A Project Report on

"Comparative Study of Brand Positioning Strategies

Adopted by boAt & JBL"

Submitted to

Department of Management Sciences & Research (DMSR)

G.S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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Under the Guidance of

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NAAC Accredited "A" Grade Institution

Academic Year 2023-24

CERTIFICATE

This is to certify that **Adnan Naim Sheikh** has submitted the project reporttitled,

"Comparative Study of Brand Positioning Strategies Adopted by boAt & JBL"

under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of

Master of Business Administration degreeexamination. It is certified that he has

ingeniously completed his project as prescribed by **DMSR, G. S. College of**

Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade

Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur

University, Nagpur.

Dr. Madhuri V. Purohit   **Dr. Madhuri V. Purohit**

   (Project Guide)   **(MBA Coordinator)**

Place: Nagpur

Date:

DECLARATION

I **Adnan Naim Sheikh** here by declare that the project with title **"Comparative Study of Brand Positioning Strategies Adopted by boAt & JBL"** has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **Master of Business Administration** degree examination as prescribed by **DMSR, G.S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of anyother course undertaken by me.

Adnan Naim Sheikh

Place: Nagpur

Date

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

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

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Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Adnan Naim Sheikh

Place: Nagpur

Date:

INDEX

CHAPTER I

INTRODUCTION

INTRODUCTION

In today's hypercompetitive market environment, the success of a brand heavily relies on its ability to effectively position itself in the minds of consumers. Brand positioning is not merely about what a company offers; it's about how it stands apart from competitors, resonates with the target audience, and communicates a unique value proposition. In this context, the comparative study of brand positioning strategies adopted by two prominent players in the audio industry, boAt and JBL, emerges as a compelling exploration.

The audio market has witnessed a significant transformation in recent years, driven by technological advancements, changing consumer preferences, and the emergence of new players. boAt, a homegrown Indian brand, and JBL, an established global leader, represent two distinct yet formidable forces in this dynamic landscape. While JBL boasts a legacy of innovation and premium quality, boAt has swiftly carved its niche with its disruptive approach and focus on youth-centric designs and affordability.

This comparative analysis aims to delve deep into the brand positioning strategies employed by boAt and JBL, unraveling the intricacies of their approaches and dissecting the factors contributing to their respective successes. By scrutinizing aspects such as brand messaging, target audience segmentation, product portfolio, pricing strategies, distribution channels, and marketing communications, this study seeks to unearth the underlying mechanisms driving brand perception and consumer behavior.

Understanding the brand positioning strategies of boAt and JBL not only provides valuable insights into the competitive dynamics of the audio industry but also serves as a rich source of learning for marketers, entrepreneurs, and business enthusiasts alike. Through this exploration, we aim to shed light on the nuanced strategies that have propelled these brands to the pinnacles of success, offering valuable lessons for aspiring brands seeking to carve their identities in crowded markets.

As we embark on this journey of exploration and analysis, it is essential to recognize the significance of brand positioning as a strategic imperative in today's fiercely contested marketplace. The findings of this study are poised to contribute to the body of knowledge surrounding brand management, offering actionable insights that can inform strategic decision-making and foster sustainable growth in an ever-evolving business landscape.

Brand

To marketing professionals, a brand is a product or a business that has a distinct identity in the perception of consumers. The brand is created through elements of design, packaging, and advertising that, as a whole, distinguish the product from its competitors.

The product contributes to the brand equity of the company that produces it. A successfully-executed brand provides enormous value to a company, giving it a competitive edge over others in the same industry.

As such, many companies seek legal protection for their brands by obtaining trademarks. A brand is an intangible asset made up of many elements. Together these elements help consumers identify a product and give them reasons to buy it rather than its competitors.

The brand may convey a message that the product is more effective, easier to use, better tasting, cheaper, classier, hipper, or more environmentally sound than its competitors.

This is most challenging, of course, when the product is essentially identical to cheaper competitors. Advil, for example, is a brand name for ibuprofen. Through effective advertising and packaging, its parent company attempts to convince consumers that Advil's ibuprofen is a better choice than the cheaper generic versions of ibuprofen that sit next to it on pharmacy shelves.

When a company seeks to define its public image, it first must determine its brand identity, or how it wants to be viewed by the public. A company logo reflects its message, slogan, and product.

The goal is to make the brand memorable and appealing to the consumer, or rather to the consumer that the company is targeting, whether that is hip single people, couples with small children, or affluent retirees.

The company may use a design firm or logo design software to come up with ideas for the visual aspects of a brand, such as its logo. A successful brand accurately portrays the message or feeling the company wants to get across. This results in brand awareness, or the recognition of the brand's existence and what it offers.

Once a brand has created positive sentiment among its target audience, the firm is said to have built brand equity. Some firms with brand equity and very recognizable product brands include Disney, Coca-Cola, Ferrari, Apple, and Nike.

If done right, a brand results in an increase in sales not just for the specific product being sold but for other products sold by the same company. A good brand engenders trust, and, after having a good experience with one product, the consumer is more likely to try another product related to the same brand.

Positioning

Positioning refers to the place you want your brand or product to have within a particular target market. More specifically, the process of market positioning and brand positioning involves how you market your brand or product to consumers to achieve that position.

The aim of positioning in marketing is to establish or sway how consumers perceive you to gain a competitive advantage. A great positioning strategy elevates marketing efforts to help consumers move from knowing about a brand to deciding to purchase a product. And as positioning can sometimes be subtle, it's usually easier to detect when viewing from the same angle as a consumer.

