



Unpacking the Dynamics of Influencer Marketing and Its Impact on Consumer Behaviour

A Bibliometric Analysis

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ABSTRACT

The proliferation of social media has facilitated the emergence of influencers and the field of influencer marketing (IM). Notably, this topic had garnered significant interest among researchers because influencers are emerged as pivotal catalysts in shaping consumer behaviour. Significantly a comprehensive bibliometric analysis in this area is needed to bridge this knowledge gap by identifying various research trends in this area with a specific focus on impact of influencer marketing on consumer behaviour between 2015 to 2024. This review looks at how research on influencer marketing has evolved over time and analyses its key aspects, including authors, sources, documents, keywords and countries. This study utilizes VOS viewer and Biblioshiny packages to conduct a comprehensive analysis, incorporating various bibliometric techniques such as three-field plot analysis, citation analysis, source dynamics, Bradford's Law, Lotka's Law, and bibliographic coupling, to provide a proper understanding of the research landscape. The trends observed from this bibliometric analysis form the core focus of the discussion. Finally, the study concludes by providing future research directions in context of influencer marketing and its impact on consumer behaviour.

Keywords: Influencer Marketing, Consumer Behaviour, Social Media Influencers, Bibliometric Analysis, Digital Marketing, Research Trends

INTRODUCTION

For many years, employing traditional celebrities such as movie stars and Hollywood icons has been widely adopted strategy (Knoll & matthes, 2017). However with the widespread reach of social media, influencer endorsements have significantly more accessible and appealing (Appel et al., 2020). In the digital age, the use of social media has become undeniable. As per the Statista Report, 2024, there are 5.52 billion active users of internet worldwide, which accounts for 67.5% of the world's population, out of this, 5.22 billion people, or 63.8% were active users of social media. The extensive reach of social networking platforms has changed the way individuals discover, evaluate and purchase products and services. The user's interaction with content from peers, influencers and brands, constantly expose them to numerous stimuli

that shape their perceptions and purchasing decisions. Social media platforms act as a dynamic ecosystem where users not only interact with friends and family but also interact with brands to explore new products and seek advice from their online communities (Zhang et al., 2017)).

The rapid growth of social media has revolutionised the way businesses interact with their customers. Presence on social platforms has become a significant part of marketing strategies, and promoting products online through social media platforms is proven to be an effective strategy for brands (De Vries and Carlos, 2014). Many marketers are moving towards online influencers to promote their brands and products on social media platforms such as Instagram, Facebook, Twitter, etc. This has fuelled the rise of "influencer marketing". A targeted strategy where businesses

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work closely with influential individuals to create sponsored content, product placements, and social media promotions. (Leung, Gu, and Palmatier 2022). By the end of 2024, the influencer marketing industry is projected to reach \$ 24 billion, representing a 14% increase from the previous year (Influencer marketing hub, 2024). Hence, social media influencer marketing is emerged as one of the popular marketing strategies for brands aiming to connect with their target audiences.

The concept of using opinion leaders is not a new tactic. These opinion leaders are individuals who wield a significant influence on consumers attitudes and behaviour such as actors, politicians etc (Godey et.al., 2016) often through word-of-mouth communication. In this regard the social media influencers differ from traditional celebrities or influential people to gain popularity and exert influence. Social media influencers are gaining popularity and significantly impacting consumers attitudes, preferences, perceptions, choices as well as decisions. These influencers are ordinary people turned in an online personality through their relentless engagement, and wide-ranging network of followers (Bastrygina & Lim, 2023).

Influencer marketing has emerged as a significant area of research within the marketing domain, with a notable increase in studies over the past few years. This growth shows social media influencers have the substantial impact on shaping consumer behaviour, presenting a working ground for researchers to explore understudied aspects of this nascent field. highlighting the need for continued research and strategic planning in this area.

Previous reviews have focused on narrow aspects of influencer marketing, such as strategic communication, brand communication, and the impact of social media influencers (SMIs) on digital consumers' purchase decisions (Freberg et al. 2011; Hsu, Lin, and Chiang 2013; Shen 2014; Weiss 2014). The emphasis of these studies shifted to include factors related to the identification, appeal, credibility and expertise of social media influencers (SMI's) (Archer and Harrigan 2016; Abidin 2016; Carter 2016; Lee and Watkins 2016; Xiao, Wang, and ChanOlmsted 2018; Erz and Christensen 2018). Since 2018, articles are primarily concentrated on evaluating the effectiveness of social media influencers (SMIs), analyzing their content and

exploring the dynamics of their endorsements (Lou, Tan, and Chen 2019; Breves et al. 2019; Campbell and Farrell 2020; De Veirman and Hudders 2020). Recently there was a surge in researchers interest in thoroughly investigating parasocial interaction, relationships and attachments between social media influencers (SMI's) and consumers, as well as their influence on consumer behaviour and purchase intentions (Hwang and Zhang 2018; Halvorsen 2019; Cooley and Parks-Yancy 2019; Jin and Ryu 2019; Enke and Borchers 2019; Hepworth et al. 2019; Shan, Chen, and Lin 2020). While these studies provide valuable insights, they do not offer a broad understanding of this field by relating it to consumer behaviour. As this study provides a comprehensive review of this area by collectively integrating insights from the above-mentioned research patterns into a single study using multiple methods. Therefore, this study aims to bridge this gap by adopting a unique approach that incorporates bibliometric analysis (Fetscherin, Voss, and Gugler 2010; White et al., 2016; Bahoo, Alon, and Paltrinieri, 2020; Naatu and Alon, 2019).

The current literature on influencer marketing reveals a significant gap in research. Despite the growing significance of research in this area, there is a lack of comprehensive review that provide a proper understanding of this research area. As a result, our understanding of trends in this area of research over time remains incomplete.

This study advances significant contributions in this field, advancing our understanding of this rapidly evolving domain. Notably, this research provides detailed bibliometric analysis of the Influencer Marketing literature, with a specific focus on its intersection with consumer behaviour. By assessing the construct and evolution of this field, the study focuses on the current status of research and outline opportunity for upcoming research, this study applies innovative analytical tools, including Biblioshiny with R Studio alongside VOSviewer, to discover new insights and trends in the domain of influencer marketing and consumer behaviour.

BACKGROUND OF THE STUDY

“In the early days, businesses relied on their own social media presence to create a digital buzz

However, they soon started partnering with third-party influencers to reach a wider audience (Zhou & Duan, 2015). Consumers began trusting these independent influencers more than (Gu et al., 2012). The concept of influencer marketing emerged around 2008, with the first research article published in 2011 (Brown & Hayes, 2008; Freberg et al., 2011). Researchers defined social media influencers as “independent endorsers who shape public opinion through blogs, tweets, and other social media platforms” (Freberg et al., 2011). People tend to trust messages more when they come from fellow consumers rather than advertisers (De Veirman et al., 2017). Influencers, seen as peers to consumers, use social media to disseminate information, much like opinion leaders used mass media in the past (Katz & Lazarsfeld, 1955).

