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# Influencer Marketing Unveiled: Navigating the Dynamics of Social Media Impact, and a Comprehensive Bibliometric Analysis

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## Abstract

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*This article explores the intricate landscape of influencer marketing within the realm of social media, with a specific focus on the evolving role of influencers, and their significant impact on consumer behavior. The study employs a rigorous bibliometric analysis, utilizing the Dimensions Digital Science database, to uncover key research trends, influential works, and collaborative networks in the influencer marketing domain. The methodology ensures transparency and reproducibility in data collection, leading to a carefully curated dataset. The literature review sheds light on the complexities of influencer-brand collaborations, emphasizing the need for authenticity. Through real-world examples, the article highlights the potential pitfalls in influencer marketing and the importance of congruence between influencers and brands for successful outcomes. The findings contribute to a collective understanding of influencer marketing, providing valuable insights for marketers, scholars, and industry professionals.*

**Keywords:** Influencer marketing, Social media, Consumer behavior, Digital science, Brand congruence.

## Introduction

Social network has been defined as a web-based service, which allowed the users to build their own public web page in an interconnected system and enables them to browse and access the information of other users who are linked to them within this system. This service has opened

a new era for mankind in the trend of digitalization and mobility. Broadly speaking, the social media has several unique features. First of all, social media covers both user-generated content and user-to-user relationships (Boyd and Ellison, 2007). People can express their thoughts and feelings on social media, which promotes the deepening of social relations through interaction on the platforms. With the help of social media, people can produce information, share information, and filter and disseminate information through evaluation and discussion.

With the rapid development of mobile Internet technology in the world, social media has played a more important role in people's lives. It has been playing an increasingly diversified role in the society after years of development. Nowadays, social media is not only a platform for mass communication, but also a tool to provide various services for people.

Instagram, which is the world's fastest-growing social network, can be seen as a typical representative of social media in modern society (Sheldon and Bryant, 2016). A recent survey by Twitter revealed that 40% of platform users were enticed into purchasing a product due to Tweets from influencers. Likewise, Google statistics indicate that 60% of YouTube subscribers tend to follow purchase advice given by their favorite influencers (Aw & Chuah, 2021).

As social media platforms have grown, the digital world created a new phrase, "social media influencers," who become famous through their digital content on social media, compared to traditional celebrities who become famous on TV shows and films. Hence, social media users tend to feel connected with social media influencers by interacting with them in the virtual world and perceive social media influencers as more authentic in their fields, including fashion, health, or music, than celebrity endorsements in traditional advertisements. Therefore, there is a need to empirically investigate what drives social media users' loyalty toward their favorite influencers, such as repeat purchase behavior, positive word-of-mouth, and recommendation of products advertised by social media influencers from the perspectives of an influencer's digitalized attributes. These perspectives are especially important because social media users interact with their favorite influencers in the digital world instead of in the real world. This means that social media influencers' digitalized attributes can be more important determinants of users' perceptions, feelings, behavioral intentions, and even actual behaviors than the visual characteristics of social media influencers (Kim & Kim, 2022).

Social media influencers are increasingly popular and affect consumers' attitudes, perceptions, preferences, choices, and decisions. Social media influencers are regular everyday people who have created an online presence from the grassroots level through their social media channels or pages and, in the process, have created an extensive network of followers.

In that sense, social media influencers are different than traditional celebrities or public figures, who rely on their existing careers (e.g., actors, singers, politicians) to become popular and exert influence.

Social media influencers have been defined by many scholars in numerous ways.

- Freberg et al ; new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media.
- Abidin; a form of microcelebrities who document their everyday lives from the trivial and mundane to the exciting snippets of the exclusive opportunities in their line of work, thereby shaping public opinion through the conscientious calibration of persona on social media.
- De Veirman; people who built a large network of followers and are regarded as trusted tastemakers in one or several niches.
- Ge and Gretzel; individuals who are in a consumer's social graph and have a direct impact on the behavior of that consumer.
- Dhanesh and Duthler; people who, through personal branding, build and maintain relationships with their followers on social media, and have the ability to inform, entertain, and influence their followers' thoughts, attitudes, and behaviors.

When these definitions are taken collectively and espoused through a marketing lens, social media influencers are essentially people who develop and maintain a personal brand and a following on social media through posts that intertwine their personality and lifestyle with the products (e.g., goods, services, ideas, places, people) that they promote, which can influence the way their followers behave (e.g., attitudes, perceptions, preferences, choices, decisions), positively (e.g., purchase) or negatively (e.g., do not purchase)(Joshi et al., 2023).

Instagram ranks among the most downloaded apps, with more than 1 billion active users, such that many brands establish accounts in an attempt to benefit from high engagement rates among a large market of consumers (Hsu and Lin, 2020, Social Bakers, 2018). Just as Instagram promises strong consumer engagement, influencer marketing arguably appeals better to customers than traditional, celebrity-based, mass media advertising, because it gives consumers a sense of close relationships and fit with their favorite influencers (Sokolova & Kefi, 2019).

Generation Z is a young people cohort born between 1997 and 2012 that tends to socialize through social media channels, a habit that has considerably modified their time use patterns and social interactions in all spheres. This generation responds rapidly and has a necessity

for immediacy and permanent interaction, even related to social media, where they consider themselves competent users and make use of these channels as their main source of information. Generation Z makes more intensive use of Instagram (96%), YouTube (71.4%) and Spotify (49.3%) than other generations. Concerning their approach to SMIs, Gen Zs expect influencers to be interactive, communicative, enthusiastic, credible, and inspiring (De Castro, 2023).