Positioning requires ongoing marketing initiatives for the brand, which must also be maintained over the life of each product. Doing this when running a business also reinforces the target market's perceptions of both the brand and the product.

Remember that every brand and product have a place somewhere within the market, whether you cultivate your position or not. Once you understand what is positioning in marketing, you can start taking control of your brand's reputation and product image.

Brand positioning

Brand positioning is a fundamental concept in marketing that sets your brand apart from competitors in the minds of customers. It goes beyond catchy taglines and flashy logos. Instead, it involves developing a comprehensive strategy to make your business unique and valuable to your target audience. Ultimately, successful brand positioning can result in increased revenue, customer loyalty, and a strong brand image.

When you think of famous brands like Coca-Cola, Apple, or Tesla, their positioning immediately comes to mind. They have successfully carved out their own space in the market, capturing the hearts and minds of consumers. But how did they achieve this? Through strategic brand positioning.

Brand positioning can encompass various elements, such as the overall brand message, values, product attributes, customer experience, and even pricing strategy. It requires a deep understanding of your target audience, market dynamics, and your brand's unique strengths and weaknesses.

Brand positioning helps to create a strong and favorable perception of a brand among consumers, influencing their purchasing decisions and loyalty towards the brand.

It is a strategic marketing approach that aims to position a brand in a way that resonates with the target audience and meets their specific needs and preferences. It establishes an emotional connection between the brand and its customers, fostering loyalty and long-term relationships. When customers feel emotionally connected to a brand, they are more likely to choose it over others, even if there are cheaper or more convenient options available.

Additionally, a strong brand positioning strategy builds trust among customers. When a business consistently delivers on its promises and aligns its actions with its brand values, it enhances credibility in the eyes of consumers. This trust and credibility build brand equity by strengthening customer loyalty. Customers feel confident in choosing a well-positioned brand that will consistently meet their expectations.

Overall, brand positioning plays a vital role in enhancing customer loyalty by creating differentiation, establishing emotional connections, and building trust and credibility.

Key Takeaways:

1. Brand positioning is the process of differentiating your brand from competitors in the minds of customers.

2. It involves creating a strategic plan that makes your business unique and valuable to your target audience.

3. Successful brand positioning leads to increased revenue, customer loyalty, and a strong brand image.

4. Elements of brand positioning can include messaging, values, product attributes, customer experience, and pricing strategy.

5. Understanding your target audience and market dynamics is essential for effective brand positioning.

How to Create a Brand Positioning Strategy

Creating a successful brand positioning strategy is essential in today's competitive market. It involves establishing a unique selling proposition that sets your brand apart from the competition and resonates with your target audience. To develop an effective brand positioning strategy, follow these key steps:

1. Identify Your Unique Selling Proposition

Start by determining what makes your brand different and special. This could be a unique feature, exceptional quality, innovative design, or outstanding customer service. Your unique selling proposition (USP) should emphasize the distinct advantages your brand offers over competitors.

2. Understand Your Target Market

Gaining a deep understanding of your target market is crucial for creating a successful brand positioning strategy. Conduct market research to identify your target demographic, their needs, preferences, and pain points. This information will help you tailor your brand message to resonate with your audience.

3. Craft a Compelling Brand Message

Your brand message should communicate your unique selling proposition and value to your target audience. It should be clear, concise, and compelling. Focus on the benefits and solutions your brand provides to address your customers' pain points. Key elements of your brand message include a captivating tagline, powerful mission statement, and customer-oriented brand story.

4. Analyze Your Brand's Strengths and Weaknesses

Conduct a thorough analysis of your brand's strengths and weaknesses to gain insights into what sets you apart and areas where you can improve. Assess your product or service quality, customer satisfaction, brand reputation, and competitive advantages. This analysis will help you refine your brand positioning strategy and capitalize on your strengths.

5. Conduct Competitive Analysis

Study your competitors to gain insights into their brand positioning strategies. Identify gaps in the market that you can leverage to differentiate your brand. Analyze their messaging, target audience, pricing strategies, and unique selling propositions. This competitive analysis will help you position your brand effectively and identify opportunities for growth.

6. Develop a Consistent Brand Identity

A consistent brand identity is crucial for successful positioning. Ensure your brand's visual elements, including logo, colors, typography, and imagery, align with your brand message. Consistency across all touchpoints, including your website, social media profiles, packaging, and advertising, enhances brand recognition and reinforces your positioning strategy.

7. Execute and Monitor Your Brand Positioning Strategy

Once you've developed your brand positioning strategy, it's time to execute and monitor its effectiveness. Implement your brand message across all marketing channels and monitor customer responses. Collect feedback, track brand awareness, measure customer engagement, and regularly evaluate your strategy's performance. Making adjustments and improvements based on real-time data will help you refine and optimize your brand positioning strategy for maximum impact.

Creating a well-crafted brand positioning strategy requires careful research, analysis, and a deep understanding of your brand and target market. By developing a compelling unique selling proposition and crafting a brand message that resonates with your audience, you can effectively differentiate your brand in the market and attract your ideal customers.

Examples of Successful Brand Positioning Strategies:

Apple is synonymous with innovation and sleek design. Their brand positioning revolves around a seamless integration of technology and aesthetics, making their products more than just gadgets. Another example is Nike, which has positioned itself as a symbol of empowerment and athleticism. These examples showcase how successful brand positioning transcends features, embedding a brand into the consumer psyche.