Researchers have used various theories to explain why third-party influencers have more impact. One popular theory is “parasocial interaction,” which suggests that audiences form relationships with media personalities (Horton & Wohl, 1956). This theory was first proposed in the context of radio, TV, and movies, but now applies to social media influencers. Influencers who involve in direct interaction with their online audience create a sense of rapport, as if they were part of the audience’s social network (Horton & Wohl, 1956). Owing to this direct address, the audience feels as though they are interacting with the influencer personally.

Due to social media, consumers can now form strong personal rapport with influencers and celebrities more smoothly. Social networking sites may enhance relationships with celebrities (Kim et al., 2015). Yet, influencers are considered as more credible, reliable, and approachable than dominant celebrities because they appear friendly and more likeable (De Veirman et al., 2017).

By way of social media posts, stories, and feedback, influencers engage with their fans and promote a sense of community. Therefore, followers experience parasocial relationships in which they imagine a personal connection with the influencer (De Veirman et al., 2017). Users may form parasocial relationships with influencers by frequently engaging with their posts on social media network (Sokolova & Kefi, 2020).

Parasocial communication have been implemented into recent research on influencer marketing to

interpret why influencers are particularly powerful at showcasing goods and services. Influencers can enhance the impact of their recommendations by this personal rapport to build credibility and trust within their followers.

Social media has primarily facilitated businesses to cultivate online participation through their own platforms (Zhou & Duan, 2015). However, to reach a large audience, companies began collaborating with influencers (Zhou & Duan, 2015). Consumers initiated to believe automotive influencers over corporate accounts on social media platforms, which ultimately led to this transition (Gu et al., 2012).

Influencer marketing (IM) has emerged as a compelling field of study that continues to attract substantial scholarly attention due to its inherent complexity. Early research primarily employed systematic literature reviews (SLRs) to delineate the scope of the field. For instance, a survey of influencer marketing research papers indexed in Scopus through December 2020 identified several SLRs conducted by scholars such Sundermann and Raabe (2019), De Veirman et al. (2019), and Nafi and Ahmed (2019). Specifically, Sundermann and Raabe evaluated the influence of instant messaging applications on children under the age of twelve, while also examining influencer communication strategies. In contrast, Ahmed and Nafi addressed the ethical implications of influencer practices within the travel sector.

Recent research by Hudders et al. (2020) and Vrontis et al. (2021) also applied SLRs, which shed light on social media influencer research and formulating a holistic framework for understanding influencer marketing. Yet, SLRs are most useful when reviewing specific topics with manageable datasets. As our aim was to execute extensive study without centring on defined aspect, we select bibliometric analysis, based on Donthu et al.’s (2021) recommendations.

OBJECTIVES OF THE STUDY AND RESEARCH METHODOLOGY

- To examine the current trends in influencer marketing and consumer behaviour research.
- To identify the thematic areas, keywords and key topics in research related to influencer marketing and consumer behaviour.

- To identify and analyse the most influential authors, sources and documents in the field of influencer marketing and consumer behaviour.
- To develop a comprehensive roadmap for future research in influencer marketing and consumer behaviour.

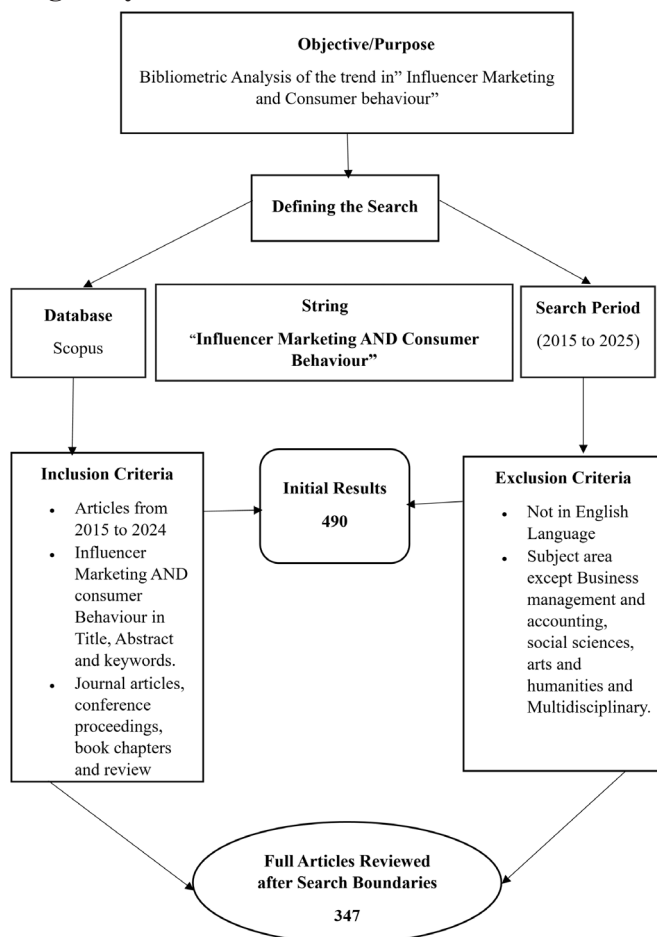
RQ 1: What are the current trends and patterns in influencer marketing and consumer behaviour research, and how have they evolved over time?

RQ 2: What are the dominant thematic areas, keywords, and key topics in research related to influencer marketing and consumer behaviour, and how do they relate to each other?

RQ 3: Who are the most influential authors, sources, and documents in the field of influencer marketing and consumer behaviour, and what are their contributions to the field?

RQ 4: What are the future research directions?

Database Selection, Identifying Keywords and Eligibility Criteria



MATERIAL AND METHODS

Data was retrieved from Scopus, a database provided by Elsevier, recognizing its reputation as a premier abstract and citation database. Scopus is an extensive collection of publications from journals of research scholars (Van Eck & Waltman, 2014), surpassing 25,000 listed journals, including over 23,452 peer-reviewed journals, with a high number of 77.8 million publications and 1.7 billion citations (Elsevier, 2020). We opted for Scopus over other preferred databases, such as PubMed and Web of Science (WoS), due to several reasons such as it had multidisciplinary coverage and comprehensive scope. Unlike PubMed, which focuses primarily on life sciences and biomedical research (AlRyalat et al., 2019), Scopus and WoS offer broad coverage across various disciplines. Furthermore, Scopus surpasses WoS in terms of journal coverage, indexing over 25,100 journals compared to WoS having 21,419. Additionally, Scopus offers unparalleled access to 1.7 billion citations, in comparison of WoS 1.6 billion (Elsevier, 2020: WoS, 2021). These advantages convinced us to utilize Scopus for data collection, ensuring a robust and comprehensive bibliometric analysis.

