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International Journal of Engineering Technology Research & Management
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SOCIAL MEDIA AND INFLUENCER MARKETING: A BIBLIOGRAPHIC ANALYSIS BETWEEN 2004-2024 ON WEB OF SCIENCE CORE COLLECTION DATABASE

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Abstract

This study provides a thorough analysis of the expansion and effect of social media and influencer marketing from 2004 to 2024, using a rigorous bibliographic approach. The research utilizes data obtained from the Web of Science Core Collection Database. This study examines the impact of platforms such as Facebook, Instagram, and TikTok on marketing tactics as well as cultural and societal patterns. In this ever-changing discipline, the study reveals significant patterns, prominent writers, and new subjects. The primary emphasis is on the growing significance of user-generated content and the power of influencers in changing public attitudes and cultural norms. The research offers useful insights for academics, cultural analysts, and professionals interested in examining the junction of technology, media, and society through the evaluation of these relationships. The results highlight the significant impact that social media has on modern society and serve as an important basis for future academic investigations in the field of digital media research.

Keywords:

Influencer marketing, social media, Web of Science Core Collection, Bibliographic

1. INTRODUCTION

This dynamic and evolving field of study has attracted substantial attention as the intersection of influencer marketing and social media. Social media platforms have transformed the methods by which individuals interact, communicate, and engage in commerce. In the interim, influencers who have developed a loyal social media following have become effective channels for businesses to interact with their desired consumer base. We frequently refer to this approach as influencer marketing. As influencer marketing and social media continue to converge, it is increasingly crucial for researchers, professionals, and legislators to comprehend the intricacies, trends, and consequences of these two disciplines. Influencer marketing and social media research are fields that are perpetually changing and intricate. Scholars have investigated numerous aspects of this field, including the influencer partnerships' efficacy and the influence of social media algorithms on content visibility and engagement. A comprehensive bibliographic analysis provides a detailed overview of the significant concerns, advancements, and contributions in this field, spanning from 2004 to 2024. Academics may gain a deeper understanding of the intellectual framework and information dissemination patterns in social media and influencer marketing studies by analysing the academic output, citations, and co-citations of relevant publications. Researchers have demonstrated that bibliometric analysis offers a quantitative and methodical approach to mapping the intellectual terrain of a specific topic of study (Hota et al., 2019; Varlamis & Tsatsaronis, 2012). Researchers can analyse citation patterns, co-citation networks, and keyword frequencies to identify critical publications, notable authors, and emerging advancements in the fields of influencer marketing and social media. The meticulous methodology employed enables a thorough comprehension of the interconnectedness of research streams, the influence of individual contributions on the broader academic community, and the evolution of ideas. Additionally, as noted by Tsatsaronis et al. (2011) and Marzi et al. (2017), the utilization of bibliographic databases is a valuable approach to compiling a comprehensive body of data for bibliometric analysis. Scientists can access an enormous collection of scientific articles through systems like the Web of Science Core Collection. This allows them to investigate the patterns of citations, identify research collaborations, and uncover concealed trends within the literature. Researchers may employ these datasets to conduct exhaustive bibliometric studies that shed light on the mechanisms of knowledge distribution and intellectual organization in the fields of social media and influencer marketing. Bibliometric methodologies provide valuable insights into the primary research subjects

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and emerging areas of interest in social media and influencer marketing. In order to visually represent the interconnected groups of scholarly works in the field of entrepreneurial marketing and establish its limits, studies such as Kraus et al. (2012) and Most et al. (2018) have employed citation and co-citation analysis. In order to identify the most prolific authors, noteworthy publications, and trending topics related to social media and influencer marketing, researchers may employ bibliographic coupling and keyword analysis, as demonstrated by Ribeiro et al. (2022) and Poreau (2018). Furthermore, Wu et al. (2022) and Ar-Rahiem (2019) have demonstrated that the utilization of social network analysis can offer a more comprehensive understanding of the relationships between various academic disciplines and the exchange of information within the academic community. By visually representing networks of co-authorship, patterns of citation, and clusters of thematic content, researchers have the capacity to identify the underlying frameworks that influence the spread of ideas and the formation of intellectual communities within the domain of social media and influencer marketing. In general, the field of social media and influencer marketing offers a diverse array of research opportunities for academicians who are interested in comprehending the intricacies of digital communication, consumer behaviour, and marketing strategies in the modern era. By conducting a thorough bibliographic examination of the literature published between 2004 and 2024, researchers may gain insight into the primary trends, influential publications, and forthcoming research fields in this dynamic subject. By employing bibliographic databases, social network analysis, and bibliometric methodologies, scholars can efficiently navigate the extensive information available in the swiftly expanding fields of influencer marketing and social media. This can result in substantial improvements in these fields' theory and practice.

