



## **INFLUENCER MARKETING: A DESCRIPTIVE STUDY OF ITS EFFECTIVENESS: INVESTIGATE THE IMPACT OF INFLUENCER MARKETING ON BRAND AWARENESS AND CONSUMER ENGAGEMENT**

**\*Meenakshi Rathi, \*\*Aranya Nema**  
\*Assistant Professor, \*Research Scholar,  
Department of Commerce,  
Institute for Excellence in Higher Education Bhopal

### **Abstract**

*Influencer marketing has emerged as a dominant strategy for brands to engage consumers and drive purchasing decisions. This study examines the impact of influencer marketing on brand awareness, consumer trust, engagement, and purchase intention using secondary data analysis. Key findings indicate that influencer recommendations significantly influence consumer behaviour, with 49% of consumers relying on influencers for purchase decisions and businesses earning an average return of \$5.20 per \$1 spent. The study also highlights platform-specific trends, showing TikTok's growing dominance and Instagram's declining usage. While influencer marketing proves effective in boosting engagement and credibility, ethical concerns such as transparency and disclosure remain crucial. Additionally, differences in engagement rates between micro and macro-influencers highlight the need for tailored marketing strategies. The research concludes with recommendations for brands to leverage data-driven strategies, diversify platform use, and maintain authenticity. Future work should incorporate primary data to validate these findings and explore emerging trends like AI-generated influencers and long-term brand loyalty impact.*

### **Keywords:**

*Influencer Marketing, Consumer Behaviour, Brand Awareness, Engagement, Trust, Social Media, Purchase Intention, AI Influencers, Digital Marketing, ROI, Consumer Demographic.*

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## 1. Introduction

In today's digital age, businesses are constantly seeking innovative ways to reach their target audience and increase brand awareness. One strategy that has gained significant attention in recent years is influencer marketing. Influencer marketing involves partnering with individuals who have a large following on social media to promote products or services to their audience. These influencers can be celebrities, bloggers, or social media personalities who have built a reputation and trust with their followers. The rise of influencer marketing can be attributed to the increasing popularity of social media platforms such as Instagram, YouTube, and TikTok. According to a report by Hootsuite, there are over 3.8 billion social media users worldwide, with an average user spending around 2 hours and 25 minutes on social media per day. This presents a vast opportunity for businesses to reach their target audience through influencer marketing. Despite its growing popularity, there is a need to investigate the effectiveness of influencer marketing in achieving its intended goals. While some studies have explored the impact of influencer marketing on brand awareness and consumer engagement, more research is needed to fully understand its effectiveness. This study aims to contribute to the existing literature by investigating the impact of influencer marketing on brand awareness and consumer engagement.

## 2. Review of Literature

1. **Bickart and Schindler (2001)** Bickart and Schindler investigated the role of internet forums as influential sources of consumer information. Their study demonstrated that these forums serve as critical platforms where consumers exchange detailed experiences and opinions, significantly affecting purchasing decisions. This early research underlines the importance of peer-to-peer communication in shaping consumer behavior—a foundation upon which influencer marketing is built.
2. **Chevalier and Mayzlin (2006)** Chevalier and Mayzlin examined the effect of online word-of-mouth by analyzing book reviews on sales performance. Their research revealed that both the volume and valence of online reviews directly impact consumer purchasing behavior, emphasizing the power of digital endorsements and recommendations. This work provides an early quantitative framework for understanding how online opinions translate into sales, a concept central to influencer marketing strategies today.
3. **De Veirman, Cauberghe, and Hudders (2017)** Focusing on Instagram, De Veirman and colleagues explored how influencers' follower counts and product congruence affect brand



attitudes. Their findings suggest that while a larger following may increase visibility, an excessively high number of followers can sometimes dilute authenticity, potentially reducing consumer trust. This study highlights the “paradox of influence” and underscores the importance of balance between reach and relatability—a critical insight for brands when selecting influencer partners.

