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# A Study on Customer Satisfaction towards Boat Electronics

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**ABSTRACT:** This study intends to investigate the elements affecting consumer satisfaction with boat electronics items. A well-known consumer electronics company with its headquarters in India. In order to understand how these variables, affect overall customer satisfaction levels, this study tries to uncover the key factors that influence customer happiness with boat electronics. A thorough examination of available literature and quantitative research methodology are used in this work. Customers of boat electronics are the target audience of survey questionnaire, and 150 responses were picked at random to represent the sample size. Various tools were used to analyse the data that was collected.

**KEYWORDS:** Services, Quality, Prices, electronics products

## I. INTRODUCTION

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.

In 2016, Mr. Aman Gupta and Sameer Mehta created the business Boat, which is now one of India's fastest-growing consumer electronics firms. The fact that boat products have become well-liked among youthful consumers is mostly due to their reputation for having fashionable and stylish designs.

The boat has maintained their positions by providing high-quality products at affordable prices. It's become more popular due to its redesign which is designed by keeping in mind the needs and preferences of its target audience, which helped him to gain better positions in the Indian market as compared to other brands of the same products.

## II. LITERATURE REVIEW

### Customer Satisfaction

According to a research paper by **Chavan (2019)**, factors such as product quality, Significant contributors to customer satisfaction include perceived value and customer service. Customers who believed that a product was of greater quality, according to the study better customer service, and higher value for money were more satisfied with their purchases.

Another study by **Akram, Hossain, and Yasmin (2021)** examined how customer satisfaction with online buying is impacted by the quality of e-services. The authors discovered that customer satisfaction with online buying was highly influenced by e-service quality, including website design, usability, and delivery speed.

**Yoo, Park, and MacInnis's (2018)** study also looked at the effect of emotional encounters on customer satisfaction. Positive emotional experiences, such as delight and excitement, considerably raised customer satisfaction, according to the authors.

## III. RESEARCH METHODOLOGY

### SERVQUAL Model

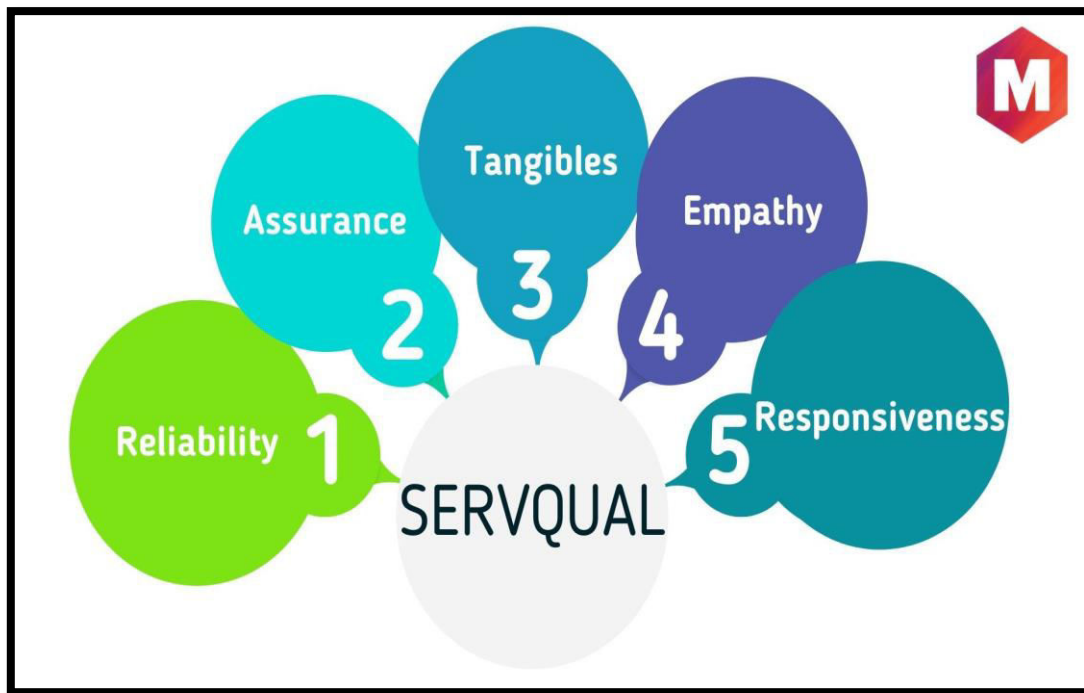
The SERVQUAL model, created by **Parasuraman and colleagues in 1985**, is one such model. It lists five characteristics of high-quality service: assurance, responsiveness, dependability, and tangibles. The distance between consumers' The model gauges customers' expectations and perceptions of the actual service they received.



