

"The Role of Micro-Influencers in Enhancing Digital Branding: A Study on the Impact of Authenticity and Trustworthiness on Consumer Engagement"

Rakesh Kumar Pandey¹, Dr. Supriya Goutam²

¹Research Scholar, Faculty of Commerce and Management, United
University Prayagraj, India

²Assistant Professor, Faculty of Commerce and Management, United
University Prayagraj, India,

Abstract

Digital branding has become an essential aspect of marketing in today's world, and influencer marketing has emerged as a powerful tool to enhance digital branding efforts. The purpose of this research is to investigate the impact of influencer marketing on digital branding and its effect on consumer perception and engagement. The research explores how influencer marketing can contribute to building a strong brand identity, create brand awareness, and enhance consumer engagement in the digital space.

The study uses a mixed-methods approach that combines both quantitative and qualitative data. A survey was conducted to collect quantitative data from a sample of consumers, while in-depth interviews with marketing professionals and influencers will provide qualitative insights into the topic. The survey was distributed online to a diverse group of consumers, who were asked to share their perceptions and experiences with influencer marketing and digital branding. The interviewees included marketing professionals and influencers who have experience in influencer marketing and have successfully built digital brands using this approach.

The research explores various factors that impact the success of influencer marketing campaigns in digital branding, such as the credibility and authenticity of the influencer, the relevance of the content to the brand, and the target audience. It also examines the role of social media platforms in digital branding and how influencers leverage these platforms to engage with their audience and build brand loyalty.

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The findings of this research will provide valuable insights for marketers, influencers, and brand managers who are looking to enhance their digital branding efforts through influencer marketing. The research will contribute to the growing body of literature on digital branding and influencer marketing and will help bridge the gap between theory and practice in this area.

Keywords: Consumer perception, consumer engagement, digital branding, influencer marketing, social media platforms