enough to affect him. He was fascinated by electronics and gadgets and applied at JBL. The company signed him for two years. Gupta managed the start-up's offline distribution through stores such as Croma and Reliance Digital. A little later, he also got into product management. His job was to identify the right products for the Indian market. His learnings while working for JBL came in handy during product developments at boat.

boat Lifestyle is a company that has just started to sail in the deep sea of audio devices market. However, the numbers are promising for them as they continuously rise amidst all the competition. The company struggled in its initial two years. Aman and Sameer had started with a capital of around 3 million, coming from the two founders.

In 2018, Kanwaljit Singh of Fireside Ventures invested 60 million in the company. Singh was impressed with the founders' ability to white spots, the product quality, and right targeting.

The company is continuously performing in the market. It has clocked more than Rs 100 crore in domestic sales alone. From just two founders, the company is now a 35-member team and has its offices in the top two metro cities- Mumbai and Delhi.

BOAT - NAME, TAGLINE & LOGO

Tagline of BOAT

When you take a boat, you leave everything behind.



BOAT – BUSINESS MODEL & REVENUE MODEL

The company aims to satisfy the needs of users and developing products by closely observing their requirements. The first-ever product of the company was an indestructible Apple charging-cable and charger. After the founders sensed its urgency, the product was developed. Boat company has modified its approach since the beginning and has till date kept on improvising.

The company believes that Boat is a lifestyle brand and not a consumer electronics brand. The company is well-aware of its target audience. It presents stylish and affordable products that attract the youth. Keeping that in mind, Boat company has appointed all the young faces in the industry as its brand ambassadors. These ambassadors represent India's most-followed passions (and obsessions) – Bollywood and cricket.

Boat lifestyle has a market share of 27.3% in the earwear category & it is the leading brand in this category.

Moving into its revenue streams, Boat is now available both online and offline. They already touched upon its online partners while they serve their offline customers through the distribution model. It got more than 20 distributors that supply Boat's products to offline retailers.

THE BIGGEST CHALLENGE FACED WHILE SETTING BOAT UP WHILE TAKING IT OVERSEAS

Seasonal demand: The demand for boats tends to be seasonal, with peak demand during the summer months. This can create challenges for boat companies in terms of managing inventory, staffing, and cash flow.

Economic downturns: Boat sales tend to be discretionary purchases, which means that during economic downturns, consumers may choose to delay or forgo buying a boat. This can create challenges for boat companies in terms of maintaining revenue and profitability.

Competition: The boat industry is highly competitive, with many players vying for market share. Boat companies must differentiate themselves from competitors by offering unique products, superior customer service, and innovative marketing strategies.

Cost of materials: The cost of materials used to build boats, such as fiberglass, wood, and metal, can be volatile and subject to fluctuations in global markets. Boat companies must manage their supply chains carefully to minimize the impact of these fluctuations on their costs and pricing.

Environmental regulations: Boat companies must comply with a range of environmental regulations, including those related to emissions, waste disposal, and water quality. Compliance with these regulations can be costly and time-consuming, and failure to comply can result in fines and legal liabilities.

THE FORMULA OF BOAT SUCCESS

The founders of boat, Aman Gupta and Sameer Mehta consider that hiring the correct persons is the primary reason for their company's startling growth and moreover, it was also the greatest hurdle encountered by them while building boat. Now, they have a squad who are vital in bricking their dream project.

BOAT - STRATEGIES SEO STRATEGY: -

BOAT has a strong SEO strategy. We have already discussed that BOAT gets approx 66% of its traffic from searches made online. With their SEO efforts, they manage to get 99.44% of organic traffic from its search ratio whereas their paid searches are just 0.56%. This explains why they have a strong SEO strategy. Such an uprising metrics is because of the SEO strategy of boat.

SOCIAL MEDIA STRATEGY: -

An app that targets the customers of the 18-35 age group, cannot miss social media marketing. boat understands that most of its target groups are active social media users. So, it focuses on creating social media ads and creates engaging posts to connect with the audience.

