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# A Study on Customer Satisfaction towards Boat Electronics

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**ABSTRACT:** This study talks about the BOAT brand, which offers audio equipment with a focus on customer preferences, needs, wants, and what features and functions give consumers the most satisfaction. The Boat is an India-based popular consumer electronics brand that offers a wide range of electronics products, including headphones, earphones, speakers, and more. This study aims to identify the main drivers of customer satisfaction towards boat electronics and analyse the impact of these drivers on overall customer satisfaction levels.

To give customers what they want, we need to continuously listen to what's happening out there in the market. What are our consumers generally talking about? What features are they looking for in a product?" says Shashwat Singh, Chief Information Officer at boat. "By listening to all the chatter on social channels, our goal is to provide our customers with what they want while maintaining a very attractive price point."

After the research we make conclusion that makes the findings of the study reveal that product quality, brand image, and after-sales service are the key factors influencing customer satisfaction towards boat electronics products. In this study, we also found that price and design moderately impact customer satisfaction levels. Further, the study revealed that customer satisfaction has a positive impact on brand loyalty, and this relationship is mediated by customer trust.

**KEYWORDS:** Boat products, consumer satisfaction, quality, brand, electronic service

## I. INTRODUCTION

The company Boat was founded by Mr Aman Gupta and Sameer Mehta in the 1016, there were hundreds of brands in the cluttered category. The brand went on to capture nearly half of the market share and has been consistently coming up with products that have unique features. Boat Electronics is a leading Indian consumer electronics brand that makes a significant impact in the industry in recent years.

Boat Electronics offers a wide range of products, including headphones, earphones, speakers, and more. Nowadays boat has become a popular choice among consumers due to their unique designs, high-quality products, and affordable pricing because of this, they have become popular among young consumers.

Today it has become one of the fastest-growing consumer electronics brands in India. The other thing that it has continually worked on is deep technology partnerships with firms like Qualcomm (also an investor) to understand the latest trends in terms of innovation.

## II. LITERATURE REVIEW

Service quality and customer satisfaction are crucial elements for businesses in today's competitive market. Numerous studies have examined the relationship between these two variables and have found that service quality significantly impacts customer satisfaction. One such study conducted by **Parasuraman et al. (1985)** introduced the SERVQUAL model, which identified five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The study concluded that perceived service quality had a direct impact on customer satisfaction.

Further research conducted by **Suresh Chandra et al. (2002)** found that service quality and customer satisfaction had a strong positive relationship in the banking industry. The study also revealed that service quality had a more significant impact on customer satisfaction than other factors such as price and convenience.

Similarly, another study conducted by **Caruana and Ewing (2010)** found that service quality was a significant predictor of customer satisfaction in the retail industry. The study also highlighted the importance of employee training and development in improving service quality and ultimately increasing customer satisfaction.

Overall, the literature suggests that service quality is a critical determinant of customer satisfaction in various industries. Therefore, businesses must prioritize service quality as part of their overall strategy to improve customer satisfaction and gain a competitive advantage.

According to a research paper by **Chavan (2019)**, factors such as product quality, customer service, and perceived value are significant drivers of customer satisfaction. The study found that customers who perceived higher product quality, better customer service, and higher value for money were more satisfied with their purchases.

Another study by **Akram, Hossain, and Yasmin (2021)** focused on the impact of e-service quality on customer satisfaction in online shopping. The authors found that e-service quality, including website design, ease of use, and delivery speed, significantly influenced customer satisfaction in online shopping.

In addition, a study by **Yoo, Park, and MacInnis (2018)** explored the impact of emotional experiences on customer satisfaction. The authors found that positive emotional experiences, such as enjoyment and excitement, significantly increased customer satisfaction.

One such model is the SERVQUAL model, developed by **Parasuraman et al. (1985)**, which identifies five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The model measures the gap between customers' expectations and their perceptions of the actual service provided.

Another model, the RATER model, developed by **Zeithaml et al. (1990)**, focuses on five key dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness. Like SERVQUAL, the RATER model also measures the gap between customer expectations and perceptions.

Both the SERVQUAL and RATER models have been widely used in service quality research and be reliable and valid measures of service quality. However, there have been criticisms of these models, particularly their emphasis on customer perceptions and expectations and their lack of consideration for the role of the service provider in delivering quality service.