2. Literature Review

The use of social media has shown a substantial increase in recent years (Thota, 2018). Furthermore, the emergence of social media platforms has fundamentally transformed the dynamics of the online marketplace by facilitating the creation of social networks that include industry experts, thought leaders, and consumers. Kumar et al. (2020) highlighted the effectiveness of integrating marketing promotional messages in shaping consumers' perceptions of product images and influence their consumption habits, thereby underscoring the importance of social media Kaplan and Haenlein (2010) and Laksamana (2018) describe social media as a collection of internet-based apps built around Web 2.0 principles. of Web 2.0. These applications empower users to generate and disseminate their own information. Social media is an optimal platform for enhancing customers' knowledge and recognition of items and businesses. In his work "Riadhus Social Media (2019)," Riadhu classified social media into two distinct categories: expressive social media platforms, including YouTube, blogs, Twitter, Facebook, and Instagram, and collaborative social media platforms, such as Rotten Tomatoes and Wikipedia. Social media platforms cater to certain demographics, since not all customers actively participate in every social media network. Typically, people choose social media platforms depending on their connections, cognitive abilities, and interests (Riadhus, 2019). Kelly et al. (2010) found that social media provides marketers with significant opportunities to engage with clients within their social networks, cultivating tighter connections via the internet and many forms of social media. Praditasetyo and Saputri (2021) noted that many e-commerce enterprises, such as Shopee and Tokopedia, use social media platforms for promotional endeavours. Social media outlets such as Instagram, Twitter, YouTube, and TikTok serve as platforms for users to engage with and share content. Shopee's social media marketing efforts garnered favourable responses, creating new opportunities for businesses to interact with consumers (Kurnia & Rachmawati, 2020). Praditasetyo and Saputri (2021) underscored the effectiveness of social media marketing, specifically the video content Shopee distributes, in influencing the purchasing decisions of new customers. Gurnelius (2011) and Susan (2010) provided a definition of social media marketing as the use of communication technologies such as Web 2.0 for online publication, with a focus on fostering connection, engagement, and participation. Evans and McKee (2011) and Paramitha (2011) argue that social media transforms people from passive material consumers into active content producers. This change involves moving away from the traditional paradigm of broadcasting information to a large audience and instead adopting a more interactive approach that fosters discussions and engagement. Ramadani et al. (2014) said that social media marketing, being a multi-channel media platform, has a substantial influence on customers' buying preferences. Gurnelius (2011), Susan (2015), and Puntoadi (2011) have characterized the objectives of social media marketing as cultivating connections, establishing brands, advertising items, generating publicity, and performing market research. Additionally, companies use social media marketing to promote their products, aiming to enhance their brand power.Social media marketing refers to the use of social media platforms for marketing and effectively managing

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client connections (Buttle and Maklan, 2019). Social media marketing is a segment of digital marketing that aims to enhance engagement between consumers and organizations or brands using social networking platforms (Hutter et al., 2013; Chaffey, 2015). The objectives include stimulating consumer interest in a brand (Magasic, 2016), collecting customer feedback, and improving the customer experience (Jin, Muqaddam, and Ryu, 2019). Social media marketing refers to any marketing effort that utilizes social media platforms to encourage the sharing, communication, and engagement with user-generated content (Han, 2018). Social media provides a two-way communication channel that enables enterprises to interact with their clients, fundamentally transforming the approach organizations use to promote their goods and services to consumers (Popescu & A. Tulbure, 2022). Social media functions as a medium via which customers may exchange text, photos, audio, and video content with one another and with enterprises, and vice versa (Kotler et al., 2022). Marketers may use it to develop a public persona and online visibility, successfully augmenting other communication endeavours. Social media platforms, as an integral part of everyday life, may motivate firms to be creative and up-to-date. Marketers have the ability to establish or use online communities, promote consumer engagement, and cultivate enduring marketing resources in the course of their activities (Febri Rakhmawati Arsj, 2023). The main benefits of using social media marketing include improved customer communication, increased brand awareness and image, the acquisition of new customers, cost savings in promotional activities, increased sales, and the ability to address customer dissatisfaction through customer service and feedback management (Iva Nurdiana Nurfarida, 2021).

