

## CHARTING THE TERRAIN OF INFLUENCER MARKETING: A SCOPUS AND WOS BIBLIOMETRIC REVIEW

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**Abstract:** Influencer marketing is a strategy that businesses use to promote their products or services through partnerships with popular individuals or entities, known as influencers, on various social media platforms. This study embarks on a bibliometric analysis of influencer marketing, utilizing the Scopus and Web of Science (WoS) databases to collect comprehensive bibliographic data. Employing the PRISMA Flow diagram methodology, this research meticulously identifies, screens, and includes pertinent papers in the bibliometric analysis, addressing the growing significance of influencer marketing in contemporary digital strategies. The uniqueness of this study lies in its method of combining Scopus and WoS bibliographic data, utilizing RStudio software to merge and eliminate duplicates, ensuring a robust dataset for analysis. Our findings delineate a landscape of increasing annual scientific production within the domain, highlighting the most influential sources, authors, and the application of Lotka's Law to assess author productivity. Further analysis through Reference Publication Year Spectroscopy, thematic maps, and co-occurrence networks reveal evolving trend topics and thematic focal points within the field. Factorial and historiographic analyses, alongside examining the countries' collaboration networks, provide a deeper understanding of influencer marketing research's global impact and interdisciplinary nature. This bibliometric study not only charts the academic trajectory and key contributors of influencer marketing literature but also identifies significant research gaps and practical implications, offering a valuable roadmap for future inquiry and strategic application in the dynamic landscape of digital marketing.

**keywords:** Influence Marketing, Bibliometric Analysis, Biblioshiny, RStudio.

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## *Trazando el terreno del marketing de influenciadores: Una revisión bibliométrica de Scopus y Wos*

**Resumen:** El marketing de influencers es una estrategia que utilizan las empresas para promocionar sus productos o servicios a través de asociaciones con personas o entidades populares, conocidas como influencers, en varias plataformas de redes sociales. Este estudio se embarca en un análisis bibliométrico del marketing de influencers, utilizando las bases de datos Scopus y Web of Science (WoS) para recopilar datos bibliográficos completos. Empleando la metodología del diagrama de flujo PRISMA, esta investigación identifica, selecciona e incluye meticulosamente artículos pertinentes en el análisis bibliométrico, abordando la creciente importancia del marketing de influencers en las estrategias digitales contemporáneas. La singularidad de este estudio radica en su método de combinar datos bibliográficos de Scopus y WoS, utilizando el software RStudio para fusionar y eliminar duplicados, asegurando un conjunto de datos sólido para el análisis. Nuestros hallazgos delinean un panorama de creciente producción científica anual dentro del dominio, destacando las fuentes más influyentes, los autores y la aplicación de la Ley de Lotka para evaluar la productividad de los autores. Un análisis más detallado a través de la espectroscopia del año de publicación de referencia, mapas temáticos y redes de coocurrencia revelan temas de tendencias en evolución y puntos focales temáticos dentro del campo. Los análisis factoriales e historiográficos, además de examinar las redes de colaboración de los países, proporcionan una comprensión más profunda del impacto global y la naturaleza interdisciplinaria de la investigación de marketing de influencers. Este estudio bibliométrico no solo traza la trayectoria académica y los contribuyentes clave de la literatura sobre marketing de influencers, sino que también identifica importantes lagunas de investigación e implicaciones prácticas, ofreciendo una valiosa hoja de ruta para futuras investigaciones y aplicaciones estratégicas en el panorama dinámico del marketing digital.

**Palabras clave:** Marketing de Influencia, Análisis Bibliométrico, Biblioshiny, RStudio.

## 1 INTRODUCTION

Influencer marketing is a vibrant way for a business to get more visibility and credibility for the product or service by associating themselves with influential people from social media (Brown & Hayes, 2008; Martínez-López et al., 2020; Yamashita, 2016). They are actually people or just one individual who has a very large list of followers and is considered to be very credible in a specific field by a big number (Cartwright et al., 2022; Joshi et al., 2023; Le & Aydin, 2023). In its essence, influencer marketing really leverages those relationships and starts with the absolutely vital first step of finding the influencers whose brand values and marketing objectives are aligned with those of the business. With celebrity mega-stars boasting millions of followers to micro-influencers with fewer but highly tuned audiences, the spectrum of potential partners is huge, allowing brands to find the right niche fit for them (Farivar et al., 2021; Huh et al., 2022).

The process unfolds through a series of collaborative efforts, starting with forming partnerships that may encompass sponsored posts, product reviews, giveaways, or even brand ambassadorships (Jarrar et al., 2020). The influencers then create and share content that appeals to the followers but without interrupting the flow and ensuring it remains original in delivery. This authenticity is a powerful source of the influencer's credibility in the effective delivery of the brand message (Cartwright et al., 2022; John & Supramaniam, 2023). The brand thus gets extended visibility and engagement as this content gets shared, often ending with likes, comments, shares, and, at times, direct product purchases under the endorser-ship of these influential personas.

On the other hand, even with the many positive sides of influencer marketing, such as reach improvement, credibility, targeted marketing, content diversity, and cost-effectiveness, there still remains the fact that influencer marketing faces a set of challenges (Leung et al., 2022; Mero et al., 2023). Authentic promotional content and direct return on investment are complexities one cannot easily navigate. However, when it is implemented strategically—involving the selection of appropriate influencers, crafting honest messages, and reviewing the impact—this represents one of the powerful components of modern digital marketing approaches that can enhance reach and engagement (Nadanyiova et al., 2020; Syed et al., 2023).

Bibliometric analysis stands at the intersection of quantitative research and exploration of scholarly literature (Achuthan et al., 2023; Godin, 2006; Hood & Wilson, 2001; JOSEPH et al., 2023; Valadez-Solana et al., 2023). The more the digital age picks up momentum, the faster the domain of influencer marketing grows, harnessing the power of individual influencers to shape customer behaviour (Abbas et al., 2021; Borgohain et al., 2022; Chen et al., 2014; Luo & Hussain, 2023; Tanwar et al., 2022). Its judicious application of statistical and mathematical methods facilitates the ability to flawlessly investigate patterns, trends, and relationships within academic publications (Agac et al., 2023; Gonzales-Torres et al., 2023; Yu et al., 2020). When considering the dramatic rise and the remarkable impact on the contemporary bibliometric review of this rising topic, it

is not surprising that the academic interest in influencer marketing has considerably increased. An all-inclusive bibliometric review of the topic illuminates the development and offers priceless insights on major figures and recurring themes, and thus, this study maps the academic landscape of influencer marketing and presents a comprehensive and well-structured illustration of scholarly evaluation, examining an enormous body of data from reliable sources (Luo & Hussain, 2023; Ribeiro et al., 2020).

For bibliometric analysis and visualizing the acquired data, an impressive software called Biblioshiny, associated with the bibliometric R-package, uses a user-friendly online interface to perform bibliometric analysis devoid of requiring R coding knowledge (Komperda, 2017; Racine, 2012; Souza de Cursi, 2023). Using a bundle of bibliometric indices and techniques, users can make use of the R bibliometric package to synthesize data from scientific publications to analyze trends and insights (Guleria & Kaur, 2021; Palermo García & Salazar-Velázquez, 2023; Thangavel & Chandra, 2023; Waghmare, 2021).

