



Volume 13, Issue 2, March, 2026, p. 1-25

**Article Information**

***Article Type:*** Research Article

***This article was checked by iThenticate.***

***Doi Number:*** <http://dx.doi.org/10.17121/ressjournal.3726>

**ArticleHistory:**

**Received**

23/01/2026

**Accept**

29/03/2026

**Available**

**online**

30/03/2026

**FROM TRADITIONAL WORD-OF-MOUTH TO DIGITAL  
AUTHORITY: THE CONCEPTUAL JOURNEY OF INFLUENCER  
MARKETING LITERATURE**  
GELENEKSEL AĞIZDAN AĞIZA İLETİŞİMDEN DİJİTAL  
OTORİTEYE: INFLUENCER PAZARLAMA LİTERATÜRÜNÜN  
KAVRAMSAL YOLCULUĞU

**Resul Öztürk<sup>1</sup>**  
**Naime Babilis<sup>2</sup>**

**Abstract**

This study analyzes the evolution, intellectual structure, and thematic trends of influencer marketing literature using a large-scale dataset spanning 1983–2025 and a bibliometric approach. The analysis of 8,370 articles from the Web of Science database shows that the field is dynamic and rapidly maturing, with an annual growth rate of 10.76%. The findings reveal that the literature gained significant momentum after 2016 and expanded globally, driven particularly by publications from China and the United States. Co-citation network analysis indicates that the field's intellectual foundation is built on classical approaches such as Ohanian's (1990) source credibility framework, alongside recent work by De Veirman et al. (2017) and Lou and Yuan (2019) on influencer–follower engagement. Thematic mapping results show that credibility, brand, and impact are the motor (engine) themes driving the literature. In contrast, traditional word-of-mouth (WOM)–centered discussions have given way to more measurable and outcome-oriented digital strategies. The study explains how influencer marketing bridges the gap between platform ecologies and persuasion mechanisms and highlights how emerging phenomena such as artificial intelligence, virtual influencers, and social commerce are transforming research questions. Overall, the study provides a reference framework that consolidates the theoretical body of knowledge and proposes a holistic research agenda for future studies, including causal mechanism testing and cross-platform comparative analyses.

**Keywords:** Influencer Marketing, Virtual Influencers, Social Media Influencer Marketing, Bibliometric Analysis.

<sup>1</sup> Assoc. Prof. Dr., Selçuk University, Department of International Trade and Finance, [resul.ozturk@selcuk.edu.tr](mailto:resul.ozturk@selcuk.edu.tr), <https://orcid.org/0000-0003-1493-7315>

<sup>2</sup> Student of Master, Selçuk University, Department of International Trade and Finance, [naimebabilis98@gmail.com](mailto:naimebabilis98@gmail.com), <https://orcid.org/0009-0005-5822-8758>

### Özet

Bu çalışma, 1983-2025 yılları arasını kapsayan geniş ölçekli bir veri seti ve bibliyometrik bir yaklaşım kullanarak influencer pazarlama literatürünün evrimini, entelektüel yapısını ve tematik eğilimlerini analiz etmektedir. Web of Science veritabanından alınan 8.370 makalenin analizi, bu alanın dinamik ve hızla olgunlaşmakta olduğunu ve yıllık büyüme oranının %10,76 olduğunu göstermektedir. Bulgular, literatürün 2016'dan sonra önemli bir ivme kazandığını ve özellikle Çin ve Amerika Birleşik Devletleri'nden yapılan yayınların etkisiyle küresel olarak genişlediğini ortaya koymaktadır. Ortak atıf ağı analizi, bu alanın entelektüel temelini Ohanian'ın (1990) kaynak güvenilirliği çerçevesi gibi klasik yaklaşımların yanı sıra De Veirman vd. (2017) ve Lou ve Yuan (2019) gibi influencer-takipçi etkileşimi üzerine yapılan son çalışmaların klasik yaklaşımlar üzerine kurulduğunu göstermektedir. Tematik haritalama sonuçları, güvenilirlik, marka ve etkinin literatürü yönlendiren motor temalar olduğunu gösterirken, geleneksel ağızdan ağıza (WOM) odaklı tartışmaların yerini daha ölçülebilir ve sonuç odaklı dijital stratejilere bıraktığını ortaya koymaktadır. Çalışma, influencer pazarlamasının platform ekolojileri ile ikna mekanizmaları arasındaki boşluğu nasıl doldurduğunu açıklamakta ve yapay zeka, sanal influencerlar ve sosyal ticaret gibi yeni ortaya çıkan fenomenlerin araştırma sorularını nasıl dönüştürdüğünü vurgulamaktadır. Genel olarak, çalışma teorik bilgi birikimini birleştiren bir referans çerçevesi sunarak, nedensel mekanizma testleri ve platformlar arası karşılaştırmalı analizler dahil olmak üzere gelecekteki çalışmalar için bütünsel bir araştırma gündemi önermektedir.

**Anahtar Kelimeler:** Influencer Pazarlama, Sanal Influencerlar, Sosyal Medya Influencer Pazarlama, Etkileyici Pazarlama, Bibliyometrik Analiz.

## INTRODUCTION

As digital marketing practices rapidly evolve, so do the sources of voice and authority that shape consumers' purchasing decisions. For many consumers today, product discovery, evaluation, and purchase are increasingly influenced by content encountered in social media feeds rather than by television commercials or firm-generated brand messages (Belanche et al., 2021). Positioned at the center of this transformation, influencer marketing has emerged as a next-generation marketing approach that enables brands to build more personal, interactive, and relational communication with target audiences. In the broader social media ecosystem, influencer marketing has become a strategic growth area by creating persuasion dynamics grounded in trust, authenticity, and ongoing interaction (Ye et al., 2021). This growth is also reflected in industry indicators. According to Business Insider Intelligence forecasts drawing on Mediakix data, the influencer marketing industry was expected to reach \$15 billion in 2022, up from \$8 billion in 2019, and businesses were estimated to generate an average return of \$5.20 for every \$1 invested. As social media's reach has expanded, marketers have increasingly sought to leverage large user communities, positioning influencer marketing as a cornerstone of many brands' digital strategies (Aldlimi et al., 2025; Zheng et al., 2024; Li et al., 2025; Shi et al., 2024). Consistent with its growing popularity and widespread adoption as a dominant marketing strategy (Aldlimi et al., 2025; Ye et al., 2021), the global influencer marketing market is projected to exceed \$44 billion in 2025 and to reach \$56 billion by 2029 (Srivastava et al., 2024).

As an important form of digital marketing, influencer marketing involves collaborations with influencers or social media users who can exert strong influence over their followers (Hermawan, 2020). Social media platforms have facilitated the rise of influencers who can shape their followers' (peer consumers') purchasing habits and enable user-initiated commercial activities (Wu et al., 2022). The scale of the digital ecosystem further amplifies this impact. According

to January 2023 data, approximately 5.16 billion people worldwide use the internet, representing 64.4% of the global population. Similarly, 4.76 billion social media users account for 59.4% of the global population (Petrosyan, 2023). In this environment, social media has contributed to the transformation of consumption habits by offering consumers new ways to find, evaluate, and choose products and services (Kamaldeep, 2021; Leung et al., 2022; Kayan, 2024; Koay & Lim, 2025). Lou and Yuan (2019) emphasize that mass media such as television, radio, and newspapers are no longer the dominant sources from which consumers obtain information; instead, consumers increasingly prefer social media or virtual communities for information sharing and relationship building. These channels have become the primary platforms through which social media influencers (SMIs) can effectively build influence via relationships. Accordingly, these developments have accelerated the rise of social media as an important advertising medium that enables brands to reach consumers via the internet (Beichert et al., 2021; Chavda & Chauhan, 2024). Lou and Yuan (2019) further argue that the most critical elements in influencer marketing are the relationship between the consumer and the SMI and the credibility of influencers. However, the literature suggests that although knowledge about the influence of influencer marketing on consumer behavior is expanding, limitations remain in explaining how source credibility affects consumers' attitudes, purchase intentions, and actual purchase behaviors in contexts beyond traditional media (Cheikh et al., 2021; Durmaz et al., 2023). Moreover, while influencer marketing is considered an effective tactic for acquiring new or potential customers, its effectiveness and long-term outcomes for experienced (existing) customers remain open to debate (Piriyakul & Piriyakul, 2021). Therefore, marketers increasingly use narrative techniques as a benchmark for analyzing and selecting influencers, focusing on content and structure to assess which influencer content aligns best with the advertising campaign and brand image (Nicolas et al., 2020; Zhou et al., 2024). Many companies also prefer influencers for their ability to communicate brand messages in a more authentic and personal manner; influencers are expected to provide recommendations without exaggeration, shape product/service choices by maintaining follower trust, and strengthen brand associations (Özdemir Çakır, 2022).

