

Influencer Marketing and Consumer Behavioural Response: A Bibliometric Review with VOS Viewer Analysis and Future Research Agenda

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Abstract

Influencer marketing has progressively expanded as a tactic used by digital marketers to broadcast product information to examine consumer buying patterns influenced by influencers through curated narrative content. This review paper analyses the influencer marketing literature to explore how psychological and social constructs impact behavioural responses by adopting a Bibliometric Analysis with Bibliometrix R-tool, and BiblioShiny application, followed by keyword analysis of the network with “Visualisation of Similarities” (VOS) viewer software to examine the studies on influencers from 2001 to 2025. This study utilised the Scopus database to identify the author contributions, keyword analysis, thematic trends, and methodological approaches, and subsequently employed delimiters for data analysis and visualisation. This review outlines the evolution and effectiveness of influencer marketing in consumer behavioural outcomes by analysing the performance of materials, regions, and key terms to focus on the conceptual framework. Overall, the findings from this study focus on the trends, methodologies, concepts, emerging topics, themes, theories, constructs, context, platforms, research streams, sources, and keywords. Therefore, the study identified research gaps in new emerging communication theories and empirical bias towards developed nations over developing and underdeveloped economies. Further study should focus on influencer new age characteristics, such as narrative creativity, content strategies, personal branding and self-congruence, which are the major research gaps in the study. Future research proposes integrating emerging communication theories, evolving influencer characteristics, and culturally diverse markets to enhance more effective marketing decisions.

Keywords: Bibliometric Analysis, Influencer Marketing, Purchase Decision, Purchase Intention, Consumer Behavioural Response.

1. Introduction

Influencer Marketing (IM) in the modern digital era plays a key role in influencing consumer choices across industries worldwide (Vrontis et al., 2021). Content creators who provide entertainment, inspiration, and shopping cues by engaging individuals through disseminating authentic content and brand communication (Hudders et al., 2021). IM is “*an art and science*” of engaging individuals who possess online influence to disseminate brand communication to the target audience through authentic content (Sammis et al., 2015). Hence, the strategy of IM utilises social media platforms and the endorser's status as an opinion leader to communicate about products (S. Y. Hsu et al., 2019). A social media influencer (SMI) who possesses expert knowledge in a particular area and has an established ‘*network of followers*’, creating engaging content on various platforms, is valuable to marketers (Lou & Yuan, 2019). This study emphasises such research, subsequently expanded to include factors related to the identification, allure, credibility, and proficiency of influencers (Archer & Harrigan, 2016). There is a noteworthy attention in academic studies in thoroughly examining parasocial interactions, connections, and attachments between social media influencers and customers, and also the effects on followers' behaviour are improving purchase intentions (Hwang & Zhang, 2018). Global study from Influencer Marketing Hub (2025) IM spends a significant portion of its budget, and the industry is estimated to grow by 35% from 2024 to 2025, with the market value increasing from \$24 billion in 2024 to \$32.55 in 2025. Furthermore, at a *compound annual growth rate of 23.3%*, the global influencer marketing is projected to reach \$97.55 billion by

2030 (Grand View Research 2025). With this, content creators play a central role in influencing behavioural intention and purchase decisions among followers and add value to marketers. Although many businesses and digital marketers recognise influencer value as a prominent marketing tool, most of the businesses successfully use and engage influencers in their current marketing campaigns (Borges-Tiago et al., 2023). IM has influenced the customer shopping journey from walking into a store, asking a shopkeeper for advice, and buying as recommended, at present the store is an e-commerce app or site, shopkeepers are the influencers whom they are following on social media platforms and buy what they recommend, this transformation has begun with the new communication tools like social media platforms, and content creators shape behavioural outcomes than advertisers (Sun et al., 2022). Hence, influencer marketing continues to evolve, and being knowledgeable to study the recent research themes, empirical insights, theoretical review, and methodological analysis is crucial (Joshi et al., 2025). Despite its growing popularity, researchers acknowledge that there are still difficulties in methodically analysing its psychological groundwork and determining the phenomenon's overall efficacy (Pradhan et al., 2023). Most studies rely on behavioural intention and lack a conceptual perspective on combining the emerging psychological, ethical factors, and new-age influencer traits between influencers and followers. Additionally, some studies have identified the psychological and ethical factors, but few have investigated the influencer and follower alignment. Furthermore, researchers need to explore the constructs such as influencer brand fit, ethical congruence, personal branding and perceived emphatic resonance, which remain underexplored in the current reviews. This research builds upon and extends earlier work on influencer marketing that has taken a more targeted approach, such as systematic studies based on domain theory, techniques, and various methods. Exploring the following research topics, this study takes a novel method to aims and methods by exploring the ‘*research questions*’ (RQ).

RQ1: How were the publication trends and emerging themes evolved in the context of IM and consumer behavioural response from 2001 to 2025?

RQ2: What are the major theories, characteristics, context, influential authors and clusters in the field of IM and behavioural response?

RQ3: How does IM navigate the future trends in consumer behavioural response identified in the academic literature?

This research area is examined from various perspectives to identify and discuss critical considerations for future studies that can enhance academic and industry comprehension of the trajectory, scopes, variables, gaps, processes, and way forward. This review employs the ‘*systematic literature review*’ framework to synthesise influencer marketing constructs by bibliometric analyses to address the research questions. This review examines the shift in performance evaluations of important scientific contributors in creating and interpreting information frameworks, such as media networks, “co-occurrence” networks, and co-citation networks, to delineate research trajectories within the literature (Tanwar et al., 2022). The subsequent review emphasises content analyses of “influencers” thematic evolution, longitudinal map, and graphs spanning across the period of investigation. Further, the study emphasises contextual analysis of essential data, techniques, prominent businesses, study settings, theories, and replicas used in the research domain. Analysing knowledge frameworks like *social networks*, *co-occurrence networks*, and *co-citation networks* to discern research trajectories in the literature.

