



A Study on Promotional Strategy Effectiveness of Boat among College Students in Chennai

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Abstract-- This study examines the effectiveness of promotional strategies adopted by boAt among college students. The research focuses on social media marketing, influencer campaigns, celebrity endorsements, affordability, customer satisfaction, and customer loyalty. Using a descriptive research design, data were collected from 100 respondents through structured questionnaires. Statistical tools such as percentage analysis, Pearson correlation, and Chi-square tests were used for analysis. The findings reveal that social media marketing and affordability strongly influence consumer purchase decisions, while customer loyalty remains moderate despite high satisfaction levels.

Keywords-- Promotional Strategy, Consumer Behaviour, Customer Satisfaction, Brand Loyalty

I. INTRODUCTION

The consumer electronics industry in India has undergone a remarkable transformation over the last decade due to rapid technological advancement, increasing internet penetration, and the widespread adoption of smartphones. The growth of e-commerce platforms such as Amazon and Flipkart has significantly changed consumer purchasing behaviour, especially among younger generations. Consumers today prefer online shopping because of convenience, product variety, price comparison facilities, discounts, and easy accessibility. This shift has created immense opportunities for Direct-to-Consumer (D2C) brands in India.

Among the rapidly growing sectors in consumer electronics, the audio devices and wearable technology segment has gained substantial importance. Products such as wireless earphones, Bluetooth speakers, smartwatches, and headphones have become an essential part of students' daily lives for entertainment, online learning, gaming, communication, and fitness activities. The increasing demand for affordable yet stylish gadgets has intensified competition among brands operating in this market.

Within this competitive environment, boAt has emerged as one of the leading lifestyle technology brands in India. Established as a youth-focused brand, boAt successfully differentiated itself from traditional electronics companies by positioning its products not merely as technological devices but as fashionable lifestyle accessories.

The brand strategically combines affordability, stylish design, powerful sound quality, and aggressive digital marketing campaigns to attract young consumers.

One of the key reasons behind boAt's success is its strong promotional strategy. The company extensively utilizes social media marketing, influencer collaborations, celebrity endorsements, online advertising, and festive discount campaigns to create brand awareness and engagement. By collaborating with popular celebrities, athletes, musicians, and digital influencers, boAt has established a strong emotional connection with youth consumers. The company's marketing campaigns often focus on trendy lifestyles, music culture, fashion, and youthful energy, which resonate strongly with college students.

College students represent one of the most influential consumer groups in the affordable electronics market. This demographic is highly active on digital platforms and spends considerable time on social media applications such as Instagram, YouTube, and Facebook. Their purchasing decisions are often influenced by peer recommendations, online reviews, influencer opinions, promotional offers, and brand image. However, college students are also highly price-sensitive and tend to switch brands easily if competitors provide better features, lower prices, or attractive offers.

In today's highly competitive digital marketplace, creating awareness alone is not sufficient for ensuring long-term success.

Brands must continuously engage consumers, maintain product quality, deliver superior customer experience, and build emotional attachment to sustain customer loyalty. While boAt has achieved remarkable popularity and high customer satisfaction levels, the challenge lies in converting satisfied consumers into loyal brand advocates.

The present study therefore focuses on evaluating the effectiveness of boAt's promotional strategies among college students. The study examines how various promotional activities influence consumer behaviour, purchase decisions, customer satisfaction, and loyalty. It also attempts to identify the gap between customer satisfaction and long-term loyalty in a highly competitive and price-sensitive market.



This research is significant because it provides insights into the changing behaviour of young consumers and highlights the importance of strategic promotional activities in the digital era. The findings of the study may help marketers, researchers, and companies understand the role of social media, influencer marketing, pricing strategies, and customer engagement in building sustainable brand loyalty among youth consumers.

