P-ISSN: 2170-1040 | **Journal of Economic Papers** **Volume : 17 – Issue : 01 (2026), P: 01 - 23** | **E-ISSN:** 2602-5426

Trends and Dynamics of Influencer Marketing and Consumer Behavior: A Bibliometric Analysis (2015–2025)

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Reçu: 23/03/2026 **Approuvé:** 30/05/2026 **Publié:** 31/05/2026

Abstract:

This study aims to provide a comprehensive bibliometric analysis of research trends concerning the impact of influencer marketing on consumer behavior between 2015 and 2025. A total of 453 publications were collected from the Scopus database and analyses using VOS viewer and R (Bibliometrix) to identify the temporal evolution of research, prominent authors, leading journals, and emerging research trends, in addition to using Zotero for reference management.

The study reached a number of conclusions, the most significant of which was a significant increase in the number of publications on influencer marketing and consumer behavior, reaching 167 by 2025, , whilst researcher Lim Weng Marc is considered the most prolific and influential in this field, and the Journal of Retailing and Consumer Services is the most productive in terms of the number of articles published, India and China also rank first in terms of total scientific output, reflecting the growing interest in academic circles in the study of digital marketing and the influence of influencers on consumer behavior, particularly given the significant growth of the e-commerce economy. this study also provides a comprehensive and integrated overview of developments in this field by combining bibliometric analysis with theoretical analysis, thereby facilitating a deeper understanding of the factors influencing consumer behavior.

Keywords: Influencer marketing, Consumer behavior, Bibliometric analysis, Scopus

JEL Classification: M31, C5, C55.

1. Introduction:

The marketing landscape has undergone profound and radical transformations in recent years, driven by rapid advancements in digital technology and the widespread adoption of social media platforms. These technological shifts have brought about a fundamental and comprehensive change in the way companies communicate with consumers and market their products and services. One of the most notable of these developments is the emergence of influencer marketing. This modern strategy relies on individuals with large numbers of followers on social media to influence consumers' behavior, attitudes, perceptions and purchasing decisions.

Influencer marketing has gained significant importance as a marketing communication strategy due to its ability to build interactive and authentic relationships between brands and consumers. Unlike traditional advertising, influencer marketing relies heavily on social capital and trust. This is a two-way process, as influencers use their digital presence to share personal experiences, product reviews and recommendations, which significantly influences consumers' decision-making.

The effectiveness of influencer marketing depends on several factors, including the influencer's credibility, expertise, appeal, and the extent to which their values align with those of their followers. These characteristics help build consumer trust in the content produced by influencers and enhance engagement levels. As a result, influencer marketing has become a key component of digital marketing strategies across numerous sectors, such as tourism, fashion, e-commerce and retail.

Despite the significant interest in this topic and its rapid expansion, bibliometric analysis of this subject has been severely lacking, and there remains a need for further research. Furthermore, most studies have focused on purchase intention as the primary indicator of consumer behavior, whilst relatively neglecting actual behavior, which limits a realistic understanding of the impact of influencer marketing. Furthermore, the majority of studies rely on cross-sectional research designs (over a very short period), which limits the ability to analyse the long-term effects of influencer marketing and highlights a clear lack of longitudinal studies, in addition to the scarcity of studies addressing the negative aspects or risks associated with influencer marketing, such as consumer misrepresentation or loss of trust, particularly in sensitive areas such as finance. Furthermore, many studies lack an analysis of the impact of different digital platforms such as TikTok, Instagram, etc.) on the effectiveness of influencer marketing, despite indications of fundamental differences between them. Furthermore, the literature shows a clear geographical focus on developed countries and some Asian nations, with a notable lack of studies addressing developing markets, particularly in Arab and African contexts, which limits the generalisability of the findings Based on the identified research gaps, this study aims to achieve a set of key objectives that contribute to the development of scientific understanding of the field of influencer marketing and consumer behavior, by conducting a bibliometric analysis of influencer marketing and consumer behavior using the Scopus database for the period 2015–2025, thereby highlighting recent research trends. Specifically, the study aims to achieve these objectives by addressing the main research question and the following sub-

questions:

What are the key research trends in the field of influencer marketing and consumer behavior between 2015 and 2025 ?

The sub-questions are as follows:

1- What are the temporal publication trends of scientific output in the field of influencer marketing and consumer behavior during the period 2015–2025?

2- Who are the leading individuals, institutions and countries in the field of influencer marketing and consumer behavior during the period 2015–2025? And what are the patterns of scientific collaboration between them?

3- To identify the most influential authors in research on influencer marketing and consumer behavior during the period 2015–2025 ?

4. Which are the most cited and influential journals and scientific articles in the field of influencer marketing and consumer behavior during the period 2015–2025?

5- Identify the thematic clusters and emerging research trends in studies of influencer marketing and consumer behavior during the period 2015–2025?

2. Literature Review:

Recent literature has shown considerable interest in studying the role of influencers of various kinds in the digital environment, defining influencers as a group of individuals who have the ability to influence the attitudes and behaviors of their audience through the digital content they produce and the quasi-social relationships they develop with their followers (Abidin 2016), studies also show that influencers possess a range of characteristics, such as credibility, charisma, expertise and relatability to the audience, with these traits representing decisive factors in determining the extent of their influence on individuals, whether directly or indirectly, in terms of engagement and purchase intent (Ao et al. 2023).

Recent studies have also confirmed that these characteristics do not operate in isolation, but rather within an integrated framework that influences consumer perception and the quality of the information provided (Nazer Mohamed and Jaafar 2026), in this context, influencer marketing is a modern digital strategy that relies on engaging these individuals to convey marketing messages indirectly, based on trust and social interaction (Leung et al. 2022), Studies have shown that the effectiveness of this type of marketing depends on the interaction between the influencer’s characteristics, the nature of the content, and the characteristics of the audience, where elements such as authenticity, follower count, and content alignment with the brand play a key role in achieving marketing effectiveness (Leung, Gu, Li, et al., 2022). Studies also indicate that different digital platforms influence this effectiveness, with platforms such as Instagram and TikTok outperforming others in achieving high levels of engagement (Şenyapar 2025).