**Figure 1. Service Quality Model of Customer Satisfaction**



**Table 1. Definitions of dimensions of the SEVQUAL model**

Dimension	Definition
Tangibles	Appearance of physical facilities, equipment, personnel and communication materials.
Reliability	Company’s potential of performing the promised service dependably and accurately.
Responsiveness	Company’s willingness to help customers and provide prompt service.
Assurance	Employees’ knowledge and courtesy levels and their ability to inspire trust and confidence. This dimension also includes competence, courtesy, credibility, and security.
Empathy	Caring, Individualized attention the firm provides its customers



**III. OBJECTIVES OF THE STUDY**

- To study the go to market strategy of the company and understand the complexity connected with expanded the highly competed market.
- To investigate the factors influencing customers’ attitudes towards boat electronics products.
- To examine consumer perceptions of boat electronics overall
- To determine the basis for choosing boat electronics products.
- To evaluate how satisfied customers are with boat electronics products.

**IV. METHODOLOGY OF THE STUDY**

**Sample and Data Collection** - This study is based on primary data. The raw data collection method here is the questionnaire, which contains 20 questions on this topic, and the questionnaires were distributed to various customers of the organization.

The 20 questionnaires completed the required information. The response rate was satisfactory.

This study used a convenient sampling technique. Data was collected using a self-completed questionnaire and participation in the study was voluntary.

**Measures and Scales**

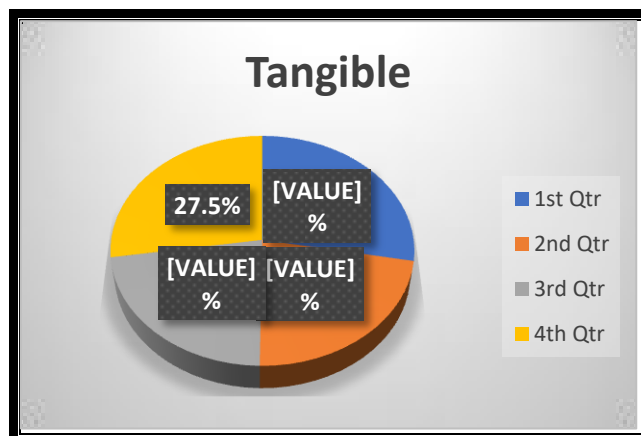
The target group were the customers of the organization. The service quality model consisted of questions covering five dimensions of service, such as B. Tangibility, responsiveness, certainty reliability and empathy. All variables were measured using a 5-point Likert scale, where 5 meant strongly agreed with the customer satisfaction measure, and 1 meant strongly disagree with the customer satisfaction measure.

**ANALYSIS AND RESULTS**

The main objective of this study is to evaluate the impact of service quality on customer satisfaction in an organization the questionnaire was obtained from SERVQUAL list of questions. has been used many times in the past and was developed by academic experts. The questionnaire was designed to identify key dimensions of organizational quality and to assess consumer perceptions of the importance of each of these dimensions. The results of this research study and subsequent evaluation based on responses reflect the key areas of service quality and their challenge to customer satisfaction, reliability, retention, motivation and morale. Below is an analysis of the survey data.

