Unveiling the Power of Influencer Marketing: A Systematic review of Influencer Marketing Antecedents, Outcomes, Theoretical Framework and the Future research Directions

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Influencer marketing (IM) has become increasingly common in business strategies as a result of the exponential growth in popularity of social media influencers (SMIs) over the past several years. Despite the growing attention of academics and professionals, the scholarly work that has resulted is still inconsistent, and fragmented. The purpose of the study is to systematically examine influencer marketing's antecedents, outcomes, theoretical framework, and future research. Influencer marketing—using social media influencers to promote businesses or services—is increasing rapidly. The effectiveness of influencer marketing and the theoretical frameworks that can explain it are still poorly understood. This study systematically reviewed empirical influencer marketing studies. The literature's antecedents, outcomes, and theoretical frameworks were identified from the investigations. The study undertakes an organized search in the Scopus, WOS, and EBSCO databases related to influencer marketing, connected celebrities, E-communications pathways in online buying, and the innovative marketing methods. After carefully analysing the data, it was clear that the period from 2017 to 2022 was the most relevant for our study. We intentionally limited our search to English-language articles to maintain consistency. This study has various practical implications for organizations contemplating influencer marketing. This includes: Credible and engaged influencers, consistently communicating the brand's values through the influencer, and measuring influencer marketing efficacy. This study is the first to examine influencer marketing's causes, effects, theoretical framework, and future research. Businesses will learn how to employ influencer marketing from this study. Influencer marketing can reach a huge, engaged audience despite these limitations. This study will help organizations use influencer marketing efficiently and avoid its difficulties. This review offers a comprehensive examination of the existing body of research on the phenomenon of influencer marketing. This study employs a systematic and theoretical approach to comprehensively analyze the existing literature, providing an assessment of the present state of knowledge and suggesting potential avenues for future research.

1. Introduction

Influencer marketing is a form of marketing that uses social media influencers to market a product or service to their followers. An influencer is someone who is widely followed on social media and is considered an expert or authority in their field. When influencers recommend products or services, their followers are more likely to believe their recommendations and take action (Masuda et al., 2022). Influencer marketing encourages social media users to engage with sponsored content (Hughes et al., 2019). Outcome variables include cognitive, emotional, and behavioural involvement (Hollebeek et al., 2014). Likes, comments, and reposts can indicate social media participation (Malhotra et al., 2013). Reposting content shows a deeper commitment because consumers choose to share it with their networks (Malhotra et al., 2013). This participation influences other potential customers and improves firm success (Pansari et al., 2017).

Influencers are people with a large following who are trusted tastemakers in specialized areas (Veirman et al., 2017). According to Brown et al. (2008), influencers are customers who can directly affect their following. Influencers are content creators and specialists who use social media to influence their networks (Ge et al., 2018; Lou et al., 2019; Hearn et al., 2016). Influencers' advice is trusted (Djafarova et al., 2017; Schouten, 2019). Contracting with influencers can reduce brand risk, increase brand exposure, and provide essential information to target audiences (Chatterjee, 2011; Carter, 2016). Their messages are also digital (Evans et al., 2017; Hearn, 2016). Internet and mobile technology have changed consumer behaviour. Consumers frequently browse user reviews before buying online. Sharing visual content is key to effective communication. Travel companies are cooperating with SM influencers or content writers to efficiently communicate with consumers and promote their products and services. Influencers can spread companies' messages to new audiences (Yetimoğlu et al., 2020). This study will answer the following influencer marketing retrospective research questions.

RQ1.How does influencer marketing affect customer brand awareness?

RQ2. How do influencers affect consumer behaviour and purchasing decisions in influencer marketing?

RQ3. How can influencer marketing engage and activate audiences more than traditional advertising?

RQ4. How does influencer marketing affect customer views and brand loyalty long-term?

RQ5. What are the potential future research directions in the field of influencer marketing?

Based on influential informative content value, credibility, attractiveness, and influencer identification affect awareness (Lou et al., 2019; Glover, 2009). to like Schoenberg et al., (2022); Jerslev, (2016), demonstrate homophilic and perceived genuineness (shared values and distinctiveness), and follow the influencer's advice. According to Raimondo et al. (2022), social groups attract persons who desire to disengage from relevant outgroups. Socially relevant media signals goals to a group (Argyris, 2020). Instagram, with over 1 billion active

users (Statista, 2019), is a popular medium for marketers seeking strong interaction and a large consumer market (Hsu et al., 2020; Socialbakers, 2018). Instagram is very popular among fashion brands and influencers (Fashionista, 2018; Hashoff, 2017; SanzBlas et al., 2019). Instagram's ability to foster strong consumer engagement makes influencer marketing a compelling strategy, often surpassing traditional celebrity endorsements and media advertising due to consumers' perceived sense of closeness and compatibility with their favourite influencers (Evans et al., 2017; Müller, 2018; Sokolova, 2019; McCartney, 2014).