2. Materials and Methods

This research applies bibliometric analysis using descriptive research with three knowledge constructions. First, a conceptual construct to identify the main themes and trends, second, a social construct which explains the interactions among authors, categories and countries, and last, an intellectual construct (Aria & Cuccurullo, 2017). The bibliometric approach employs a statistically grounded methodology that is both transparent and readily reproducible (Aria et al., 2020). The research utilised the Bibliometrix R-tool and the BiblioShiny application with VOS viewer software to examine data and conduct systematic reviews (Van Eck & Waltman, 2010). First, a keyword search in the Scopus database on “Influencer Marketing” AND “Purchase Intention” OR “Purchase Decision”. The resulting data included “all years,” categories for publications in this domain were 2001, and the conclusion of the span occurred in June 2025, when the data were gathered and examined. A total of 1567

documents were generated from the database, refined in three phases using the “Inclusion and Exclusion” limiter included pertinent articles linked to the subject of investigation, resulting in the study materials consisting only of ‘articles, reviews, and conference papers’. The first limiter was the exclusion of “books, book chapters, conference reviews, notes’, questionnaires, and correspondence, which led to the items being limited to 931. Following the “exclusion” criterion regarding language setting was implemented, resulting in the retention of articles published in English for examination, subsequently decreasing the article count to 655. The final exclusion criterion removed further publications from unrelated fields, and thus, selected materials were carefully evaluated and assessed for the subject of research. As a result, a final dataset of 447 documents was chosen for inclusion in this study.

Figure 1 shows the whole selection process of the preliminary findings, in which a total of 447 documents were preserved and extracted as ‘.csv and BibTex (.bib)’ files for investigation in the Bibliometrix package of the R platform and then imported into the BiblioShiny application. The research employs the BiblioShiny application in the R studio by using the Bibliometrix function to analyse the data, visualisation, dropping and plotting. Further analysed with the software R program. An open source Bibliometrix application, BiblioShiny Version 2.0, is used for “quantitative method research” for extensive data analysis methodologies for graph generation. Further, documents were extracted from the database in the format of BibTeX, then data processed with the open-source tool R Studio and the Bibliometrix v.1.1.456 and R v.3.5.1. (2018-07-02).

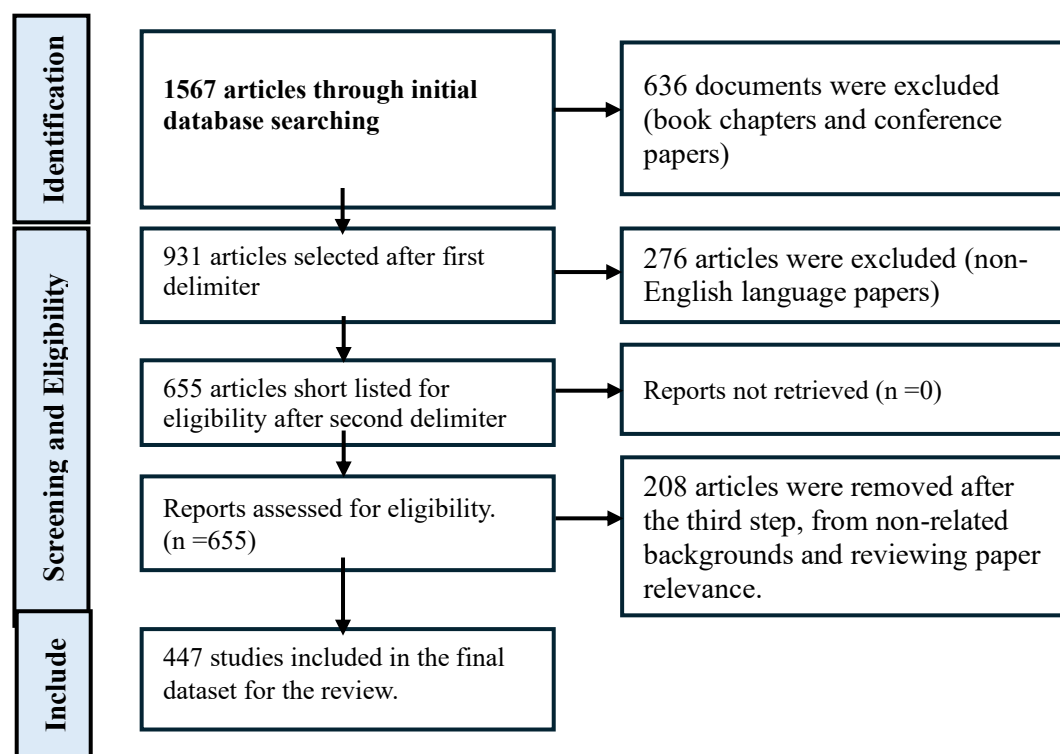


Figure 1 Preliminary outcomes of the refinement process: Criteria for inclusion and exclusion.

3. Results and Findings

3.1 Descriptive Analysis

This review encompasses a ‘descriptive analysis’ utilising various distinct limits, which include ‘*multidimensional scaling*’ and ‘*multiple correspondence analysis clustering*’, *network formation via ‘co-word and co-citation’ analyses, along with ‘historiography*’, which concludes with themes, evolutionary analysis, and factorial in the data visualisation segment. Table 1 represents the essential information from the papers examined, and the mean citations is 34.38 per item. There are 447 papers sourced from 200 origins between 2001 and 2025. This research utilises two scientific units for analysis, including ‘author keywords and keywords plus’. Keywords used by authors are a compilation of terms and phrases supplied by the author that encapsulate the most accurate depiction

of the publication. The Keyword Plus is repeatedly generated by a computer program that analyses manifestations in an article's references, rather than relying on author keywords or titles. This research has 691 keywords and 1349 author keywords. The majority of the articles in the dataset had several authors, with just 42 publications produced by a single individual, averaging 3.14 coauthors per document.

