Role of Influencer Marketing in Consumer Purchase Decisions:
A Bibliometric Analysis and Discourse

Neeraj Bhanot (Assistant Professor), Harshika (Student), Sanyam Prasher (Student)

Mittal School of Business, Lovely Professional University, Punjab, India

Abstract:

In today's digital age, the power of influencer marketing has an important place and determines customer decisions in different sectors. This compendium delves into the complex world of influencer marketing, informed by a comprehensive analysis of the latest research in the field. With this research, we aim to re-veal the important role of employees in the formation of consumer behaviour and purchasing intention. Our journey begins by revealing the impact of an influencer's presence on multiple platforms on behaviour, showing how messaging influences emotions and behaviour. Know the connection to the affected person. Additionally, we examined the claim of polarizing influencers' identity by revealing how the debt issue leads to defensiveness that impacts on influencing marketing strategies that deliver a unique network of customer loyalty, consumer behaviour and purchasing behaviour. We explore the hidden gems in retail live streaming and marketers' social media presence, revealing their impact on offline purchasing decisions beyond the digital world. By exploring interpersonal interactions, we show how interpersonal interactions influence brand perceptions and communication outcomes. We also carefully examine the influence of creators on information followers according to the balance between business and reality. We present the next list, revealing the difficulty of uncovering practices in the influencer industry, their small impact on various dimensions of reality, and the impact of stakeholders' needs. Combining recent research studies, this cornerstone provides guidance to business leaders as they navigate the dynamic areas of business. By presenting small conversations between influencers, consumers, and brands, we provide experts with insights to increase business potential that are useful in guiding customer engagement and purchasing decisions.

1. Introduction:

"In today's ever evolving world of digital media, the business world has undergone a   major shift marked by the influence of media in shaping consumer behaviour and encouraging purchasing. The Rise of the Critical Architect of Judgment (Gamage T.C., Ahill, NJ, 2023). This change is It stems from the ability of people to support the expansion and support of various online platforms, making their followers an important part of the daily business strategy. Mukherjee A., Mukherjee A., Iyer P., Smith R.J, 2022

Navigating this dynamic space requires a strong understanding of the intricacies of influencer marketing. As businesses seek to connect with target audiences and uncover consumer behaviour, it is important to understand the processes at work. Against this background, our project began investigating various aspects of influencer marketing. This research aims to reveal the impact of the campaign on the consumer decision-making process, taking into account different contexts and platforms.

Our research process involves a rigorous review of academic literature and empirical studies, drawing on rich insights to elucidate the interplay of effects. Influencer and Consumer Perceptions, Attitudes, and Intentions (Kim D.Y., Kim H.-Y., 2021)

The research goes beyond the site and dives into the relationship between influencer behaviour and the target audience. Additionally, ethical considerations surrounding transparency and authenticity in collaboration with business are also at the heart of our research.

Our research needs to provide a better understanding of this field, which emerges as we delve deeper. Integration of existing research and theoretical frameworks forms the basis of our approach. Through this comprehensive review, we aim to provide recommendations for businesspeople and professionals seeking support in all aspects of business. Our mission is to provide influencers with the knowledge and strategies necessary to navigate the changing landscape and effectively leverage the transformative power of influencer marketing.

Our research focuses on the importance of the known system in this field by revealing the basic determinants and consequences of product-consumer interactions (Zhou L., Jin F., Wu B., Chen Z., Wang C.L., 2023). Ultimately, we want to empower informed decision-making and provide business professionals with the tools they need to make businesses more informed, build trust with customers, and promote sales. "

2. Experimental

2.1 Research Methods

This section describes the research methods adopted to achieve the research objectives. To achieve the objectives set in CA1, a bibliometric review of the information in the Scopus database will be carried out.

A total of 215 documents were found in the Scopus database using the query (TITLE-ABS-KEY ('Influencer Marketing – – Decision –) or TITLE-ABSKEY (– Influencer Marketing – – Purchase –)). use master data to ensure only relevant data is selected, a total of 199 data were processed. Therefore, we will use this data to achieve research objectives.

The last query for these 199 records will be (TITLE-ABS-KEY ("Influencer marketing" "Decision") OR TITLE-ABS-KEY ("Influencer marketing" "Purchase") AND (LIMIT-TO (DOCTYPE) . , "ar") OR LIMIT-TO (DOCTYPE , "cp") OR LIMIT-TO (DOCTYPE , "ch")) AND (LIMIT-TO (LANGUAGE , "English")).

The bibliometric content of the document will be exported to an Excel spreadsheet for analysis. You can include the name of the journal, publication date, abstract (title and link), article, main content, abstract and bibliography, etc. will include. For descriptive analysis and network analysis, we will use the bibliometric tool provided by Biblioshiny for analysis of changes in publication, national publication analysis/region, most relevant and talented authors, most important and influential journals, and most influential theoretical models. We will use Vos software for keyword and result analysis.

We will also use most of the research not as a theory or model, but as a primary research method in many respects.

2.2 Keywords Identification

Key-word analysis is an important part of database management. Participatory content analysis was extracted from the provided data and research articles. This re-view helps identify research and research perspectives by ensuring the inclusion of research-related terms and concepts.

2.3 Data and methods

Our approach begins with data management, where we carefully collect, organize and manage education related data. This includes qualitative data analysis of various sources using search methods and prioritization strategies. The selected text was extracted and included in the data structure, ensuring the integrity of the data and making it more

useful during analysis. We also identified important terms and concepts through key-word analysis and classified them according to their relevance to our research objectives. These key elements are incorporated into the database structure, allowing data to be recorded and classified to facilitate analysis. With this systematic approach, we ensure an in-depth investigation of the impact of influencer marketing on consumer behaviour and purchasing decisions.

2.4 Database Curation

Database curation involves the collection and integration of information, research articles, and studies related to business and its impact on practice. This process enables the collection of da-ta from a variety of sources, including academic journals, social media, and online sources.

2.5 Procurement of bibliometric references

The purchase of bibliometric references begins with a corresponding search in SCOPUS   publications These studies focus on keyword phrases and keyword search options in the database, using specific keywords and their combinations. The selection process is based on its relevance to the research objectives, particularly in the search for modern and modern technologies for oil spill remediation, performance evaluation and research. To ensure a rigorous process, article selection followed guidelines outlined in the Professional Guide for Systematic Reviews (PRIS-MA) model. A comprehensive evaluation was then carried out by bibliometric analysis using the VOS viewer and the R-based tool Biblioshiny, and the main characters and patterns of the selected text were identified.