As for consumer behavior, the literature has focused on analysing how individuals respond to content presented by influencers, with studies showing that influencer marketing influences several dimensions of consumer behavior, such as attention, brand liking, self-

expression, and purchase intention (Bhardwaj et al. 2024) . A study (Saad et al. 2025), also indicated that purchase intention is directly influenced by the influencer's characteristics, and indirectly through mediating variables such as brand credibility. Furthermore, a study (Hasim and Mahbob 2025)

confirmed that content quality and the influencer's expertise play a key role in shaping purchasing decisions, whilst a study (Ampornklinkaew 2025) showed that engagement and credibility enhance influencers' impact on imitation and consumption behavior.

With regard to the relationship between influencer marketing and consumer behavior, the literature points to a complex direct and indirect influence, with a study (Pan et al. 2025) showed that the effectiveness of influencer marketing depends on a set of interrelated factors, including influencer characteristics, content and audience, with mediating variables such as credibility and persuasive knowledge. Furthermore, a study (Noureldin et al. 2026) confirmed that brand awareness acts as a key mediating mechanism that enhances the influence of influencers on purchasing decisions, whilst a study (Chaturvedi and Sangwan 2025) demonstrated that interaction with influencers enhances purchase intention by fostering engagement and credibility. On the other hand, a study (Kumar et al. 2025), that influencer marketing is more effective in generating sales, whilst traditional marketing remains more influential in building long-term relationships; however, a study (Gerritsen and De Regt 2025) warned of the potential negative effects of consumers relying on influencers' recommendations, particularly in the financial sector.

As for bibliometric analysis, studies (Tanwar, Chaudhry, and Srivastava 2022) and (Praveenadevi et al. 2025) and(Spörl-Wang, Krause, and Henkel 2025) (Yap et al. 2025) have shown that this field has experienced rapid growth since 2015, with a primary focus on the concepts of trust, credibility and social influence, and their impact on purchase intention and brand loyalty. These studies have also revealed significant research gaps, including a lack of longitudinal studies, insufficient focus on emerging markets, and a failure to distinguish between behavioral intention and actual behavior. In addition, recent trends such as virtual influencers have emerged (Pujadas-Gómez, Jiménez-Morales, and Montaña-Blasco 2025)

indicating a shift in the field towards the integration of technology and artificial intelligence. Consequently, it is clear that influencer marketing represents a multidimensional system that requires further analysis to understand its complex interactions and future implications.

2.1 Research contribution:

This study offers several significant contributions that enhance the understanding of influencer marketing and consumer behavior. First, it provides a comprehensive bibliometric analysis covering the period from 2015 to 2025, offering a robust quantitative overview of the field's evolution in terms of scientific output, key contributors, and dominant conceptual structures.

Second, the study moves beyond the predominantly descriptive nature of existing literature by integrating bibliometric findings with theory-driven interpretation grounded in prior

research. This approach enables a deeper understanding of the mechanisms underlying the relationship between influencers and consumer behavior.

Third, the study proposes an integrated analytical framework that connects influencer attributes—such as credibility and expertise—with mediating variables, including engagement and brand awareness, and their subsequent impact on consumer behavior. This contributes to the advancement of explanatory models within the field.

Fourth, the study identifies evidence-based research gaps, particularly the overemphasis on purchase intention at the expense of actual behavior, the limited use of longitudinal research designs, and the underrepresentation of emerging and developing markets.

Fifth, it highlights emerging research directions, such as the role of virtual influencers and advanced digital technologies, thereby opening new avenues for future scholarly inquiry.

Finally, this study contributes to the literature by offering a multidimensional perspective that combines quantitative network-based analysis with qualitative theoretical interpretation, providing a more comprehensive and nuanced understanding of the evolution and dynamics of this research domain.

3. Methodology:

This study aims to provide a bibliometric analysis of influencer marketing and consumer behavior in order to offer comprehensive insights covering the period from 2015 to 2025, including the most prolific authors, countries, academic institutions, journals, and the number of articles, as well as citation trends and the citation network between references,

3.1 Data sources:

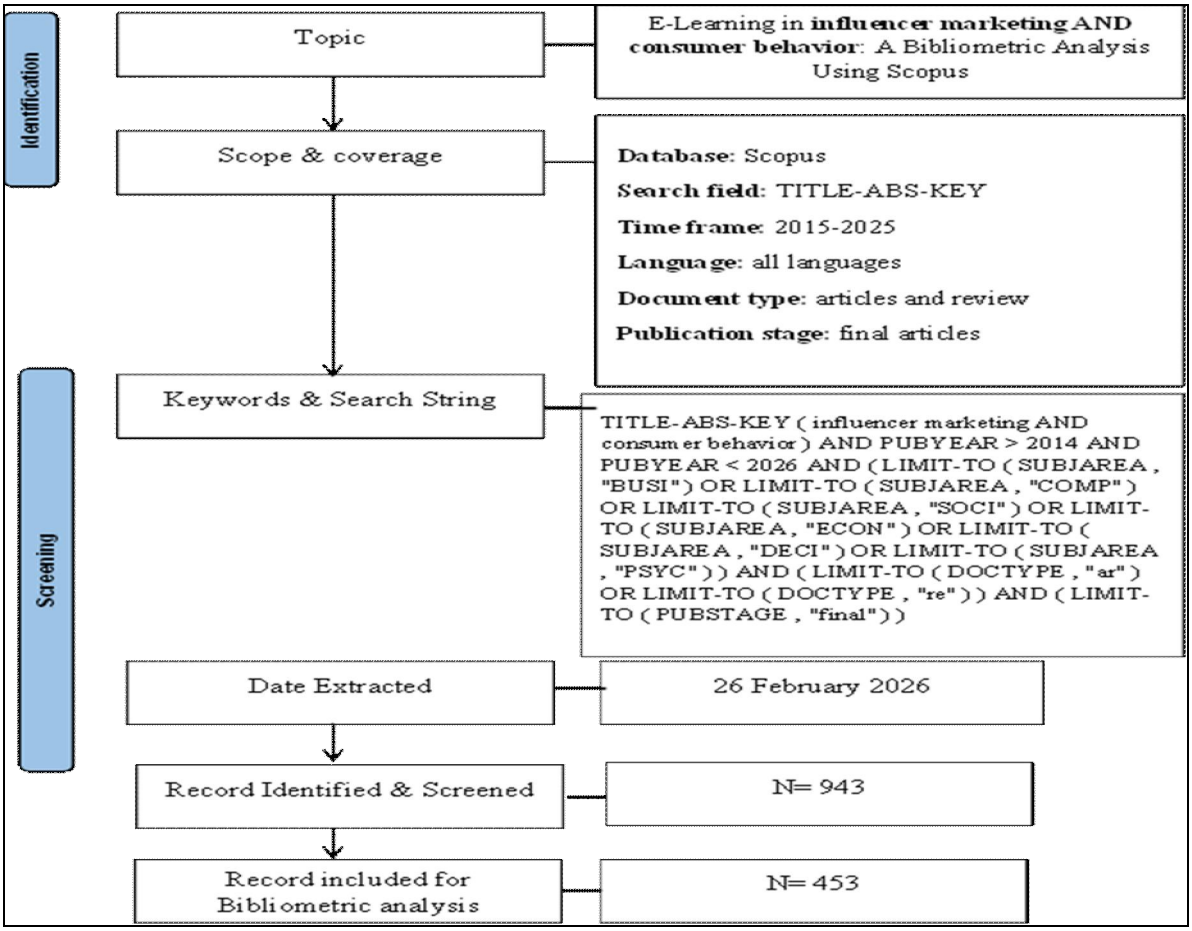
The Scopus database was used as a source of data on the topic of influencer marketing and consumer behavior between 2015 and 2025, as it is one of the world's largest databases providing data to researchers, organisations, countries and decision-makers, as well as identifying research gaps in previous studies.