TARGETED AUDIENCE: -

Ever since its inception, boat always targeted the youth who were into fitness. All their products were manufactured keeping their target audience in mind. The demand for these indestructible audio products has always been on the rise.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Overview Boat (also known as Imagine Marketing) is a lifestyle brand that creates and sells consumers electronics. Its product range includes earbuds, headphones, earphones, and wireless speakers with contemporary designs. The company addresses the audio needs of millennials and Gen Z.

Type Private

Status Active

Founded 2016

HQ Mumbai, IN | [view all locations](#)

Website <https://www.boat-lifestyle.com/>

Sectors Retail audio consumer electronics ecommerce lifestyle wearables



After the launch, the public loved the products offered by the company's Boat, admiring its quality right from the beginning.

As per reports, the company's revenues in 2019-20 were around 500 crore rupees.

The company intends to increase its revenue by 2024.

In 2020, the company was ranked as the fifth most popular wearable brand worldwide. In addition, it has become the only Indian company to reach this level.

The vessel has raised an estimated \$100 million in funding from the Pincus company. The money will fund research and development facilities and Boat manufacturing in India.

The earphones and headphones for boats are designed entirely in India. According to news reports, certain boat products are produced in India. However, Boat headphones are manufactured in China, part of the greater Asia Pacific Economic Cooperation.

The manufacturing process for Boat headphones is extremely efficient and straightforward; raw materials are delivered to a factory where they're assembled, tested for quality assurance, and shipped. The team behind Boat headphones work hard to ensure fast and consistent production so that its customers can easily enjoy high-quality audio products.

Moreover, Chinese labour standards are among the highest in the world, which guarantees customers of boat headphones a product made with the utmost care and attention. It's no wonder why Boat has been able to gain global recognition for its audio devices through such consistent and reliable production.



SWOT ANALYSIS

Strengths:

- Expertise in boat manufacturing and design
- High-quality products and services
- Strong brand reputation and recognition
- Experienced and knowledgeable staff
- Strong distribution and sales network
- Ability to customize boats to meet customer requirements
- Strong financial position

Weaknesses:

- Dependence on specific suppliers for materials
- Limited production capacity
- Limited geographic reach
- Limited product line
- High operating costs
- Dependence on seasonal demand
- Vulnerability to fluctuations in the economy

Opportunities:

- Expansion into new markets
- Introduction of new product lines
- Strategic partnerships and alliances
- Diversification into related industries
- Developing eco-friendly and sustainable products
- Capitalizing on the trend towards outdoor recreation and leisure activities
- Investment in research and development

Threats:

- Intense competition from other boat manufacturers
- Increasing regulatory requirements and environmental regulations
- Fluctuations in raw material prices
- Economic downturns and uncertainty
- Technological advancements that disrupt the industry
- Unpredictable weather patterns and natural disasters
- Changes in consumer preferences and buying behaviours.

CHAPTER 3

LITERATURE REVIEW

LITERATURE REVIEW

According to T.S. Chia and H.C. Wong: This research article discusses the design and development of a Bluetooth headset for use with motorcycle helmets. The article notes that the headset is similar in design to Boat earphones and includes features such as noise-cancelling technology and water resistance. The article highlights the importance of designing audio products that are specifically tailored to outdoor and active environments.

According to K.V. Varghese et al: This research article examines the potential hearing risks associated with the use of personal audio devices, including earphones. The study found that many medical students were unaware of the risks associated with high-volume earphone use and recommends that educational interventions be implemented to increase awareness and promote safe listening practices.

According to S. Koikeand et al: This research article evaluates the sound quality and comfort of in-ear headphones, including Boat earphones. The study found that the sound quality of Boat earphones was comparable to more expensive options, and that users generally found them comfortable to wear.

According to by P. Mishra et al: This research article compares consumer behavior and preferences for Boat and JBL earphones in India. The study found that while JBL was more popular overall, Boat had a loyal customer base who appreciated the brand's affordability and quality.

According to L.C. Delgado et al: This research article evaluates the sound quality, reliability, and waterproofness of various waterproof headphones, including Boat earphones. The study found that while some waterproof headphones had issues with sound quality and reliability, Boat earphones performed well in all categories and were a good choice for water-based activities.