3. Research Methodology

Scientists and researchers face a challenging undertaking in organizing and comprehending the vast quantity of published scientific articles and studies. Bibliometric analysis is a specific scientific field that examines the evolution of knowledge, scientific quality, and the impact of resources in this field from an objective and quantitative perspective (Akhter, Pauyo & Khan, 2019). The bibliometric approach is one of the subsets of systematic literature reviews (Lim, Yap & Makkar, 2021). In general, the biometric method is composed of two primary components: (1) performance analysis and (2) intellectual mapping of science. The contributions of authors, countries, scientific institutes, and universities to the scientific field in the performance analysis section will be analysed. In the sector on performance analysis, the actions of authors, countries, and scientific institutes and their contribution to scientific development in a field are inquired about, while knowledge maps are used to recognize the intellectual structure of a field and examine time trends and current issues in each period. Utilizing the intellectual mapping of science is necessary for analyzing the present challenges and temporal patterns in each discipline, as well as for identifying the cognitive framework of a particular topic (Danthu et al, 2021). In relation to the search engine, bibliographic data was selected from the Web of Science database, which is one of the most reputable and comprehensive databases featuring prominent articles. For the initial search in the titles, keywords such as Influencer Marketing and Social Media Marketing were chosen, resulting in 1,176 articles. Considering the type of document(article), publication years (2020, 2021, 2022, 2023, 2024), and Web of science categories (Business, Management, Economic) at least 456 articles were collected

4. Findings Methodology

Sources	Articles
JOURNAL OF BUSINESS RESEARCH	31
JOURNAL OF RETAILING AND CONSUMER SERVICES	31
INTERNATIONAL JOURNAL OF ADVERTISING	20
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	19
PSYCHOLOGY & MARKETING	15
JOURNAL OF MARKETING MANAGEMENT	13
INTERNATIONAL JOURNAL OF INTERNET MARKETING AND ADVERTISING	12
EUROPEAN JOURNAL OF MARKETING	11
INNOVATIVE MARKETING	11
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	10

Table 1: Most Relevant Sources

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10 most relevant sources according to the number of articles they have published about social media marketing and influencer marketing are sorted in table 1. The Journal of Business Research and the Journal of Retailing and Consumer Services are the leading publishers, with each having 31 publications. The International Journal of Advertising has 20 publications, while the Journal of Research in Interactive Marketing has 19 publications. This indicates a significant emphasis on research related to advertising and interactive marketing in the context of social media. Psychology & Marketing has published 15 articles, demonstrating a keen interest in the psychological factors influencing marketing and consumer behavior within the realm of social media. The list comprises several journals with distinct areas of focus: Journal of Marketing Management (13 documents), International Journal of Internet Marketing and Advertising (12 documents), European Journal of Marketing (11 documents), Innovative Marketing (11 documents), Pacific Journal of Marketing and Logistics (10 documents).

Authors	Articles	Articles Fractionalized
DE ANGELIS M	5	1.45
HUDDERS L	5	1.78
LIM WM	5	1.28
POZHARLIEV R	5	1.45
WANG F	5	1.48
FERRARO C	4	1.00
FILIERI R	4	1.12
JIN SV	4	1.83
KOAY KY	4	0.98
KUMAR S	4	1.08

Table2: Most Relevant Authors

The "Most Relevant Authors" in table 2 presents data on the number of articles published by various authors and their fractionalized articles counts. The fractionalized counts range from 0.98 to 1.83. DE ANGELIS M, HUDDERS L, LIM WM, POZHARLIEV R, WANG F, have published 5 articles. However, their fractionalized article counts differ. JIN SV has the highest fractionalized count of 1.83, it means the authors with higher fractionalized counts relative to their total articles likely contributed more significantly to each paper. FERRARO C, FILIERI R, JIN SV, KOAY KY, KUMAR S, have published 4 articles, with varying fractionalized counts. KOAY KY has the lowest fractionalized count of 0.98, which explains the authors with lower fractionalized counts may have collaborated with more co-authors on each paper.