The Scopus database was searched for title, abstract and keywords using the following search query:

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TITLE-ABS-KEY (influencer marketing AND consumer behavior ) AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND (LIMIT-TO (SUBJAREA, "BUSI" ) OR LIMIT-TO (SUBJAREA , "COMP" ) OR LIMIT-TO (SUBJAREA , "SOCI" ) OR LIMIT- TO ( SUBJAREA , "ECON" ) OR LIMIT-TO ( SUBJAREA , "DECI" ) OR LIMIT-TO ( SUBJAREA , "PSYC" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) OR LIMIT-TO ( DOCTYPE , "re" ) ) AND ( LIMIT- TO ( PUBSTAGE , "final" ) )
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After applying this formula to the Scopus database, 943 documents were retrieved across all fields; therefore, a filtering process was carried out in the Scopus database in several stages, the first of which was to define the time frame (2015–2025), and the type of research paper (article–review). A total of 453 documents were retrieved without specifying language or country. The data were collected on 26 February 2026, as illustrated in the following figure

Figure 1: PRISMA flowchart for document selection for this study



Sources: (Kavitha & others, 2024, p. 1124)

3.2 Research Instruments:

To analyse data relating to trends in annual scientific output, the most prolific authors, common keywords, and international collaboration, a range of specialised tools were utilised, such as the VOSviewer software for analysing scientific networks and mapping keywords and collaboration between authors and institutions. In addition to using the R Studio-based Biblioshiny software, which provides highly detailed information, Excel was also used to organise the data and prepare graphs.

4. Results:

4.1 Main information :

Table presents key information regarding the bibliometric study on the topic of influencer marketing and consumer behavior during the period 2015–2025, with the results indicating that the research sample comprised 453 scientific documents published in 425 articles and 28 reviews, There are also 1,382 keywords and 1,308 authors.

Table 1: Descriptive statistics

Description	Results

MAIN INFORMATION ABOUT DATA	
Timespan	2015:2025
Sources (Journals, Books, etc)	223
Documents	453
Annual Growth Rate %	66.83
Document Average Age	2.53
Average citations per doc	27.87
References	3207
DOCUMENT CONTENTS	
Keywords Plus (ID)	625
Author's Keywords (DE)	1382
AUTHORS	
Authors	1308
Authors of single-authored docs	39
AUTHORS COLLABORATION	
Single-authored docs	43
Co-Authors per Doc	3.18
International co-authorships %	29.36
DOCUMENT TYPES	
article	425
review	28

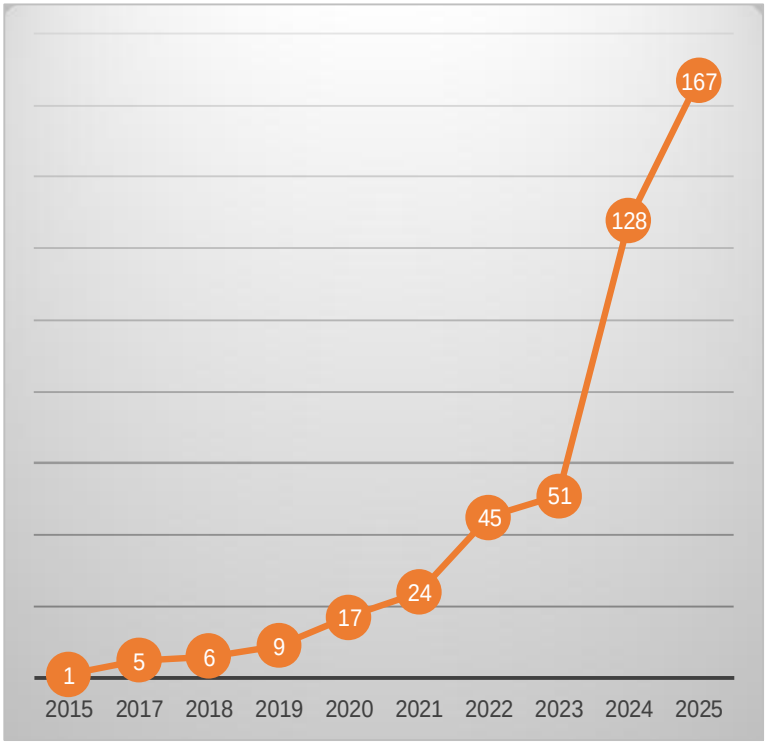
Source: Compiled by a researcher using Scopus and data from the Biblioshiny programme

4.2 the publication trends of influencer marketing AND consumer behavior 2015-2025

This study examined the number of research papers published in the Scopus database between 2015 and 2025 that focus on influencer marketing and consumer behavior; the results are as follows:

Figure1: publication trends of influencer marketing AND

consumer behavior



YEAR	published
2025	167
2024	128
2023	51
2022	45
2021	24
2020	17
2019	9
2018	6
2017	5
2015	1

Source: Compiled by the researcher based on Scopus and Excel

The figure illustrating the development of scientific publishing in the field of influencer marketing and consumer behavior during the period 2015–2025 shows a rapid increase in the number of scientific publications. At the start of the period under review, research interest in this topic was extremely limited, with only one publication recorded in 2015, reflecting the novelty of the concept of influencer marketing in the academic literature at that time.