The primary aim of this research is to offer valuable insights for both scholars and practitioners navigating the ever-changing terrain of influencer marketing. Specifically, the study seeks to map the annual scientific output in this field, pinpointing influential sources and authors while applying Lotka's Law to evaluate author productivity. Additionally, it aims to delve deeper into the subject using methods such as Reference Publication Year Spectroscopy, thematic maps, and co-occurrence networks to identify evolving trends and focal points in the discipline. Factorial and historiographic analyses, along with an examination of countries' collaboration networks, will provide a richer understanding of the global impact and interdisciplinary nature of influencer marketing research. The study also seeks to identify significant research gaps and practical implications, thereby offering a valuable roadmap for future inquiries and strategic applications in digital marketing. To achieve these goals, the document is structured as follows: an introduction that provides an overview of the research objectives and its significance; a literature review exploring the current state of influencer marketing research; a detailed description of the materials and methods employed in the bibliometric analysis; a presentation of the results with interpretations uncovering trends and implications for the field; and a discussion and conclusion section summarizing key findings and offering recommendations for future research and practical applications. Through this structured approach, the research aims to provide a comprehensive understanding of the academic landscape of influencer marketing and its implications for digital marketing strategies.

## **2 THEORETICAL FRAMEWORK**

Influencer Marketing in the contemporary digital world has gained tremendous acceptance. As a result, companies began collaborating with influencers to promote their products and services to a broader and more interested audience as social media platforms began ruling the roost about marketing. The details of several in-depth research conducted on Influencer Marketing have been compiled and made available in the following review:

The concept of influencer marketing has evolved significantly, driven by the integration of social media and digital platforms into marketing strategies. Initially, research focused on understanding the basics of influencer marketing, particularly the role of social media influencers (SMIs) in spreading brand messages and influencing consumer behavior (Lou & Yuan, 2019). More recent studies have built on this foundation by examining the effectiveness of influencer marketing through theories such as the source credibility model and signaling theory. These studies highlight how characteristics like an influencer's popularity and attractiveness can enhance brand engagement and perception (Hugh et al., 2022). Additionally, qualitative research has delved into the subtleties and challenges of influencer marketing strategies. It emphasizes the importance of carefully choosing the right influencers, crafting the right approach, and ensuring a good fit between the influencer and the brand for successful campaigns (Ahuja & Loura, 2020). As this field continues to evolve within the ever-changing digital landscape, marketers must continuously refine their strategies to fully harness the potential of influencer marketing.

Nadanyiova et al. (2020) conducted a search means of a questionnaire survey, with a focus on the impact of influencer Marketing on consumer lifestyles, particularly in a Slovak context; the survey result shows that the influence marketing effectively influences Slovak customers, particularly the youth below the age of 35. The research highlights the efficacies and roles of Influencer Marketing in shaping customer behavior and lifestyles (Nadanyiova et al., 2020).

Zhou et al. (2021) studied how social media's narrative strategies could enhance the impact of Influencer Marketing. Their research also exposed, using stimulus-organization-response (SOR), how the narrative methods are used to cover the partnership issues from the audience's attention and tackle the cultural obstacles. This study brought about a conceptual model, showing the advantages of various story strategies for influencer Marketing on social media networks (Zhou et al., 2021).

Leung et al. (2022) examined influencer marketing efficiency in detail. Using a communication model, the study explores elements relating to the influencer, their followers and the material, and the result shows that aspects such as sponsorship salience, influencer originality, and follower size enhance the influencer marketing efficiency. The study further emphasizes the need for a balanced strategy in using influence and managing material (Leung et al., 2022).

Mero et al. (2023) explored the field of business-to-business (B2B) Influencer Marketing, an area unattended to in the recent literature, B2B company marketing managers and marketing agencies experts, in an interview, provided them a collection of data for the study that enabled them to delineate fundamental components of influencer Marketing within business to business (B2B) markets, and exposed four distinct approaches popular among 'business to business' enterprises where influencer marketing strategies are applied. The study highlights the wider range of influencer partnerships in 'business to business' and 'business to customers' while supplying influencer marketing strategies to managers entrusted with various business goals (Mero et al., 2023).

Mouritzen et al. (2023) studied influencer marketing in great detail and distinguish between virtual and real-life influencers. They highlight the confluence of virtuality and reality using introducing an out-and-out classification for virtual influence. They suggest that brands thoroughly evaluate these attributes before using virtual influencers for their social media platforms. These writers discussed the moral issues in communicating with virtual creatures and pointed out the potential risk factors that advertisers should be aware of while reaping benefits from these platforms. Similarly, they underscore in their work the four distinctive characteristics of virtual influencers- customisation, flexibility, ownership, and automation (Mouritzen et al., 2023).

Syed et al. (2023) adopt the economics theory of transaction cost to examine how brands manage their collaborations with influencers (SMIs). They highlight the critical strategies, using a multi-case study across 15 brands, that ensure significant collaborations. By offering a collaboration management framework, the research presents insightful and actionable information on streamlining brand-SMI partnerships and ensuring the efficiency of Influencer Marketing (Syed et al., 2023).

Wulandari and Assidiq (2023) examine specific influencer marketing strategies the Indonesian startups prefer for marketing fast-moving consumer goods (FMCG). They propose a four-stage influencer marketing strategy consisting of determination, relationship management, monitoring, and evaluation, and it underscores the significance of continuous assessment and adaptation, ensuring subsequent campaigns are improved and optimised based on experience (Wulandari & Assidiq, 2023).

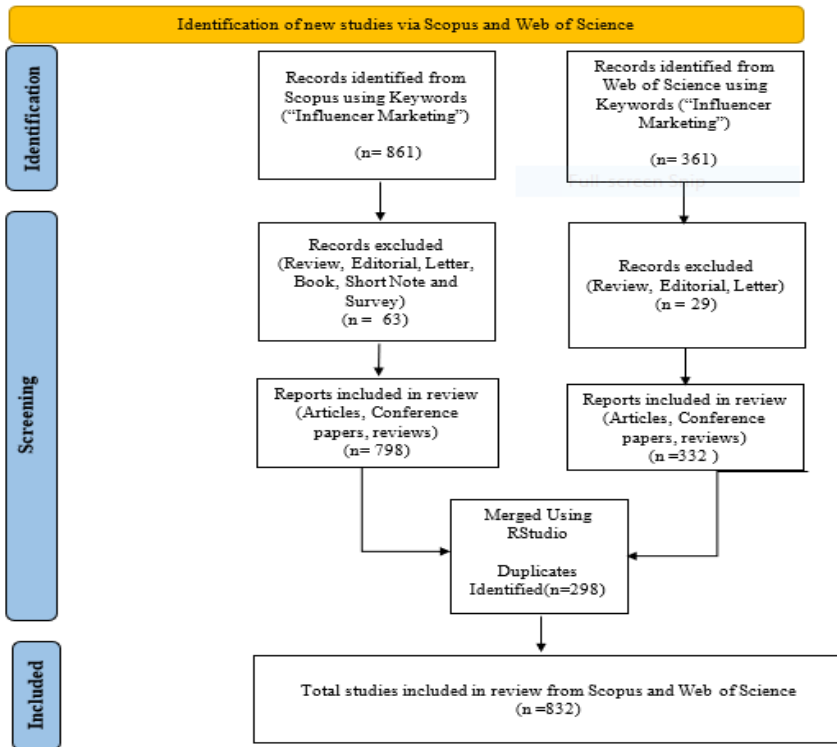
Kay et al. (2023) provide a multi-stakeholder point of view on Influencer Marketing, combining insights from consumers, influencers, and brands. While discussing extensively disclosure, content cues, and emotional factors that influence consumer engagement, they reveal influencers' peerless credibility attributes complemented by their expertise on social media platforms and specific product categories. Similarly, their studies also highlight the importance of emotional contagion and assert that the audience's positive emotions towards influencers could potentially transfer to the indented brands (Kay et al., 2023).

