

A Study on The Role of Influencer Marketing in Building Brand Awareness and Customer Engagement with Reference to Moris Media, Nagpur

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Abstract—In today’s digital environment, the influencer marketing area is gaining high importance due to its capability to increase brand awareness and customer engagement. Influencer marketing, as opposed to more traditional methods, depends on a person who has the capability to modify the perception of the consumer. This study seeks to assess the theoretical framework of influencer marketing. It also provides a study of brand awareness and engagement in the case of Moris Media, Nagpur.

The study employs a thesis approach to utilizing existing theories of marketing and communication to investigate the effect of influencer marketing on consumer behaviour. It studies the working of influencers which impacts brand recall, consumer trust and engagement. Influencer marketing increases visibility but also helps make an emotional connection with the audience resulting in higher sales and brand engagement, as the study shows. The results support that influencer marketing is effective at building long- term brand equity and loyalty if done properly. An all-encompassing theoretical framework is made available for organizations for the effective planning of influencer marketing strategies in the digital age.

Index Terms—Influencer Marketing, Brand Awareness, Customer Engagement, Digital Marketing, social media.

I. INTRODUCTION

The global marketing landscape has transformed imparting technology and networks to the masses and its acceptance by the masses. Gradually, traditional marketing which depended on one-way communication is getting replaced by interactive and consumer-based marketing. One of these growing strategies is influencer marketing which will help

clients relate better to their audiences.

Influencer marketing is leveraging online influencers with the reach and power to get their followers to purchase your product or service. Social media gives rise to people who are content creators and are known as influencers. Users see the recommendations as more trustworthy and relatable than traditional advertisements, so influencers make easily brand ambassadors.

Brand awareness and customer engagement are two key marketing elements for success today. It is the ability of a consumer to identify a brand. Customer engagement implies working with the consumers in order to attract them and build a relationship with them. Influencer marketing makes a huge impact on both these aspects which aid in publishing content that is informative yet engaging and interactive.

In the situation where competition is increasing and consumer preferences are changing organizations are making influencer marketing as a core of their digital strategy. Influencer Marketing by Companies like Moris Media, Nagpur, to increase the brand image which helps to gain stakeholders with trustworthiness. The main objective of the present research is to offer a comprehensive theoretical perspective on influencer marketing and its contribution to brand awareness and customer engagement.

II. LITERATURE REVIEW

Influencer marketing has attracted scholarly and practitioners’ attention due to the increasing popularity and success of various Instagram campaigns. Existing literature provides valuable insight into the

effectiveness of influencer marketing in changing consumer behavior as well as improving brand performance.

Research concerning opinion leaders lays the groundwork for influencer marketing. Some of the early studies suggested that people tend to go to the opinion leaders for help in making their decisions when faced with such ambiguous situations. Since the advent of social media, these opinion leaders get transformed into digital influencers, interacting continuously with the audience.

Studies demonstrate that credibility of an influencer is a mandatory factor for them to be effective. The brand attitude and perception of the consumer gets influenced by expertise, trustworthiness and attractiveness. Influencers perceived as authentic and knowledgeable tend to develop positive responses from their audience.

As per the literature, it is also useful in increasing brand recognition as well. When consumers are frequently exposed to content from an influencer, the content becomes more familiar and recallable. Subsequently, familiarity and recall are important brand awareness components. Additionally, influencer content is usually less intrusive and more engaging compared to traditional ads, leading to higher consumer attention levels.

The context of influencer marketing has also brought consumer engagement under the scanner. Engagement means interacting with content including like, comments share, and more. According to studies, influencers that consistently communicate & connect with followers will have more engagement than inactive influencers. As micro influencers have a closer timestamp with their audience, they tend to be more successful in driving engagement.

Theoretical frameworks, like Source Credibility Theory, Social Identity Theory, and Relationship Marketing Theory, provide a deeper understanding of the influencer marketing mechanism. These theories focus on the importance of trust, identification and interaction after which influence will occur.

In conclusion, the influencer marketing literature shows that influencer marketing is an effective strategy that enhances brand awareness.

