

A Study on Consumer Brand Engagement in the Era of Social Media Influencers

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Abstract

The concept of consumer brand engagement has developed as an important point in the field of contemporary marketing specifically all-round the changing space of the modern social media. With the fastest absorbing of the social media platforms, the quickest large dominance of the influencer marketing has taken a very noticeable fast changes and transformation leading to the search of new consumer brand dimensions, its new drivers, their results and outcome connected the engaging concepts and the modern world. This is to bring to notice that the factors affected are already putting their results in shaping the consumer brand engagement in a very innovative and creative way to the word with the help of social media influencers. The study highlights the main multi-dimensional constructs having the cognitive, behavioral, emotional components that shows how the consumer is having experience with the brand. The role of social media influencers is of huge importance as they connect with the credible, persuasive intermediaries, relatable points between the brands and the consumers. On a good note, their perceived value, expertise, trustworthiness, attractive and the connectivity with the engaging audience make the process of interacting very much enhance. The role of social media marketing also includes the quality of the content, interactivity, e- word of mouth for engaging the brand community's presence and the audience. The digital world also helps to strengthen the emotional bond between the brands and the consumers. The effective result-oriented outcomes include the brand loyalty, its awareness, purchase intention from the strong customers. the paper gives more ways to develop the study of empirical research in the meaning of developing economies and digital changing world. The findings show a path to support marketers, researchers, and the audience who are associated in designing more creative engagement strategies in the competitive digital world.

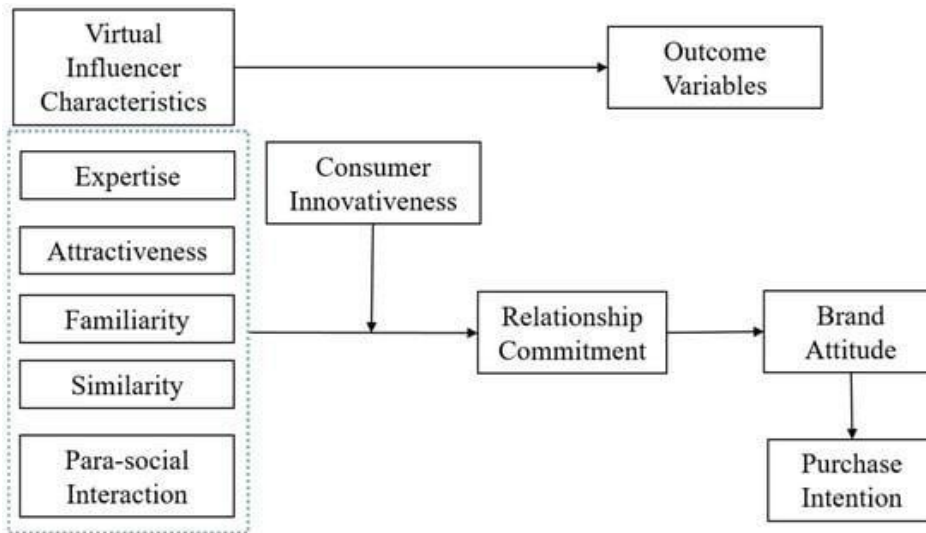
Keywords: Social Media Influencers, Consumer Brand Engagement, Purchase Intention, e-Word of Mouth, Social Media Marketing, Brand Loyalty.

Introduction

The concept of the consumer brand engagement carries a lot of importance in the present times of marketing literature as the most prior basis factor of the brand success in the digital world. from the primary transactional relationship, it has changed to long term relation building with the consumers and brands. It is a multidimensional concept which focuses on the cognitive, behavioral, emotional dimensions that shows the connection with the brand. The fast innovative growth of the online social media platforms has changed the way of consumer's interaction with the brand and acting as the positive contributors.

