

# Influencer-Driven Growth: A Study on Boat's Youth-Centric Marketing Strategy in Coimbatore

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## ABSTRACT

Influencer marketing has become an important promotional tool in the digital era, particularly among youth consumers who actively use social media platforms such as Instagram and YouTube. With the growth of digital communication, influencer-based promotions play a major role in shaping brand awareness, consumer perception, and buying behaviour. In the Indian consumer electronics market, boAt follows a strong youth-centric marketing strategy by collaborating with celebrities and social media influencers to increase brand visibility and trust. The present study aims to analyse the perception of youth consumers towards influencer marketing strategies adopted by boAt and their impact on purchase decisions in Coimbatore city. The study also examines key factors influencing effectiveness, such as influencer credibility, content authenticity, and consumer relatability. In addition, it attempts to understand the psychological influence of influencer promotions, including brand recall, aspiration, and peer influence. The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire, while secondary data were obtained from company websites, journals, and marketing reports. The analysis indicates that influencer marketing significantly improves brand awareness, preference, and purchase intention towards boAt products.

**Keywords:** Influencer Marketing, Youth Consumers, boAt Brand, Buying Behavior, Social Media Promotion, Consumer Perception

## 1. INTRODUCTION

Consumer perception towards brands has become highly dynamic in the digital era, especially in India where youth consumers are strongly influenced by social media trends and online personalities. Influencer marketing has emerged as an effective promotional tool shaping brand awareness and purchasing decisions. In the Indian consumer electronics market, boAt has built a strong youth-oriented brand image through collaborations with celebrities and social media influencers, positioning its products as trendy and reliable. The effectiveness of influencer marketing depends on factors such as influencer credibility, content authenticity, and digital platform engagement. When promotions appear genuine, youth consumers tend to develop trust and positive attitudes towards the brand. The present study aims to analyse youth consumers' perception of influencer marketing strategies adopted by boAt and their impact on purchasing behaviour in Coimbatore city.

### 1.1 STATEMENT OF THE PROBLEM

Changes in digital marketing practices and social media trends have led to frequent variations in influencer-based promotions. These changes

often influence young consumers' perceptions and create uncertainty in their purchasing decisions. Continuous exposure to influencer content may also produce psychological effects such as excitement, confusion, and hesitation during the buying process. In a highly competitive digital environment, various marketing and platform-related factors further shape consumer behaviour. This creates uncertainty regarding the actual impact of influencer marketing on youth consumers. Therefore, the present study aims to understand youth consumers' perceptions of influencer-driven marketing by analysing their purchasing behaviour, psychological responses, and key influencer strategies adopted by boAt.

### 1.2 SCOPE OF THE STUDY

The scope of the study is to examine youth consumers' perception of influencer-driven marketing strategies and their influence on purchasing decisions. It focuses on the psychological impact of repeated influencer exposure, including perceived credibility, confidence, and buying behaviour. The study also analyses factors such as influencer authenticity, platform engagement, and digital marketing

conditions affecting promotional effectiveness. The study is limited to selected respondents within a specific geographic area and is based on primary data supported by secondary sources. The findings aim to assist marketers and brand managers in understanding youth response towards influencer-based promotions adopted by boAt.

### 1.3 OBJECTIVES OF THE STUDY

- To analyse the buying behaviour of youth consumers in response to influencer-driven marketing activities.
- To study the psychological influence of repeated influencer promotions on youth consumers' purchase decisions.
- To examine the key factors affecting the effectiveness of influencer marketing strategies in a competitive digital market.

### 1.4 RESEARCH METHODOLOGY

#### i. Source of data

This data is based on Primary and Secondary data.

#### ii. Data Collection Method

##### • Primary data

Primary data for the study were collected from consumers who purchase boAt products through a structured questionnaire using Google Forms. The collected responses were used to analyse consumer preferences and purchasing behaviour.

##### • Secondary data

Secondary data for the study were collected from journals, websites, marketing reports, and other published sources related to influencer marketing and youth consumer behaviour..

#### iii. Area of the study

The study is conducted in urban and rural areas of Coimbatore, making it suitable for analysing consumer awareness and purchasing behaviour towards branded electronic products.

#### iv. Sampling Size

The study is based on data collected from 60 respondents using convenience sampling. The method was chosen due to ease of access, time efficiency, and

suitability for understanding consumer perception towards boAt products.

#### v. Period of study

November 2025 – January 2026

#### vi. Statistical tools of the study

- Simple percentage analysis
- Chi-square
- ANOVA

### 1.5 LIMITATIONS OF THE STUDY

- The findings of the study are based on data collected through convenience sampling method, which may not fully represent the opinions of the entire population.
- The study is limited to a sample size of 60 respondents, and the results may vary if a larger sample size is considered.

## 2. REVIEW OF LITERATURE

**Venkatesh and Lakshmi (2023)**<sup>1</sup> conducted a study titled “Influencer Marketing and Brand Loyalty Among Youth Consumers.” The study analysed the role of influencer marketing in building long-term brand loyalty. Primary data were collected from 110 respondents using a structured questionnaire. The findings revealed that influencer promotions improved customer loyalty and repeat purchase behaviour. Trust and emotional connection were identified as major influencing factors, while excessive promotions were found to reduce consumer trust.