While significant opportunities are offered for brands to connect with their potential customers, Influencer Marketing presents challenges (Bu et al., 2022; Wang, 2023). It is probably a rising domain of the virtual influencer or an ethical dilemma connected with targeted susceptible group business. The economics of brand influencer collaborations must navigate this field with possible caution and a better strategy to help brands make informed decisions in their influencer marketing business (Farivar et al., 2021; Nguyen et al., 2020).

### **3 METHODOLOGY**

The relevant scholarly papers pertinent to the analysis were retrieved from the core collections of WoS and Scopus databases (Baas et al., 2020; Birkle et al., 2020; Gavel & Iselid, 2008). On November 1, 2023, we performed a search utilizing specific keywords like "Influencer Marketing". The data comprised conference papers, reviews, and articles

from peer-reviewed journals. The search was conducted without regard to language restrictions. Figure 1 illustrates the PRISMA approach to selecting papers for bibliometric analysis. It is a three-phase procedure in which we initially identify and extract the data for analysis from the two databases. In the second phase, we excluded Editorials, Books, Short Notes and Surveys. Reports included are Articles, Conference papers and Reviews. Then, we merged the reports from both databases using RStudio. We retrieved 798 documents between 2012 through 2024 from 384 distinct sources of Scopus. Similarly, we extracted 332 papers between 2016 and 2023 from 125 distinct Web of Science core collection sources. The two data sources were combined using RStudio, which helped us to remove any duplicates that resulted after the merge operation. 298 duplicates were detected. A total of 832 articles were chosen for study after the elimination process. The results were saved as an "excel" file, and we performed a bibliometric analysis of the information using Biblioshiny. Table 1 provides detailed information regarding the primary components and aspects of the study.



**Figure 1.** PRISMA Flow diagram identifies, screens, and includes papers in the bibliometric analysis.

**Table 1.** Research facets from Web of Science and Scopus

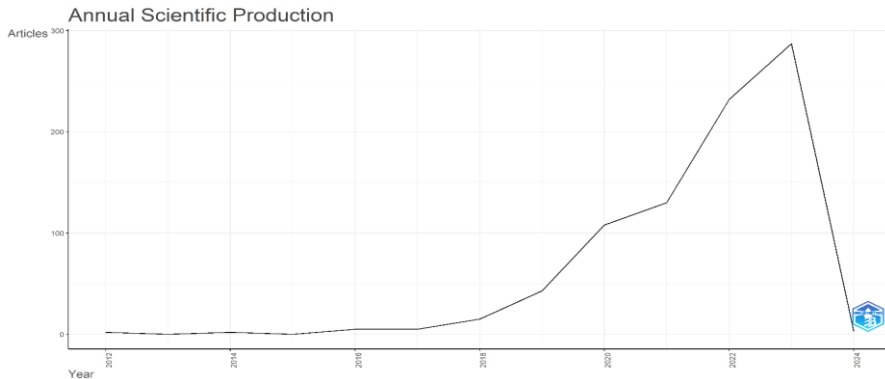
Description	Results
<b>Main Information About Data</b>	
Timespan	2012:2024
Sources (Journals, Books, Etc)	394
Documents	832
Annual Growth Rate %	3.44
Document Average Age	1.4
Average Citations Per Doc	13.91
References	35577
<b>Document Contents</b>	
Keywords Plus (Id)	1563
Author's Keywords (De)	1883
Authors	
Authors	1715
Authors Of Single-Authored Docs	105
<b>Authors Collaboration</b>	
Single-Authored Docs	115
Co-Authors Per Doc	2.76
International Co-Authorships %	14.06
<b>Document Types</b>	
Article	576
Article; Early Access	43
Article; Proceedings Paper	1
Book Chapter	89
Conference Paper	123

## 4 RESULTS

### 4.1 Annual Scientific Production

A visual depiction of the trajectory of articles published from 2014-2023 is given by the "Annual Scientific Production" graph in Figure 2. The graph illustrates a period of steady production with little fluctuations from 2012 to 2016, indicating a constant but generally low level of interest in the subject. But then a notion changed significantly in 2017, and the number of publications increased quickly, peaking around 2020. This dramatic rise could be attributed to external stimuli leading to heightened attention, essential discoveries in the discipline, or growing scholarly curiosity. However, there is a discernible decrease in 2021 and 2023 following this peak.



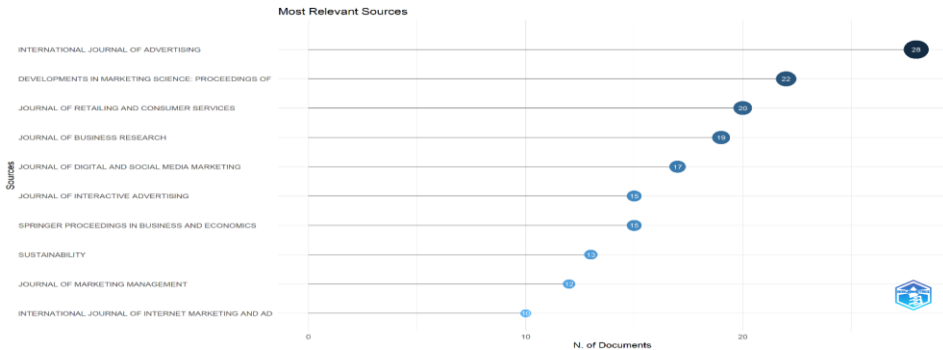


**Figure 2.** A visual depicting the production of articles over time.

**Source:** Generated by the author via Biblioshiny.

#### 4.2 Most Relevant Sources

Figure 3 depicts a comprehensive overview of how the publications are distributed across various prestigious journals and publications in the marketing and advertising field. The top in line is 'International Journals of Advertising', that comprises 28 pages with vital information, affirming its position as a critical resource in this field followed by 'Development in Marketing Science: Proceedings of' and 'the Journal of Retailing and Consumer Services' with 22 and 20 papers respectively. They both highlighted their responsibilities' importance in furthering the field's understanding. There is a trend growing towards digital media in the marketing environment. The addition of 'The Journal of Digital and Social Media Marketing' and the 'Journal of Interactive Advertising', each with 19 and 17 documents, respectively, clearly demonstrate this tendency. In addition, the existence of magazines like "Sustainability," which has 13 documents, presents a more comprehensive viewpoint and may explore sustainable marketing strategies. However, specialized journals such as the "International Journal of Internet Marketing and Ad" highlight the complex aspects of Internet-based marketing with its ten papers. This graph essentially acts as a road map, pointing academics and business professionals toward the most essential sources in the ever-changing marketing field.