In the recent times the evolution of social media influencers is acting as the opinion leaders who are shaping the overall perception, attitudes, behaviors with the help of authentic and reliable content. The perceived credibility, expertise, attractiveness, enhances the trust and it strengthens the emotional bond. Influencer marketing, social media marketing activities, E-wom, play a significant role in enhancing engagement levels, purchase intentions, enhancing brand experiences, consumer’s co-creation process etc. it also creates a sense of oneness creating loyalty and connective long-term channels. So this study aims to provide the structural conceptual framework.

For instance, this study demonstrates how social media marketing initiatives, consumer brand involvement, and brand trust may emphasize brand loyalty. Nowadays, the neighborhood is full of coffee-related events and drinks. The biggest coffee shop. Starbucks, one of the largest corporations in the world, was born with a lavish image. Starbucks targets middle-class to upper-class customers and is categorized as a masstige brand. The masstige brand is situated between higher mid-level and ultra-premium courses. In order to create and preserve brand loyalty, communication technologies must be quickly adopted due to the worldwide competition among masstige companies. Social media marketing campaigns improve customer interactions and fortify brand loyalty. Branding can be strengthened even by providing brand information with customers on social media.



<https://doi.org/10.2307/1252308> Relationship Commitment & Brand Attitude, Morgan, R. M., & Hunt, S. D. (1994) The commitment-trust theory of relationship marketing

Literature Review

De. Araiyo. et. al (2024) The study done by him shows the result of the engagement and the purchase intention. It also points towards the credibility, reliability, emotional appeal that enhances the emotional satisfaction strengthens consumer brand long term relationships showing the growth rate of influencers driven marketing in digital world.

Lim, Ahmad, Rasul & Parvez, 2021 The writers emphasized the current trend of various brands succeeding by enhancing consumer contact with the target audience using social media and digital technology. These platforms have the distinctive characteristics, such as highly connected networks and open, accessible platforms, which are giving the numerous strong developing brands the ideal platform and tool to engage with their audiences and consumers.

Park & HA, 2021 The author highlights social media, which is quite useful for all marketers. It enables them to focus on increasing customer involvement. Additionally, he suggested that social media platforms are a blessing for the world's progress and connectivity.

Srivastava, et. al (2024) The study highlights the effectiveness of the influencer marketing stating that its effectiveness improve brand reach, also reveals the digital platforms enabling the brands to reach wider scope increasing social media strategies.

Bhutani & Raj (2024) The study emphasis on the cosmetic industry saying that the influencers strongly influence the consumer perception and purchase intention. The trustworthiness, authenticity are the main factors making it to strong decision making and brand image.

JETIR Study (2024) The study highlights the influencers marketing role in shaping the consumer's attitude, behavior's as well as significant impact on brand awareness and purchase decisions. It emphasizes digital engagement strategies and the dominance of growing social media marketing.

Kamnath et. al (2025) The study highlights the relationship between the influencer credibility and consumer behavior. It also focuses on the psychological connections in the digital marketing as consumers relate to them when they are engaged.

Kumari & Amin (2025) The study enhances the role of social media marketing in making the customer engagement. It also found that personalized communication strengthens the brand loyalty and interactive content.

Meta Analysis (2023) The study highlights that the influencer marketing makes it effective increases in the creating engagement purchase intention. It also plays the online connective role of digital transformation shifting to the strategies of modern marketing.

Sharma & Verma (2023) The study highlights the trustworthiness of the influencer in the consumer engagement making it brand interactive among the youth. It highlights the importance of credibility in the marketing o influencers leading to strong consumer relationships.

Singh. et. al (2023) The research highlights the comparison between the micro-influencers and celebrity influencers for engagement. Micro- influencers had greater ratio of connection due to the authenticity consumers found them relate and trustworthy which showed effectiveness that niche influencers had.

Gupta & Arora (2023) The study highlights the concept of personalization makes the brand connection best tailored content of influencer leading to increase in emotional engagement and recall of brand.

Mehta & Pandey (2023) The study highlights that the e-wom strengthens the influencer marketing adding by online reviews, recommendations influencing brand loyalty and trust of peer communications.