CHAPTER 4

RESEARCH STUDY

PROBLEM DEFINITION

A boat company may face different problems depending on its operations, but a general problem definition could be: "A boat company is facing challenges in operating profitably due to factors such as high overhead costs, limited customer demand, intense competition, changing market trends, and regulatory compliance requirements."

To address this problem, the boat company may need to evaluate its business strategy, streamline its operations, improve its marketing and sales efforts, expand its product offerings, and invest in technology and innovation to stay ahead of the competition. Additionally, the company may need to seek professional advice or consult with experts in the industry to find solutions to its specific challenges.

OBJECTIVES OF STUDY

1. To Understand Relationship of Boat's Customer
2. To Analyze Effectiveness of Boat Marketing Campaigns
3. To Value Customers Satisfaction of Boat.

SCOPE OF STUDY

Boat Design: The company may conduct research and development to design new boats or improve existing ones. This would involve considering factors such as performance, safety, comfort, and aesthetics.

Boat Manufacturing: Once the boat design is finalized, the company would need to manufacture the boats. This would involve selecting appropriate materials, designing production processes, and managing the supply chain.

Sales and Marketing: The boat company would need to identify potential customers and develop sales and marketing strategies to reach them. This may involve advertising, attending trade shows, or partnering with dealers and distributors.

Customer Support: The company would need to provide ongoing customer support, including warranty services, technical assistance, and maintenance support.

Regulatory Compliance: The boat company would need to comply with various regulations related to boat design, manufacturing, and sale, such as safety standards, environmental regulations, and licensing requirement

LIMITATION OF STUDY

Limited data: Depending on the boat company's size and transparency, there may be limited publicly available data or information about the company's operations, financial performance, and customer base.

Seasonal fluctuations: The boat industry is often seasonal, with demand for boats and related products varying throughout the year. This can make it challenging to gather accurate and representative data and make valid comparisons between different time periods.

Market volatility: The boat industry is subject to market volatility, which can impact sales, prices, and profitability. These fluctuations can make it difficult to predict future trends and outcomes.

Environmental factors: The performance of a boat company can be influenced by various environmental factors, such as weather patterns, natural disasters, and climate change. These factors can affect the availability of resources, impact customer demand, and disrupt supply chains.

Regulatory changes: The boat industry is subject to various regulations and compliance requirements, which can change over time. These changes can impact the company's operations, financial performance, and overall strategy.

HYPOTHESIS

HYPOTHESIS

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis. -

Null Hypothesis (H₀): - Boat do not uses numerous approaches to promote products.

Alternate Hypothesis (H₁): -Boat uses numerous approaches to promote products.

CHAPTER 6

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Steps or techniques used to identify, select, process, and analyze information so as to clearly understanding the research problem with the help of data or information. In this study both primary and secondary data has been used for carrying out the result.

MODE OF DATA COLLECTION:

There are two types of data:

- ▶ **Primary Data:** We have collected primary data through questionnaire.

- ▶ **Secondary Data:** Secondary research is also known as desk research. This type of research relies on pre-existing data sources such as company websites, articles and market research reports. It is generally carried out at a desk, either offline (via books, research documents, etc) or online (via websites, pdf reports, etc.)

This study is based on secondary data which collected using different websites available on the internet.

We also collected data from various websites available on the internet including the official website of the company and other survey conducting websites.

CHAPTER 7

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION: - Above data has been collected from 40 respondents The questions are asked to group of people are

A) GENDER WISE CLASSIFICATION OF RESPONDENTS

Sr No	Particulars	Responses	Percentage
I 1	Male	21	52.5%
2	Female	19	47.5%
3	Prefer not to say	-	-
4	Total	40	100%

Gender
40 responses



INTERPRETATION:

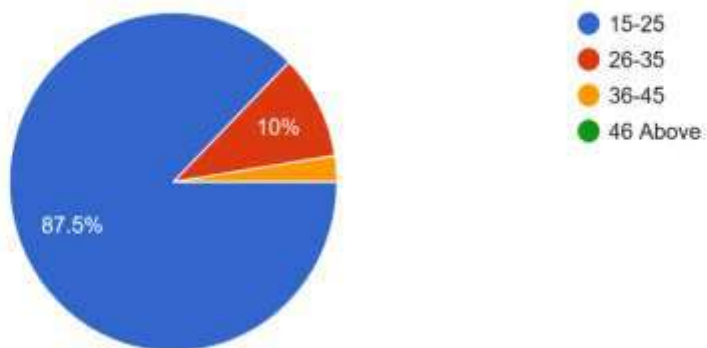
From the above fig, out of 40 respondents, 52.5% of people are male and 47.5% of people are female

B) AGE WISE CLASSIFICATION

Sr No	Particulars	Responses	Percentage
1	15-25	35	87.5%
2	26-35	4	10%
3	36-45	1	2.5%
4	46 above	-	-
5	Total	40	100%

Age

40 responses

**INTERPRETATION:**

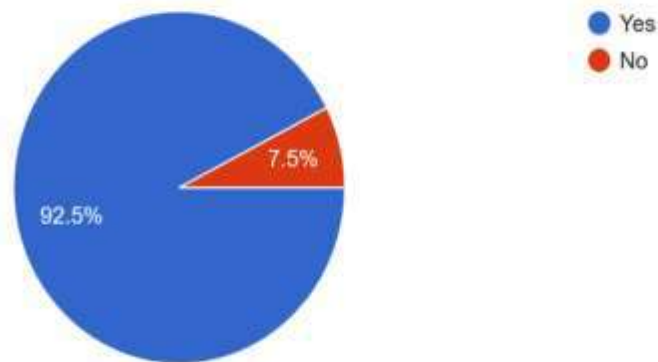
From the above fig, out of the 40 respondents, 87.5% of people are from age between 15-25, 10% of people are from age between 26-35, 2.5% people are from age between 36-45 and people are from age between 46 above not responded.

C) ARE YOU USE BOAT PRODUCT

Sr. No	Particulars	Responses	Percentage
1	Yes	37	92.5%
2	No	3	7.5%
Total		40	100%

Do you use boat products?

40 responses

**INTERPRETATION:**

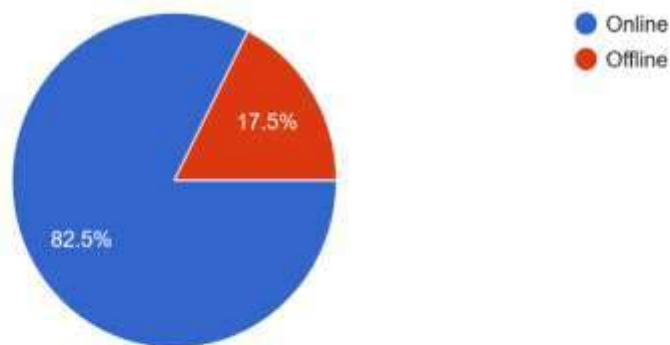
From the above fig, out of 40 respondents, 92.5% of people are using boat product and 7.5% of people are not using boat product.

D) MARKETING STRATEGY PREFER BY BOAT

Sr. No	Particulars	Responses	Percentage
1	Online	33	82.5%
2	Offline	7	17.5%
Total		40	100%

Which Marketing Mode does boat prefer?

40 responses

**INTERPRETATION:**

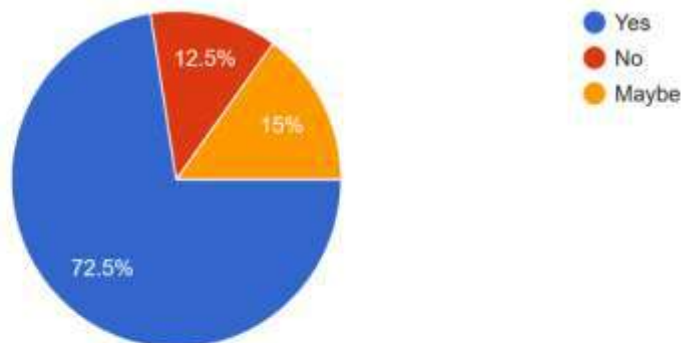
From the above fig, out of the 40 respondents, 82.5% of people are agree to preferring online boat strategy, and 17.5% people are preferring offline boat strategy.