Navigating trends and challenges requires a clear and compelling brand position that resonates with the evolving consumer mindset. As we explore the components and advantages of brand positioning, it will serve as our guide in understanding how strategic placement can transform a brand from a mere product or service into an influential force in the market.

CHAPTER II

COMPANY PROFILE

COMPANY PROFILE

(1) boAt

boAt (legal name "Imagine Marketing Services Pvt. Ltd.") is an India-based company that was incorporated in November 2013. The company is an online brand that offers multi-category consumer electronics products. BoAt markets earphones, headphones, stereos, hair trimmers, power banks, travel chargers, smart watches, and cables. BoAt was founded by Aman Gupta and Sameer Mehta and in 2022 reached the mark of being one of the largest wearable electronics brands.

BoAt designs and markets a variety of audio-focused consumer electronics, including wireless earbuds, wired headphones, wireless speakers, home audio equipment, smart watches, and an assortment of mobile phone accessories.

boAt

Mission Statement

"To deliver high-quality, stylish, and affordable audio products that enhance our customers' listening experiences, ensuring accessibility and satisfaction for everyone."

Vision Statement

"To be the leading global brand in personal audio and consumer electronics, known for innovation, customer-centricity, and creating a vibrant community of music and technology enthusiasts."

Core Values

1. Innovation: Constantly pushing the boundaries to introduce new and improved audio technology and stylish designs.

2. Quality: Commitment to delivering high-quality, durable, and reliable products that enhance the user experience.

3. Affordability: Offering premium audio products at competitive prices to ensure accessibility for a wide range of consumers.

4. Customer-Centricity: Focusing on customer satisfaction by understanding and meeting their needs and preferences.

5. Community Engagement: Building a strong community of users and fostering a sense of belonging among boAt users through engaging marketing and customer support.

6. Style and Design: Prioritizing modern, trendy, and ergonomic designs that appeal to a youthful and style-conscious demographic.

7. Sustainability: Promoting environmentally responsible practices and striving to minimize the ecological footprint of their products and operations.

(2) JBL Harman

JBL, a renowned name in the world of audio technology, stands as a flagship brand under Harman International, a subsidiary of Samsung Electronics. Established in 1946 by James B. Lansing, the company has consistently pushed the boundaries of audio innovation, catering to both consumer and professional markets. With a rich history of delivering high-quality sound solutions, JBL has become synonymous with excellence in audio engineering and design.

JBL boasts a global presence, with its products available in over 100 countries worldwide. The brand has established itself as a market leader in various segments, including portable Bluetooth speakers and headphones. Leveraging strategic partnerships, robust distribution networks, and an extensive retail presence, JBL has successfully penetrated diverse markets, catering to the evolving needs of consumers across different demographics and geographies.

JBL Harman

Mission Statement

"To deliver exceptional audio experiences through innovative technology, high-quality products, and a commitment to excellence, catering to the diverse needs of consumers worldwide."

Vision Statement

"To be the world's most respected and innovative audio brand, setting the standard for superior sound quality and shaping the future of audio technology."

Core Values

1. Innovation: Continually advancing audio technology to create cutting-edge products that deliver superior sound experiences.

2. Quality: Commitment to high standards in design, materials, and manufacturing processes to ensure durability and performance.

3. Customer Satisfaction: Focused on understanding and meeting the diverse needs of customers, offering products that enhance their audio experiences.

4. Sustainability: Promoting environmentally responsible practices in product development, packaging, and operations.

5. Global Reach: Striving to be a global leader in the audio industry, providing products that resonate with consumers worldwide.

6. Excellence: Pursuing excellence in all aspects of the business, from product design and performance to customer service and support.

CHAPTER III

LITERATURE REVIEW

LITERATURE REVIEW

1. JOURNAL ARTICLE

The Use of Comparative Advertising for Brand Positioning: Association versus Differentiation Arrow

Author: Cornelia Pechmann, S. Ratneshwar

Published: 01 September 1991

Abstract

The explicit superiority claims in direct comparative ads should facilitate differentiation of the advertised brand from the comparison brand. However, prior research suggests that such ads primarily associate brands. This problem is investigated by considering the categorization and inferential processes elicited by direct comparative ads. Results suggest that direct comparative ads can enhance consumers' perceptions of the advertised brand by associating it with the comparison brand and simultaneously differentiate the brands by lowering consumers' perceptions of the comparison brand on the featured attribute. But both effects are contingent on the typicality of the featured attribute and the familiarity of the advertised brand. A key finding is that direct comparative ads are most effective for both unfamiliar and familiar advertised brands when the featured attribute is typical of the category.

2. JOURNAL ARTICLE

Consumer culture brand positioning strategies: an experimental investigation

Author: Bashar S. Gammoh, Anthony C. Koh, Sam C. Okoroaf

Article publication date: 1 March 2011

Abstract: Purpose

The purpose of this paper is to examine the impact of global consumer culture positioning (GCCP) in comparison to local consumer culture positioning (LCCP) strategies on consumer evaluations of a new unknown brand.

Findings

The results support the effectiveness of such strategies as demonstrated by overall improvement in subjects' attitudinal evaluations of the fictitious brand when GCCP is used relative to the use of LCCP. Furthermore, our results show a moderation effect for subjects' level of belief in global citizenship on the effectiveness of the GCCP strategy. These results were observed across the two samples.

