

A Study on “Impact of social media influencer: marketing on consumer purchase behavior in the context of the Indian audio brand BOAT”

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ABSTRACT:

The study aims to examine the effect of social media influencer marketing on consumer purchase behaviour with a case study of an Indian audio brand BOAT. This study intends to figure out HOW factors such as influencer credibility, authenticity, and engagement lead to the decision-making process of consumers. The research utilizes a mixed-method framework using quantitative surveys and qualitative content analysis and reveals specific trends and relationships. The results show that influencers judged to be more authentic and credible have a positive impact on consumer trust and purchase intentions. It helps to attract even more attention and increase the value of your brand and drive higher sales with engaging content. The research adds to the existing waterfall of academic literature on influencer marketing and provides a hands-on guide for brands when refining their marketing strategy on (fast-evolving) social media platforms.

KEYWORDS: Social Media Influencer Marketing, Consumer Purchase Behaviour, Influencer Credibility, Influencer Authenticity, Influencer Engagement, Brand Perception, Marketing Strategies, BOAT (Indian Audio Brand), Mixed-Method Approach, Quantitative Surveys, Qualitative Content Analysis, Consumer Trust, Brand Engagement, Sales Performance, Social Media Platforms

INTRODUCTION:

The growing popularity of social media has resulted in a complete overhaul of marketing strategies, with social media influencers evolving as key players in influencing consumer decision-making. The brand BOAT has become a prominent player in the congested Indian audio market partially leveraging influencer marketing to increase its reach and resonate with customers. The purpose of this study is to investigate the influence of social media influencers on consumer purchase behaviour by taking into account factors such as influencer credibility, authenticity, and engagement.

As prevalent as influencer marketing is, we know little about how (and to what degree) it affects consumer behaviour and perceptions. Filling this void, this study investigates whether the credibility of influence, the authenticity of content, and the credibility of the influencers shape consumer trust, and thus, purchase support. Further, the research is conducted to analyse the effectiveness of influencer marketing strategies used by BOAT.

The power of this study is on giving brands useful insights to adapt their marketing strategies to the changing environment of social media. The research using survey data and extant literature analysis, adds to acknowledge academic discussion and managerial philosophies on a range of marketing quests. These insights will further provide

companies like BOAT to curate their influencer partnerships and content strategies to resonate well with the consumers and enhance sales.

LITERATURE REVIEW:

(N.N. 2023) social media have evolved as powerful tools for shaping the consumer decision-making process enabling customers to access a vast amount of information, product reviews and user-generated content. Online communities and social media influencers are key drivers of consumer perception and preference.

Akshat shah, Krishna Palod (2022): social media is an integrated part of modern life, it is a platform that allows people to connect across the globe in heartbeat and keep the people in touch with every happening around the world. It provides you a launch pad to express yourself and your thoughts to benefit society in your own little way. But its pervasive use has raised fears of it contributing to harm, and of it being a threat to mental health. Social media content has a huge effect on this pool of people who are influence on the shopping behaviour of consumers, including attitudes, intentions, preferences, and decisions. Purchases are seen as a risk, so decisions are more likely to be information-heavy.

Kamaldeep Singh (2021): Influencer marketing has been the top choice for several companies regarding to the branding promotion and yet that marketing practice is made well executed and performable by Kamaldeep Singh (2021). The objective of the research is to investigate how social media influencers impact the buying behaviour of consumers. For this, it was the attitudes of consumers and the belief consumers have of this new reality that have played an important role. This research also tried to explore which factors affect more on consumers buying decision whom or SM influencer. Our findings argue that social media influencer effect on consumers' purchasing behaviour moderated by attitudes in a manner of a type I popular (positive) or unpopular (negative) social media influencer. Respondents with favourable attitudes about social media influencers are more likely to purchase what is being marketed monitor.

Yadav, P., Agarwal, R. (2021) Social Media Influencer Marketing and Consumer Purchase Behaviour: A Case of BOAT in India Impact of Social Media Influencer Marketing on Consumer Purchase Behavior - A case study for Indian audio brand BOAT Explains the Influence of Credibility, Authenticity and Product Relevance on Consumer Trust and Purchase Intent

Gupta, V., & Sharma, K. (2021). A Preference for Social Media Influencer from the Perspective of People-The Example of BOAT, India A Study on BOAT - The Indian Audio Giant and How Social Media Influencers Make Us Buy Highlights The Importance of Influencer Credibility, Building Expertise and Relevance Of Content To Drive Trust and Purchase Intent Of Consumers.