Table 1. Main information of documents.

Description	Results
Time Period	2001:2025
Journals, Books, etc. (Sources)	200
Documents	447
Publication Growth Rate % Annual	13.29
Average citations per doc	34.38
References	26377
Keywords Plus (ID)	691
Author's Keywords (DE)	1349
Authors	1335
Authors of single-authored docs	40
Single-authored docs	42
Co-Authors per Doc	3.14
International co-authorships %	28.86
Article	447

Source: Generated from BiblioShiny

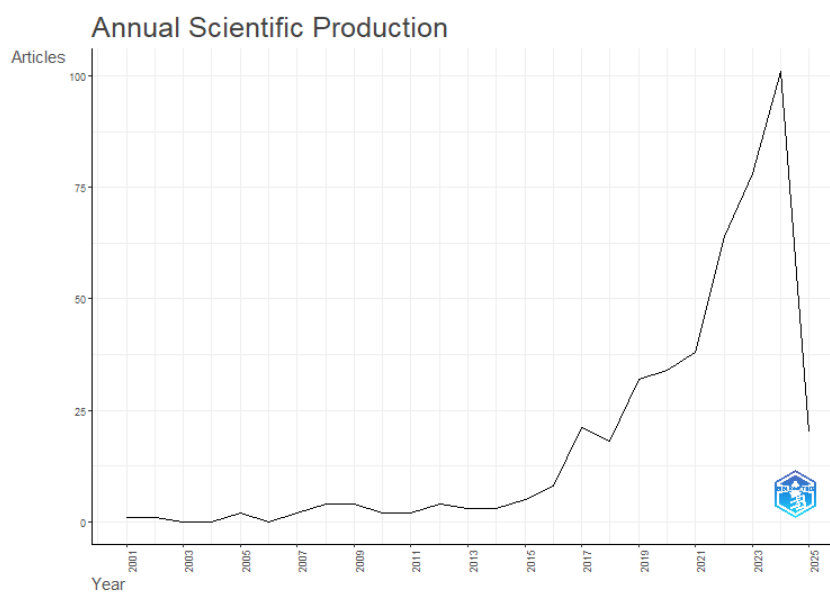


Figure 2: Annual Growth Production

Source: BiblioShiny

Figure 2 represents scholarly study output and publications annually about influencer marketing, which began in 2001, saw a modest increase until 2016, and then experienced an insignificant decline in 2018, before exhibiting an upward trend thereafter. The articles published the highest in 2024 were 101, and 78 in 2023. The IM approach has been more predominant and steadily growing since 2017. The yearly development rate of research in “influencer marketing” is 13.29%.

Table 2 shows the most relevant sources related to research in influencer marketing, and 28% of the top 10 sources published articles. Table 2 shows the publication sources include Cogent Business and Management (22) and Journal of Retailing and Consumer Services (22), followed by Innovative Marketing (20) and 12 each from Journal of Business Research and Technological Forecasting and Social Change.

Table 2. Top 10 Publication Sources

Most Relevant Sources	Articles Count
Cogent Business and Management	22
Journal of Retailing and Consumer Services	22
Innovative Marketing	20
Journal of Business Research	12
Technological Forecasting and Social Change	12
Journal of Cleaner Production	8
Psychology and Marketing	8
Management Science	7
Management Science Letters	7
Asia Pacific Management Review	6

Source: Generated from BiblioShiny

3.2 Source Dynamics.

Figure 3 illustrates the subversion of source dynamics and growth occurrences per year, with no confidence interval, showing how the top 10 sources have grown over time. In 2021, Cogent Business and Management had the greatest publication count each year, Innovative Marketing and the Journal of Business Research, respectively. This plot precisely illustrated the increase and fall of sources across the study period and indicated the highest preference for publishing in influencer marketing.

3.3 Based on the Authors

Table 3 shows the writers who are most often cited in the study and referred to by researchers within the same collection of datasets. The author with the most citations is Dwivedi Y K with 1226 citations, followed by Rosario, A B with 790, Kim D J with 767, and Hughes C with 478 citations, underscoring the most referenced works of these leading writers. The obtained findings may elucidate the influence of a certain author's contributions within the examined collection.

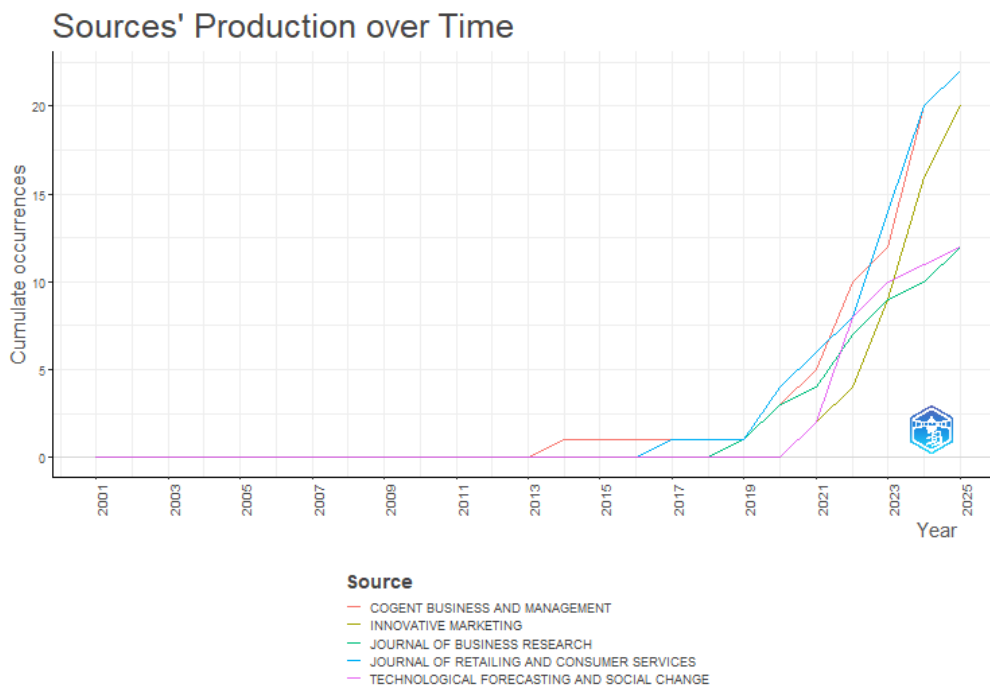


Figure 3. Source dynamics.