**Table 2. Perception Statements in the Tangibles Dimension**

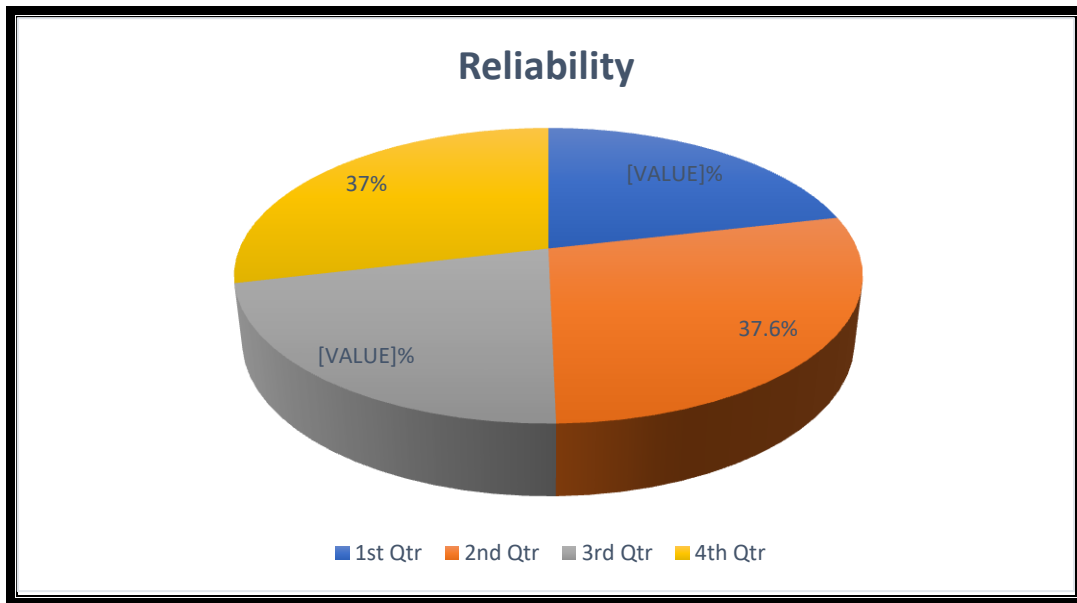
	<b>Tangible Dimension</b>	<b>Score</b>
Q1	How does temperature affect boat electronic products?	28
Q2	How much do you consider the quality of materials used in boat electronic products when making a purchase decision?	22.4
Q3	Can you recommend some reliable boat electronic products?	22.4
Q4	How long have you been using boat electronics products?	27.5





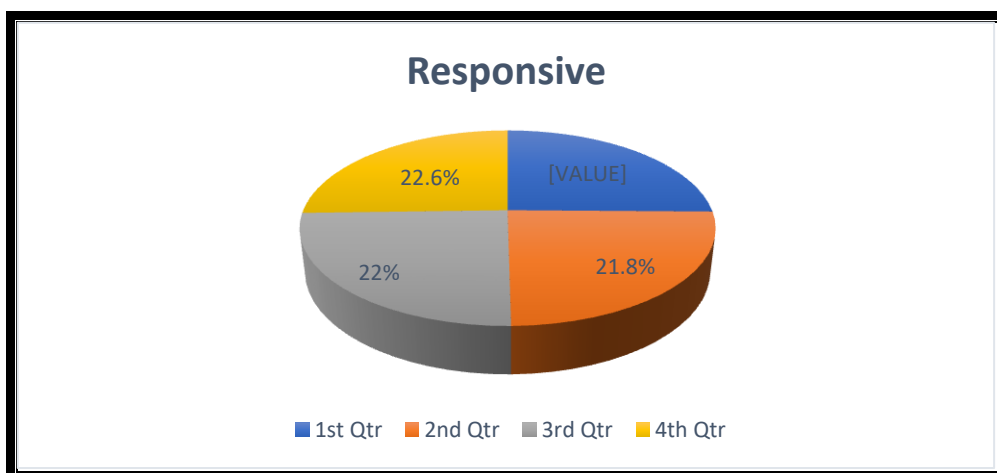
**Table 3. Perception Statements in the Reliability Dimension**

	Reliability Dimension	Score
Q1.	How often have you encountered problems or issues when you bought boat products?	28
Q2.	Have you ever had to contact Boat customer support for assistance with a product issue?	37
Q3.	Which age group used the Boat electronic product more?	28.25
Q4.	Which Gender like the Boat electronic product more?	37.6