This rapid expansion of the academic literature on influencer marketing has also increased the number of bibliometric studies examining the field's intellectual structure (Abhishek & Srivastava, 2021; Ye et al., 2021; Pick & Sarstedt, 2022; Tanwar & Chaudhry, 2022; Bahar, 2023; Özgür, 2024; Sarkar, 2024; Pushparaj et al., 2025; Okay, 2025). However, most existing bibliometric reviews concentrate primarily on the post-2010 growth period, offering limited discussion of the field's earlier conceptual foundations and the processes through which influencer marketing emerged and matured. Today, influencer marketing is not only a growing research domain but also a dynamic ecosystem that is rapidly reconfiguring at the intersection of the platform economy, social commerce, and data-driven marketing practices. Moreover, in the post-2020 period, developments such as the rise of the TikTok ecosystem, live-streaming commerce, the acceleration of social commerce, and AI-driven content production/optimization—along with virtual influencers—are transforming both practice and the academic question set in influencer marketing (Bansal et al., 2024; Pilelienė & Bogoyavlenska, 2025; Vila-López et al., 2025). Yet, some existing studies are either not broad enough to capture these ruptures or treat them as isolated sub-literatures rather than situate them within the field's holistic evolution. As a result, it remains difficult to answer, simultaneously, where the influencer marketing literature has come from and where it is heading.

This study aims to address this gap. By analyzing influencer marketing literature through a bibliometric approach using a large dataset spanning 1983–2025, the study evaluates not only the field's structural map but also its historical development trajectory, periods of acceleration, and contemporary paradigm shifts. Accordingly, the study seeks to identify the field's core themes and propose a conceptual framework to guide future research. In particular, while examining the role of key mechanisms—such as trust, authenticity, and engagement—in shaping brand image and consumer behavior, the study also highlights still-open research areas, including the effectiveness of influencer marketing for existing customers, its long-term impacts across sectors, and the ways influencer selection and narrative strategies vary under different contextual conditions. In doing so, the study offers both scholarship and practice a more holistic and forward-looking research agenda for influencer marketing.

### CONCEPTUAL FRAMEWORK

Influencer marketing can be framed as a multi-layered communication architecture that operates through influence, trust, and interaction, thereby redefining how brands engage their target audiences in the digital age. The term influencer is defined in the Oxford Dictionary as a person or element capable of shaping the thoughts and behaviors of others—an individual who can guide potential consumers by recommending a product or service, particularly through social media (Chandler & Munday, 2016). This definition underscores that influencers are not merely intermediary actors who provide visibility; rather, they function as social agents who shape consumer perceptions, attitudes, and behaviors in digital contexts (Bakker, 2018). Accordingly, influencer marketing is widely viewed as a dynamic form of digital marketing in which brands build visibility and trust by collaborating with individuals who wield substantial influence on social networks. Because its impact is largely generated through perceived authenticity and the emotional bond between the influencer and their followers, influencer marketing can have particularly strong effects on younger generations socialized in digital environments (De Veirman et al., 2017). The persuasive logic of the concept rests on the capacity of influence to shape the course of people, objects, or events; operationally, this logic is realized by identifying individuals who can affect prospective buyers and organizing marketing activities around them. Thus, while influencer marketing aligns with a trusted advisor approach, it can also be understood as a strategy that adapts a persuasion structure to the digital ecosystem—akin to traditional celebrity-endorsed advertising that promotes brands through popularity and public appeal (Lin, Jan, & Chuang, 2019). In the literature, influencer marketing is conceptualized as a marketing practice that leverages the influence of highly followed online users to shape consumer attitudes and decision-making in favor of brands or ideas (Femenia-Serra & Gretzel, 2019, p. 65). Practically, this perspective is reflected in how companies increasingly position influencers as complementary to other marketing activities, given that influencers' credibility, attractiveness, and perceived similarity to their followers tend to enhance brand awareness and strengthen brand equity (Jiménez-Castillo & Sánchez-Fernández, 2019). In this study, the conceptual framework does not reduce the impact of influencer marketing to the question of who is delivering the message?, rather, it examines influencer marketing within the interaction space produced by the source (influencer), the message (content), the receiver (follower), and the context (platform and product category). This approach seeks to explain the conditions under which influencer marketing is strengthened and the mechanisms through which it triggers processes from attitude to purchase by integrating the

determinants discussed in the literature into a single, coherent flow. Accordingly, the following discussion theoretically grounds the key components and channels of influence in influencer marketing while integrally linking the empirical findings that support these channels.

Influencer marketing is grounded in actors within the social media ecosystem who connect with their followers. Individuals with the power to influence others range from celebrities to micro-influencers, and the primary purpose of influencer marketing is to disseminate company messages credibly through these individuals, who enjoy high levels of trust among their followers (Cooley & Parks-Yancy, 2019). Influencers' sincere and authentic communication with their followers encourages followers to engage with their content, and such engagement becomes an accelerator of the persuasion process. In this respect, categorizing influencers by follower scale is not merely a descriptive distinction but also a strategic selection framework aligned with campaign objectives. Whereas celebrity influencers are distinguished by recognition outside social media, mega influencers reach extremely large audiences—1 million or more followers—and carry a form of celebrity status within social media (Campbell & Farrell, 2020). Although this mass reach facilitates collaborations with large brands, it may also strengthen consumers' tendency to adopt these influencers as role models; research confirms that followers idealize the images created by influencers (Lowe-Calverley & Grieve, 2021). Macro influencers have between 100,000 and fewer than 1 million followers and may be perceived by followers as socially desirable and more approachable (Van Reijmersdal et al., 2020; Berne-Manero & Marzo-Navarro, 2020). Micro influencers typically have approximately 10,000–100,000 followers and can build more intimate relationships, often concentrated within a specific niche audience; they may be described as instafamous, referring to ordinary people who have gained popularity through Instagram (Boerman, 2020; Campbell & Farrell, 2020; Ryding et al., 2023). Nano influencers, by contrast, have a limited audience of fewer than 10,000 followers, and their followers are mostly friends and acquaintances; therefore, they are positioned at an early stage of the influencer hierarchy (Campbell & Farrell, 2020). However, the literature emphasizes that influencer impact is driven not only by follower counts but also by perceptions of trust and personal communication (Djafarova & Rushworth, 2017; De Veirman et al., 2017). In this context, micro influencers may be more effective in product promotion due to more sincere, trust-based follower relationships, and they have been reported to run more successful campaigns with higher interaction rates (Cheung et al., 2021; Abreu, 2019). Therefore, rather than assuming a one-way linear relationship between reach and engagement in influencer marketing, it is necessary to adopt a perspective that accounts for the nature of the relationship established with followers and the contextual conditions under which trust is generated, as perceived source credibility directly shapes message processing and the cognitive pathways leading to purchase decisions.

The content dimension constitutes a critical threshold for influencer marketing outcomes such as intention and behavior. At the meta-analytic level, findings suggest that the strongest predictors of purchase intentions are the informational and hedonic value of the post, whereas the influencer's communication style and level of communicativeness are more dominant predictors of actual purchase behavior (Pan et al., 2025). This divergence implies that content design is more critical for generating interest and intention, whereas influencer communication is more critical for generating conversion and purchase. Indeed, in the process of analyzing and selecting influencers, marketers may use narrative techniques as criteria for content and structure, thereby helping determine which influencer

content aligns more closely with the advertising campaign and brand image (Nicolas et al., 2023; Zhou et al., 2024). In this respect, the primary reason brands prefer influencers becomes clear: influencers are expected to communicate the brand in a more authentic and personal manner, maintain follower trust by offering recommendations without exaggeration, and contribute to brand building by creating positive associations in consumers' minds (Febriyantoro, 2024). Thus, content becomes not merely a carrier of the message but also a persuasion field in which trust, authenticity, and congruence are embodied in the consumer's mind.

The persuasive power of influencer marketing is realized through psychological and cognitive mechanisms that determine how consumers evaluate the message (Vaidya & Karnawat, 2023). The TEARS approach highlights credibility, expertise, attractiveness, respect, and similarity as key indicators of influencer marketing effectiveness; this framework helps explain why source credibility plays a strong role in shaping consumer attitudes and behaviors. This perspective is supported by findings showing that trust in influencers and perceived expertise shape consumer decisions in the e-commerce context (Hasan et al., 2024). In addition, the importance of influencer credibility, attractiveness, and expertise—as well as product-influencer identity fit and targeted demographics—in influencing consumer decisions has been emphasized (Arora et al., 2020). Similarly, influencer-brand fit suggests that alignment between influencer characteristics and brand image plays an important role in shaping consumers' perceptions and purchase behavior (Yang & Ha, 2021; Wang et al., 2022). Together, these results indicate that influencer marketing is not solely about content production; it also depends on source quality, the degree of alignment with the brand, and consumers' trust-based evaluations.