Brands can leverage these close links by having influencers promote their offerings to consumers who already embrace the image or views of those influencers. However, this effectiveness has come with some challenges, as consumers grow more familiar with and skeptical in the face of inauthentic influencer marketing campaigns (Fashionista, 2019). For example, consider a failed collaboration between Chriselle Lim, an influencer whose lifestyle posts normally pertain to beauty, fashion, and motherhood, and Volvo. Lim posted to promote Volvo's toxic-free car cleaner, an endorsement that did not ring true to her followers. In response, they complained the message was unlike the content she usually posts, and even worse, promoting an eco-friendly product seemed inconsistent with the image of a jet-setting lifestyle she depicts. The lack of authenticity led to criticisms of both the influencer and the brand. As a result, Volvo wasted resources on a useless partnership that failed to shine a spotlight on its product. Instead, the focus shifted to Lim, who reacted to the risk of losing followers and influence by retracting and obliquely apologizing for her post. This and similar examples suggest the need for some congruence between the brand and the influencer for the marketing effort to work (Blanche et al., 2021b).

It seems that the concepts of influencer credibility and authenticity are the future key constructs for the success of influencer marketing. This implies that for marketers, who value the diverse benefits of influencer marketing for their brands, such as increased purchase likelihood and better reputation among their potential and future customers, it will become increasingly important to select the right influencers based on their sincerity (Zniva et al., 2023).

In this study, we shed light on the importance of unveiling the global collective perspective on the state of knowledge regarding influencer marketing. In doing so, we have employed rigorous bibliometric methods, aiming to identify key research trends, influential works, and collaborative networks, shedding light on the interconnected dynamics that characterize this evolving field. Bibliometric analysis is a well-known method for analyzing a huge number of scientific articles. It is used for trends, collaboration patterns, research constituents, and the network structure of the domain (Aria & Cuccurullo, 2017; Donthu et

al., 2021). RStudio is free and open-source software for the analysis of datasets by using the bibliometrics package- bibliophily in the simplest form. Furthermore, this study contributes to answering the following research questions (RQs):

RQ1. What is the publication trend of social media influencer marketing research and which are the key articles?

RQ2. What are the major themes of influencer marketing research?

RQ3. Where should social media influencer marketing be heading in the future?

According to industry opinion, most marketers are not asking the question of why influencer marketing, rather the discussion is around how should influencer marketing be used. Influencers let businesses propagate their brand message to every level of social class of the target audience. It is believed that businesses stay out of the limelight and instead let the message propagate for itself. However, choosing an appropriate influencer is of utmost importance (Chopra et al., 2020).

Although influencers often receive praise and positive comments on their content, they also seem to suffer from backlash and hateful comments. Up till now, no research is available on how such negative comments on sponsored content could harm the brand that is promoted. In their study, Hudders, Lou, and de Brabandere (2022) examine how an influencer should respond to such negative user comments to diminish reputational harm (Hudders & Lou, 2022).

Despite the growing popularity of influencers on social networking sites, increasing budgets devoted to influencer marketing campaigns, expanding importance of Instagram in terms of number of users and economic volume (Statista, 2019), and growing prevalence of influencers on this visual and engaging social networking site, scientific research that addresses influencers on Instagram in detail has remained lacking (Belanche et al., 2021f).

The importance of consumerism for business survival and growth albeit in a more authentic, meaningful, and sustainable way along with the increasing use of digital media such as social media has led to the proliferation of social media influencer marketing and its burgeoning interest among academics and professionals (Joshi et al., 2023b).

The new movements and trends in the digital world have brought many opportunities for regular people to become Internet stars and for brands to become more successful and powerful. Social networking sites have become the place for creativity and innovation since they bring people from different cultural backgrounds together. Social media platforms are a pool full of leads, who may be easily and quickly converted into potential customers, therefore,

brands are feeling the need to redesign their marketing strategies, to fit that pool's norms and requirements, so that they can convert as many consumers as possible, to achieve their sales and marketing objectives. With this aim using SMIs has become common practice (Daimi & Tolunay, 2021).

The influencer marketing industry on social media is growing. By examining influencer marketing from an advertising perspective, influencer marketing can be acknowledged as an advertising strategy on Instagram. The followers of SMIs' counts and the type of advertising appeal in sponsored posts affect social media engagement (Gross & Von Wangenheim, 2022).

While predicting users' loyalty toward their favorite social media influencers from the perspectives of perceived friendship and psychological well-being, it was found that there is a significant moderating role of users' perceived social responsibility of their favorite social media influencers in the relationship between psychological well-being and loyalty toward the influencer (Kim & Kim, 2022).

SMIs cultivate and legitimize their status on SM platforms through active interactions with their followers and forging psychological connections with them. These interaction strategies positively influence PSR, which in turn leads to high purchase intention. However, SMIs differ significantly in their follower base, engagement rates, and skill sets they have to offer to a brand for successful marketing communications on SM platforms (Campbell & Farrell, 2020). Also, their use is not immune to consumer concerns about their transparency and authenticity (Bailey et al., 2023).

Consumers tend to evaluate a brand more positively when the endorser is perceived to be credible. Credibility consists of 'trustworthiness' (i.e., the perception of a person's honesty and integrity) and 'expertise' (i.e., the perception of a person having the relevant knowledge, skills, or experiences). An influencer's credibility is likely to be damaged when his/her selling intent is disclosed by a company. Hence, the extent to which an influencer genuinely shares his true thoughts, personal views, and feelings is another important criterion, which is typically included in the concept of 'influencer authenticity'. Being authentic makes it easier for consumers to identify with the influencer as consumers think that they share similar interests and values. Consumers not only identify with influencers because of perceived similarities but also because of a sincere desire to be like the endorser (Zniva et al., 2023).

The rest of the paper is structured as follows. The next section provides an account of the methodology used in the study, followed by the findings and conclusions of the study in subsequent sections.

