

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

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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

I. INTRODUCTION

BOAT, a popular Indian brand, has taken the audio product market by storm with its trendy earphones, headphones, and speakers. While it is already successful in India, the company faces the challenge of expanding into international markets. To succeed globally, BOAT needs to attract customers from different countries who have varied tastes and preferences.

BOAT is known for its affordable and stylish products, making it a hit among young people in India. The brand has now started to target young consumers in other countries as well. However, it is unclear how well these strategies work in foreign markets, and how BOAT competes with global giants like JBL and Sony.

The aim of this research is to examine how BOAT's international marketing strategies impact its growth. The hypothesis is that BOAT's strategies—focused on affordability, style, and online presence—will significantly help the brand succeed in international markets.

II. METHODS

The research used primary data, including questionnaires and interviews with BOAT's management and customers. It also relied on secondary data from company reports, industry studies, and news articles.

The study focused on BOAT's management team and customers, both in India and international markets.

The study measured BOAT's market growth, customer response, and brand recognition in different regions.

Descriptive and inferential statistics were used to analyze data. Hypothesis testing was done to see the effect of BOAT's strategies on its performance.

III. RESULTS

BOAT's global expansion has resulted in increased sales and revenue from several international markets.

The company's strategy of targeting young, tech-savvy consumers with trendy designs and affordable pricing has worked well in markets like Southeast Asia and the Middle East.

Social media marketing and partnerships with influencers have helped BOAT build a strong online presence in foreign markets.

Despite the success, BOAT faces tough competition from brands like JBL and Sony but continues to stand out due to its pricing strategy and fashion-conscious product designs.

IV. DISCUSSION

The study finds that BOAT's focus on affordable, stylish products, combined with a strong online marketing strategy, has helped the brand gain recognition in international markets. BOAT has successfully attracted young consumers, contributing to its growing global presence and increased revenue.

Compared to competitors like JBL and Sony, BOAT's main advantage lies in its pricing. While other brands focus on premium products, BOAT offers stylish and durable gadgets at lower prices. This strategy has been particularly effective in price-sensitive markets like Southeast Asia. However, BOAT has to work harder in markets where consumers are loyal to premium brands like Bose.

One limitation of BOAT's strategy is its heavy reliance on online platforms. In regions where internet access is limited, BOAT's products might not reach a wide audience. The company also faces challenges in adapting to local tastes and preferences in some regions.

The findings suggest that BOAT should continue expanding in regions where affordability and online presence are key drivers. It may need to invest in offline marketing and distribution in areas with less internet access. Collaborations with local influencers and brands could also help BOAT adapt better to different markets.

V. CONCLUSION

BOAT's international marketing strategies—focusing on young consumers, affordability, and a strong online presence—have helped the brand grow in several global markets. Despite facing competition from major global players like JBL and Sony, BOAT's unique approach gives it an edge, especially in regions where customers are looking for budget-friendly, fashionable electronics. With some adjustments to local markets, BOAT's global expansion efforts seem promising for future growth.

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