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Consumer Preference for Wireless Earbuds among Gen Z Consumers in Bangalore: A Study of Marketing Factors and Data-Driven Insights

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Theme 5: Digital Economy, Business Analytics & Strategic Management

Sub-Theme: Platform Economy, Business Models & Financial Analytics

ABSTRACT - As there remains a continuous growth in the demand for the wireless earbuds among Gen Z consumers, it has become essential for the marketers to understand the factors that affect the decision-making of the consumer. The present research paper aims at analysing the determinants influencing consumer preference for wireless earbuds among Gen Z consumers in Bangalore. In the present research paper, various determinants have been considered such as price, sound quality, battery life, brand recognition, online rating, design & comfort, advanced feature, durability, value for money, warranty & after sales service, promotion offer, recommendation, social media, and environmental factor. The primary data collected for the research has been gathered from the Gen Z consumers of Bangalore through the questionnaire. The gathered data has been analysed by using proper statistical tools to understand consumer preferences and determine major factors affecting their decisions. This study will also contribute towards recognizing the effect of the degree of importance attached to various features of the product, the brand, and other influencing factors on consumer preferences. The findings from the research will be helpful for marketers and wireless earbuds brands in designing their strategy for products and promotions. This research emphasizes the importance of data on consumers in the digital marketplace.

Keywords: Gen Z, Wireless Earbuds, Consumer Preference, Marketing Factors, Consumer Psychology, Market Analysis, Digital Marketing

1. INTRODUCTION:

Technology developments have changed the way users live, communicate and buy products. New items such as smartphones, wireless communication devices and digital entertainment services have become a vital part of human life. Specifically, wireless earbuds have gained popularity due to their convenience, mobility and freedom of use.

These days, users can listen to music, have online studies, participate in video meetings, make phone calls, view videos and play video games wearing wireless earphones. The latest technologies related to Bluetooth connectivity and battery performance have made wireless earphones even more significant in the field of personal audio devices.

Generation Z, or commonly referred to as Gen Z, is a primary target audience for technology products. It is essential to take into account the factors influencing Gen Z buying behaviour, such as product effectiveness, cost, design, brand reputation, online reviews, social media content and recommendations coming from authoritative figures.

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The wireless earbuds industry includes numerous brands which offer products that differ in their prices and features. Consumers may analyse the sound quality, durability, comfort, battery life, charging methods, active noise cancellation, warranty and service of the product before purchasing it. That is why understanding which cheap wireless earbuds are in demand among customers makes it necessary for producers and sellers of such devices to know what customers expect to see in a product and a promotional campaign.

The city of Bangalore acts as the location of the research. The city is home to lots of young professionals and students who are familiar with technology and e-commerce. Therefore, researching the peculiarities of consumer preferences from this perspective would deepen our understanding of how young people assess wireless earphones.

The aim of the research is to reveal the determinants that influence the decision of Gen Z consumers to buy wireless earbuds and the features of the product that affect its attractiveness as well as the impact of outside factors and customer satisfaction and expectations.

1.1 Problem Statement:

There are various brands of wireless earbuds available at different prices, features and performances. Consumers consider factors like sound quality, battery duration, comfort, pricing, brand name, and reviews of the products when buying any item. Hence, this study analyses factors affecting the preferences of Gen Z consumers for wireless earbuds in Bangalore.

1.2 Research Gap:

Earlier studies have looked at consumer buying behaviour and the determinants that influence purchasing decisions, such as product quality, price, brand image and online reviews. However, there is still a need to understand how product-related, brand-related and external factors work together to influence Gen Z consumers' preference for wireless earbuds. This study intends to fill this gap by analysing these factors, along with consumers' brand preferences, satisfaction levels and expectations.

1.3 Research Objectives:

1. To identify and examine the product-related, brand-related and external determinants influencing consumer preference for wireless earbuds among Gen Z consumers in Bangalore.
2. To analyse brand preference, evaluated value for money, consumer satisfaction and recommendation likelihood among the respondents surveyed.
3. To suggest suitable marketing and product-development strategies for wireless-earbud brands derived from the results of the study.