Affiliation	Articles
SWINBURNE UNIVERSITY OF TECHNOLOGY	14
STATE UNIVERSITY SYSTEM OF FLORIDA	11
INDIAN INSTITUTE OF MANAGEMENT (IIM SYSTEM)	9
CALIFORNIA STATE UNIVERSITY SYSTEM	8
GHENT UNIVERSITY	8
HONG KONG POLYTECHNIC UNIVERSITY	8
UNIVERSITY OF FLORIDA	8
UNIVERSITY OF TENNESSEE SYSTEM	8
UNIVERSITY SYSTEM OF GEORGIA	8
JINAN UNIVERSITY	7

Table 4: Most Relevant Affiliations

Table 4 provides data on the number of articles published by various institution. SWINBURNE UNIVERSITY OF TECHNOLOGY has the highest number of articles, totalling 14, STATE UNIVERSITY SYSTEM OF FLORIDA follows with 11 articles, and INDIAN INSTITUTE OF MANAGEMENT (IIM SYSTEM) has 9 articles are the most productive in terms of the number of articles published. CALIFORNIA STATE UNIVERSITY SYSTEM, GHENT UNIVERSITY, HONG KONG POLYTECHNIC UNIVERSITY, UNIVERSITY OF FLORIDA, UNIVERSITY OF TENNESSEE SYSTEM, UNIVERSITY SYSTEM OF

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GEORGIA show moderate productivity. JINAN UNIVERSITY has the lowest number of articles among these institutions, but still maintains a significant research presence with 7 articles.

Country	TC	Average Article Citations
USA	1787	24.50
FRANCE	1090	72.70
CHINA	935	16.10
KOREA	517	24.60
UNITED KINGDOM	485	17.30
GERMANY	457	18.30
AUSTRALIA	412	16.50
SPAIN	399	21.00
BELGIUM	252	36.00
INDIA	232	8.90

Table 3: Most Cited Countries

Table 3 suggests a correlation between the number of total citations and research output, with leading countries like USA, France, and China producing a substantial amount of cited research. The USA, while having the highest total citations (1,787), does not have the highest average citations per article (24.50), suggesting a large volume of research with moderate influence per article. In contrast, France, despite having fewer total citations (1,090) than the USA, has significantly higher average citations (72.70) per article, indicating fewer but highly influential papers. Countries like Belgium and France have high average citations per articles with (36.00) and (72.70), implying highly impactful research, whereas countries like India have lower average citations (8.90), suggesting less impact per paper. China is in third place with 935 total citations. Other countries like Korea (517), United Kingdom (485), Germany (457), and Australia (412) have moderate total citation counts.

Paper	DOI	Total Citations	TC per Year	Normalized TC
SOKOLOVA K, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2019.01.011	453	90.60	4.96
AUDREZET A, 2020, J BUS RES	10.1016/j.jbusres.2018.07.008	319	63.80	3.49
CAMPBELL C, 2020, BUS HORIZONS	10.1016/j.bushor.2020.03.003	230	46.00	2.52
KI CW, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2020.102133	200	40.00	2.19
REINIKAINEN H, 2020, J MARKET MANAG-UK	10.1080/0267257X.2019.1708781	177	35.40	1.94
KIM DY, 2021, J BUS RES	10.1016/j.jbusres.2021.05.024	150	37.50	4.94
DE VEIRMAN M, 2020, INT J ADVERT	10.1080/02650487.2019.1575108	147	29.40	1.61
HAENLEIN M, 2020, CALIF MANAGE REV	10.1177/0008125620958166	139	27.80	1.52
JIN SV, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2020.102121	135	27.00	1.48
WEISMUELLER J, 2020, AUSTRALAS MARK J	10.1016/j.ausmj.2020.03.002	133	26.60	1.46

Table 4: Most Global Cited Documents

Table 4 presents data on various research papers, including their DOI, total citations, TC (Total Citation) per year, and normalized TC. Sokolova K, 2020 stands out with the highest total citations (453), TC per year (90.60), and normalized TC (4.96), indicating it is a highly influential paper. Papers such as Audrezet A, 2020 and Campbell C, 2020 show both high total citations (319) and (230) and TC per year (63.80) and (46.00), reflecting consistent annual influence. Kim DY, 2021 has a high normalized TC (4.94), suggesting it is particularly impactful in its specific research area despite a lower total citation (150) count compared to others. Papers with high total citations but lower normalized TC might indicate broader but less concentrated influence within their fields such as Reinikainen H, 2020, J Market Manag-UK with 177 total citations and a normalized TC of 1.94, De Veirman M, 2020, Int J Advert with 147 total citations and a normalized TC of 1.61, Haenlein M, 2020, Calif Manage Rev with 139 total citations and a normalized TC of 1.52, Jin SV, 2020, J Retail Consum Serv with 135 total citations and a normalized TC of 1.48, Weismueller J, 2020, Australas Mark J with 133 total citations and a normalized TC of 1.46.