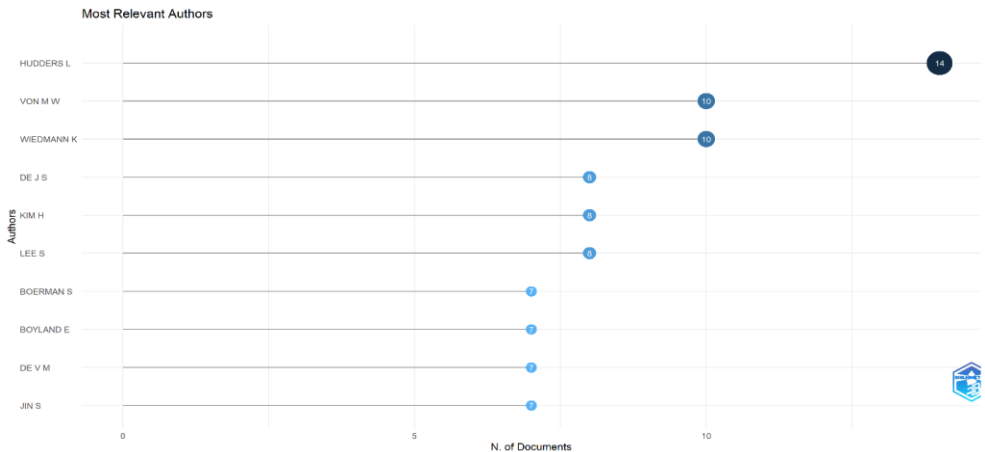


**Figure 3.** Distribution of documents across various journals

**Source:** Generated by the author via Biblioshiny.

### 4.3 Most Relevant Authors

The visualization depicted in Figure 4 sheds light on significant individuals in academia and research. The highest-ranking member of this distinguished list is "Hudders L," whose 14 publications in the form of scholarly contributions strengthen their status as a preeminent authority in their respective fields. Nearly behind are "Von M W," "Wiedmann K," "De J S," "Kim H," and "Lee S," each of whom has an impressive total of 10 documents, highlighting their steady and significant contributions. A group of eminent writers, "Boerman S," "Boyland E," "De V M," and "Jin S," each contributed seven documents demonstrating their areas of competence. These numbers highlight these writers' important contributions to conversations, knowledge advancement, and innovation in their fields.

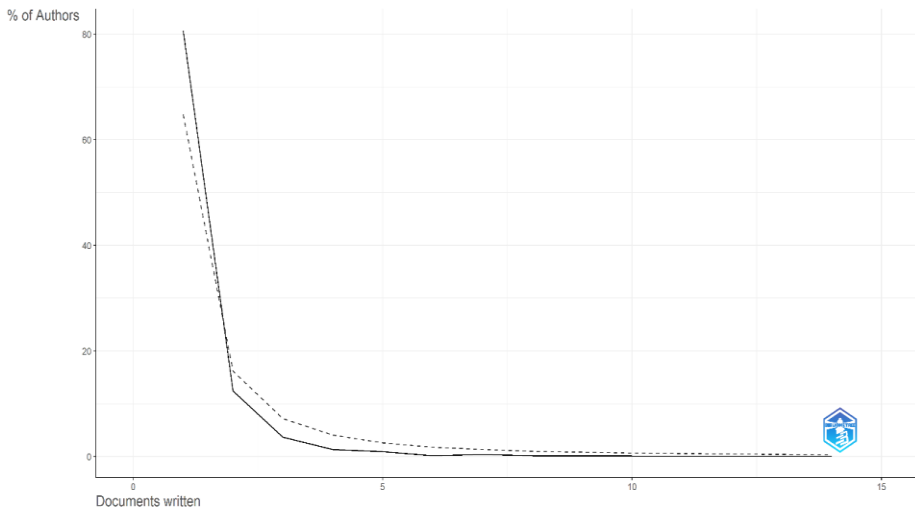


**Figure 4.** Notable contributors in the academic and research realm

**Source:** Generated by the author via Biblioshiny.

#### 4.4 Author Productivity through Lotka's Law

The distribution of author productivity based on the quantity of documents created is explored in the graph presented in Figure 5. The horizontal axis (number of papers created) and the vertical axis (% of authors) show the declining trend in authors' productivity. A sharp fall is initially seen, suggesting that a substantial proportion of authors have only produced a small number of documents. The percentage of authors falls as the number of written documents rises, indicating that a comparatively smaller group of authors has generated a significant quantity of documents. The solid line depicts the actual observed data, while the dotted line most likely indicates a theoretical or predicted distribution based on Lotka's Law. The two lines' convergence at larger document counts may suggest that the actual data closely supports Lotka's predictions for highly productive authors. This illustration of academic or research environments reinforces the assumption that few authors consistently generate a large volume of work while the bulk tends to have fewer publications.



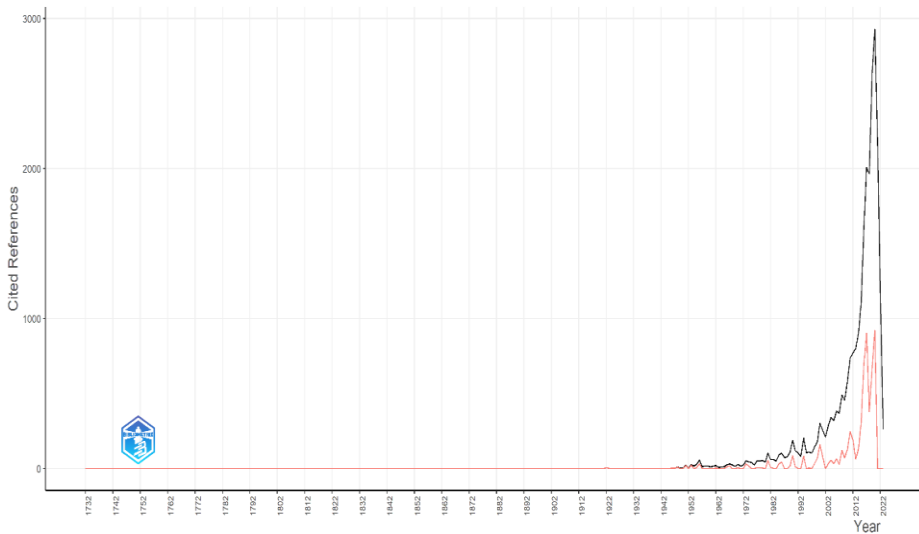
**Figure 5.** Distribution of author productivity based on the number of documents written.