The search string used in the study was "Influencer marketing and consumer behaviour OR behaviour" including "Title-Abstract-Keyword" the documents retrieved from it were 490. Then to refine our search and ensure that most important documents are analyzed further filters were applied. First the research is limited to include publication year range from 2015 to 2024. Next to maintain the relevance of the study subject area was restricted to business management and accounting, arts and humanities, social sciences and Multidisciplinary. The other inclusion criteria for document type included journal articles, conference proceedings, book chapters and review papers for analysis. Finally the search is restricted to include content in English language only and excluded the non- English documents. Hence after applying all the filters the refined data on 4 December 2024 was 347 documents.

BIBLIOMETRIC ANALYSIS PACKAGE

For the detailed mapping analysis, bibliometrix a robust R tool was utilized along with VOSviewer app.

These open source software offers an extensive range of bibliometric methods and biblioshiny app in R studio for graphical representation of data. To conduct the analysis data is imported from scopus file in csv format and analysis was conducted using Rstudio and VOSviewer.

DATA ANALYSIS

This study implemented a broad- ranging framework to assess the research context of influencer marketing. The dataset was accessed and analyzed using R-Studio in combination with the biblioshiny and the VOSviewer software. The analysis commenced with a contextual profile of the dataset to establish key characteristics of the research domain. To visualize the associations between keywords and publication sources, a three-field plot was constructed. This graphical representation clarified the association among authors, keywords, and sources. A thematic plot was subsequently developed to identify trending terminology and to highlight the current research focus and emerging themes within the field. Bradford's Law was applied to determine the core journals that contribute markedly to the advancement of the literature. This procedure identified the most influential journals and publishers in influencer marketing research. Lotka's Law was enacted to check the relationship between authors and their publication output, yielding knowledge into research productivity and scholarly impact.

The study ascertained the most frequently cited publication by reviewing worldwide cited documents and notable authors within the domain. This research scrutinizes scientific production, author productivity, and publication sources to provide insight into the distribution of research output. VOSviewer was utilized to detect clusters and thematic trends in the primary literature, thereby illustrating the knowledge structure of the field. VOSviewer was further applied for bibliographic coupling analysis, which revealed key topics and mapped the structural organization of knowledge in the domain. (Based on Data Set)

Table 1 presents a landscape of the documents evaluated in this study based on the assembled dataset. The dataset comprises 347 documents from 185 distinct sources published between 2018 and 2024, with an average of 17.67 citations per document.

The document corpus contains of 252 articles, 19 presented papers, 57 book chapters, and 9 books. The study evaluates lexical terms using two units: author keywords, which are selected by writers to represent the core content of a paper, and Keywords in addition, which are systematically indexed from reference data. The dataset incorporates 419 Keywords Plus terms and 998 author keywords. Significantly, the majority of publications in the dataset were co-authored, with only 41 single-authored works. The average co-authorship rate was 2.95 authors per paper.

Table 1: Documents in the Assembled Dataset

<i>Description</i>	<i>Results</i>
Timespan	2015:2024
Sources (Journals, Books, etc.)	185
Documents	347
Annual Growth Rate%	4.14
Document Average Age	1.45
Average citations per doc	17.67
References	20414
<i>Document Contents</i>	
Keywords Plus (ID)	419
Author's Keywords (DE)	998
<i>Authors</i>	
Authors	934
Authors of single-authored docs	41
<i>Authors Collaboration</i>	
Single-authored docs	45
Co-Authors per Doc	2.95
International co-authorships%	28.24
<i>Document Types</i>	
Article	262
Book	9
Book chapter	57
Conference paper	19

Three-Fields Plot

Figure 1 represent diagram illustrating the linkages between leading authors, the keywords, and foundational studies in influencer marketing research. The graphical representation was formulated using three key data elements: author, keywords, and publication sources. To facilitate a clear and targeted analysis, only the ten foremost items from each domain were selected for inclusion in the study. The size of each item in the plot is proportional to its relative contribution to the research area, which depicts a visual representation

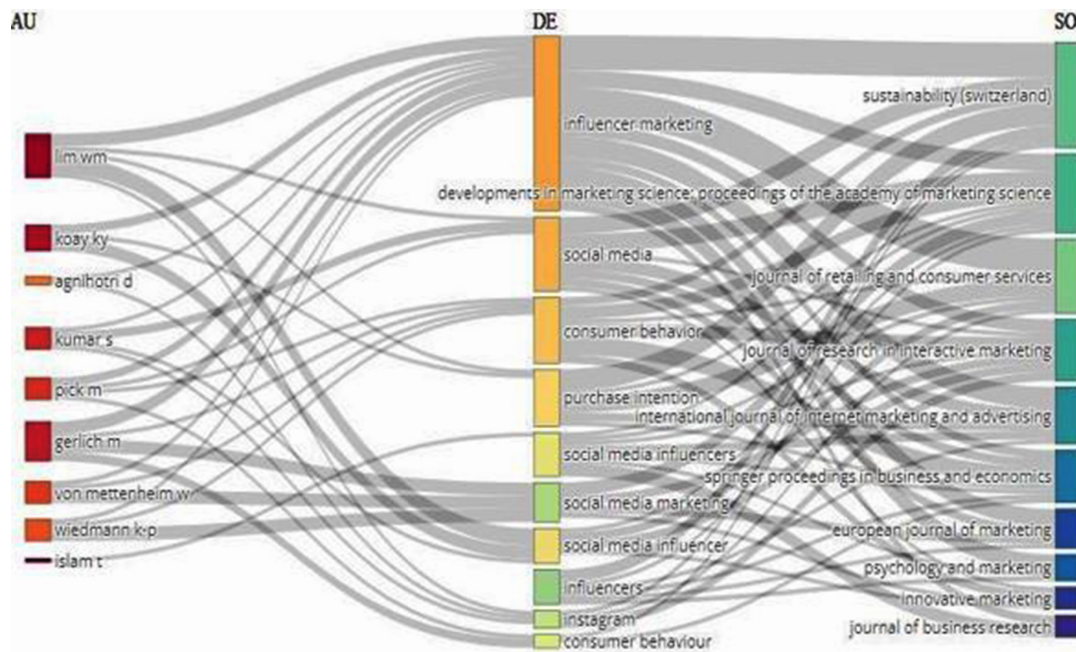


Figure 1: Three-Fields Plot
(Based on sources)

of the significance of each field items. By connecting these fields, the plot reveals the complex network of collaborations, knowledge flows, and research areas. The analysis of the items through mapping revealed several important insights into the influencer marketing and consumer behaviour landscape. three-field plot analysis revealed that influencer Marketing as keyword is prominently used by 8 out of the top 10 authors and it appears in 9 among top 10 most contributing sources. Whereas consumer Behaviour as keyword is utilized by only 2 out of the 10 productive authors and appears

in just 2 out of the top 10 most contributing sources. The authors as shown in Figure 1, who are working frequently in context with influencer marketing and consumer behaviour are lim wim, koay kay and gerlich m.