Influencer marketing is getting increasingly popular, but its long-term effects on customer behaviour and brand loyalty are unknown. Despite various research on influencer endorsements' immediate effects on customer purchasing decisions, these marketing initiatives' long-term effects are unknown.
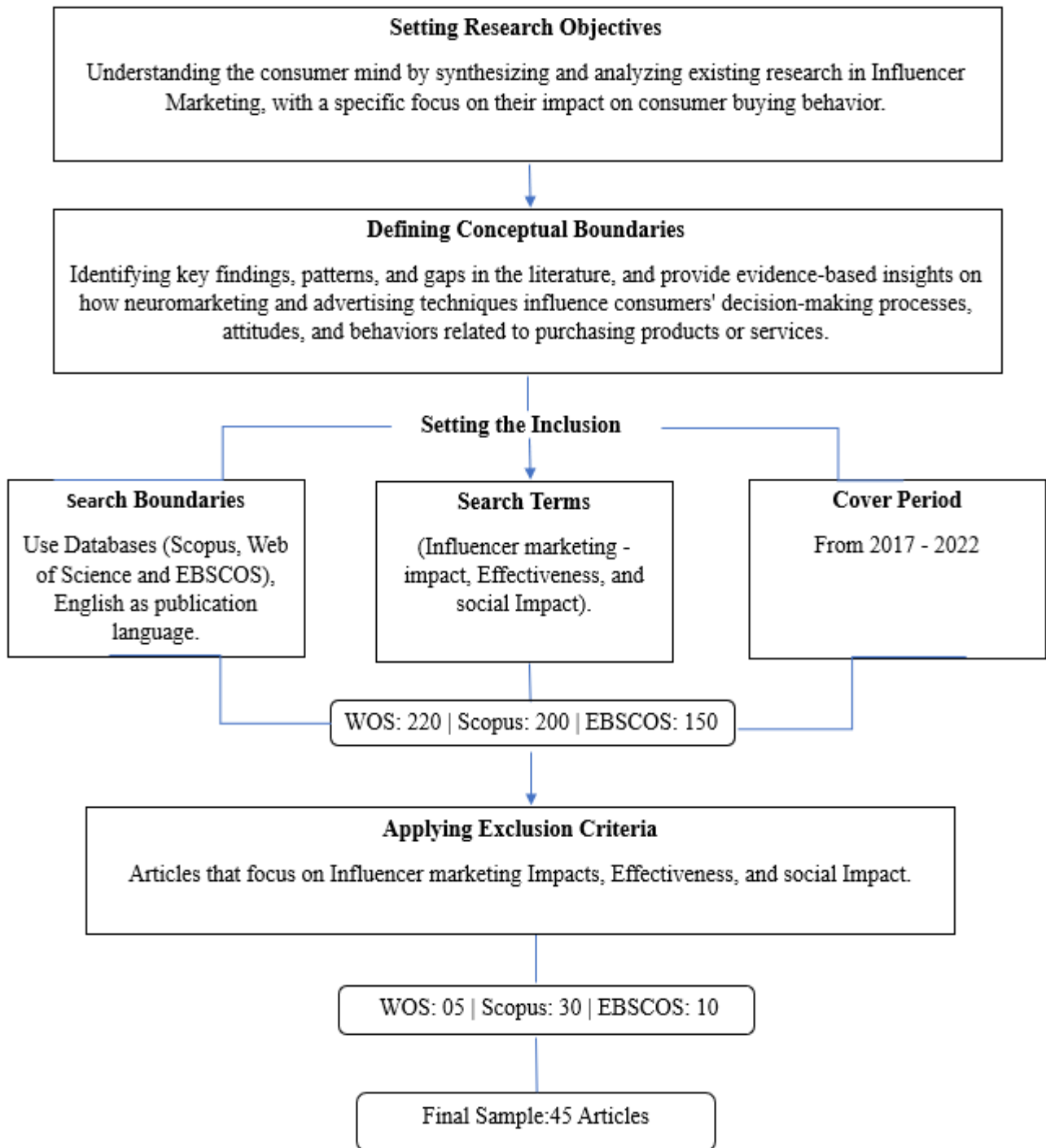
Micro-influencers' authenticity and reputation are compared to macro-influencers by customers. Does micro-influencer authenticity boost consumer trust, engagement, and buy intent? Long-term Relationships and Brand Advocacy: Are micro-influencers more likely than macro-influencers to form lasting bonds with their followers and promote their brands? How do these relationships affect brand loyalty and customer engagement? How do micro-influencers generate more comments, shares, and direct interactions than macro-influencers? Interactivity changes brand-consumer interactions and perception. How do you analyse micro-influencer marketing? How can marketers measure the impact of micro-influencers on consumer behaviour, brand recognition, and other outcomes? These study gaps can reveal micro-influencer marketing's unique benefits and effects (Leung et al., 2022).

The study focuses on influencers in general, but there's a research gap related to the comparative benefits and dynamics of micro-influencers and macro-influencers. We have highlighted questions about micro-influencers' authenticity, ability to build lasting bonds with followers, and their impact on brand loyalty and engagement. Exploring these aspects could provide insights into whether micro-influencers are more effective than macro-influencers in certain scenarios and shed light on the unique advantages they bring to influencer marketing campaigns.

1.1 Searching Strategy

Empirical studies made up 45 of the review's papers. IM literature lacks conceptual contributions despite a wealth of data-driven research. Knowledge development requires integrated viewpoints and innovative theories (MacInnis, 2011). Future research should broaden this field's theoretical terrain. These studies used mostly qualitative data collection methods. Quantitative theory testing was prioritized over qualitative model construction, requiring further study.

Figure No 1: Searching Strategy

Setting Research Objectives

Understanding the consumer mind by synthesizing and analyzing existing research in Influencer Marketing, with a specific focus on their impact on consumer buying behavior.

Defining Conceptual Boundaries

Identifying key findings, patterns, and gaps in the literature, and provide evidence-based insights on how neuromarketing and advertising techniques influence consumers' decision-making processes, attitudes, and behaviors related to purchasing products or services.

Setting the Inclusion

Search Boundaries	**Search Terms**	**Cover Period**
Use Databases (Scopus, Web of Science and EBSCOS), English as publication language.	(Influencer marketing - impact, Effectiveness, and social Impact).	From 2017 - 2022

WOS: 220 | Scopus: 200 | EBSCOS: 150

Applying Exclusion Criteria

Articles that focus on Influencer marketing Impacts, Effectiveness, and social Impact.

WOS: 05 | Scopus: 30 | EBSCOS: 10

Final Sample: 45 Articles

1.2 Fields of study and sources of publications

Most publications (56%) in this interdisciplinary topic are in marketing, according to CABS journal guides. Information Management (26%), General Management, Ethics, Gender, and Social Responsibility (13.5%) follow. Social Sciences and Sector Studies make up ~18%. Further study found that Computers in Human Behaviour published the most relevant articles on this field

(3). Journal of Business Research, Psychology & Marketing, and others have contributed. Journals like Journal of Interactive Marketing, International Journal of Advertising, and Journal of Marketing published three pieces on this multidisciplinary study area and made significant contributions.

2. Literature Review

Influencers can sway their audience's purchasing due to their credibility. (De Veirman et al., 2017). They admire a dependable taster. Influencers are advocating things to their followers and beyond as companies reject traditional advertising (De Veirman et al., 2017). Previous research studied how influencer posts' popular language affects customers' ability to recognize advertising due to Instagram's disclosure advertising. User-friendly (Evans et al., 2017). Customers trust transparency. 1,500–150,000 micronutrient-exposed users are more aware and like marketed products. A micro-influencer's "disclosure" hashtag increases sales (Kay et al., 2020; Britt, 2020).

Zhang et al. (2016) User content matching affects message retransmission and content, according to research. The commercial nature of the message or content also lowers credibility and confidence in the influencer (Martínez-López et al., 2020). Transparency increases vloggers' and influencers' credibility, making endorsements more credible. Lifestyle vloggers are trusted and influential (Chapple et al., 2017). When linked to alcohol marketing, the discovery garnered less likes and comments (Zhang et al., 2016; Hendriks, 2020). Previous studies found no difference between disclosure and kid food marketing. According to Coates et al. (2019), SMI success depends on varied attitude. Kimet al. (2020) found that product attitude increases when influencers and products match. Product attitude was also linked to sponsorship declaration.Most studies imply that additional social media followers improve brand or influencer performance. Some studies judge influencers and social media accounts by how many likes a post gets relative to its prospective audience. They also found that high and low likes-to-followers' ratios hurt social media marketing and lower power perceptions (Vries, 2019).