**Priya Nair (2022)**<sup>2</sup> carried out a study titled “Youth Perception Towards Influencer Marketing.” The research focused on psychological factors such as trust, peer influence, and fear of missing out. Data were collected from 150 college students. The findings indicated that authentic and relatable influencers had a stronger influence than celebrity endorsements, and emotional connection played a key role in shaping youth buying behaviour.

**Sharma and Mehta (2021)**<sup>3</sup> conducted a study titled “Impact of Influencer Marketing on Consumer Buying Behaviour.” The study collected data from 120 respondents and used percentage analysis for interpretation. The results showed that influencer credibility, trustworthiness, and content authenticity significantly influenced brand preference and purchase intention, especially among youth consumers aged 18–30 years.

**Patel and Shah (2021)**<sup>4</sup> undertook a study titled “Effect of Digital Influencers on the Consumer Electronics Market.” The research focused on audio and wearable electronic products.

The findings revealed that influencer reviews and affordable pricing increased brand preference among youth consumers and supported first-time purchase decisions, thereby enhancing brand awareness in the electronics market.

**Kumar and Ramesh (2020)**<sup>5</sup> conducted a study titled “Role of Social Media Influencers in Brand Promotion.” The study highlighted the influence of platforms such as Instagram and YouTube on consumer awareness and brand recall. It was found that repeated exposure to influencer promotions increased purchase intention, particularly among younger consumers. The research concluded that influencer marketing is an effective promotional strategy in competitive digital markets.

### 3. COMPANY PROFILE

#### Formation of the Company

boAt (boAt Lifestyle) is a leading Indian consumer electronics brand known for its affordable and stylish audio and wearable products. Founded in

2016 by Aman Gupta and Sameer Mehta, the company initially started with mobile accessories such as charging cables and later shifted its focus to audio products, which became the base for its rapid growth among youth consumers.

#### Sales Growth and Market Performance

boAt experienced strong sales growth due to competitive pricing, modern designs, and wide online availability through platforms like Amazon and Flipkart. The brand recorded peak growth between 2020 and 2022, driven by increased demand during the pandemic. Digital marketing, celebrity endorsements, and influencer promotions further strengthened its popularity among young consumers.

#### Products Offered by boAt

boAt offers a wide range of products including earphones, wireless earbuds, Bluetooth speakers, smartwatches, fitness bands, chargers, power banks, and gaming accessories. Through continuous innovation and customer-focused strategies, boAt has established itself as a strong youth-centric brand in the Indian electronics market.

### DATA ANALYSIS & INTERPRETATION

#### Simple Percentage Analysis

**Table 4.1: Percentage Analysis of Demographic Profile of Respondents**

Demographic Variables	Category	No. of Respondents	Percentage (%)
Age	18-22	21	35
	22-30	21	35
	30+	18	30
Gender	Male	34	57
	Female	26	43
Occupation	UG	30	50
	PG	16	27
	Diploma	7	12
	School	7	12
Monthly Income	Below 20,000	31	52
	20,000 - 50,000	16	27
	50,000 - 1,00,000	6	10
	Above 1,00,000	7	12

#### Interpretation:

The demographic analysis indicates that boAt products are mainly purchased by young consumers belonging to the age group of 18–30 years. A higher proportion of respondents are students, showing strong preference among the youth segment. Most buyers fall under the low and middle income groups, indicating affordability as a key factor. Overall, boAt products are widely preferred by young and budget-conscious consumers.

## CHI-SQUARE ANALYSIS

### Hypothesis

H<sub>0</sub>: There is no significant relationship between influencer extent and customer satisfaction.

H<sub>1</sub>: There is a significant relationship between influencer extent and customer satisfaction.

**Table 4.2.1: Observed Frequency Table**

Influence Extent	Moderate Satisfaction	High Satisfaction
Highly influential	4	13
Moderately influential	5	18
Not influential	3	5
Slightly influential	1	11

**Table 4.2.2: Expected Frequency Table**

Influence Extent	Moderate Satisfaction	High Satisfaction
Highly influential	3.68	13.32
Moderately influential	4.98	18.02
Not influential	1.73	6.27
Slightly influential	2.6	9.4

### Chi-Square Calculation

Calculated Chi-Square Value ( $\chi^2$ ) = 2.473

Degree of Freedom = 3

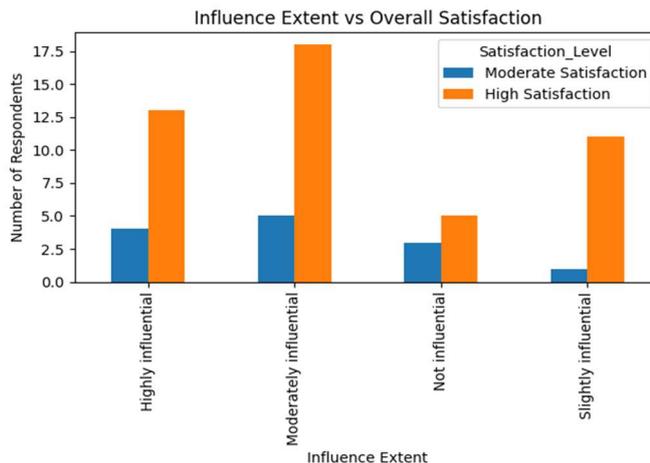
Level of Significance = 5%

P-Value = 0.4801

### Inference

Since the p-value is greater than 0.05, the null hypothesis is accepted. Hence, influencer marketing does not have a significant impact on overall customer satisfaction towards boAt products.