Based on Sources

Bradford's Law

The inverse relationship described by Bradford's Law is evident, as the initial zone of the graph represents the core or Bradford Zone 1. Notably, this zone consists

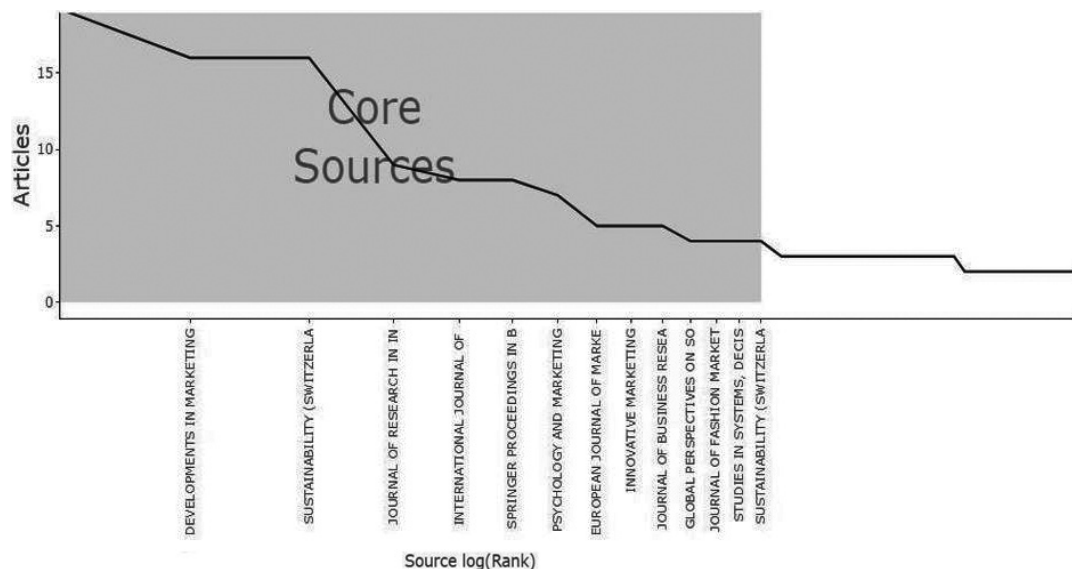


Figure 2: Core Sources by Bradford's Law

of a notable fraction of academic journals (116 out of 347), whereas zone second and third consists of 117 and 114 indicating a concentrated hub of productivity, such as Journal of retailing and consumer services, developments in marketing science: proceedings of the academy of marketing science, sustainability (switzerland), Journal of research in interactive marketing, international Journal of internet marketing and advertising, Springer proceedings in business and economics, Psychology and marketing, European Journal of marketing, Innovative marketing, Journal of business research (Table 2). This depicts that most of the influencer marketing and consumer behaviour related literature is published mainly in these top ten sources as depicted in Figure 2.

Table 2: Core Sources by Bradford's Law

Sources	Articles
Journal of Retailing and Consumer Services	21
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	16
Sustainability (Switzerland)	16
Journal of Research in Interactive Marketing	9
International Journal of Internet Marketing and Advertising	8

Sources	Articles
Springer Proceedings in Business and Economics	8
Psychology and Marketing	7
European Journal of Marketing	5
Innovative Marketing	5
Journal of Business Research	5

Source Dynamics

The growth pattern of the top sources in the field of influencer marketing and consumer behaviour is a fascinating topic. “Figure 3 show graphical representation highlight the increasing pattern of research papers across the time, reflecting growing interest in this discipline. More researchers are adding new insights and findings, alongside certain journals publishing additional research in contrast to others. The journal of retailing and consumer services is a top- tier publication, consistently yielding a extensive volume of research papers between 2015 and 2024. this indicate that it's a popular and trusted channel for research on consumer behaviour and retailing. Other journals parallel to sustainability and the international journal of internet marketing and advertising are also rising in publication result. By Recognizing the leading

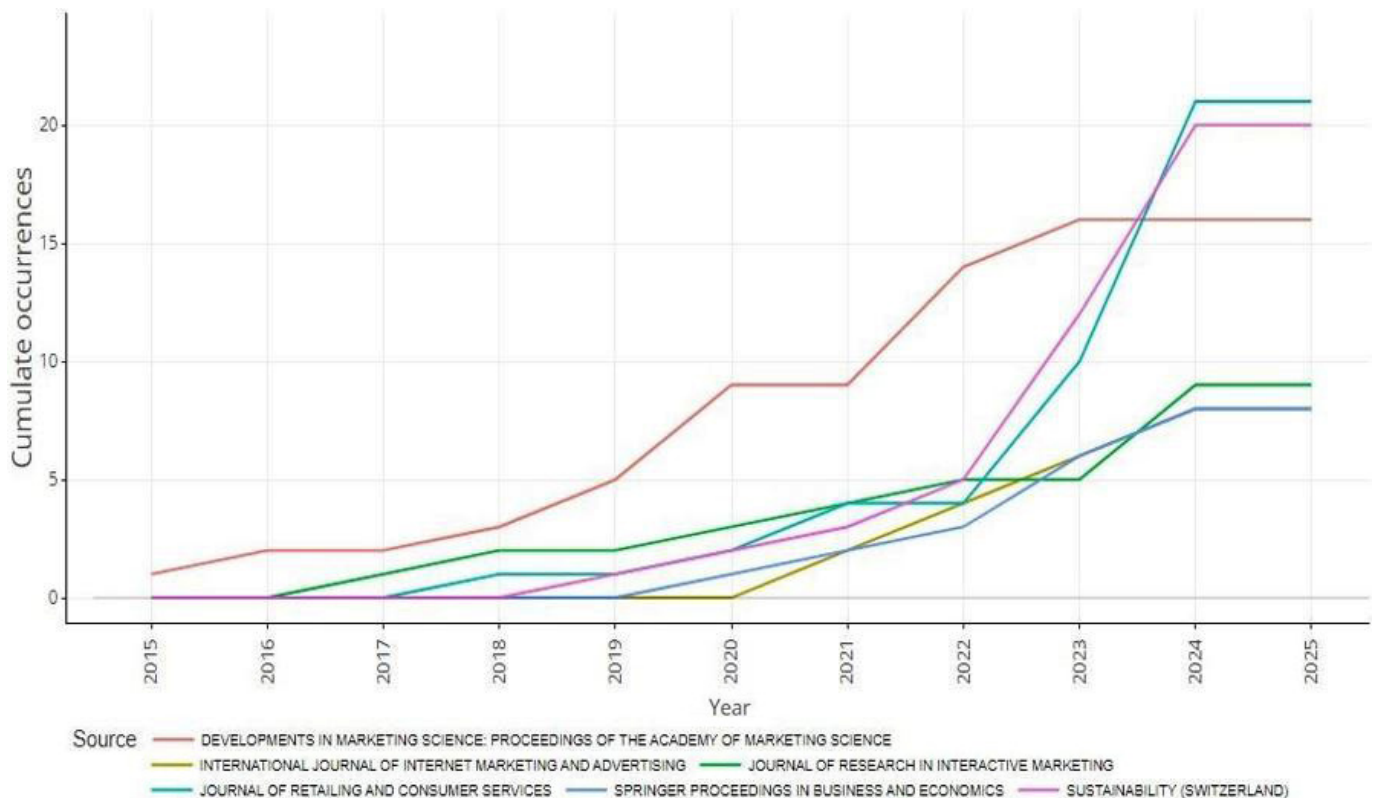


Figure 3: Source Dynamics Graph

journals and digital venues for influencer marketing and consumer behaviour research equips scholars with a strong conceptual foundation to enhance the value of their academic work. Ultimately, analysing how core publications in the field have developed and grown over time advances scholarly progress and encourages new approaches to studying influencer marketing and audience interaction. When researchers assess these shifts across major databases and repositories, they can increase the reach and relevance of their studies and ensure future projects connect with the most important themes in the discipline.