In subsequent years, this field witnessed a gradual increase in scientific output, with the number of publications rising to 5 in 2017 and 6 in 2018, then to 9 in 2019. This growth is linked to increased interest in studying the impact of social media on consumer behavior, particularly with the growing use of platforms such as Instagram and YouTube in marketing campaigns.

At the start of the third decade of the 21st century, this field began to witness more pronounced growth, with the number of publications rising to 17 in 2020 and 24 in 2021. This increase can be explained by the accelerated shift towards digital marketing during the COVID-19 pandemic, as many companies turned to using influencers as an effective tool for engaging with consumers via digital platforms.

During the period 2022–2025, the field witnessed a clear surge in scientific output, with the number of publications rising to 45 in 2022 and 51 in 2023, before reaching 128 publications in 2024 and 167 publications in 2025. This rapid growth reflects the increasing importance of influencer marketing as a key marketing strategy in the digital economy, as well as researchers' interest in studying its impact on brand trust, purchase intentions and consumer behavior.

These findings are consistent with numerous recent studies indicating that influencer marketing has become one of the most important digital marketing tools of the modern era, with companies increasingly relying on influencers to build relationships with consumers and enhance engagement with brands.

4.3 The countries and institutions contribute most to influencer marketing AND consumer behavior.

4 .3 .1 THE productive countries in influencer marketing AND consumer behavior

The table below, based on the Scopus database, lists the 20most productive countries in the field of influencer marketing and consumer behavior research between 2015 and 2025.

Table 1: 20 productive countries in influencer marketing AND consumer behavior

Rank	Countries	cluster	Links	TLS	TP	TC	CPP
1	India	9	18	35	60	2091	34.85
2	China	1	22	54	59	1579	26.7627
3	United states	5	19	39	52	2854	54.8846
4	Malaysia	2	19	50	50	1116	22.32
5	United kingdom	8	23	46	40	1495	37.375
6	Australia	2	14	27	22	955	43.4091
7	Indonesia	7	7	7	22	106	4.8182
8	South korea	2	14	30	21	1361	64.8095
9	Spain	6	10	13	21	384	18.2857
10	Portugal	5	8	12	16	220	13.75
11	Saudi arabia	3	13	20	14	367	26.2143
12	Italy	5	9	11	14	240	17.1429
13	Germany	1	8	8	13	790	60.7692
14	Pakistan	4	11	24	12	272	22.6667
15	Viet nam	2	5	6	11	102	9.2727
16	Taiwan	1	4	5	11	75	6.8182
17	Brazil	3	3	3	11	64	5.8182
18	Thailand	1	4	4	9	77	8.5556
19	Hong kong	2	7	12	8	450	56.25
20	united arab emirates	3	13	16	8	112	14

Note: TLS= total link strength, TP= total publication, TC= total citation, CPP=citation per papers.

Source: Compiled by the researcher based on Scopus and Excel

The table highlights the countries making the greatest contribution to the field of influencer marketing and consumer behavior, illustrating the distribution of scientific output and the level of research impact for each country through the number of publications, scientific citations and international collaboration networks.

The results indicate that India ranks first in terms of total scientific output with 60 publications, 2,091 citations and an average of 34.85 citations per article. This reflects the growing interest within Indian academic circles in the study of digital marketing and the

influence of influencers on consumer behavior, particularly given the significant growth of the e-commerce economy in India.

China, meanwhile, came second with 59 publications, and recorded a high scientific link strength of 54, indicating a high level of international research collaboration. This reflects China's growing role in the field of digital marketing and digital economy research.

In contrast, the United States ranked third in terms of the number of publications (52 publications) but recorded the highest number of scientific citations at 2,854 and an average of 54.88 citations per article, reflecting the significant scientific impact of research published by American universities and research institutions.

The results also showed that South Korea achieved the highest average number of citations per article at 64.81 citations, followed by Germany with an average of 60.77 citations, then Hong Kong with an average of 56.25 citations, which indicates the high scientific quality of research published in these countries despite their lower number of publications compared to other nations.

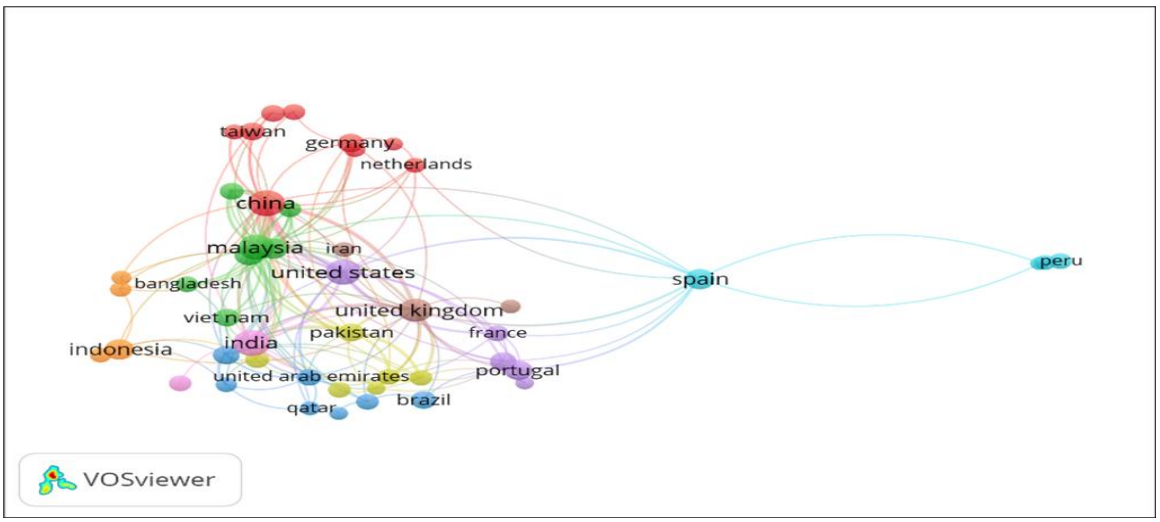
As shown in the table, there is a clear presence of Asian countries such as Malaysia, Indonesia, Pakistan, Vietnam and Taiwan, reflecting the growing academic interest in Asia in studying the impact of influencers on consumer behavior amidst the widespread use of social media platforms.

Overall, these findings suggest that scholarly output in the field of influencer marketing and consumer behavior is primarily concentrated in Asian and Western countries, particularly in those with advanced digital economies and widespread adoption of e-commerce and social media platforms, which explains the growing research interest in this field in recent years.