3. <u>JOURNAL ARTICLE</u>

The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research

Author: Mita Sujan and James R. Bettman

First published: November 1989

Abstract

Results of four studies demonstrate that perceptions of how different a brand is from other brands in the product category affect perceptions of the brand's position within the category. Specifically, perceptions that a brand is strongly discrepant result in a subtyped (or niche) position, whereas perceptions that a brand is moderately discrepant result in a differentiated position within the general category. Perceptions of discrepancy are affected both by the extent of discrepancy on an attribute and whether the discrepant information is concentrated in a single ad for the brand or dispersed across multiple ads for the product. The effects associated with a subtyped position, in comparison with a differentiated position, are identified (study 1) and are found to increase with time (study 2). The subtyped versus differentiated distinction for a strongly versus moderately discrepant brand is validated with a sorting task (study 3). This distinction is shown to hold in the context of multiple discrepant brands that differ in their extent of discrepancy (study 4). Implications of the findings for a theoretical understanding of subtyping versus differentiation and for the application of positioning strategies in the marketplace are discussed.

4. <u>JOURNAL ARTICLE</u>

Market orientation, positioning strategy and brand performance

Panel: Pramod Iyer, Arezoo Davari, Mohammadali Zolfagharian, Audhesh Paswan

Published: August 2019

Abstract: As the importance of B2B branding increases, literature has received considerable attention in the recent years. An underexplored area in B2B branding revolves around brand positioning and its antecedents. Towards this end, this study links market orientation (proactive and responsive) with the various positioning strategies. Specifically, we extend the extant literature by (1) exploring the possible connections (and alignments thereof) between market orientation types and brand positioning, and (2) examining the effects of these positioning strategies on brand performance. Based on data collected from individuals responsible for managing B2B brands in various industries, this study finds that both proactive and responsive market orientation types support the development of specific positioning strategies. These positioning strategies, in turn, mediate the relationship between market orientation types and brand performance. Implications for researchers and practitioners are provided

5. <u>JOURNAL ARTICLE</u>

Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture

Author: Dana L. Alden, Jan-Benedict E.M. Steenkamp, and Rajeev Batra

First published: January 1999

Abstract: In this study, the authors examine the emergence of brand positioning strategies in advertising that parallel the growth of the global marketplace. A new construct, global consumer culture positioning (GCCP), is proposed, operationalized, and tested. This construct associates the brand with a widely understood and recognized set of symbols believed to constitute emerging global consumer culture.

Study results support the validity of the new construct and indicate that meaningful percentages of advertisements employ GCCP, as opposed to positioning the brand as a member of a local consumer culture or a specific foreign consumer culture. Identification of GCCP as a positioning tool suggests one pathway through which certain brands come to be perceived by consumers as "global" and provides managers with strategic direction in the multinational marketplace.

6. <u>JOURNAL ARTICLE</u>

Brand Image Formation

Authors: Vytautas Janonis, Regina Virvilaitė

Published by: Kauno Technologijos Universitetas

Keywords: brand image; brand identity; brand positioning.

Summary/Abstract: The article consists of five parts, where the first part formulates the problem, aim and objectives of the article. The aim of the article is to conduct a study of brand im-age and provide recommendations for brand image enhancement after theoretical analysis of the process of brand image formation. The aim is achieved with the help of the objectives formulated that seek: 1) to define and prove the conception of brand image theoretically, 2) to analyze the process of brand image formation, 3) to carry out the research on brand image, 4) to provide recommendations for brand image strengthening. The tools of classical marketing do not help answering the question why some brands are so unique or why the image of par-ticular brands is better in comparison with others. There-fore, the article analyzes the problem how a positive brand image should be developed. The second part of the article reveals the conception of brand image. Various models of brand image are pre-sented and the importance of brand positioning in the process of positive brand image formation is proved in the same part as well. The third part introduces and describes the modified model of brand image formation, enumerating three and the main phases of brand image formation that are brand identity, brand positioning and brand image.

The results of the empirical study of brand image are presented in the fourth part of the article.

Conducting the empirical study of brand image the methods of qualitative and quantitative studies were employed. The aim of the empirical study was to examine Fizz brand image. The summary of the results and the recommendations for Fizz brand enhancement are presented after the empirical study of Fizz brand positioning and Fizz brand. The last part provides the final conclusions for brand image formation.

7. JOURNAL ARTICLE

Impact of Brand positioning strategies on consumer standpoint (A consumer's Perception)

Authors: Muhammad Azmat, Abdul Sami Lakhani,

Abstract: Brand positioning is considered to be the most sensitive element to take the brand to the sky or nowhere the marketers try hard to come up to the mark of the consumers because every consumer is different and have a different mindset and contains different perceptions and different value. This research is conducted to see an impact of brand positioning strategies on consumer's perception. The research basically revolves around 3 strategies of positioning i.e. beneficial positioning, surrogate positioning (Psychological), Competitive positioning the impact of these strategies being checked by showing 250 consumers random brands in television commercials which contains the above said positioning strategies the questionnaires has been designed in a way that tells the responsiveness of different consumers by watching the ads of the brands and what they feel and what is there perception about the particular brand whether highly negative, negative, neutral, positive or highly positive. The outcome of the research revealed that surrogate positioning by the brands showed the highest positive response, while the other two positioning strategies came out more or less on the negative side in terms of consumer perception. The analysis technique used is one sample t test and the software

CHAPTER IV

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments.