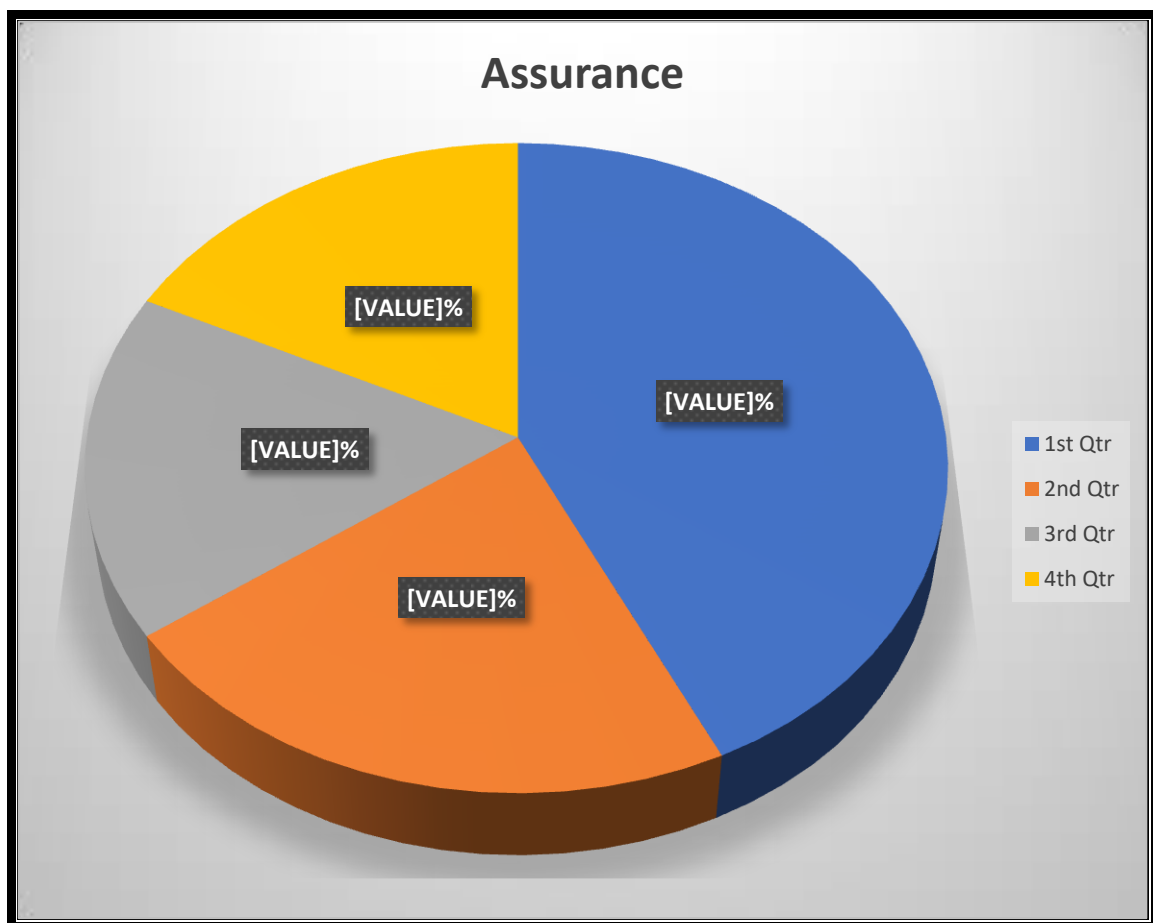
**Table 4. Perception Statements in the Responsiveness Dimension**

	Responsiveness Dimension	Score
Q1.	If customer service is unresponsive then you buy their products next time?	22.4
Q2.	When an issue is reported to customer support, how quickly do they provide a resolution?	21.8
Q3.	Does the customer service always satisfy you with its solution?	22
Q4.	If we are not satisfied with one solution then customer service centre gives us another solution?	22.6



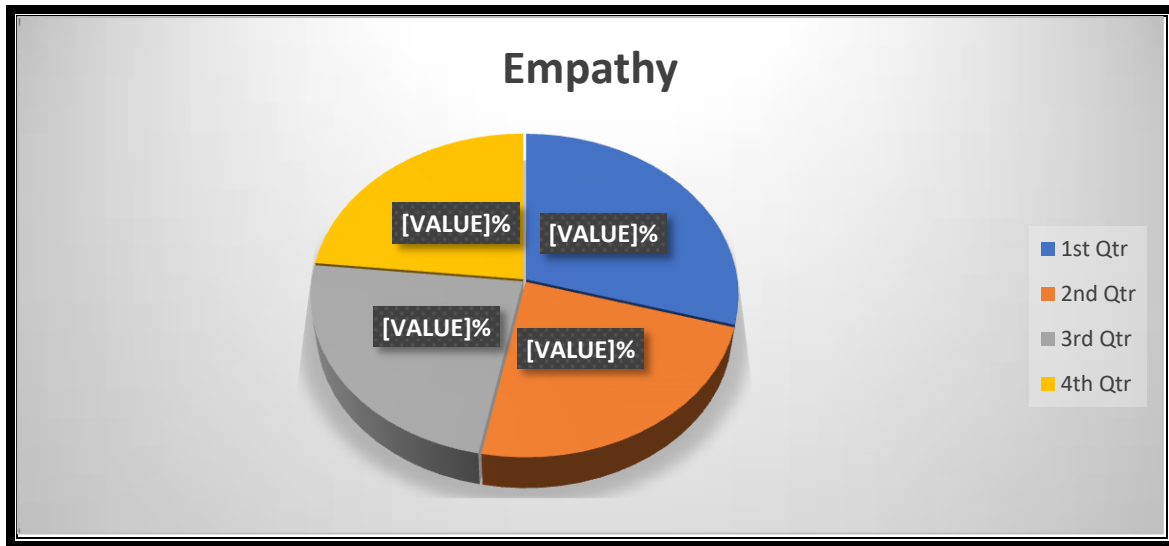
**Table 5. Perception Statements in the Assurance Dimension**