Influencer marketing is cheaper and more relatable than celebrity marketing, so marketers are using it more. Influencers are more trustworthy and optimistic about the proposed firm than celebrities (Jin et al., 2019). Marketing professionals use influencers rather than celebrities to determine purchasing intents (Trivedi et al., 2020). Social media's effects on advertising and marketing are uncertain despite their growing relevance. Advertising experts were surveyed on social media's changing impact on marketing. They found that advertising experts believe influencer marketing is a growing and popular topic, but a lack of direction and clarity can limit its efficacy (Childers et al., 2019). According to several experts, the audience is sceptical of influencers, particularly cosmetics specialists, and rarely sees the message as true. Beauty Instagram followers are more likely to trust influencers after a positive engagement (Konstantopoulou et al., 2019).

3.   Methodology

3.1 Data Selection

We discovered 570 articles from Scopus, Web of Science (WOS), and EBSCO. We collected 200 Scopus, 220 Web of Science, and 150 EBSCO items. Refining with Excel Software ensured accuracy. Most articles were neglected for three reasons. First, we removed non-topical articles. Second, duplicate articles abounded. Finally, we ignored influencer marketing publications that did not contribute to learning. After refining the articles, we collected 30 Scopus, 10 EBSCOS, and 5 WOS papers. Finally, we reviewed 45 refined articles to confirm they fulfilled our criteria.

3.2 Data Extraction

Influencer marketing literature guidelines were followed. Our main objectives were to review current research and find new avenues to explore in this dynamic sector. We set study parameters using a thorough influencer marketing definition. Scopus, WOS, and EBSCO search for relevant peer-reviewed publications. These databases supplied influencer marketing insights and articles that fulfilled our study criteria. We carefully picked articles for review. This provided consistency and high-quality article selection. Publication date, study technique, and relevancy were assessed. This helped us find influencer marketing publications for our study.

3.3 Data Protocol

We wanted to educate people about influencer marketing and its commercial impact. We organize a search in Scopus, Web of Science, and EBSCO using search operators related to influencer marketing, celebrities, e-communications pathways in online buying, the innovative marketing technique, and proposed conceptual models. We included relevant papers from 2014–2022. We searched just English-language articles for consistency.
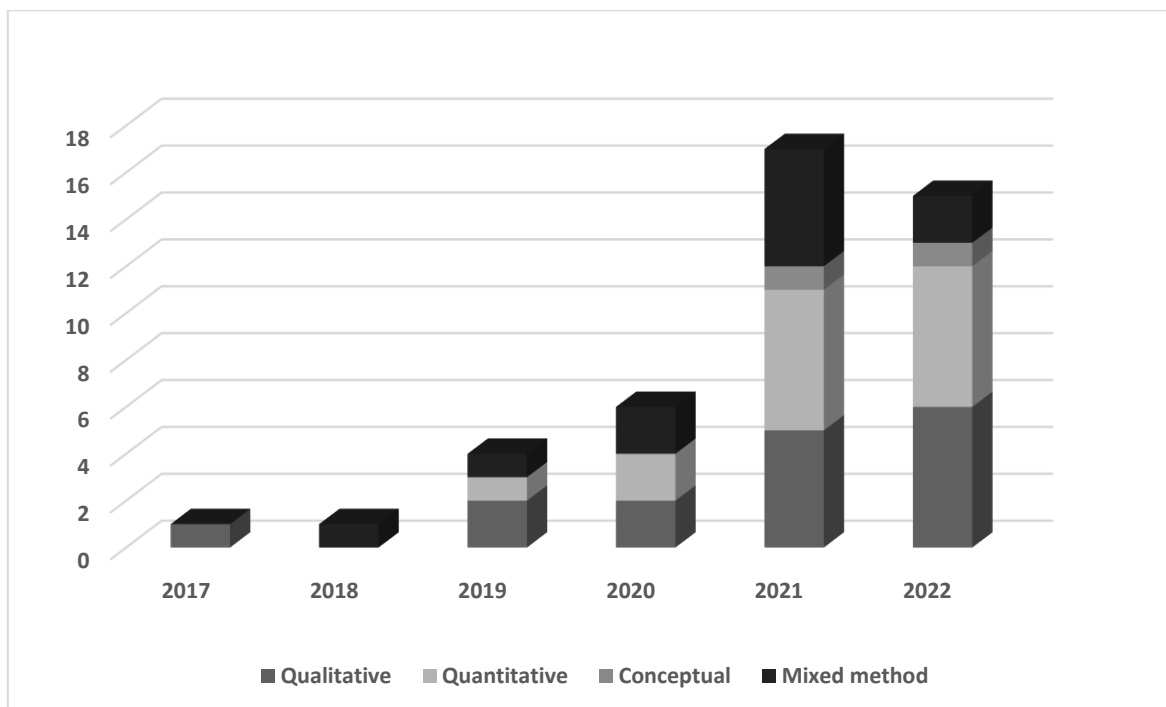
Figure No 2: Year of publications

Table No 1: Publication of Literature Review

S. No	Author(s)	Approach	Year	Title	Key Findings
1	Y. Bu	Quantitative	2022	Influencer marketing: sponsorship disclosure and value co-creation behaviour.	The study indicated that explicit disclosure affects audience co-creation of participation and citizenship more than implicit or non-disclosed disclosure. Macro-influencers have the greatest impact on audience engagement. Influencer type and sponsorship disclosure interact to affect audience engagement.
2	A.S. Tanwar	Mixed Method	2021	Influencer marketing as a tool of digital consumer engagement: A systematic literature review.	This article examined scholarly literature, analysed it, and classified it based on several aspects. It also examined influencer marketing research. Content analysis resulted in eight article groups. This paper was the first to review 2008–2019 influencer marketing literature
3	H.R. Etheredge	Qualitative	2021	Influencer marketing by healthcare providers-Ethics and the law.	The essay concludes that influencer marketing may be unethical and should be avoided or utilized sparingly in the healthcare industry, even though it is legal with some constraints. Influencer marketing should be legal and moral.
4	I. Yfantidou	Quantitative	2021	Influencer Marketing in the Make-up Industry.	The study focused on the many actors and e-communication channels that shape online shopping. E-communication tactics including CSR, peer reviews, and expert opinion were used to study foreign clients' online purchase intent antecedents.

5	A. Chopra	Qualitative	2021	Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behaviour of Millennial.	The investigation's main objective, as previously said, was to find out more information on the emerging marketing strategy known as influencer marketing. Exploratory research is thought to be the first step in testing a theoretical or hypothesis while avoiding drawing conclusions (Saunders et al., 2012).
6	S. Farivar	Quantitative	2021	Influencer Marketing: Current Knowledge and Research Agenda.	This study examined the actors and technological communication channels shaping internet retail. E-communication methods like CSR, peer reviews, and expert opinion were used to study worldwide customers' online purchase intent antecedents.
7	Rahman, Kazi Turin	Mixed Method	2021	Influencer Marketing and Behavioural Outcomes: How Types of Influencers Affect Consumer Mimicry?	Through literature research and theory integration, this study developed a novel model on SMI consumer imitating. SMI research was evaluated before identifying literature gaps. Using relevant components, scales, and study hypotheses, the model was developed.
8	K. A. Arzhanova	Qualitative	2021	Influencer marketing: current trends and prospects	The study's goal is to produce useful suggestions for enhancing the competitiveness of branded items by implementing digital technology. A behavioural and active approach to competition is used to reach the objective.
9	Anita Cornelia SZAKAL	Mixed Method	2021	Influencer Marketing	Social media marketing is controversial. Digital marketing variables include perceived utility, relevance, engagement, and organizational reputation (Boateng and Okoe, 2015) affect consumers' buying attitudes and behaviors. Alalwan (2018) stated that customers' positive sentiments toward social media marketing