It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted. While these points can help you understand what is research methodology, you also need to know why it is important to pick the right methodology.

RESEARCH DESIGN

The purpose of this study is to gain knowledge and brief understanding about the brand positioning of boAt in the market.

RESEARCH APPROACH

The respondents will be the consumers and users of boAt Products who are interested to cooperate to collect the data the In - Depth interview method with help of questionnaire is used.

RESEARCH INSTRUMENT

Contacting the customer personally and studying the response from the questionnaires using google forms.

DATA ANALYSIS METHOD

The data analysis of this research was represented on qualitative as well as quantitative manner.

DATA COLLECTION

PRIMARY DATA

Primary data refers to original data collected firsthand by the researcher for a specific research purpose. This data is gathered through methods such as surveys, interviews, observations, experiments, and focus groups. Primary data is tailored to the specific research questions and objectives, allowing researchers to obtain information directly relevant to their study.

SECONDARY DATA

1. Secondary data refers to existing data that has been collected by someone else for a purpose other than the current research study.

2. This data is obtained from sources such as books, journals, government publications, industry reports, academic studies, databases, and websites.

3. Secondary data is often used to supplement primary data or to provide context and background information for a research study.

Sampling Method

In-depth interview for this study was limited in my area, the interview was only on the consumers and users of boAt products bases. The sample size was 100 for this study. The random sampling size method was used for selecting samples.

PROBLEM STATEMENT

1. Clarity lacking in how boAt and JBL differentiate their brand strategies for distinct consumer segments.

2. Target audience perceptions of boAt and JBL's positioning strategies not adequately explored.

3. Need for comparative analysis to clarify brand messaging strategies of boAt and JBL.

4. Essential to investigate brand image evolution over time for boAt and JBL.

5. Insufficient analysis of how pricing strategies align with brand positioning goals for boAt and JBL.

NEED OF THE STUDY

1. To Understand how brand positioning helps boAt stand out in the market.

2. To Identify key differences between boAt and JBL.

3. To Examine product features helps boAt differentiate itself from JBL.

4. To Investigating customer reviews provides insights into satisfaction levels.

OBJECTIVE OF THE STUDY

1. To know boAt's positioning as compare to JBL.

2. To Assess boAt's current brand positioning strategies with respect to JBL.

3. To Analyze the brand positioning strategies of boAt with JBL.

4. To Compare consumer perceptions of boAt with JBL.

HYPOTHESIS OF THE STUDY

H0 (Null hypothesis)

✓ There is no significant difference in brand positioning strategies between boAt and its competitors.

H1 (Alternative hypothesis)

✓ There is a significant difference in brand positioning strategies between boAt and its competitors.

LIMITATIONS OF STUDY

1. Respondents were reluctant to fill questionnaires.

2. Limitations in comprehensively capturing the nuances of consumer attitudes, preferences, and behaviors towards these brands.

3. Access to internal strategies, tactics, and performance metrics of boAt and JBL were restricted.

4. Respondents were unwilling to communicate.

5. Consumers were hesitant to provide information.

6. Collecting questionnaires was very time consuming.

CHAPTER V
DATA ANALYSIS &
INTERPRETATION

DATA ANALYSIS & INTERPRETATION

1. What is your age group?

| AGE	NO. OF RESPONDENTS	PERCENTAGE
UNDER 18	2	2%
18 – 24	80	80%
25 – 34	10	10%
35 & ABOVE	08	08%
TOTAL	100	100%

1. What is your age group?
100 responses
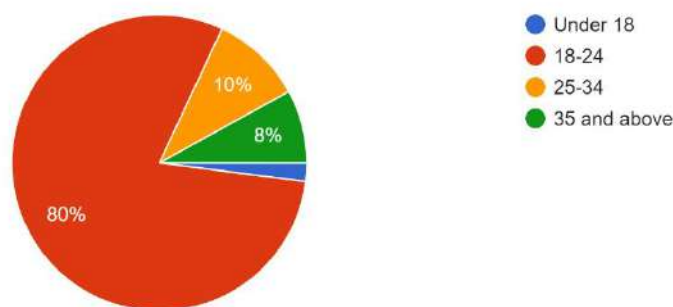
INTERPRETATION:

The majority of respondents, 80%, are in the 18-24 age group, indicating that the surveyed population is predominantly young adults. The next largest group is 25-34, making up 10% of respondents, followed by those 35 and above at 8%. Only 2% of respondents are under 18, suggesting minimal representation from teenagers.

2. What is your gender?

GENDER	NO. OF RESPONDENT	PRECENTAGE
MALE	39	39%
FEMALE	61	61%
OTHER	00	00
PREFER NOT TO SAY	00	00
TOTAL	100	100%

What is your gender?
100 responses
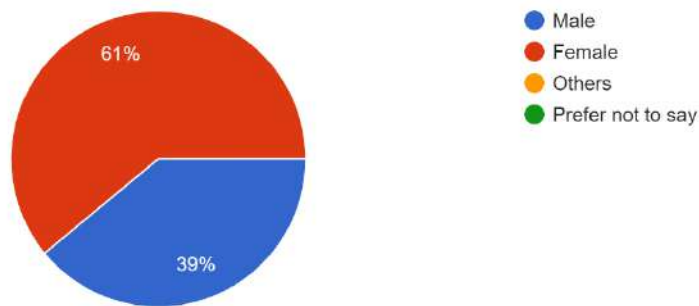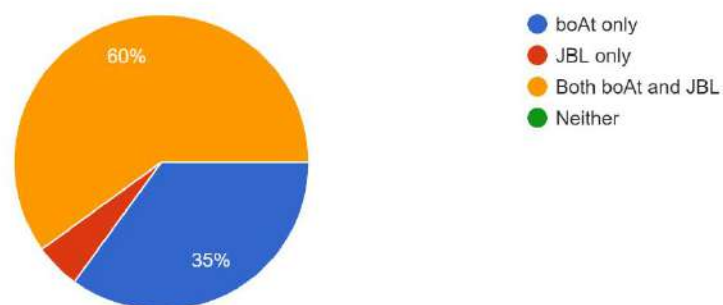