E) BOAT CUSTOMER CARE PROVIDE GOOD SERVICES

Sr. No	Particular	Responses	Percentage
1	Yes	29	72.5%
2	No	5	12.5%
3	Maybe	6	15%
Total		40	100%

Do you think that boat customer care provides good services?

40 responses

**INTERPRETATION:**

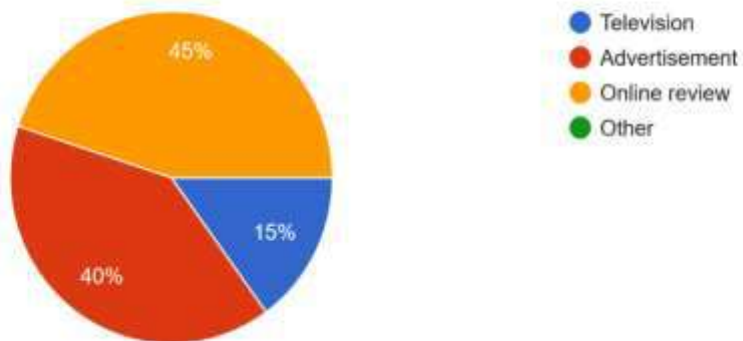
From the above fig, out of the 40 respondents, 72.5% of the respondents are agree with the boat has provide good customer care services, 12.5% of the respondents are not agree with the boat has provide good customer services, and 15% of the respondents are say the not sure with the boat has provide good customer services.

F) MARKETING CHANNELS INFLUENCING TO PURCHASE BOAT

Sr. No	Particulars	Responses	Percentage
1	Television	6	15%
2	Advertisement	16	40%
3	Online Review	18	45%
4	Other	-	-
Total		40	100%

Which marketing channels do you find most effective in influencing your decision to purchase a boat?

40 responses

**INTERPRETATION:**

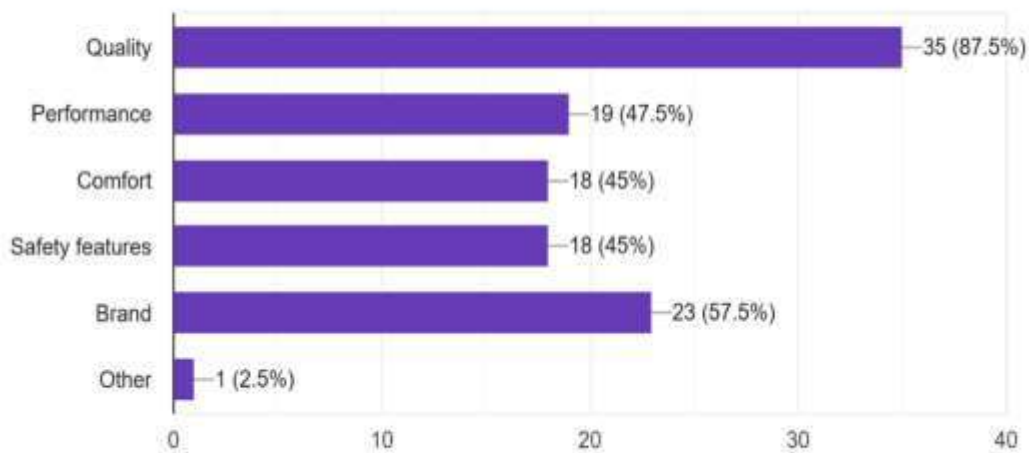
From the above fig, out of the 40 respondents, 15% of respondents' purchase of boat product are influenced through television, 40% of respondents are influenced through advertisements 45% of respondents are influenced by online review

G) FEATURES & QUALITIES OF CHOOSING BOAT

Sr. No	Particulars	Responses	Percentage
1	Quality	35	87.5%
2	Performance	19	47.5%
3	Comfort	18	45%
4	Safety Features	18	45%
5	Brand	23	57.5%
6	Other	1	2.5%
Total		114	100%

What features or qualities are most important to you, when choosing a boat.