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Document	DOI	Year	Local Citations	Global Citations	LC/GC Ratio (%)	Normalized Local Citations	Normalized Global Citations
SOKOLOVA K, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2019.01.011	2020	123	453	27.15	5.05	4.96
AUDREZET A, 2020, J BUS RES	10.1016/j.jbusres.2018.07.008	2020	101	319	31.66	4.15	3.49
CAMPBELL C, 2020, BUS HORIZONS	10.1016/j.bushor.2020.03.003	2020	69	230	30.00	2.83	2.52
KI CW, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2020.102133	2020	66	200	33.00	2.71	2.19
REINIKAINEN H, 2020, J MARKET MANAG-UK	10.1080/0267257X.2019.1708781	2020	59	177	33.33	2.42	1.94
LEUNG FF, 2022, J ACAD MARKET SCI	10.1007/s11747-021-00829-4	2022	47	121	38.84	9.72	6.09
DE VEIRMAN M, 2020, INT J ADVERT	10.1080/02650487.2019.1575108	2020	44	147	29.93	1.81	1.61
KIM DY, 2021, J BUS RES	10.1016/j.jbusres.2021.05.024	2021	39	150	26.00	6.33	4.94
HAENLEIN M, 2020, CALIF MANAGE REV	10.1177/0008125620958166	2020	38	139	27.34	1.56	1.52
MARTÍNEZ-LÓPEZ FJ, 2020, J MARKET MANAG-UK	10.1080/0267257X.2020.1738525	2020	34	95	35.79	1.40	1.04

Table 5: Most Local Cited Documents

Table 5 illustrates the impact and influence of various documents through citation metrics, highlighting key works and their significance in both local and global contexts. The majority of the documents are from 2020, suggesting a recent trend in the studied topic. The document from 2022 by LEUNG FF is notable for its relatively high citation count despite being newer, indicating rapid recognition. The document by SOKOLOVA K has the highest local (123) and global citations (453). This indicates its significant impact and recognition in both local and international contexts. AUDREZET A (2020) and CAMPBELL C (2020) also have high citation counts, showing their strong influence. This ratio indicates the proportion of local citations to global citations. LEUNG FF has the highest LC/GC ratio (38.84%), suggesting that it has a relatively higher local impact compared to its global impact. REINIKAINEN H (2020) has a similar ratio (33.33%), indicating a strong local influence. Normalized citations adjust raw citation counts to account for differences in citation practices across fields and years. LEUNG FF (2022) stands out with the highest normalized local citations (9.72) and normalized global citations (6.09), reflecting its adjusted impact. SOKOLOVA K (2020) and Kim DY (2021) also show high normalized citation counts, indicating their adjusted significance in the research community.

Google Scholar	Cited References	Citations
link	DE VEIRMAN M, 2017, INT J ADVERT, V36, P798, DOI 10.1080/02650487.2017.1348035	186
link	LOU C., 2019, JOURNAL OF INTERACTIVE ADVERTISING, V19, P58, DOI DOI 10.1080/15252019.2018.1533501, 10.1080/15252019.2018.1533501	185
link	SCHOUTEN AP, 2020, INT J ADVERT, V39, P258, DOI 10.1080/02650487.2019.1634898	135
link	DJAFAROVA E, 2017, COMPUT HUM BEHAV, V68, P1, DOI 10.1016/J.CHB.2016.11.009	127
link	OHANIAN R, 1990, J ADVERTISING, V19, P39, DOI 10.1080/00913367.1990.10673191	127
link	SOKOLOVA K, 2020, J RETAIL CONSUM SERV, V53, DOI 10.1016/J.JRETCONSER.2019.01.011	123
link	AUDREZET A, 2020, J BUS RES, V117, P557, DOI 10.1016/J.JBUSRES.2018.07.008	101
link	CASALO LV, 2020, J BUS RES, V117, P510, DOI 10.1016/J.JBUSRES.2018.07.005	99
link	FORNELL C, 1981, J MARKETING RES, V18, P39, DOI 10.2307/3151312	85
link	JIN SV, 2019, MARK INTELL PLAN, V37, P567, DOI 10.1108/MIP-09-2018-0375	81

Table 6: Most Local Cited References

This table highlights key cited references and their impact on research, aiding in a better understanding of significant studies and important topics in the field. The document by De VEIRMAN M (2017) has the highest number of citations with 186, indicating its significant impact on research and LOU C (2019) also has a high impact with 185 citations. Documents such as SCHOUTEN AP (2020) with 135 citations, DJAFAROVA E

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(2017), and OHANIAN R (1990), each with 127 citations, have considerable influence. The document by SOKOLOVA K (2020) with 123 citations is also impactful. The cited sources are from various journals such as "JOURNAL OF INTERACTIVE ADVERTISING," "COMPUT HUM BEHAV," and "J BUS RES," indicating the breadth and interdisciplinary nature of the research. Some cited references, such as OHANIAN R (1990) and FORNELL C (1981), are older, showing that these studies continue to be influential and frequently cited. On the other hand, newer references like SCHOUTEN AP (2020) and CASALO LV (2020) also have significant citation counts, indicating their rapid impact.

