

# The Rise of Influencer Marketing in Indian Fashion: Communication Tactics and Consumer Engagement

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**Abstract:** *The rapid evolution of digital platforms and social media has fundamentally transformed marketing strategies within the Indian fashion industry. This paper examines the communication tactics employed by influencers and their impact on consumer engagement and purchasing decisions. Through a comprehensive analysis of influencer marketing dynamics, including content creation strategies, storytelling techniques, and interactive engagement methods such as polls and live sessions, this study elucidates how influencers foster authentic connections with consumers. The research further investigates the role of authenticity, relatability, and user-generated content in building brand loyalty. Key findings indicate that parasocial interactions, platform specifically Instagram, and perceived credibility significantly influence consumer behavior. The paper concludes with strategic recommendations for brands and influencers to navigate the evolving digital landscape of Indian fashion marketing.*

**Keywords:** Influencer marketing, consumer engagement, digital communication, Indian fashion

## I. INTRODUCTION

The evolution of marketing strategies within the Indian fashion industry has witnessed a significant transformation, largely propelled by the emergence of digital platforms and social media. This metamorphosis has facilitated a unique communication paradigm wherein influencers, characterized by their ability to connect with diverse audiences, play a pivotal role in shaping consumer perceptions and behaviors. Notably, influencer marketing transcends traditional advertising, fostering a more relatable and authentic engagement that resonates with consumers, particularly millennials and Generation Z. This demographic shift underscores the necessity for brands to recalibrate their outreach approaches, integrating targeted communication tactics that leverage influencers credibility and relatability. Such dynamics also raise critical questions regarding the efficacy of these marketing methods in fostering genuine consumer engagement and driving purchase decisions. As this phenomenon continues to expand in India, understanding its implications is essential for navigating the complexities of contemporary fashion marketing.

### A. Overview of Influencer Marketing in the Global Context

The landscape of influencer marketing has transformed significantly, evolving from mere celebrity endorsements to a multifaceted global phenomenon that leverages digital platforms for authentic engagement. In various cultural contexts, consumers now display a growing affinity toward brands that utilize relatable figures, such as micro-influencers, who embody community values and foster genuine connections. This shift is particularly pronounced among younger demographics, where platforms like Instagram play a pivotal role in shaping brand perception and purchasing behavior. For instance, research indicates that Indian youth are particularly responsive to influencer marketing strategies that incorporate vivid visual content and highlight social causes, reinforcing contemporary brand narratives that resonate on a personal level (cite1). In this milieu, the introduction of emojis in advertising and sponsorship disclosures has



emerged as a novel communication tactic, highlighting the need for compliance and consumer clarity in influencer practices (cite2). Such adaptations underscore the intricate interplay between global marketing trends and localized consumer behaviors, setting the stage for innovative strategies in the realm of Indian fashion.

**B. Significance of the Indian Fashion Industry**

The evolution of the Indian fashion industry has played a pivotal role in shaping contemporary consumer engagement strategies. With a rich tapestry of cultural diversity and historical significance, Indian fashion merges traditional craftsmanship with modern design, making it a focal point in global markets. As the industry embraces digitalization, the adoption of influencer marketing has emerged as a crucial communication tactic, enhancing brand visibility and consumer interaction. Influencers, particularly on platforms like Instagram, serve as trusted mediators, leveraging their credibility to shape consumer purchase behavior through personalized storytelling and authentic endorsements. This is particularly evident as studies reveal that dimensions such as credibility and social interaction significantly impact consumers intentions to purchase fashion-related products (Arifin et al., 2023)(R.A.S.D.Rathnayake et al., 2023). Consequently, the burgeoning presence of influencers not only drives sales but also enriches the narrative of Indian fashion, fostering a dynamic dialogue between brands and consumers within the digital landscape.