Source: Generated from BiblioShiny application

Table 3. Most Cited Authors

Authors	Total Citations
Dwivedi YK,	1226
Rosario AB,	790
Kim DJ,	767
Hughes C,	478
Martins J,	355
Haenlein M,	316
Masuda H,	297
Xue F,	284
Torres P,	245
Siering M,	235

Source: BiblioShiny application

3.4 The author's work throughout time.

Figure 4 illustrates the writer's active chronology throughout the years regarding the number of papers. Line denotes writer's chronology, while dimensions of the bubble correspond to the quantity of items, and colour strength is exactly proportionate to the annual number of citations. Publications started in 2017, with 2024 being the most prolific year. The most prolific writers from 2021 to 2025 are Fauzi, Jacobson, Jenna, Mochamad, Suryani, and Tatik, respectively. The information is to identify the researchers and writers who have been active in the field recently. Moreover, their associated articles may serve as reference materials for other scholars.

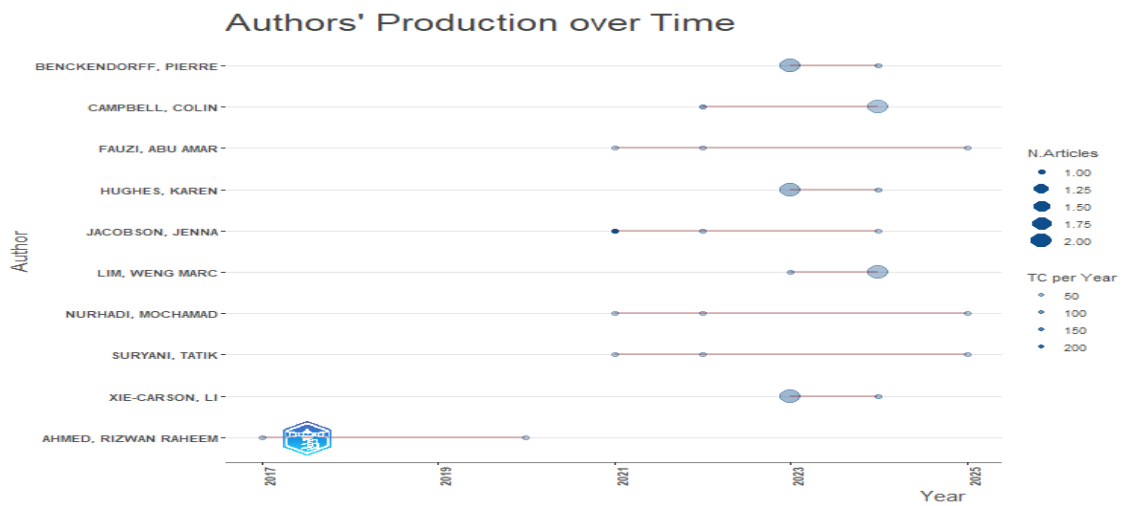


Figure 4. Authors' Productions Over Time.

Source: BiblioShiny application

3.5 Scientific Production Country-wise.

Table 4 presents findings on the parts that different nations play in analysing 'influencer marketing'. The leading five nations contributing the most to this newly established knowledge are Indonesia, the USA, the UK, India, China, and Spain.

Table 4 Scientific Production per Country.

Region	Frequency
INDONESIA	113
USA	113
UK	108
INDIA	83
CHINA	82
SPAIN	55
MALAYSIA	49
AUSTRALIA	45
GERMANY	45
PORTUGAL	42
SOUTH KOREA	32
BRAZIL	31
ITALY	29
NETHERLANDS	29
FINLAND	23
ROMANIA	22
UKRAINE	22

PERU

20

Source: BiblioShiny application

3.6 Most Cited Countries.

Table 5 shows the findings on the contributions of the countries of the most cited studies on influencer marketing analysis. The leading five nations contributing the most to this newly established field of study are the USA, Finland, the UK, Portugal, and Spain.

Table 5: Countries with Top Citations

Country	Total Citations
USA	2163
FINLAND	1541
UK	1330
PORTUGAL	1024
SPAIN	610
INDIA	593
GERMANY	570
AUSTRALIA	489
HONG KONG	409
CHINA	394

Source: Generated from BiblioShiny application

3.7 Authors with the Highest Citation Counts.

'Global citations' is an aggregate citation of items obtained from all items, including extensive data sources from 'Scopus', to assess the influence of a publication on the whole of the bibliometric data sources. Table 6 displays the most frequently referenced publications globally. The article by Dwivedi et al., (2021) 'Influencer Marketing' is the most cited with 1226 citations globally, and 'electronic word of mouth' on influencing buying decisions of consumers (Babić Rosario et al., 2016) with 790 citations. Kim et al., (2009) found that trust and satisfaction are essential for building relationships, with citations of 767. Hughes et al., (2019) 478 citations, Martins et al., (2019) 355 citations. These five studies together represent more citations of the most referenced papers worldwide.

Table 6: Authors with the Highest Citation Counts.