II. STATEMENT OF THE PROBLEM

The affordable audio device market in India is characterized by intense competition, rapid technological changes, and aggressive promotional activities. Brands such as Noise, Realme, JBL, and boAt continuously compete through discounts, influencer marketing, and product innovation. Although boAt has achieved high levels of awareness and customer satisfaction, maintaining long-term customer loyalty remains a challenge. College students frequently compare brands based on price, features, and promotional offers, resulting in low brand commitment and high switching behaviour.

The study therefore seeks to examine whether boAt's promotional strategies are effective enough to convert customer satisfaction into sustained brand loyalty.

III. OBJECTIVES OF THE STUDY

- To analyze the awareness level of boAt among college students.
- To identify the major promotional strategies influencing purchase decisions.
- To evaluate the impact of social media and influencer marketing.
- To examine customer satisfaction and loyalty toward boAt products.
- To provide strategic suggestions for improving customer retention.

IV. REVIEW OF LITERATURE

Reichheld and Schefter (2000) emphasized that customer loyalty in digital markets is strongly influenced by trust and service quality rather than price competition alone. Their study highlighted that online businesses must prioritize long-term customer relationships to sustain competitive advantage.

Gefen (2000) argued that trust plays a critical role in reducing consumer uncertainty in e-commerce environments.

Trust increases customer confidence, thereby encouraging repeat purchase behaviour and long-term loyalty.

Parasuraman, Zeithaml, and Malhotra (2005) introduced the E-S-QUAL model, which evaluates electronic service quality through efficiency, responsiveness, fulfillment, and system availability. Their findings suggest that higher service quality leads to greater customer satisfaction and loyalty.

Oliver (1999) proposed the Four-Stage Loyalty Model consisting of cognitive, affective, conative, and action loyalty. The model explains that consumers may like a brand emotionally but may still switch to competitors if stronger incentives are offered.

Srinivasan, Anderson, and Ponnayolu (2002) identified community building and customer engagement as important determinants of e-loyalty. They emphasized that emotional attachment and interactive brand experiences positively influence customer retention.

The existing literature indicates that customer loyalty is multidimensional and influenced by service quality, trust, emotional branding, and promotional effectiveness.

V. RESEARCH METHODOLOGY

5.1 Research Design

A descriptive research design was adopted to analyze the promotional effectiveness of boAt among college students.

5.2 Sampling Technique

Convenience sampling technique was used for selecting respondents.

5.3 Sample Size

The study was conducted using a sample size of 100 respondents.

5.4 Sources of Data

- **Primary Data:** Collected through structured questionnaires.
- **Secondary Data:** Collected from journals, articles, websites, and previous research studies.

5.5 Tools for Analysis

The following statistical tools were used:

- Percentage Analysis
- Pearson Correlation Analysis
- Chi square test

VI. DATA ANALYSIS AND INTERPRETATION

**TABLE I:
AGE DISTRIBUTION**

| Age Group | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Below 20 | 7 | 7% |
| 20–25 | 68 | 68% |
| 26–30 | 18 | 18% |
| Above 30 | 7 | 7% |

Interpretation:

The data clearly indicates that the majority of respondents (68%) belong to the 20–25 age group, which represents college students. This validates the relevance of the study, as this demographic is highly active in digital platforms and is the primary target audience of boAt. The remaining respondents are comparatively minimal, confirming that the study is strongly focused on youth consumers.

**TABLE II:
GENDER DISTRIBUTION**

| Gender | Respondents | Percentage |
|--------|-------------|------------|
| Male | 60 | 60% |
| Female | 40 | 40% |

Interpretation:

The sample shows a relatively balanced gender distribution, with a slight dominance of male respondents. This suggests that the findings are not biased toward a specific gender and reflect a broad perspective of consumer behavior.

**TABLE III:
COURSE OF STUDY**

| Course | Respondents | Percentage |
|----------|-------------|------------|
| UG | 65 | 65% |
| PG | 30 | 30% |
| Above PG | 5 | 5% |

Interpretation:

A majority of respondents (65%) are undergraduate students, indicating that younger consumers form the primary segment.