**TABLE I: INDIAN FASHION MARKET GROWTH TRENDS**

Year	Market Size (Billion USD)	Growth Rate (%)	Online Fashion Market Share (%)
2021	60	8	25
2022	65	8.3	30
2023	70	7.7	35

**C. Objectives of the Research and Key Questions**

Given the rapid evolution of influencer marketing within the Indian fashion landscape, this research aims to elucidate its intricacies and implications. Foremost, the study seeks to analyze the communication tactics employed by influencers, discerning which methods are most effective in driving consumer engagement. Specifically, it will explore key questions including how influencers establish credibility and trust among their followers and the extent to which this relationship impacts consumers' purchasing decisions. As outlined in prior research, a clear understanding of the influencers blogging patterns and their causal relationship with consumer behavior is essential for advancing marketing strategies in this domain (Ta et al., 2018). Additionally, this investigation will address the ethical considerations surrounding influencer marketing practices, promoting a balanced perspective on its influence on consumer culture. By synthesizing these elements, the study aims to contribute valuable insights for brands and marketers aiming to adapt to this dynamic industry (Soares et al., 2024).

**II. THE EVOLUTION OF INFLUENCER MARKETING IN INDIA**

The landscape of influencer marketing in India has undergone a remarkable transformation, driven by technological advancements and shifts in consumer behavior. Initially dominated by celebrity endorsements, the industry witnessed the emergence of micro and macro-influencers, who appeal to niche markets and engage with audiences on a more personal level. This evolution is particularly significant within the fashion sector, where influencers now serve as key communicators of brand narratives, leveraging platforms such as Instagram and YouTube to foster greater consumer connections. The growing emphasis on authenticity and relatability has led brands to prioritize collaborations with influencers who resonate with their target demographics, creating campaigns that align with contemporary consumer values and aspirations. As such, the intersection of social media dynamics and influencer credibility has redefined traditional marketing strategies, facilitating enhanced consumer engagement and fostering loyalty in a rapidly evolving market environment.



### ***A. Historical Context of Marketing in Indian Fashion***

The evolution of marketing within the Indian fashion industry serves as a fascinating reflection of broader socio-economic changes. Historically, traditional modes of marketing relied heavily on word-of-mouth dissemination and localized practices, with artisans and weavers promoting their crafts at community fairs and through familial ties. With the economic liberalization of the 1990s, a substantial shift occurred; consumerism blossomed as Western brands entered the market, prompting a transformation in marketing tactics. The advent of print media and television advertising facilitated a new narrative that emphasized brand identity and aspirational lifestyles, reshaping consumer engagement (Riachi et al., 2023). These developments laid the groundwork for the digital revolution, which significantly affected communication tactics in an age dominated by social media platforms. Today, the rise of influencer marketing exemplifies this trajectory, as brands leverage digital ambassadors to create authentic connections with consumers and drive engagement in an increasingly competitive landscape (Chatty et al., 2024). This historical context is crucial for understanding the contemporary dynamics of consumer behavior in Indian fashion.

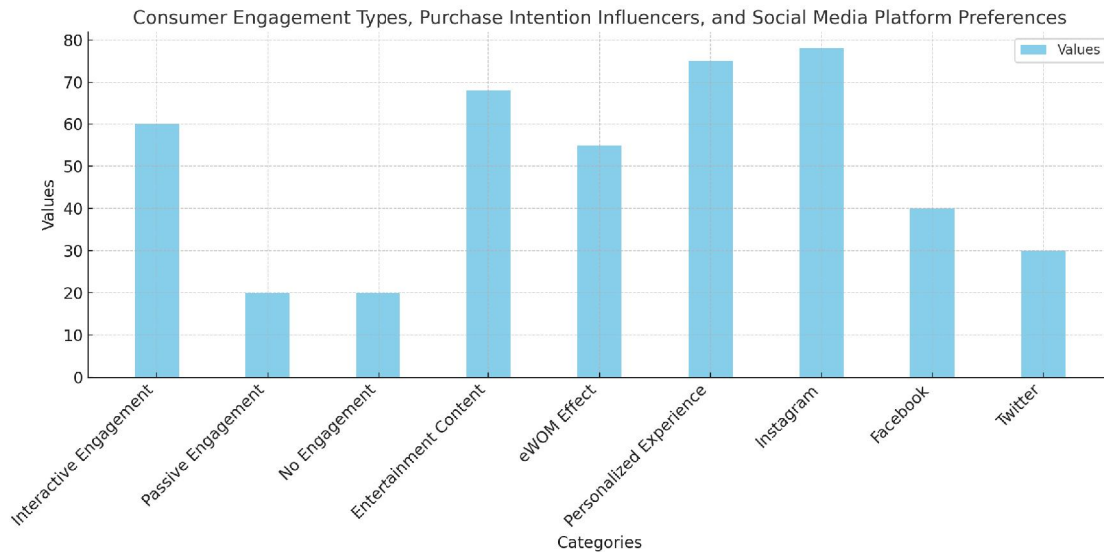
### ***B. Emergence of Social Media Platforms***