2. REVIEW OF LITERATURE AND SIGNIFICANCE:

2.1 Review Of Literature:

1. **Shikha Dua and Rachit Garg, "A Study on Factors Affecting Customer Buying Decision towards BoAt Headphones" (2023)**

   The research paper "A Study on Factors Affecting Customer Buying Decision towards BoAt Headphones" written by Shikha Dua and Rachit Garg is an analysis of the determinants affecting customer's decision to buy BoAt headphones. The research used the method of survey and analysed 142 BoAt users in North West Delhi through a questionnaire. The research revealed that the quality of voice, comfort, durability, battery backup, and appearance affect the buying decision; however, the quality of voice was the major determinant. Most customers prefer wireless over-ear headphones ranging from ₹1,000–

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₹2,000 and purchase them through e-commerce websites. Advertisement and word of mouth were also very influential in purchase decisions. Thus, the research suggests that the success of BoAt is based on the quality of its products, affordable prices, and efficient marketing.

2. **Muriel Glutting, "The Influence of Brands and Advertising on Consumer's Purchasing and Consumption Behaviour in the German Wireless Head-and Earphone Market" (2020)**
   This research "The Influence of Brands and Advertising on Consumer's Purchasing and Consumption Behaviour in the German Wireless Head- and Earphone Market" conducted by Muriel Glutting examines the impact of brand and advertisement on consumer's behaviour in case of purchasing wireless headphones and earbuds in Germany. The study reveals that image of a brand, brand trust, quality of the product, and advertisement have been recognized as significant factors of purchase. In addition, the role of social media and influence marketing is stressed as tools to build up brand awareness and set consumer preferences. The majority of consumers tended to buy well-known brands due to their higher quality and reliability. Generally, it can be said that branding and advertisement do play an important role in influencing consumer behaviour and purchase decision making.
3. **Rushikesh Alladwar, "Consumer Perception and Preference While Buying Wireless Earbuds in City of Hyderabad" (2026)**
   "The Consumer Perception and Preferences While Buying Wireless Earbuds in The City of Hyderabad" is a research paper submitted by Rushikesh Alladwar. It looks at the factors that influence consumer preferences while buying wireless earbuds in the city of Hyderabad. According to the research, factors such as sound quality, battery life, and noise cancellation have the highest impact on the decision-making process. Also, it was seen that some of the preferred brands include BoAt, OnePlus, and Realme due to their affordable nature and features. Although the young generation concentrated on price issues, professionals were more concerned about performance and advanced features. Overall, it can be said that the consumers tend to purchase wireless earbuds on the basis of quality and features.
4. **Yerrachowdy Lakshmi Narasimhulu, "Buying Behaviour and Purchase Decision-Making Patterns of Generation Z Consumers: An Empirical Study in the Indian Market" (2026)**
   The research paper titled "Buying Behaviour and Purchase Decision-Making Patterns of Generation Z Consumers: An Empirical Study in the Indian Market" by Yerrachowdy Lakshmi Narasimhulu explores the determinants affecting the purchasing decisions and behavior of Generation Z consumers in India. Some of the major determinants identified by the study include social media impact, brand authenticity, FOMO (fear of missing out), peer impact, and sustainability. Among these determinants, the study identified social media as the most powerful determinant that affects Gen Z consumers. Further, Gen Z consumers have been observed to conduct thorough research prior to making any purchase decision but at the same time, their purchases are heavily influenced by online trends and digital content. In summary, the study concludes that authentic brand, strong social media presence, and peer impact are the major determinants of the purchasing behavior of Gen Z consumers.
5. **Priya Nair and Sudarshan Seshanna, "Understanding the Buying Behavior of Generation Z Consumers in India: The Parasocial Mediating Role of Influencers on Consumption Tendency" (2024)**
   The research paper titled "Understanding the Buying Behavior of Generation Z Consumers in India: The Parasocial Mediating Role of Influencers on Consumption Tendency" by Priya Nair and Sudarshan Seshanna focuses on examining the effect of social media and influencer marketing on the purchasing behavior of Generation Z consumers in India. The data for this study was collected from 620 valid responses through structured questionnaires. According to the research findings, social media exposure, influencer authenticity, visual appeal, and social validation significantly influence the

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purchasing decisions of consumers. Furthermore, consumers tend to be influenced by influencers and buy their recommendations because of feeling a connection with such influencers. In summary, this study concludes that social media influencers play an important role in the purchase decision-making process of Generation Z consumers.