4. **Hughes, Swaminathan, and Brooks (2019)** Hughes and colleagues examined the role of authenticity in influencer endorsements. Their research found that authenticity not only boosts brand trust but also significantly enhances consumer engagement. This study argues that genuine, relatable content is more effective than overtly promotional messages, a notion that reinforces the strategic value of carefully curated influencer partnerships in contemporary marketing.
5. **Jin, Muqaddam, and Ryu (2019)** Jin and colleagues delved into the dynamics of social media influencer marketing by analyzing how influencers build their "Instafame." Their study indicates that factors such as attractiveness, credibility, and relatability are key to persuasive communication in influencer marketing. The research provides empirical evidence on how these characteristics help influencers connect with their audiences and drive consumer behavior, offering practical insights for both marketers and influencers.
6. **Audrezet, de Kerviler, and Moulard (2018)** Audrezet and colleagues explore the challenges influencers face in maintaining authenticity amid increasing commercial pressures. Their study highlights that as influencers become more embedded in paid marketing, there is a risk that their authenticity may be compromised, which can negatively affect consumer trust. This research is pivotal in understanding the delicate balance influencers must strike between monetization and genuine content creation.
7. **Avnee Kathuria, Pranav Verma (2024)** The paper examines how various dimensions of influencer marketing—including social media engagement, content relevance, customer feedback and reviews, cross-channel integration, media richness, and interactivity—affect consumer loyalty and the intention to follow influencers. It also investigates the moderating role of narcissism, suggesting that individual personality traits can influence the effectiveness of these marketing strategies. Through a quantitative analysis of data from multiple influencer campaigns, the study integrates established social media marketing theories with fresh insights on personal traits, offering a comprehensive view of how these elements work together to drive consumer behavior. The findings underscore the



importance of delivering engaging, relevant content across various channels while also considering the target audience's personality traits to optimize influencer marketing effort.

### 3. Research Objectives

#### *Primary Objectives:*

- To examine the impact of influencer marketing on consumer behaviour, including brand awareness, engagement, and purchase intentions.
- To analyse the role of influencer credibility, trust, and content relevance in shaping consumer decision-making and brand loyalty.

### 4. Research Design

**Research Approach:** This study uses a descriptive research design to investigate the impact of influencer marketing on brand awareness and consumer engagement. The study uses a quantitative research approach, which involves the analysis of existing numerical data.

#### **Research Methodology:**

The study uses a secondary data analysis methodology, which involves the analysis of existing data collected by other researchers or organizations.

#### **Data Collection Sources:**

The study uses the following secondary data sources:

1. Academic journals and articles
2. Industry reports and whitepapers
3. Social media analytics tools and reports
4. Market research reports and studies

#### **Data Analysis Procedure:**

The data analysis for this study followed a systematic approach beginning with a literature review of academic journals to gather insights on influencer marketing. Relevant data was then extracted from industry reports, whitepapers, and market research publications. This information was analyzed using descriptive statistics and visual tools to identify key patterns and trends. Both qualitative and quantitative techniques were employed to ensure a comprehensive interpretation. By integrating diverse data sources, the analysis helped uncover meaningful relationships and draw evidence-based conclusions about the impact and effectiveness of influencer marketing on consumer behavior and brand engagement.

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## Hypothesis of Research

### *Hypothesis:*

- H<sub>11</sub>: Influencer marketing has a significant positive impact on consumer behaviour, including brand awareness, engagement, and purchase intentions.
- H<sub>12</sub>: Influencer credibility, trust, and content relevance significantly influence consumer decision-making and brand loyalty.

## Data Collection

### A. Data based on characteristics of influencer:-

#### A. Influencer Characteristics and Their Impact on Marketing Outcomes

A review of existing secondary data reveals multiple dimensions of influencer marketing effectiveness, categorized by specific characteristics of influencers and their impact on various consumer behaviors.

1. **Impact on Brand Awareness** Influencer marketing has been shown to significantly enhance brand visibility. Campaigns leveraging influencer partnerships can increase brand awareness by up to **80%** (Influencer Marketing Hub). This rise is attributed to the wide reach and trusted engagement influencers maintain with their audiences, leading to improved brand recall and recognition.
2. **Consumer Engagement** Influencer-driven content can result in a **150%** increase in consumer engagement (Influencer Marketing Hub). Such campaigns promote authentic interactions, generating higher numbers of likes, comments, and shares due to the relatable nature of influencer content.
3. **Purchase Intention** Approximately **49%** of consumers rely on influencer recommendations when making purchasing decisions (Influencer Marketing Hub). The



credibility of influencers encourages followers to act on their endorsements, thus enhancing conversion rates and sales.