In recent years, the rapid evolution of social media platforms has redefined marketing strategies across various industries, notably within the Indian fashion sector. These platforms serve as critical arenas for influencers to cultivate relationships with their audiences, thereby enhancing brand visibility and consumer trust. The interaction between influencers and followers is built on perceived authenticity, which social media uniquely facilitates, allowing for real-time engagement and personalization. As a result, brands are increasingly leveraging the intricate networks formed on platforms like Instagram and Facebook to launch targeted campaigns that resonate with distinct consumer demographics. This shift has led to significant changes in communication tactics, as evidenced by initiatives like Reserved for Zadar, which illustrate how tailored online marketing can drive traffic and engagement in a competitive landscape. Consequently, the blending of influencer marketing and social media dynamics plays a pivotal role in shaping consumer behavior and expectations in the Indian fashion industry.

### ***C. Transition from Traditional to Digital Influencer Marketing***

With the evolution of technology and the shift in consumer behavior, the marketing landscape has undergone a substantial transformation, particularly in the realm of influencer marketing. Traditional marketing methods relied heavily on one-way communication channels, where brands broadcasted messages to passive audiences, often resulting in limited consumer engagement. In contrast, the rise of digital influencer marketing has fostered an interactive, bidirectional dialogue between brands and consumers. This transition enables influencers to create relatable content that resonates with their followers, thereby enhancing brand authenticity and trustworthiness (Dominique-Ferreira et al., 2023). As a vital aspect of digital strategy, influencers engage in meaningful interactions, transforming passive consumers into active participants in brand narratives. Furthermore, this shift is particularly evident in the Indian fashion industry, where influencers leverage social media platforms to reach target demographics effectively, leading to increased consumer engagement and loyalty (Soares et al., 2024). Consequently, understanding this dynamic is critical for brands seeking to navigate the complexities of modern consumer influence.





**Fig. 2. Insights into influencer marketing engagement levels, brand collaborations, and consumer preferences.**

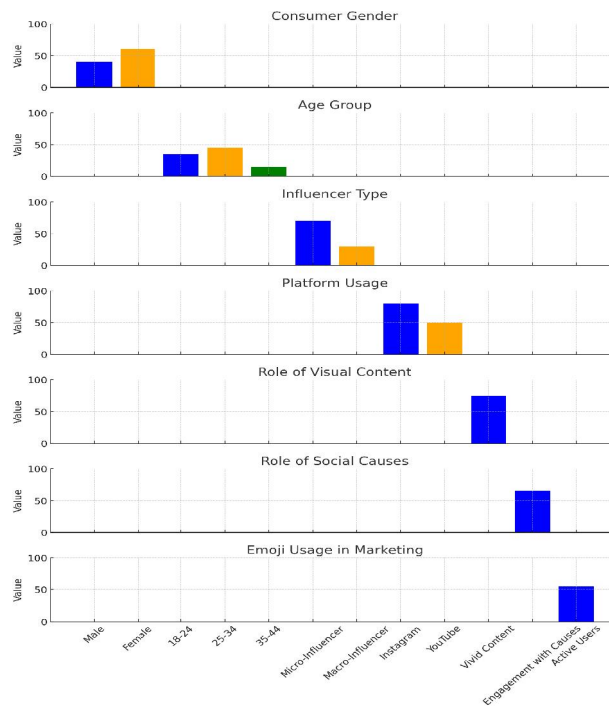
### III. COMMUNICATION TACTICS EMPLOYED BY INFLUENCERS

The increasing penetration of social media in India has transformed the fashion marketing landscape, compelling influencers to adopt sophisticated communication tactics that enhance consumer engagement. To foster deeper connections, influencers frequently leverage strategies such as storytelling and authentic self-representation, which resonate with their audiences aspirational identities. For instance, the concept of parasocial interactions, wherein consumers form one-sided emotional ties with influencers, significantly drives purchase intentions ((Chumley et al., 2024)). By employing relatable narratives and visually appealing content, influencers not only capture attention but also build trust, facilitating a robust consumer-influencer relationship. Furthermore, metrics such as source credibility and informative value are vital as they directly influence consumer perceptions and responses, ultimately shaping their engagement levels. Thus, the strategic use of communication tactics by influencers is critical in navigating the competitive Indian fashion market, fostering both brand loyalty and consumer interaction.