40 responses



INTERPRETATION:

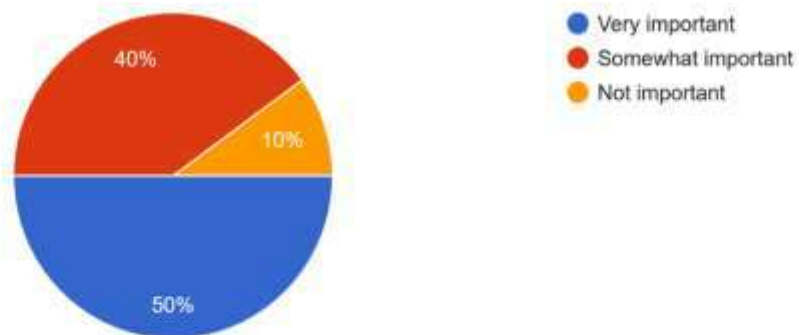
From the above fig, out of the 40 respondents, 87.5% of the respondents are influence by quality, 47.5% of the respondents were influence by performance, 45% of the respondents were influence by comfort, 45% of the respondents were influence by special features, 57.5% of the respondents were influence by brand, 2.5 % of the respondents were influence by others.

H) PRICE IS IMPORTANT TO PURCHASING A BOAT

Sr. No	Particulars	Responses	percentage
1	Very important	20	50%
2	Somewhat important	16	40%
3	Not important	4	10%
Total		40	100%

When considering purchasing a boat, how important is price to you.

40 responses



INTERPRETATION:

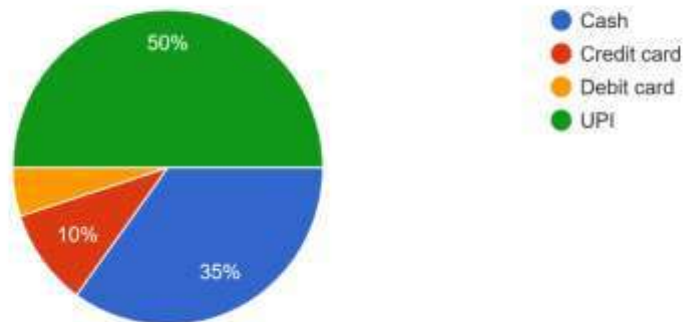
From the above fig, out of the 40 respondents, 50% of the respondents agree to the price are very important to purchasing boat product, 40% of the respondents agree to the price of boat product is somewhat important, and 10% of the respondents agree to the purchasing of boat product is not important.

I) What payment option do you prefer, when purchasing a boat?

Sr. No	Particulars	Responses	percentage
1	Cash	14	35%
2	Credit card	4	10%
3	Debit card	2	5%
4	UPI	20	50%
Total		40	100%

What payment option do you prefer, when purchasing a boat?

40 responses



INTERPRETATION:

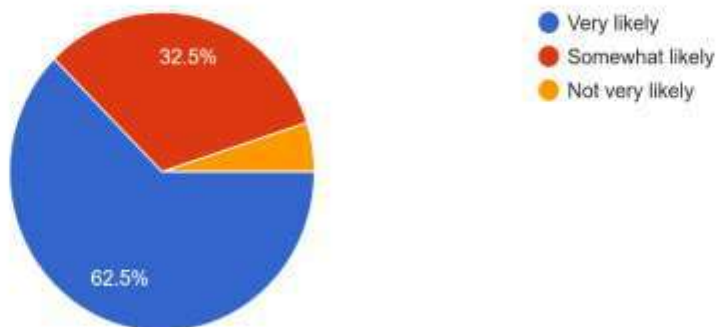
From the above fig, out of the 40 respondents, 35% of people are agree to preferring cash payment, 10% of people preferring credit card payment option, 5% of people preferring debit card payment option, and 50% of people preferring UPI payment option.