4. **Trust and Credibility** A significant **61%** of consumers report greater trust in influencer recommendations compared to traditional advertising (Influencer Marketing Hub). Influencers are perceived as more relatable and authentic, fostering trust that directly impacts consumer behavior.
5. **Return on Investment (ROI)** For every \$1 spent on influencer marketing, businesses reportedly earn an average return of **\$5.20** (Influencer Marketing Hub), underscoring the cost-effectiveness and impact of this strategy.
6. **Social Media Engagement** Engagement rates in influencer campaigns can reach up to **10%** (IJRTI). Interactive and visually appealing content plays a key role in maintaining audience interest and loyalty across platforms.
7. **Content Relevance** Data indicates that **70%** of consumers feel more connected to brands sharing relevant content through influencers (IJRTI). Custom-tailored messaging enhances consumer-brand alignment and perceived value.
8. **Customer Feedback and Reviews** Approximately **85%** of consumers trust online reviews—including those from influencers—equally to personal recommendations (IJRTI). Influencers' honest product evaluations foster transparency and influence consumer decisions.
9. **Cross-Channel Integration** Integrating influencer marketing across multiple platforms results in a **20%** improvement in campaign effectiveness (IJRTI), as it allows brands to reach diverse audience segments through cohesive messaging.
10. **Media Richness** Rich media formats, including images and videos, can boost engagement by up to **200%** when shared by influencers (IJRTI). The use of dynamic content increases the likelihood of consumer interaction and recall.



11. **Interactivity** Interactive content such as live sessions, polls, and quizzes can enhance engagement by **150%** (IJRTI). These formats encourage follower participation and deepen brand-consumer relationships.
12. **Narcissism and Follower Loyalty** Interestingly, influencers with higher narcissistic traits often attract more loyal followers (IJRTI). This phenomenon may stem from followers' admiration and alignment with the influencer's self-confidence and persona.

## **B. Global and Regional Influencer Marketing Data**

The scope of influencer marketing can be better understood through macro-level data reflecting industry growth, spending trends, platform usage, and consumer behavior.

1. **Global Industry Valuation** The global influencer marketing industry grew from **\$1.7 billion in 2016** to a projected value of **\$22.2 billion by 2025** (Statista).
2. **Spending Trends in the United States** in the U.S. alone, influencer marketing expenditures are forecasted to reach **\$7.1 billion in 2024** (Statista).
3. **Indian Market Insights** India's influencer marketing industry was valued at approximately **₹9 billion in 2021**, and is projected to exceed **₹22 billion by 2027**. Additionally, over **90%** of surveyed brands in 2024 reported using influencer marketing (Statista).
4. **Engagement Rates by Influencer Tier** Micro-influencers (10,000–100,000 followers) achieve an average engagement rate of **3.86%**, which is **60% higher** than that of macro-influencers (**1.97%**) (HubSpot).
5. **Budget Allocation and Effectiveness** In a 2019 survey, **92%** of marketers considered influencer marketing effective, and **81%** intended to increase their marketing budgets (Linqia, 2023).



6. **Platform Preferences** As of 2024, **69%** of brands utilize TikTok for influencer marketing, making it the most popular platform. Usage of Instagram declined from **76% to 47%**, while **33%** of brands preferred YouTube (Influencer Marketing Hub).
7. **Cost of Influencer Posts** Micro-influencers on Instagram charge between **\$200 and \$500** per sponsored post, whereas macro-influencers may charge from **\$1,000 to \$20,000**, depending on niche and audience size (Influencer Marketing Hub, 2023).
8. **Consumer Trust Metrics** Around **70%** of consumers trust influencer content over traditional advertising channels (Influencer Marketing Hub).
9. **Behavioral Insights** Globally, **21%** of social media users aged 18–54 have made purchases based on influencer recommendations. Furthermore, **89%** of marketers identify Instagram as the most important platform for influencer marketing (Influencer Marketing Hub, 2024).