**TABLE IV:
AWARENESS OF BOAT**

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 95 | 95% |
| No | 5 | 5% |

Interpretation:

An overwhelming 95% awareness level highlights the strong brand presence of boAt. This indicates the success of its promotional strategies in reaching the target audience effectively.

**TABLE V:
SOURCE OF AWARENESS**

| Source | Respondents | Percentage |
|----------------|-------------|------------|
| Social Media | 55 | 55% |
| Friends/Family | 20 | 20% |
| Advertisements | 15 | 15% |
| Others | 10 | 10% |

Interpretation:

Social media is the dominant source of awareness, confirming the importance of digital platforms in influencing college students. Word-of-mouth also plays a significant role, indicating positive brand perception.

**TABLE VI:
AWARENESS THROUGH INFLUENCERS**

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 48 | 48% |
| No | 52 | 52% |

Interpretation:

Influencer marketing shows moderate effectiveness. While it contributes to awareness, it is not the primary source, suggesting the need for more targeted influencer strategies.

**TABLE VII:
WORD-OF-MOUTH INFLUENCE**

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 60 | 60% |
| No | 40 | 40% |

Interpretation:

Word-of-mouth plays a crucial role in brand awareness. This indicates customer satisfaction and trust, which lead to organic promotion.

**TABLE VIII:
SOCIAL MEDIA ATTRACTIVENESS**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 40 | 40% |
| Agree | 35 | 35% |
| Neutral | 10 | 10% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

A strong 75% positive response indicates that social media marketing is highly effective. It successfully captures the attention of students and influences their perception of the brand.

**TABLE IX:
INFLUENCER IMPACT**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 38 | 38% |
| Agree | 32 | 32% |
| Neutral | 15 | 15% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Influencers significantly impact consumer decisions, but their effectiveness depends on relevance and authenticity.

**TABLE X:
CELEBRITY ENDORSEMENTS**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 30 | 30% |
| Agree | 35 | 35% |
| Neutral | 20 | 20% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Celebrity endorsements build trust and brand credibility, but their impact is slightly lower compared to social media marketing.

**TABLE XI:
ONLINE ADVERTISEMENTS**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 28 | 28% |
| Agree | 37 | 37% |
| Neutral | 20 | 20% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Online ads are moderately effective, contributing to awareness but not as influential as other promotional tools.

**TABLE XII:
DISCOUNT INFLUENCE**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 45 | 45% |
| Agree | 30 | 30% |
| Neutral | 10 | 10% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Discounts are a major driver of purchase decisions, reflecting the price sensitivity of college students.

**TABLE XIII:
AFFORDABILITY**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 50 | 50% |
| Agree | 30 | 30% |
| Neutral | 10 | 10% |
| Disagree | 5 | 5% |
| Strongly Disagree | 5 | 5% |

Interpretation

80% positive responses confirm that boAt products are perceived as affordable, making them attractive to students.

**TABLE XIV:
STYLE & DESIGN**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 48 | 48% |
| Agree | 32 | 32% |
| Neutral | 10 | 10% |
| Disagree | 5 | 5% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Stylish design is a key strength of the brand, aligning with youth preferences.

**TABLE XV:
SOUND QUALITY**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 45 | 45% |
| Agree | 35 | 35% |
| Neutral | 10 | 10% |
| Disagree | 5 | 5% |
| Strongly Disagree | 5 | 5% |

Interpretation:

The majority perceive the product quality as good, supporting customer satisfaction.

**TABLE XVI:
VALUE FOR MONEY**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 45 | 45% |
| Agree | 35 | 35% |
| Neutral | 10 | 10% |
| Disagree | 5 | 5% |
| Strongly Disagree | 5 | 5% |

Interpretation:

The perception of value for money is strong, reinforcing purchase decisions.