2.6 Performance analysis

In the field of performance evaluation, our research searches for publications, research-ers and participants suitable to measure their impact on specific topics. Analysis involves the use of a variety of measures designed to monitor the effectiveness of key learning elements. The main content includes the content of publications and references, analysis of published publications, authors, sources and countries involved in the exchange chat. Using these indicators, our research focuses on better understanding excellence in selected subjects, revealing influential individuals and their contributions in the field.

2.7 Scientific Mapping

In scientific mapping, our research attempts to visualize the representation of the landscape of study data in a region or across courses. This involves using specific tools and techniques to identify and visualize relationships between posts, authors, content, and other stakeholders. We aim to create comprehensive maps showing interaction effects and thematic patterns found in the literature by using methods such as correlation analysis, correlation analysis, and keyword analysis. These maps provide insight into the knowledge structure at work by highlighting key concepts, emerging trends, and stakeholders. Our research through the research report aims to deepen the understanding of the research and identify opportunities for further research and collaboration.

3. Performance Analysis.

3.1 Overview of Publications Over Time:

This category shows the evolution of publications and articles from 2018 to 2023.

<u>2018:</u>

"Together, the studies reviewed highlight the important role of marketing in shaping consumer behaviour and purchasing decision (Petrescu et al., 2018). Promoted through influencer campaigns, user reviews, reviews, helps increase purchasing potential and custom-er satisfaction (O'Leary et al., 2018) Media users, especially young people,

have a significant influence influencing purchasing decisions (Goldring and Ben Mrad, 2018) The dynamics of influencer marketing demonstrate the importance of the influencer's credibility and compares the effectiveness of various types of influencers, such as attractive celebrities and experts (Kádeková et al., 2018; Holienäinová et al., 2018). These insights provide marketers with valuable guidance in navigating the changing business environment and ensuring efficient and effective partnerships (Müller et al., 2018; Mattke and Maier, 2018; Trivedi, 2018). ".

2019:

"In the context of uncertainty, the main topic is given as the impact of marketing and its various effects on consumer behaviour and purchase intentions (Torres et al., 2019). Together, these studies explore many aspects such as the effective-ness of influencer endorsements compared to traditional influencers, the impact of influencer solicitations and co-marketing, processes from influencers to consumers, and influencer marketing in different sectors such as fashion and healthcare (Dwidienawati et al., 2019); Ki et al., 2019; Hughes and Swaminathan, 2019; Dhanesh et al., 2019. Moreover, these studies also show certain factors that influence the success of influencer market-ing, including credibility, content quality, and platform type (Lou and Yuan, 2019 ;Subramaniam and Singhal, 2019 ; Bratu, 2019). Overall, these concepts provide great insight into understanding the thinking and practical implementation of marketing strategies. (Coll and Micó, 2019; Childers et al., 2019) to understand fascinating issues such as efficiency, market competition and segmentation. The importance of understanding the impact on customer interactions. This information provides valuable lessons for marketers trying to influence customer engagement in the evolving digital landscape.

2021

"Together, these studies demonstrate the changing nature of the impact of marketing on consumer behaviour in the current digital environment (Mettenheim and Wiedmann, 2021). As traditional business processes rely on the power of social media, influencers have become the key to influencing Consumer decisions (Fernan-do et al. , 2021).Studies explore various dimensions of this phenomenon by examining influencer characteristics, authenticity, credibility, and associations with brands and health.(Ikhsan et al., 2021; Suresh) & Balaji, 2021).These studies not only contribute to the theoretical understanding of influencer marketing, it also provides practical ideas . Think for business people looking for good work. To measure the accuracy of reality and discover influencers of green culture demonstrations. understanding the impact on customers (Belanche et al., 2021). As the business evolves, these findings show that knowledge and valuable business strategies are developed that build relationships with customers and address trust, confidence and influence. "

"In summary, empirical studies demonstrate the diverse effects of influencer market-ing on various industries and consumers (Trivedi et al., 2021). Living anywhere in the world can influence people's thinking and purchasing intentions (De Jans et al., 2021). Platforms like Instagram are important for delivering results, encouraging customer engagement, and influencing customer curiosity. is particularly useful (Vrontis et al., 2021). These findings actually show differences between influencers, consumers, and products in terms of consistency and social economy (Makrides et al., 2021). As digital marketing continues to evolve, influencer marketing is not just a great advertising tool. , is also one of the best ways to build good customer relationships. These studies provide marketers with better information as they approach the complexities of this transition.

2022:

Evaluative research provides insight in two key areas: engaging with existing customers and understanding business impact. For large consumers in China, the selection of popular advertisers is important for the attractiveness, reliability, and consistency of the site (Boonchutima and Sankosik, 2021). The business-wide impact of the business

is significant, where trust, knowledge, and good content play an important role (de Brito Silva et al., 2021). These studies explore the power of social media influencers and highlight the impact of factors such as authenticity and self-expression on purchasing (Chaudhry, 2021). Overall, these findings help understand the behaviour of consumers across different demographic groups and create effective marketing strategies. These studies cover a variety of perspectives on influencer marketing and its impact on consumer behaviour. They conducted an in-depth study on the impact of celebrity endorsements on purchase and investigated the relationship between influencers and social media users (Fang and Wang, 2021). Examining the role of video bloggers in travel and purchasing decisions, as well as understanding the effectiveness of social media interventions and the resulting influencer marketing in e-sports (Bu et al., 2021). Comparing macro and micro influencer performance reveals their impact on brand awareness and purchase intentions (Parkinson and Thaichon, 2021). Studies have also investigated the impact of influencer marketing on consumers' emotions and interactions on platforms such as TikTok (Zhang and Choi, 2021). Understanding these changes can help marketers find ways to transform their marketing strategies and engage customers across multiple platforms and demographics.

2023:

Re-search studies provide a better understanding of business value and demonstrate its impact on consumer behaviour and changes in influencers and followers (Hsieh, 2023). A body of research shows that social media platforms have a positive impact on followers' identification and behaviour (Kooran Beheshti et al., 2023). Another group investigated polarization in influencer communication and its impact on engagement with fans, especially super influencers (Ooi et al., 2023). Research has explored factors that influence attitudes towards influencers and advertising products, including ease of action and influencer credibility, which vary by gender (Rudeloff and Damms, 2023).