J) How likely are you to recommend your preferred boat brand to others.

Sr. No	Particulars	Responses	percentage
1	Very likely	25	62.5%
2	Somewhat likely	13	32.5%
3	Not very likely	2	5%
Total		40	100%

How likely are you to recommend your preferred boat brand to others.

40 responses

**INTERPRETATION:**

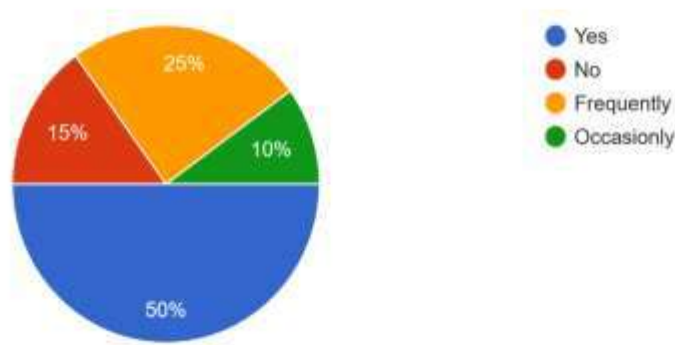
From the above fig, out of the 40 respondents, 62.5% of the respondents are very likely to preferring a boat product, 32.5% of the respondents somewhat likely to the preferring a boat product, and 5% of people are not likely to preferring a boat product.

K) Have you ever made a boat purchased based on recommendation from friends, family or online reviews?

Sr. No	Particulars	Responses	percentage
1	Yes	20	50%
2	No	6	15%
3	frequently	10	25%
4	Occasionally	4	10%
Total		40	100%

Have you ever made a boat purchased based on recommendation from friends, family or online reviews?

40 responses



INTERPRETATION:

From the above fig, out of the 40 respondents, 50% of the respondents are agree to recommending to boat product to friends and family, 15% of respondents are not recommending, 25% respondents are frequently recommending to friends and family, and 10% of respondents are occasionally recommending to family and friends.

CHAPTER 8

FINDINGS

FINDING'S

1. From the above fig, out of 40 respondents, 52.5% of people are male and 47.5% of people are female
2. From the above fig, out of the 40 respondents, 87.5.% of people are from age between 15-25, 10% of people are from age between 26-35, 2.5% people are from age between 36-45 and people are from age between 46 above not responded.
3. From the above fig, out of 40 respondents, 92.5% of people are using boat product and 7.5% of people are not using boat product.
4. From the above fig, out of the 40 respondents, 82.5% of people are agree to preferring online boat strategy, and 17.5% people are preferring offline boat strategy.
5. From the above fig, out of the 40 respondents, 72.5% of the respondents are agree with the boat has provide good customer care services, 12.5% of the respondents are not agree with the boat has provide good customer services, and 15% of the respondents are say the not sure with the boat has provide good customer services.
6. From the above fig, out of the 40 respondents, 15% of respondents' purchase of boat product are Influenced through television, 40% of respondents are influenced through advertisements 45% of respondents are influenced by online review.
7. From the above fig, out of the 40 respondents, 87.5% of the respondents are influence by quality, 47.5% of the respondents were influence by performance, 45% of the respondents were influence by comfort, 45% of the respondents were influence by special features, 57.5% of the respondents were influence by brand, 2.5 % of the respondents were influence by others.

8. From the above fig, out of the 40 respondents, 50% of the respondents agree to the price are very important to purchasing boat product, 40% of the respondents agree to the price of boat product is somewhat important, and 10% of the respondents agree to the purchasing of boat product is not important.
9. From the above fig, out of the 40 respondents, 35% of people are agree to preferring cash payment, 10% of people preferring credit card payment option, 5% of people preferring debit card payment option, and 50% of people preferring UPI payment option.
10. From the above fig, out of the 40 respondents, 62.5% of the respondents are very likely to preferring a boat product, 32.5% of the respondents somewhat likely to the preferring a boat product, and 5% of people are not likely to preferring a boat product.
11. From the above fig, out of the 40 respondents, 50% of the respondents are agree to recommending to boat product to friends and family, 15% of respondents are not recommending, 25% respondents are frequently recommending to friends and family, and 10% of respondents are occasionally recommending to family and friends.