NEED AND SIGNIFINANCE OF THE STUDY:

Marketing efforts optimization: It is necessary for brands to know the Influence Landscape to make better use of their marketing efforts.

Abstract This study focuses on the effect of social media influencers on consumer buying behaviour with special reference to an Indian audio brand called BOAT.

Key Elements Examined: This research examines influencer credibility, authenticity, and engagement

Takeaways for Skilled Marketing: The takeaways present working tips for marketing execution, aiding brands in making informed decisions.

Improving Marketing Strategies: By measuring the study, brands can improve their marketing strategies, make more people interact with their consumers, and consequently increase their sales.

OBJECTIVE OF RESEARCH:

Influence Credibility and Authenticity: This will also help in understanding that how influencer credibility and authenticity affect consumer trust and purchase decision.

Engagement assessment: An analysis of the possible function that influencer engagement might play in shaping consumer sentiment and loyalty.

Check out the Influencer Strategy: To check which influencer strategy works the best for the Indian audio brand BOAT.

Additional Goals: another goal is to identify the most significant trends and patterns in consumer behaviour related to influencer marketing

Insights: Actionable insights brands can use to improve their influencer marketing and consumer engagement.

SCOPE OF THE STUDY:

Geographic Focus: The study mainly concentrates the Indian market and study how the influencer marketing is creating an impact on the Indian audio brand - BOAT.

Influencer Analysis- This is about various categories of social media influencers - macro-influencers, micro-influencers, and celebrity influencers.

Demographics Segmentation (Consumer Segmentation) - this segmentation is based on different consumer groups demarcated by the parameters for age, gender, income group to realize difference in consumer perception towards influencer marketing.

Impact of Influencer Marketing on Brand Perception of BOAT: The study evaluates the effect of influencer marketing on the perception of consumers regarding the BOAT brand.

Brand Influencer Marketing Strategies: measures the effectiveness of BOAT in employing different influencer marketing methods.

RESEARCH METHODOLOGY:

Research design

Survey Research: Design a structured questionnaire to collect quantitative data from investors. This could be done through online surveys.

In study of “Impact of social media influencer: Marketing on consumer purchase behaviour in the context of the INDIAN audio brand BOAT”, structured questionnaires or surveys can be created and is tributed to suppliers, consumers, or other customers.

In order to collect quantifiable data on sales increase of suppliers, customer satisfaction, marketing impact, order fulfilment rates, delivery delays, and production disruptions, the surveys may contain closed-ended questions.

Primary data was collected through administering a structured questionnaire to 30 respondents (student, customers, supplier, shopkeepers) The questionnaire was made via Google Form and was shared via WhatsApp, E-Mail, Telegram etc.

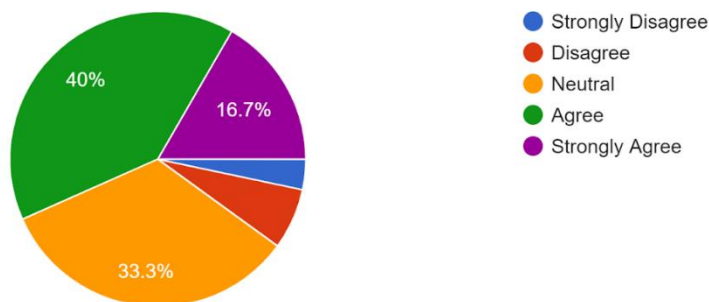
Analysis Techniques: Random sampling and Questionnaires techniques used for data analysis.

➤ **Social media influencers have influenced my awareness of BOAT audio products.**

Strongly Disagree

Response	Frequency	Percentage
Strongly disagree	01	03.3
Disagree	02	06.7
Neutral	10	33.3
Agree	12	40.0
Strongly Agree	05	16.7
Total	30	100

4. Social media influencers have influenced my awareness of BOAT audio products. led Question
30 responses



Survey Report

Analysis

From the above graph and table out of 30 responses, 12 respondents are Agree with 40%, 10 respondents are Neutral with 33.3%, 5 respondents are Strongly Agree with 16.7%, 2 respondents are Disagree with 2% and 1 respondents are Strongly disagree with 3.3%

Interpretation

It is observed maximum respondents are Agree with 40% and very less respondents Disagree.