**TABLE XVII:
SATISFACTION WITH BOAT PRODUCTS**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 55 | 55% |
| Agree | 38 | 38% |
| Neutral | 5 | 5% |
| Disagree | 1 | 1% |
| Strongly Disagree | 1 | 1% |

Interpretation:

An overwhelming 93% of respondents expressed satisfaction (Agree + Strongly Agree) with boAt products. This indicates that the brand successfully meets consumer expectations in terms of quality, pricing, and performance. High satisfaction levels contribute to positive word-of-mouth and repeat purchase potential. However, satisfaction alone does not ensure long-term loyalty.

**Table 22:
Repeat Purchase Intention**

| Scale | Respondents | Percentage |
|-------------------|-------------|------------|
| Strongly Agree | 30 | 30% |
| Agree | 35 | 35% |
| Neutral | 20 | 20% |
| Disagree | 10 | 10% |
| Strongly Disagree | 5 | 5% |

Interpretation:

Only 65% of respondents show a clear intention to repurchase boAt products. While this is a positive indicator, it is significantly lower than the satisfaction level.

This gap suggests that even satisfied customers may consider alternative brands due to factors such as price competition or product variety.

VII. STATISTICAL HYPOTHESIS TESTING

Pearson Correlation Analysis

Objective: To examine the relationship between customer satisfaction and customer loyalty toward boAt

Hypothesis Formulation

- *H₀ (Null Hypothesis):* There is no significant relationship between customer satisfaction and customer loyalty.
- *H₁ (Alternative Hypothesis):* There is a significant relationship between customer satisfaction and customer loyalty.

Correlation Table

| Variables | Satisfaction | Loyalty |
|--------------|--------------|---------|
| Satisfaction | 1 | 0.620* |
| Loyalty | 0.620* | 1 |

Correlation Coefficient (r) = 0.620 Significance (p-value) = 0.000 (<0.05) Sample Size (N) = 100

Interpretation

The Pearson correlation coefficient (r = 0.620) indicates a moderate positive relationship between customer satisfaction and customer loyalty. The p-value (0.000) is less than the significance level of 0.05, which confirms that the relationship is statistically significant. This implies that as customer satisfaction increases, loyalty also tends to increase. However, the relationship is not very strong, indicating that satisfaction alone does not fully determine loyalty. Other factors such as price sensitivity, availability of alternatives, promotional offers, and brand switching behavior significantly influence customer loyalty among college students.

Since $p < 0.05$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. There is a significant relationship between satisfaction and loyalty, but it is only moderate, indicating a loyalty gap.

Chi-Square Test

Objective: To analyze the association between Age Group and Customer Loyalty **Hypothesis Formulation**

- *H₀:* There is no significant association between age and customer loyalty.
- *H₁:* There is a significant association between age and customer loyalty.

Chi-Square Table

| Test | Value | df | Significance |
|--------------------|--------|----|--------------|
| Pearson Chi-Square | 30.200 | 12 | 0.003 |

Interpretation

The calculated chi-square value is 30.200 with a significance level of 0.003, which is less than 0.05. Therefore, the null hypothesis is rejected. This indicates that there is a statistically significant association between age and customer loyalty.

Younger respondents (20–25 years) are more influenced by promotional strategies, discounts, and trends, and are more likely to switch brands. In contrast, older respondents tend to show relatively stable loyalty patterns.

VIII. FINDINGS

The findings of the study clearly indicate that promotional strategies play a major role in influencing the purchasing behaviour of college students toward boAt products. The high awareness level (95%) demonstrates the effectiveness of boAt's aggressive digital marketing strategy. Social media emerged as the most influential promotional platform, confirming that young consumers are highly dependent on digital channels for product awareness and purchase decisions.

The study also reveals that affordability is one of the strongest reasons for purchasing boAt products. Since college students generally have limited disposable income, they prefer brands that provide stylish and quality products at reasonable prices. This supports the idea that value-for-money positioning is an important competitive advantage for boAt.



Influencer marketing and celebrity endorsements were found to moderately influence customer decisions. Although these strategies create attraction and brand visibility, they are not the sole determinants of purchase behaviour. Students are more influenced by peer recommendations, product reviews, and price-related benefits. This indicates that authenticity and relatability are more important than celebrity presence alone.

