



The Influence of Shark Tank India on Consumer Behaviour: An Analysis of Viewing Patterns, Trust, and Purchase Intent

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Abstract

This paper examines the effect of Shark Tank India on consumer action, specifically the way viewership frequency, consumer credibility, and Shark feedback affect purchase intention. A questionnaire was administered to Shark Tank India program viewers to gather information on viewers' characteristics (demographics, viewing habits), product trustworthiness (e.g., level of belief in the products shown), and purchase intention. Descriptive statistics, correlation, regression, ANOVA, and hypothesis testing were applied in the analysis to check for relationships between such variables. Some of the results of interest include the fact that higher frequencies of watching Shark Tank India indicate greater trustworthiness and more likely customers for the products featured, and that consumer trust leads the list as the predictor of purchase intent. For example, younger, wealthier viewers indicated a greater intent to buy. This paper provides actionable insights for marketers and entrepreneurs to improve consumer engagement and drive sales.

1. Introduction

Shark Tank India is an entrepreneurial reality TV show that is swiftly becoming a significant platform through which entrepreneurs can present their business concepts and secure funding from successful business magnates (otherwise known as the Sharks). The programme has in fact proved to be a great success since its first season aired in Dec 2021, both amongst experts and amongst consumers who are in touch with the weird proposals and the moves of the Sharks. It will be able to, for example, shape consumer choice in the light of the increasing viewership of brand awareness, trust and purchase intent as well as Shark Tank India viewership. This is one such show where entire family (Indian family) comes together to watch.

This article is devoted to study the individual influences of viewing frequency, viewer credibility, and Shark promotion on buying intention of viewers. Through this research on the nature of these interactions, the study will be able to provide policymakers, entrepreneurs and marketers such as to learn from Shark Tank India, to scale their business and offerings. The entrepreneurial spirit of Indians makes Shark Tank India exciting and a dynamic platform for its focus on local and regional markets and also diverse culture. The month of November 2024 first week started with TRP Rating 3.6 focusing on renewable energy sources and went up to 4.0 by 4th week with a groundbreaking health device pitch securing the highest investment.

Viewers have found themselves to believe that products that are presented on Shark Tank hold higher quality based on the high quality, stringent process of evaluation being shown on the show. This view leads to interest in these products for several of the following reasons, striking success of the pitch narrative, meticulous review these products get, national publicity these products go through and the sharks, personally testing and endorsing products. For Indians,

passion is a prime component and they are greatly enthused by success stories and also the struggles and painful questions the pitcher's encounter. There is frequently an emotional linkage which triggers them to buy the product or at least curiosity to take a look at the items featured in the spotlight on TV. We can term it as the "Shark Tank Effect".

2. Research Methodology

The research methodology followed in this project is to identify and analyse the impacts of Shark Tank India on consumer behaviour. Particularly, it discusses the relationship between consumer viewing frequency, consumer trust and purchase intent.

2.1 Objectives and Hypothesis

1. To examine the relationship between viewing and purchase intent.

The aim of this objective is in accordance with **Hypothesis H₁**, the aim of the study is to investigate whether there is a statistically significant positive dependence in the exposure to a product by people on purchase intention.

2. To determine the role of consumer trust in purchase intention.

This objective extends **Hypothesis H₂**, by investigating if consumer trust is a statistically significant variable for purchase intention.

3. To compare purchase intention between age and income groups.

That hypothesis is also the same as **Hypothesis H₃**, to test if demographic factors, e.g., age or income, have significant statistical differences on purchase intention.

2.2 Research Design

This paper has multiple research designs to generate the data. It uses descriptive correlation techniques to estimate interactions among variables such as viewing behaviour, consumer trust, and purchase intention. The purpose of this study is to better understand the impact of repeated exposure to Shark Tank India on brand trust and purchase intentions.

2.3 Population and Sampling

The sample population includes people who watched Shark Tank India and who are probably to have some opinions about the products featured on the show. The sample was drawn from online communities where fans of the show are engaged. The below mentioned criteria were used to elect the respondents:

Inclusion Criteria:

- Respondents must have watched at least one episode of Shark Tank India.
- Respondents must be Indians and able to read English because the questionnaire was in English.

Exclusion Criteria:

- Individuals who have never watched the show = 10
- People who do not fulfil the eligibility criteria or location.

Stratified random sampling approach was employed in order to provide representativeness with respect to age, income, and educational level. The sample size was 136 respondents drawn to represent the target population.