Reliability, assurance, tangibles, empathy, and responsiveness are the five main aspects of service quality that the RATER model, created by Zeithaml et al. in 1990, focuses on. Like SERVQUAL, the RATER model also measures the discrepancy between consumer perceptions and expectations.

SERVQUAL and RATER models are both trusted and accurate indicators of service quality that have been used extensively in research. These models have, however, come under fire, particularly for their focus on client perceptions and expectations as well as their disregard for the service provider's responsibility in providing quality service.

Figure 1. Shows a Customer Satisfaction Model for Service Quality.



Authority: Marketing 91

Table 1 lists the definitions of the SEVQUAL model's dimensions.

Dimension	Definition
<b>Tangibles</b>	As defined by dimension the store's physical attributes include its furnishings, tools, exterior appeal, and personnel appearance.
<b>Reliability</b>	The business's capacity to precisely and dependably provide the promised service.
<b>Responsiveness</b>	The business's readiness to assist clients and deliver fast service.
<b>Assurance</b>	Employees' levels of expertise and courtesy, as well as their ability to project assurance and trust. Along with competence and courtesy, this dimension also includes security.
<b>Empathy</b>	caring and individualised service that the business offers to its clients. Accessibility, communication, and consumer understanding are other aspects of this dimension.

The Study's Aims were as Follows:

1. To investigate factors influencing customers' attitudes towards boat electronics products.
2. To examine consumer perceptions of boat electronics overall





3. To determine the basis for choosing boat electronics products.
4. To evaluate how satisfied customers are with boat electronics products.

### The Study's Methodology

**Sample and Data Collection:** The main source of information for this study is primary data. The questionnaire, which contains 20 questions on this subject, was distributed to a range of clients of the organisation in order to collect the raw data for this instance. The necessary information was included in all 20 questions. The response rate met expectations.

The sampling strategy adopted in this investigation was practical. The study was voluntary, and data were gathered via a self-completed questionnaire.

### Scales and Measures

Customers of the company made comprised the target audience. The questions in the service quality model covered five aspects of service, including B. Tangibility, responsiveness, certainty, and reliability. Each variable was measured using a 5-point Likert scale, with a score of 5 signifying great agreement with the customer satisfaction measure and a score of 1 signifying a major disagreement.

### Assessment And Results

This study's primary goal is to assess how customer satisfaction levels in an organisation are affected by service quality. SERVQUAL's list of questions served as the basis for the questionnaire. was created by academic professionals and has been applied frequently in the past. The purpose of the questionnaire was to identify important organisational quality aspects and gauge consumer views of the significance of each of these dimensions. The findings of this research study and the evaluation that followed based on replies highlight the crucial components of service quality and the difficulties they present for client happiness, dependability, retention, motivation, and morale. An examination of the survey data is provided below.

