

Impact of Influencer Marketing on Purchase Decision of Gen Z: A Study on Boat Lifestyle

Submitted by:

SRAJAL GUPTA

MBA (Marketing)

Enrollment No: 2406142000892

Faculty of Management Studies

Parul University, Vadodara, Gujarat

TWINKLE RAJ

MBA (Marketing)

Enrollment No: 2406142000902

Faculty of Management Studies

Parul University, Vadodara, Gujarat

Under the Guidance of:

Dr. NISHITH DAVE

Faculty of Management Studies

Parul University, Vadodara, Gujarat

Abstract

Influencer marketing is an important part of digital marketing, especially among Generation Z consumers, as they are highly engaged in using social media platforms. The main aim of the current study is to examine the impact of influencer marketing on Generation Z consumers' purchase decisions, especially in the case of the boAt Lifestyle brand, which is a well-known consumer electronics brand in India. The current study is based on the descriptive method of research and primary data collection methods. The results of the current study revealed that influencer marketing is an important part of digital marketing, especially among Generation Z consumers, as they are highly engaged in using social media platforms. The results revealed that the authenticity, relatability, and trustworthiness of the influencers are important aspects that have an impact on the consumers' perceptions of the brand. The results revealed that the promotional content posted by the influencers is negatively related to the consumers' perceptions of the brand. The current study concluded that the influencer marketing strategy is an important part of digital marketing, especially among Generation Z consumers, as long as the brand maintains its authenticity and transparency. The current study provides important insights to the marketers in the development of an effective influencer marketing strategy. Keywords: Influencer Marketing, Gen Z, Consumer Behaviour, Brand Perception, boAt Lifestyle

1. INTRODUCTION

The digital era has brought a significant transformation in the way businesses communicate with their target audience. Traditional marketing methods such as television, print media, and radio are gradually being replaced by digital marketing strategies. One of the most impactful developments in digital marketing is the emergence of influencer marketing, which has become a powerful tool for brands to connect with consumers, especially Generation Z.

Influencer marketing refers to a strategy where brands collaborate with individuals who have a strong presence on social media platforms to promote their products or services. These influencers have the ability to affect the opinions and purchase decisions of their followers due to their credibility, relatability, and strong engagement levels. Platforms such

as Instagram, YouTube, and Snapchat have become dominant spaces where influencers interact with their audience and promote brands.

Generation Z, defined as individuals born between 1997 and 2012, is one of the most digitally active and socially connected consumer groups. Unlike previous generations, Gen Z relies heavily on social media for product discovery, reviews, and recommendations. They tend to trust influencers more than traditional advertisements because influencers are perceived as more authentic and relatable.

In the Indian consumer electronics market, brands like boAt Lifestyle have effectively utilised influencer marketing to build a strong connection with Gen Z consumers. boAt has leveraged social media influencers, celebrities, and content creators to promote its products, particularly in categories such as earphones, headphones, and smart wearables.

The present study aims to analyze the impact of influencer marketing on the purchase decision of Gen Z consumers, with a specific focus on boAt Lifestyle. It seeks to understand how factors such as influencer credibility, engagement, and content influence consumer perception and buying behaviour.

2. LITERATURE REVIEW

Influencer marketing has gained significant attention in recent years, and several studies have explored its impact on consumer behaviour.

Duffett (2020) examined the influence of social media influencers on Generation Z consumers and found that influencer endorsements significantly affect purchase decisions. The study emphasised that Gen Z consumers are highly influenced by social media content and tend to rely on influencer recommendations before making a purchase.

Nadanyiova and Sujanska (2023) highlighted the importance of authenticity and relatability in influencer marketing. Their findings suggest that consumers are more likely to trust influencers who appear genuine and share personal experiences with the products they promote.

Mintel (2023) focused on the role of content in shaping consumer behaviour. The study found that product reviews, tutorials, and unboxing videos are highly effective in influencing purchase decisions, as they provide detailed insights into product usage and benefits.

Kantar (2019) emphasised the importance of trust in influencer marketing campaigns. According to the study, trust is a key factor that determines whether consumers will accept influencer recommendations and make a purchase.

Additionally, research has shown that micro-influencers often have a stronger impact on consumer behaviour compared to celebrity influencers. This is because micro-influencers are perceived as more relatable and authentic, leading to higher engagement rates.