					influence their purchase decisions.
10	George, Morgan Alexandra	Conceptual Method	2021	Influencer Marketing And The Everchanging Domain Of Social Media Marketing.	This study examined how influencer marketing affects teenagers, put forth a conceptual framework, and discussed the research ramifications. A lot of businesses and influence marketers employ the potent instrument of influencer marketing every day. If managers are conversant with the fundamentals of social media marketing, they may design effective influencer marketing strategies.
11	Singh, Kamaldeep	Qualitative	2021	Influencer Marketing from a Consumer Perspective: How Attitude, Trust, and Word of Mouth Affect Buying Behaviour.	The results show that how individuals perceive the phenomena affects how assured they come across as being about influencer marketing. Previous studies on the phenomenon have indicated that those who follow SMIs do so because they have interests with the SMI, because they feel a sense of community with the person, and because they believe the person to be trustworthy.
12	Leung, Fine F.	Quantitative method	2021	Influencer Marketing Effectiveness	The effects vary on the type of product and consumer envy, but influencer sincerity has a positive impact on consumer perceptions. Online social media user study conducted in 2019 by Lou and Yuan.
13	Madiha Atiq	Mixed Method	2021	Influencer Marketing on Instagram: A Sequential Mediation Model of Storytelling Content and Audience Engagement via Relatability and Trust	Millennials are heavily dependent on websites like Instagram, Facebook, Snap chat, and other platforms as social media changes and almost everything becomes digital. Before making purchases for themselves, they examine the comments posted

					by digital influencers on their Instagram blogs.
14	M. Nadanyiova	Quantitative Method	2020	Influencer marketing and its impact on consumer lifestyles	The study, survey results, and statistical analysis all support the statistical premise that consumers, especially those under the age of 35, follow at least one influencer on social media. More than half of them follow an influencer who focuses on lifestyle-related issues like fitness, health, etc., which has a big impact on their routines and way of life.
15	S. Yetimoğlu	Mixed Method	2020	Influencer Marketing for Tourism and Hospitality.	Trust, which has been the biggest ally of influencers, has made this possible since most of the time people give more credence to what Instagrammers, You Tubers, bloggers, Twitter users, etc., say and do.
16	F. Morton	Mixed Method	2020	Influencer marketing: An exploratory study on the motivations of young adults to follow social media influencers	This article has looked at the motivations behind young people' content consumption and influencer following. Five reasons are identified by the empirical findings: information, inspiration, communication, amusement, and monitoring.
17	F.J. Martínez-López	Quantitative Method	2020	Influencer marketing: brandcontrol, commercial orientation, and post credibility	This study aims to explore how followers' confidence in influencers and their capacity to believe what they have to say are affected by perceived brand control and the message's commercial slant.
18	C.W. '. Ki	Qualitative	2020	Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs	Our qualitative and quantitative study addressed these challenges. In Study 1, we used an open-ended survey to inductively analyse social media followers' connection to SMIs and their demands. Based on Study 1, we

					constructed and experimentally tested a research model that depicts how followers build a sense of attachment to SMIs, which leads to a positive emotional transfer to their endorsements.
19	Ketrin SZIKSZAI-NÉMETH.	Qualitative	2020	INFLUENCER MARKETING – PERSUASION OF THE FOLLOWERS	The purpose of the study is to determine how influencers affect consumers' purchasing behaviours and to give a detailed empirical analysis of influencer marketing potential.
20	C. Lou	Qualitative	2019	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on social media	The study estimated current model links using partial least squares (PLS) route modelling. Path analysis (J. Hair et al. 2010) defines or evaluates hypothesized links using CB-SEM and PLS-SEM. CB-SEM model coefficients are obtained using maximum likelihood estimation (MLE) "so that the discrepancy between the estimated and sample covariance matrices is minimised" (Hair et al. 2014, p. 27).
21	Josef Vodak	Mixed Method	2019	Influencer Marketing as a Modern Phenomenon in Reputation Management	The essay introduces readers to marketing communication industry trends. Social media promotion may make it harder to grab consumers' attention. The ever-changing influencer community greatly affects brand and business perceptions.
22	Z. Kádeková	Mixed Method	2018	Influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities.	The study's objectives are to provide a thorough empirical analysis of influencer marketing prospects and ascertain how influencers affect the buying habits of Generations Y and Z. In addition to determining the distinctions between these two client generations, we sought to determine if influencers who advocate items can draw in new customers and persuade

					them to purchase particular things.
23	R. Weiss	Qualitative	2017	Influencer marketing. How word-of-mouth marketing can strengthen your organization's brand.	The purpose of the study is to determine how influencers affect consumers' purchasing behaviours and to provide a detailed empirical analysis of influencer marketing prospects.
24	Leung, FF (Leung, Fine F.)	Qualitative	2022	Online influencer marketing	Influencers can boost marketing communications, the authors say. These are followers, personal branding, communication content, and trust. Social capital theory and practitioner/consumer interviews support their proposal. Six distinct statements that may advance OIM theory reveal its pros and downsides. OIM management methods and literature-practice gaps finish the essay.
25	By: Ballestar,	Quantitative	2022	An artificial intelligence analysis of climate-change influencers' marketing on Twitter.	Ahuja and Shakeel (2017) advocate lexicon-based sentiment analysis and classification to determine text sentiment popularity. We used the Valence Aware Dictionary for Sentiment Reasoning (VADER) to analyse tweets and create word clouds.
26	Belanche, D (Belanche, Daniel)	Qualitative	2021	Understanding influencer marketing: The role of congruence between influencers, products and consumers.	This influencer was chosen based on relevant criteria to ensure we were studying an influencer and not a celebrity. Sugg, one of the 25 most followed U.K. influencers, blogs about fashion and beauty. Before her social media persona, Sugg had no popularity (Influencer Marketing Hub, 2019b). Her fame in the UK made it easy to get volunteers.