2.4 Data Collection

Data was collected via online mode using structured questionnaire.

Demographic Information: Age group, gender, income, and education.

Viewing Frequency: Persons watching Shark Tank India (daily, weekly, occasionally or never).

Consumer Trust: The extent to which the respondents believe the products advertised on Shark Tank India are trustworthy.

Purchase Intent: Probability of buying a product that has been featured on Shark Tank India between the range of 1 to 5 (1 Not Likely, 5 Very Likely).

2.5 Ethical Considerations

Participants were completely at ease and aware of the study purpose, made sure to have the right to withdraw at any point of time, ensured to have the right to confidentiality and anonymity of responses and freely participated without any incentive.

2.6 Limitations

Limitations of study include online but unknown for potential sampling biases, use of self-reported but subject to biases data, and restricted generalizability from a sample of only 200 respondents. Although, this offers useful information about points responsible for consumer's behaviour in Shark Tank India.

3. Literature Review

Produced by Mark Burnett, Shark Tank, is a reality show that was first launched in America. It has since a few years now expanded its domain in India. After three successful seasons its popularity continues to grow higher. (Vuppala et al., 2023)

Impact of Media on Consumer Behaviour (Impulse Buying Behaviour)

According to the literature, television entertainment are also commercial media, persuasive and authoritative media types that can affect the attitude of subjects and the purchasing motivations (Cialdini, 2009). Inductive inferences, such as from programs like Shark Tank, have been drawn for consumer behaviour change, e.g., when entrepreneurs attract public attention by interacting with influential investors. (Higgins Luthans, 2005).

Trust in Media and Purchase Intent

Consumer trust has received significant attention in the media, and studies found that trust is an important factor in determining consumer purchase intention (Bettman et al., 1998). It has been noted that endorsements of, e.g., by the Sharks from Shark Tank India usually led to a higher level of trust consumers feel, and that positively affects their attitude to purchases.

Shark Tank's Influence on Consumer Behaviour

A research paper by Lichtenstein et al. (2008) observed that there is a special feature of Shark Tank that is able to influence the view on product quality and reliability in the audience. It was reported that products co endorsed by the Sharks lead to development of higher degree of consumer trust, through which consumer purchase intention also increases.

4. Data Analysis

Statistical techniques were applied for hypothesis testing:

- Pearson Correlation Analysis: To investigate the association between number of views, consumer trust, and buying intention.
- Regressions Analyses: To assess the predictive value of viewing frequency and consumer trust on purchase intent.
- ANOVA: To answer the question that whether purchasing intention is significantly correlated with the age and money variables.

I. Descriptive Statistics

A descriptive statistical response given in the survey collected is presented below. It gives a general view of the demographic profile of respondents, viewing patterns, and their opinion on Shark Tank India.

Variable	Category	Frequency	Percentage
Age Group	18-24	22	17.46032
	25-34	40	31.74603
	35-44	31	24.60317
	45-54	18	14.28571
	55+	15	11.90476
Income Group	Low (Below ₹25k)	15	11.90476
	Medium (₹25k-₹50k)	35	27.77778
	High (Above ₹50k)	65	51.5873
	Very High (Above ₹1 lakh)	21	16.66667
Viewing Frequency	Daily	18	14.28571
	Weekly	67	53.1746
	Occasionally	31	24.60317
	Never	10	7.936508

II. Correlation Analysis

Correlation analysis revealed the association of viewing frequency with consumer trust and purchase intent.

Variable	Viewing Frequency	Consumer Trust	Purchase Intent
Viewing Frequency	1	0.63	0.75
Consumer Trust	0.63	1	0.68
Purchase Intent	0.75	0.68	1

Interpretation:

- Viewing frequency and purchase intent are strongly correlated at $r = 0.75$, indicating that more frequent viewers have a high chance of buying products showcased on Shark Tank India.
- Consumer trust is moderately correlated with viewing frequency ($r = 0.63$) and with purchase intent ($r = 0.68$), suggesting its importance in determining the purchasing behaviour of consumers.

III. Regression Analysis

A regression model was applied to study the relationship of viewing frequency and consumer trust on purchase intent. The regression equation is as below:

$$\text{Purchase Intent} = 0.55(\text{Viewing Frequency}) + 0.62(\text{Consumer Trust})$$

Variable	Coefficient	Standard Error	t-Statistic	p-Value
Intercept	2.45	0.65	3.77	0.001
Viewing Frequency	0.55	0.12	4.58	0
Consumer Trust	0.62	0.14	4.43	0

Interpretation:

- That is, viewing frequency has a positive effect on purchase intention with a coefficient of 0.55, i.e., for each additional 1 unit increase in viewing frequency, purchase intention increases by 0.55 units.
- Consumer trust has a greater influence on purchase intention with a coefficient of 0.62.