#### A. Content Creation Strategies and Aesthetic Appeal

The burgeoning landscape of influencer marketing within the Indian fashion sector is intrinsically linked to the sophisticated interplay between content creation strategies and aesthetic appeal. Influencers adopt meticulously crafted narratives that reflect not only their personal style but also resonate with their followers' aspirations and cultural paradigms. Research suggests that aesthetic engagement is imperative in influencing consumer perceptions and interactions, as visual content significantly impacts online purchasing behavior. This is augmented by the strategic selection of platforms, where influencers curate their feeds to enhance visual storytelling, thereby increasing brand visibility and consumer trust. Moreover, the essence of aesthetic appeal transcends mere visual allure; it encapsulates the authenticity that followers seek, crafting a parasocial bond that enhances engagement and loyalty. The fluidity with which influencers navigate these elements underscores their critical role in shaping consumer engagement in a market characterized by rapid digital transformation (Yogesh K. Dwivedi et al., 2023).





**Fig. 3. Illustration of marketing and social media influence.**

### ***B. Use of Storytelling and Personal Branding***

Emerging in the backdrop of a rapidly digitalizing marketplace, the influence of storytelling combined with personal branding emerges as a pivotal strategy in shaping consumer perceptions and driving engagement within Indian fashion influencer marketing. This approach resonates particularly well with audiences seeking not just products but authentic narratives that reflect their values and aspirations. According to recent findings, consumers increasingly favor brands that integrate emotional and relatable storytelling as part of their marketing strategies, facilitating deeper connections. Furthermore, successful influencers utilize personal branding to cultivate an image that is both aspirational and approachable, enhancing relatability and trust. This blend of narrative and individual identity fosters a space where followers feel personally connected to influencers and their endorsed brands. In the Indian fashion context, employing these tactics not only enhances brand visibility but also effectively engages a diverse consumer base, ultimately influencing purchase intentions.

### ***C. Engagement Techniques: Polls, Q&A, and Live Sessions***

In the digital landscape of influencer marketing, the strategic incorporation of engagement techniques such as polls, Q&A sessions, and live broadcasts becomes paramount for fostering meaningful connections with consumers. These interactive methods not only stimulate immediate feedback but also create a sense of community among followers, thus amplifying the overall engagement rate. For instance, by conducting live sessions, influencers can address real-time queries while simultaneously showcasing products, cultivating an authentic rapport with their audience. The effectiveness of these techniques is particularly evident in the Indian fashion context, where consumers seek personalized experiences and relatable interactions with brands. Studies have shown that employing such interactive strategies enhances consumer trust and loyalty, ultimately driving purchasing decisions. By utilizing these engagement techniques, influencers successfully navigate the competitive fashion market, transforming casual viewers into dedicated consumers.



#### **IV. CONSUMER ENGAGEMENT AND BEHAVIORAL IMPACT**

The burgeoning realm of influencer marketing in India has triggered profound shifts in consumer engagement paradigms, fueling significant behavioral impacts among target audiences. Influencers, by virtue of their crafted personas and perceived authenticity, foster parasocial relationships with their followers, which, as indicated by research, are pivotal in shaping purchase intentions (Chumley et al., 2024). These relationships are further nurtured through interactive engagements on platforms like Instagram, where consumers can connect with influencers through comments and likes, amplifying the perceived similarities and attractiveness of the influencers. Additionally, social media marketing strategies, characterized by entertainment, personalization, and eWOM (electronic word-of-mouth), have been shown to significantly influence consumer purchasing intentions in the cosmetics sector, with entertainment emerging as a particularly powerful motivator (Arifin et al., 2023). Consequently, as consumers become increasingly engaged with influencers, their purchasing behaviors are reshaped, highlighting the critical nexus between consumer engagement and behavioral outcomes in the Indian fashion landscape.