4 .3.2 Analysis of international cooperation networks and their link to countries' scientific output.

The diagram illustrating the international collaboration network between countries in the field of influencer marketing and consumer behavior highlights the global structure of research collaboration, showing a group of countries that constitute key hubs within the scientific network. This network reflects the level of scientific interaction between researchers and academic institutions across the globe.

Figure 2: Links between countries in influencer marketing and consumer behavior research, 2015–2025



Source: Compiled by the researcher using Scopus citations and visualisations generated in VOSviewer.

The results shown in the figure indicate that Asian countries play a pivotal role in this network, with China, India and Malaysia occupying a central position within the network and having a large number of research links with other countries. This is consistent with the findings of the previous table, which showed that India and China rank first and second in terms of the number of scientific publications in this field. This reflects the rapid growth of the digital economy in these countries and the proliferation of social media platforms, which constitute the primary environment for influencer marketing activity.

The United States and the United Kingdom also appear within the core nodes of the research network, as they are linked to a large number of other countries through joint research projects. This is consistent with the results of the table, which indicate that the United States has the highest number of scientific citations, demonstrating the significant scientific impact of research published by American universities and research institutions.

On the other hand, the figure highlights the role of certain European countries such as Spain, Germany, Portugal and France in fostering international scientific cooperation. Spain stands out in particular as a key link in the research cooperation network, connecting a number of European countries with others outside the European continent, such as Peru, indicating the broad scope of intercontinental research cooperation in this field.

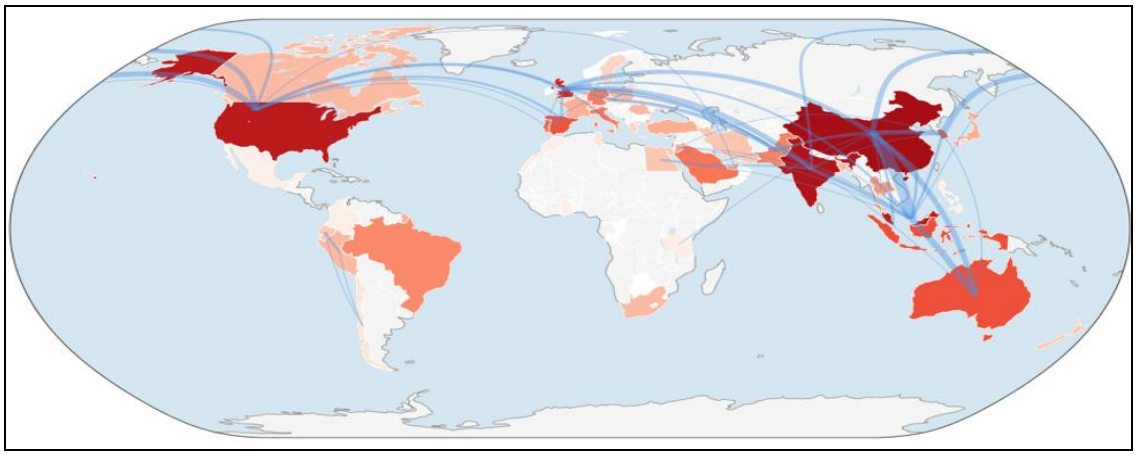
Regional research clusters are also observed, reflecting patterns of geographical cooperation between countries, with Asian countries grouped within a single network comprising China, India, Malaysia, Vietnam, Pakistan and Indonesia, whilst another cluster comprises European countries such as the United Kingdom, Germany, France, Spain and Portugal.

Overall, these findings suggest that scientific research in the field of influencer marketing and consumer behavior relies heavily on international collaboration between researchers and academic institutions. They also indicate that countries with advanced digital economies and widespread use of social media platforms tend to play a leading role in the production of scientific knowledge in this field.

These findings confirm that the rapid development of social media platforms and digital marketing has led to a broadening of research interest globally, thereby contributing to the

strengthening of international scientific collaboration and the exchange of knowledge between different countries.

Figure 3 : International cooperation in influencer marketing and consumer behavior



Source : Compiled by a researcher using Scopus and data from the Biblioshiny programme

The figure shows a map of international research collaboration between countries in the field of influencer marketing and consumer behavior, where the different colours represent each country's level of scientific output, whilst the blue lines represent research collaboration links between countries. Darker colours indicate countries with higher scientific output, whilst lighter colours indicate countries with limited scientific output.

The figure shows that Asia and North America are the main centres of scientific output in this field. India and China appear in dark shades, reflecting their significant contribution to the publication of scientific research on influencer marketing. This is linked to the rapid growth of the digital economy in these countries and the widespread use of social media platforms, which form the primary environment for influencer activity.

The United States also emerges as a key hub for international scientific collaboration, linked to a large number of countries through research partnerships, reflecting the leading role of American universities and research institutions in advancing studies on digital marketing and consumer behavior.

On the other hand, there is a clear presence of certain European countries such as the United Kingdom, Germany, Spain and Italy, as these countries contribute to numerous joint research projects with other nations in Asia and North America. This points to the existence of a broad scientific cooperation network linking academic institutions across different continents.

The figure also highlights the participation of certain countries in Australia and Southeast Asia, such as Indonesia, Malaysia and Vietnam, reflecting the growing research interest in this region due to the widespread use of social media and its increasing influence on consumer behavior.

Overall, the figure illustrates that scientific research in the field of influencer marketing and consumer behavior relies heavily on international collaboration between countries and research institutions, as this collaboration contributes to the exchange of scientific

knowledge and promotes the development of studies related to digital marketing in the global economy.

4 .3.3 Analysis of the Most Productive Research Institutions in Influencer Marketing and Consumer Behavior Research (2015–2025)

The figure shows the research institutions that have made a significant contribution to research on influencer marketing and consumer behavior between 2015 and 2025

Table3: Most Productive Research Institutions in Influencer Marketing and Consumer Behavior

label	cluster	Links	TLS	TP	TC	CPP
Faculty of business, swinburne university of technology sarawak campus, kuching, sarawak, malaysia	2	8	20	7	385	55
Sunway business school (sbs), sunway city, selangor, malaysia	2	3	10	5	364	72.8
Law and entrepreneurship, swinburne business school, hawthorn, vic, australia	2	2	8	4	331	82.75
Ucsi university, kuala lumpur, malaysia	1	6	11	4	48	12
Department of marketing, audencia, nantes, pays-de-la-loire, france	3	4	4	3	56	18.6667
Faculty of business and law, portsmouth, hampshire, united kingdom	3	4	6	3	70	23.3333
Departament d'economia de l'empresa, universitat de les illes balears, palma, balearic islands, spain	3	4	6	2	42	21
Department of business and communication sciences, universidade fernando pessoa, porto, porto, portugal	4	2	2	2	34	17
Department of marketing strategy and innovation, sunway university, sunway city, selangor, malaysia	2	3	3	2	107	53.5
Department of marketing, jaipuria institute of management, lucknow, lucknow, up, india	1	5	10	2	21	10.5

Note: TLS= total link strength, TP= total publication, TC= total citation, CPP=citation per papers.