**Table 2 lists perceptions in the tangibles dimension.**

	Tangible	Grade
Q1	How easy is it to physically interact with boat electronic products?	4.62
Q2	How much do you consider the quality of materials used in boat electronic products when making a purchase decision?	3.72
Q3	Based on the physical quality of the product, how likely are you to advise someone else to buy a boat electronic device?	4.08
Q4	How long have you been using boat electronics products?	2.75

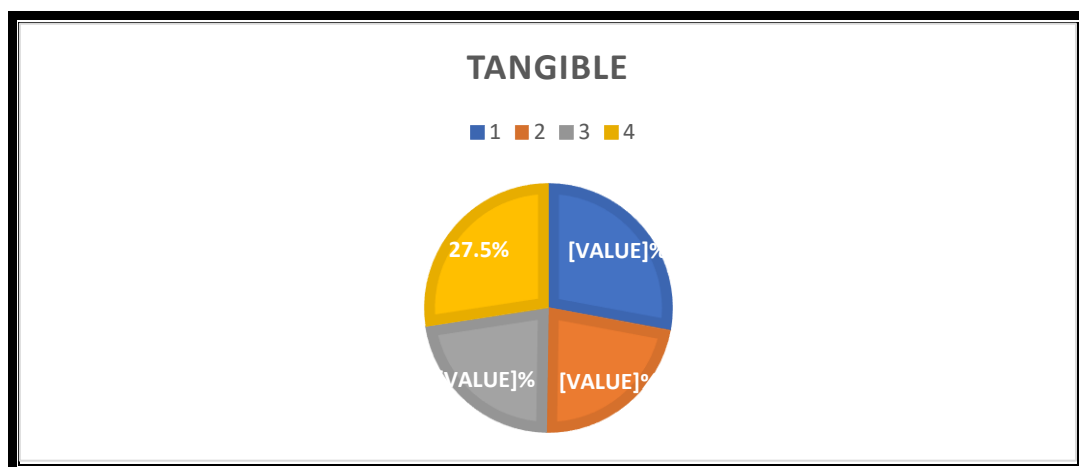




Table 3. Reliability Dimension Perception Statements

	Reliability	Grade
Q1.	How often do you experience issues or problems with boAt electronics products?	2.67
Q2.	Have you ever had to contact boAt customer support for assistance with a product issue?	3.68
Q3.	Which age groups you are belonging to?	4.53
Q4.	What is your Gender?	5.32

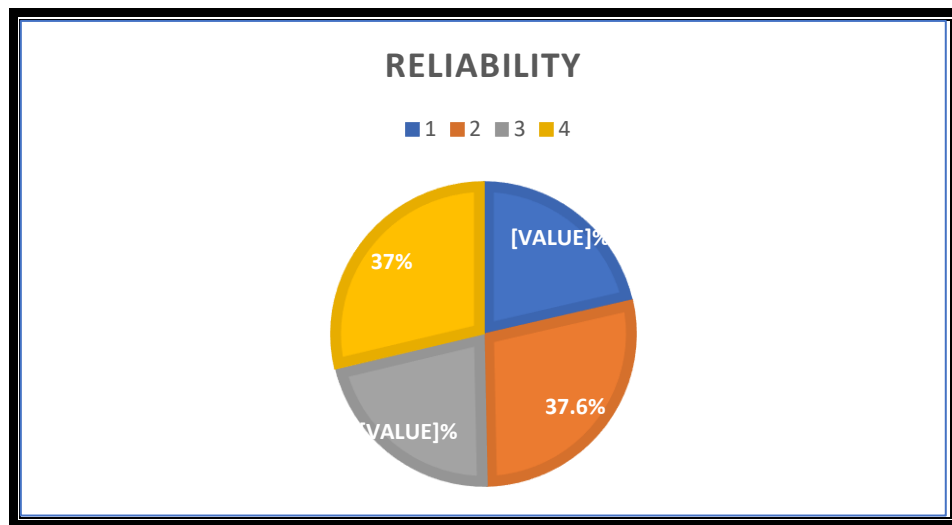


Table 4. Dimensional Perception of Responsiveness Statements

	Responsiveness	Grade
Q1.	How responsive is customer support when you reach out to them with an issue?	3.62
Q2.	When an issue is reported to customer support, how quickly do they provide a resolution?	3.33
Q3.	How satisfied are you with the resolution provided by customer support?	4.07
Q4.	Overall, how would you rate the responsiveness of the context of boAt electronics?	4.19