In explaining influencer impact, the literature increasingly focuses on consumer decision-making processes and links persuasion dynamics to micro-level psychological mechanisms. Elements such as social comparison, parasocial interaction, identification with the influencer, persuasive communication styles, and decision rules are discussed as key channels explaining how consumers process influencer content and how they make decisions. In this regard, Chopra et al. (2021) combined qualitative thematic analysis with structural equation modeling and showed that influencers play important roles in shaping perceptions of product attractiveness and heuristic reasoning processes in consumers' purchase judgments. This finding is important because it demonstrates that persuasion in influencer marketing operates not only through rational information processing but also through rapid evaluations, identification, and relationship-based perceptions. Within this framework, credibility and rapport are understood to generate not only direct effects but also to accelerate the formation of consumer attitudes and intentions by strengthening parasocial bonding and identification processes.

Platform context is a key factor that can strengthen or weaken the impact of influencer marketing, as the technical and interactional architecture of platforms determines how content is consumed and how quickly consumer reactions translate into behavior. In contexts where live streaming and short-video formats are prominent—such as TikTok Shop—live streaming and influencer marketing activities have been shown to strongly influence consumer behavior, particularly when the content is attractive, credible, and interactive (Irrawati & Isa, 2025). According to these findings, short videos and live broadcasts that enable two-way communication enhance viewers' perceptions of trust and interest through real-time product demonstrations and an authentic narrative style; this effect is transmitted to actual purchase behavior via increased purchase intention, which

is shown to function as a mediating variable (Irrawati & Isa, 2025). In other words, the more attractive and interactive TikTok content is, the more likely consumers are to form purchase intentions, which, in turn, encourage concrete purchase decisions (Yardımcı, 2024). This context aligns with arguments suggesting that the effectiveness of influencer marketing is largely shaped by perceived content authenticity, emotional engagement, and interaction quality.

Overall, this body of literature indicates that influencer marketing produces multidimensional outcomes—such as attitude, engagement, purchase intention, and purchase behavior—that are shaped by the simultaneous influence of influencer type and quality, content/narrative design, consumers' trust- and identification-based evaluations, and platform context. However, the rapid expansion of the field also contributes to a fragmented view of studies across topic clusters, conceptual concentrations, and shifting research agendas over time. Therefore, in the following section, a bibliometric analysis is adopted to present the historical development, intellectual structure, thematic clusters, and emerging research trends of the influencer marketing literature holistically. In doing so, the study aims to map dispersed findings and develop a systematic framework to guide future research.

### RESEARCH METHODOLOGY

This is a quantitative study that examines academic production in the field of influencer marketing using a bibliometric analysis approach. Bibliometric methods are widely used to systematically reveal publication performance (productivity, impact, collaboration), conceptual structure (keyword clusters, thematic concentrations), and developmental trends over time within a given field (Donthu et al., 2021). In this context, the study aims to make visible the historical development, the dynamics of intellectual production, and the thematic evolution of influencer marketing literature. The data were obtained from the Web of Science (WoS) database. WoS was selected because it provides strong interdisciplinary coverage of peer-reviewed journals, is widely used in bibliometric research, and offers an indexing infrastructure that supports consistent filtering using standardized criteria. The search covered the period 1983–2025 and was conducted using Topic Search in the WoS advanced search interface. Accordingly, the search phrase was constructed in the TS field to capture the influencer marketing phenomenon using both conceptual core terms and platform-based actor nomenclature. The search string combined two main logical components: (i) terms representing the influencer/creator ecosystem (“influencer marketing,” influencer\*, “social media influencer\*,” “digital influencer\*,” “online influencer\*,” “internet celebrity,” “social media celebrity,” “content creator\*,” “video creator\*,” vlogger\*, blogger\*, youtuber\*, tiktok\*, instagrammer\*, streamer\*, “creator economy,” “key opinion leader\*,” KOL, “opinion leader\*,” “brand ambassador\*,” “celebrity endorsement\*,” endorser\*, etc.) and (ii) terms representing the marketing communication context (marketing, advertis\*, branding, “brand communication,” promotion\*, campaign\*, “social media marketing,” “digital marketing,” WOM/eWOM, “electronic word of mouth,” “sponsored content,” “sponsored post\*,” “paid partnership\*,” “branded content,” “native advertis\*,” “advertising disclosure,” disclosure, “#ad,” “#sponsored,” etc.). In addition, a sub-logical expression in which influencer/creator terms are mentioned together with social media platforms (Instagram, TikTok, YouTube, “social media,” Facebook, Twitter/X, Snapchat, Twitch) was incorporated into the search string to include platform-based studies. In this way, the string was expanded to capture both the core “influencer marketing” literature and the evolving use of the concept across adjacent domains (content producers, KOL, celebrity endorsement).

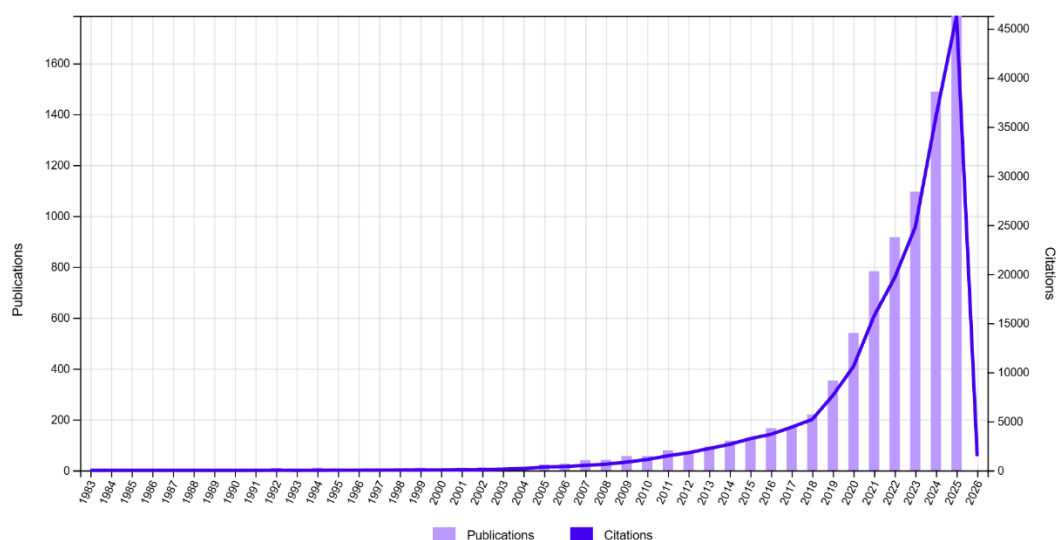
Bibliometric data were subjected to a multi-stage screening and filtering process aligned with PRISMA 2020 reporting principles, and the procedure was reported in parallel with the identification–selection–eligibility–inclusion logic (Page et al., 2021). In the first stage, a total of 10,485 records were retrieved from WoS. In the second stage, a document-type filter was applied to enhance analytical integrity and comparability; the dataset was reduced to 8,799 records by retaining only article publications. In the third stage, the language filter was applied to include only English-language publications, yielding a final analytical sample of 8,370 records. This filtering logic aims to interpret structural indicators of the field (citation, collaboration, keyword structure) more consistently by homogenizing the sample in terms of document type and language in bibliometric analyses (Donthu et al., 2021; Page et al., 2021). While keeping the search string broad helps capture accumulated work published under different nomenclatures, it also entails a risk of retrieving studies on content production, broader phenomena, or celebrity culture that fall outside a marketing communication focus. For this reason, publications were assessed for relevance based on whether they addressed influencer marketing in the context of digital consumer engagement, brand communication, advertising, eWOM, and campaign management; studies with a weak relationship to the marketing context were excluded. Thus, the final dataset comprised studies that position the influencer phenomenon squarely within marketing communication and consumer behavior. The analyses were conducted in RStudio using biblioshiny, the web interface of the bibliometrix package (Aria & Cuccurullo, 2017). The analytical process was designed at two levels. At the first level, descriptive bibliometric statistics—including publication trends by year, the most prolific authors, the most influential sources and countries, and key citation indicators—were generated to provide an overall profile of the field. At the second level, the intellectual, social, and conceptual/thematic structure of the influencer marketing literature was examined using scientific mapping techniques (Zupic & Čater, 2015; Donthu et al., 2021). Citation and co-citation analyses were used to make the intellectual structure visible, identifying the knowledge bases around which the field clusters and the studies that play constitutive or bridging roles. To examine the social structure, co-authorship networks at the author, institutional, and country levels were analyzed, and the role of collaboration patterns in shaping productivity and knowledge circulation was evaluated. To reveal the conceptual and thematic structure, co-word analysis was applied; thematic clusters were identified based on co-occurrence patterns of author keywords and index keywords, and evolutionary trends were traced by examining the visibility of these clusters over time (Zupic & Čater, 2015; Donthu et al., 2021). This methodological design enables a holistic mapping of the rapidly expanding, increasingly sub-themed influencer marketing literature within a reproducible, transparent bibliometric framework (Aria & Cuccurullo, 2017; Page et al., 2021).