Source: Compiled by the researcher based on Scopus and Excel

The results shown in the table indicate that the School of Business at Swinburne University of Technology – Sarawak Campus in Malaysia ranks first in terms of academic

output, having published 7 academic papers that have received 385 citations, with an average of 55 citations per paper. This reflects the institution's prominent role in advancing research related to digital marketing and influencer marketing.

Furthermore, the School of Business at Sunway University in Malaysia emerges as one of the most influential institutions, having achieved 364 citations with an average of 72.8 citations per article, which indicates the high scientific impact of its published research.

On the other hand, the Department of Law and Entrepreneurship at Swinburne Business School in Australia recorded the highest average citations per article at 82.75 citations, demonstrating the high scientific quality of the research published by this institution.

The table also highlights the notable presence of a number of academic institutions in Europe, such as Audencia University in France, Portsmouth University in the United Kingdom and the University of the Balearic Islands in Spain, reflecting the international nature of research on influencer marketing and consumer behavior.

Furthermore, the table highlights the contribution of a number of institutions in Malaysia, India and Portugal, indicating the broad scope of research interest in this field across various regions of the world, particularly in countries experiencing rapid growth in e-commerce and digital marketing.

Overall, these results indicate that academic institutions in Asia, Europe and Australia play a significant role in advancing scientific knowledge regarding influencer marketing, and that research collaboration between these institutions contributes to enhancing scientific output and knowledge exchange in this growing field.

4.4 Analysis of the most prolific and influential authors in influencer marketing and consumer behavior research (2015–2025)

Both the table and the figure show the five most prolific and influential authors in the field of knowledge management in international joint ventures between 2015 and 2025

Table4: most influential productive authors

authors	**cluster**	**Links**	**TLS**	**TP**	**TC**	**CPP**
5 most productive authors						
Lim, weng marc	3	3	6	6	595	99.1667
Gerlich, michael	21	0	0	4	138	34.5
Islam, tahir	7	2	3	4	152	38
Koay, kian yeik	3	2	4	4	259	64.75
Agnihotri, durgesh	9	2	6	3	105	35
5 most influential authors						
authors	**cluster**	**Links**	**TLS**	**TP**	**TC**	**CPP**
Lim, weng marc	3	3	6	6	595	99.1667
Kumar, satish	3	1	2	2	388	194
Koay, kian yeik	3	2	4	4	259	64.75
Djafarova, elmira asaydgizi	19	0	0	2	256	128
Cheung, man lai	3	1	2	2	176	88

Note: TLS= total link strength, TP= total publication, TC= total citation, CPP=citation per papers.

Source: Compiled by the researcher based on Scopus and Excel

The table provides a comparative analysis based on both productivity indicators (total publications, TP) and impact metrics (total citations, TC, and citations per paper, CPP).

Among the most productive authors, Lim, Wing Mark clearly stands out as a key contributor, with 6 publications and a remarkably high citation count of 595, resulting in an average of 99.17 citations per paper. This indicates not only sustained productivity but also strong academic impact. Similarly, Kwei, Kian Yik demonstrates a balanced profile, with 4 publications and 259 citations (CPP = 64.75), reflecting both consistency and quality. In contrast, authors such as Gerlich, Michael and Islam, Taher, although each has four publications, demonstrate a relatively lower citation impact (CPP = 34.5 and 38, respectively), indicating a moderate impact. Similarly, Agnihotri, Durgesh, with three publications and 105 citations (CPP = 35), reflects a moderate level of impact.

From an impact perspective, the ranking changes significantly when the number of citations is taken into account. Kumar, Satish stands out as the most influential author in terms of impact per publication, with only two publications but a very high number of citations of 388 (CPP = 194), indicating exceptional academic impact.

Similarly, Jafrouva, Elmira and Chung, Man Lai demonstrate strong impact with CPP values of 128 and 88 respectively, despite their limited publication output. It is worth noting that Lim, Wing Mark appears in both categories, reinforcing his status as a key figure who has successfully combined high productivity with significant impact.

Overall, these results suggest that impact in this field of research is determined not solely by the number of publications, but rather by the quality of the work and its citation performance. Authors with fewer publications but a high number of citations can exert greater academic influence than more prolific contributors, highlighting a shift towards impact-driven research in this field.

4.5 Analysis of the most frequently cited journals and articles in the field of influencer marketing and consumer behavior (2015–2025)

4.5.1Analysis of the most productive journals in the field of influencer marketing and consumer behavior (2015–2025)

The table lists the most productive and influential academic journals in the field of influencer marketing and consumer behavior, as identified based on the number of articles published, the number of citations, and the average number of citations per article.

Table 5 : Distribution of the most productive journals

Label	TP	TC	CPP
Journal of retailing and consumer services	32	1379	43.0938

Sustainability (switzerland)	30	630	21
Psychology and marketing	12	614	51.1667
Journal of research in interactive marketing	11	783	71.1818
Journal of theoretical and applied electronic commerce research	11	178	16.1818
International journal of consumer studies	9	600	66.6667
Innovative marketing	8	26	3.25
International journal of internet marketing and advertising	8	103	12.875
Journal of business research	7	293	41.8571
Cogent business and management	6	21	3.5

Note: TP= total publication, TC= total citation, CPP=citation per **papers.**

Source: Compiled by the researcher based on Scopus and Excel

The results in the table indicate that the Journal of Retailing and Consumer Services ranks first in terms of the number of articles published, having published 32 research articles which received 1,379 citations, with an average of 43.09 citations per article. This reflects the journal's prominent role in publishing studies on consumer behavior and digital marketing.

As for the journal Sustainability (Switzerland), it came second with 30 scientific articles and 630 citations, indicating researchers' interest in sustainability and digital marketing topics and their impact on consumer behavior.

