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How Brands opt Social Media Influencers for Influencer Marketing on Instagram: A Study on Sri Lankan Beauty & Personal Care Brands

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ABSTRACT

Prominent studies revealed that building the right relationship with the right social media influencer is one of the biggest challenges in influencer marketing. This study mainly aimed at exploring how Sri Lankan beauty and personal care brands opt social media influencers for their influencer marketing campaigns on Instagram. To fulfill the purpose of the study, the study adopted qualitative research approach based on semi-structured interviews to collect responses. The respondents were the personnel responsible for supervising influencer marketing campaigns of beauty and personal care brands in Sri Lanka. The study adopted thematic analysis to perform the analysis of the study and revealed that Sri Lankan beauty and personal care brands opt social media (Instagram) influencers based on top four "REAL" qualities, namely: Relatedness, Engagement, Authenticity and Loyalty. Moreover, researchers discovered the main reasons for choosing social media influencers by Sri Lankan beauty and personal care brands. In addition, study found that the same brands were not much interested in checking the demographic details when selecting social media influencers.

Keywords: *Influencer Marketing, Instagram, Social Media, Social Media Influencer*