In addition, the article examines the communication of businessmen on social media, the effect of video blogs on consumer education and purchasing behaviour, and the effect of trust on social relations (Bi et al., 2023; Steils, 2023). Research has also explored the impact of content created by scammers and influencers on followers' information-seeking behaviour (Gamage and Ashill, 2023; Kapoor and Balaji, 2023).

In summary, this research makes a valuable contribution to the marketing literature and provides marketers with information to navigate the beauty industry (Aw et al., 2023). As the business evolves, these findings suggest good decision-making and highlight the importance of trust management and trust for a successful business (Dou et al., 2023).

3.2 The most influential publications:

which can be expressed directly, are measured by the number of publications they receive, therefore the most important publications in literature that affect the academic work of authors Buy international influencers purchasing habits are determined and extracted accordingly. Table 1 lists the most influential publications in the collection.

Rank	Title	Author	Year
1	The impact of influencers' multi-SNS use on followers' behavioral intentions: An integration of cue consistency theory and social identity theory.	Hsieh J.-K.	2023
2	Does polarizing personality matter in influencer marketing? Evidence from Instagram	Koorank Beheshti M., Gopinath M., Ashouri S., Zal S.	2023

3	How Generation X and Millennials Perceive Influencers' Recommendations: Perceived Trustworthiness, Product Involvement, and Perceived Risk	Cabeza-Ramírez L.J., Fuentes-García F.J., Cano-Vicente M.C., González-Mohino M.	2022
4	Live commerce retailing with online influencers: Two business models	Liu B., Wang W.	2023
5	The impact of influencer-sourced brand endorsement on online consumer brand engagement	Gupta S., Mahajan R., Dash S.B.	2023

1.   The impact of influencers' SNS use on followers' behaviour: Integration of cue congruence theory and social identity theory (Hsieh J.-K., 2023)

This study deeply explores the influence of influencers The use of various social networking platforms to study the behaviour of their followers makes a differ-ence in existing scientific studies. Integrating cue congruence theory, social identity theory, and the stimulus-organism-re-sponse framework, this study poses three research questions and develops a research model. The findings obtained by applying the same sampling meth-od to the data obtained from 510 participants show that influencers are the same on all social media platforms and that people believe the information and emotions with the influencer. Research also confirms that people's purchasing preferences and participation in eWOM activities are determined by their knowledge and opinions, and the nature of the individual experience (lifestyle and analysis) influences these organizations. Finally, this article offers new insights into influencer marketing and offers practical advice for marketers.

2.   Does polarizing identity matter in influencer marketing? Evidence from Instagram (Kooran Beheshti M., Gopinath M., Ashouri S., Zal S., 2023)

This study investigates how influencers enhance Lists posted on social media platforms, specifically Instagram results. Through our testing and analysis of Instagram Live data, the study found that the polarizing nature of the phenome-non led to a defensive passion in its followers, even though its identity was not polarizing. This phenomenon affects subsequent integration and purchase intentions. Research also shows that mega influencers have better results than macro influencers in terms of follow engagement. By revealing the role of motivation, this study helps understand what drives consumers to engage with social media content. Findings show that marketers can leverage existing influencers among online users to increase the effectiveness of their communication goals.

3.   How Generation X and Millennials Perceive Influencers' Recommendations: Perceived Trustworthiness, Product Involvement, and Perceived Risk

This article is based on user input from social media influencers across multiple generations, primarily Generation X and Generation Y. explores the differences between customer behaviour and customer engagement strategies. While previous literature has highlighted differences in purchasing behaviour and social spending between these groups, there is little evidence that they may differ in terms of trust in the relevant message. This study examines theoretical frameworks related to trustworthiness, perceived risk, product involvement, and purchase intentions. Using data from 116 Millennial and 135 Generation X influencer followers, it presents an exploratory model tested with partial least squares structural equation modelling (PLS-SEM) and multicluster analysis. Results reveal differences in perceived risk among millennials, as well as moderate effects on information trust and per-chase intentions across generational groups. Additionally, studies have examined the influence of leadership and gender and identified differences based

on the degree of social interaction among followers. Overall, this study helps understand the nuances of consumer confidence and behaviour in the context of business disruptions across generations.

4.   Internet celebrity live streaming online shopping:

Two business models available in the market (Liu Bo, Wang Wen, 2023). It focuses on the key decisions businesses need to make to be effective in this context, including whether to contact influencers, how to do so, and the associated costs and inventory decisions. This study investigated two business models: the short-impact window model (IOSW) and the long market-orient-ed model (MOLW). This article aims to use stochastic optimization models to understand how these models benefit the business and how decisions affect business results. The findings show no significant pattern; This shows that companies should not be blind to the effectiveness of knowledge collaboration. The research also shows the importance of the company's innovation ability in the IOSW model and the impact of fan size in driving results in the MOLW model. He said companies should prioritize a "lowest cost" strategy if they don't have high hopes for the success of live services. Overall, this study provides management insights for companies grappling with the challenge of disrupting online shopping partnerships.

5.   The impact of influencer-induced brand recognition on online consumer brand engagement (Gupta S., Mahajan R., Dash S.B., 2023)

This research presents a method of brand communication through the social media influencers (SMI) model. It examines, with suggested names, how the characteristics of stakeholders and the context in which they exist affect the experience, attitude, and behavioural character of consumers. Using sur-vey data from 316 Instagram users, the study used structural equation modelling to analyse these relationships. Findings show that SMI credibility and custom-er similarity have positive effects on various aspects of customer business interaction (CBE). In addition, while the information in SMI content has a positive impact on perception and behaviour, entertainment content also improves thinking. This study provides marketers with an understanding of how to select SMI and design elements to achieve CBE goals. In addition, it expands on previous research focusing on mediation such as customer behaviour and trust by highlighting the mediating role of CBE dimensions in influencing consumers' purchase intentions. Overall, the research offers important advice for marketers on using effective marketing from social media like Instagram.

3.3 Most Relevant Authors

The relevance of authors can be gauged through their productivity and impact. Author productivity is typically quantified by the number of papers they produce within a specific timeframe. On the other hand, author impact is often measured by the number of citations their publications accrue over time. By analysing both productivity and impact, the most relevant authors in the dataset were identified and are presented in the following table.