2.2 Key Concepts:

1. **Consumer Preference:** The choice of one product or brand over others.
2. **Wireless Earbuds:** Small wireless audio devices used for listening to music, calls and other audio content.
3. **Brand Preference:** A consumer's liking or preference for a particular brand.
4. **Perceived Value for Money:** The benefits a consumer receives in relation to the price paid.
5. **Consumer Satisfaction:** The extent to which a product meets consumer expectations.

2.3 Significance Of The Study:

This study helps identify the factors that matter most to Gen Z consumers when choosing wireless earbuds. The results can help marketers understand consumer expectations, improve product features, develop suitable pricing strategies and promote their brands more effectively.

3. RESEARCH METHODOLOGY:

3.1 Research Design:

The study uses a descriptive research methodology aimed at identifying the factors that affect the consumer choice of wireless earbuds amongst the Gen Z population of Bangalore. The research focuses on consumer perceptions on product attributes, prices, brand preference, online reviews, and other purchasing factors.

3.2 Population And Sampling Techniques:

The target population in this research is comprised of Gen Z consumers in Bangalore. The number of responses gathered is 120 using a structured questionnaire. For data collection, the researcher used convenience sampling, which is a type of non-probability sampling. Convenience sampling was chosen since it helped gather the required data within the time limit.

3.3 Research Instrument And Data Collection:

The study makes use of a close-ended questionnaire developed using Google Forms. The questionnaire covers questions on respondents' preferences, key attributes of products, brands selected, and the level of their satisfaction and purchase intention. The primary data was collected directly from the respondents using the survey. The existing literature was referred to for understanding the subject matter and reviewing past literature.

3.4 Data Analysis Tools And Techniques:

Analysis of the responses is conducted by organizing and analysing the data using Microsoft Excel. The frequency and percentage method is applied for the purpose of presenting the response in summary form and comparing consumer preferences. Weighted mean is used for determining the degree of agreement of consumers on matters pertaining to wireless earbuds selection.

3.5 Limitations Of The Study:

1. The study is taken from 120 respondents, so the results may not represent all Gen Z consumers.

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2. Convenience sampling may result in limited representation of different consumer groups.
3. The responses reflect participants' personal opinions and may be affected by individual preferences.
4. The study relies on information collected through a questionnaire and does not independently verify actual purchasing behaviour.
5. The findings are limited to the responses collected and should be interpreted within the scope of the study.

4. DATA ANALYSIS AND INTERPRETATION:

4.1 Respondent Profile:

Table 1: Age Of Respondents

Age Group	Frequency	Percentage%
13 - 17	20	16.67
18 - 21	67	55.83
22 - 25	17	14.17
26 - 28	16	13.33
Total	120	100.00