This methodological framework is designed to answer the following research question: What is the distribution of the conceptual evolution, key dimensions, and theoretical frameworks underlying the influencer marketing literature, and how are these dynamics related to individual and organizational outcomes? Accordingly, performance analysis reveals dynamics of productivity and influence, while scientific mapping—through co-citation, co-authorship, and co-word analyses—reveals the intellectual, social, and conceptual organization of the literature (Zupic & Čater, 2015; Donthu et al., 2021). In this way, the influencer marketing literature is systematically mapped through a transparent, biblioshiny-based bibliometric methodology aligned with PRISMA principles, and the field's conceptual transformation and thematic orientations—as well as the research agenda emerging from these orientations in relation to consumer behavior and

brand outcomes—are holistically assessed (Aria & Cuccurullo, 2017; Page et al., 2021).

## FINDINGS

The dataset on influencer marketing literature covers the period 1983–2026 and comprises 8,370 documents published across 2,318 different sources. The annual growth rate is 10.76%. The average age of the documents is 4.62 years, and the average number of citations per document is 22.9. The dataset includes a total of 288,205 references. Keyword indicators include Authors' Keywords (DE) = 18,239 and Keywords Plus (ID) = 6,156. The total number of authors is 20,589; 1,129 authors contributed single-authored documents, and the number of single-authored documents is 1,280. The average number of co-authors per document is 3.38, and the international co-authorship rate is 26.26%. Regarding document types, the dataset contains 7,586 articles, 617 early access items, 116 article–book chapters, 44 article–proceedings papers, and 2 article–data papers. In addition, there are 2 “expressions of concern” and 3 “retracted publications.” Annual publication and citation trends for the field are presented in Figure 1.

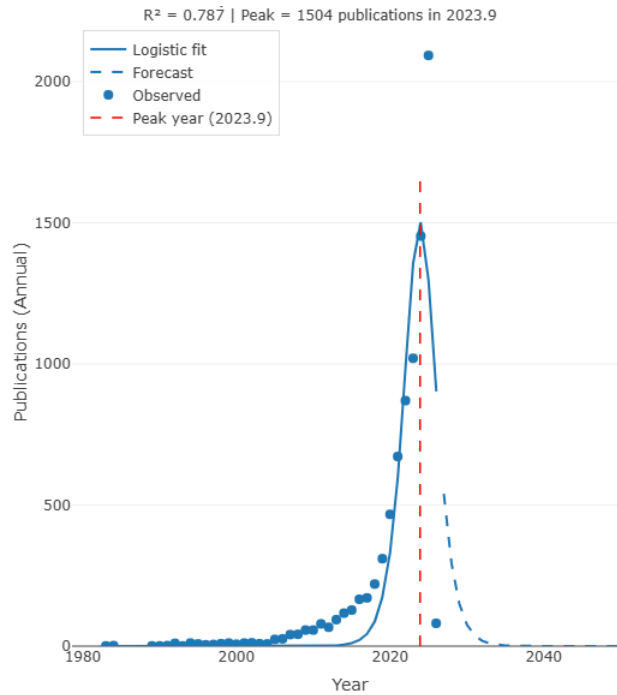


**Figure 1.** Annual Publication and Citation Numbers

Figure 1 illustrates how publication output (columns) and citation volume (line; right axis) have evolved in tandem over time in the influencer marketing field. The results indicate that scholarly production remained limited until the late 2000s, whereas the number of publications increased sharply—particularly after 2016—substantially enhancing the field’s visibility. The citation curve closely mirrors the upward trajectory in publications, yet rises more steeply, suggesting that the field’s expansion is not merely quantitative but also reflected in growing scholarly impact and recognition. The pronounced surges observed in recent years further indicate that influencer marketing research has entered a phase of rapid expansion and mainstream consolidation.

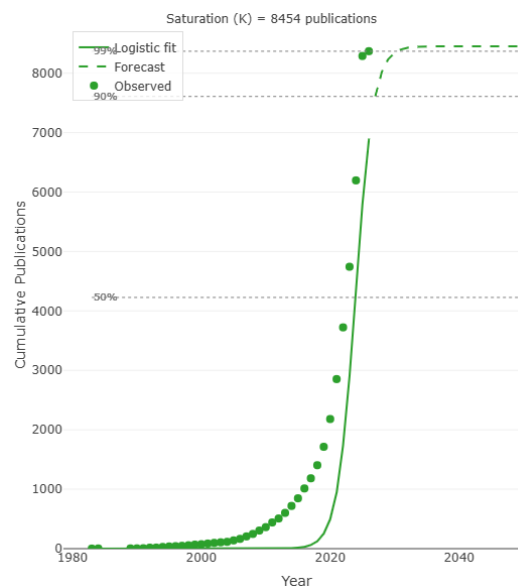
### Conceptual Structure of the Field

Bibliometric analysis of the conceptual structure of influencer marketing literature is given below.



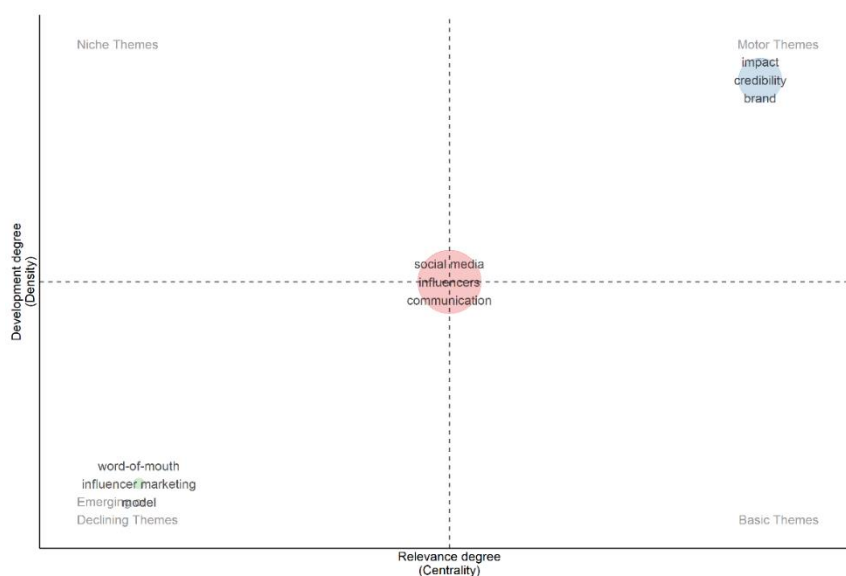
**Figure 2.** Life Cycle-Annual Publication

Figure 2 illustrates the growth dynamics of the influencer marketing literature by combining annual publication counts with the projection derived from a logistic growth curve. While the observed data indicate a marked acceleration—particularly after 2018—the logistic fit suggests that the field is approaching a saturation/maturation threshold, with publication output peaking around 2023.9 at approximately 1,504 publications ( $R^2 = 0.787$ ). The dashed projection curve indicates that growth may decelerate after this turning point, followed by a gradual decline. However, the high volatility and the presence of outliers in recent years, together with potential database coverage differences and indexation lags, require cautious interpretation of these estimates—especially those surrounding the peak year.



**Figure 3.** Cumulative Growth Curve

Figure 3 presents the cumulative publication growth curve of the influencer marketing literature together with the logistic growth model fitted to this trajectory. The observed cumulative values indicate that the field has entered a phase of rapid expansion, characterized by limited accumulation until the late 2010s and a pronounced acceleration thereafter—particularly throughout the 2020s. The logistic fit predicts that cumulative production will converge toward a long-run saturation level of approximately  $K = 8,454$  publications. Moreover, the 50% and 90% thresholds suggest that the literature has been reaching critical mass within a relatively short interval, indicating that a transition to the maturation/saturation phase is likely imminent.