27	Balaji, MS (Balaji, M. S.)	Quantitative	2021	Nanoinfluencer marketing: How message features affect credibility and behavioural intentions.	This influencer was chosen based on relevant criteria to ensure we were studying an influencer and not a celebrity. Sugg, one among the top 25 UK influencers by followers, writes about fashion and beauty. Suggest developed her social media identity without prior popularity (InfluencerMarketingHub, 2019b). Her fame, especially in the UK, made it easy to recruit people.
28	Ki, CW (Ki, Chung-Wha 'Chloe') ; Kim, YK (Kim, Youn-Kyung)	Quantitative	2019	The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic.	We investigated how SMIs influence peer consumers. The influence framework was used to organize target consumers' procedural responses to SMIs' influence attempts. This showed that SMIs influence target consumers in four steps: (a) a SMI's attempts to influence; (b) target customers' attitude toward the influence; (c) targets' need to comply; and (d) good behavioural results.
29	S. Kapitan	Qualitative	2022	Influencer Marketing and Authenticity in Content Creation	This essay examines why young people consume content and follow influencers. Information, inspiration, communication, amusement, and monitoring are the empirical findings.
30	A. Kanaveedu	Qualitative	2022	Influencer Marketing and Consumer Behaviour: A Systematic Literature Review	The project seeks to improve branded products' competitiveness with digital technology. The goal is achieved by behavioural and active competition. Competitiveness is the result of market-competitiveness-enhancing initiatives.
31	K.A. Arzhanova	Quantitative	2022	Influencer Marketing as a Way to Influence Consumer Behaviour	Customers follow at least one social media influencer, according to analysis, surveys, and statistical hypothesis testing. Over half of them follow a lifestyle influencer who focuses on fitness, health,

					etc., which affects their habits and lifestyle.
32	S. Chan-Olmsted	Mixed Method	2022	Influencer marketing dynamics: The roles of social engagement, trust, and influence.	Digital technology recommendations to boost brand competitiveness are the study's goal. A behavioural and active competition method achieves the purpose. Actions that boost a business' market competitiveness are considered competitive.
33	F.F. Leung	Qualitative	2022	Influencer Marketing Effectiveness.	The study aims to use digital technology to boost brand competitiveness. Behavioural and active competition achieves the purpose. Competitiveness comes from market-specific measures.
34	D.C. Hugh	Quantitative	2022	Influencer marketing effectiveness: the mechanisms that matter.	According to analyses, survey results, and statistical hypothesis testing, customers follow at least one influencer on social media. Over half of them follow a lifestyle influencer who covers fitness, health, and other topics, which greatly affects their daily routines.
35	M. Bansal	Qualitative	2022	Influencer marketing Its antecedents and behavioural outcomes.	This essay examines why young people read and follow influencers. Empirical study shows inspiration, communication, amusement, information, and surveillance. The inspiration motivator was a surprising discovery in uses and satisfactions research.
36	S. Cartwright	Conceptual	2022	Influencer marketing within business-to-business organisations.	The project seeks to improve branded products' competitiveness with digital technology. The goal is achieved by behavioural and active competition. Competitiveness is the result of

					market-competitiveness-enhancing initiatives.
37	M.D.B. Rhor	Quantitative	2022	Influencer Marketing: An Analysis of Credibility and Purchasing Intention Created by an Opinion Leader.	Digital technology recommendations to boost brand competitiveness are the study's goal. A behavioural and active competition method achieves the purpose. Actions that boost a business' market competitiveness are considered competitive.
38	Y. Bu	Qualitative	2022	Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention.	According to analysis, survey data, and statistical hypothesis testing, customers follow at least one influencer on social media. Over half of them follow a lifestyle influencer who focuses on fitness, health, etc., which affects their habits and lifestyle.
39	D. Vrontis	Mixed Method	2021	SM influencer marketing: A systematic review, integrative framework and future research agenda	The project aims to improve branded goods' competitiveness through digital technology. Behavioural and active competition achieves the purpose. Competitiveness comes from market-specific measures.
40	M. De Veirman	Qualitative	2019	What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research	This essay investigated why youth follow influencers. Inspiration, communication, amusement, information, and surveillance are the five empirical factors. The inspiration motivator was a remarkable discovery in uses and satisfactions study.
41	Abhishek	Quantitative	2021	Mapping the influence of influencer marketing: a bibliometric analysis	The results reveal that perception influences influencer marketing confidence. According to previous studies, SMI followers do so because they share interests, experience a

					feeling of community, and trust the SMI.
42	J. Packer	Mixed Method	2022	The Impact on Dietary Outcomes of Celebrities and Influencers in Marketing Unhealthy Foods to Children: A Systematic Review and Meta-Analysis	According to analyses, survey results, and statistical hypothesis testing, customers follow at least one social media influencer. Over half of them follow a lifestyle influencer who covers fitness, health, and other topics, which greatly affects their daily routines.
43	A.S. Tanwar	Quantitative	2021	Influencer marketing as a tool of digital consumer engagement: A systematic literature review	Analysis, survey results, and statistical assumptions show that customers, particularly under 35, follow social media influencers. More than half follow an influencer that focuses on lifestyle problems like fitness, health, etc., which affects their habits and lifestyle.
44	N.S. Borchers	Quantitative	2022	Between Scepticism and Identification: A Systematic Mapping of Adolescents' Persuasion Knowledge of Influencer Marketing	Customers follow social media influencers, according to analysis, surveys, and statistical hypothesis testing. Over half of them follow a lifestyle influencer, which affects their fitness, health, and lifestyle.
45	Masuda, H	Quantitative	2022	Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations	Influencer marketing on social media has recently drawn a lot of attention. The development of parasocial relationships (PSRs) between influencers and followers has been the subject of numerous research. Despite the large number of PSR research, PSR has not frequently been compared to other relationship marketing models that are frequently employed.

Table No 2: Publication of Articles

Sr. No	Publication	No. of Articles	Authors
1	Australasian Marketing Journal	1	S. Kapitan
2	Vision	1	A. Kanaveedu
3	Lecture Notes in Networks and Systems	1	K.A. Arzhanova
4	Journal of Marketing	1	F.F. Leung
5	European Journal of Marketing	1	D.C. Hugh
6	European Journal of Marketing	1	D.C. Hugh
7	Digital Marketing Outreach: The Future of Marketing Practices	1	M. Bansal
8	Industrial Marketing Management	1	S. Cartwright
9	Signo y Pensamiento	1	M.D.B. Rhor
10	Journal of Retailing and Consumer Services	1	Y. Bu
11	Marketing Intelligence and Planning	1	Y. Bu

12	Indian Journal of Marketing	1	A.S. Tanwar
13	Aesthetic Medicine	1	H.R. Etheredge
14	Business Perspectives and Research	1	I. Yfantidou
15	Electronic Turkish Studies. Jun2021, Vol. 17 Issue 3, p615-625. 11p.	1	Rahman, Kazi Turin
16	Bulletin of the Transilvania University of Brasov. Series V : Economic Sciences, Vol 15(64), Iss 2, Pp 51-56 (2021)	1	Anita Cornelia SZAKAL
17	Journal of Current Issues and Research in Advertising		N.S. Borchers
18	Journal of Hospitality and Tourism Technology	1	J.F. Bokunewicz
19	Forum Scientiae Oeconomia	1	M. Nadanyiova
20	The Emerald Handbook of ICT in Tourism and Hospitality	1	S. Yetimoğlu
21	Journal of Digital and Social Media Marketing	1	F. Morton

22	Journal of Marketing Management	1	F.J. Martínez-López
23	Journal of Retailing and Consumer Services	1	C.W.'. Ki
24	Network Intelligence Studies, Vol VIII, Iss 16 (2/2020), Pp 119-124 (2020)	1	Ketrin SZIKSZAI-NÉMETH
25	Journal of Interactive Advertising	1	C. Lou
26	Managing Global Transitions, Vol 17, Iss 3, Pp 211-220 (2019)	1	Josef Vodak
27	The Dynamics of Influencer Marketing: A Multidisciplinary Approach	1	S. Chan-Olmsted
28	Communication Today	1	Z. Kádeková
29	Marketing health services	1	R. Weiss
30	journal of psychology and marketing	1	By: Ballestar,
31	journal of the academy of marketing science	1	Leung, FF (Leung, Fine F.)