##### ***A. Influence of Authenticity and Relatability on Consumer Trust***

The burgeoning landscape of influencer marketing within the Indian fashion sector underscores the criticality of authenticity and relatability in fostering consumer trust. As consumers increasingly gravitate towards influencers who reflect genuine lifestyles and shared values, the intricate relationship between perceived authenticity and trust emerges as a pivotal determinant in purchase intentions. Research demonstrates that authenticity enhances brand loyalty by creating a parasocial relationship, wherein followers feel an emotional connection akin to personal relationships with the influencer (Chumley et al., 2024). An exemplary case is Djerf Avenue, which successfully integrates emotional branding strategies that resonate with consumers values, emphasizing community, sustainability, and ethical production (Costa et al., 2024). The effectiveness of these strategies is further amplified through relatable communication tactics, allowing influencers to embody the very essence of the brands they promote. Consequently, this interplay of authenticity and relatability significantly shapes consumer engagement and decision-making processes in the contemporary digital marketplace.

##### ***B. The Role of User-Generated Content in Brand Loyalty***

The increasing prevalence of user-generated content (UGC) significantly influences brand loyalty, particularly within the context of influencer marketing in the Indian fashion sector. By allowing consumers to share their experiences and opinions, UGC fosters a sense of community and trust, essential factors in nurturing brand allegiance. This phenomenon is amplified by the rise of social media platforms, where influencers curate relatable narratives that resonate with their followers, encouraging them to engage with brands on a more personal level (Chumley et al., 2024). Moreover, the authenticity associated with UGC serves to humanize brands, making them more approachable and relatable in a competitive market saturated with promotional content. Such connection becomes critical in the Indian fashion landscape, where the interplay between traditional values and modern consumerism shapes perceptions. As tech-savvy audiences increasingly rely on peer recommendations, UGC not only reinforces consumer engagement but also solidifies long-term brand loyalty in this dynamic sector.

##### ***C. Metrics for Measuring Consumer Engagement and Success***

As the nexus between consumers and brands increasingly shifts to digital platforms, understanding the dynamics of influencer marketing becomes paramount. Metrics for measuring consumer engagement are essential in evaluating the efficacy of influencer campaigns within the Indian fashion landscape. Key indicators such as engagement rates, comprised of likes, shares, comments, and overall interaction, serve as primary benchmarks for success in this domain. A study highlighted that attributes like trustworthiness, content quality, and authenticity significantly influence consumer perceptions of influencers, suggesting that these aspects should be quantitatively assessed to gauge engagement effectively (Rodrigues et al., 2023). Additionally, the complexity of value generation within influencer



business models necessitates the consideration of qualitative metrics, such as audience sentiment and brand alignment, to capture the nuanced effects of influencer strategies on consumer behavior (Zabel et al., 2021). Thus, a comprehensive approach incorporating both quantitative and qualitative indicators is crucial to fully understand consumer engagement in Indian fashion influencer marketing.