Based on Authors

Authors Production Over Time

Table 3 presents the authors' output over timeframe, demonstrating their publication progression in correspondence to the number of documents. Each author's time intervals is visualized as a line, with bubble size denoting publication volume. Remarkably,

the color intensity corresponds to the total annual citations. From 2022 to the present, there was a notable increase in research output, with 2024 ranking as the highest productive year. Author productivity has accelerated since 2022, with 2024 being the most prolific year. Islam T, Lim WM, and Kumar S emerged as the top three most productive authors between 2022 and 2024. A comprehensive list of publications by the top 10 authors in the field is provided in Table 5, including title, source (journal), digital object identifier (DOI), and total citations per year (TCpY), total citations (TC), is presented in Table 3. Analysis of the timeline map revealed that publications by Lim WM (2024), Koay KY (2022), Kumar S (2023), and Islam T (2022) garnered the most citations among the top authors. Table 5 provides in-depth detail of the significant studies. This information facilitates identification of recently active researchers and authors in the field, enabling future researchers to understand the field's current focus and trends.

Table 3: Authors Production Over Time

<i>Author</i>	<i>Year</i>	<i>Title</i>	<i>Source</i>	<i>DOI</i>	<i>TC</i>	<i>TCpY</i>
Lim Wm	2024	"Congruence Effects in Social Media Influencer Marketing: The Moderating Role of Wishful Identification in Online Impulse Buying Intentions"	Journal of Product and Brand Management	10.1108/JPBM-09-2023-4709	4	4
Lim Wm	2024	"Social Media Influencer Over Endorsement: Implications from a Moderated-Mediation Analysis"	Journal of Retailing and Consumer Services	10.1016/j.jretconser.2024.103831	11	11
Islam T	2024	"Influencer-Driven Loyalty: Understanding the Mediating Role of Customer Brand Engagement in the Relationship between Social Media Influencers and Brand Loyalty"	Journal of Global Scholars of Marketing Science: Bridging Asia and the World	10.1080/21639159.2024.2308285	2	2
Lim Wm	2024	"Unraveling the Power of Social Media Influencers: Qualitative Insights into the Role of Instagram Influencers in the Hospitality and Tourism Industry"	Journal of Hospitality and Tourism Management	10.1016/j.jhtm.2024.01.007	10	10
Islam T	2024	"Avatars of Influence: Understanding How Virtual Influencers Trigger Consumer Engagement on Online Booking Platforms"	Journal of Retailing and Consumer Services	10.1016/j.jretconser.2024.103742	18	18
Islam T	2024	"The Potency of Audiovisual Attractiveness and Influencer Marketing: The Road to Customer Behavioural Engagement"	Journal of Retailing and Consumer Services	10.1016/j.jretconser.2024.103807	2	2
Lim Wm	2023	"Social Media Influencer Marketing: Foundations, Trends, and Ways Forward"	Electronic Commerce Research	10.1007/s10660-023-09719-z	66	33
Islam T	2022	"Digital Influencer Marketing: How Message Credibility and Media Credibility Affect Trust and Impulsive Buying"	Journal of Global Scholars of Marketing Science: Bridging Asia and the World	10.1080/21639159.2022.2052342	30	10

