

# **Impact of Influencer Marketing on Brand Engagement of Youth towards Fashion Brands in Sri Lanka: Special Reference to Western Province**

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Emerging of the Digital Marketing era, Influencer Marketing owns a vital role in digital advertising and observed that most digital marketing agencies use Influencer Marketing as a strategy to create Brand Engagement. So, this study's main purpose is to investigate the "Impact of Influencer Marketing on Brand Engagement of Youth towards Fashion Brands in Sri Lanka". Hence, Influencer Marketing and Brand Engagement are independent & dependent variables. The researcher has studied & summarized the empirical findings regarding influencer marketing, brand engagement, youth, and fashion brands. As the study was quantitative in nature, it has employed structured questionnaires to gather primary data from the sample, which was identified through a non-probabilistic, convenience sampling technique. And this study has adopted a descriptive analysis and conducted a deductive approach. Hypotheses were developed for the direct relationships between Influencer Marketing determinants, namely Influencer Credibility, Influencer Similarity, Influencer Familiarity, Meaning Transfer, and Brand Engagement were statistically supported in the present study. Then the main study results are reported and analyzed using SPSS 26.0 statistical packages. By exploring the Impact of Influencer Marketing on Brand Engagement, it has been statistically proven that Influencer Marketing has a significant positive relationship with brand engagement.

**Keywords:** *Brand Engagement, Fashion Brands, Influencer Marketing, Youth*