## **Methods of Data Collection and Analysis**

It outlines the systematic approach employed in conducting the bibliometric analysis on influencer marketing, aimed at providing a comprehensive understanding of global research trends by emphasizing data collection, inclusion criteria, and analytical techniques (Donthu et al. 2021). The objective is to provide transparency and reproducibility in the selection, retrieval, and analysis of scholarly publications.

*Data sources:* The researcher conducted a comprehensive and systematic search across one of the available open-source major academic databases- Dimensions Digital Science to identify relevant publications on influencer marketing. This platform was chosen for its open accessibility and relatively extensive coverage ensuring a comprehensive representation of scholarly output.

*Search strategy:* A systematic and expansive search strategy was formulated to capture a broad spectrum of literature on Influencer marketing. The comprehensive nature of the search aimed to minimize the risk of overlooking relevant publications. The search string used was: (“INFLUENCER MARKETING”)

*Inclusion and exclusion criteria:* To focus the study on the specificity of trends, publications were confined to ‘title and abstract’ search and 9749 publications were only included. The title and abstract section of the paper must have accompanied the aforementioned search string to be accommodative on the study.

Also, the search of the articles was limited to journals in the English language between 2014 and 2023. The rationale is to capture the latest change in investigating the understanding of influencer marketing in the last ten years. The limit then generated 9517 articles, which were further limited to Articles apart from Book Chapters, Reports, Journals, etc. which then generated 5569 articles. After that, we limited the search to Marketing on the Field of Research which then generated 2377 articles. After that, a general output from the Dimension Database was thoroughly checked for duplication or any type of errors. Finally, the researcher included 500 articles that investigated the influencer marketing literature. The inclusion criteria encompassed peer-reviewed, open-access articles addressing various facets of influencer marketing using the embedded research classifications of Dimensions with specificity of Field of Research (Australian and New Zealand Standard Research Classification- ANZSRC) and also by aligned Sustainable Development Goals. Non-English publications were also excluded to maintain consistency in analysis and ensure a coherent and manageable dataset.

*Data cleaning and validation:* The retrieved dataset then underwent rigorous data

cleaning procedures to eliminate duplicates, inaccuracies, and irrelevant entries. This process involved cross-referencing titles, abstracts, authors, and publication details. Then the final dataset reflects a carefully curated selection of relevant and unique scholarly publications.

*Dataset statistics:* Descriptive statistics, such as the total number of publications, trend across years, top-10 papers, most contributing nation, author, and representation from different journals, were compiled to provide an overview of the dataset's characteristics.

*Bibliometric Indicators:* Key variables included in the dataset encompassed bibliographic details such as title, authors, publication year, journal, abstract, citation counts, and other bibliometric indicators. To quantify the impact and visibility of publications, we employed bibliometric indicators such as citation counts and h-index (Donthu et al., 2021b). Citation analysis was conducted using citation databases available in selected platforms to assess the influence of individual articles, authors, and journals within the gig economy literature (Podsakoff et al., 2005).

*Co-authorship and collaboration analysis:* Collaboration patterns among researchers and institutions were investigated through co-authorship analysis (Acedo et al., 2006). This involved mapping co-authorship networks to identify key contributors and collaborative hubs within the customer delight research community.

*Global geographics:* To ensure a global perspective, we considered the geographical distribution of authors, institutions, and the focus of the research. This involved analyzing the affiliations of authors and the settings of the studies to identify regional variations in research output and thematic emphasis.

*Thematic analysis:* A thematic analysis was conducted to categorize publications based on their primary research focus (Zupic & Cater, 2015). Keywords and key phrases were extracted from titles, abstracts, and subject headings to identify prevalent themes within the publications and were subsequently analyzed to reveal the word cloud and unique clusters and trends shaping the discourse.

*Visualization tools:* Bibliometric mapping tool Biblioshiny (an RStudio bibliometrics package) was employed to create visual representations of citation networks, co-authorship and collaboration patterns, and associated thematic clusters. By adhering to these systematic procedures, the bibliometric analysis ensures the reliability and validity of the findings, offering a robust synthesis of the existing body of knowledge on the influencer marketing literature.

*Data Collection:* This section provides a detailed account of the systematic data collection process employed in the bibliometric study on the influencer marketing literature,



outlining the database used, search strategy, and quality assurance criteria.

*Database:* The initial step involves choice of database/(s) and is a critical step in ensuring the comprehensiveness of the bibliometric study. Dimensions Digital Science (<https://www.dimensions.ai>) was selected for its open-source availability and relatively strong coverage of academic literature across diverse disciplines. This database platform is recognized for its open access and is very popular among the scholars of developing economies also by the multidisciplinary nature, encompassing journals, conference proceedings, and other scholarly publications. The search yielded a substantial number of potential articles. Subsequently, the analysis-ready dataset of 500 articles was extracted and exported from Dimensions Digital Science. Non-relevant records were excluded through the two-step screening process to maintain consistency in analysis and interpretation. In the first step, screenings of the records for duplications other than English language were conducted, and in the second step, titles and abstracts of extracted records were reviewed and flagged for subsequent scrutiny for eligibility and relevance based on inclusion criteria. Finally, the data retrieval holistically involved extracting relevant information, including title, author names, publication year, journal, abstract, keywords, and subsequent relevant bibliometric variables. This dataset (limited to 500 records) formed the foundation for subsequent bibliometric analysis.

*Quality assurance:* To ensure the accuracy and reliability of the dataset, data cleaning procedures were implemented systematically. Verification checks on duplicate records, other than English publications, completeness of most relevant details, etc. were performed iteratively to rectify discrepancies or errors, enhancing the overall quality of the collected data. Finally, the dataset of 500 relevant analysis-ready publications was ascertained. The goal was to create a clean and validated dataset that accurately represented the scholarly output of the influencer marketing literature.