Table: Most impactful authors

Element	h_index	g_index	m_index	TC	NP	PY_start
ANAYA-SÁNCHEZ R	2	2	0.4	104	2	2020
CABEZA-RAMÍREZ LJ	2	3	0.667	14	3	2022
DE JANS S	2	2	0.5	26	2	2021
FARIVAR S	2	2	0.5	66	2	2021
FLAVIÁN M	2	2	0.5	63	2	2021
FUENTES-GARCÍA FJ	2	3	0.667	14	3	2022
HOANG SN	2	2	0.4	13	2	2020
HUYNH T	2	2	0.4	13	2	2020

| KIM E | 2 | 2 | 0.4 | 48 | 2 | 2020 |
| KIM S | 2 | 2 | 0.5 | 30 | 2 | 2021 |

Source: SCOPUS database and Authors' Compilation
Note: TC= Total Citations, NP= Number of Publications, AF = Article Fractionalized

From the table, it seems that all researchers have an h-index and g-index of 2, indicating they each have 2 papers that have been cited at least 2 times. The m-index varies, suggesting different career lengths. The total citations (TC) and number of publications (NP) also vary, indicating different levels of productivity and impact. The start year of publication (PY_start) suggests when they started their research career. For example, ANAYA-SÁNCHEZ R started in 2020 and has since accumulated 104 total citations over 2 publications. On the other hand, CABEZA-RAMÍREZ LJ started in 2022 and has 14 total citations over 3 publications. This kind of analysis helps in understanding the research output and impact of different researchers.

ANAYA-SÁNCHEZ R started publishing in 2020 and has since published 2 papers that have been cited at least twice, earning an h-index and g-index of 2. The m-index of 0.4 suggests a relatively short career length so far. Despite this, ANAYA-SÁNCHEZ R has accumulated a total of 104 citations, indicating a significant impact in their field of research.

CABEZA-RAMÍREZ LJ started publishing more recently in 2022. They have published 3 papers, with at least 2 of them being cited at least twice, hence the h-index of 2. The g-index of 3 suggests that these papers have received a fair number of citations. The m-index of 0.667 indicates a high productivity rate early in their career. However, the total number of citations is currently 14, which may increase as their papers continue to be referenced.

DE JANS S began publishing in 2021 and has since published 2 papers that have been cited at least twice, resulting in an h-index and g-index of 2. The m-index of 0.5 suggests a relatively short career length so far. Despite this, DE JANS S has accumulated a total of 26 citations, indicating a promising start to their research career.

3.4 Most Relevant Sources

The dataset consists of 192 journals that have published articles covering the purchase decision of the buyers. This domain has been progressive over the years. To demonstrate the impact of journals, Tables of list the ten most relevant journals. In this analysis, the total number of publications and the total number of citations were used to categorize the most productive and most impactful sources respectively.

Element	h_index	g_index	m_index	TC	NP	PY_start
PSYCHOLOGY AND MARKETING	3	3	0.5	252	3	2019
JOURNAL OF MARKETING MANAGEMENT	3	3	0.6	220	3	2020
JOURNAL OF RETAILING AND CONSUMER SERVICES	5	6	0.714	204	6	2018
JOURNAL OF BUSINESS RESEARCH	4	7	0.8	171	7	2020
CURRENT ISSUES IN TOURISM	2	2	0.5	152	2	2021
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	3	3	0.6	99	3	2020
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	3	4	0.75	73	4	2021
INTERNATIONAL JOURNAL OF ADVERTISING	3	5	0.75	48	5	2021

JOURNAL OF PROMOTION MANAGEMENT	3	4	0.6	48	4	2020
APPETITE	2	2	0.5	26	2	2021

With 192 publications in the dataset," JOURNAL OF BUSINESS RESEARCH was the most relevant source followed by JOURNAL OF RETAILING AND CONSUMER SERVICES total number of publication of (7), INTERNATION-AL JOURNAL OF ADVERTISING total number of publication of 6 JOURNAL OF RESEARCH IN INTERACTIVE MARKETING total number of publication of 5, JOURNAL OF PROMOTION total number of publication of 5,MANAGEMENT PSYCHOLOGY AND MARKETING total number of publication of 4,JOURNAL OF MARKETING MANAGEMENT total number of publication of 4 JOURNAL OF PRODUCT AND BRAND MANAGEMENT total number of publication of 3 CURRENT ISSUES IN TOURISM total number of publication of 2, APPETITE total number of publication of 2. However, only the PSYCHOLOGY AND MARKETING was the most impressive origin of the dataset with total number of citations (252) follow up by JOUR-NAL OF MARKETING MANAGEMENT total number of citations (220) has attain recognition as one of the top 10 most relevant sources.

The analysis of 192 journals focusing on consumer purchase decisions reveals key insights into scholarly contributions. "Journal of Business Research" leads in productivity with seven publications, while "Psychology and Marketing" garners the most citations at 252, highlighting its impact. Other notable journals include "Journal of Retailing and Consumer Services" and "Journal of Marketing Management." This emphasizes the importance of considering both productivity and impact when assessing scholarly contributions in the field.

3.5 Country Collaboration Analysis

51 nations participated in producing 192 publications included in the dataset under examination. The following table displays the collaborative efforts among the ten most prolific countries to collaborate on the consumer purchase decision.

From	To	Frequency
CHINA	INDIA	2
GERMANY	AUSTRALIA	2
GERMANY	AUSTRIA	3
KOREA	JAPAN	2
MALAYSIA	PAKISTAN	2
USA	CHINA	2
USA	GERMANY	2
USA	KOREA	4
USA	UNITED KINGDOM	2
AUSTRALIA	FRANCE	1

The top ten most productive countries contributed publications to the dataset. As evident from the table, the collaboration between the USA and Korea emerged as the most prolific in influencing purchase decisions. from the influencer market in the dataset frequency=4 followed by GERMANY TO AUSTRIA (frequency=3) AND REMANING COUNTRIES (FREQUENCY=2) One nation managed to secure a position in the list of the top ten most productive nations for collaborating on influencer purchase decisions. Interestingly, the remaining spots were all occupied by developed countries, indicating a notably skewed trend in collaboration productivity.