INTERPRETATION:

The survey indicates a higher representation of female respondents at 61%, compared to 39% male respondents. No respondents identified as non-binary or preferred not to disclose their gender.

3. Which of these brands are you aware of?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	35	35%
JBL ONLY	05	05%
BOTH	60	60%
NEITHER	00	00
TOTAL	100	100%

Which of these brands are you aware of?

100 responses

- boAt only
- JBL only
- Both boAt and JBL
- Neither

INTERPRETATION:

The survey reveals high brand awareness for both boAt and JBL among respondents. 60% are aware of both brands, while 35% know only boAt, and 5% know only JBL. Notably, all respondents are aware of at least one of the two brands.

4. Which brand's products have you used or currently use?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	62	62%
JBL ONLY	10	10%
BOTH	15	15%
NEITHER	13	13%
TOTAL	100	100%

Which brand's products have you used or currently use?
100 responses

- boAt only
- JBL only
- Both boAt and JBL
- Neither
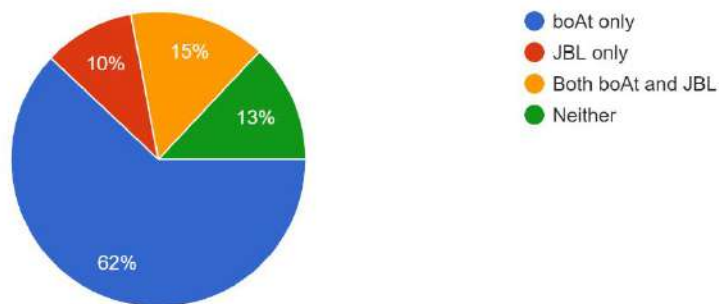
INTERPRETATION:

The majority of respondents, 62%, have used or are currently using boAt products. 15% have experience with both boAt and JBL, while 10% have only used JBL products. 13% of respondents have not used products from either brand.

5. Which brand do you associate with innovative technology?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	54	54%
JBL ONLY	15	15%
BOTH	28	28%
NEITHER	03	03%
TOTAL	100	100%

Which brand do you associate with innovative technology?
100 responses
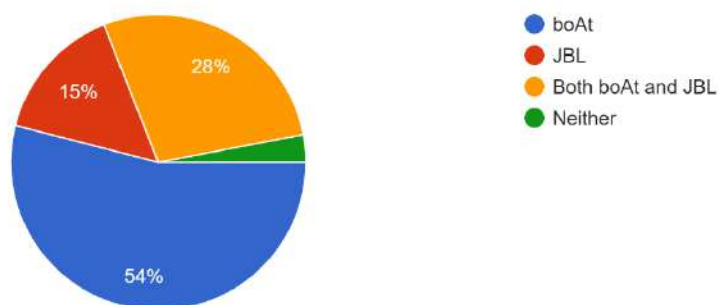
INTERPRETATION:

A significant portion of respondents, 54%, associate boAt with innovative technology, while 15% associate JBL with it. 28% believe both brands are innovative, and 3% do not associate either brand with innovative technology.

6. Which brand do you believe has more stylish designs?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	67	67%
JBL ONLY	11	11%
BOTH	20	20%
NEITHER	02	02%
TOTAL	100	100%

Which brand do you believe has more stylish designs?
100 responses
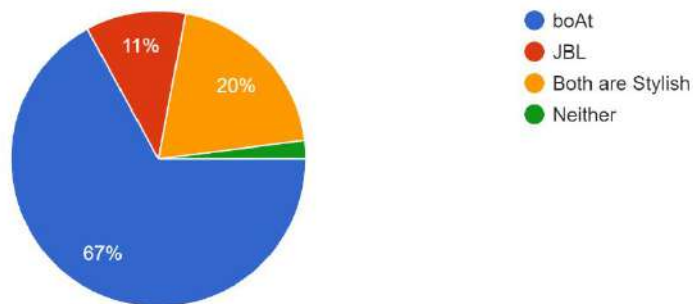
INTERPRETATION:

The majority of respondents, 67%, believe that boAt has more stylish designs compared to JBL,

as indicated by 11% of respondents. 20% perceive both brands as stylish, while only 2% think
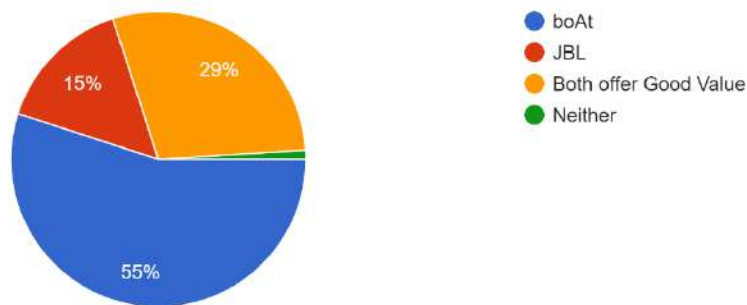
neither brand has stylish designs.