	Perception Statements in the Assurance Dimension	Score
Q1.	Do you like the boat product in comparison to other products?	55
Q2.	Which boat products have you used so far?	28.25
Q3.	Do you know how to use boat products?	22
Q4.	How important is the design of boat electronics products to you?	27.75



**Table 6. Perception Statements in the Empathy Dimension**

	Empathy Dimension	Score
Q1.	If the boat company has no empathy in its customer service will its products sell?	27.75
Q2.	How important do you believe empathy is in the electronics industry, particularly when it comes to customer service?	22.2
Q3.	If the boat’s customer service is not great but their product is good enough you will recommend their product to your colleagues and friends?	22.2
Q4.	Overall, how satisfied are you with the level of empathy displayed by boat electronics in customer interactions?	22



**V. OVERALL COMPARISON OF THE FIVE DIMENSIONS**

Customers' overall view of the organization's service quality, particularly in the electronics sector, has been evaluated using average scores generated from each of the many service quality characteristics, including Tangible, Reliability, Responsiveness, Assurance, and Empathy. After we may infer from the survey and rating analysis that clients are extremely pleased with the service they receive. The survey's average results are shown in the following table:

**Table 7. Overall comparisons of the Five Dimensions**

Service Quality Dimensions	Average Score
Tangibles	25.07%
Reliability	32.71%
Responsiveness	22%
Assurance	33.25%
Empathy	23.53%

**VI. DISCUSSION AND FINDINGS OF THE STUDY**

The greatest potential benefits for both individuals and the sectors that support the organization's goals might come from improving the service quality. This study looked at the effects of high-quality services. The goal is to assess and examine how quality affects customer satisfaction levels within the company. To achieve these objectives a sample of 120 respondents was selected. The study revealed some findings like the average score of Tangibles is 25.07%, Reliability at 32.71%, Responsiveness at 22%, Assurance is 33.25% and Empathy is 23.53%. So, it can be said that customer satisfaction depends on the service quality of any organization.

**Analysis & Conclusions:**

The brand offers us a range of products from an extensive catalog of various electronic products used by consumer in day-to-day basis In recent years, customer satisfaction towards Boat Electronics has been on the rise. The company has managed to win the hearts of Indian customers by providing them with high-quality products at affordable prices. Boat Electronics has also been able to maintain a strong presence in the market by continuously innovating and improving its products.

The company's social media presence has been one of the key factors that have contributed to its success. Boat Electronics has a strong social media presence and engages with its customers through various social media platforms such as Facebook, Instagram, Twitter, and YouTube. The company regularly posts updates about its products, and promotions, and engages with its customers through comments and feedback.

Moreover, Boat Electronics has received several awards for its products and services, which has helped in building a positive image among consumers.

In conclusion, customer satisfaction towards Boat Electronics has been on the rise, and the company has managed to establish a strong presence in the Indian market. Boat Electronics has focused on providing high-quality products at affordable prices while maintaining a customer-centric approach.

The company's social media presence, robust customer support system, and recognition through awards have helped in building a loyal customer base. Boat Electronics has set an example for other Indian consumer electronics companies by emphasizing customer satisfaction and building a strong brand image. This is where the Boat lifestyle brought-in the revolution. From this study, we analysed that the users are satisfied with the products but they also suggested some changes in the survey, which includes that sound can be made better with flat responds followed by audio quality with Dolby Atmos and on call is not really meeting their expectations. On the bright side they are really affordable, fashionable and good quality consumer electronics

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