Despite these findings, there is still a need to explore the long-term impact of influencer marketing and its effectiveness in the Indian context, particularly among Gen Z consumers

.3. RESEARCH GAP

Although previous studies have provided valuable insights into influencer marketing, several gaps still exist in the literature.

Firstly, there is limited research focusing specifically on Indian Gen Z consumers, whose cultural, social, and digital behaviours differ significantly from those in Western countries.

Secondly, there is a lack of comparative analysis between different types of influencer content, such as promotional posts, reviews, and tutorials, and their impact on consumer behaviour.

Thirdly, existing studies have not adequately explored key variables such as trust, engagement, and credibility in a structured manner.

Lastly, there is limited research on the long-term effectiveness of influencer marketing campaigns and their impact on brand loyalty and sustained purchase behaviour.

This study aims to address these gaps by focusing on the Indian market and analysing the role of influencer marketing in shaping purchase decisions among Gen Z consumers.

4. OBJECTIVES

The primary objectives of this study are:

- To analyse how influencer marketing affects the purchasing behaviour of Gen Z consumers
- To evaluate the impact of influencer credibility on brand perception
- To identify key factors such as trust, engagement, and content that influence buying decisions
- To examine the effectiveness of influencer marketing campaigns in promoting products
- To suggest improvements in influencer marketing strategies for better consumer engagement

5. HYPOTHESES

H1: Influencer marketing campaigns have a significant impact on the purchasing behaviour of Gen Z consumers.

This hypothesis tests whether influencer promotions actually lead to purchases.

H2: The credibility of influencers positively impacts brand perception.

This examines whether trust in influencers improves brand image.

H3: Engagement in influencer marketing campaigns increases purchase intention.

This checks if interaction (likes, comments, etc.) leads to buying behaviour.

6. RESEARCH METHODOLOGY

This study adopts a descriptive research design, which is suitable for understanding consumer behaviour and identifying patterns in responses.

Data Collection:

- Primary data was collected through structured questionnaires distributed via online platforms.
- The questionnaire included both Likert scale and open-ended questions to capture quantitative and qualitative insights.

Sample Details:

- Sample Size: 76 respondents
- Target Group: Generation Z consumers
- Sampling Method: Convenience sampling

Variables:

- Independent Variables: Credibility, Engagement, Content
- Dependent Variables: Purchase Decision, Brand Perception

Tools Used:

- Google Forms for data collection
- Basic statistical analysis using percentages

7. DATA ANALYSIS

The data analysis indicates that social media platforms such as Instagram and YouTube play a crucial role in influencing Gen Z consumers. A majority of respondents reported following influencers regularly and engaging with their content.

It was observed that a significant proportion of respondents had made purchases based on influencer recommendations. Content such as product reviews, tutorials, and unboxing videos was found to be particularly effective in shaping consumer decisions.

However, excessive promotional content was perceived negatively by respondents, as it reduced the credibility of influencers and negatively impacted brand perception.

8. RESULTS & DISCUSSION

The results of the study support all three hypotheses.

- H1 is accepted, indicating that influencer marketing significantly impacts purchase decisions.
- H2 is accepted, showing that influencer credibility plays a crucial role in shaping brand perception.
- H3 is accepted, confirming that higher engagement leads to increased purchase intention.

The findings suggest that trust, authenticity, and relatability are the most important factors influencing consumer behaviour. Influencers who maintain transparency and provide honest reviews are more likely to gain the trust of their audience.

9. KEY FINDINGS

- Influencer marketing strongly influences Gen Z purchase decisions
- Social media is the primary source of product discovery
- Micro-influencers are more effective due to higher authenticity
- Over-promotion reduces trust and credibility
- High-quality and engaging content plays a critical role in influencing consumers

10. LIMITATIONS

- Small sample size limits generalisability
- Convenience sampling may introduce bias
- Limited platform coverage
- Lack of advanced statistical analysis

11. CONCLUSION

The study concludes that influencer marketing is a powerful tool in influencing the purchase behaviour of Gen Z consumers. Platforms such as Instagram and YouTube have become essential channels for brand communication.

The success of influencer marketing depends on factors such as credibility, authenticity, and engagement. Brands like boAt have successfully leveraged influencer marketing to build strong connections with their target audience.

However, excessive promotional content can negatively impact consumer trust. Therefore, maintaining transparency and authenticity is crucial for long-term success.

12. FUTURE SCOPE

- Increase sample size for better accuracy
- Include more diverse demographic groups
- Study emerging platforms like TikTok
- Explore AI influencers
- Conduct longitudinal studies