7. Which brand offers better value for money?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	55	55%
JBL ONLY	15	15%
BOTH	29	29%
NEITHER	01	01%
TOTAL	100	100%

Which brand offers better value for money?
100 responses

- boAt
- JBL
- Both offer Good Value
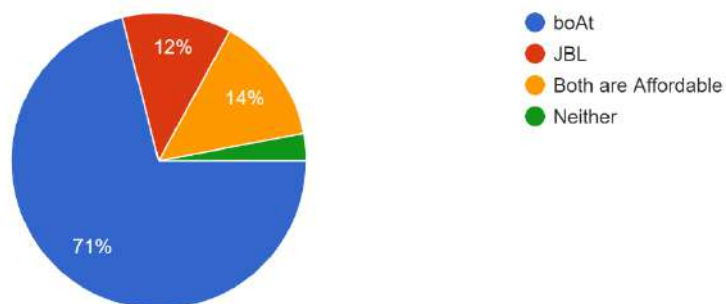- Neither

INTERPRETATION:

The survey suggests that 55% of respondents believe boAt offers better value for money compared to 15% who prefer JBL. Additionally, 29% feel that both brands offer good value, while only 1% think neither brand does.

8. Which brand do you find more affordable?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	71	71%
JBL ONLY	12	12%
BOTH	14	14%
NEITHER	03	03%
TOTAL	100	100%

Which brand do you find more affordable?
100 responses

- boAt
- JBL
- Both are Affordable
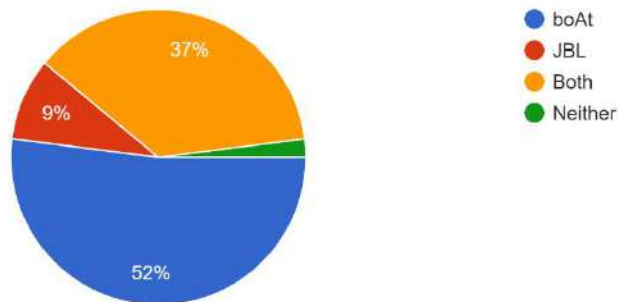- Neither

INTERPRETATION:

The majority of respondents, 71%, consider boAt to be more affordable than JBL, which only 12% of respondents find to be affordable. Additionally, 14% perceive both brands as affordable, while only 3% think neither brand is affordable.

9. Which brand would you recommend to others?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	52	52%
JBL ONLY	09	09%
BOTH	37	37%
NEITHER	02	02%
TOTAL	100	100%

Which brand would you recommend to others?
100 responses

INTERPRETATION:

Based on the survey results, 52% of respondents would recommend boAt to others, while only 9% would recommend JBL. A significant portion, 37%, would recommend both brands, while only 2% would not recommend either brand.3.5

10. Which brand has better after-sales support?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	53	53%
JBL ONLY	19	19%
BOTH	23	23%
NEITHER	05	05%
TOTAL	100	100%

Which brand has better after-sales support?
100 responses
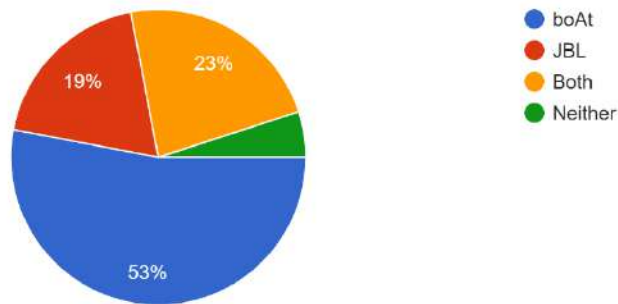
INTERPRETATION:

The survey suggests that 53% of respondents believe boAt has better after-sales support compared to 19% who think the same about JBL. Additionally, 23% feel that both brands offer good after-sales support, while only 5% believe neither brand does.

11. Which brand has a stronger social media presence?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	72	72%
JBL ONLY	07	07%
BOTH	21	21%
NEITHER	00	00
TOTAL	100	100%

Which brand has a stronger social media presence?
100 responses

- boAt
- JBL
- Both are Strong
- Neither
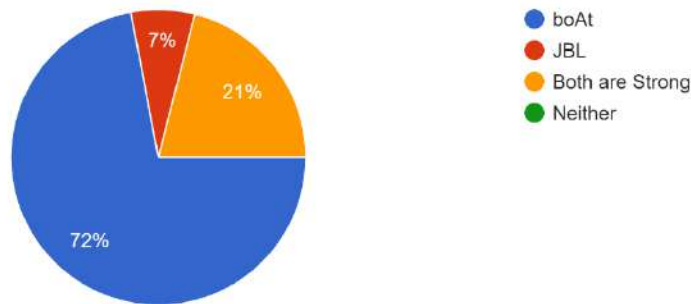
INTERPRETATION:

According to the survey, a significant majority of respondents, 72%, perceive boAt to have a stronger social media presence compared to JBL, which only 7% of respondents believe to be stronger. Additionally, 21% feel that both brands have a strong presence on social media, while none of the respondents believe neither brand does.