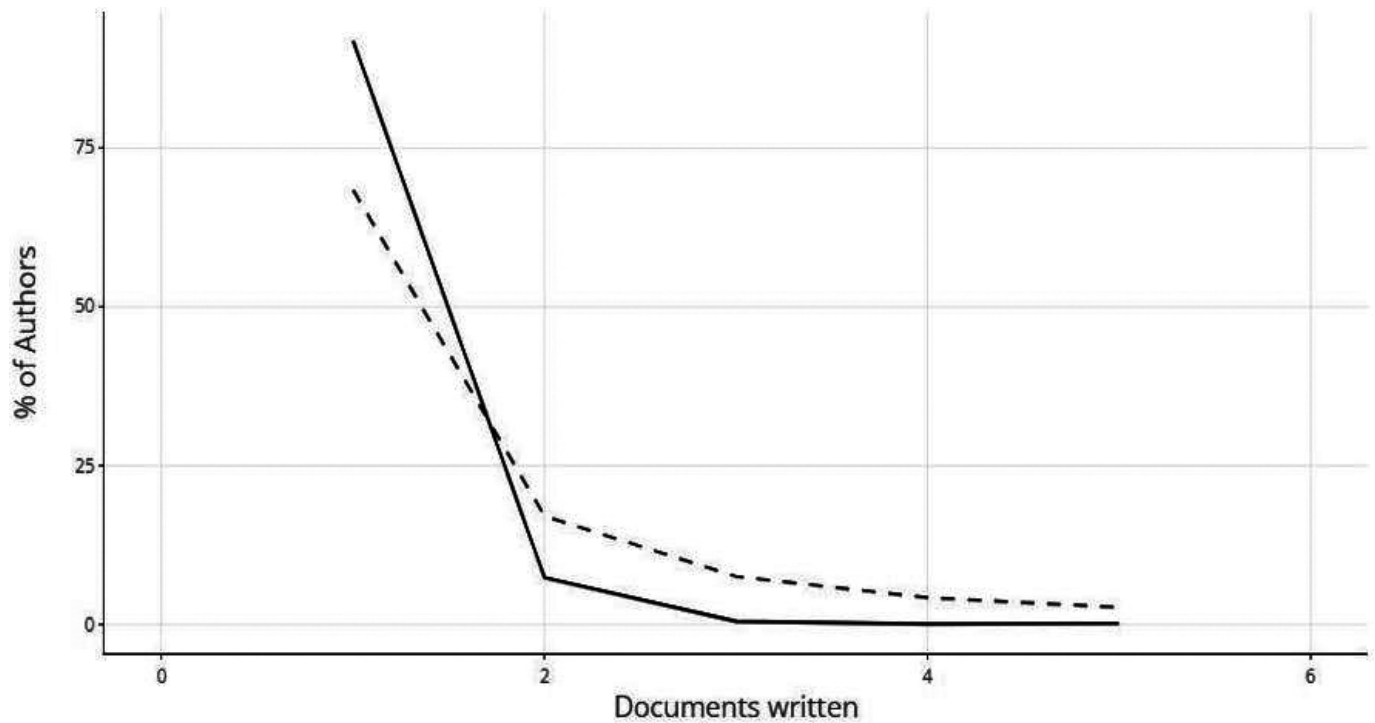


Figure 4: Scientific Productivity

Lotka's Law: In the present study Lotka's law is used to show the relative importance of each contributor in context of influencer marketing and consumer behaviour. Lotka's Law (1926) assesses author productivity based on the author-document relationship (Alfred J. Lotka). The Lotka's Law shows an inverse relationship between the number of authors and their publication output. According to Lotka's Law, author count decreases as publication count per author increases (Kinnucan & Wolfram, 1990)). The dashed line in Figure 4 represents Lotka's Law and the publications analyzed depicted that around 95% or 0.918 proportion of authors had written one document in this area whereas the least (0.002) proportion of authors had published five documents. Overall Fig. 4 suggests that the results are valid according to the Lotka's Law.

Countries' Scientific Production

Country-wise scientific output analysis revealed in Table 4 presents the contributions of various countries to influencer marketing and consumer behaviour research. The leading ten countries driving research in this area are India, China, USA, UK, Malaysia, Indonesia, Australia, Portugal, Spain, and Germany.

Table 4: Scientific Production Per Country

<i>Country</i>	<i>Frequency</i>
India	121
China	96
USA	96
UK	67
Malaysia	54
Indonesia	39
Australia	34
Portugal	34
Spain	33
Germany	32

The Most Global Cited Documents

It identifies the number of citations of a document received from total number of documents contained in an whole database such as the scopus database taken in this study. This study identifies the most globally cited documents, reflecting their influential impact on the bibliographic database. Global citations, tracked by Scopus database, revealed the reach and significance of these documents. Table 5 lists the top 10 most globally cited documents, showing their importance in shaping the field. The article by Vrontis D (2021) published in international journal of consumer studies, involving a study on influencer marketing and consumer behaviour

is the most cited article involving 530 global citations, followed by other studies by Pop, R.A (2022) with 349 citations and Boerman. SC (2020) with 257 citations respectively.

Table 5: Most Cited Authors

Paper	Total Citations
Vrontis D, 2021, Int J Consumer Studies	530
Pop R-A, 2022, Curr Issues Tour	349
Boerman Sc, 2020, Comput Hum Behav	257
Jin Sv, 2020, J Retail Consumer Services	210
Wang X, 2019, Sustainability	187
Chetioui Y, 2020, J Fash Mark Manage	165
Sivaramakrishnan S, 2017, Int J Bank Mark	159
Donthu N, 2021, Psychol Mark	156
Lee Ja, 2021, J Res Interact Mark	135
Argyris Ya, 2020, Comput Hum Behav	125

Figure: Bibliographic Coupling on the Basis of Documents

A bibliometric coupling analysis was performed using VOSviewer to explain the dynamics of the Influencer Marketing (IM) and Consumer behaviour (CB) domain and its evolving thematic landscape. The document-level analysis was employed (Van Eck & Waltman, 2019). The fractional counting method was utilized to accurately assess citation relationships. A minimum citation threshold of ten was established to ensure the inclusion of highly relevant documents. Consequently, 105 documents met this criterion, with 100 exhibiting interconnected citation patterns, as illustrated in Figure 2. However, there are eight different clusters in blue, yellow, red and green revealed from the analysis, each representing a different thematic area within this field. The first cluster, denoted by the blue colour having 32 articles with the theme of “*Influencer marketing and purchase intention*”. The second cluster is green in colour having 16 items focusing on the theme of “*Impact of influencer marketing on consumer behaviour*”. The third cluster in dark blue denoted by dark blue involving 14 items focusing on *social media influencer marketing trends*. The fourth cluster in yellow colour with 11 items having a theme of measuring the *impact of influencer marketing*. The fifth cluster is in purple with 11 items and having theme of *influencer marketing in context of social media*. The sixth cluster in sky

colour with 11 items is having the theme of *virtual influencers*. The seventh cluster shown in red colour with 7 items is having the theme *influencers role in brand engagement*. The seventh cluster. The eighth cluster in brown colour with 3 items focused on the theme of *role of social media influencers*.

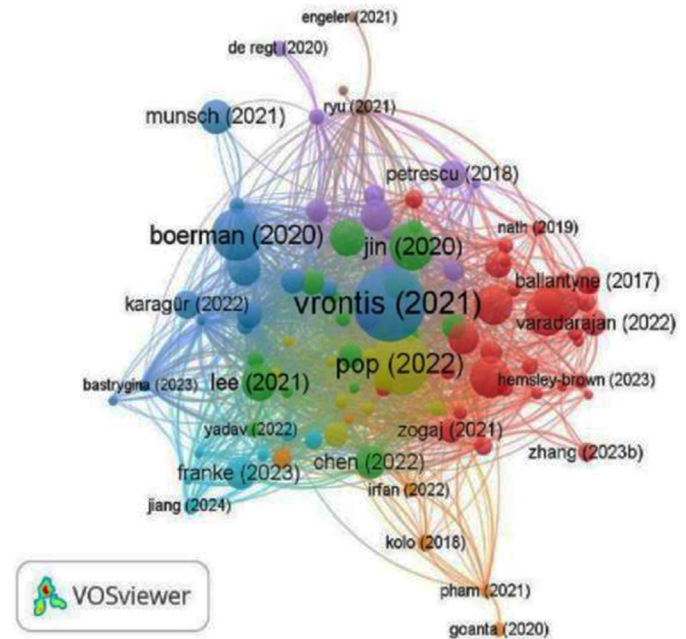


Figure 5: Bibliographic Coupling of Documents

Most Frequent Words Analysis

The treemap in Figure 6 illustrates the 50 most common words, derived from author keywords, which effectively represent the document’s core themes. The author has carefully selected to represent the document’s content are used to identify the most frequent words. The keyword frequency analysis, as shown in Figure 6, revealed that “Influencer marketing” was the most prominent author keyword, with a total of 101 occurrences, representing 17% of the overall keyword count. Social media and consumer behaviour were the next most leading keywords, appearing 57 and 35 times respectively, reflecting their value in this domain.