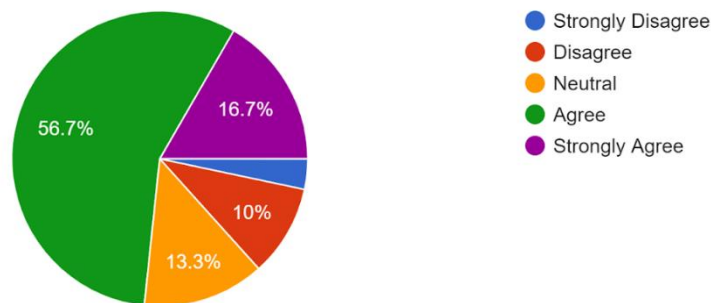
➤ **I trust the recommendations of social media influencers when it comes to BOAT audio products.**

Response	Frequency	Percentage
Strongly disagree	01	03.3
Disagree	03	10.0
Neutral	04	13.3
Agree	17	56.7
Strongly Agree	05	16.7
Total	30	100

Survey Report

5. I trust the recommendations of social media influencers when it comes to BOAT audio products.

30 responses



Analysis

From the above graph and table out of 30 responses, 17 respondents are Agree with 56.7%, 4 respondents are Neutral with 13.3%, 5 respondents are Strongly Agree with 16.7%, 3 respondents are Disagree with 10% and 1 respondents are Strongly disagree with 3.3%

Interpretation

It is observed maximum respondents Agree with 56.7% and least respondents are Disagree and strongly disagree with 10% and 1%.

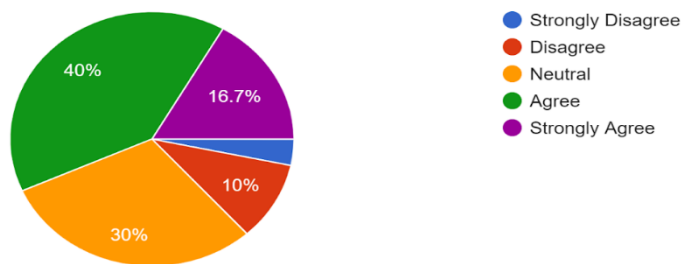
➤ **Social media influencer endorsements have influenced my intention to purchase BOAT audio products.**

➤ Response	Frequency	Percentage
Strongly disagree	01	03.3
Disagree	03	10.0
Neutral	09	30.0
Agree	12	40.0
Strongly Agree	05	16.7
Total	30	100

Survey Report

6. Social media influencer endorsements have influenced my intention to purchase BOAT audio products.

30 responses



Analysis

From the above graph and table out of 30 responses, 12 respondents are Agree with 40%, 9 respondents are Neutral with 30%, 5 respondents are Strongly Agree with 16.7%, 3 respondents are Disagree with 10% and 1 respondents are Strongly disagree with 3.3%

Interpretation

It is observed maximum respondents are Agree and Neutral with 40% & 30% and many of Strongly Agree with 16.7%.

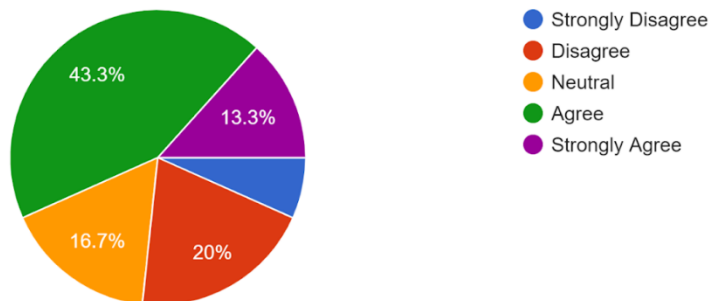
➤ **The frequency of social media influencer posts about BOAT audio products affects my interest in buying them**

Response	Frequency	Percentage
Strongly disagree	2	6.7
Disagree	6	20
Neutral	5	16.7
Agree	13	43.3
Strongly Agree	4	13.3
Total	30	100

Survey Report

8. The frequency of social media influencer posts about BOAT audio products affects my interest in buying them.

30 responses



Analysis

From the above graph and table out of 30 responses, 13 respondents are Agree with 43.3%, 5 respondents are Neutral with 16.7%, 4 respondents are Strongly Agree with 13.3%, 6 respondents are Disagree with 20% and 2 respondents are Strongly disagree with 6.7%

Interpretation

It is observed that 43.3% & 13.3% of respondents are Agree & Strongly Agree and most of are Neutral, Disagree with 16.7% & 20%.