4. Science Mapping

4.1 Co-Citation Analysis

Three distinct categories emerged, each represented by a different colour: red, green, and blue. The red cluster on the left appears to be well connected, showing the relationship between the nodes within it. The green cluster in the middle indicates a moderate level of connectivity. The blue line on the right looks more spread out and less connected. Co-authorship is a visual representation of how often pairs of authors are listed together in publications. Each part of the network represents an author, and the area of the node is comparative to the number of times the author is counted. The edges of the nodes represent collaboration, and the thickness of the edge is proportion-al to the number of times two authors are counted together. Other nodes in the network represent a smaller number of authors. Edges of nodes indicating authors are counted together. For example, the edges of the red and green circles indicate that Ibanez and Broad are listed together in at least one publication. "Ibaññez et al." appears next to the red circle. This means that the main author is Ibanez or one of its authors. Text "Broad and others." appears next to the green circle. This means that the second most likely author is Broad or one of his co-authors. Text "Xiao et al." appears next to the blue circle. This means that our most important author is Ben or one of his authors.
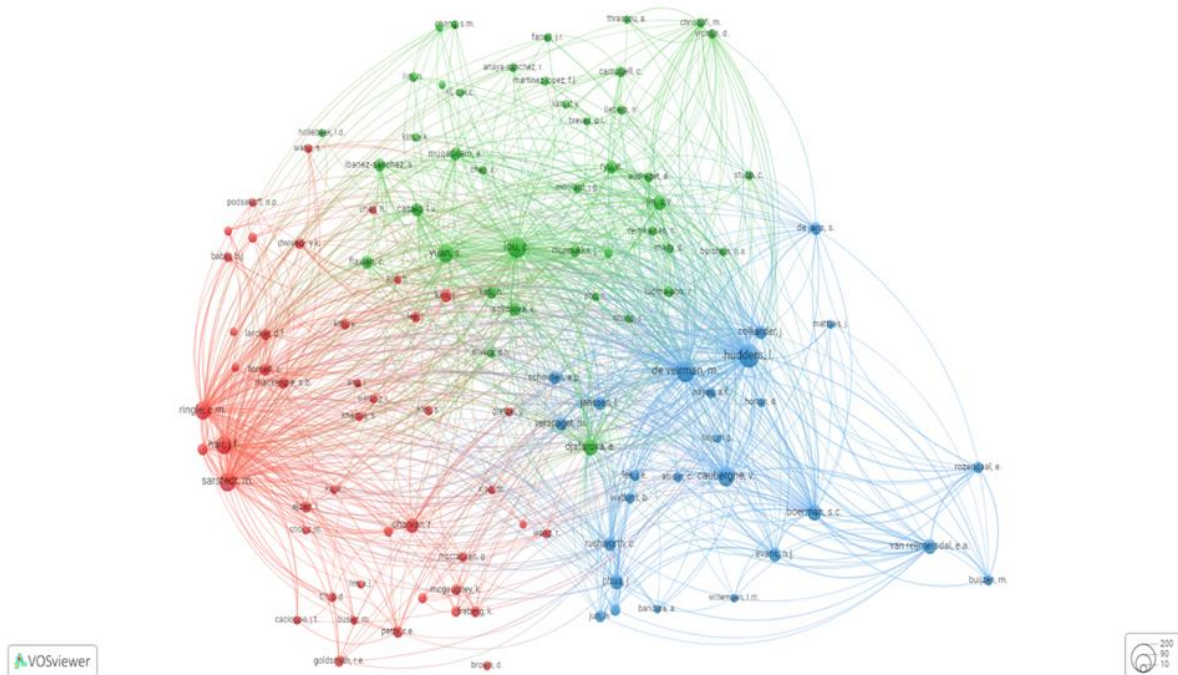
5. Co-Occurrence Analysis

Keyword analysis serves as a valuable tool for identifying relationships between two or more keywords within a given search context. The strength of these relationships is often determined by the frequency of appearance of these keywords within the articles considered for bibliometric analysis. To analyse the shared words, the bibliometric tool called RStudio was used, which represents the integration of the content displayed by RStudio, and the number of occurrences attempted on these terms is at least 50. The largest group has 29 keywords (in red in the image shown), including important terms such as social media, business, order high tree, user behaviour. such as dating, purchasing, e-commerce and influencer marketing. Another group 3. Keywords corresponding to Advertising, Human Resources, Customer Services, Social Media keywords green.
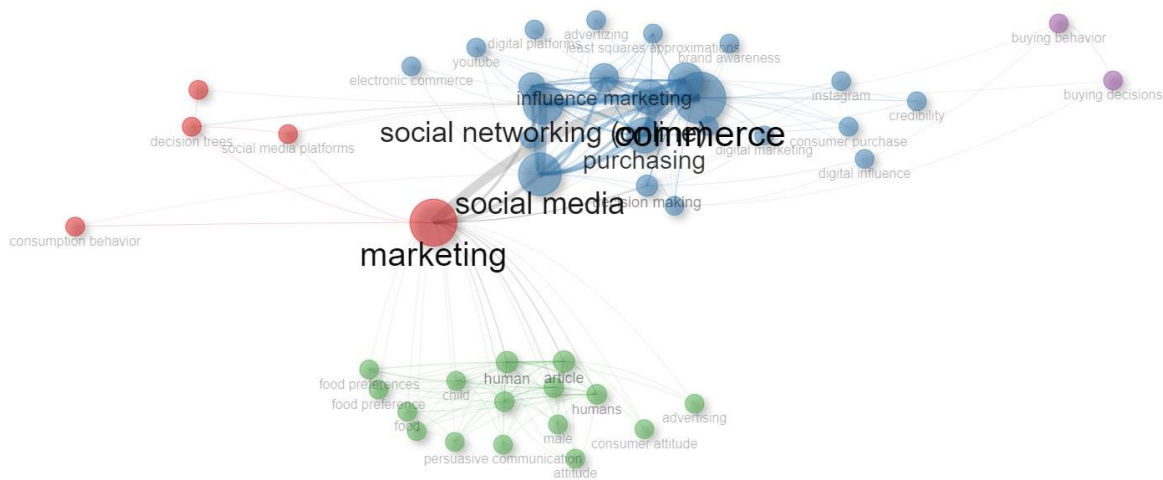
6.   Social Structure

Based on the data provided, the analysis of social structure examines the connections between countries in terms of collaborative research on relevant topics. The table lists the number of publications, single country publications (SCP), multicounty publications (MCP), frequency, and the code for the ratio of MCPs to total publications for each country. In the total number of publications, the United States (USA) leads with 19 articles, followed by India and South Korea with 11 articles each. However, when considering research collaborations, South Korea emerged as a significant source of collaboration, with a high diversity distribution (0.545) indicating the presence of international collaboration. Other important participants include China, Spain and Germany, although many studies show different ways of cooperating. Meanwhile, countries such as Croatia, Iran and Japan have fewer publications but a majority of multinational publications; This shows that there is a focus on cooperation despite little cooperation.