In terms of scientific impact, the Journal of Research in Interactive Marketing recorded the highest average number of citations per article at 71.18 citations, indicating the scientific significance of the research published therein in the fields of interactive marketing and influencer marketing.

The International Journal of Consumer Studies also achieved a high average citation count of 66.67 citations per article, reflecting the impact of research on consumer studies and behavior in the scientific literature.

Other journals such as Psychology and Marketing and Journal of Business Research also feature on the list of influential journals, indicating that studies on influencer marketing and consumer behavior intersect with several academic fields such as digital marketing, consumer psychology, and e-commerce.

Overall, these findings suggest that journals specialising in digital marketing, consumer behavior and e-commerce represent the primary academic platforms for publishing research on influencer marketing; these journals also reflect the growing trend towards studying the impact of social media and digital technologies on consumer behavior in the digital age.

4.5.2 Analysis of the ten most cited articles in the field of influencer marketing and consumer behavior (2015–2025)

The table lists the most influential academic articles in the field of influencer marketing and consumer behavior, ranked according to the number of citations they have received in

the academic literature. The number of citations is one of the most important indicators of a study's academic impact within the research field.

Table 4: Distribution of the ten most cited articles

Title	Year	Source title	Cited by
The impact of social media influencers on travel decisions: the role of trust in consumer decision journey	2022	Current Issues in Tourism	547
Green marketing consumer-level theory review: A compendium of applied theories and further research directions	2018	Journal of Cleaner Production	439
The effects of the standardized instagram disclosure for micro- and meso-influencers	2020	Computers in Human Behavior	345
"i'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce	2020	Journal of Retailing and Consumer Services	296
Consumers' purchase behavior and green marketing: A synthesis, review and agenda	2021	International Journal of Consumer Studies	275
How fashion influencers contribute to consumers' purchase intention	2020	Journal of Fashion Marketing and Management	262
Consumers' Responses to Virtual Influencers as Advertising Endorsers: Novel and Effective or Uncanny and Deceiving?	2023	Journal of Advertising	252
Perceived authenticity of social media influencers: scale development and validation	2021	Journal of Research in Interactive Marketing	234
A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing	2021	Psychology and Marketing	231
Exploring ethical consumption of generation Z: theory of planned behavior	2022	Young Consumers	223

Source: Compiled by the researcher based on Scopus and Excel

The results indicate that the article entitled "The Impact of Social Media Influencers on Travel Decisions", published in the journal Current Issues in Tourism in 2022, ranks first with 547 academic citations, demonstrating the significant importance of studying the role of influencers in shaping consumer decisions in the tourism sector.

The article on green marketing and consumer behavior, published in the Journal of Cleaner Production, came second with 439 citations, reflecting the growing interest in sustainable consumption and its impact on purchasing decisions.

The results also showed that many studies focused on the impact of social media platforms such as Instagram on consumer behavior, with studies relating to influencers on this platform receiving a large number of scientific citations. One of the most notable of these

studies was the research published in the journal Computers in Human Behavior on influencers' advertising disclosures, which received 345 citations.

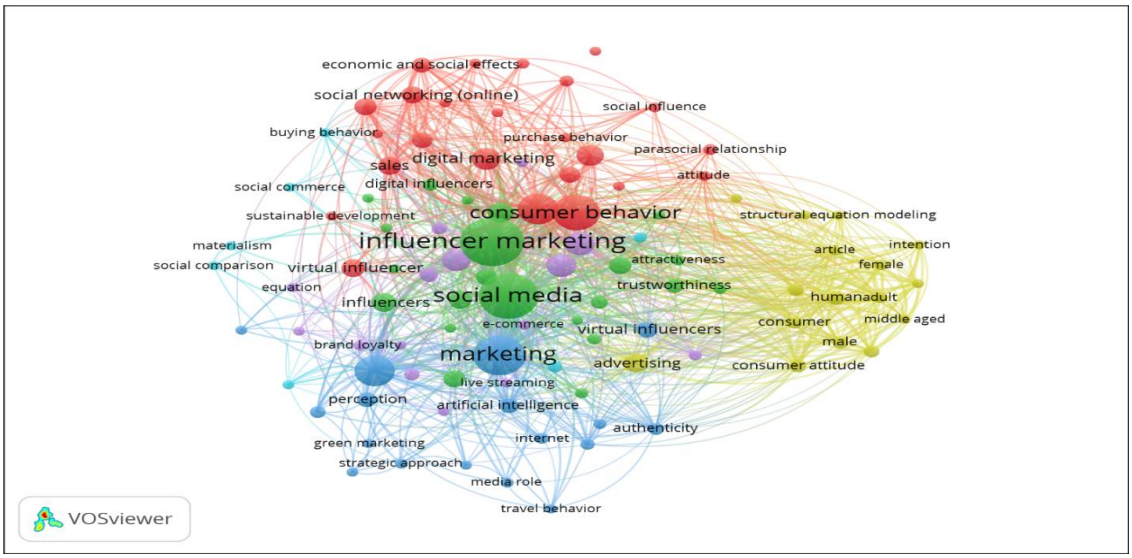
Some studies also addressed contemporary topics such as virtual influencers and perceived authenticity of influencers and their impact on consumer trust and purchase intentions. These topics reflect recent trends in research related to digital marketing.

Overall, these findings suggest that the most influential studies in this field focus primarily on three key areas: the impact of social media influencers, consumer trust in influencers, and the impact of digital marketing strategies on purchasing decisions. These findings also highlight the growing role of social media platforms in shaping consumer behavior in the digital age.

4.6 Analysis of Keyword Frequency in the Field of Influencer Marketing and Consumer Behavior (2015–2025)

The figure illustrates a network of keyword co-occurrences in studies relating to influencer marketing and consumer behavior; it was generated using VOSviewer to identify the main research themes and the relationships between them within this field. Each node in the network represents a keyword, whilst the lines connecting them indicate the strength of the relationship or the frequency with which these words appear together in scientific research.

Figure 4: Keyword Frequency in the Field of Influencer Marketing and Consumer Behavior (2015–2025)



Source: Compiled by the researcher using Scopus and VOSviewer outputs

It is clear from the diagram that the term 'Influencer Marketing' represents the central node in the network, as it is linked to a large number of other keywords such as Consumer Behavior , Social Media and Marketing, indicating that these concepts form the core themes of research in this field.