**Source:** Generated by the author via Biblioshiny.

#### 4.5 Reference Publication Year Spectroscopy

The evolution of cited references from the early 1700s till 2022 is depicted in Figure 6. The horizontal axis indicates the years, and the vertical axis shows the total number of cited references. Two notable lines stand out: a red line that marks the "Deviation from the 5-year Median" and a black line that displays the "Number of Cited References" for each year. Citations stay comparatively low across a large portion of the timeline on the graph. On the other hand, a sharp peak in the early 2020s indicates a notable rise in the

quantity of references mentioned in these years. This spike may indicate an exponential increase in publications or the increased significance of this year's research. For most of the timeline, the deviation line—which shows how annual citation counts vary from a smoothed 5-year median trend—remains near zero. But beginning in the late 1900s, there were some apparent variations, particularly around the 2020s peak. This suggests that, in comparison to previous trends, the number of citations in these years was significantly higher. The graph highlights how the importance of scientific literature has changed over time, with the most recent increase possibly due to better accessibility to research, technology breakthroughs, or world events that have sparked research efforts.



**Figure 6.** Reference publication year spectroscopy

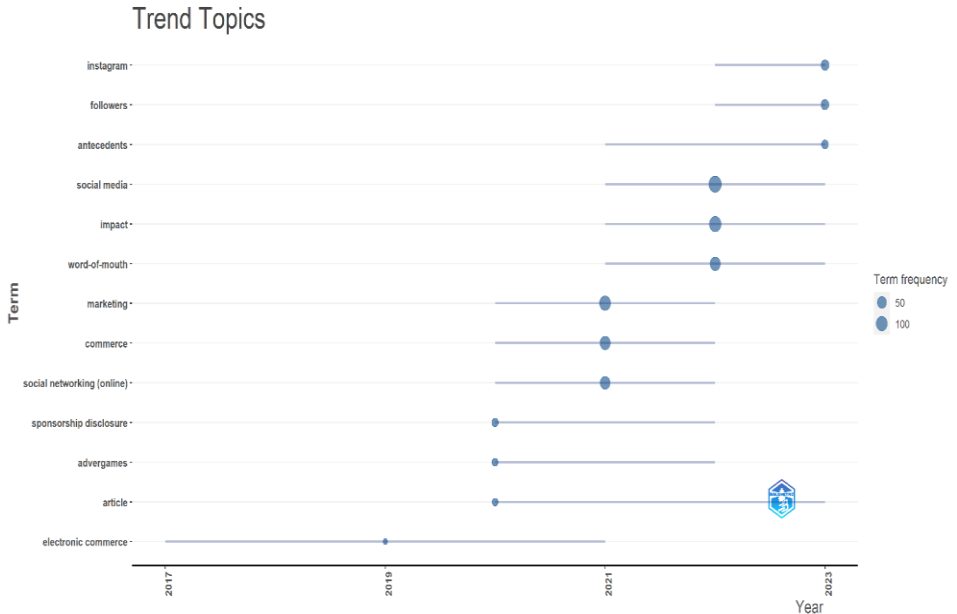
**Source:** Generated by the author via Biblioshiny.

#### 4.6 Trend Topics

The "Trend Topics" graph shown in Figure 7 provides a visualization of the popularity of various terms from 2017 to 2023. The terms are categorized on the left, while the frequency of their usage is indicated by the size of the circles plotted across the timeline. Some noticeable insights from the graph include:

The terms "followers" and "Instagram" are popular in 2023, indicating a rise in conversations and studies about Instagram and user interaction. Words like "social media," "impact," and "word-of-mouth" consistently appear throughout the time, highlighting the topics' ongoing relevance in conversations. The terms "marketing" and "commerce" have gained more popularity, particularly in recent years, which indicates how digital marketing techniques have changed the face of business. In 2021, the phrases "sponsorship disclosure" and "social networking (online)" gained prominence, indicating the increasing importance of online platforms and the need for openness in influencer relationships. Earlier versions of the term "article" and other names like "advergaming"

indicate that certain subjects were popular at the time. Finally, the term "electronic commerce" sticks out in 2017 and suggests that the year will be devoted to a focused study or investigation of e-commerce. The graph, which illustrates changes in emphasis and the rise and fall of different themes, provides a brief overview of popular subjects in the digital and social media sphere across time.



**Figure 7.** A visual depicting the production of articles over time.

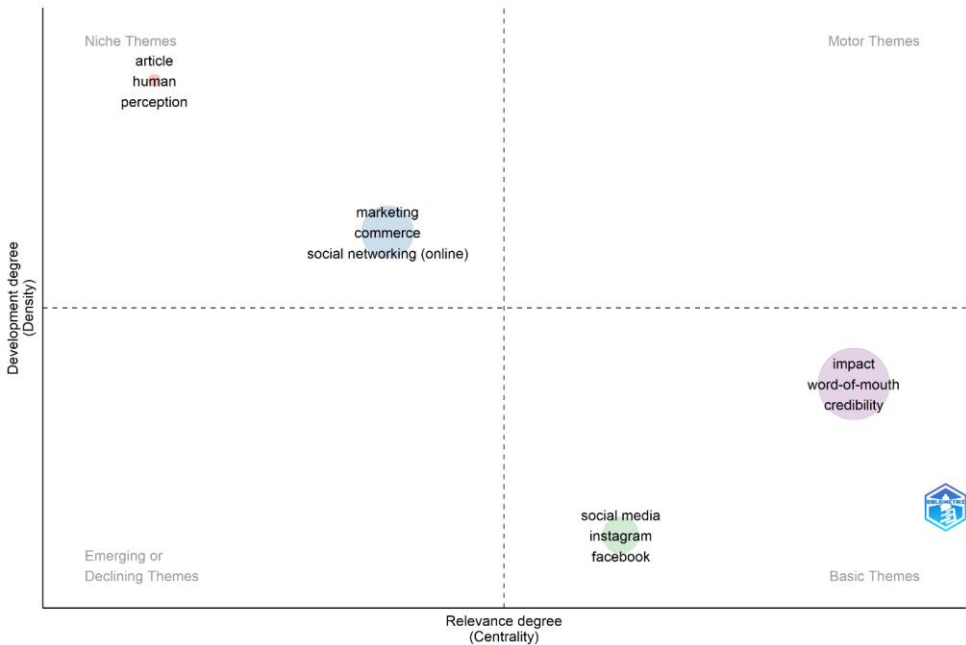
**Source:** Generated by the author via Biblioshiny.