Authors	Total Citations	TC per Year
Dwivedi Y K,	1226	245.2
Rosario A B,	790	79.0
Kim D J,	767	45.1
Hughes C,	478	68.3
Martins J,	355	50.7
Haenlein M,	316	52.7
Masuda H,	297	74.3

Xue F,	284	40.6
Torres P,	245	35.0
Siering M,	235	29.4
Mehroliia S,	229	45.8
Algharabat R,	226	37.7
Sands S,	224	56.0
Leung F F,	213	53.3
Featherman M,	187	37.4
Krasnikov A,	163	9.6
Barta S,	155	51.7
Karimi S,	155	14.1
Belanche D,	148	29.6
Tien Dh,	147	21.0

Note: TC – Total Citations

Source: BiblioShiny application

3.8 Based on Texts

Figure 5 illustrates the most used words occurring terms shown as a word cloud. The selected field for enumerating the often-used words is the writer's keywords, which include terms that most accurately depict the source's information from the writer's viewpoint. Nevertheless, terms are chosen judiciously, hence essential purification for study. Figure 11 highlights 'influencer marketing' brand awareness, 'social media', purchase decision, and purchase intention are enumerated individually with their frequencies in various papers. However, they all denote the same thing under examination. Further, Figure 6 depicts the most frequent words. Consequently, such duplication is eliminated, and these phrases are regarded as a singular term. In this context, the phrase 'influencer marketing' was the most often used author keyword, appearing 111 times, followed by "brand awareness" and 'social media', each occurring 95 times. Additionally, purchase decision and purchase intention were the most often referred keywords in the studies about this study domain.



Figure 5 Word cloud of author keyword

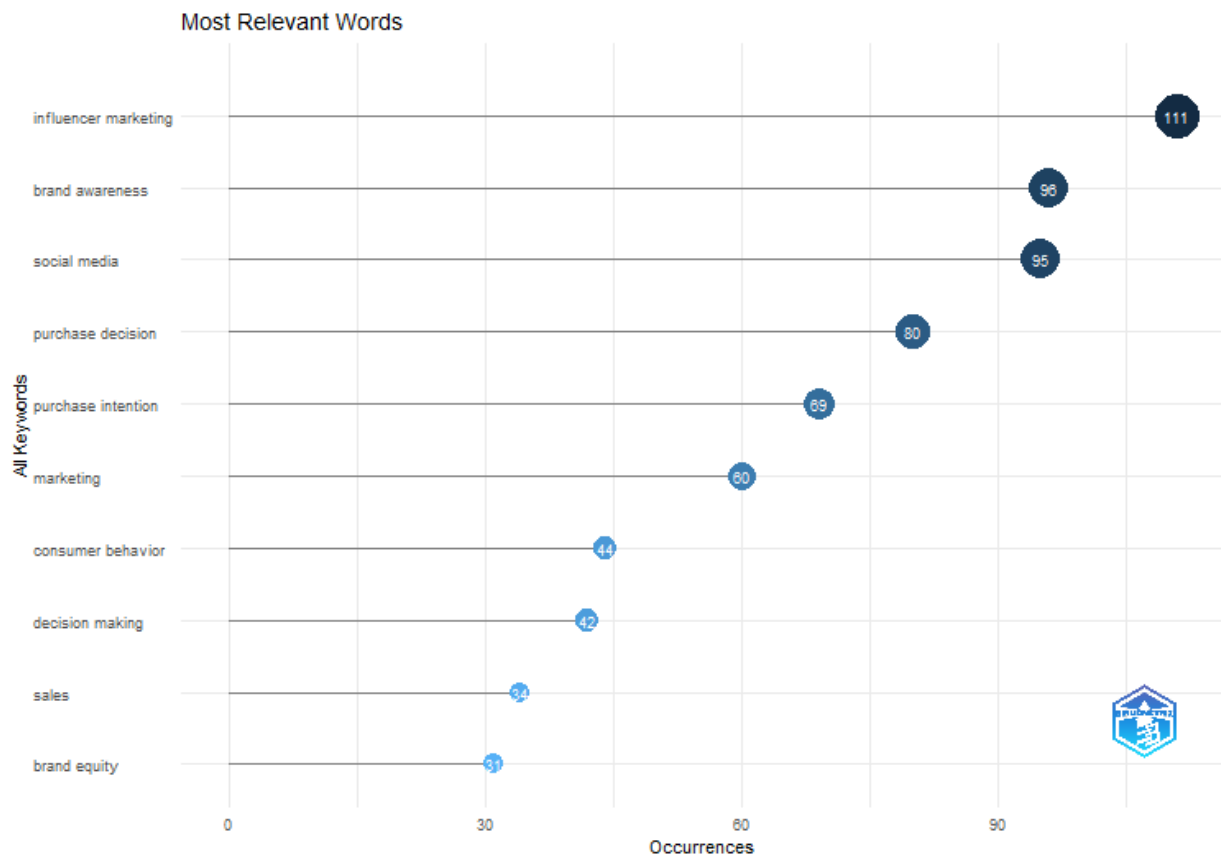


Figure 6: Most relevant keyword of the author's keyword

Source: Generated from BiblioShiny application

3.9 Trending Topics.

Figure 7 illustrates the trending subjects derived from the writer keywords, each exhibiting a minimum frequency over the research period, plotted as $\log(\text{frequency})$ against year. Table 7 shows that the most extensively researched subject in 2022 was influencer marketing, followed closely by brand awareness, and social media were trending in 2019 and 2021, respectively. Purchase decision was the most trending subject in 2019, while purchase intention focusing on social media influencers took the place in 2021.

Table 7: Trend topics.