Country	Articles	SCP	MCP	Freq	MCP_Ratio
USA	19	16	3	0.1	0.158
INDIA	11	10	1	0.058	0.091
KOREA	11	5	6	0.058	0.545
CHINA	10	8	2	0.053	0.2
SPAIN	7	6	1	0.037	0.143
GERMANY	6	5	1	0.032	0.167
AUSTRALIA	4	2	2	0.021	0.5
AUSTRIA	4	2	2	0.021	0.5
MALAYSIA	4	1	3	0.021	0.75
BELGIUM	3	3	0	0.016	0
CANADA	3	3	0	0.016	0
GREECE	3	2	1	0.016	0.333

HONG KONG	3	2	1	0.016	0.333
PORTUGAL	3	3	0	0.016	0
THAILAND	3	3	0	0.016	0
BRAZIL	2	2	0	0.011	0
CZECH REPUBLIC	2	2	0	0.011	0
FRANCE	2	1	1	0.011	0.5
INDONESIA	2	2	0	0.011	0
NETHERLANDS	2	2	0	0.011	0
TURKEY	2	2	0	0.011	0
CROATIA	1	0	1	0.005	1
CYPRUS	1	1	0	0.005	0
IRAN	1	0	1	0.005	1
JAPAN	1	0	1	0.005	1
MEXICO	1	1	0	0.005	0
MOROCCO	1	1	0	0.005	0
PAKISTAN	1	0	1	0.005	1
ROMANIA	1	1	0	0.005	0
SLOVAKIA	1	1	0	0.005	0
SRI LANKA	1	0	1	0.005	1
UNITED ARAB EMIRATES	1	1	0	0.005	0

Source: Data sourced from the SCOPUS database and compiled by the author.

Note: SCP denotes Single Country Collaboration, MCP indicates Multi-Country Collaboration, and MCP-Ratio represents the Multi-Country Collaboration Ratio.

The table presented above illustrates the country publication analysis, distinguishing between SCP (articles authored by individuals from one country) and MCP (texts authored by individuals from multiple countries).

SCP (Single Country Publications): The country that broadcasts the most in a single country is the United States with 16 broadcasts, followed by India with 10 broadcasts and South Korea with 5 broadcasts, respectively.

MCP (Multinational Publication): South Korea has the most broadcasts with 6 frequencies, followed by the United States and China with 3 frequency each.

Frequency (Frequency): Malaysia has the highest broadcast frequency in many countries 3 times, followed by Austria, Australia, Belgium, Canada, France, Greece, Hong Kong, Portugal and Thailand 2 times each.

MCP Rate (Multinational Publication Rate): Malaysia has the highest MCP at 0.75, followed by Austria and Australia with 0.5 each.

These data show that foreign countries have different levels of cooperation in different countries' cooperation. Malaysia, Austria, and Australia have higher levels of cooperation than other countries.

8. Conclusion

The comprehensive analysis conducted on influencer marketing research offers significant insights into the dynamic landscape of this burgeoning field. Over the span of several years, from 2018 to 2023, scholarly investigations have delved deep into the multifaceted aspects of influencer marketing, shedding light on its profound impact on consumer behaviour, purchasing decisions, and the broader business landscape. Notably, the research highlights the pivotal role played by influencers across various social media platforms, demonstrating their ability to shape perceptions, influence preferences, and drive engagement among diverse audiences.

A key facet of this analysis is the identification of influential publications that have significantly contributed to the Improvement of awareness in the related domain. Works such as those by Hsieh et al. (2023), Koorank Beheshti et al. (2023), and Cabeza-Ramírez et al. (2022) stand out for their insightful exploration of critical topics such as cue consistency, polarizing personalities, and generational differences in consumer trust and engagement. Through rigorous empirical research and theoretical frameworks, these publications have not only expanded our theoretical understanding of influencer marketing but also provided practical insights for marketers and industry practitioners seeking to optimize their strategies in an ever-growing digital realm.

Furthermore, the analysis of the most relevant sources and country collaboration patterns offers valuable context for understanding the dissemination and impact of influencer marketing research. Journals such as the "Journal of Business Research" and "Journal of Retailing and Consumer Services" emerge as key platforms for scholarly discourse, facilitating the exchange of ideas and findings among researchers and practitioners worldwide. Moreover, the collaborative efforts between countries underscore the global nature of research in this domain, with nations like South Korea demonstrating a high propensity for international cooperation despite variations in individual publication outputs.

Additionally, science mapping analyses provide visual representations of thematic clusters and keyword relationships, offering deeper insights into emerging trends and interconnected research topics within influencer marketing. These analyses not only elucidate the current state of the field but also offer valuable guidance for future research directions and interdisciplinary collaborations. By identifying thematic patterns and knowledge structures, researchers and industry stakeholders can gain a clearer understanding of the evolving dynamics of influencer marketing and devise more informed strategies to navigate this complex terrain.

In conclusion, the findings of this research offer valuable insights and implications for marketers, researchers, and industry professionals seeking to harness the power of influencer marketing in the digital age. By leveraging the insights gleaned from influential publications, understanding the collaborative landscape, and exploring emerging thematic clusters, stakeholders can stay ahead of the curve and effectively navigate the ever-changing landscape of influencer marketing. Ultimately, this research contributes to the ongoing evolution and refinement of influencer marketing strategies, fostering innovation and driving value creation in the digital ecosystem.

9. References:

- Hsieh J.-K.The impact of influencers' multi-SNS use on followers' behavioural intentions: An integration of cue consistency theory and social identity theory 2023.
- Koorank Beheshti M., Gopinath M., Ashouri S., Zal S. Does polarizing personality matter in influencer marketing? Evidence from Instagram 2023

- Ooi K.-B., Lee V.-H., Hew J.-J., Leong L.-Y., Tan G.W.-H., Lim A.-F. Social media influencers: An effective marketing approach?2023Respective of system users during COVID-19 (2020) Y. Li.

- Rudeloff C., Damms J. Entrepreneurs as influencers: the impact of parasocial interactions on communication outcomes 2023.

- Steils N.Learning value of video tutorials in online learning communities 2023.

- Bi N.C., Zhang R."I will buy what my 'friend' recommends": the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions2023.

- Hsieh J.-K., Kumar S., Tang Y.-C., Huang G.-Z. Investigating the relationships between influencers and their followers: Moderator of human brand of influencer (HBI) phase2023.