Trending Topics

Figure 7 presents the emerging author keywords with a minimum volume of five during the study time span. A key finding is that “influencer marketing,” with a frequency of 101, ranked as the most widely researched topic from 2022-2024, reflecting a major rise in research interest. “Social media” and “consumer behaviour” preceded, ranking second and third between 2020-

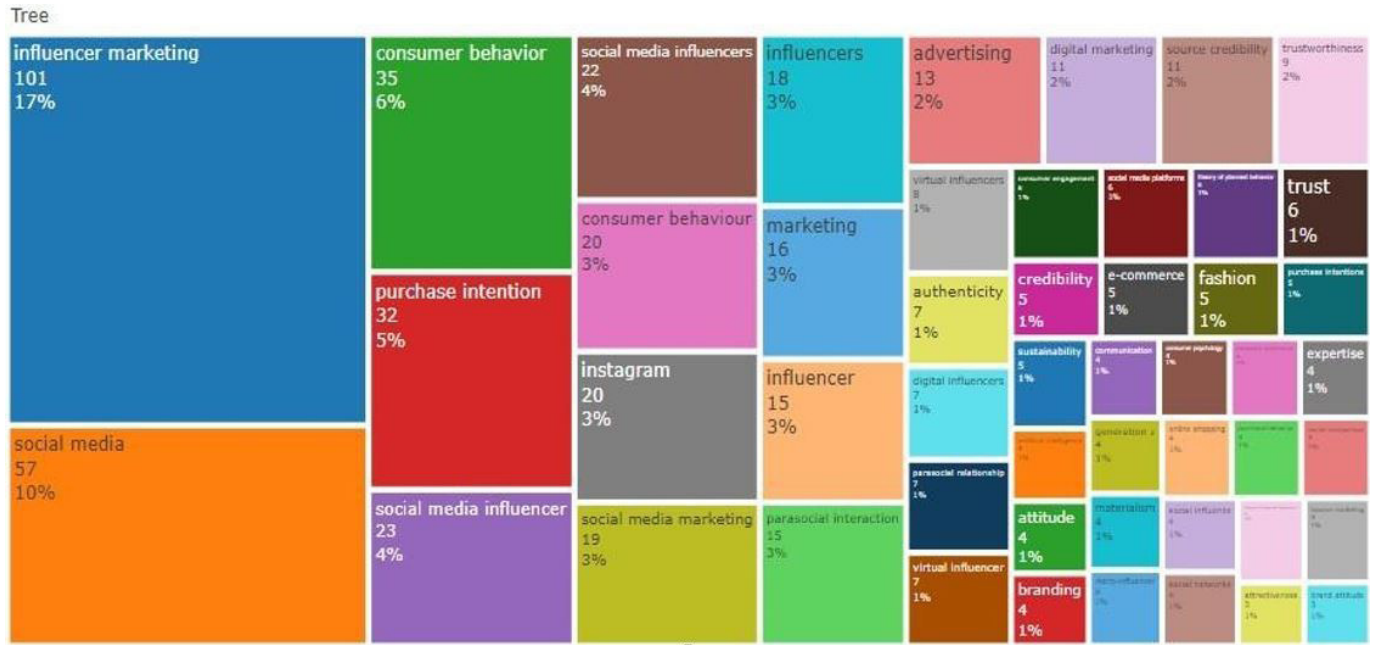


Figure 6: Treemap of Author Keywords

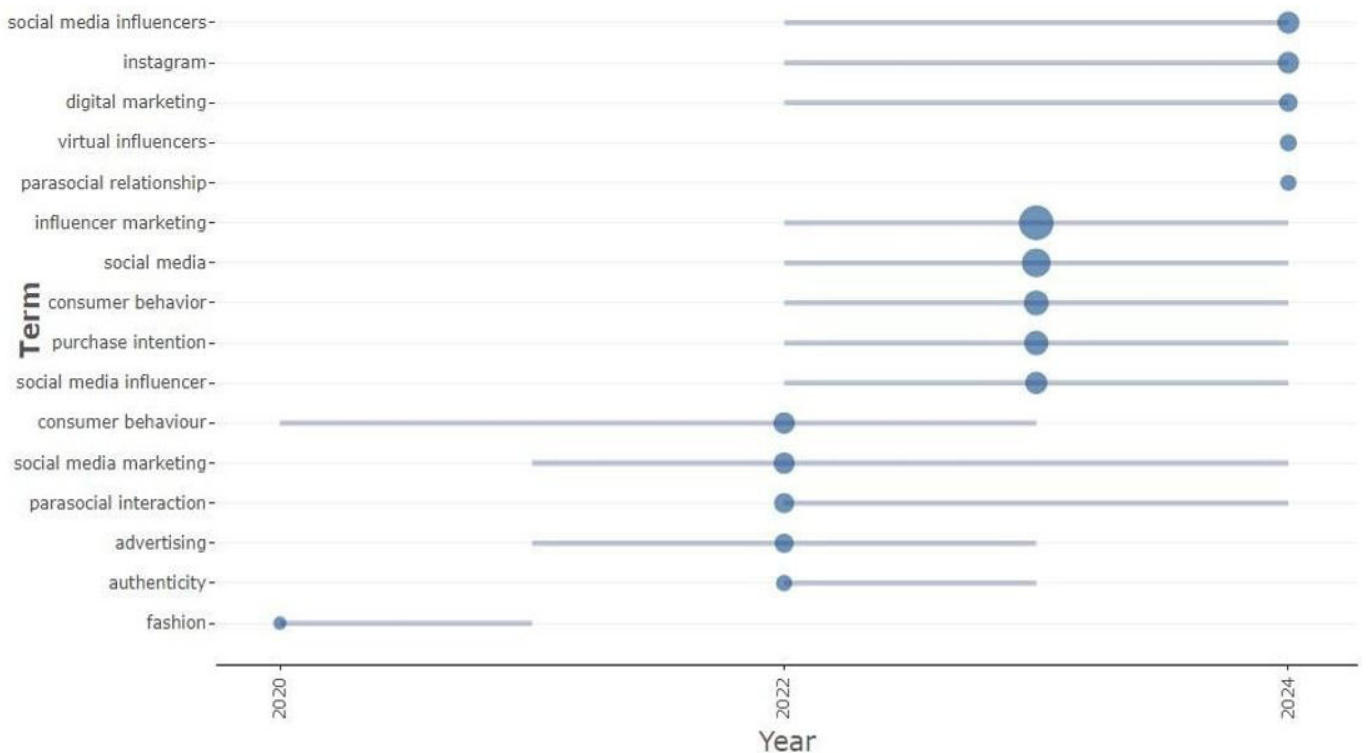


Figure 7: Trending Topics

2024, which demonstrates their growing importance in the domain. This trend illustrates how social media platforms are transforming and shaping marketing strategies. The analysis of trending topics provides valuable knowledge into the research scholarly area of focus and the adaptive nature of the field.

Word dynamics. The graph in Figure 8 demonstrates how author keyword operation has varied based on frequent data. The keyword “influencer marketing” undergo a marked rise between 2015 and 2025, succeeded by “social media” and “consumer behaviour,” as per important data.