32	Journal of Business Research	2	Belanche, D (Belanche, Daniel) Balaji, MS (Balaji, M. S.)
33	journal of psychology and marketing	1	Ki, CW (Ki, Chung-Wha 'Chloe') ; Kim, YK (Kim, Youn-Kyung)
34	International Journal of Consumer Studies	1	D. Vrontis
35	Journal of Media Business Studies	1	M. Xiao
36	Frontiers in Psychology	1	M. De Veirman
37	Marketing Intelligence and Planning	1	Abhishek
38	Nutrients	1	J. Packer
39	Indian Journal of Marketing	1	A.S. Tanwar
40	Global Journal of Business Disciplines. 2021, Vol. 5 Issue 1, p48-59. 12p.	1	George, Morgan Alexandra
41	Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences, Vol 15(64), Iss 2, Pp 51-56 (2021)	1	Anita Cornelia SZAKAL

|			
42	European Integration Studies. 2021, Issue 15, p231-241. 11p.	1	Singh, Kamaldeep
43	Journal of Marketing. Nov2021, Vol. 86 Issue 6, p93-115. 23p. 8 Charts, 1 Graph.	1	Leung, Fine F.
44	Information, Vol 13, Iss 345, p 345 (2021)	1	Madiha Atiq

Figure No 3: Co-citations Analysis
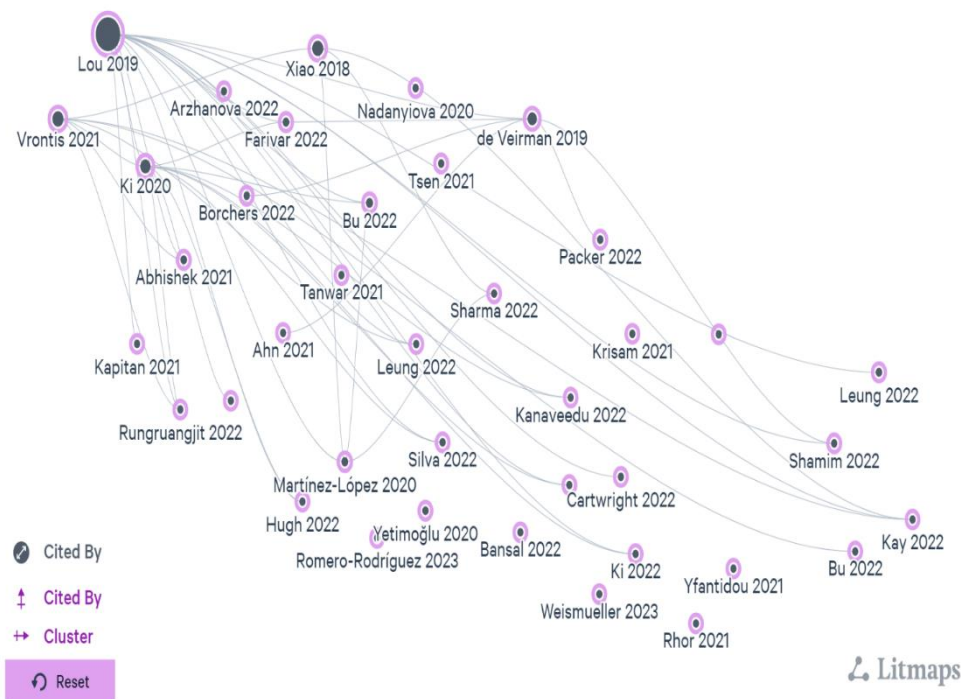
A distinctive approach for examining the cognitive structure of science is co-citation analysis. Tracking papers that are cited in tandem in the source articles is known as cocitation analysis. Research clusters start to form when several writers co-cite the same pairs of papers. These clusters frequently have a theme running through the co-cited works. Co-citation analysis builds paradigms/clusters to highlight interdisciplinary research patterns inside universities. When combined with singlelink clustering and multidimensional scaling approaches, co-citation analysis can literally map these trends. Commercial applications like Litmaps Spotlight and others have used co-citation concepts. It is one of the best ways to keep track of how science is developing and organized.

3.1 Antecedents and Outcomes of Influencer Marketing

Figure No 4: Antecedents and Outcomes
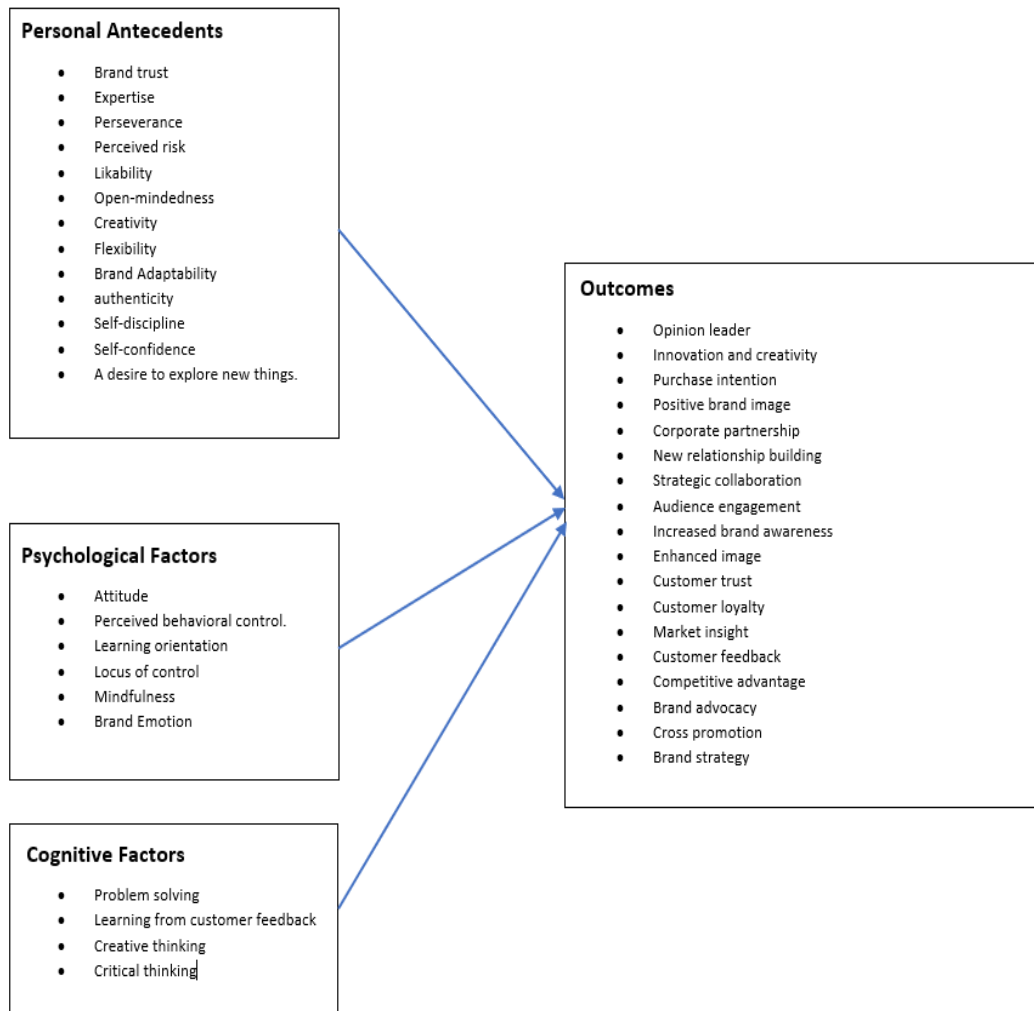
3.2 Explanation of the Antecedents