Term	Frequency	Year
influencer marketing	111	2022
brand awareness	96	2019
social media	95	2021
purchase decision	80	2019
purchase intention	69	2021

Source: Generated from BiblioShiny application

Cluster 1: Influencer characteristics and their impact on purchase intention

This cluster is noticeable in red colour, and keywords are influencer marketing, social media, purchase intention, virtual influencers, digital marketing, word of mouth, digital influencers, social media influencers, congruence, attractiveness, and credibility. Influencer marketing characteristics, such as attractiveness and credibility influences purchase intention through social media platforms (Huong et al., 2025). Previous studies on social media marketing and mobile marketing examined how influencer advocacy impacts consumer engagement and brand awareness, which leads to consumer purchase intention (C.-L. Hsu et al., 2013). The most cited studies are related to influencer marketing, and purchase intentions are (Sands et al., 2022; Dwivedi et al., 2021; Babić Rosario et al., 2016).

Cluster 2: Purchasing behaviour in influencer-driven digital commerce.

This cluster is shown in green, and the keyword occurrence is consumer behaviour and decision making. Other significant keywords are sales, purchasing, online reviews, social networking, electronic commerce and decision theory. Studies emphasised that consumer decision making influenced by the digital environment, social interactions and emotions (Hwang & Zhang, 2018). Research shows that source credibility, influencer and consumer congruence, and engagement levels strongly determine how effectively influencer content translates into buying behaviour by integrating psychology, sociology and cognitive factors (Cheah et al., 2024; Martins et al., 2019; Ferraro et al., 2024).

Cluster 3: Influencer marketing strategies

This cluster is shown in dark blue, with the purchase decision having the highest amounts, followed by marketing. Other keywords are marketing communication, brands, promotion and price. Influencer marketing significantly shapes purchase decisions by enhancing brand credibility, trust, and perceived authenticity. The key drivers in this cluster are marketing communication, brands, promotion, and price, which affect consumer perceptions and influence purchase outcomes (Hughes et al., 2019; Suryani et al., 2021; Vijaya Deepika & Pranev, 2024; Li, 2025).

Cluster 4: Behavioural theories in influencer marketing

This cluster is shown in yellow, and consumption behaviour is the highest occurrence, followed by perception. Behavioural theories are often studied in consumption behaviour perception, emotion, and cognition, source credibility, and psychology, drawing on the Theory of Planned Behaviour, elaboration likelihood models, and stimulus organism response theory (Tiwari et al., 2024; van Reijmersdal et al., 2024). Source credibility and psychological factors translate consumer attitude, information, and intentions into purchase outcomes (Pornpitakpan, 2004; Hudders et al., 2021). In retailing, influencers impact behavioural outcomes through interaction, emotional responses and rational evaluations by integrating behavioural theories (Luo & Hussain, 2023; Hapsari et al., 2024; Tanwar et al., 2022).

Cluster 5: Brand equity and loyalty influenced by content creators.

In this violet colour cluster, keywords are 'brand awareness, brand equity, brand loyalty, and brand associations'. Brands act as a mediating role in influencer and consumer behaviour (Amagsila et al., 2022). Influencer marketing strengthens purchase intention through brand awareness, brand equity, brand loyalty, and brand associations, which in turn lead to behavioural outcomes (Kumar & Hsieh, 2024). Brand management acts as a mediation mechanism by leveraging influencers to build strong brands for the organisation that translate into measurable behavioural outcomes (Sohaib & Han, 2023; Florenthal, 2019; Ahmed et al., 2017).

Cluster 6: Influencer marketing in social media platforms

The blue colour cluster keywords are commerce, online social networking, Instagram, YouTube, Facebook, sponsorship disclosure, and user engagement, which focus on how influencer marketing dynamics function within social media platforms to drive business, highlighting sponsorship disclosure in user interactions (Koay et al., 2023). This cluster investigates how sponsored content influences trust, interaction behaviours, and engagement outcomes in social media environments through message disclosure (Babić Rosario et al., 2016; Xie-Carson et al., 2023; Balaban & Mustăţea, 2019; Anjaria & Satpati, 2024; Chiguvi et al., 2025).

Cluster 7: Influencer Marketing Value Creation

The orange colour cluster includes keywords trust, cost, profitability, information, customer satisfaction, and purchase decisions emphasis is on how trust and information credibility in influencer marketing affect customer satisfaction and behavioural outcome, balancing cost and profitability for firms (Lou & Yuan, 2019). The role of influencers in this cluster is to reduce information asymmetry, enhance value, and generate beneficial marketing outcomes through loyal consumers (Kim et al., 2009; Dwinggo Samala & Rawas, 2024; Mohammed & Sundararajan, 2025; Saroyini & Putri Pa, 2024).

Cluster 8: Influencer marketing and responsible buying.

This cluster discusses how social media influencers affect millennials' purchase intentions from the perspective of green marketing and sustainability, and addresses issues of consumer protection and ethical responsibility (Çam et al., 2025). This study focuses on influencer effectiveness in promoting sustainability through credibility, safeguarding consumer interests, and positioning environmental values in the promotional campaign (Gerrath et al., 2024; Çam et al., 2025; Filip et al., 2025; Wu et al., 2023).

3.11 Bibliographic Coupling of Authors

Figure 9 presents that the bibliographic coupling of authors, where the criteria for analysis are considered authors' minimum published documents is 5, and the minimum citations is 1 from 1342 authors, 51 authors met the criteria, and these authors are divided into six clusters.