CHAPTER 9

SUGGESTIONS

SUGGESTION

JL Audio - JL Audio is a leading manufacturer of marine audio equipment, known for their high-quality speakers, amplifiers, and subwoofers. They are constantly pushing the boundaries of what is possible in marine audio, and their products are designed to deliver exceptional sound quality even in harsh marine environments.

Fusion Entertainment - Fusion is a company that specializes in marine audio and entertainment systems. Their products are designed to withstand the rigors of life on the water, and they offer a range of innovative features such as wireless connectivity, Bluetooth streaming, and multi-zone control.

Wet Sounds - Wet Sounds is a company that focuses on high-performance marine audio systems. They offer a range of speakers, amplifiers, and subwoofers that are designed to deliver powerful, clear sound even in noisy, windy conditions. They are committed to using the latest technology and materials to create the best possible listening experience for boaters.

CHAPTER 10

CONCLUSION

CONCLUSION

The Boat brand is a well-known and popular audio company that specializes in affordable and high-quality earphones. Boat earphones are designed to be durable and water-resistant, making them a good choice for use in outdoor and water-based environments. There is a significant relationship of boats customer. Boat offers a range of earphone models to suit different needs and preferences, including wired and wireless options, noise-cancelling technology, and deep bass. There is a significant effectiveness of boat marketing campaign. Boat earphones have received positive reviews from many consumers for their sound quality, comfortable fit, and value for money. While there are some concerns about the reliability of Boat's customer service and warranty policies, overall, the company has a strong reputation and has been successful in the Indian market.

CHAPTER 11

BIBLIOGRAPHY

BIBLIOGRAPHY

LINKS: -

- <https://en.wikipedia.org/wiki/Boat>
- <https://www.boat-lifestyle.com/>
- <https://support.boat-lifestyle.com/>
- <https://warranty.boat-lifestyle.com/service-center>
- <https://fieldserviceconnect.wbresearch.com/venue>
- <https://www.businesstoday.in/latest/corporate/story/d2c-unicorn-boat-calls-off-ipo-raises-rs-500-crore-via-preference-shares-351073-2022-10-28>

REFERENCE: -

- T.S.ChiaandH.C.Wong Airdopes. *boAt*. <https://www.boat-lifestyle.com/collections/tws> (accessed June 22, 2020)
- P.Mishra: Airdopes431. *boAt*. <https://www.boat-lifestyle.com/products/airdopes-431> (accessed June 22, 2020)
- L.C.DelgadoRockerz261. *boAt*. <https://www.boat-lifestyle.com/products/rockerz-261> (accessed June 22, 2020)
- K.V.Varghese Bass Heads 102. *boAt*. <https://www.boat-lifestyle.com/products/bassheads-102>

ANNEXURE

ANNEXURE

1) What is your age?

- 15-25
- 26-35
- 36-45
- 46 above

2) What is your gender?

- Male
- Female
- Prefer not to say

3) Which marketing mode does boat prefer?

- Online
- Offline

4) Do you use boat products?

- Yes
- No

5) Do you think that boat customer care provides good services?

- Yes
- No
- Maybe

- 6) Which marketing channels do you find most effective in influencing your decision to purchase a boat?
- Television
 - Advertisement
 - Online review
 - Other
- 7) What features or qualities are most important to you, when choosing a boat.
- Quality
 - Performance
 - Comfort
 - Safety features
 - Brand
 - Other
- 8) When considering purchasing a boat, how important is price to you.
- Very important
 - Somewhat important
 - Not important
- 9) What payment option do you prefer, when purchasing a boat?
- Cash
 - Credit card
 - Debit card
 - UPI
- 10) How likely are you to recommend your prefer boat brands to others?

- Very likely
- Somewhat likely
- Not very likely

11) Have you ever made a boat purchased based on recommendation from friends, family or online reviews?

- Yes
- No
- Frequently
- Occasionally