III. RESEARCH METHODOLOGY

The current study is conceptual and theoretical, aimed at examining the role of influencer marketing in developing brand awareness and customer engagement. The study does not rely on primary empirical data. The research uses a descriptive design, which is employing existing theories and models to explain how key variables are related.

The specific objectives of the study include understanding influencer marketing, its impact on brand awareness, how does influencer marketing engage the customers, etc. These aims form the basis of a structured analytical approach.

The sources of information used in the research are secondary data which includes journals, books, report, articles etc. These sources cover the theory, model and practices of influencer marketing as laid down. The application of secondary data makes the study more realistic while giving an overall perspective of the topic under investigation.

The hypotheses formulated for the theoretical analysis are as follows.

Hypothesis stating that influencer marketing has no impact on brand awareness and customer engagement. You may also like hypothesis on the impact of subjective. The influence of influencer marketing on brand awareness and customer engagement is significant as per alternative hypothesis.

The study's analytical framework is based on various marketing and communications theories, such as the AIDA model, the Source Credibility Theory, the Social Identity Theory, and the Relationship Marketing Theory. Various theories are used to explain the impact of influencer marketing on customers' perception.

The research being theoretical does not use any statistical tools or empirical tests. Rather, it integrates existing knowledge to gain a thorough understanding of the influencer marketing professional world.

IV. MORIS MEDIA NAGPUR COMPANY PROFILE

Moris Media is a leading digital marketing agency based in Nagpur, known for its ingenious brand development and digital strategy execution.

Amidst stiff competition from rival companies, the

company seeks to have an impressive online presence which is capable of reaching out to the targeted audience.

The agency covers a lot of areas such as social media marketing, SEO, content, digital ads, and influencer marketing. Amongst the services, influencer manufacture has become one of the main strategic focuses of the business.

Moris Media works with influencers from different fields and selects the influencers whose audience matches the target audience of the brand. While building partnerships with influencers, the company chooses authentic influencers, relevant to the brand, for guaranteeing the production of original-content.

Moris Media utilizes influencer marketing to aid brands and businesses to attain measurable growth in visibility and engagement. Through performance analysis, the company uses data to optimize its campaigns. As it can merge creativity with analytical insight, it has become a suitable partner for businesses to go digital.

V. THEORETICAL FRAMEWORK AND DEEP THEORY

Influencer marketing is premised on a broad array of theories that derive from key areas of knowledge, such as the theory of communication, the behaviour of consumers, psychology and digital marketing. Influencer marketing theories examine why it works this way. We can understand its effectiveness in building brand awareness and customer engagement using multiple theories.

The Two-Step Flow of Communication Theory provides a basic insight into influencer marketing. As per the media and opinion leaders' theory, the flow of information does not take place directly from media to the audience. Influencers operate as these opinion leaders in the digital environment, shaping consumer opinions and attitudes towards brands and products by presenting their messages in context.

The Source Credibility Theory gives a better understanding of the quality influencers have to persuade. The source's credibility as one of the factors influencing the effectiveness of communication is determined by his expertise, trustworthiness, and attractiveness. Influencers who show knowledge and authenticity are more likely to earn the trust of their

audiences, making their recommendations more effective. As a result, brand awareness and engagement increase.

The Source Attractiveness Model builds upon this idea by highlighting how similarity, familiarity, and likability influence consumer behavior. Influencers frequently establish an emotional bond by taking their audiences into confidence or sharing their own opinions. This feeling of similarity encourages identification, leaving them more susceptible to the brand's messages.

The psychological mechanisms of influencer marketing can be better explained through social identity theory. By this theory, 'We are what we are because other people actively help us to find ourselves. Individuals who influence have been linked to particular ways of life and value systems. When influencers are endorsing a brand, the product brand becomes linked to the identity of the group, the consumer starts to think of the brand for his/her self-definition.

Influencer-audience relationships are further developed through the Theory of Parasocial Interaction. The term "parasocial relationship" was coined by Horton and Wohl in 1956. These refer to the one-sided relationships that audiences build with media personalities. Within the social media context, influencers create an illusion of personal interaction through direct communication and engagement. As a result of this perceived association, the influencer enhances their emotional connection to the audience, which increases trust.