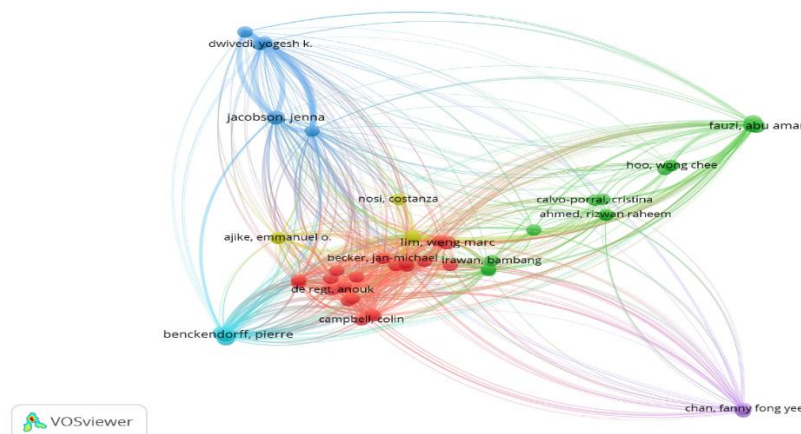


Figure 9: Bibliographic Coupling of Authors

Source: Generated from the VOS Viewer application

The biggest cluster in this review is marked in red colour with 23 authors and studies related to the influence of social media influencers on consumer purchase intentions, with a theoretical foundation in behavioural theories (Koay et al., 2023; Lim et al., 2024; Cabeza-Ramírez et al., 2022). The green coloured cluster consists of 11 authors are related to “digital media channels such as social media, email marketing, and mobile marketing in creating brand awareness mediated through behavioural factors, including perceived value, trust, and word of mouth” (Ahmed et al., 2017; Hanaysha, 2022). The blue colour cluster consisted of 5 authors, and their studies are “significant social and digital marketing opportunities to organisations through lower costs, improved brand awareness and increased sales” (Dwivedi et al., 2021; Jacobson & Harrison, 2022; Filieri et al., 2023). The light green colour cluster consists of 4 authors, and most of the “studies are empirical findings that suggest that sponsored blogging affects online engagement” (e.g., posting comments, liking a brand) differently depending on blogger characteristics and blog post content, which are further moderated by social media platform type and campaign advertising intent (Hughes et al., 2019; Xie-Carson et al., 2023; Xie-Carson et al., 2024). The yellow colour cluster consists of 3 authors, and reviews related to brand placements for more extensive processing, which was negatively correlated with brand attitudes that offer managerial and policy implications for practitioners and educators (Chan et al., 2016). The last cluster is light blue in colour and consists of 3 authors and studies present

a knowledge gap that requires an exhaustive investigation to better understand other factors of social media usage, particularly aspects about quality that can lead to more brand awareness (Fauzi et al., 2024; Suryani et al., 2022). Building on the preceding discussion, existing studies provide both theoretical and empirical evidence that influencer marketing significantly shapes behavioural outcomes.

3.12 Thematic Map:

A bidimensional matrix plot was constructed from the conceptual network, with axes representing the centrality and compactness of the theme network shown in Figure 10 from the writer's keywords. Research elucidates diverse topics in a certain domain using a cluster method. A thematic map that displays many groups, where the rank of each topic inside the larger study domain is assessed by relevance degree, called the centrality, and the extent of the theme's development is indicated by compactness (Cobo et al., 2011). In addition to this, each bubble signifies a network cluster with a high occurrence value inside the word cluster, and the bubble scope corresponds to the frequency of word occurrences. The thematic map matrix is divided into four quadrants, the first upper left quadrant, which includes niche themes and strong connections but deficient outward linkages, rendering their significance minimal. Second, the lower left quadrant, which is characterised by either emerging or declining themes, indicating low density and centrality. The motor themes in the matrix at the upper right quadrant are characterised by high density and low centrality, linked to notions related to other topics, which are established and advancement of a study domain. The fourth lower right quadrant signifies the principal and cross subjects crucial for study, which remain underdeveloped. Upon examining brand equity, Brand Awareness and Brand Image for relevancy, emerging themes in the literature, which are associated with influencer marketing, purchase intention, and Instagram, exhibit strong internal connections. Human adult articles are less relevant owing to weak associations with other themes. The substantial bubble of Influencer Marketing signifies the significance of these information providers, and the intersection with the Instagram domain underscores the appeal of this medium. As per the matrix, researchers focus on social media, Purchase Intention, and Influencer Marketing are essential concepts that have potential significance for the study, which requires more detailed attention.

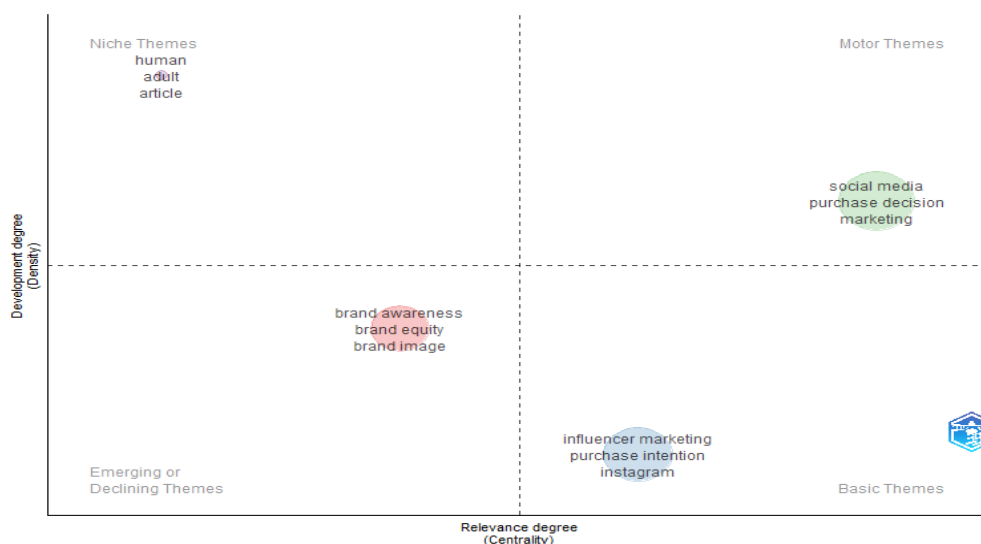


Figure 10: Thematic map.