Kaur & Malhotra (2023) The study highlights the role of platform specific engagement leading to the strengthening of purchase intention. Instagram was also found the most powerful tool for brand promotion in generation-z consumers and instgram influencers.

Jain & Mishra (2022) The study highlights the relationship between the social media engagement and brand trust. The active and continuous engagement strengthens the bond which leads to trust and loyalty.

Kapoor et, al (2022) The study highlights the role of informative engaging content improving the cognitive engagement by adding quality to brand perception.

Verma & Singh (2022) The study highlights that the attractive influencers create consumer interaction leading to behavioral engagement.

Arora & Saini (2022) The study highlights the interactive, online and active consumer participation with the social media platforms enhancing the brand engagement and user involvement.

Nair & Bhatt (2021) The study highlights the influencer credibility, trust showing authentic communication leading to brand loyalty, increasing the consumers' confidence and engagement.

Reddy et, al. (2021) The study highlights that the interactive content increases consumer involvement & engagement strategies maling brand connection interactive.

Chatterji & Banerjee (2021) The study highlights that the brand communities enhance emotional attachment, loyalty, belongingness strengthening the engagement.

Singh & Kaur (2021) The study highlights the co-creation in the digital marketing world showing consumer participation and improving the collaboration with the brand relationships.

Kumar & Gupta (2020) The study highlights the impact of social media marketing on buying behaviors significantly influencing consumer decision and importance of online presence.

Sharma et al (2020) The study highlights the relationship between the loyalty and engagement stating that the higher engagement is the key to satisfaction of consumers, its long-term relationships that helps to build the loyalty.

Appel et al., (2020) The author comes to the conclusion that internet users have a great opportunity to generate, exchange, and consume data in a digital setting thanks to online social media linking platforms. Additionally, this platform enables people to teach others about various products, companies, services, shopping habits, and relevant information, among other things.

Sr. No.	Author(s) & Year	Country	Keywords	Key Insights
1	De Araujo et al. (2024)	Global	Influencer Credibility, Engagement, Purchase Intention	The study shows that credibility, reliability, and emotional appeal enhance emotional satisfaction and strengthen long-term consumer–brand relationships, highlighting the growth of influencer-driven marketing.
2	Lim, Ahmad, Rasul & Parvez (2021)	Global	Social media, Digital Technology, Engagement	Brands succeed by enhancing consumer interaction through social media platforms, which provide highly connected and accessible networks for engagement.
3	Park & Ha (2021)	Global	Social media, Customer Engagement	Social media enables marketers to increase customer involvement and serves as an important tool for global connectivity and communication.
4	Srivastava et al. (2024)	India	Influencer Marketing, Brand Reach, Engagement	Influencer marketing improves brand reach and enables brands to connect with a wider audience through digital platforms.
5	Bhutani & Raj (2024)	India	Trust, Authenticity, Purchase Intention	Influencers significantly affect consumer perception and buying decisions, with trustworthiness and authenticity shaping brand image.
6	JETIR Study (2024)	India	Brand Awareness, Consumer Behaviour	Influencer marketing shapes consumer attitudes and has a strong impact on brand awareness and purchase decisions.
7	Kamnath et al. (2025)	India	Credibility, Consumer Behaviour	Influencer credibility influences consumer engagement, with psychological connections driving higher involvement.
8	Kumari & Amin (2025)	India	Personalization, Engagement, Loyalty	Personalized communication and interactive content strengthen customer engagement and brand loyalty.
9	Meta Analysis (2023)	Global	Influencer Marketing, Engagement	Influencer marketing is more effective than traditional marketing in increasing engagement and purchase intention.
10	Sharma & Verma (2023)	India	Trustworthiness, Engagement	Influencer trust enhances brand interaction, especially among youth, leading to stronger relationships.
11	Singh et al. (2023)	India	Micro-influencers, Authenticity	Micro-influencers generate higher engagement due to relatability and authenticity compared to celebrities.
12	Gupta & Arora (2023)	India	Personalization, Emotional Engagement	Tailored influencer content increases emotional engagement and brand recall.