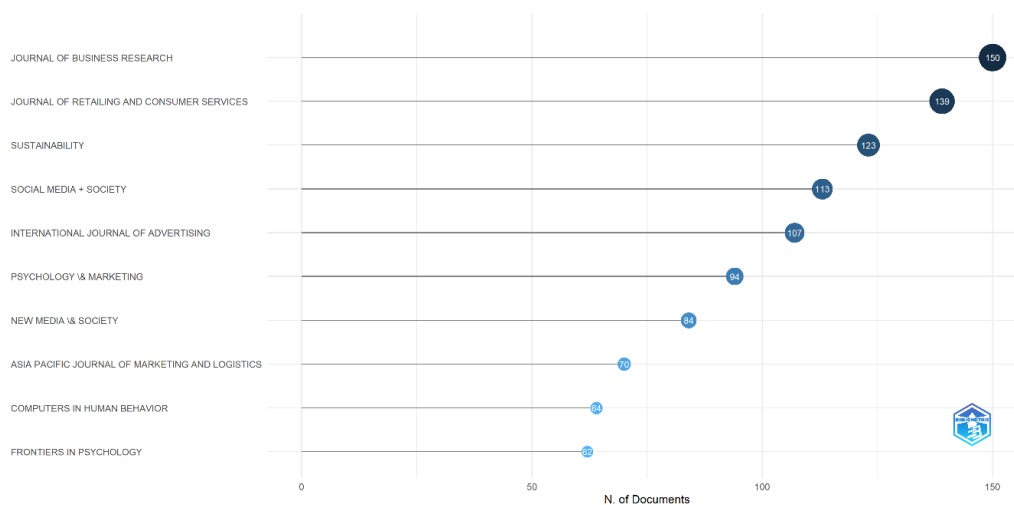
**Figure 4.** Thematic Map

Figure 4 presents a thematic map of the influencer marketing literature, positioning themes along the axes of centrality (i.e., a theme’s central role in the field) and density (i.e., the theme’s internal development and maturity). The placement of the “impact–credibility–brand” cluster in the upper-right quadrant indicates that it functions as a motor theme with both high centrality and high density. Accordingly, it represents a core focal area that drives theoretical and empirical production in the literature, contributes to the field’s coherence, and strongly shapes the research agenda. By contrast, the location of the “social media–influencers–influencers–communication” cluster near the axes and close to the center suggests that this framework—representing the field’s conceptual backbone—continues to serve as a widely referenced anchor. However, relative to the motor themes, it shows more limited within-theme deepening and retains a more general, overarching character. The “word-of-mouth–influencer marketing” cluster, positioned in the lower-left quadrant, corresponds to the category of emerging or declining themes, characterized by low centrality and low density. This pattern suggests that WOM/eWOM-oriented perspectives have either been redefined and integrated into other themes as underlying mechanisms or shifted to a comparatively secondary position within the mainstream research trajectory. Overall, Figure 4 indicates that the center of gravity in influencer marketing research has moved from broader platform- and communication-based discussions toward the credibility–brand–impact axis, which generates more measurable outcomes, and that thematic priorities have been reorganized accordingly as the field has matured.





Figure 7 shows the co-citation network of influencer marketing literature, with node sizes reflecting the frequency with which references are co-cited within the field (intellectual influence) and links reflecting the extent to which studies are co-cited (knowledge flow). The division of the network structure into three distinct clusters reveals that the intellectual base of the literature is organized along three main veins of knowledge. The red cluster represents the current core literature of influencer marketing; the centrality of studies such as De Veirman et al. (2017) and Lou & Yuan (2019) shows that the field is shaped by the nature of the influencer-follower relationship, content strategies and consumer reactions (attitude, engagement, purchase intention). The visibility of Djafarova & Rushworth (2017) and similar references in the same cluster indicates that micro mechanisms such as credibility, authenticity and parasocial interaction constitute the main reference set in explaining influencer influence. The blue cluster shows the more "classical" theoretical and methodological backbone from which influencer marketing research is fed, with the Ohanian (1990) node being one of the most dominant centers, suggesting that the source credibility approach is still a foundational framework for the field. The older, foundational references in this cluster show the systematic articulation of influencer work with well-established advertising/marketing theories such as persuasion, attitude formation and communication effects. The green cluster indicates a measurement and method-based intellectual core. The Fornell & Larcker (1981)-centered structure suggests that psychometric and modeling standards such as PLS-SEM/scale validity (convergent-divergent validity) constitute a densely shared reference pool in the literature. This finding implies that a significant proportion of the growing body of quantitative studies in the field of influencer marketing draws on a common measurement/validation tradition. The dense cross-linkages between clusters suggest that the influencer marketing literature is not only based on current studies within the field, but also has a multi-layered knowledge structure that integrates (i) classic advertising theories based on source credibility and persuasion (blue cluster) and (ii) quantitative modeling and measurement validation standards (green cluster) into current influencer research (red cluster). In general, the co-citation network reveals that the theoretical foundation of the field is rooted in "source credibility", while the current core debates are rapidly expanding through the influencer-follower relationship and content/interaction mechanisms, and that this expansion is supported by a strong methodological/measurement backbone.



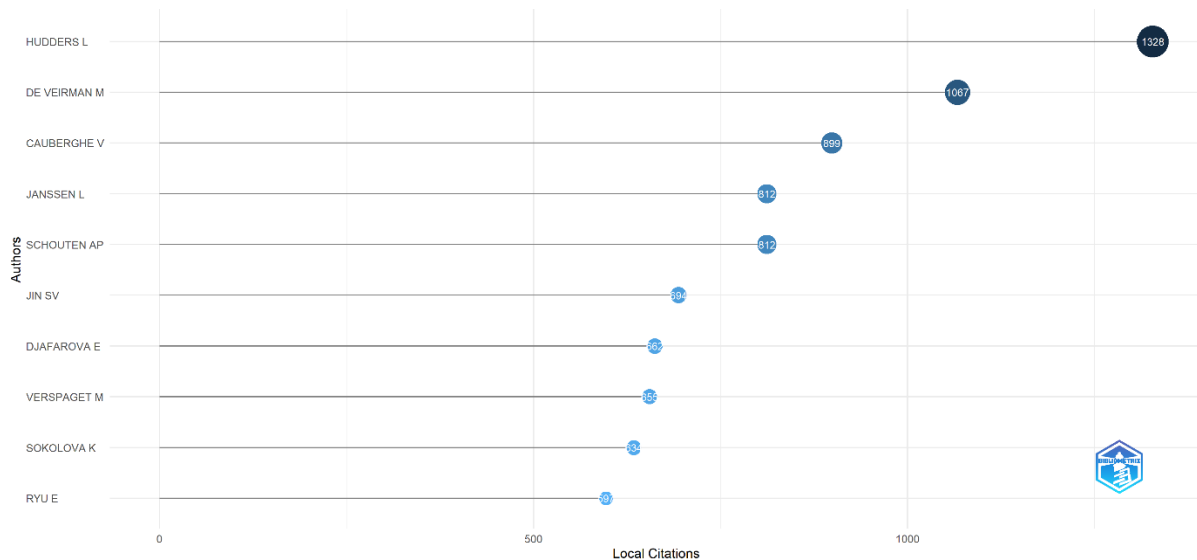
**Figure 8.** Most Related Journals



limited number of journals at the top of the curve carry a large portion of the field with high article production, whereas in the later part of the curve, a large number of journals form a long tail structure with a low number of publications. This distribution reveals that influencer marketing research is institutionalized within a core cluster of journals, and that the mainstream knowledge production of the literature is concentrated in these sources. While the journals in the core (e.g. Journal of Business Research, Journal of Retailing and Consumer Services, Sustainability, Social Media + Society, International Journal of Advertising, Psychology & Marketing, New Media & Society, Computers in Human Behavior, etc.) play a central role in terms of both publication volume and visibility of the field, the large pool of journals outside the core diversifies the literature with more subject-specific, interdisciplinary and context-specific contributions. Overall, the figure shows that knowledge production in the field of influencer marketing exhibits a typical Bradford distribution, with few highly productive sources and many low productive sources, reflecting both institutionalization and interdisciplinary diffusion during the field's maturation.

### Social Structure of the Field

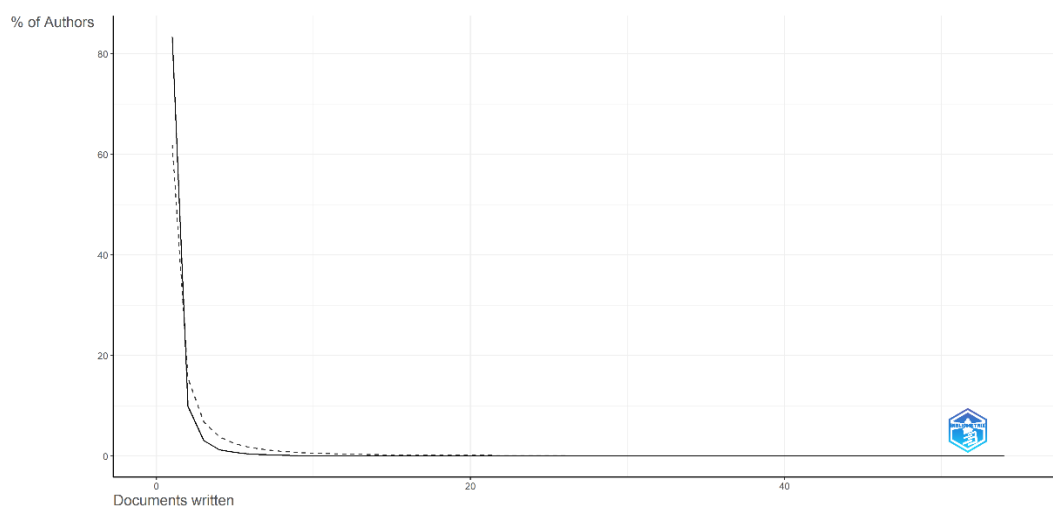
Bibliometric analysis of the social structure of the influencer marketing field is presented below.