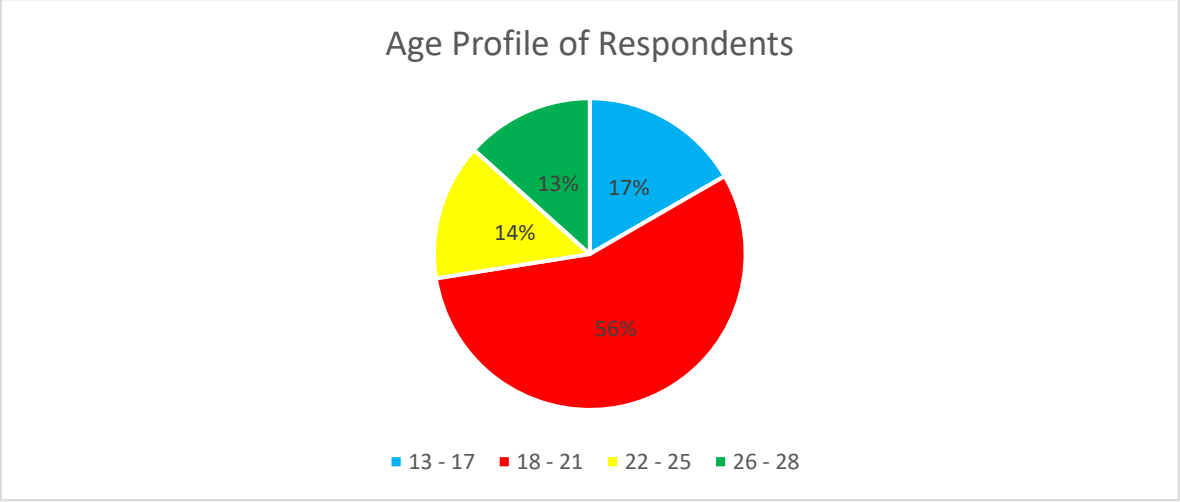


Table 2: Gender

Gender	Frequency	Percentage%
Female	74	61.67
Male	44	36.67
Prefer not to say	2	1.67
Total	120	100.00

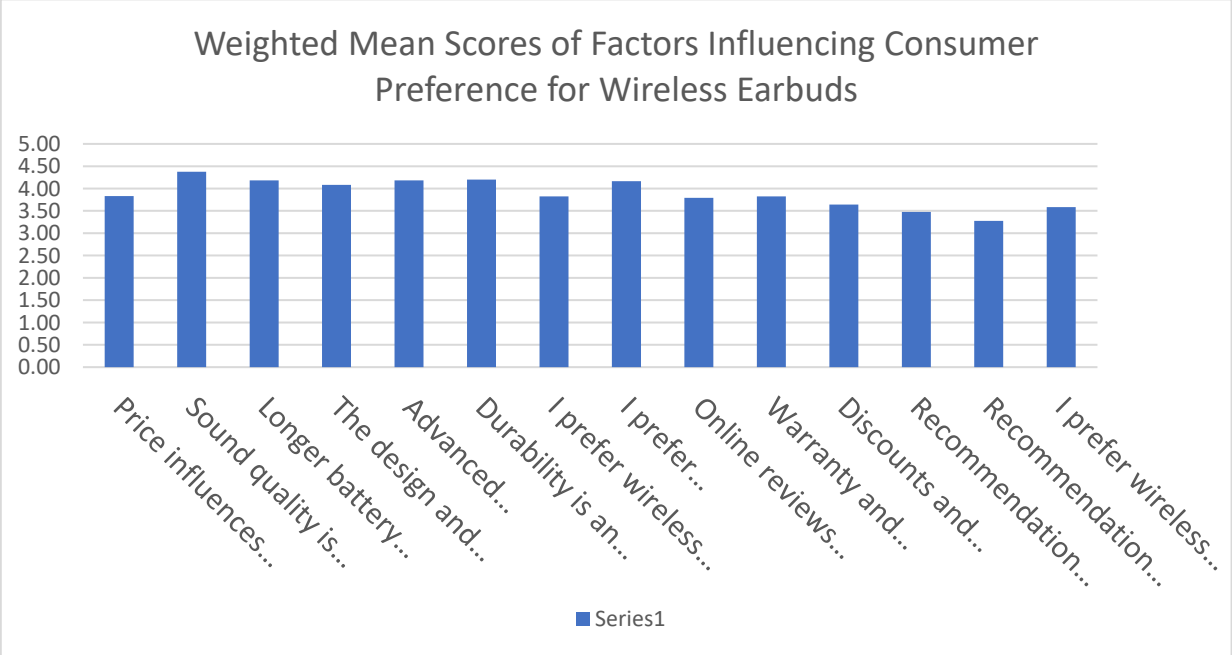
Interpretation: The age group that made up the majority was 18-21, making up 55.83% of the total respondents and the least was 26-28, making up 13.33%. 61.67% were females while 36.67% were males.