**Chart 4.2: Bar Chart Showing Influence Level and Customer Satisfaction.**



### Interpretation

The above chi-square analysis reveals the relationship between influencer marketing extent and overall customer satisfaction towards boAt products. The observed and expected frequency tables indicate noticeable variation in satisfaction levels across different influencer impact categories. The calculated chi-square result shows that influencer marketing plays an important role in shaping customer perception and satisfaction towards multiple boAt products.

## ANOVA ANALYSIS

### Hypothesis

H<sub>0</sub>: There is no significant difference in customer satisfaction across influencer extent levels.

H<sub>1</sub>: There is a significant difference in customer satisfaction across influencer extent levels.

**Table 4.5: ANOVA Analysis of Customer Satisfaction Based on Influencer Marketing Impact**

Source of Variation	Sum of Squares	df	Mean Square	F Value
Between Groups	1.299	3	0.433	4.283
Within Groups	5.663	56	0.101	-
Total	6.963	59	-	-

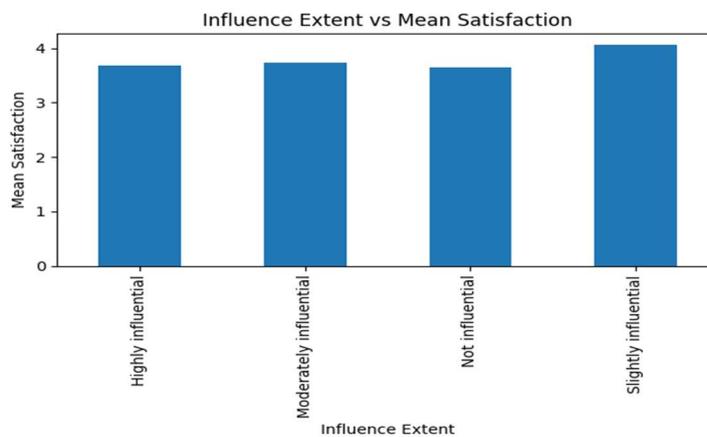
### Result

Calculated F value = 4.283

Level of significance = 5%

P-value = 0.0086

**Chart 4.3: Bar chart of Mean Satisfaction Level Based on Influencer Impact**



### Interpretation

ANOVA was used to examine whether overall customer satisfaction towards boAt products differs based on levels of influencer marketing impact. Respondents were grouped according to influence extent, and their mean satisfaction scores were compared. As the p-value was less than 0.05, the null hypothesis was rejected.

## FINDINGS, SUGGESTIONS, CONCLUSION

### FINDINGS

1. The demographic analysis shows that boAt products are mainly purchased by youth consumers aged 18–30 years, with a majority being students, indicating strong popularity among the younger segment. Most respondents belong to low and middle income groups, highlighting affordability as a major factor influencing the purchase of boAt products.
2. Noise cancellation recorded a comparatively lower satisfaction level, indicating scope for improvement in this feature.
3. The chi-square and ANOVA analyses confirm a significant relationship between influencer marketing impact and overall customer satisfaction, showing that influencer marketing strongly influences consumer perception

towards boAt products.

### SUGGESTIONS

Since boAt products are highly preferred by youth consumers, the company can further strengthen its youth-centric marketing campaigns through social media platforms. As students form a major customer segment, boAt may introduce budget-friendly models and student-oriented offers to improve market penetration. The company should focus on improving noise cancellation features, as this area recorded comparatively lower customer satisfaction. As influencer marketing significantly affects customer satisfaction, boAt should continue collaborating with credible influencers and emphasize genuine product demonstrations and reviews to enhance brand trust. boAt can expand its customer base by increasing awareness among

working professionals and conducting regular customer feedback surveys to understand changing preferences and improve product quality.

## CONCLUSION

The present study was undertaken to analyse the influence of influencer marketing on customer satisfaction towards boAt products in Coimbatore. The study examined the demographic profile of respondents and the impact of influencer marketing on purchasing behaviour. The findings indicate that boAt has effectively positioned itself as a youth-oriented brand through digital and influencer-based promotional strategies.

The analysis shows that young consumers, particularly students from low and middle income groups, form the major customer base of boAt products. Customers were highly satisfied with features such as design, comfort, battery performance, and water resistance, while noise cancellation showed scope for improvement. The chi-square and ANOVA results confirm that influencer marketing significantly influences customer satisfaction and buying decisions

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