**Figure 10.** Most Influential Authors by Number of Local Citations

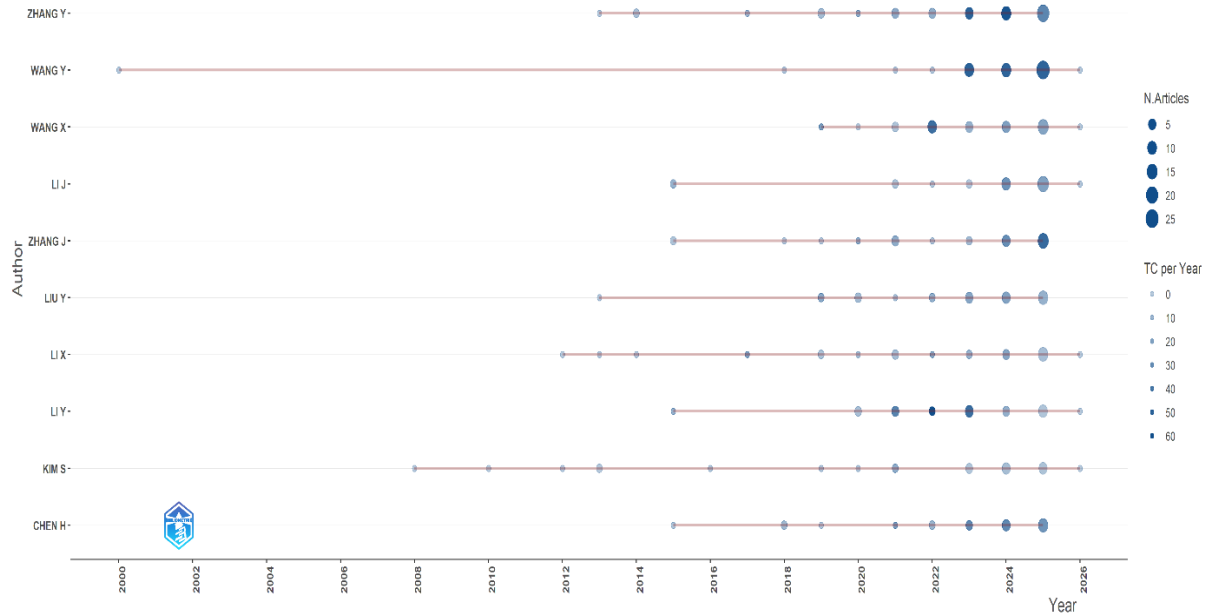
Figure 10 shows the authors with the highest local citations (i.e., citations within the analyzed 1983-2025 WoS corpus) in the influencer marketing dataset. The findings reveal that the intellectual backbone of the field is concentrated in a core group of authors: Hudders L is positioned as the strongest knowledge node in the literature, with the highest number of local citations (n=1328), followed by De Veirman M (n=1067). This is followed by Cauberghe V (n=899) and Janssen L and Schouten AP (n=812 each), indicating that influencer marketing research is progressing through an institutionalized reference set, especially along the axes of consumer reactions, persuasion mechanisms, influencer characteristics, and brand outcomes. The visibility of authors such as Jin SV (n=694), Djafarova E (n=662), Verspagnet M (n=655), Sokolova K (n=634) and Ryu E (n=597) with moderate local citations indicates that the literature is deepening in sub-themes such as relationship-based explanations (authenticity, parasocial interaction,

identification), platform context and engagement/purchase outcomes and that specific researchers carry these sub-themes. Overall, the distribution reveals that the production and circulation of knowledge in the influencer marketing literature are clustered around the work of core authors with high local citations; this core functions as a reference infrastructure that standardizes the field's theoretical framework and empirical measurement conventions.



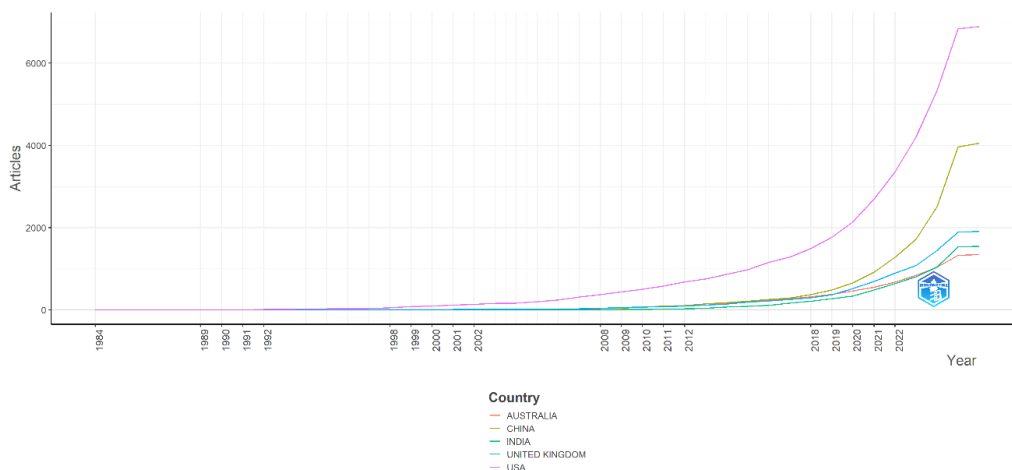
**Figure 11.** Lotka's Law

Figure 11 shows that author productivity in the influencer marketing literature follows Lotka's law. The sharp decline at the beginning of the curve reveals that a very large proportion of authors produce only a single publication; their share decreases rapidly as the number of publications increases. On the other hand, a limited number of core authors carry a significant portion of the literature with a large number of publications, and productivity is clearly concentrated. The general overlap of the observed distribution with the theoretical Lotka curve suggests that the field has a maturing and institutionalized structure, and that knowledge production exhibits a typical bibliometric regularity between a broad mass of single contributor authors and a narrow highly productive core. This pattern implies that influencer marketing research is characterized by both strong interdisciplinary inputs (singular contributions) and the methodological and theoretical agenda shaping of the field through the sustained production of specific research teams.



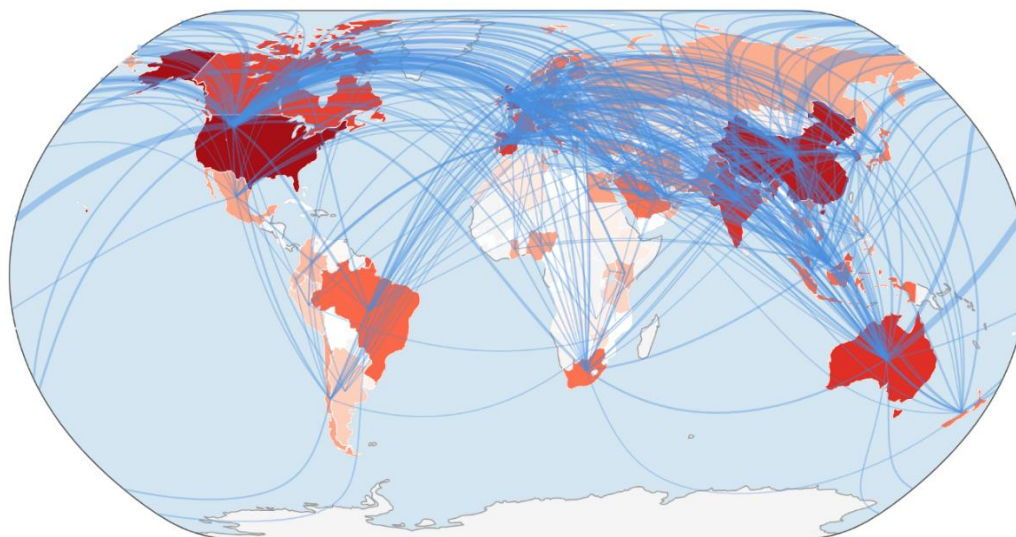
**Figure 12.** Authors' production over time

Figure 12 shows the publication performance of the most prolific authors over time and the accompanying annual citation impact (TC per year; total citations per year). The horizontal axis shows years, the vertical axis shows prominent authors, and the bubble size reflects the number of publications (N. Articles; number of articles). The figure shows that the field's core production is largely concentrated in the post-2018 period, with a marked acceleration in both publication volume and citation density in 2021-2025. In particular, the consistent publication trajectories of ZHANG, WANG, LI, LIU, KIM, and CHEN throughout the 2020s suggest the emergence of a group of authors who have become enduring core contributors to the influencer marketing literature, while the clustering of larger and darker bubbles in certain years suggests that productivity growth has also coincided with higher visibility/impact (annual citations). However, it is observed that some authors started with singular/infrequent contributions in earlier years, but the main accumulation of intensive production and influence is concentrated in the current period; this pattern indicates that the maturation of the field has occurred with a late acceleration dynamic and that competitive knowledge production has consolidated significantly in recent years.