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4.2 Analysis Of Factors Influencing Consumer Preference:

Factor	Weighted Mean
Price influences my preference for wireless earbuds	3.83
Sound quality is the most important factor when choosing wireless earbuds	4.38
Longer battery life significantly affects my purchase decision	4.18
The design and comfort of wireless earbuds influence my preference	4.08
Advanced features (such as Active Noise Cancellation, touch controls, and fast charging) influence my purchase decision	4.18
Durability is an important factor when selecting wireless earbuds	4.20
I prefer wireless earbuds that offer better value for money rather than premium brands	3.83
I prefer purchasing wireless earbuds from well-known brands	4.17
Online reviews and ratings influence my purchase decision	3.79
Warranty and after-sales service influence my preference for a wireless earbud brand	3.83
Discounts and promotional offers influence me to purchase wireless earbuds of a certain brand	3.64
Recommendations from friends and family influence my preference for wireless earbuds	3.48
Recommendations from influencers and social media influence my preference for wireless earbuds	3.28
I prefer wireless earbud brands that are environmentally responsible or use sustainable packaging	3.58



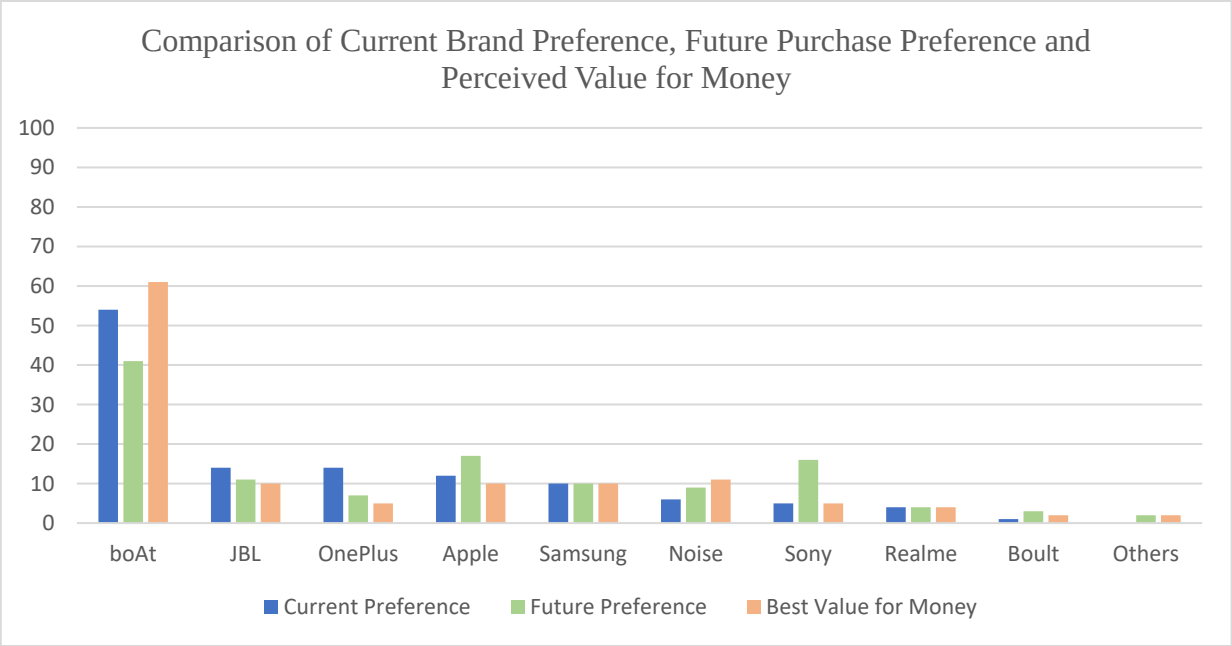
Interpretation: Highest weighted mean of 4.38 was obtained for sound quality, followed by durability with a weighted mean score of 4.20. Advanced features and battery life both got a weighted mean of 4.18, while well-known brands had a weighted mean of 4.17. Lowest weighted mean of 3.28 was obtained for influencers and social media. This implies that product-based criteria got more agreement than influencer-based criteria.

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4.3 Analysis Of Brand Preference:

Brand	Current Preference	Future Preference	Best Value for Money
boAt	54	41	61
JBL	14	11	10
OnePlus	14	7	5
Apple	12	17	10
Samsung	10	10	10
Noise	6	9	11
Sony	5	16	5
Realme	4	4	4
Boult	1	3	2
Others	0	2	2



Interpretation: boAt was the most dominant brand in all the three categories. The brand is currently preferred by 45% of the respondents and also 34.17% plan on purchasing it in the near future. Furthermore, 50.83% perceive boAt as worth their money. Also, Apple and Sony have future purchase preferences at 14.17% and 13.33% respectively. This implies that boAt was a dominant brand in the sampled population, especially in terms of value for money, and some respondents also favored Apple and Sony for future purchases.