Consumer confidence and trust in a brand is called brand trust. Consistently good experiences, quality products, and services build it. Expertise: Expertise is significant knowledge, competence, or proficiency in a profession. It is trusted since it comes from education, training, and experience. Perseverance: The ability to keep going despite hurdles, setbacks, or difficulties. It requires perseverance, resilience, and determination. Perceived Risk: The consumer's subjective judgment of a product, service, or decision's potential negative effects or uncertainty. Financial, performance, safety, and societal risks are included. Likability: How much others enjoy a person, brand, or thing. It frequently involves friendliness, approachability, charm, and the ability to make favourable emotional connections. Open-Mindedness: Being open to new ideas, perspectives, and possibilities. It requires being open to new ideas, adaptable, and willing to change one's mind. Creativity: The ability to create original, novel, or imaginative ideas, solutions, or expressions. It requires creative thinking, connecting disparate concepts, and imaginative problem-solving. Flexibility: Flexibility is the ability to adapt to changing situations, problems, or needs. It requires being flexible, adaptable, and robust to unforeseen events. Brand Adaptability: A brand's ability to adapt its strategies, offers, and positioning to changing market conditions, consumer preferences, and competition pressures is called brand adaptability. Staying relevant, understanding, and addressing client needs, and embracing innovation are key. Authenticity: Being genuine, real, or true to oneself or one's brand. Transparency, honesty, and consistency in words and acts build trust, credibility, and connection. Self-discipline: The ability to manage and control one's behaviour, activities, and impulses to attain goals or follow norms or principles. Delaying gratification, making intentional choices, and overcoming temptations are required. Self-control: Controlling one's emotions, wants, and urges to make appropriate decisions is self-control. It requires self-control, delaying gratification, and moderation. Desire to discover new things: Curiosity, interest, or propensity to seek out new experiences, knowledge, or possibilities. It requires openness to new experiences, willingness to leave one's comfort zone, and curiosity.

3.3 Explanation of the Outcomes

Opinion Leader: This objective involves becoming a trusted and influential figure who can shape opinions and attitudes. Innovation and Creativity: This outcome involves creating and implementing new ideas, products, and procedures in a company or industry. Purchase Intention: It is affected by product quality, brand perception, pricing, and value proposition. Positive brand image: actions, communication, and consumer experiences shape it. Brand image can boost consumer trust, loyalty, and preference (Iqbal et al., 2023). Corporate partnership: Sharing resources, knowledge, or market reach to achieve common goals including gaining market share, entering new markets, or using complementary talents. New Relationships: This can lead to beneficial contacts, collaborations, and opportunities. Strategic Collaboration: Sharing resources, skills, and efforts to innovate and achieve a competitive edge. Audience Engagement: Likes, shares, comments, and time spent with content are KPIs. High audience engagement shows high audience connection and interest.

Increased Brand Awareness: Consumers' knowledge with the brand can influence their purchase decisions. Positive experiences, effective communication, consistent branding, and favourable associations can improve image. Improved image builds confidence and credibility. Customer Trust: Consistently delivering promises, transparent corporate procedures, reliable customer service, and great customer experiences earn it. Long-term consumer connections require trust. Customer loyalty is a brand's customers' allegiance, recurring purchases, and emotional connection (Iqbal et al., 2023). Market Insight: Market insight is a thorough understanding of market dynamics, consumer preferences, trends, and competition. Customer Feedback: Customer feedback includes customer thoughts, suggestions, and evaluations of a product, service, or brand. Competitive Advantage: A brand or organization's distinctive traits, talents, or tactics offer it a market edge. Brand Advocacy: Brand advocates are customers who willingly promote, endorse, or recommend a brand. Cross Promotion: Two or more brands or entities collaborate to promote each other's products or services. Brand Strategy: A brand's long-term plan to achieve commercial goals and build a distinct and desired brand identity is its brand strategy.

3.4 Theories used in (IM) Literature

Table No 3: Theories

Theories	Authors
Social Influence Theory	Kelman, H. (1958), Lewin, K. (1936), Asch, S. (1951), Milgram, S. (1963), &Cialdini, R. (1984)
Source Credibility Theory	Lowry, P. B., Wilson, D. W., & Haig, W. L. (2014)
Self-Determination Theory	Deci &Ryan, R., (1985)
Parasocial Interaction Theory	Horton, D. &Wohl, R. (1956)
Social Learning Theory	Bandura, A. (1970)

Uses and Gratifications Theory	Whiting, A., & Williams, D. (2013).
Social Exchange Theory	Homans, G. (1958)
Theory of Reasoned Action	Fishbein, M., & IcekAjzen (1975)
Brand Personality Theory	Aaker, J. (1997)
Social Network Theory	Moreno, J. L., and Homans, G. C., Granovetter, M., Burt, R., &Freeman, L. C. (1970)
Cognitive Dissonance Theory	Festinger, L. (1957)
Situational Crisis Communication Theory	Coombs, W. T. (1995)
Psychological Reactance Theory	Brehm, J. (1966)
Media Richness Theory	Daft, R. L., &Lengel, R. H. (1984)
Social Capital Theory	Bourdieu, P. (1980), Coleman, J. (1988), &Putnam, R. (1993)
Theory of Planned Behaviour	IcekAjzen (1985)

Table No 4: Future Research Recommendations

Topic/Theme	Research Question	Research Method
How do social media influencers affect their followers' mental health?	• Is exposure to influencer content associated with negative emotions like jealousy, worry, or self-harm? • How much do influential people encourage materialistic values? Does exposure to influencer content encourage followers to have materialistic values?	• Longitudinal survey research may be used to assess the link between exposure to influencer contents and bad health as well as the growth of materialistic ideals. • Content studies can look at how social media influencers promote materialistic (and other) ideals. • Experimental research can look at how exposure to influencer content affects mental health.
What function do social activism influencers serve?	• How do influencers react to social and political issues? • How much interaction are these postings getting? How are those materials being received by readers? • How have these communications affected public opinion?	•You can conduct experimental studies and surveys to determine how these messages affect public opinion.
What impact does influencer marketing have on young audiences, and how?	• What purpose do influences serve in children's and adolescents' lives? How are they regarded as role models and inspirations? How do they contribute to someone's sense of self?How susceptible are kids to the information in influences? • What processes underlie the effectiveness of sponsored influence materials? • How can we enable kids to manage influencer content more critically?	•Focus groups and in-depth interviews can be used to investigate the significance of influences in young people's life.