*Source: Dimensions.ai retrieved from R Studio*

*Ethical Considerations:* Adherence to ethical guidelines was paramount in data collection. All data were obtained from publicly available and legitimate open sources, and ethical considerations were observed throughout the process.

By meticulously following this data collection protocol, we ensured the creation of a robust and reliable dataset for the subsequent bibliometric analysis. The systematic approach ensures the reliability and validity of the dataset, laying the groundwork for insightful findings and uncovering patterns, trends, and relationships within the customer delight literature.

## Results and Discussion

This section provides the main information about the data collected from 2014 to 2023, including sources, documents, annual growth rate, average age of documents, and citations per document. It also mentions the number of references in the documents. The document contents section includes information about keywords, author's keywords, and the total number of authors involved in the research. The text further discusses the collaboration among authors, types of documents, and specific instructions for entering data.

**Table 1**

*Summary of Extracted data for bibliometric analysis*

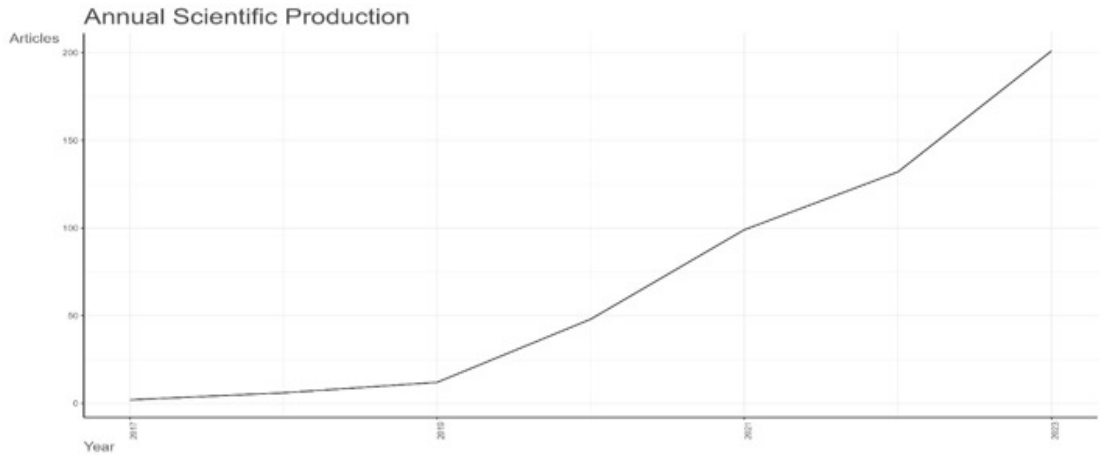
Description	Result
<b>MAIN INFORMATION ABOUT DATA</b>	
Timespan	2014:2023
Sources (Journals, Books, etc)	300
Documents	500
Annual Growth Rate %	115.62
Document Average Age	2.13
Average citations per doc	16.32
References	0
<b>DOCUMENT CONTENTS</b>	
Keywords Plus (ID)	19
Author's Keywords (DE)	19
<b>AUTHORS</b>	
Authors	1119
Authors of single-authored docs	88
<b>AUTHORS COLLABORATION</b>	
Single-authored docs	102
Co-Authors per Doc	2.54

International co-authorships %	12.8
DOCUMENT TYPES	
Article	500

Source: Author's calculation.

**Figure: 1**

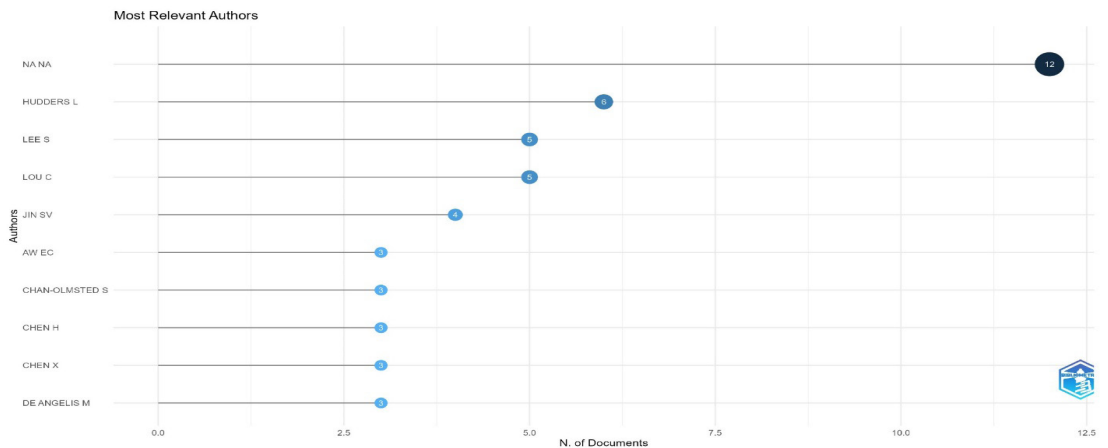
*Most relevant authors*



Source: [www.dimensions.ai/publication trend of influencer marketing research](http://www.dimensions.ai/publication-trend-of-influencer-marketing-research)