13	Mehta & Pandey (2023)	India	e-WOM, Trust, Loyalty	Electronic word-of-mouth strengthens trust and brand loyalty through online reviews and recommendations.
14	Kaur & Malhotra (2023)	India	Instagram, Gen Z, Purchase Intention	Instagram influencers strongly influence Gen Z consumers and enhance purchase intention.
15	Jain & Mishra (2022)	India	Trust, Engagement	Continuous social media engagement builds trust and strengthens consumer–brand relationships.
16	Kapoor et al. (2022)	India	Content Quality, Cognitive Engagement	Informative and engaging content improves cognitive engagement and brand perception.
17	Verma & Singh (2022)	India	Attractiveness, Behavioural Engagement	Attractive influencers increase consumer interaction and behavioral engagement.
18	Arora & Saini (2022)	India	Interactivity, Participation	Interactive social media platforms enhance user involvement and brand engagement.
19	Nair & Bhatt (2021)	India	Credibility, Trust, Loyalty	Influencer credibility and authentic communication increase consumer trust and engagement.
20	Reddy et al. (2021)	India	Interactive Content, Engagement	Interactive content increases consumer involvement and strengthens brand connection.
21	Chatterji & Banerjee (2021)	India	Brand Communities, Loyalty	Brand communities foster emotional attachment, belongingness, and engagement.
22	Singh & Kaur (2021)	India	Co-creation, Participation	Consumer participation in co-creation enhances collaboration and brand relationships.
23	Kumar & Gupta (2020)	India	Social media, Buying Behaviour	Social media significantly influences consumer decision-making and buying behaviours.
24	Sharma et al. (2020)	India	Engagement, Loyalty, Satisfaction	Higher engagement leads to greater customer satisfaction and long-term loyalty.
25	Appel et al. (2020)	Global	Digital Platforms, Information Sharing	Social media enables users to create, share, and exchange information, influencing consumer awareness and decisions.
26	Foxall (2001)	England	Consumer Behaviour, Influence, Exchange	Consumer behavior is dynamic and influenced by multiple environmental and psychological factors.

Conclusion

Consumer Brand Engagement (CBE) has become a central concept in modern marketing, especially within the evolving digital environment influenced by social media influencers. The review highlights that engagement extends beyond transactional interactions and reflects a deeper relationship involving cognitive, emotional, and behavioural connections between consumers and brands. Influencer characteristics such as credibility, trustworthiness, expertise, attractiveness, and authenticity play an important role in strengthening engagement by building trust and emotional connection. These attributes position influencers as effective intermediaries between brands and consumers. In addition, social media marketing activities—including interactivity, personalization, content quality, storytelling, and electronic word-of-mouth (e-WOM)—act as key drivers of engagement. These factors contribute to creating meaningful brand experiences and encourage consumer participation. The presence of brand communities and digital platforms further enhances engagement by promoting interaction, involvement,

and a sense of belonging. The outcomes of consumer brand engagement are reflected in increased brand loyalty, positive attitudes toward brands, improved customer satisfaction, and stronger purchase intentions. Consumers who are highly engaged are more likely to maintain long-term relationships with brands and contribute to their growth. Despite the increasing attention given to this area, certain gaps remain in the literature, particularly in integrating influencer-related variables into existing engagement frameworks and in the limited focus on emerging markets. Future research can focus on developing more comprehensive models that capture the multidimensional nature of engagement in different contexts. Overall, consumer brand engagement in the era of social media influencers plays an important role in shaping marketing strategies and achieving long-term success for brands.

Major Factors affecting are:

- Consumer Brand Engagement
- Social Media Influencers
- Influencer Marketing
- Social Media Marketing
- Brand Loyalty
- Purchase Intention,
- Electronic Word-of-Mouth (e-WOM),
- Consumer Behaviour
- Digital Marketing
- Brand Trust

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