VI. DATA ANALYTICS AND RESULTS

The present segment offers an analytical interpretation of the role of influencer marketing in building brand awareness and customer engagement. Because the study is theoretical in nature, the researchers have created a hypothetical dataset based on industry trends, earlier research, and reports on digital marketing to clearly demonstrate the impact.

6.1. Effectiveness of influencer marketing,

To understand the effectiveness of influencer marketing, responses are categorized into four major impact areas:

Impact Factor	Number of Responses	Percentage (%)
Increased Brand Awareness	40	40%
Improved Customer Engagement	30	30%
Higher Conversion/Purchase Intent	20	20%
No Significant Impact	10	10%
Total	100	100%

Impact factor

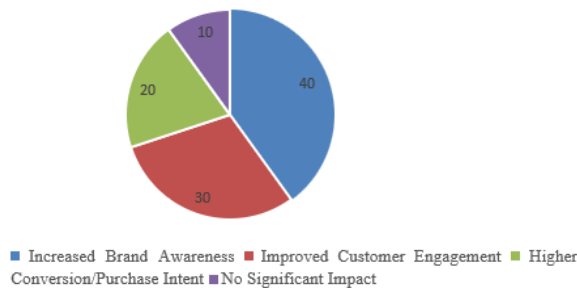


Fig 6.1 Effectiveness of influencer marketing

6.2. Detailed Interpretation

The analysis demonstrates that influencer marketing leads to significant brand-related outcomes.

Of the total responses, 40% claim influencer marketing helps in brand awareness. This indicates influencers are extremely efficacious in creating brand awareness and recall among consumer minds. The power to expose audiences more than once to the brand content reiteration helps to build brand recall.

The second largest segment accounts for 30%, indicating a key outcome on. Influencer marketing not only informs consumers but also engages them actively through interactions like likes, comments, shares, and discussions. Influencer content is generally more interactive, meaning it creates a stronger emotional link between the brand and audience.

About 20 percent of responses illustrate the influence of conversion or purchase intention. Although influencer marketing work best to boost awareness and engagement, it does help influence buying decisions as well. Yet, the lower percentage indicates that conversion is a secondary effect depending on a number of factors, like price, quality and trustworthiness of the product. A lesser portion, 10%, shows no effect which may have been the result of

influencer-brand mismatch, inauthenticity, or poor campaign execution. Recognition has now arrived that not every influencer marketing strategy works and therefore, careful planning is needed.

6.3. Overall Result Analysis

The overall results provide strong support for the alternative hypothesis (H1), which infers that influencer marketing has a big impact on brand awareness and consumer engagement. The nearly exclusive prevalence of awareness and engagement outcomes shows that influencer marketing is most effective at the top and middle of the consumer decision funnel.

Similarly, the influencer marketing study results hinge on influencer credibility, content quality, audience alignment, and campaign strategy. The insights that organizations like Moris Media, Nagpur can leverage for influencer campaigns are quite interesting.

VII. FINDINGS AND DISCUSSION.

Research into influencer marketing shows that it has the potential to shape consumer perceptions and brand-related outcomes. The study shows that brands can have associated marketing caused by influencer marketing which is effective method of marketing. According to the AIDA model, influencers grab our attention instantly and generate interest for a specific product offering through experiential content. Constant exposure to such content leads to brand recall. Thus, influencer marketing acts as a powerful tool in the awareness stage.

Another important finding is influencer marketing has a strong effect on customer engagement. According to Engagement Theory a more interactive communication creates better relations between brand and consumer. The interaction is boosted by influencers, who initiate discussions or reply to comments to invite participation through their great content. The two-way communication strengthens emotional bonding and consumer engagement with the brand.

According to the study, credibility of influencer is very important to make the marketing campaign effective. As per Source Credibility Theory, an influencer is someone who possesses expertise, genuineness and integrity which causes a consumer to trust and comply. When influencers are perceived as credible; when they

use a familiar tone and style, and when they create user-generated content, their endorsement could lead to higher engagement and favourable attitude towards the brand.