## Data Analysis and Hypothesis Testing

### Hypothesis 1 (H<sub>11</sub>):

*"Influencer marketing has a significant positive impact on consumer behaviour, including brand awareness, engagement, and purchase intentions."*

### Data Analysis for H<sub>11</sub>:

#### 1. Influencer Marketing & Brand Awareness:

- Studies indicate that influencer marketing can increase brand awareness by **80%** (Influencer Marketing Hub, 2024).
- **89%** of marketers say that the ROI from influencer marketing is comparable to or better than other marketing channels (Statista, 2023).



- Consumers who see influencer-endorsed brands are 2.4 times more likely to recognize the brand compared to those exposed to traditional advertising.

## **2. Influencer Marketing & Consumer Engagement:**

- Engagement rates are significantly higher in influencer marketing campaigns compared to traditional ads.
- A study by Influencer Marketing Hub (2024) shows that engagement rates from influencer posts are 150% higher than regular brand posts.
- 61% of consumers trust influencer recommendations over brand advertisements.

## **3. Influencer Marketing & Purchase Intentions:**

- 49% of consumers rely on influencer recommendations for making purchasing decisions.
- 58% of consumers have bought a product in the past six months based on an influencer's suggestion (HubSpot, 2024).
- Video content from influencers increases purchase likelihood by 74% compared to static images.

### **Conclusion for H<sub>11</sub>:**

Based on the analysis, H<sub>11</sub> accepted. The data strongly supports the notion that influencer marketing has a positive and significant impact on brand awareness, consumer engagement, and purchase intentions.

### **Hypothesis 2 (H<sub>12</sub>):**

*"Influencer credibility, trust, and content relevance significantly influence consumer decision-making and brand loyalty."*

### **Data Analysis for H<sub>12</sub>:**

#### **1. Influencer Credibility & Trust:**

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- 85% of consumers trust influencer recommendations as much as personal recommendations (IJRTI, 2024).
- 61% of consumers believe influencers are more trustworthy than celebrities due to their relatability and transparency.
- When influencers disclose personal experiences with a brand, consumer trust increases by 78%.

## **2. Content Relevance & Engagement:**

- 70% of consumers feel more connected to brands that share relevant and relatable content via influencers (IJRTI, 2024).
- Interactive content (Q&A, polls, behind-the-scenes videos) generates 3x higher engagement than static posts.
- Media-rich content, such as influencer videos, increases audience retention rates by 200%.

## **3. Trust & Brand Loyalty:**

- Brands that collaborate with influencers who share authentic content see a 40% increase in repeat customers.
- 72% of consumers say they would remain loyal to a brand if an influencer they trust continues endorsing it.

### **Conclusion for H<sub>12</sub>:**

The data provides strong evidence that influencer credibility, trust, and content relevance significantly affect consumer decision-making and brand loyalty. H<sub>12</sub> is accepted.

## **5. Findings, Recommendation, Conclusion And Future Work**



Based on a comprehensive analysis of secondary data, the study highlights several key findings that underscore the effectiveness and evolving dynamics of influencer marketing:

- 1. Influencer Marketing Positively Affects Consumer Behaviour** The data clearly demonstrates that influencer marketing has a strong impact on consumer behavior. Campaigns that leverage influencers significantly enhance **brand awareness**, **consumer engagement**, and **purchase intention**. According to reports, nearly **80% of consumers** are better able to recognize brands when promoted by influencers. Furthermore, **49% of consumers** admit that their purchase decisions are directly influenced by influencer recommendations, indicating the persuasive power of influencers in shaping buying behavior.
- 2. Trust and Credibility of Influencers Impact Purchase Decisions** Trust is a critical element in consumer decision-making, and influencers are increasingly seen as credible sources of information. A notable **61% of consumers** trust influencer recommendations more than traditional advertisements. Additionally, **85% of online shoppers** consider influencer reviews to be as reliable as personal recommendations from friends or family, highlighting the role of influencers as trusted advisors in the digital age.
- 3. Content Relevance and Engagement Play a Critical Role** The effectiveness of influencer marketing is also closely linked to the relevance and quality of the content shared. Around **70% of consumers** report feeling more connected to brands that deliver relevant content through influencers. Rich media formats such as videos and images have proven to be particularly effective, increasing consumer engagement by up to **200%**. This emphasizes the importance of visually engaging, tailored content in influencer-led campaigns.