**Figure 13.** Evolution of Global Knowledge Production by Country

Figure 13 shows how the annual accumulation of publications in influencer marketing literature by country has varied over time. The findings reveal that production remained low for a long time across all countries, but the curves steepened significantly and publication volume accelerated, especially after 2018. The strongest acceleration among countries is observed in China, whose curve diverges from the others, with a sharp increase in the post-2020 period, indicating that China has become the dominant country in the field's publication output in the current period. The United States is emerging as a second center of attraction, while the United Kingdom, India and Australia show a similarly accelerating growth trajectory, albeit at a lower volume. Overall, the figure shows that influencer marketing research is expanding globally, with production concentrated in specific countries and a rebalancing of the field's geographical center of gravity in recent years, with a particularly Asian-centric surge in productivity.



**Figure 14.** Country Collaboration Network

Figure 14 shows the country collaboration network in the influencer marketing literature on a geographical level. The density of nodes and color saturation in the map indicate that research output (research output) is clustered in specific centers, while the blue connecting lines indicate that co-authorship links are strongly interwoven across continents. The network structure suggests that

countries that exhibit high connectivity and centrality, especially along the North America-Europe-Asia line, play a bridge role in knowledge diffusion. However, the large number of connections visible even in lower density regions suggests that the field is not confined to a few countries, but is evolving towards a globally expanding and multi-hub structure.

### CONCLUSION

This study aims to reveal how the conceptual evolution, core dimensions, and theoretical foundations of the influencer marketing literature have taken shape over time, and how these dynamics relate to individual and organizational outcomes. The bibliometric findings indicate that influencer marketing research has moved beyond a marginal subfield to become a mainstream research axis within the literature on marketing, advertising, and digital consumer behavior. In particular, the accelerated increase in publications and citations since 2016 demonstrates that the field has not merely grown quantitatively; it has also transformed into a research area that is becoming institutionalized, gaining visibility, and developing its own conceptual core (Donthu et al., 2021; Zupic & Čater, 2015). In this regard, the study reveals that the historical development of influencer marketing literature has followed a maturation process characterized not by a linear progression but by specific breaks and realignments.

The study demonstrates that the conceptual evolution of influencer marketing literature has centered on three key findings. First, the conceptual center of the field has shifted over time away from general social media and communication discussions toward a credibility-brand-impact axis that produces more measurable marketing outcomes. The positioning of this cluster as the driving theme in the thematic mapping results indicates that the field now progresses primarily through outcomes such as attitudes, engagement, purchase intent, and brand outcomes. Second, it is evident that the intellectual foundation of influencer marketing literature is organized into three main strands: current core studies that explain the influencer-follower relationship and consumer responses; the classical source credibility approach, centered on Ohanian (1990); and a methodological reference pool supporting quantitative validation and reliability standards. Third, this conceptual and theoretical framework is linked to variables such as trust, attitude, identification, interaction, and purchase intent at the individual-level outcomes; and to brand visibility, brand value, campaign effectiveness, and communication performance at the organizational-level outcomes. Consequently, influencer marketing literature is evolving within a relational explanatory framework that bridges platform architectures and persuasion mechanisms.

The findings also indicate that the field possesses a theoretically fragmented yet mutually reinforcing structure. On one axis lies a focus on social media platforms, content, interaction, and communication processes; on the other, a persuasion-focused axis centered around credibility, expertise, appeal, brand alignment, purchase intent, and behavioral outcomes. The shift of the WOM/eWOM approach from a central to a more peripheral position suggests that the field has evolved from the traditional logic of word-of-mouth communication toward a marketing logic centered on digital authority, measurable impact, and performance. Therefore, this study positions influencer marketing not merely as a communication tactic, but as a multi-layered influence architecture operating at the intersection of trust-building, content strategy, platform context, and consumer psychology.

The study's practical implications are also clear. The findings indicate that brands that focus solely on follower count or visibility when selecting influencers are

insufficient. This is because the literature now centers not only on reach but also on credibility, brand alignment, and measurable impact. Consequently, the most critical issue for practitioners is evaluating the extent to which an influencer aligns with the brand's personality, the target audience, and the campaign narrative. Similarly, content strategy should be designed not merely to generate visibility but to foster trust, authenticity, and engagement. Especially in short-form video, live streaming, and social commerce environments, where consumer decision-making is faster and more interactive, campaign design must be sensitive to platform logic. These findings demonstrate that the success of influencer marketing investments depends not only on "who is speaking?" but also on "how they are speaking?" "On which platform are they speaking?", and "Within which brand context are they speaking?"

From a managerial perspective, the study offers three key recommendations for businesses. First, managers should view influencer marketing not as a short-term visibility tool, but as part of brand trust and relationship management. Second, campaign performance should be tracked not only through metrics such as likes and reach, but also through deeper indicators of attitude change, purchase intent, conversion, brand association, and customer lifetime value. Third, given regulatory risks and sponsorship disclosures, brands must develop more institutionalized mechanisms for selecting, overseeing, and governing influencer content. In other words, influencer marketing is no longer merely a creative communication space; it is also a strategic management area requiring data-driven decision-making, reputation management, and brand governance.

However, this study has certain limitations. First, the analysis is based solely on the Web of Science database. While this choice provides a strong foundation for data integrity and comparability, it may have excluded studies found in other indexes, such as Scopus, Dimensions, or Google Scholar. Second, the inclusion of only English-language publications may have limited the representation of influencer marketing research emerging in regional and local contexts. Third, while bibliometric analysis is powerful at revealing the structure, concentrations, and intellectual relationships within the field, it does not directly test causal mechanisms; therefore, the conditions under which reliability, engagement, or brand impact produce stronger results can be evaluated only to a limited extent within this design. Finally, while a broad search strategy offers advantages in capturing the field's conceptual scope, the occasional blurring of boundaries between influencer marketing and adjacent fields may lead to some records being open to scope-related debates (Aria & Cuccurullo, 2017; Donthu et al., 2021; Page et al., 2021).

Several directions are particularly important for future research. First, as the field moves from the growth phase toward the maturation phase, research must shift from the question "Does influencer marketing work?" to "Under what conditions, through which mechanisms, and for whom does it work?" Therefore, future studies should develop theoretical models that systematically test mediating and moderating variables. Second, cross-platform differences must be modeled more robustly, as the ecosystems of TikTok, Instagram, YouTube, and live-stream commerce do not operate under the same influence logic. Third, research should explore how new phenomena—such as virtual influencers, AI-driven content creation, algorithmic visibility, and social commerce—transform traditional assumptions of credibility and authenticity. Fourth, long-term effects on existing customers—including loyalty, repeat purchases, and brand relationships—should be examined in greater depth, as they remain an open question in the current literature. Fifth, addressing topics such as advertising disclosures, sponsorship

transparency, and regulatory frameworks in a comparative manner across countries, industries, and platforms will enhance the field's explanatory power (Donthu et al., 2021; Page et al., 2021; Zupic & Čater, 2015).

## REFERENCES

- Abhishek, & Srivastava, M. (2021). Mapping the influence of influencer marketing: a bibliometric analysis. *Marketing Intelligence & Planning*, 39(7), 979-1003.
- Abreu, R. (2019). *Social media micro-influencer marketing and purchasing intention of millennials: The role of perceived authenticity and trust* (Doctoral dissertation, Dublin Business School).
- Aldlimi, T., Priporas, C.-V., & Chang, S.-W. (2025). Engagement in influencer marketing: A systematic review of key drivers, behaviors, and future research directions. *Journal of Consumer Behaviour*, 24(4), 1379-1409.
- Aria, M., & Cuccurullo, C. (2017). Bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959-975.
- Arora, R., Duggal, V., & Kaur, J. (2020). To study the impact of social media marketing on the buying behavior of the millennial parents. *Journal of Asia Entrepreneurship and Sustainability*, 16(1), 57-95.
- Bahar, R. (2023). Bibliometric analysis of studies on social media marketing in national marketing literature. *Journal of Van Yüzüncü Yıl University Faculty of Economics and Administrative Sciences*, 8(15), 115-131.
- Bakker, D. (2018). Conceptualising influencer marketing. *Journal of Emerging Trends in Marketing and Management*, 1(1), 79-87.
- Bansal, R., Saini, S., Ngah, A. H., & Durga Prasad, T. (2024). Proselytizing the potential of influencer marketing via artificial intelligence: Mapping the research trends through bibliometric analysis. *Cogent Business & Management*, 11(1), 2372889.
- Beichert, M., Bayerl, A., Goldenberg, J., & Lanz, A. (2024). Revenue generation through influencer marketing. *Journal of Marketing*, 88(4), 40-63.
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186-195.
- Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability*, 12(11), 1-19.
- Boerman, S. C. (2020). The effects of the standardized Instagram disclosure for micro-and meso-influencers. *Computers in human behavior*, 103, 199-207.
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469-479.
- Chandler, D., & Munday, R. (2016). *A dictionary of social media*. Oxford University Press.
- Chavda, K., & Chauhan, R. (2024). Influencer marketing impact on consumer behavior: Trust, authenticity, and brand engagement in social media. *Journal of Advances in Accounting, Economics, and Management*, 1(3), 1-9.
- Cheikh, A. B., Ferchichi, G., & Chaabani, R. (2021). The impact of social media influencer marketing on consumers' purchase intention of fashionable products: Evidence from Tunisia. *Revue des Études Multidisciplinaires en Sciences Économiques et Sociales*, 6(2), 25-43.
- Cheung, M. L., Pires, G. D., Rosenberger III, P. J., & De Oliveira, M. J. (2021). Driving COBRAs: the power of social media marketing. *Marketing Intelligence & Planning*, 39(3), 361-376.

