

**DETERMINANTS OF INSTAGRAM INFLUENCERS' IMPACT ON YOUTH'S
BRAND ENGAGEMENT: SPECIAL REFERENCE TO CLOTHING BRANDS IN
WESTERN PROVINCE**

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ABSTRACT

In the digital age, Instagram has emerged as a powerful platform for influencer marketing, particularly among young people. This study investigates the determinants of Instagram influencers' impact on brand engagement among youth, specifically focusing on clothing brands in the Western Province of Sri Lanka. This study aims to identify the main determinants affecting the effectiveness of Instagram influencers and how they influence contemporary consumer trends. A quantitative research approach examines variables, such as influencer credibility, interactivity, fairness, and reputation. Data were collected from 384 respondents through online and offline surveys and analyzed using SPSS software. According to the findings, influencer reputation ($\beta = 0.301$, $p < 0.001$) is the strongest determinant of brand engagement, followed by influencer fairness ($\beta = 0.160$) and interactivity ($\beta = 0.126$), whereas credibility showed no significant effect. These results offer valuable implications for both theoretical understanding and practical application in influencer marketing. Although the findings provide valuable insights for clothing brands to enhance their Instagram engagement strategies, the scope is limited to the Western Province. Future research could explore other regions and industries to generalize the results and provide a broader understanding of influencer marketing dynamics.

Keywords: Brand engagement, instagram, instagram influencers, influencer marketing, social media