#### 4.7 Thematic Maps

The matrix displayed in Figure 8 showcases various themes categorized based on their "Development Degree (Density)" and "Relevance Degree (Centrality)." The diagram can be interpreted as follows:

Niche Themes are positioned in the upper left quadrant; themes like "article" and "human perception" have high density but lower centrality. This suggests that while these themes might be deeply developed or explored in specific contexts, they might not be widely prevalent or relevant across the broader scope. Motor Themes occupy the upper right quadrant; this sector lacks any themes, suggesting that there are no topics that are both profoundly developed and central to the main discussions or research. Emerging or declining themes are found in the bottom left quadrant, and this section remains empty, which implies there aren't any themes that are minimally developed and also have low centrality. These would typically be themes that are either newly emerging or on the

decline in terms of relevance. Basic Themes like "social media," "Instagram," "Facebook," "impact," "word-of-mouth," and "credibility" are located in the bottom right quadrant. These themes have high centrality, making them fundamental and pervasive topics in the given context, but they may not be as profoundly developed or explored as niche themes. The central area houses themes like "marketing," "commerce," and "social networking (online)." The placement of these topics, though unimportant to foundational or niche, suggests a moderate relevance and development that make them seemingly significant.



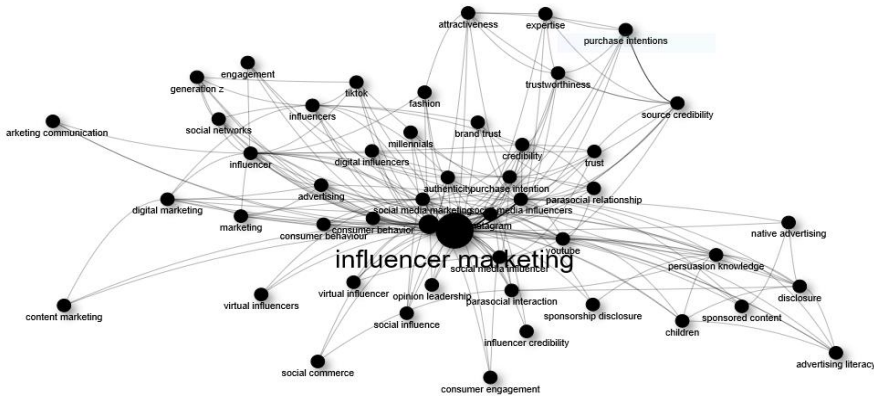
**Figure 8.** Thematic representation of keywords

**Source:** Generated by the author via Biblioshiny

#### 4.8 Co-occurrence Network

The terms of nodes taken from the network analysis depicted in Figure 9 are arranged according to their clusters. It is worth noting that the network centralities metrics, such as betweenness, proximity, and PageRank, represent them. Nodes with high betweenness centrality, such as 'Influencer Marketing', 'Social media', and Instagram play a crucial vital role as network connectors, allowing the exchange of information among various groups. In addition, the PageRank values signify the importance of these nodes, with social media and influencer Marketing appearing to be crucial. The discrete clusters of each node imply a different concept—cluster 1 addresses social media influences and marketing implications. For instance, Cluster 2 focuses on intrinsic traits like attractiveness and reliability. Certain nodes, such as "millennials," "generation z," and

"TikTok," may have lower centrality values than others, but their significance cannot be understated, particularly for strategies aimed at younger audiences. Cluster 5, which highlights the variety of paths accessible for modern marketing endeavours, incorporates an interesting mix of digital platforms and methods. Terms like "digital marketing" and "content marketing" are included in this cluster.



**Figure 9.** Co-occurrence clusters in influencer marketing

Source: Generated by the author via Biblioshiny.

#### 4.9 Factorial Analysis

The dataset shown in Table 2 includes a cluster assignment and a list of words and their matching coordinates on two dimensions (Dim.1 and Dim.2).

**Table 2.** Cluster Assignment along with coordinates on two dimensions.

Word	Dim.1	Dim.2	Cluster
Impact	0.07	0.3	1
Word.Of.Mouth	0.57	0.69	1
Social. Media	-0.38	0.04	1
Credibility	0.05	0.53	1
Communication	0.29	0.45	1
Persuasion. Knowledge	1.8	0.12	1
Celebrity	-0.43	0.47	1
Identification	-0.6	0.54	1
Disclosure	0.73	-0.05	1
Followers	-0.21	-0.17	1

Source: Generated by the author via Biblioshiny

"Words" in this section are likely from a text analysis, potentially from a co-word analysis, which examines words about other words they co-occur with.

**Dim.1:** In a multidimensional scaling or factor analysis, the first-dimension score for each word may correspond to a factor score or a particular attribute.

**Dim.2:** Although resembling Dim.1, the second-dimension score represents a distinct factor or attribute.

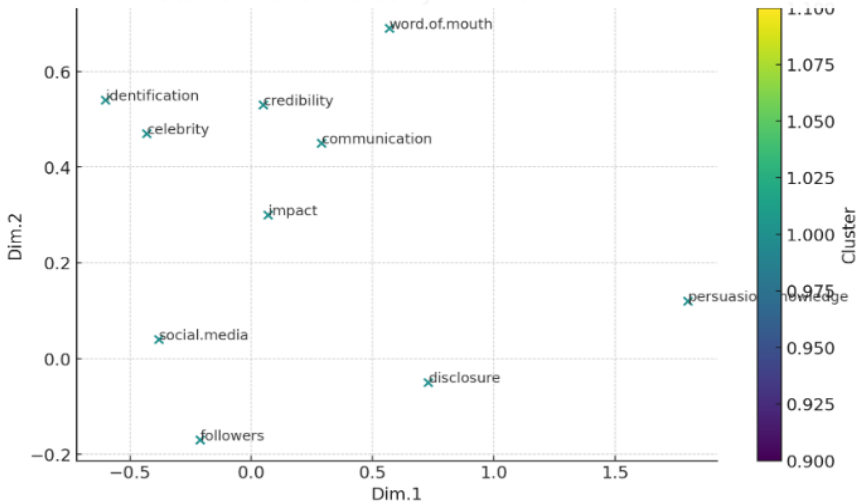
**Cluster:** It represents how the analysis-based word grouping is determined. Within the framework of the analysis, words that belong to the same cluster may be connected or play similar roles.

The following insights are obtained after analysis of the summary statistics of Dim1 and Dim2:

1. With a mean of roughly 0.189 and a standard deviation of approximately 0.712, the first dimension (Dim.1) shows some variation in the data. There appears to be an extensive range of values on this dimension, as indicated by the minimum and maximum values of -0.600 and 1.800, respectively.
2. With values ranging from -0.170 to 0.690, the second dimension (Dim.2) has a mean of roughly 0.292 and a standard deviation of approximately 0.290. Similar to Dim.1, this dimension is variable, but it does so within a smaller range.
3. In this specific subset of the data, all words belong to the same cluster, as indicated by the cluster column's constant value of 1.

Every word belongs to the same cluster, which could suggest that this particular cluster was selected for the dataset or that just one cluster was found after the analysis. A visualization that shows the distribution of words throughout the two dimensions could provide more context, as we are only able to see one cluster here. To illustrate the relationship between Dim. 1 and Dim. 2, a scatter plot, as shown in Figure 11, is created using Power BI.



