

A Study of International Marketing Strategies Adopted by BOAT and It's Impact

Dr. Kiran Nagare¹ and Mr. Sumeet Sutare²

Assistant Professor¹ and TYBBA-IB Student²

MIT Arts, Commerce, and Science College, Alandi (D), Pune, Maharashtra, India

Abstract: *This research paper studies the international marketing strategies of BOAT, an Indian company known for audio products like earphones, headphones, and speakers. BOAT has gained popularity not only in India but also globally. The paper explores BOAT's focus on young consumers, its affordable pricing, strong online presence, and the brand's growth in various international markets. The analysis includes BOAT's competition with other global brands like JBL and Sony, and the challenges it faces. The study also looks at BOAT's success in building brand loyalty and how its marketing strategies have helped expand its global presence.*

Keywords: BOAT, international marketing, affordable pricing, young consumers, global competition, brand loyalty