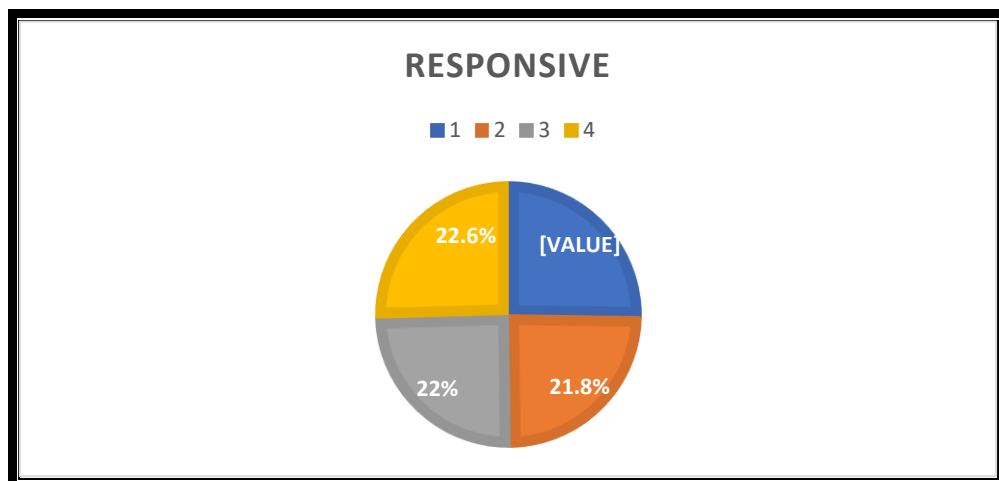




Table 5. Statements of Perception in the Assurance Dimension

	Assurance	Grade
Q1.	Have you used boAt electronics products before?	3.2
Q2.	Which of the following boAt electronics products have you used?	3.0
Q3.	How often do you use boAt electronics products?	4.24
Q4.	How important is the design of boAt electronics products to you?	3.34