The findings further show that customer satisfaction toward boAt products is extremely high (93%). Customers appreciate the product quality, stylish design, affordability, and sound performance. However, the study identifies a significant gap between satisfaction and loyalty. Only around 60–65% of respondents expressed strong loyalty or repeat purchase intention toward the brand.

The Pearson correlation analysis confirms that customer satisfaction and loyalty are positively related. However, the relationship is only moderate ($r = 0.620$), suggesting that satisfaction alone does not guarantee long-term loyalty. This may be due to intense market competition, low switching costs, and the availability of alternative brands offering similar features at competitive prices.

The Chi-square test also confirms that age significantly influences loyalty behaviour. Younger consumers are more trend-oriented and are more likely to switch brands based on discounts, influencer trends, and product innovations. Therefore, maintaining long-term customer retention among college students remains a major challenge for boAt.

Overall, the study suggests that while promotional strategies are highly effective in attracting customers and generating awareness, long-term brand sustainability requires stronger emotional branding, improved customer engagement, and superior post-purchase service quality.

IX. SUGGESTIONS

boAt should focus on strengthening customer retention strategies rather than relying heavily on short-term promotional offers and discounts. Introducing loyalty programs, reward points, cashback benefits, and exclusive membership offers can encourage repeat purchases and long-term customer engagement. Since college students are highly price-sensitive and easily influenced by competing offers, retention-focused strategies can help the company build stronger brand commitment and reduce switching behaviour.

The company should also improve its post-purchase service quality and customer relationship management practices. Efficient customer support, faster complaint resolution, better warranty services, and reliable after-sales support can significantly improve customer trust and satisfaction.

In addition, boAt should focus on emotional branding by creating stronger connections with youth consumers through storytelling, interactive campaigns, campus engagement activities, and community-building initiatives. These strategies can help transform satisfied customers into loyal brand advocates.

Furthermore, boAt should continue investing in product innovation and digital marketing while improving the effectiveness of influencer collaborations. Partnering with micro-influencers and campus influencers who have stronger engagement among students can create more authentic brand communication. The company should also emphasize sustainability initiatives such as eco-friendly packaging and recycling programs to attract environmentally conscious consumers. By balancing affordability, innovation, service quality, and emotional engagement, boAt can strengthen its competitive position and achieve long-term customer loyalty.

X. CONCLUSION

The study concludes that boAt has successfully established itself as one of the leading lifestyle audio brands among college students through effective promotional strategies and affordable product offerings. The company's strong presence on social media platforms, combined with influencer marketing, celebrity endorsements, and competitive pricing, has contributed significantly to high levels of awareness and customer satisfaction.

The findings reveal that social media marketing is the most effective promotional strategy influencing consumer behaviour. Product affordability, stylish design, and sound quality also play a crucial role in attracting young consumers. However, despite achieving high customer satisfaction, customer loyalty remains comparatively moderate due to factors such as price sensitivity, intense competition, and low switching costs.

The statistical analysis confirms that there is a significant positive relationship between customer satisfaction and customer loyalty. Nevertheless, satisfaction alone is insufficient to ensure long-term customer retention. Younger consumers are highly dynamic and frequently shift preferences based on trends, promotional offers, and technological advancements.

Therefore, boAt must move beyond short-term promotional tactics and focus more on customer relationship management, emotional branding, service quality, and community engagement. By strengthening customer trust and delivering consistent value, the company can convert satisfied customers into loyal brand advocates and sustain its competitive position in the rapidly growing digital marketplace.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 05, May 2026)

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Acknowledgement

The authors sincerely thank the Sathyabama Institute of Science and Technology and the School of Management Studies for the guidance and support provided to complete this research work successfully. This research paper was carried out as a part of the Project and Problem Based Learning (PBL) initiative of the institution. The authors also express gratitude to all respondents and contributors who supported the successful completion of the study titled “A Study on Promotional Strategy Effectiveness of boAt Among College Students in Chennai.”