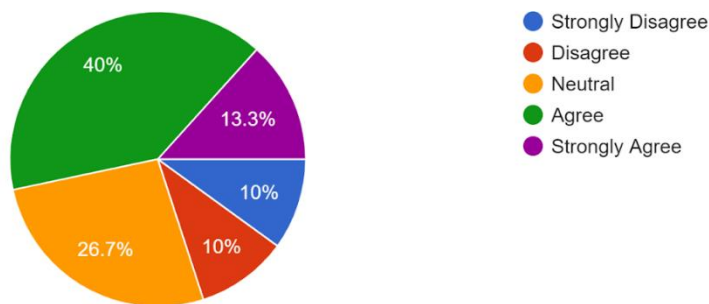
➤ **Social media influencer marketing has influenced my perception of BOAT as a trendy brand.**

➤ Response	Frequency	Percentage
Strongly disagree	3	10
Disagree	3	10
Neutral	8	26.7
Agree	12	40
Strongly Agree	4	13.3
Total	30	100

Survey Report

11. Social media influencer marketing has influenced my perception of BOAT as a trendy brand.

30 responses



Analysis

From the above graph and table out of 30 responses, 12 respondents are Agree with 40%, 8 respondents are Neutral with 26.7%, 4 respondents are Strongly Agree with 13.3%, 3 respondents are Disagree with 10% and 3 respondents are Strongly disagree with 10%

Interpretation

It is observed that 40% of respondents are Agree and 26.7% are Neutral.

FINDINGS:

- In fact, compelling content and interactive strategies increase brand awareness and build consumer relationships.
- Custom influencer partnerships and localized content help reach audience segments more effectively.
- This level of synergy between the values of the influencer and the brand identity of BOAT, results in campaigns more authentic and effective than previously conducted.
- In the purchase journey, influencers are critical, they create aware, consideration, and conversion.
- It results in continuous learning and drives better ROI on Influencer Marketing for BOAT, through data-driven analytics process.

LIMITATIONS OF THE RESEARCH:

- Sample size and generalizability/convenience sampling.
- Consumer behaviour could be influenced on its own by external factors such as market trends.
- While we have to deal with the attribution challenges, the variability in influencers, where the in-person instructors may differ in terms of their engagement and quality to one another, can also impact the outcomes of the research.
- Impact of influencer marketing strategies, long-term (this likely depends on the offer) sustainability of influencer marketing strategies could be misjudged
- In addition to identifying the trend itself, trends on social media only last for a short period, but the need for influencers long into the future will not disappear; hence the need for an evolving Influencer strategy due to changing tastes on platforms.
- The quality and relevance of Influencer content differ a lot on each person, and this impacts the consistency with which the marketing impact is achieved.

SUGGESTIONS AND RECOMMENDATIONS

- Influencer partnerships help to target different consumer segments across multiple regions.
- Adopt strong analytics tools to monitor and optimize campaigns on an ongoing basis;
- Instead concentrate on compelling content and value consumers can associate with.
- Implement longer term influencer strategies based on the brand objectives and the changes on the platform
- Increase transparency with influencer collaborations, also adhere to regulatory guidelines.

CONCLUSION:

When summing up the study underlined with respect to the social media influencer marketing BOAT, this study could be used to help with a focused credibility, authenticity and engagement strategies are leadership components in consumer choice in such a challenging market. Brands will be able to build brand awareness, trust, and even purchase intent by diversifying partnerships, content optimization, and platform changes. To optimize and identify trends, you need continuous monitoring and analytics tools. That said, influencer strategies aligned with brand objectives, sustainable long-term perspectives, and transparent arrangements of collaborations are ways to promote ethical marketing and reaffirm consumer trust. As a whole, impactful influencer marketing based on credibility, engagement and transparency has the power to shape consumer behaviour for the better, and ultimately helping to lead the charge as digital looks to conquer the world. Effective influencer marketing strategies focused on credibility, engagement, and

transparency significantly influence consumer behaviour, driving brand success and competitiveness in the dynamic digital landscape

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