

ROLE OF SOCIAL MEDIA INFLUENCER IN PRODUCT MARKETING: A CASE STUDY OF HANDMADE SME'S VENDOR PRODUCTS IN IRAQ

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ABSTRACT

The technological advancement is growing rapidly in the contemporary era of digitalization or industrialization. It has brought multiple revolutionary changes which has significant implications for mankind. Social media marketing is one of the most significant inventions of digitalization. It is achieving the attention of researchers in multiple perspectives. So, the present study aims to assess the role of the social media influencer in product advertising and accounting. In the current practical investigation, case research of Iraq is presented. In order to determine the factors affecting the social media influencer and product advertising, quantitative approach has been utilized. The results of the investigation reveal that the social media influencers have been emerged as a role model for the social media users which provides them guidance for online marketing. The findings also demonstrate that social media influencers provide the brand with valuable customers for the long time. The limitation of the study provides the future researchers to extend the scope of research by investigating these factors in Iraq.

KEYWORDS: *Social Media, Prices, Product Marketing, Social Media Influencer*