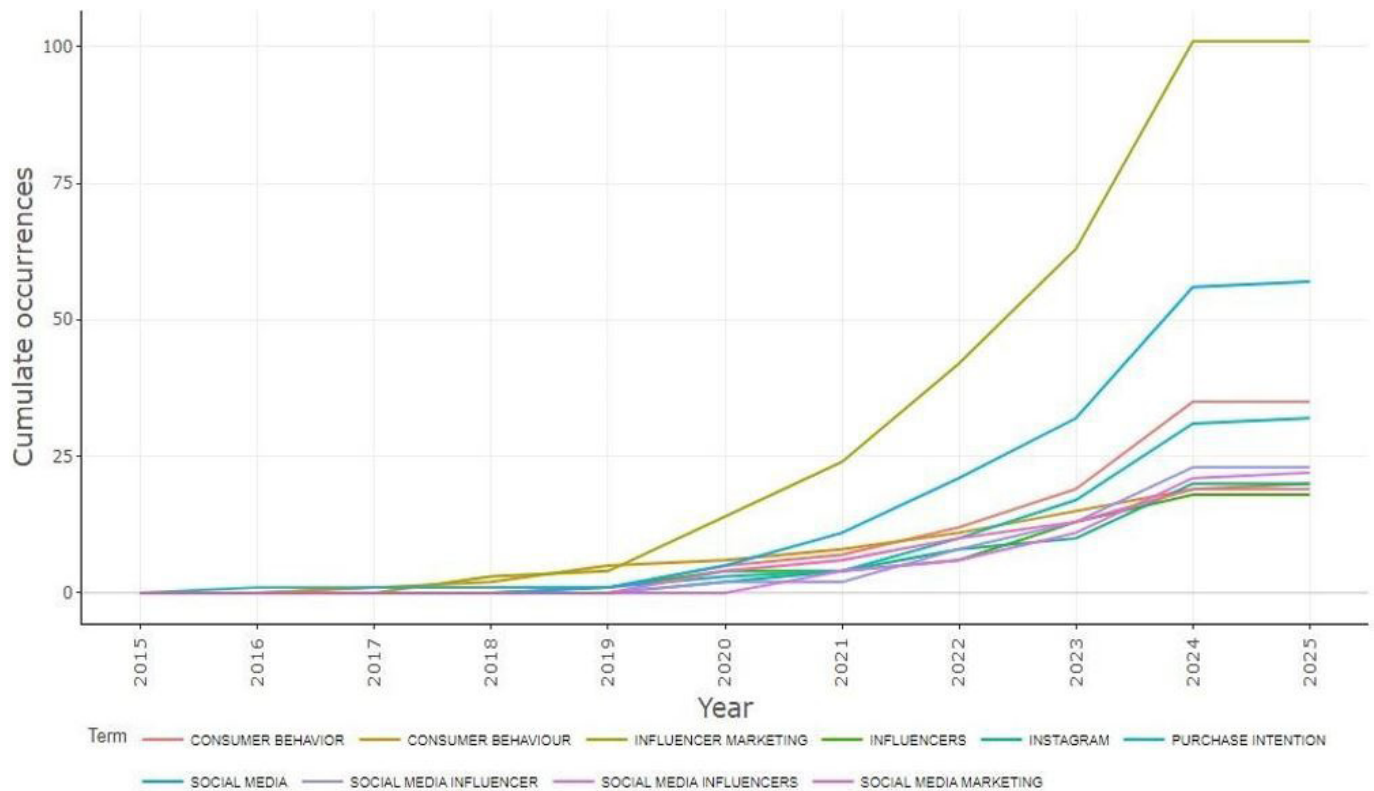


Figure 8: Word Dynamics

DISCUSSION AND IMPLICATIONS

This bibliometric analysis provided a comprehensive overview of the research landscape in influencer marketing, with a specific focus on its convergence with consumer behaviour. The study's findings show the current state of research in this field, highlighting key trends, patterns, and insights that can be utilised for future investigations. This section integrates insights from bibliometric analysis, and the findings offer valuable inferences and implications that have been the focus of discussion. Areas: The application of novel analytical tools, including Biblioshiny and VOSviewer, has demonstrated the potential to use advanced methodologies to uncover new knowledge and understanding in influencer marketing.

The Sankey plots offer valuable insights into the connections between authors, keywords, and sources. This analysis identifies top contributors to influencer marketing and consumer behaviour studies, including Lim Wim, Koay Kay, and Gerlich M. Notably, the study reveals that most authors in this field have been productive after 2021.

Based on the authors' scientific production, the top authors in this field are Lim WM, Koay KY, Kumar S,

and Islam T. Furthermore, the Journal of Retailing is a top core source, according to Bradford's Law. Lotka's Law reveals that the majority of authors have published only a single study.

This analysis also provides access to highly cited studies on influencer marketing and consumer behaviour, which have garnered top global citations. Specifically, the most cited studies in this area are attributed to Vrontis D (2021) and Pop, R.A (2022). The bibliographic coupling of documents reveals eight distinct clusters, highlighting various themes. Upon analysis, the significant theme that emerges is related to influencer marketing and purchase intention. To visualise the most trending topics and key research areas, tree maps and word dynamics graphs are utilised.

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map and word dynamics graph are utilised to indicate the most trending topics and key research areas.

IMPLICATIONS OF THE STUDY

This study's outcomes provide far-reaching implications for marketing stakeholders in the field of influencer marketing. By analysing existing literature, key research gaps and areas that require further exploration are identified. The complex relationships between brands, influencers, and consumers are still not fully understood. As influencer marketing continues to evolve, research must build on this foundation to advance knowledge in this area.

For practitioners, this study provides actionable insights for developing effective influencer marketing strategies. By leveraging these findings, marketers can optimize their campaigns, harness the power of social media influencers, and drive business growth. Ultimately, this study demonstrates the importance of continued research and exploration in influencer marketing. By working together, researchers and practitioners can unlock the full potential of influencer marketing and develop meaningful connections with target audience.

FUTURE RESEARCH DIRECTIONS AND LIMITATIONS

This investigation sought to uncover the underlying connections between influencer marketing and consumers. This review highlighted trends in influencer marketing in relation to consumer behaviour. Despite its contributions, this study also has some limitations. As this study is based only on the Scopus database, so one of the notable limitations is the potential exclusion of important publications not indexed in Scopus. Hence, future researchers can address this limitation by utilising multiple databases, such as Web of Science (WOS), EBSCO, and Springer, for a more comprehensive range of publications. Additionally, this review was restricted to English-language publications only, which may have excluded relevant non-English studies. Therefore, future studies should consider incorporating non-English publications to provide a more exhaustive review of the field. Although this research strives for objectivity, some subjective opinions may still be present. Future research could examine diverse grouping methods, keyword analyses,

and emerging topics to broaden the range of the study and provide a deeper insight of the association between influencer marketing and consumer behaviour. Current insights reveal a strong emphasis on social media, influencer marketing, consumer behaviour, and purchase intention. Although, the influence of influencers on eco-friendly consumption and the specific traits that prompt customers to make repeat purchases remain largely uncharted. These shortfalls present a valuable avenue for future scholars to probe these pivotal domains and make significant contributions to the existing corpus.

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