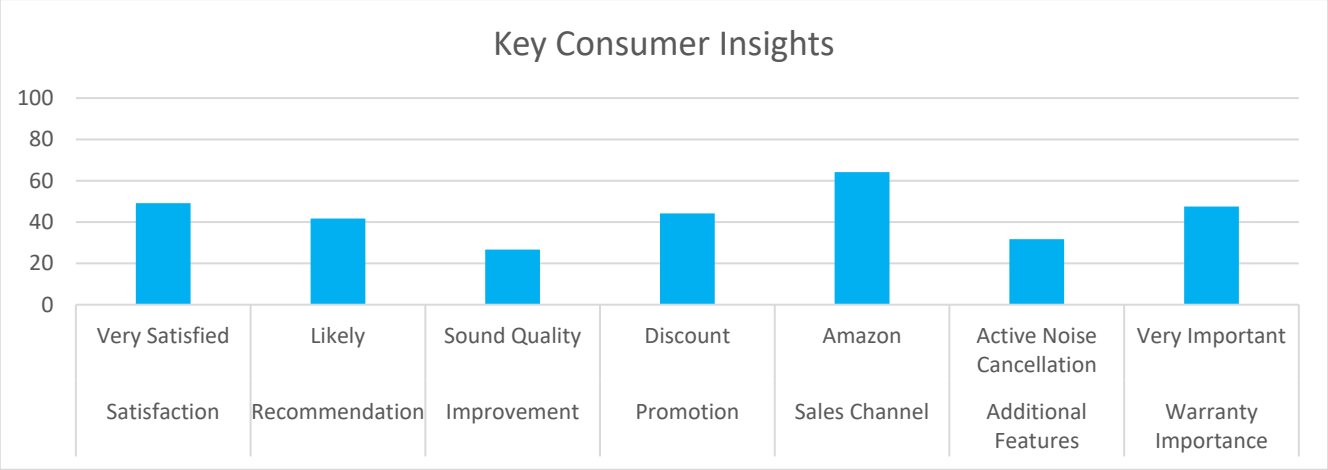
4.4 Consumer Satisfaction and Marketing Insights:

Area	Leading Response	Frequency	Percentage
Satisfaction	Very Satisfied	59	49.17
Recommendation	Likely	50	41.67
Improvement	Sound Quality	32	26.67

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Promotion	Discount	53	44.17
Sales Channel	Amazon	77	64.17
Additional Features	Active Noise Cancellation	38	31.67
Warranty Importance	Very Important	57	47.50



Interpretation: The findings reveal an overall positive level of satisfaction among the survey participants. 87.50% were satisfied or very satisfied with their existing brand, whereas 79.17% were likely or very likely to recommend the same. Sound Quality emerged as the highest choice for improvement followed by comfort which comprised 25%. Discount emerged as the most favored promotional technique that comprised 44.17% of the total respondents. Amazon became the highest favored sales channel whereas Active Noise Cancellation became the highest choice of added feature. Moreover, 77.50% respondents found warranty/after-sales service important or very important.

5. FINDINGS, SUGGESTIONS AND CONCLUSIONS:

5.1 Findings:

The survey analysis will reveal the most impactful factors, brand preferences, value for money, satisfaction, and recommendation intentions regarding wireless earbuds.

5.2 Suggestions:

1. Brands should focus on sound quality, comfort and battery life.
2. Products should offer suitable features at reasonable prices.
3. Brands should provide reliable warranties and after-sales service.
4. Genuine customer reviews and suitable promotional offers can help attract consumers.
5. Brands should consider consumer feedback when improving their products.

5.3 Conclusion:

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The research looks at the factors that affect the choice of wireless earbuds by Generation Z consumers in Bangalore. Through an assessment of product attributes, price, brand loyalty, and consumer satisfaction, the research intends to offer some meaningful insights to wireless earbud marketers. The ultimate findings will be based on the results of the survey.

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