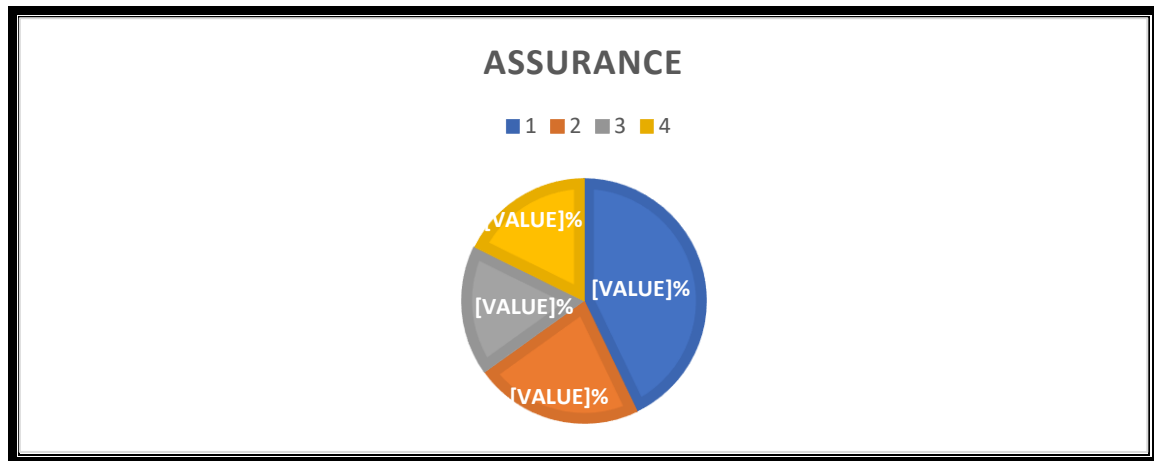
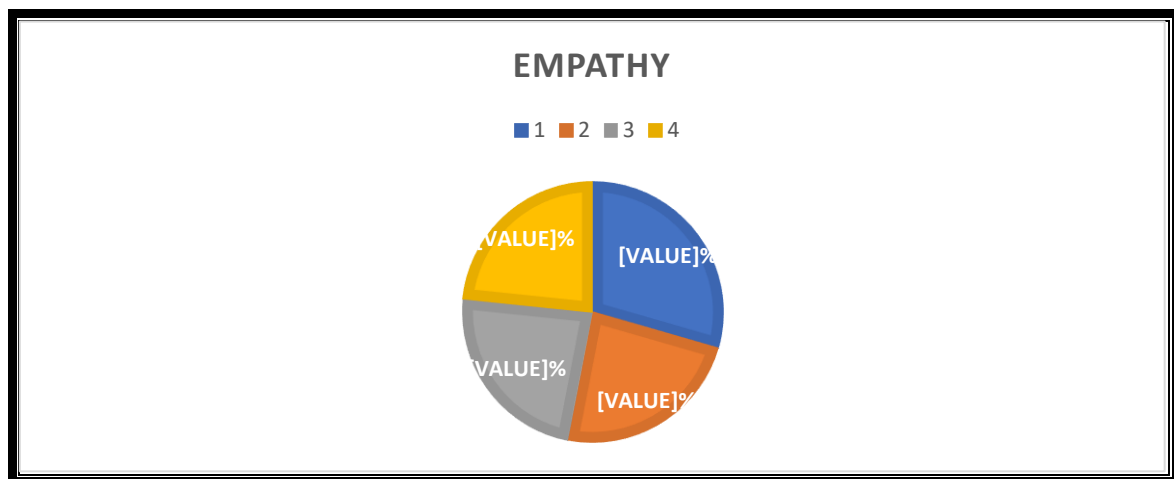


Table 6. Statements of Perception in the Dimension of Empathy

	Empathy	Grade
Q1.	How would you rate the level of empathy displayed by boAtElectronics as a company overall?	2.25
Q2.	How important do you believe empathy is in the electronics industry, particularly when it comes to customer service?	3.67
Q3.	How likely are you to tell a friend about boat electronicsor colleague based on your experiences with the company's customer service?	3.76
Q4.	Overall, how satisfied are you with the level of empathy displayed by boat electronics in customer interactions?	4.62







### Comparison of the Five Dimensions Overall

customers' general perceptions on the organization's service quality, particularly in electronics sector, has been evaluated using average scores generated from SERVQUAL characteristics, including, Assurance Reliability, Empathy Responsiveness, , and Tangible. After we may infer from the survey and rating analysis that clients are extremely pleased with the service they receive.

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

<b>Dimensions Of SERVQUAL</b>	<b>Average rating</b>
Tangibles	3.66
Reliability	4.05
Responsiveness	3.80
Assurance	2.87
Empathy	3.57

### Discussion And Study Findings

Improving service quality may have the most potential advantages for both persons and the industries that support the organization's objectives. In this study, the effects of high-quality services were examined. The objective is to evaluate and look at how customer satisfaction levels inside the firm are impacted by quality. 120 respondents were chosen as a sample to help with these goals. According to the survey, the average score for tangibles is 25.07%, for reliability it is 32.71%, for responsiveness it is 22%, for assurance it is 33.25%, and for empathy it is 23.53%. Therefore, it can be said that an organization's service quality determines how satisfied its customers are.

### Analysis & Conclusions

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 customer-centric approach has been well-received by consumers, and it has helped in building a loyal customer base. Boat Electronics has also established a robust customer support system, which has helped in resolving customer queries and issues effectively.

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 Through numerous social media channels you can reach customers. 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. The company has won awards such as the 'Gadget of the Year' at the Exhibit Tech Awards in 2019 and 2020 and the 'Brand of the Year' at the India Today Tech Awards in 2019.

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.





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