**Figure 2**

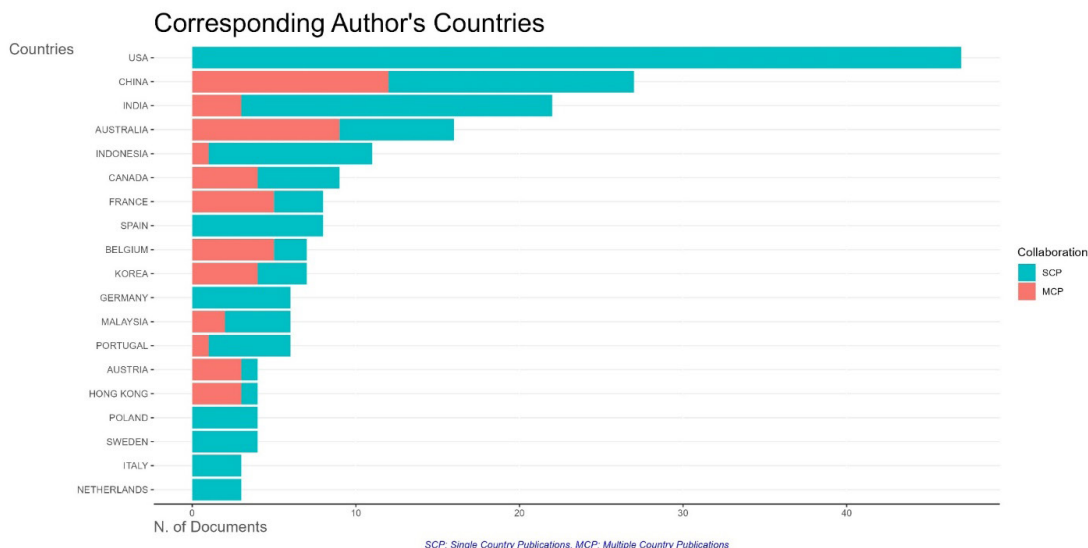
*Corresponding author's countries*



Source: [www.dimensions.ai/most relevant authors](http://www.dimensions.ai/most-relevant-authors)

**Figure 3:**

*Corresponding authors countries*



Source: [www.dimensions.ai/corresponding\\_authors\\_countries](http://www.dimensions.ai/corresponding_authors_countries)

The first research question (RQ1) deals with the publication trend. The analysis revealed that there is no publication in the year 2014 to 2016 and after that, there is a notable increase in scholarly output on the influencer marketing literature over the period. Figure 1 below illustrates the distribution of scientific publications across years, which indicates research on influencer marketing began to flourish 7 years (i.e., 2017 onwards). This shows that interest in influencer marketing is fairly recent where in growth of triple-digit publications was observed in 2021 which was the period when the global impact of Covid 19 pandemic was at its peak. Figure 2 shows the most relevant authors NA NA, Hudders L and Lee S are the top three authors. Figure 3 shows the corresponding countries' authors where the USA, China, and India are in the topmost position.

### Citation analysis

Citation counts were employed to assess the impact and influence of publications within influential marketing literature. Figure 4 showcases the top-cited 10 papers, highlighting influential works that have significantly contributed to the scholarly discourse. 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, 58-73 is the most cited one which was cited 914 times.

**Table 2**

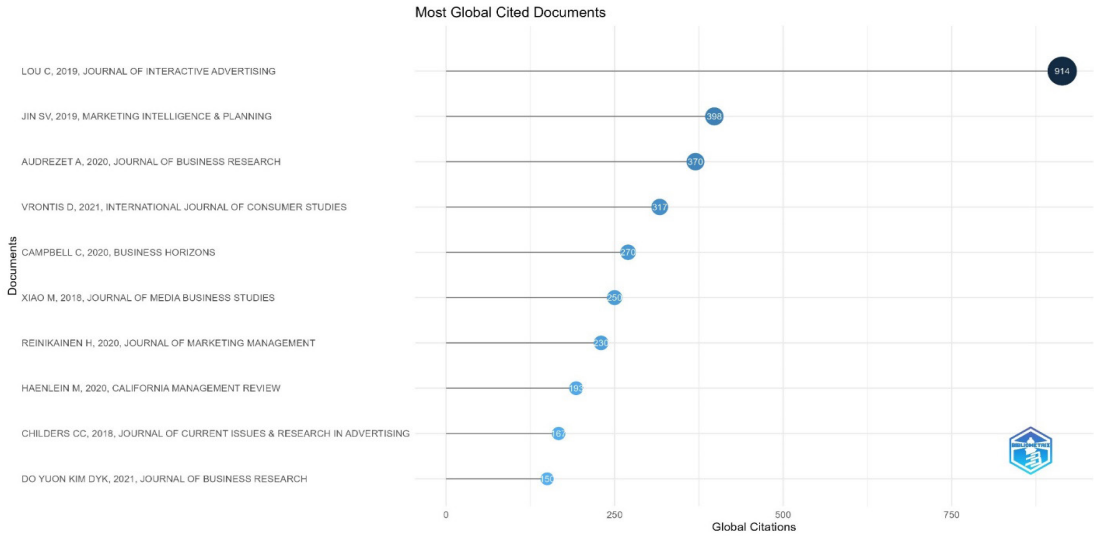
*Citation counts from different papers.*