- Chopra, A., Avhad, V., & Jaju, A. S. (2021). Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*, 9(1), 77-91.
- Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce*, 18(3), 249-269.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285-296.
- Durmaz, Y., Çavuş, Ö., & Jakubowski, G. W. (2023). The effect of influencer marketing on trust, trust tendency and consumer purchase intention: Instagram example. *International Journal of Marketing & Human Resource Research*, 4(4), 179-187.
- Febriyantoro, M. T., Mulyadi, T., Hendrayani, E., Kadir, R. D., Kraugusteeliana, K., Farida Qoriani, H., & Fageh, A. (2024). The role of perception of digital celebrities on live stream shopping intention through social interaction in Indonesia. *Cogent Business & Management*, 11(1), 2336637.
- Femenia-Serra, F., & Gretzel, U. (2019). Influencer marketing for tourism destinations: Lessons from a mature destination. In *Information and Communication Technologies in Tourism 2020: Proceedings of the International Conference in Surrey, United Kingdom, January 08-10, 2020* (pp. 65-78). Cham: Springer International Publishing.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Hasan, S., Zahid, H., & Qayyum, A. (2024). Influencer authenticity and intention to co-create brand value: An investigation of central and peripheral pathways. *Cogent Business & Management*, 11(1), 2393236.
- Hermawan, D. (2020). Influencer marketing in digital era: Does it really works? *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 3(2), 50-67.
- Irrawati, M. D., & Isa, M. (2025). Pengaruh influencer marketing dan live streaming terhadap perilaku pembelian Skintific di TikTok Shop dengan niat pembelian sebagai variabel mediasi. *Studi Akuntansi, Keuangan, dan Manajemen*, 4(2), 275-289.
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International journal of information management*, 49, 366-376.
- Kamaldeep, S. (2021). Influencer marketing from a consumer perspective: How attitude, trust, and word of mouth affect buying behavior. *European Integration Studies*, 15(1), 231-241.
- Kayan, F. (2024). Marketing strategies in social media and the effects of influencers on consumer behavior. *Sociological Context*, 5(3), 421-445.

- Koay, K. Y., & Lim, W. M. (2025). Congruence effects in social media influencer marketing: The moderating role of wishful identification in online impulse buying intentions. *Journal of Product & Brand Management*, 34(3), 265-278.
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93-115.
- Li, W., Ong, C. H., Su, C. S., & Zhou, Y. (2025). Why Do Customers Keep Coming Back? The Moderating Role of Customer Perception of Influencer Marketing in Brand Attachment and Repurchase Behavior. *Journal of Promotion Management*, 31(6), 998-1019.
- Lin, R. H., Jan, C., & Chuang, C. L. (2019). Influencer marketing on Instagram. *International Journal of Innovation in Management*, 7(1), 33-41.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Lowe-Calverley, E., & Grieve, R. (2021). Do the metrics matter? An experimental investigation of Instagram influencer effects on mood and body dissatisfaction. *Body image*, 36, 1-4.
- Nicolas, C., Urrutia, A., & González, G. (2023). Exploring the use of gender-fair language by influencers. *European journal of management and business economics*, 32(5), 560-585.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Okay, S. (2025). Bibliometric analysis of studies on influencer marketing with VOSviewer. *JOEEP: Journal of Emerging Economies and Policy*, 10(1), 54-63.
- Özdemir Çakır, H. Ö. (2022). The effect of influencer marketing on consumer trust: A research on the fitness industry. *Anasay* (19), 119-135.
- Özgür, Ö. F. (2024). Bibliometric analysis of graduate theses on influencer marketing. *Journal of Ömer Halisdemir University Faculty of Economics and Administrative Sciences*, 17(1), 1-25.
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., (et al.). (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, 372, n71.
- Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. (2025). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*, 53(1), 52-78.
- Petrosyan, A. (2023). Number of internet and social media users worldwide as of October 2023. *Statista.com*.
- Pick, M., & Sarstedt, M. (2022). Influencer marketing as a counterstrategy to the commoditization of marketing communications: A bibliometric analysis. In *Commodity Marketing: Strategies, Concepts, and Cases* (pp. 293-328). Springer.
- Pilelienė, L., & Bogoyavlenska, Y. (2025). Artificial intelligence in influencer marketing: Current researchscape, trends and insights from a bibliometric review. *Equilibrium. Quarterly Journal of Economics and Economic Policy*, 20(2), 583-611.
- Piriyakul, I., & Piriyakul, R. (2021). The moderating effect of influencer on the causal map of mutual information, coproducer and customer value: A thematic analysis of messages posted by brand communities. *Journal of Marketing Analytics*, 10(2), 131-144.
- Pushparaj, P., Kushwaha, B. P., & Prashar, S. (2025). A systematic literature review of virtual influencers in marketing using bibliometric analysis. *International Review on Public and Nonprofit Marketing*, 1-32.

- Ryding, D., Boardman, R., & Konstantinou, R. (2023). Optimizing the effect of influencer marketing: Exploring consumers' interaction with different influencer types on Instagram. In *The Palgrave handbook of interactive marketing* (pp. 641-664). Springer.
- Sarkar, M. P. (2024). The era of social media influencers: A bibliometric review. *Global Journal of Enterprise Information System*, 16(1), 78-87.
- Shi, J., Jiang, Z., & Liu, Z. (2024). Digital technology adoption and radical and incremental innovations: evidence from the Chinese wind power industry. *Journal of Business & Industrial Marketing*, 39(10), 2186-2204.
- Srivastava, A., Mukaria, B., & Arora, M. (2024). Influencer marketing: A citation and co-citation analysis within business and management domains. *International Academic Publishing House*, 44, 149-161.
- Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2022). Trends in influencer marketing: A review and bibliometric analysis. *Journal of Interactive Advertising*, 22(1), 1-27.
- Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2022). Trends in influencer marketing: A review and bibliometric analysis. *Journal of Interactive Advertising*, 22(1), 1-27.
- Vaidya, R., & Karnawat, T. (2023). Conceptualizing influencer marketing: A literature review on the strategic use of social media influencers. *International Journal of Management, Public Policy and Research*, 2(Special Issue), 81-86.
- Van Reijmersdal, E. A., Rozendaal, E., Hudders, L., Vanwesenbeeck, I., Cauberghe, V., & Van Berlo, Z. M. (2020). Effects of disclosing influencer marketing in videos: An eye tracking study among children in early adolescence. *Journal of Interactive Marketing*, 49(1), 94-106.
- Vila-López, N., Kuster-Boluda, I., Mora-Pérez, E., & Pascual-Riquelme, I. (2025). A bibliometric analysis of virtual influencers in the Web of Science. *Journal of Marketing Analytics*, 13(1), 145-161.
- Wang, J., Yang, Y., Liu, Q., Fang, Z., Sun, S., & Xu, Y. (2022). An empirical study of user engagement in influencer marketing on Weibo and WeChat. *IEEE Transactions on Computational Social Systems*, 10(6), 3228-3240.
- Wu, X., Zhang, F., & Zhou, Y. (2022). Brand spillover as a marketing strategy. *Management Science*, 68(7), 5348-5363.
- Yang, Y., & Ha, L. (2021). Why people use TikTok (Douyin) and how their purchase intentions are affected by social media influencers in China: A uses and gratifications and parasocial relationship perspective. *Journal of Interactive Advertising*, 21(3), 297-305.
- Yardımcı, M. (2024). The impact of influencer individuals on their followers. *International Journal of Media Culture and Literature*, 9(2), 115-129.
- Ye, G., Hudders, L., De Jans, S., & De Veirman, M. (2021). The value of influencer marketing for business: A bibliometric analysis and managerial implications. *Journal of Advertising*, 50(2), 160-178.
- Zheng, L., Huang, B., Qiu, H., & Bai, H. (2024). The role of social media followers' agency in influencer marketing: A study based on the heuristic-systematic model of information processing. *International Journal of Advertising*, 43(3), 554-579.
- Zhou, H., Wang, C., & Zhou, Z. (2024). How influencer marketing shapes competition between established and emerging firms. ICIS 2024 Proceedings Bangkok, Thailand 1-10.
- Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, 18(3), 429-472.