Source: Generated from BiblioShiny application

4. Discussions

In this segment, the studies provide the surge of scientific production, which demonstrates that influencer marketing growth and output connection are significantly associated from 2017 onwards, with a marked rise in publications in 2021 and a peak in 2024, as shown in Figure 2. The figures reveal that most documents are co-authored, with just 21% being single-authored, suggesting a greater prevalence of cooperation in this study domain, as reflected in Table 6. The Sankey plots utilising the three primary metadata fields provide valuable

insights into the connections among these fields, including which authors associate their work with specific keywords and the relevant sources disseminating this research are presented in Figure 5. Research identifies the most influential writers in the field and their active timelines, revealing that the bulk of these authors exhibited heightened productivity in 2018, as represented in Figure 3. Authors have access to significant documents with the greatest global citations on ‘influencer marketing’, which was in the top three within the Scopus database, reflecting substantial interest in the topic, as shown in Table 4. Further revealed that the most frequently referenced publications were derived from research within the dataset in Table 2.

Science mapping uses knowledge frameworks to illustrate the operational and dynamic aspects of a study domain. This study employs the technique to provide a comprehensive outline of the primary tendencies and findings in “influencer marketing”, presented through conceptual structures that highlight key themes and topics, as well as intellectual structures that reveal the impact of an author’s work on this research community, as shown in Table 7. A further beneficial use may be investigating the development of ideas or issues within a designated timeframe. The study offers the most significant publications for the subject cluster, serving as a valuable resource for selecting key studies on a certain issue, as presented in Figure 8. The future scope of the thematic studies produced by the clustering method provides insight into the significance of the extracted topics based on density and centrality, as shown in Figure 10.

Among the 200 sources, the analysis of documents was mentioned as the most frequent and prevalent source. Papers were the most significant source of theoretical literature in this domain, accounting for 83% of the total publications. The findings reveal that, up to 2019, seven journals were the primary suppliers of papers about Influencer Marketing. Cogent Business and Management, Journal of Retailing and Consumer Services, and Innovative Marketing were the three most prolific sources, exhibiting the highest annual occurrences from 2017 to 2024, indicating a significant increase in the volume of papers published in these publications in Table 2.

The network of cooccurrence terms reveals ideas that are applied and examined in conjunction, suggesting that research on influencer marketing includes social media marketing and purchase intention. This research examines the common elements of influencer marketing purchase intention, purchase decision, and brand awareness. Nonetheless, the dynamic graph illustrates that influencer marketing studies have been steadily increasing, whilst purchase intention studies exhibited flat growth by 2019. Words that co-occur in a text are presumed to be interconnected inside a co-word network. The created structure may aid in comprehending the subjects and themes pertinent to a certain study domain, hence delineating the most relevant, current, and forthcoming concerns in the research landscape in Figure 9.

In the study, researchers applied both qualitative and quantitative methodologies in influencer marketing majority of the papers used content analysis, followed by document analysis, and applied regression analysis, respectively. Content analysis is used to examine several facets in this research domain, including advertising activities, viewpoints, trends adopted by influencers, and social media influencer profiles that constitute their online persona. The method used in conceptual essays to provide guidance, criticisms, and models for practitioners and researchers in Figure 8 (Ferraro et al., 2024; Cheah et al., 2024; Suryani et al., 2022; Suryani et al., 2021).

The theories and models used in the research on influencer marketing include the Theory of Planned Behaviour (Ajzen, 1991), Gratification Theory (Ruggiero, 2000) and the Technology Acceptance Model (Florenthal, 2019). The elements examined and emphasised in relation to influencer marketing post-2016 are Brand awareness, brand equity, social media influencers’ trust, expertise, and authentic content. Research during the 2018–2019 period centres on parasocial interactions and relationships between influencers and digital consumers. The attitude of digital consumers toward SMIs has been a subject of continuous study from 2011 to 2019, underscoring the importance and influence of digital users in the efficacy of this marketing strategy. Therefore, marketers and researchers should focus on and analyse the potential positive and negative effects of the associated factors on consumer behaviour in various types of SMI-based campaigns.

5. Future Research Directions and Limitations

Previous studies have discussed the efficacy of influencer dynamics in endorsement, methods, categorisation, and the content produced by influencers. The publications comparably underemphasized two critical contexts: the

self-presentation of influencers and its effects on both businesses and consumers, as well as the interaction between influencers and their partnering companies. Therefore, it would be intriguing to investigate this domain by ascertaining how influencers from various industries attribute significance to different endorsements, how digital marketers recognise these during the selection of influencers, and what potential effects these meanings have on the perceptions of digital consumers (Reijmersdal et al., 2024). Another unexplored avenue identified in previous research is the examination of gender differences beyond content and platform preferences, including variations in attitudes toward disclosures, awareness of persuasion techniques, perceptions of influencer credibility, and other endorsement-related factors (Lou et al., 2024).

Subsequent research might conduct a factor analysis of the variables influencing social media platform usage among men and women. A significant research avenue identified is influencer personal branding. However, further investigation is required to explore how they cultivate their personal brands for marketer selection in collaborations, the critical factors influencing their endorsements, and their effect on the efficacy of influencer marketing. Another potential application of a gender-based study in the future is to examine the self-branding practices of male influencers, as there is limited literature on male social media influencers (Shan et al., 2020).

Based on the existing dataset, a limited number of studies employed a model or theory in their research. Consequently, subsequent investigations in this domain must employ theories to establish practical foundations for validating various factors or evaluating a model in accordance with their research trajectory. The study preserved a significant degree of objectivity in specific analytical aspects, where researchers made determinations regarding time, keywords, clustering methodologies, identification, and labelling of clusters as subjective. Consequently, subsequent studies may investigate additional research avenues employing diverse methodologies.

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