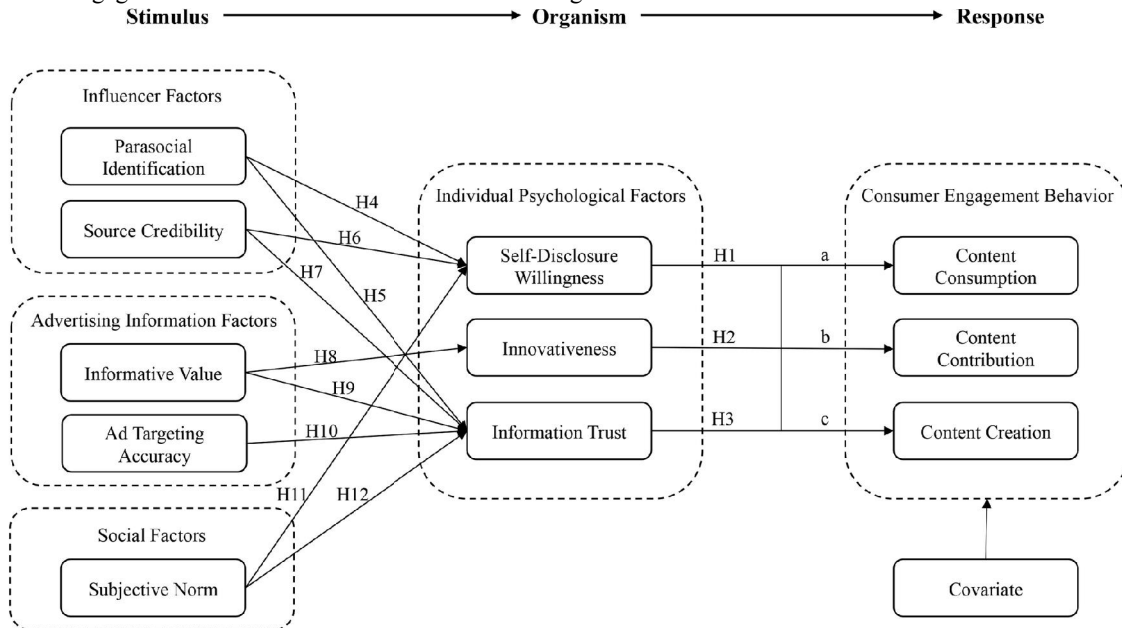


Fig. 4. Consumer engagement types, purchase intention influencers, and social media platform preferences.

TABLE II: METRICS FOR CONSUMER ENGAGEMENT IN INFLUENCER MARKETING

Metric	Average Value	Source
Engagement Rate (%)	3.6	HypeAuditor, 2023
Click-Through Rate (CTR)	1.5	Influencer Marketing Hub, 2023
Cost per Engagement (CPE in \$)	0.12	Influencer Marketing Hub, 2023
Return on Investment (ROI)	6.5	Influencer Marketing Institute, 2023
Brand Awareness Increase (%)	27	Statista, 2023
Audience Growth Rate (%)	15.2	Hootsuite, 2023

### V. CONCLUSION

The increasing prevalence of influencer marketing within the Indian fashion industry signifies a transformative shift in consumer engagement strategies. As brands harness the power of influencers to bridge the gap between online and offline interactions, the impact on consumer behavior becomes increasingly evident. This integration fosters a unique environment where fashion brands can leverage relatable personas to enhance brand credibility and consumer trust, ultimately driving purchasing decisions. Notably, the synergy between influencer attributes, such as credibility and interactivity, and their implications on consumer attitudes underscores the need for brands to carefully select their influencers to align with their target demographics. Furthermore, the intricate relationships within the communication framework reveal that consumers are not merely passive recipients of marketing messages; rather, they actively engage with content that resonates with their values and lifestyles. In conclusion, navigating the complexities of influencer



marketing is essential for brands aiming to cultivate a loyal consumer base and sustain competitive advantage in the burgeoning Indian fashion market.

#### ***A. Summary of Key Findings***

The examination of influencer marketing strategies within the Indian fashion industry reveals several key findings that elucidate the intricate dynamics between influencers and consumer engagement. Notably, the cultivation of parasocial interactions emerges as a pivotal element, where perceived similarities, attractiveness, and authenticity of influencers significantly enhance consumer trust and drive purchase intentions (Chumley et al., 2024). Furthermore, the analysis demonstrates that distinct platforms, particularly Instagram, serve as fertile ground for implementing effective influencer marketing campaigns, elevating brand visibility while fostering genuine connections with the audience (Bilicic et al., 2024). The strategic use of influencers not only amplifies marketing reach but also underscores the necessity of tailoring communication tactics to resonate with consumers socio-cultural contexts. Ultimately, these insights crucially inform stakeholders within the Indian fashion sector, suggesting a sophisticated approach to leveraging influencer partnerships as a means to foster deeper consumer engagement and loyalty. The implications of these findings significantly contribute to understanding the ongoing transformation of marketing paradigms in a rapidly evolving digital landscape.

#### ***B. Implications for Future Marketing Strategies in Indian Fashion***

The contemporary landscape of Indian fashion marketing is undergoing significant transformation, largely propelled by advancements in digital communication and the influential power of social media personalities. As brands increasingly leverage influencer marketing, understanding the underpinnings of parasocial interactions becomes crucial for future strategies. Research indicates that perceived authenticity and social attractiveness of influencers significantly enhance consumer engagement, which can, in turn, elevate purchase intentions (Chumley et al., 2024). For Indian fashion marketers, it is imperative to curate campaigns that foster genuine connections between influencers and their audience, capitalizing on the psychological factors that drive consumer behavior. Furthermore, the case study examining the impact of online campaigns, such as #ReservedforZadar, underscores the effectiveness of targeted influencer collaboration in cultivating brand resonance (Bilicic et al., 2024). Future marketing strategies should prioritize data-driven decision-making to identify emerging influencer trends and consumer preferences, thereby maintaining relevancy in a competitive marketplace.