Paper	DOI	Total Citations
Lou C, 2019, Journal Of Interactive Advertising	10.1080/15252019.2018.1533501	914
Jin Sv, 2019, Marketing Intelligence & Planning	10.1108/MIP-09-2018-0375	398
Audrezet A, 2020, Journal Of Business Research	10.1016/J.JBUSRES.2018.07.008	370
Vrontis D, 2021, International Journal Of Consumer Studies	10.1111/IJCS.12647	317
Campbell C, 2020, Business Horizons	10.1016/J.BUSHOR.2020.03.003	270
Xiao M, 2018, Journal Of Media Business Studies	10.1080/16522354.2018.1501146	250
Reinikainen H, 2020, Journal Of Marketing Management	10.1080/0267257X.2019.1708781	230
Haenlein M, 2020, California Management Review	10.1177/0008125620958166	193
Childers Cc, 2018, Journal Of Current Issues & Research In Advertising	10.1080/10641734.2018.1521113	167
Do Yuon Kim Dyk, 2021, Journal Of Business Research	10.1016/J.JBUSRES.2021.05.024	150
Tafesse W, 2021, Journal Of Retailing And Consumer Services	10.1016/J.JRETCONS-ER.2020.102303	145
Chetioui Y, 2020, Journal Of Fashion Marketing And Management	10.1108/JFMM-08-2019-0157	126
Trivedi J, 2019, Journal Of Internet Commerce	10.1080/15332861.2019.1700741	122
Wiedmann K, 2020, Journal Of Product & Brand Management	10.1108/JPBM-06-2019-2442	122
Blanche D, 2021, Journal Of Business Research	10.1016/J.JBUSRES.2021.03.067	120
Martínez-López Fj, 2020, Journal Of Marketing Management	10.1080/0267257X.2020.1738525	117
Masuda H, 2022, Technological Forecasting And Social Change	10.1016/J.TECH-FORE.2021.121246	115
LOU C, 2019, JOURNAL OF INTERACTIVE ADVERTISING-A	10.1080/15252019.2019.1667928	115
Ye G, 2021, Journal Of Advertising	10.1080/00913367.2020.1857888	114
Leung Ff, 2022, Journal Of The Academy Of Marketing Science	10.1007/S11747-021-00829-4	107
Harrigan P, 2021, International Journal Of Information Management	10.1016/J.IJINFO-MGT.2020.102246	103
Farivar S, 2021, Journal Of Retailing And Consumer Services	10.1016/J.JRETCONS-ER.2020.102371	96
Wellman MI, 2020, Journal Of Media Ethics	10.1080/23736992.2020.1736078	91
Lee S, 2020, Journal Of Global Fashion Marketing	10.1080/20932685.2020.1752766	87
Saima S, 2020, Journal Of Promotion Management	10.1080/10496491.2020.1851847	82

*Source:* Dimensions.ai retried from R Studio.

**Figure 4**

*Most globally cited documents*

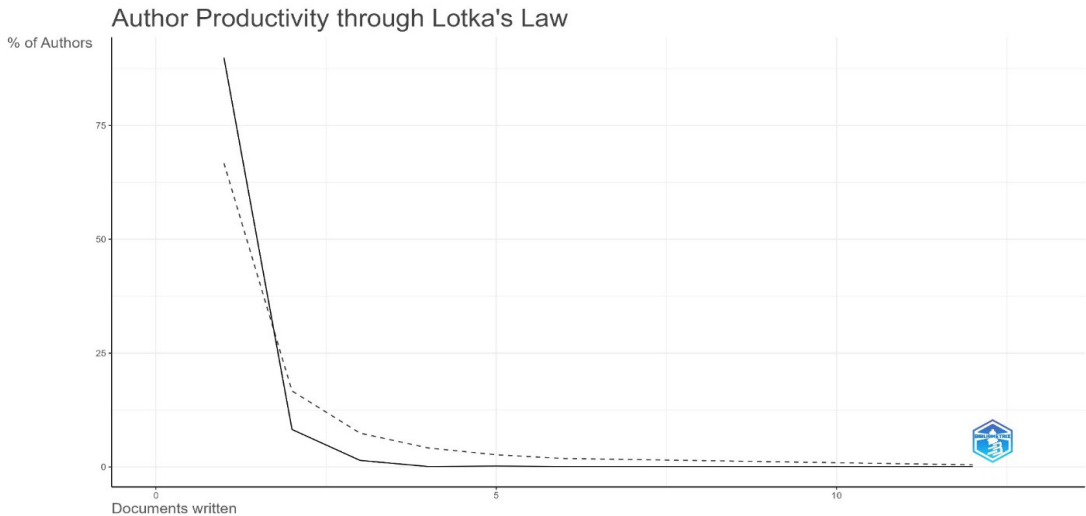


Source: [www.dimensions.ai](http://www.dimensions.ai) \most global cited documents

**Collaboration Patterns**

**Figure 5**

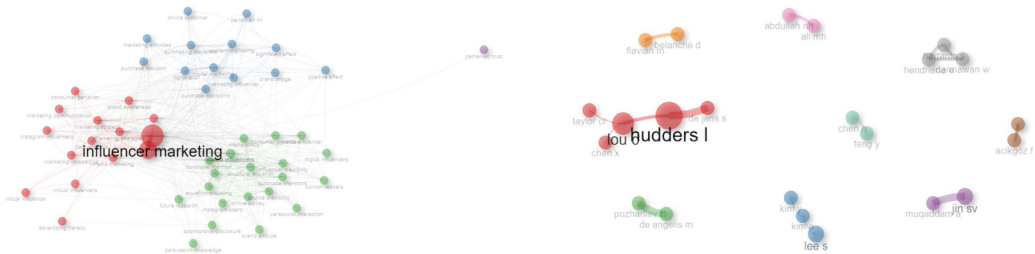
*Author Productivity through Lotka's Law*



Source: [www.dimensions.ai](http://www.dimensions.ai) \author Productivity through lotka's law

**Figure 6**

*Co-occurrence network*



Source: [www.dimensions.ai/co-occurrence network](http://www.dimensions.ai/co-occurrence-network)

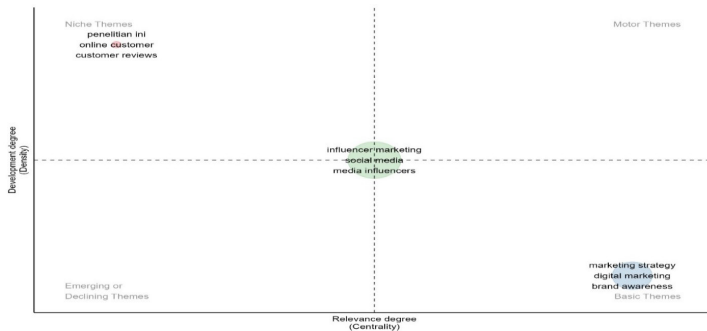
Co-authorship networks were mapped to visualize collaboration patterns among researchers and institutions. Figures 5, and 6 illustrates key nodes and clusters within the affiliations, network of countries, study co-occurrence areas, and also Lotka's law to understand the distribution of productivity among researchers within a specific discipline showcasing collaborative activity. The analysis identifies prolific authors and institutions, countries, and thematic rationales contributing to the influencer marketing stream.