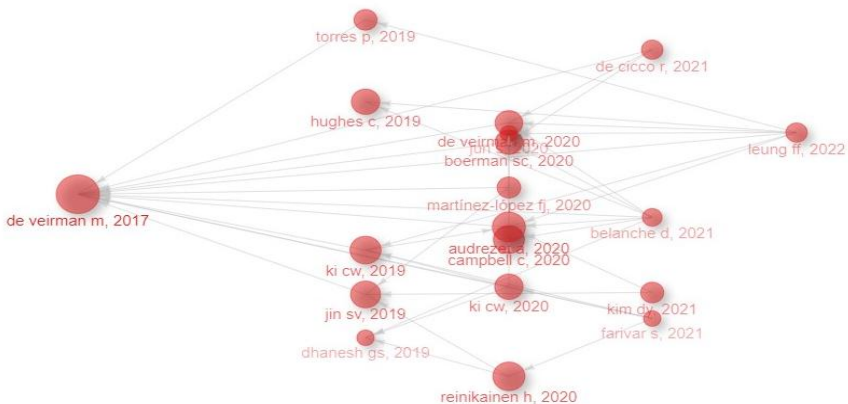


**Figure 10.** Distribution of words in factorial analysis

**Source:** Generated by the author via Biblioshiny.

#### 4.10 Historiographic Analysis

We'll look at how the frequency of particular keywords has changed over the dataset's various publishing years to analyze patterns over time. This may indicate changes in the direction of study and new directions for the discipline. Figure 11 illustrates the expanding significance and variety of research on Influencer Marketing from 2017 to 2022.



**Figure 11.** Historiography indicates the variety of research on influencer marketing

**Source:** Generated by the author via Biblioshiny

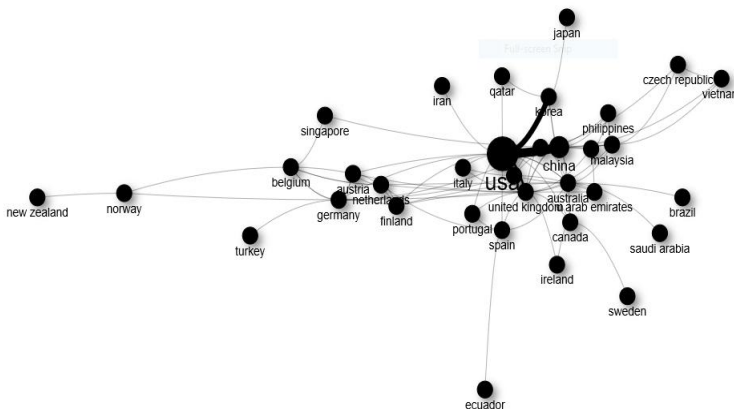
**Table 3.** A Comparison of LCS and GCS Scores

Paper	Title	Year	Lcs	Gcs	Cluster
De Veirman, M. (2017). <i>International Journal of Advertising</i> , 36(5), 798-828. <a href="https://doi.org/10.1080/02650487.2017.1348035">https://doi.org/10.1080/02650487.2017.1348035</a>	Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude	2017	145	634	1
Hughes, C. (2019). <i>Journal of Marketing</i> , 83(5), 21-37. <a href="https://doi.org/10.1177/0022242919854374">https://doi.org/10.1177/0022242919854374</a>	Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns	2019	45	204	1
Jin, S. V. (2019). <i>Marketing Intelligence &amp; Planning</i> , 37(2), 200-213. <a href="https://doi.org/10.1108/MIP-09-2018-0375">https://doi.org/10.1108/MIP-09-2018-0375</a>	Instafamous and social media influencer marketing	2019	52	229	1
Dhanesh, G. S. (2019). <i>Public Relations Review</i> , 45(1), 74-82. <a href="https://doi.org/10.1016/j.pubrev.2019.03.002">https://doi.org/10.1016/j.pubrev.2019.03.002</a>	Relationship management through social media influencers: Effects of followers' awareness of paid endorsement	2019	23	109	1
Torres, P. (2019). <i>Psychology &amp; Marketing</i> , 36(9), 850-862. <a href="https://doi.org/10.1002/mar.21274">https://doi.org/10.1002/mar.21274</a>	Antecedents and outcomes of digital influencer endorsement: An exploratory study	2019	29	92	1
Ki, C. W. (2019). <i>Psychology &amp; Marketing</i> , 36(2), 169-184. <a href="https://doi.org/10.1002/mar.21244">https://doi.org/10.1002/mar.21244</a>	The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic	2019	57	172	1
Martínez-López, F. J. (2020). <i>Journal of Marketing Management</i> , 36(3-4), 224-244. <a href="https://doi.org/10.1080/0267257X.2020.1738525">https://doi.org/10.1080/0267257X.2020.1738525</a>	Behind influencer marketing: Key marketing decisions and their effects on followers' responses	2020	30	71	1
Reinikainen, H. (2020). <i>Journal of Marketing Management</i> , 36(1-2), 136-155. <a href="https://doi.org/10.1080/0267257X.2019.1708781">https://doi.org/10.1080/0267257X.2019.1708781</a>	"You really are a great big sister" - Parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing	2020	62	139	1
Campbell, C. (2020). <i>Business Horizons</i> , 63(6), 707-717. <a href="https://doi.org/10.1016/j.bushor.2020.03.003">https://doi.org/10.1016/j.bushor.2020.03.003</a>	More than meets the eye: The functional components underlying influencer marketing	2020	57	162	1
Audrezet, A. (2020). <i>Journal of Business Research</i> , 68(1), 258-265. <a href="https://doi.org/10.1016/j.jbusres.2018.07.008">https://doi.org/10.1016/j.jbusres.2018.07.008</a>	Authenticity under threat: When social media influencers need to go beyond self-presentation	2020	68	237	1

The title, publication year, and citation ratings of each manuscript are briefly summarized in the interpretations shown in Table 3. Understanding the impact of each work in its field and across disciplines may be gained by examining the LCS (Local Citation Score) and GCS (Global Citation Score) values. Higher GCS scores are typically associated with greater recognition and influence across various categories. More advanced LCS papers might have more significant sway in the particular research environments in which they are published. The maximum LCS (68) and GCS (237) were found in “AUTHENTICITY UNDER THREAT: WHEN SOCIAL MEDIA INFLUENCERS NEED TO GO BEYOND SELF-PRESENTATION” (AUDREZET A, 2020), indicating a considerable impact on both a local and global scale. Depending on the topic of study and its particular citation guidelines, the interpretation could change. Higher LCS and GCS scores are typically associated with increased relevance and influence within the academic community.

#### 4.11 Countries' Collaboration Network

As seen in Figure 12, the data presented represents a structured representation of a network graph with different attributes for nodes (such as nations) and edges (relationships between these countries). Information regarding links between other nations is available on the network, including those with Australia, the Netherlands, Korea, Malaysia, Canada, Belgium, France, and many more. The relationships between the two countries designated as "from" and "to" are represented by each connection, or edge, in the network graph. Australia, for example, has connections to China, Germany, India, and the United Kingdom. Similar connections exist between the Netherlands and nations such as China, France, Italy, Austria, and the Czech Republic.