#### ***C. Recommendations for Brands and Influencers in the Evolving Landscape***

In navigating the rapidly evolving landscape of influencer marketing, brands and influencers must adopt a strategic approach to stay relevant and effectively engage the consumer base. It is imperative for brands to partner with influencers whose values and aesthetics align closely with their own, thereby enhancing authenticity and fostering a sense of community among followers. Brands should also prioritize transparency in their collaborations, disclosing partnerships to cultivate trust with consumers, an aspect that has become increasingly significant in the age of information. Furthermore, the integration of data analytics into influencer marketing strategies allows for targeted campaigns that resonate with specific demographics, particularly in the diverse Indian market. It is essential for influencers to continuously evolve their content strategies, leveraging emerging platforms and trends to maintain consumer interest. Together, these approaches will not only enhance consumer engagement but will also solidify the influencers credibility within the fashion ecosystem.





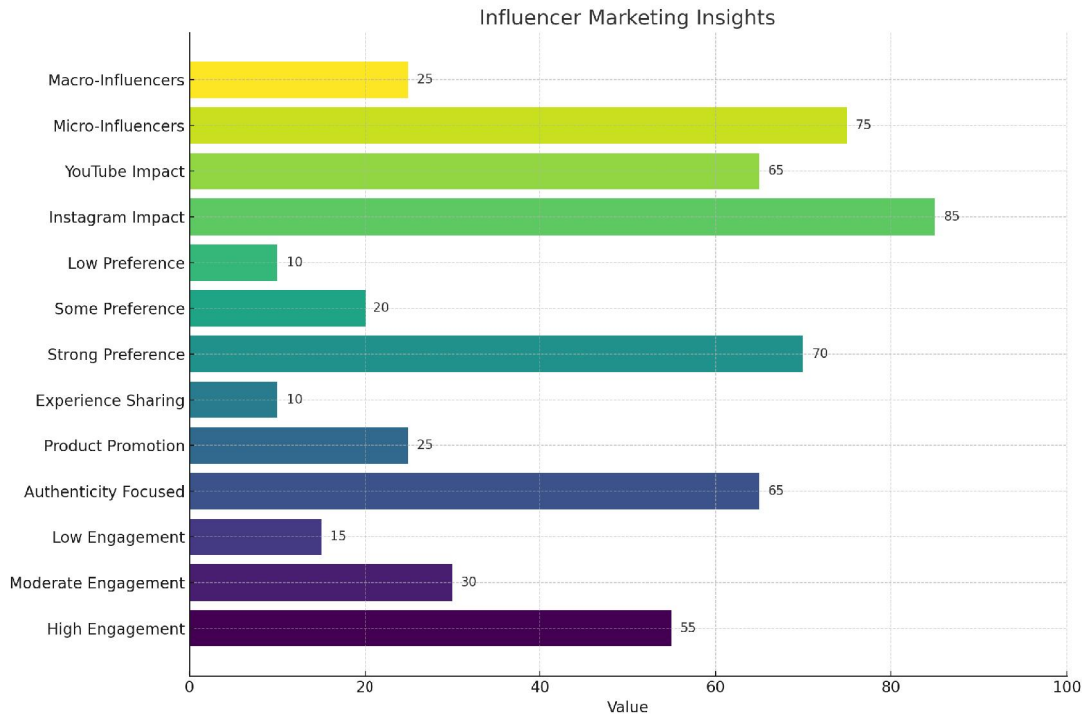


Fig. 5. Conceptual framework of influencer and psychological factors affecting consumer engagement.

TABLE III: INFLUENCER MARKETING RECOMMENDATIONS FOR BRANDS AND INFLUENCERS

Recommendation	Details
Engage in Authentic Collaborations	Brands should partner with influencers whose values align with their own, fostering genuine connections.
Utilize Data Analytics	Employ analytics to track engagement metrics and refine strategies based on audience responses.
Diversify Influencer Partnerships	Work with influencers across various tiers (micro, macro, mega) to reach different audience segments.
Focus on Storytelling	Encourage influencers to create narrative-driven content that resonates emotionally with consumers.
Embrace New Platforms	Stay updated on emerging social media platforms and trends to adapt marketing efforts accordingly.
Foster Long-term Relationships	Build lasting partnerships with influencers to create a consistent brand presence and loyalty.

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