### **Thematic Analysis**

The second research question (RQ2) involves a thematic analysis of influencer marketing. Fig. 7 below shows a bibliometric analysis of four themes related to influencer marketing. The analysis includes niche themes such as online customer and customer reviews. It also covers motor themes like social media and media influencers. There are no emerging or declining themes and covers basic themes such as marketing strategy, digital marketing, and brand awareness. The analysis provides insights into the relevance degree and development degree of these themes in the context of influencer marketing. Figure 7,8,9 shows the relevant themes, most frequently used words and most used topics respectively. Figure 8 shows the word cloud where words like marketing, humans, and social media are often mentioned while Figure 9 also shows the same result.

**Figure 7**

*Thematic map*



Source: [www.dimensions.ai/thematic map](http://www.dimensions.ai/thematic-map)

**Figure 8**

*Word cloud*



Source: [www.dimensions.ai/word cloud](http://www.dimensions.ai/word-cloud)

**Figure 9:**

*Tree map*



Source: [www.dimensions.ai/tree map](http://www.dimensions.ai/tree-map)



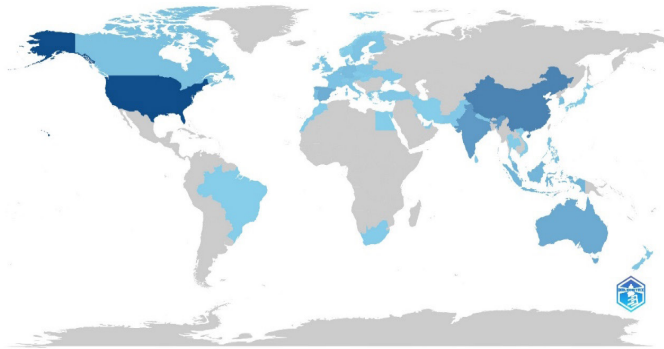
## Global Perspectives

Analysis of the geographical distribution of publications highlights regional variations in influencer marketing literature. Figure 10 provides a world map depicting the concentration of scholarly productions, with darker shades indicating higher research activity. Similarly, figure 11 provides a tabular and graphical representation of the authors from respective countries in both single-collaboration publishing and multiple-collaboration publishing. The findings highlight a global perspective, with substantial contributions from the USA, China, India, and Australia.

**Figure 10**

*World map of scientific production*

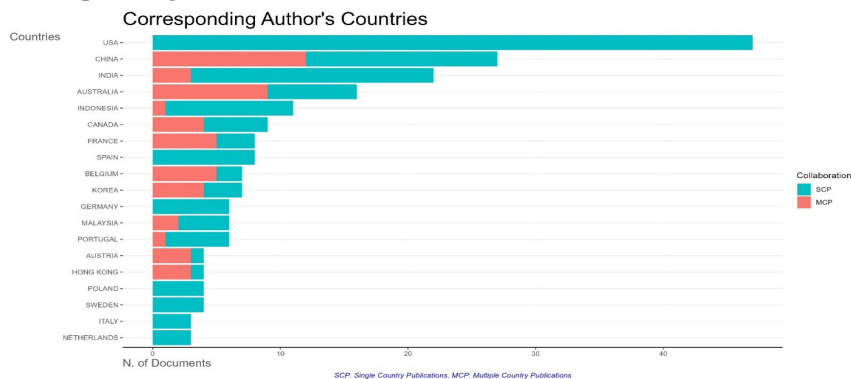
Country Scientific Production



Source: [www.dimensions.ai](http://www.dimensions.ai) \world map of scientific production

**Figure 11**

*Corresponding author's countries*



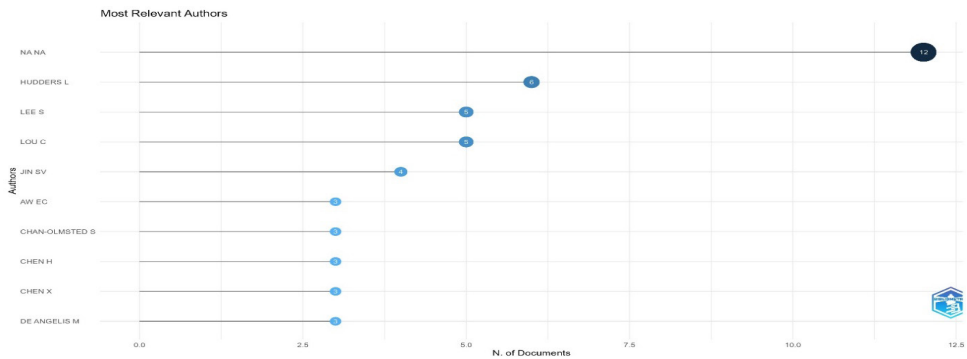
Source: [www.dimensions.ai](http://www.dimensions.ai) \corresponding author's countries

### Prominent Authors and Journals

The image presents the top 10 authors in the field of Influencer Marketing (figure 12). NA NA has been ranked as the first with 12 articles published respectively under his authorship. According to the database, dimensions.ai, the second most published author’s name has been produced as Hudders L with 6 articles. Also, there are two authors with a similar no. of articles i.e. 5. Therefore, the prolific author is referred to as NA NA.