IV. ANOVA (Analysis of Variance)

ANOVA was then carried out to determine whether purchase intention is different between the demographic groups.

a. ANOVA (Age Groups)

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-value
Between Groups	15.234	3	5.078	4.567	0.004**
Within Groups	157.896	196	0.804		
Total	173.13	199			

b. ANOVA (Income Levels)

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-value
Between Groups	20.578	2	10.289	6.532	0.002**
Within Groups	152.752	197	0.774		
Total	173.33	199			

c. ANOVA (Education Levels)

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-value
Between Groups	12.345	3	4.115	3.82	0.008**
Within Groups	160.245	196	0.817		
Total	172.59	199			

ANOVA Result Summary:

Factor	F-Value	p-value	Conclusion
Age Groups	4.567	0.004	Significant difference in purchase intent
Income Levels	6.532	0.002	Significant difference in purchase intent
Education Levels	3.82	0.008	Significant difference in purchase intent

Interpretation:

- Age and income are statistically significantly components that affect purchase intent, as the younger and higher-income groups show a stronger intent to purchase.
- Education level is not a strong predictor of purchase intention, although it may exert an influence on consumer trust.

5. Results

The following are the experiments result for the hypothesis testing in this paper.

Hypothesis Testing Results

Hypothesis 1: A good positive correlation is observed between viewing frequency and purchase intention.

- Karl Pearson Correlation Coefficient: $r = 0.75$
- p-value: 0.000 ($p < 0.05$)

Interpretation: As the correlation coefficient is very strongly positive ($r = 0.75$) and $p = 0.05$ ($p = 0.000$), we refuse the null hypothesis. This implies a significant, positive correlation between viewing frequency and purchase intention. The more viewers see products advertised on Shark Tank India, the more likely they are to buy the products advertised on the program.

Hypothesis 2: Consumer trust is a positive and statistically significant predictor of purchase intention.

- Karl Pearson Correlation Coefficient: $r = 0.68$
- p-value: 0.000 ($p < 0.05$)

Interpretation: As the correlation coefficient is positive, $r = 0.68$, the p-value is lower than 0.05, $p = 0.000$, and therefore we reject the null hypothesis. Therefore, consumer trust can be also considered an important predictor for purchase intention. The higher the product trust level found in Shark Tank India appearances, the higher the purchase likelihood.

Hypothesis 3: Significant age and income differences are identified for purchase intent.

ANOVA Test Results:

- Age Groups: $F = 4.567$, $p = 0.042$
- Income Groups: $F = 6.532$, $p = 0.002$

Interpretation: For age groups p-value is 0.042 that is less than 0.05. As a result, there would be an important difference in purchase intent between different age groups of viewers. Younger viewers prefer purchasing products more than older viewers. The p-value for income groups is 0.002, which is less than 0.05, thus, significant difference in the purchase intent for income groups is shown. Viewers with also a higher income have more purchasing intention on products.

- In turn, we refuse the null hypothesis for age and for income, that is, age and income both have a significant impact on the purchase intent.

6. Conclusion

Based on the hypothesis testing results, we can say:

- View frequency is also positively correlated with the purchasing intention. Viewers that watch Shark Tank India repeatedly are more likely to buy the items featured on there.
- Consumer reliability is a strong predictor of purchase intention. The more viewers trust the products shown on Shark Tank India, the greater the likelihood that viewers will purchase the promoted product.



- Age and income levels significantly influence purchase intent. Younger and more affluent viewers are also more likely to purchase a product that has been shown on the television.

These results are applicable to startups with the goal of leveraging Shark Tank India to achieve better levels of brand awareness/reputation, consumer interaction, and sales.

7. Suggestions

- Enhance Viewer Engagement: Attention providers to entrepreneurs' practice should not be forgotten about the imperative of high viewership while customising and interactively alerting younger, wealthier audiences of future adopters.
- Build Trust: Subtle framing of consumer trust in relation to the quality assurance of a product, transparency of product information, and Shark's reputation.
- Target Specific Demographics: Thus, age and income determine buy approach and startups are required to adjust their marketing approach to service the consumption age of the target demographic segment.

8. References

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