3.4 Result

This article's contribution to marketing theory and practice deserves discussion. (Kim et al., 2019) also expands consumer imitation of influencers. Consumer research mimicry, based on social learning theory, also addresses the need for more social SMI research (Vrontis et al., 2021). WOM intentions and buy intents function nicely together in the

suggested approach. Later, SMI Research's lean customer wellness idea ensures follower wellness. Marketers benefit from this model. Brands everywhere are embracing influencer marketing. Selecting an influencer is difficult. Because knowing which influencers generate consumer mimicry simplifies the decision process.

Marketers and firms' influencer marketing strategies benefit. Consumer well-being also makes them think twice about working with SMI. Marketers must protect consumers. Influencers care about their fans and shun excessive consumerism. Governments and regulators are stirring up influencer marketing to cause unintended repercussions. Persuasion scholarship and theory may increase (Kapitan et al., 2020). Social media companies and national advertising agencies have issued guidelines requiring influencers to declare any product promotion incentives (ASA, 2019). But the big question is: does putting a company logo or the hashtags "#ad" or "#sponsored" hurt an influencer's reputation as an independent content creator? Audrezet et al. (2020) believe clear authenticity is essential, but empirical testing is needed.

By examining the nascent field of influencer marketing, Kim et al. (2019) study considerably advances marketing theory and practise. The study investigates the social learning theory-based phenomena of consumer imitation of influencers. As noted in the study of Vrontis et al. (2021), this investigation highlights the need for more research in the area of social media influencers (SMIs). A comprehensive viewpoint is provided by the study's integration of word-of-mouth (WOM) intents and purchase intentions when they work together inside the suggested framework (Iqbal et al., 2022). Further highlighting the significance of follower wellbeing in this context is the adoption of lean customer wellness concepts in SMI research.

4. Conclusion

A theoretical model was created to understand influencer marketing's effects. Despite industry accolades, influencer marketing has not progressed. Vertical video (IGTV on Instagram) and experiential marketing are important in interactive advertising's ever-changing landscape. The future involves studying influencer marketing's effects on consumers and interactive platforms as well as the boundary conditions and mechanisms that affect brand growth and consumer behaviour. It is complex. This article examined why youth consume content and follow influencers. Empirical findings list social media influencer marketing, buy intention, customer behaviour, inspiration, and others.

In the Internet age, unaffiliated third parties use blogs, tweets, and other social media to influence audience impressions (Freberg et al. 2011). By writing product reviews, making how-to videos, hosting competitions, and posting product photos (Bernitter, Verlegh, and Smit 2016). Influencers improve their storytelling, filmmaking, and photography talents. The Internet's scalability and rapid diffusion allow these influencers to quickly gain cultural capital and fame (McQuarie, Miller, and Phillips 2013).

4.1 Practical Implication

This work has theoretical and practical effects. Synthesizing existing material helps marketers comprehend influencer marketing (IM) in social media ecosystems. Our integrative framework guides marketing professionals in designing effective IM campaigns and maximizing social media influencers' marketing efficacy.

SMIs have strong relationships with their followers and are considered experts in the campaign's topic, therefore several studies recommend working with them instead of celebrities with millions of followers (Kim et al., 2020). Popularity may not necessarily influence purchases. However, knowledge and relationships alone cannot achieve the desired goals. Influencers must be identifiable, authentic, and aesthetically consistent to succeed in IM marketing (Argyris et al., 2020). Consider the influencer's fit with the brand or product when launching a campaign. Communicatively successful and engaging product endorsements must reflect the influencer's lifestyle and consumption patterns (Silva et al., 2020).

Influencers who support each campaign should collaborate with marketers. A fashion company may partner with a SMI that offers knowledge and visually engaging content to boost product acceptability. However, a SMI can help the company boost business initiative coverage. This SMI will share high-quality, amusing knowledge. Allowing SMIs to develop brand-related content on their own encourages creativity, authenticity, realism, audience engagement, and business goals. Casaló et al. (2018) and Munnukka et al. (2019) say this adaptability is important for influencer-brand collaboration to work.

4.2 Implications and Limitations

The research study has numerous constraints. First, the research's contributing factors—like followers' persuasive talents and advertising literacy—have improved our understanding of influencer marketing's processes. The second survey question analysed social media influencers and user trust in their branded material. Influencers' message techniques and content vary across social media platforms, hence user views about these postings may vary too. SNS influencer marketing study could help firms connect with target audiences on this channel.

The current study's unanticipated findings—influencers' unreliability hurting brand awareness and buy intentions—need further study. Although we provided in-depth information about social media influencers and influencer marketing, future research may want to assess participants' understanding of the concept. Cultural influences on social media

should also be studied. Future research may additionally examine media channel affordance, receiver motives and personalities, and message and source characteristics.

4.3 Upcoming Trends and Future Research

Metadata contained in social content helps with evaluation data (Martín-Llaguno et al., 2022). The context is derived of previous references to the influencer and its value behaviour and problem intersection, derived theory The early pioneering work of Katz (1957). Social influencers are stars and the difference between the two categories is who retweets who, which provides evidence of how information flows on Twitter. There are significant differences between Greta Thunberg and Bill Gates. The latter wants to create positive images of altruism related to the subject, while the first reflects the image of the social activity As Satell (2014) notes, "…if you want things to spread, forget about special people with "rare qualities", i.e., influencers to motivate those they want to motivate.

This study contributes to the study of the mechanisms leading to successful lobbying marketing campaigns. Current scholarship has shown the benefits of using influencers, as with purchase intentions, the persuasiveness of the message sent improved or improved attitudes towards the brand (see Djafarova and Rushworth, 2017; Lou & Yuan, 2019; Xiao et al., 2018). Other work has focused on trust in both influencers and influencers their messages (e.g., Djafarova & Rushworth, 2017; Jin & Phua, 2014; De Veirman et al., 2017) or about the potential negative effects of disclosure and business intentions influence influencer marketing (e.g. Shan et al., 2019; Sokolova and Kefi, 2020; Stubb et al., 2019).

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