Additionally, the results underscore how social identity plays a role in influencer marketing. According to the Social Identity Theory, consumers prefer adopting the values, lifestyle and aspirations communicated by influencers. This alignment fosters a powerful psychological connection between customers and the brand, as the former considers the brand as part of themselves.

The research, however, notes some shortcomings of influencer marketing. Not every campaign sticks. The failure can be attributed to the lack of authenticity, mismatch between influencer and brand, over-commercialization of content, and more. Despite its popularity, influencer marketing also comes with its own set of challenges.

The findings suggest that the nature of influencer marketing is multidimensional, requiring the manipulation of cognitive and affective dimensions. By reach we mean how many followers does the influencer have. However, this does not only determine how effective an influencer is. It also depends upon the relationship and trust that they share with their audience.

VIII. RECOMMENDATIONS

On the basis of the theoretical analysis, several recommendations can be made to improve influencer marketing strategies.

Organizations need to select the influencers according to their brand values and target audience. The idea of source attractive and credibility indicates that what matters is the relevance and authenticity of the source rather than its popularity. Working with influencers that have a real relationship with their audience captures more engagement and trust.

In addition, the businesses' influencer marketing approach should be long-term. Relationship marketing theory highlights the advantage of establishing long-lasting relationships instead of merely running promotional campaigns in the short term. A longer engagement period with an influencer can build brand loyalty.

Integrate data analytics into influencer marketing strategies, another key recommendation. Through the

analysis of participatory metrics, audience demographics, and campaign performance organizations can streamline their strategies and improve effectiveness. The essence of digital marketing revolves around using data for decision-making.

Influencer Marketing Success Demands Authenticity in The Creator's Content and Messaging When content contains too much promotion or scripting, it reduces credibility and consumer perceptions. Influencer should be given creative freedom for naturally presenting your brand in a relatable manner. Further, enterprises should involve micro-influencers in their list of influencers. As per research, micro influences have more engagement rate due to their proximity to their followers. The strategy can help reach niche markets and enhance campaign effectiveness.

IX. FUTURE SCOPE

The present study being theoretical in nature gives us a conceptual understanding of influencer marketing. However, there are many options for further research on these findings.

Investigation in the future can propose data collection like survey and interview among the population to corroborate the results. If a KOL (Key Opinion Leaders) marketing strategy is effectively balancing both sides, it could impact customer promotion.

It is also possible to conduct comparative studies on influencer marketing strategies of different industries. For instance, influencer marketing may work better in the fashion industry than in the tech industry.

Future research could focus on emerging technologies like artificial intelligence and data analytics and how they are being used in influencer marketing. These technologies may impact the way influencer selection and campaign execution and measurement take place.

To study the long-term effects of influencer marketing on brand loyalty and customer retention, longitudinal studies can be conducted. Insights into the sustainability of influencer-driven strategies would be provided by such studies.

Moreover, the ethical considerations that have to do with influencer marketing like transparency, disclosures and consumer trust can also be talked about in future studies.

X. CONCLUSION

To sum up, influencer marketing has become an important digital marketing strategy these days. The research findings indicate that influencer marketing is an effective strategy for increasing brand awareness and customer engagement through the use of credible and relatable individuals, creating social influence.

The analysis of the theory demonstrates that influencer marketing has been backed by established theories such as Source Credibility Theory Social Identity Theory and AIDA model. These theories explain how influencer communication can shape consumer perceptions and trust, and encourage engagement.

According to the study, successful influencer marketing involves strategic implementation that includes choosing appropriate influencers while remaining authentic and in touch with brand value. Implementing a KPIs framework can greatly improve influencer marketing for organizations such as Moris Media, Nagpur.

Despite the benefits of Influencer Marketing, it also comes with hurdles that need to be managed. By recognizing these hurdles and combining them with theoretical evidence, organizations can maximize their marketing efforts.

Influencer marketing is a rapidly evolving and dynamic field with a significant potential and opportunity to create the future. Its capacity to establish valuable relationships with consumers makes it an important weapon of business in competition.

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