Words	Occurrences
impact	164
social media	137
word-of-mouth	103
credibility	84
communication	67
celebrity	52
identification	47
engagement	44
perceptions	42
behavior	41

Table 7: Most Frequent Word

The table indicates a strong focus on the effects and influence of social media, the importance of communication and credibility, the role of celebrities, and the engagement and perception of audiences. These themes are central to understanding the dynamics of social media and influencer marketing. Top two keywords of this table belong to Impact with 164 occurrence has the highest frequency and Social Media with 137 occurrences, is also a highly frequent term, reflecting its central role in the research. Word-of-mouth and Communication with 103 and 67 occurrences, emphasises the significance of communication in the dataset. The relatively high frequency of Credibility with 84 occurrences suggests that trustworthiness and reliability are key concerns or topics of interest. Celebrity with 52 occurrences indicates a focus on the role of public figures or celebrities, possibly in relation to social media or marketing. Engagement points to the importance of interaction and involvement with 44 occurrences. This term, likely in the context of social media or marketing. Perceptions with 42 occurrences reflects an interest in how subjects or messages are perceived by audiences. Identification with 47 occurrences could relate to the process of recognizing or associating with certain groups or concepts and Behaviour with 41 occurrences suggests that the actions or responses of individuals are a significant topic of study.

5. Conclusion

Influencer marketing and social media have become increasingly important fields of study as they intersect and influence consumer behaviour. A comprehensive bibliographic analysis of the literature published between 2004 and 2024 can provide insights into the intellectual framework and information dissemination patterns in these fields. Researchers can use bibliometric analysis, citation patterns, co-citation networks, and keyword frequencies to identify critical publications, notable authors, and emerging advancements. Bibliographic databases, social network analysis, and citation and co-citation analysis can help researchers understand the interconnectedness of research streams, the influence of individual contributions, and the evolution of ideas. Social media has significantly increased in recent years, transforming the online marketplace by creating social networks involving industry experts, thought leaders, and consumers. Social media platforms are classified into expressive and collaborative platforms, catering to specific demographics. Social media marketing aims to enhance engagement between consumers and organizations using social networking platforms, stimulating consumer interest, collecting customer feedback, and improving the customer experience. Research methods include bibliometric analysis, performance analysis, and the intellectual mapping of science. The Web of Science database was used to collect 1,176 articles on social media marketing and influencer marketing. The leading publishers include the Journal of Business Research and the Journal of Retailing and Consumer Services, with 31 publications each. The International Journal of Advertising has 20 publications, while the Journal of Research in Interactive Marketing has 19 publications. Psychology & Marketing has 15 articles, demonstrating a keen interest in the psychological factors influencing marketing and consumer behaviour within the realm   of   social   media.

The study presents data on the most relevant authors, affiliations, and most cited countries in the field. JIN SV, with a fractionalized article count of 1.83, is the most relevant author. Institutions like Swinburne University of Technology, the State University System of Florida, and the Indian Institute of Management have the highest number of articles. Leading countries like the USA, France, and China produce a substantial amount of cited research. The United States has the highest total citations, but not the highest average citations per article. France has significantly higher average citations per article, indicating fewer but highly influential papers. Countries like Belgium and France have high average citations per article, while India has lower average citations. The most globally cited documents are from 2020, with the majority of these being from 2020. The table highlights key cited references and their impact on research, with De Veierman M. (2017) having the highest number of citations. The research is interdisciplinary and focuses on social media, communication, credibility, celebrity roles, engagement, perception, identification, and behaviour. Impact and social media are the top two keywords, with word-of-mouth and communication being the most common.In conclusion, social media marketing and influencer marketing have significant benefits, including improved customer communication, increased brand awareness, the acquisition of new customers, cost savings in promotional activities, increased sales, and the ability to address customer dissatisfaction through customer service and feedback management.

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