- Zhou L., Jin F., Wu B., Chen Z., Wang C.L. Do fake followers mitigate influence' perceived influencing power on social media platforms? The mere number effect and boundary conditions 2023.

- Gamage T.C., Ashill N.J.# Sponsored-influencer marketing: effects of the commercial orientation of influencer-created content on followers' willing-ness to search for information 2023.

- Kapoor P.S., Balaji M.S., Jiang Y.Green influencers as agents of social change: the effectiveness of sponsored messages in driving sustainable con-sumption 2023.

- Aw E.C.-X., Tan G.W.-H., Chuah S.H.-W., Ooi K.-B., Hajli N.Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA .2023.

- Dou W., Wu J., Yan M., Tang J. Impact of influencers' influencing strate-gy on follower outcomes: evidence from China 2023.

- Geng R., Chen X., Wang S. Wear in or wear out: how consumers respond to repetitive influencer marketing 2023.

- Gupta S., Mahajan R., Dash S.B. The impact of influencer-sourced brand endorsement on online consumer brand engagement 2023.

- Kareem S.A., Venugopal P. Social Media Influencers' Traits and Purchase Intention: A Moderated Mediation Effect of Attitude Towards Brand Credibility and Brand Familiarity 2023.

- Crittenden V.L., Crittenden W.F., Kemp A. Influential entrepreneurs and entrepreneurial influencers: are they two sides of the same coin?2023

- Bayarassou O., Cherif E., Guizani H., Becheur I.New Social Media Cinderel-la's: On the Double Effect of Underdog Status and Homophily on SMI Perceptions and Buying Intentions:n Abstract 2023.

- Ditt C., Moulard J.G., Pounders K., Zmich L.J.Social Media Influencers and Authenticity: The Effect of Partnership Disclosure and Attachment Strength: An Abstract 2023.

- Koskie M.M., Beck B.B., Zmich L.J., Mertz B.A. Influencers' Use of Active Versus Passive Sponsored Content and the Impact on Consumer Perception: An Abstract 2023.

- von Mettenheim W., Wiedmann K.-P. Hate Speech and Bad Language: The Ugly Face of Social Influencers and Its Impact on Brands: An Abstract 2023.

- Weismueller J., Gruner R.L., Harrigan P. Consumer Engagement in Influ-encer Marketing Video Campaigns: An Abstract 2023.

- Beckert J., Naderer B. Advertising to inspire–inspiring to persuade: how factors related to the source, message, and audience affect the persuasive effectiveness of influencer advertising 2023.

- Liu S., Aw E.C.-X., Tan G.W.-H. Social Media Influencer Marketing: How Influencer Content Help?2023.

- Savitri A.S.E., Widita A., Putri G.S., Amalia A.M.C. Analysis of Digital Branding Strategy on Hairen's Instagram in Increasing Awareness 2023.

- Mundel J., Wan A., Yang J. Processes underlying social comparison with influencers and subsequent impulsive buying: The roles of social anxiety and social media addiction 2023.

- Cabeza-Ramírez L.J., Fuentes-García F.J., Cano-Vicente M.C., González-Mohino M.How Generation X and Millennials Perceive Influencers' Recom-mendations: Perceived Trustworthiness, Product Involvement, and Perceived Risk 2022.

- de Brito Silva M.J., de Oliveira Ramos Delfino L., Alves Cerqueira K., de Oliveira Campos P.Avatar marketing: a study on the engagement and authenticity of virtual influencers on Instagram 2022.

- Mukherjee A., Mukherjee A., Iyer P., Smith R.J.The retailer's puzzle: influ-encer opinions and consumer-generated information 2022.

- Kim M., Baek T.H I'll follow the fun: The extended investment model of social media influencers 2022.

- Chaudhry P.E. Dupe influencers exploiting social media to peddle luxury fakes 2022.

- Cabeza-Ramírez L.J., Sánchez-Cañizares S.M., Santos-Roldán L.M., Fuentes-García F.J. Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention 2022.

- Beuckels E., De Jans S. 'My Mom Got Influenced by Yours': The persuasive-ness of mom influencers in relation to mothers' food assessments and deci-sions 2022.

- Walzhofer N., Riekeberg M., Follert F. From White Collar to Influencer Marketing? How Banks Can Reach Young Customers 2022.

- Fang X., Wang T.Using Natural Language Processing to Identify Effective Influencers 2022

- Sesar V., Martinčević I., Boguszewicz-Kreft M. Relationship between Ad-vertising Disclosure, Influencer Credibility and Purchase Intention 2022.

- Farivar S., Wang F. Effective influencer marketing: A social identity per-spective 2022.

- Liu M. Determining the Role of Influencers' Marketing Initiatives on Fast Fashion Industry Sustainability: The Mediating Role of Purchase Intention 2022.

- Zhang X., Choi J. The Importance of Social Influencer-Generated Contents for User Cognition and Emotional Attachment: An Information Relevance Per-spective 2022.

- Bu Y., Parkinson J., Thaichon P. Influencer marketing: Homophily, cus-tomer value co-creation behaviour and purchase intention 2022.

- Irfan M., Malik M.S., Zubair S.K. Impact of Vlog Marketing on Consumer Travel Intent and Consumer Purchase Intent With the Moderating Role of Destination Image and Ease of Travel 2022.

- Koay K.Y., Cheung M.L., Soh P.C.-H., Teoh C.W. Social media influ-encer marketing: the moderating role of materialism 2022.

- Bansal M., Bhati N.Influencer marketing Its antecedents and behavioural outcomes 2022.

- Alvarado C., Arbaiza F. League of Legends community's perception of influ-encer marketing from streamers on Twitch [Percepción de la comunidad de League of Legends acerca del influencer marketing de streamers en Twitch] 2022.

- Yurika N., Hartanto S., Darmawan W., Hendriana E. The effectiveness of post vividness and interactivity on influencer marketing: do they differ between macro and micro influencers? 2022.

- Yu S., de Barnier V. Social Attachment Theory and the Relationship be-tween Satisfaction, Luxury Brand Attachment, and Influencer Attachment: A Focus on Young Chinese Online Consumers under Quarantine: An Abstract 2022.

- Belanche D., Casaló L.V., Flavián M., Ibáñez-Sánchez S.Understanding influencer marketing: The role of congruence between influencers, products and consumers 2021.

- Shin E., Lee J.E. What makes consumers purchase apparel products through social shopping services that social media fashion influencers have worn? 2021.