**Figure 12.** A Network representation of country collaboration.

Source: Generated by the author via Biblioshiny.

## 5 DISCUSSION

The scientific article production witnessed a dramatic increase in 2020. Factors behind such a sharp surge could be numerous, from groundbreaking discoveries to global events prompting extensive research. However, there was a tapering off in the subsequent years, pointing towards possible topic saturation or shifting research interests.

Journals such as the "International Journal of Advertising" emerge as influential powerhouses in the realm of marketing and advertising. The publications that focus on the rise of digital media underscore the industry's evolving landscape, with a growing trend toward digital platform-based marketing. The journal like 'sustainability' indicates an inclination towards sustainable marketing. In this domain, the data showed significant contributors with 'Hudders L.' at the forefront.

While constantly adding value to the field, the listed contributors' work forms a core part of current academic discussions. Their findings point out a select few always produce more extensive work aligning with the prediction of Lotka's law, while many others are occasionally due to academic discussion. The noticeable revival of citations from early 2020 signals the relevance of literature from that period onwards. What drives this trend is nothing but factors such as technological advancement and global events. The impact and reach of these papers are clearly indicated by the Local Citation Score (LCS) and Global Citation Score (GCS). The higher GCS highlights broader recognition in the global academic community, while LCS could reflect a more specialized localized impact.

The growth of terms like 'Instagram' and 'followers' in 2023 suggests an increased academic interest in the platform and its significance in the marketing world. The growing relevance of terms like 'social media' and 'impact' is being clearly denoted by the consistency of their presence on the platforms. On the other hand, the development degree and relevance degree matrix expose the fundamental themes in the lower right quadrant, like 'social media' and 'Instagram', although central to discussion, could not be extensively analyzed. Similarly, niche themes in the upper left quadrant, like 'Article' and 'Human perception' are extensively evaluated within their specific context, though they are less significant in broader contexts. Revealing crucial connectors like 'Influencer Marketing' and 'Social media,' the centrality metrics of nodes indicate their important role in connecting various themes or clusters. The distinct clusters further delineate specific thematic areas, such as social media influence, inherent qualities like trustworthiness, content types, and target audiences.

The inter-country connections shed light on relationships between nations, revealing potential collaboration patterns or shared interests. For instance, the multiple links from Australia suggest its extensive collaborations or interactions with countries like China, Germany, India, and the UK. The Netherlands, too, displays a web of connections, emphasising its global interactions.

The results effectively illustrate the objectives of the study by providing a comprehensive analysis of various bibliometric metrics pertaining to influencer marketing. Through a meticulous examination of annual scientific production, identification of influential sources and authors, analysis of author productivity via Lotka's

Law, exploration of thematic trends, and examination of collaboration networks among countries, the study successfully achieves its overarching goal of mapping the academic landscape of influencer marketing. These results not only offer valuable insights into the current state of research in the field but also serve as a roadmap for future inquiry and strategic application in the dynamic realm of digital marketing.

### *5.1 Research Gaps and Practical Implications*

The study reveals several research gaps and practical implications in the evolving digital marketing realm. One notable research gap is the focus on prominent platforms like Instagram, which may overshadow emerging social media platforms, suggesting the need for more diverse platform studies. Additionally, basic themes such as "social media," "impact," and "word-of-mouth" are identified as having high centrality but lower depth, indicating a gap in deep exploration of these pervasive topics. There's also an apparent lack of comprehensive studies tracing the evolution of commerce and marketing in the digital age, especially in the context of influencer marketing. The rise of "sponsorship disclosure" in 2021 underscores the need for more research on regulatory and ethical aspects of influencer marketing. Moreover, "human perception" in niche themes opens avenues for interdisciplinary research combining influencer marketing with psychological and sociological studies.

According to the study, adaptation of strategies to unique dynamics of popular platforms like Instagram is needed. The significance of themes such as 'words-of-mouth' and 'credibility' emphasizes on why brands and influencers are needed to focus on building trust and authenticity. Themes' absence in 'Motor Themes' quadrant underscores opportunity to identify and boost emerging trends in Influencer Marketing. Moreover, understanding consumer perception, particularly in the context of niche themes like 'Human Perception' is essential for developing effective marketing strategies. The prominence of 'Sponsorship Disclosure' depicts the growing importance of ethical guidelines and regulatory compliance crucial for maintaining brand reputation and consumer trust. While offering a comprehensive overview of the current landscape of influencer marketing, the bibliometric study points out the area ripe for further research and possible adaptation in the fast progressing digital marketing world.

### *5.2 Recommendations*

To determine the actual cause of the upsurge of scientific output recorded in 2020, further research is recommended and, undoubtedly, determining these motivating factors could throw light on potential trends and topics of interest in the future. Considering these facts, top priority must be given to digital space in organizations' plans and academics' studies. The increasing use of terms such as "Instagram" highlights the potential influence of the platform and calls for further investigation and comprehension. Working together or conducting research centered around the writings of the most eminent authors may provide cutting-edge understanding and novel viewpoints on the topic. While fundamental subjects like "social media" are always important, specialized issues like "human

perception" have the potential to offer new perspectives or more in-depth understandings of customer behavior. The network of national connections can be pretty helpful for companies who want to reach a worldwide audience. Gaining an understanding of these links can aid in establishing cross-border partnerships or breaking into new markets.

## 6 CONCLUSIONS

In today's fast-evolving marketing and advertising world, influencer marketing has become a crucial strategy. It harnesses the power of social media influencers to boost brand visibility and engagement. Our extensive bibliometric review, which draws on data from the Scopus and Web of Science databases, sheds light on key trends and insights in this field. Our findings reveal that the increase in academic publications on influencer marketing since 2017, peaking around 2020, reflects its rising importance in business strategies worldwide. However, the subsequent dip in publications suggests a need to delve deeper into new trends and challenges in this area. We identified the most influential sources and authors contributing to the discourse on influencer marketing. Researchers such as Hudders L, Von M W, and Wiedmann K have significantly shaped this interdisciplinary field. Thematic maps and co-occurrence networks show the evolution of topics and collaboration patterns, with themes like "social media," "impact," and "word-of-mouth" remaining central. The emergence of niche themes indicates that influencer marketing strategies continue to evolve. Historiographic analysis provides a view of how research interests have developed over time. Researchers have explored various aspects of influencer marketing, from authenticity issues to the economics of brand collaborations, adapting to the shifting digital landscape. Additionally, the global impact of influencer marketing research is evident in the countries' collaboration network, showcasing international efforts in this field. In summary, our bibliometric review not only traces the academic progression of influencer marketing but also highlights key contributors, emerging trends, and research gaps. By combining these insights with empirical data, our study offers a guide for future research and strategic application in the dynamic digital marketing landscape.

### **AUTHORS' CONTRIBUTIONS**

Joshy John: Conceptualization and drafting of the original manuscript. Nebu Cherian and Melby Joseph: methodology and formal data analysis. Shinta Sebastian: validation and drafting-revising and editing the manuscript. Bose George: drafting-revising and editing the manuscript.

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The authors declare that they have no conflicts of interest.

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