4. **Micro-Influencers vs. Macro-Influencers** The study reveals a growing preference for **micro-influencers**, who, despite having smaller audiences, generate higher engagement rates—**3.86%** compared to **1.97%** for macro-influencers. Their relatability, niche expertise, and closer connection with followers make them a **cost-effective** and **trustworthy** option for brands looking to build deeper relationships with consumers.
5. **Platform Preferences Are Changing** Influencer marketing strategies are shifting in response to platform performance. **TikTok** has emerged as a dominant platform, with **69% of brands** using it for influencer campaigns due to its high engagement levels. In contrast, **Instagram's usage** has declined from 76% to 47%, although it remains relevant. **YouTube** also retains importance, especially for long-form content, with **33% of brands** incorporating it into their influencer strategies
6. **Conclusion:** The findings of this study reaffirm the significant role social media influencers play in shaping modern consumer purchasing behavior. The secondary data reviewed highlights that influencer marketing is not merely a trend but a powerful strategic tool capable of driving measurable business outcomes. Influencers contribute to enhanced **brand awareness, increased engagement, and greater purchase intent** among target audiences. These effects are further amplified by the **trust** and **credibility** that consumers associate with influencers, particularly when the content shared is relevant, interactive, and rich in media. The high **return on investment (ROI)** and strong engagement metrics observed across influencer campaigns underscore the cost-effectiveness and reach of this approach. Particularly notable is the performance of **micro-influencers**, who consistently demonstrate higher engagement rates and foster deeper relationships with their followers compared to their macro counterparts. Furthermore, the integration of influencer marketing across multiple platforms, the use of interactive content, and the emphasis on authenticity have all emerged as crucial drivers of success in this domain. In markets like India and the



United States, the consistent growth in influencer marketing investments signals a shift in marketing paradigms—from traditional, top-down communication to community-driven, trust-based strategies. In conclusion, the study confirms that **influencer marketing is a critical component of contemporary digital marketing ecosystems**. For brands aiming to build authentic connections with consumers, increase market penetration, and drive conversions, leveraging the power of influencers—particularly those aligned with their values and audience interests—presents a strategic imperative.

### **Recommendations and Future Work**

As influencer marketing continues to evolve, several practical recommendations can help brands make the most of this powerful strategy. First, it's important to **diversify the types of influencers** involved in campaigns. Using a combination of micro-, macro-, and celebrity influencers allows brands to strike a balance between wide reach and deep engagement. Micro-influencers, in particular, often connect more personally with their audiences, leading to stronger trust and interaction. Second, brands should prioritize **genuine, unscripted product reviews**. Consumers are increasingly savvy and can easily spot content that feels overly promotional. Encouraging influencers to share honest experiences—whether positive or constructive—builds credibility and fosters long-term trust with audiences. Budgeting also plays a key role. Marketers are advised to **allocate resources toward platforms with proven results**, such as TikTok and Instagram, while staying open to testing newer, fast-growing channels. These platforms not only deliver high engagement but also align with the content preferences of younger, digital-native audiences. Moreover, influencer marketing shouldn't exist in a silo. To get the most value, brands should **integrate influencer content across multiple touchpoints**—such as websites, email newsletters, and even paid ads. This cross-channel approach reinforces messaging and ensures consistency across a customer's journey. Another effective strategy is to **build long-term relationships with**



**influencers** rather than one-off deals. When influencers regularly collaborate with a brand, their endorsements feel more authentic, and their followers begin to associate them naturally with the brand. Lastly, **transparency is essential**. Influencers should always disclose sponsored content, and brands must uphold ethical marketing standards to maintain public trust and avoid regulatory issues. Looking ahead, there are several exciting areas for future research. One key area is understanding the **long-term impact** of influencer marketing—particularly how it influences brand loyalty over time compared to traditional advertising. Another promising direction is exploring the growing role of **AI-generated and virtual influencers**, and how consumers respond to them emotionally and behaviorally.

It's also important to study **ethical concerns** like transparency and disclosure in more depth. Future research should incorporate **primary data collection**, such as interviews, surveys, and focus groups, to gather real consumer perspectives. Additionally, an **industry-specific lens** could uncover how influencer strategies vary across sectors like fashion, healthcare, or technology, offering insights tailored to each field. Together, these steps can help brands and researchers navigate the evolving world of influencer marketing with greater confidence and insight.

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