**Figure 12**

*Most relevant authors*



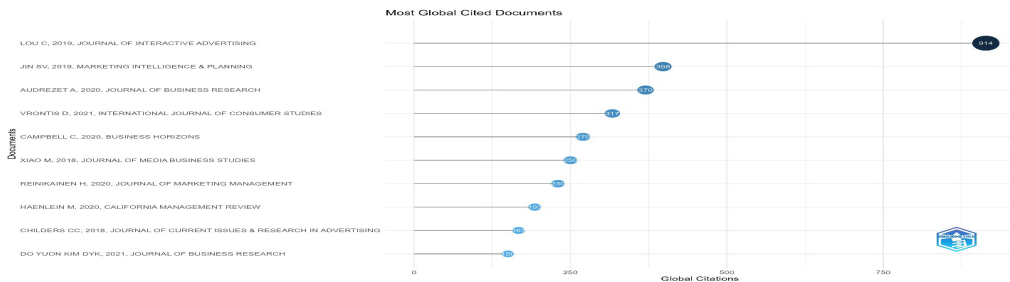
Source: [www.dimensions.ai\most relevant authors](http://www.dimensions.ai/most-relevant-authors)

### Most cited documents

Figure 13 presents the top 10 cited documents in the field of Influencer Marketing. LOU C, 2019, JOURNAL OF INTERACTIVE ADVERTISING has been ranked as the first with 914 citations. JIN SV, 2019, MARKETING INTELLIGENCE & PLANNING comes in second with 398 citations closely followed by AUDREZET A., 2020, JOURNAL OF BUSINESS RESEARCH with 370 citations in third.

**Figure 13**

*Most globally cited documents*



Source: [www.dimensions.ai\most global cited documents](http://www.dimensions.ai/most-global-cited-documents))

This bibliometric analysis explores the evolving landscape of influencer marketing, employing a systematic methodology and drawing insights from a refined dataset of 500 articles sourced from the Dimensions Digital Science database. The study reveals a notable surge in scholarly output on influencer marketing since 2014, indicating a heightened academic interest in the subject. Citation analysis showcases influential works, while collaboration patterns unveil key contributors and hubs within the field. Thematic analysis categorizes publications, disclosing prevalent themes such as online customer behavior, marketing strategy, and digital marketing, suggesting a well-established and continually evolving domain. The global perspective emphasizes contributions from countries like the USA, China, India, and Australia, underlining the widespread nature of influencer marketing research. The analysis of prolific authors and journals identifies NA NA as a leading contributor, with journals like the Journal of Interactive Advertising and Marketing Intelligence & Planning featuring prominently.

## **Conclusion**

This study shows a significant increase in scholarly output on influencer marketing from 2017 onwards. The interest in the topic has been growing within the academic community, reflecting the evolving dynamics of influencer marketing in the realm of social media.

Thematic analysis of influencer marketing literature reveals diverse research focuses within this dynamic field. One prominent theme revolves around “Online Customer Behavior,” exploring the impact of influencers on consumers’ attitudes, preferences, and purchasing decisions in the digital realm. Another thematic thread centers on “Marketing Strategy,” investigating how businesses strategically leverage influencers to enhance brand awareness, engagement, and overall marketing effectiveness. “Digital Marketing” emerges as a key theme, encompassing studies on the integration of influencer marketing into broader digital strategies, including social media campaigns and content creation. The absence of emerging or declining themes suggests a robust and continuously evolving landscape. This thematic diversity underscores the multifaceted nature of influencer marketing research, spanning from consumer psychology to strategic business practices and the broader digital marketing ecosystem. Overall, these themes collectively contribute to a comprehensive understanding of the complexities and nuances inherent in the influential world of influencer marketing.

Further, there are several trends and areas that SMIs need to consider focusing on to stay relevant and successful: *Niche Specialization*: As the social media space is becoming more crowded, SMIs need to specialize in a specific niche or industry which allows them to

build a more dedicated and engaged audience interested in a particular topic. *Authenticity and Transparency*: SMIs need to share genuine, relatable content and maintain transparent relationships with their followers to build stronger connections and trust. *Video Content*: Short-form videos, live streams, and interactive content are gaining popularity. Influencers should consider incorporating more video content into their strategy as Video content continues to dominate social media platforms. *Emerging Platforms*: SMIs need to keep an eye on emerging social media platforms. While established platforms like Instagram, YouTube, and TikTok remain essential, exploring new and emerging platforms can provide early adopters with opportunities to grow rapidly.

Ultimately, the success of a social media influencer in the future will depend on their ability to adapt, stay authentic, and provide value to their audience in an ever-evolving digital landscape. In Nepal the emergence of local influencers across various niches, including lifestyle, travel, beauty, and fashion. Brands engaging in SMI in Nepal need to be culturally sensitive and should carefully assess the local landscape, collaborate with influencers who align with their values, and create culturally relevant content to connect with the target audience effectively. In addition to global platforms, local platforms and forums also play a role in influencer marketing. Understanding the preferences of the local audience and leveraging platforms popular in Nepal can enhance the effectiveness of influencer campaigns. Influencer marketing in Nepal presents both opportunities and challenges. As the industry continues to evolve, staying informed about trends and adapting strategies accordingly will be key to success.

*Emerging Trends and Technologies*: Investigate the impact of emerging technologies, such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), on influencer marketing. Explore how these technologies reshape content creation, engagement strategies, and audience interactions. *Global and Cultural Perspectives*: Deepen the understanding of influencer marketing from global and cultural perspectives. Analyze how cultural nuances influence audience responses, the effectiveness of influencer campaigns, and the adaptation of strategies to resonate with diverse international audiences. *Ethical Considerations and Regulation*: Explore ethical considerations associated with influencer marketing, including issues related to transparency, disclosure, and influencer authenticity. Investigate the effectiveness of existing regulations and propose ethical guidelines to ensure responsible and transparent practices within the industry.

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