12. Which brand do you think has better overall brand positioning?

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BOAT ONLY	55	55%
JBL ONLY	15	15%
BOTH	30	30%
NEITHER	00	00
TOTAL	100	100%

Which brand do you think has better overall brand positioning?
100 responses

- boAt
- JBL
- Both are Well Positioned
- Neither
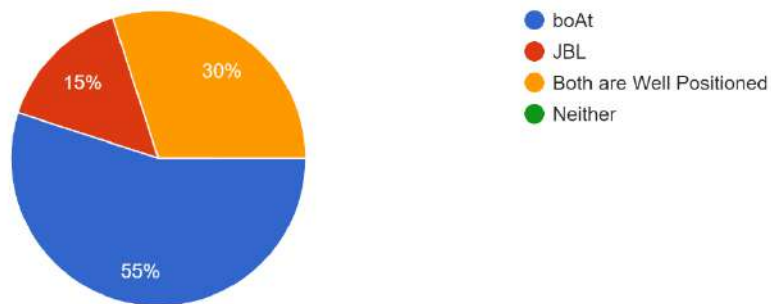
INTERPRETATION:

Based on the survey findings, 55% of respondents believe that boAt has better overall brand positioning, while only 15% think the same about JBL. Additionally, 30% perceive both brands as being well-positioned, and none of the respondents believe that neither brand is well-positioned.

HYPOTHESIS TESTING

H(1) There is a significant difference in brand positioning strategies between boAt and its competitors.

From the above said research study of "Comparative Study of Brand Positioning Strategies Adopted by boAt & JBL" it is found that hypothesis **H(1)** that is There is a significant difference in brand positioning strategies between boAt and its competitors. found to be true and hence, accepted and Null Hypotheses **H(0)** i.e. "There is no significant difference in brand positioning strategies between boAt and its competitors." is rejected.

This conclude that the Null Hypothesis is rejected.

CHAPTER VI

FINDINGS & SUGGESTIONS

FINDINGS & SUGGESTION

1. **Target Audience Segmentation:** Analyzing the target audience of both brands could reveal differences in demographics, psychographics, and behavior.

   Suggestion: boAt might target younger, more digitally savvy consumers, while JBL might focus on a broader demographic including audiophiles and music enthusiasts.

2. **Product Portfolio Analysis:** Comparing the product offerings of boAt and JBL can uncover differences in product positioning.

   Suggestion: boAt might focus more on affordable, trendy products with features like waterproofing and stylish designs, while JBL might emphasize premium quality and high-fidelity sound.

3. **Marketing Channels and Messaging:** Examining the marketing channels and messaging used by both brands can provide insights into their positioning strategies.

   Suggestion: boAt might heavily rely on social media marketing and influencer collaborations to reach its target audience, while JBL might invest more in traditional advertising channels and sponsorships.

4. **Brand Image and Perception:** Assessing consumer perceptions and brand image through surveys or social media sentiment analysis can reveal how each brand is perceived in the market.

   Suggestion: boAt might be seen as a youthful and trendy brand offering good value for money, while JBL might be perceived as a more established and premium brand associated with superior sound quality.

5. **Price Positioning:** Analyzing the pricing strategies of boAt and JBL can shed light on their positioning in terms of value proposition.

Suggestion: boAt might adopt a more aggressive pricing strategy to capture market share, while JBL might maintain higher price points to reinforce its premium positioning.

CHAPTER VII

CONCLUSION

CONCLUSION

In conclusion, boAt and JBL have adopted effective but distinct brand positioning strategies that cater to different market segments.

boAt's strategy focuses on affordability, trendy designs, and aggressive digital marketing, appealing particularly to younger, price-sensitive consumers.

JBL, with its premium positioning, emphasizes superior sound quality, innovation, and established brand equity.

Both brands can learn from each other; boAt could enhance its product quality and innovation, while JBL could explore more affordable product lines and increase its engagement with younger demographics through modern marketing channels.

By refining their strategies, both brands can strengthen their market positions and achieve sustainable growth.

CHAPTER VIII

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REFERENCES

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CHAPTER IX

ANNEXURE

QUESTIONNAIRE

1. What is your age group?

  a) Under 18

  b) 18-24

  c) 25-34

  d) 35 and above

2. What is your gender?

  a) Male

  b) Female

  c) Non-binary

  d) Prefer not to say

3. Which of these brands are you aware of?

  a) boAt only

  b) JBL only

  c) Both boAt and JBL

  d) Neither

4. Which brand's products have you used or currently use?

  a) boAt only

  b) JBL only

  c) Both boAt and JBL

  d) Neither

5. Which brand do you associate with innovative technology?

   a) boAt

   b) JBL

   c) Both

   d) Neither

6. Which brand do you believe has more stylish designs?

   a) boAt

   b) JBL

   c) Both are stylish

   d) Neither

7. Which brand offers better value for money?

   a) boAt

   b) JBL

   c) Both offer good value

   d) Neither

8. Which brand do you find more affordable?

   a) boAt

   b) JBL

   c) Both are affordable

   d) Neither

9. Which brand would you recommend to others?

    a) boAt

    b) JBL

    c) Both

    d) Neither

10. Which brand has better after-sales support?

    a) boAt

    b) JBL

    c) Both

    d) Neither

11. Which brand has a stronger social media presence?

    a) boAt

    b) JBL

    c) Both are strong

    d) Neither

12. Which brand do you think has better overall brand positioning?

    a) boAt

    b) JBL

    c) Both are well-positioned

    d) Neither