- Huynh T., Nguyen H.D., Zelinka I., Nguyen K.V., Pham V.T., Hoang S.N. Advo: A system to manage influencer marketing campaigns on social networks 2021

- Trivedi J.P. Effect of influencer marketing on online impulse purchase: The mediating role of consumer-brand engagement 2021

- De Jans S., Spielvogel I., Naderer B., Hudders L. Digital food marketing to children: How an influencer's lifestyle can stimulate healthy food choices among children 2021.

- Vrontis D., Makrides A., Christofi M., Thrassou A. Social media influencer marketing: A systematic review, integrative framework and future research agenda 2021.

- De Figueiredo Marcos A., Da Silva Valente J. Purchase intention determi-nants of digital influencers' followers [Determinantes da intenção de compra dos seguidores de influenciadores digitais] 2021.

- [No author name available] 6th International Conference on Business and Industrial Research, ICBIR 2021 – Proceedings 2021.

- Levi E., Ozcelik A.B. Step aside, millennials and centennials! The attitudes of baby boomers toward social media influencers   2021.

- Pornsrimate K., Khamwon A. How to convert Millennial consumers to brand evangelists through social media micro-influencers2021.

- Wibisono A.I., Ruldeviyani Y.   Detecting Social Media Influencers of Airline Services through Social Network Analysis on Twitter: A Case Study of the In-donesian Airline Industry 2021.

- Qian J., Park J.-S. Influencer-brand fit and brand dilution in China's luxury market: the moderating role of self-concept clarity 2021.

- Farivar S., Wang F., Yuan Y. Opinion leadership vs. para-social relationship: Key factors in influencer marketing 2021.

- Harrigan P., Daly T.M., Coussement K., Lee J.A., Soutar G.N., Evers U. Identifying influencers on social media021.

- Su Y., Kunkel T., Ye N. When abs do not sell: The impact of male influencers conspicuously displaying a muscular body on female followers   2021

- Govindan P., Alotaibi I. Impact of influencers on consumer behaviour: Empir-ical study2021

- Pick M. Psychological ownership in social media influencer marketing 2021.

- Kellershohn J.   Marketing whisky and white spirits in 2021 2021.

- Samarage H.P., Ratnayake G. Impact of Celebrity Endorsement through So-cial Media on Consumer Purchasing Intentions in Sri Lankan Fashion Industry   2021.

- Antunes A.C. The role of social media influencers on the consumer deci-sion-making process2020

- Chetioui Y., Benlafqih H., Lebdaoui H. How fashion influencers contribute to consumers' purchase intention2020

- Woodroof P.J., Howie K.M., Syrdal H.A., VanMeter R.   What's done in the dark will be brought to the light: effects of influencer transparency on product efficacy and purchase intentions2020

- Halim E., Wardaya P R.A.A., Rianto A., Hebrard M.The impact of market-ing influencer and information quality to purchase intention of instagram users2020

- [No author name available]Influential choices: How fashion influencers can affect the purchasing intentions of consumers2020

- Gajanova L., Majerova J., Nadanyiova M.The impact of influencers on the decision-making process regarding the purchase of the brand product2020

- Lee S., Kim E. Influencer marketing on Instagram: How sponsorship dis-closure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post [照片墙网红营销:公开赞助, 网红信誉以及品牌可信度如何影响照片墙促销效果]   2020

- van Reijmersdal E.A., van Dam S.   How Age and Disclosures of Sponsored Influencer Videos Affect Adolescents' Knowledge of Persuasion and Persua-sion 2020

- Mariani M.S., Lü L.   Network-based ranking in social systems: Three challenges2020

- Martínez-López F.J., Anaya-Sánchez R., Fernández Giordano M., Lopez-Lopez D. Behind influencer marketing: key marketing decisions and their effects on followers' responses2020

- Coco S.L., Eckert S. #sponsored: Consumer insights on social media in-fluencer marketing 2020

- Fink M., Koller M., Gartner J., Floh A., Harms R. Effective entrepreneurial marketing on Facebook – A longitudinal study   2020

- Reinikainen H., Munnukka J., Maity D., Luoma-aho V. 'You really are a great big sister'–parasocial relationships, credibility, and the moderating role of au-dience comments in influencer marketing2020

- Trivedi J., Sama R. The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Per-spective 2020

- Köcher S., Köcher S., Alkire (née Nasr) L. The Evolution of Influencer–Follower Relationships: A Life-Cycle Approach: An Abstract 2020

- Pick M. Endorser Credibility and Psychological Ownership in the Social Media-Based Influencer Marketing Context: An Abstract 2020

- Wiedmann K.-P., von Mettenheim W. An Adaptation of the Source Credibility Model on Social Influencers: An Abstract   2020.

- Torres P., Augusto M., Matos M. Antecedents and outcomes of digital in-fluencer endorsement: An exploratory study 2019

- Dwidienawati D., Abdinagoro S.B., Gandasari D., Nadira Young custom-ers' perception on influencer endorsement, customer review and E-tailing channel   2019

- Gan T., Song X., Wang S., Yao Y., Liu M., Nie L. Seeking micro-influencers for brand promotion 2019

- Ki C.-W., Kim Y.-K. The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic2019

- Hughes C., Swaminathan V., Brooks G. Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns   2019

- Dhanesh G.S., Duthler G. Relationship management through social me-dia influencers: Effects of followers' awareness of paid endorsement 2019

- Lou C., Yuan S. Influencer Marketing: How MessageValue and Credibility Affect Consumer Trust of Branded Content on Social Media2019

- Subramaniam R.K., Singhal A., Hopkinson P. Role of digital marketing to enhance medical tourism in hospitals of dubai2019

- Bratu S. Can social media influencers shape corporate brand reputation? Online followers' trust, value creation, and purchase intentions   2019

- Coll P., Micó J.L. Influencer Marketing in the Growth Hacking strategy of digi-tal brands2019

- Childers C.C., Lemon L.L., Hoy M.G. #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns   2019

- Petrescu M., O'Leary K., Goldring D., Ben Mrad S. Incentivized reviews: Promising the moon for a few stars2018

- Kádeková Z., Holienčinová M. Influencer marketing as a modern phenome-non creating a new frontier of virtual opportunities2018

- Müller L., Mattke J., Maier C.   #Sponsored #Ad: Exploring the effect of influ-encer marketing on purchase intention   2018

- Trivedi J.P. Measuring the comparative efficacy of an attractive celebrity in-fluencer vis-à-vis an expert influencer-a fashion industry perspective 2018