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Notice for the PhD Viva Voce Examination

Ms Harshita Singh, Registration Number: 2170066, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Friday, 11 July 2025 at 11.00 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Bookstagrammers as a Marketing Tool in the Digital Era
Discipline	:	Commerce
External Examiner - I	:	Dr Sahil Raj Associate Professor School of Management Studies Punjabi University, Patiala Punjab - 147002
External Examiner – II	:	Dr S C B Samuel Anbu Selvan Associate Professor and Additional Dean The American College Madurai - 625002 Tamil Nadu
Supervisor	:	Dr Sandeep Kumar Singh Assistant Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts, and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 09 July 2025


Registrar (Academics)

ABSTRACT

As the publishing industry evolved digitally, so did the marketing strategies of the publishers and authors. Meanwhile, the growth of social media platforms led to the establishment of various online book communities and Bookfluencers. Motivated by the impact Bookfluencers on readers, this study seeks to explore the role of Bookstagrammers in book marketing today. This study addresses the lack of understanding and research on the Bookstagram community in India and current book marketing strategies using Bookstagrammers as a book marketing tool. This study contributes to the existing literature focusing on book marketing by answering the following research questions: (1) How does the Indian Bookstagram community function? (2) What type of content do Bookstagrammers create? (3) Which Bookish community has a more significant impact on the consumers' purchase intention, BookTube or Bookstagram? (4) What can Bookstagrammers offer as a marketing tool for authors and publishers?

This study employs Mixed Method Research (MMR) to gain a more comprehensive and in-depth understanding of how Bookstagrammers are currently being leveraged as a marketing tool and their impact on the readers' purchase intention. Thematic analysis of the interview data identifies 15 themes that explore the various aspects of the Bookstagram community, current book marketing strategies, and the Bookstagrammers' role in book marketing. Additionally, the results of the experiment indicate how the BookTube and Bookstagram reviews impact the consumers purchase intention. The findings state that the reviews posted by the Bookstagrammers are considered more reliable, and readers are more likely to buy the book after reading the Bookstagram review. The findings of this study contribute to the emerging literature on Bookfluencers and attempt to establish the existing state of affairs between Bookstagrammers and publishers, giving marketers direction on including Bookstagrammers in their strategies.

Keywords: *Bookstagram, Bookstagrammers, Book influencers, Book marketing strategies, Publishing Industry, Book reviews*

Publications:

1. **Harshita Singh**, Ginu George (2022, March). Instagram Book Review Codebook: A Content Analysis of Book Reviews by Bookstagrammers on Instagram. In *International Conference on Business and Technology* (pp. 766-775). Cham: Springer International Publishing.
2. **Harshita Singh**, Ginu George (2023). The Youth's Way of Personal Branding as Bookstagrammers. In *Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence* (pp. 145-172). IGI Global.
3. **Harshita Singh**, Sandeep Kumar Singh (2024). Bookstagrammers vs. BookTubers: A Comparative Study on Readers' Preferred Social Media Book Influencer. In *Marketing Innovation Strategies and Consumer Behavior* (pp. 325-347). IGI Global