The figure also shows that social media plays a pivotal role in research related to influencer marketing, as it is linked to a wide range of concepts such as e-commerce, virtual

influencers and digital marketing. This reflects the growing role of social media platforms in influencing purchasing decisions and consumer behavior.

The network also reveals the existence of several research clusters representing the main trends in research in this field. The first cluster (red): focuses on consumer behavior and social influence, and includes concepts such as social influence, purchase behavior, parasocial relationship, and attitude, reflecting an interest in understanding how influencers affect purchasing decisions.

The second cluster (green): centres on social media and digital marketing, and includes social media, digital marketing, e-commerce, and digital influencers, highlighting the pivotal role of digital platforms in this field.

The third axis (blue): relates to marketing strategies and perception, and includes concepts such as marketing, brand loyalty, perception, and advertising, reflecting a focus on building the relationship between the brand and the consumer.

The fourth axis (yellow): focuses on behavioral models and demographic characteristics, such as intention, consumer attitude, male, female, and structural equation modelling, indicating the use of quantitative models to study consumer behavior.

The fifth axis (purple): addresses modern concepts such as virtual influencers and artificial intelligence, reflecting emerging trends in the field.

Overall, the keyword analysis indicates that academic research in the field of influencer marketing and consumer behavior centres on three main themes: social media, digital marketing strategies, and the influence of influencers on consumer behavior and purchasing decisions. This analysis also highlights the field's evolution from a focus on traditional concepts of consumer behavior to the integration of technology and artificial intelligence, reflecting the dynamism and development of this research field.

5. Discussion of the Results

The results of the bibliometric analysis show that the field of influencer marketing and consumer behavior has experienced rapid growth from 2015 to 2025, which is consistent with previous studies that identified this field as one of the fastest-growing areas of digital marketing (Ye et al., 2021; Tanwar et al., 2022). This growth also reflects the increasing academic interest in studying the role of influencers as key factors in shaping consumer behavior in the digital environment.

The results of the keyword analysis indicate that concepts such as credibility, engagement and purchase intention represent the core themes in the literature, which is consistent with the findings of a study (Ao et al., 2023), which confirmed that credibility is the strongest determinant of influencers' impact on purchase intention. This is further supported by the findings of (Nazer Mohamed & Jaafar, 2026), which highlighted the crucial role of information credibility in translating influencers' influence into actual purchasing behavior.

The results also showed that engagement is a central element in the conceptual framework, which is consistent with the study by (Chaturvedi & Sangwan, 2025), which demonstrated that engagement enhances the influence of influencers on purchase intention, as well as with

(Bhardwaj et al., 2024), which indicated that influencers affect several dimensions of consumer behavior, including engagement, attention and brand liking.

On the other hand, the results of the analysis of the most cited articles show that trust and brand awareness are crucial elements in explaining the relationship between influencer marketing and consumer behavior, which is consistent with the study by Noureldin et al., 2026), which confirmed the mediating role of brand awareness in enhancing the influence of influencers on purchasing decisions. This is also consistent with the findings of (Pan et al., 2025), which indicated that the relationship between influencers and consumer behavior is mediated by multiple variables, including credibility and persuasive knowledge.

With regard to the results of the analysis of countries and institutions, the dominance of countries such as the United States, China and India in scientific output was evident, reflecting the development of digital markets in these countries and aligning with the observations of (Vidani, 2019) regarding the growing role of influencer marketing in digital environments characterised by high social media usage. This geographical distribution also reflects disparities in the study of consumer behavior across cultures, a point confirmed by the study by Abate et al. (2026), which demonstrated differences in the influence of influencers across generations.

Furthermore, the results of the international collaboration network revealed a strong correlation between developed and emerging countries, reflecting the interdisciplinary nature of this field. This is consistent with theoretical studies such as (Leung et al., 2022), which confirmed that the effectiveness of influencer marketing depends on a complex interaction between the characteristics of the influencer, the content, and the audience.

As for recent trends, the results of the thematic analysis highlighted the emergence of concepts such as virtual influencers and digital technology, which is consistent with the study by (Pujadas-Gómez et al., 2025, which noted that this field represents an emerging trend requiring further research, as well as with (Şenyapar, 2025), which highlighted the role of digital platforms in determining influencer effectiveness. This reflects the development of Hypothesis H3 regarding the direct influence of influencers in a changing digital context.

Finally, the results reveal a clear gap between the focus on purchase intention and the scarcity of studies addressing actual behavior, which aligns with the observation by (Praveenadevi et al., 2025) that most studies focus on perceptual indicators without verifying actual behavior. This finding also supports the findings of the study by Gerritsen & De Regt (2025) that the influence of influencers may not always lead to actual positive outcomes, particularly in certain sectors.

Based on the above, it is clear that the results of the bibliometric analysis not only support the theoretical framework of the study but also reinforce the findings of previous studies, whilst offering new insights into the complexity of the relationship between influencer marketing and consumer behavior in the context of rapid digital transformation.

6. Conclusion:

This study aimed to analyse the evolution of influencer marketing and consumer behavior during the period 2015–2025 using a bibliometric approach, The results revealed

rapid growth in scholarly output, with the number of publications rising from just one study in 2015 to 167 studies in 2025, at a high annual growth rate of 66.83%, confirming that this field is one of the fastest-growing areas of research in digital marketing.

The results also showed that scientific output is distributed across 223 academic sources, with contributions from 1,308 researchers, averaging 3.18 authors per study, reflecting the collaborative and global nature of this field.

In terms of scientific impact, the results showed that some researchers, such as Lim, Weng Marc, are distinguished by their combination of high productivity and significant impact (595 citations), whilst other researchers, such as Kumar, Satish, stand out for their high impact despite a limited number of publications, confirming that the quality of research outweighs its quantity in this field. The results also revealed a prominent role for academic institutions in Malaysia and Australia in leading scientific research, with a high average number of citations reflecting the quality of the published research.

Geographically, it was found that countries such as India, China and the United States lead scientific output, whilst the international collaboration network shows strong interconnections between these countries, reflecting the global nature and increasing research collaboration in this field. The results also showed that concepts such as credibility, engagement and purchase intention represent the core themes of the literature, which supports theoretical models that explain the influence of influencers on consumer behavior through mediating variables.

Overall, these findings confirm that influencer marketing has evolved from an emerging field into a mature area of research characterised by theoretical diversity and methodological integration, whilst research gaps persist regarding actual consumer behavior and emerging markets, opening up prospects for more in-depth future studies in this dynamic field

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