

Theses of doctoral dissertation (PhD)

**THE INFLUENCE OF SOCIAL MEDIA AND INFLUENCERS ON THE
CONSUMER BEHAVIOUR OF THE HUNGARIAN POPULATION,
WITH SPECIAL REGARD TO HEALTH AWARENESS**

Erzsébet Tünde Buglyó-Nyakas

Supervisor:

Dr. habil. Tímea Gál

Head of Department, Associate Professor



UNIVERSITY OF DEBRECEN

Doctoral School of Management and Business

Debrecen, 2026.

TABLE OF CONTENTS

1. ANTECEDENTS AND OBJECTIVES OF THE RESEARCH AND PRESENTATION OF THE RESEARCH HYPOTHESES	2
2. DATABASE AND DESCRIPTION OF THE METHODS USED	6
2.1. Introduction of secondary research	6
2.2. Presentation of the primary research	6
2.2.1. Methodology of systematic literature analysis	7
2.2.2. Netnographic analysis	7
2.2.3. Introduction to the expert interview	9
2.2.4. Introduction to the questionnaire survey	9
3. MAIN FINDINGS OF THE DISSERTATION	16
4. NEW AND NOVEL RESULTS OF THE DISSERTATION	27
5. PRACTICAL APPLICABILITY OF RESULTS	30
6. PUBLICATIONS ON THE TOPIC OF THE DISSERTATION	32
LITERATURE USED IN THE BOOKLET	33

1. ANTECEDENTS AND OBJECTIVES OF THE RESEARCH AND PRESENTATION OF THE RESEARCH HYPOTHESES

The rise of social media and the daily communication on the online platform have significantly transformed the way consumers obtain information and their decision-making process as well, because in addition to the use of traditional marketing tools, the sharing of user opinions, the exchange of experiences and recommendations have a clear impact on our consumer and shopping habits thanks to the opportunities offered by online platforms. Essential elements of this process are online word-of-mouth advertising (eWOM) and social media influencers (SMIs), who share their thoughts, opinions and experiences on various visual platforms, be it products or services, with which they actively contribute to shaping health-related attitudes and health-conscious consumer behavior.

With regard to health-conscious consumer behaviour, it is particularly important to explore the influence of influencers on consumer behaviour. The aim of this dissertation is to explore the factors, factors and mechanisms of influencer influence among Hungarian consumers.

The role of social media influencers in shaping health-related decisions is becoming increasingly important, as platforms such as Instagram, TikTok, and YouTube function as their main channels on this topic. These influencers, who have a significant follower base, play a key role in disseminating information about health-conscious consumer behaviour, influencing behaviours and attitudes on a global scale.

A review of the literature sheds light on how these influencers shape decisions related to health-conscious consumer behavior. One of the central themes is awareness-raising. Influencers are increasingly being used in health promotion campaigns, albeit with mixed results. In their research, PABIAN et al. (2025) explore the potential of influencers to promote health-related behaviors such as healthier diets and increased physical activity, highlighting both the opportunities and risks associated with this (PABIAN et al., 2025).

A review of the literature sheds light on how these influencers shape decisions related to health-conscious consumer behavior. One of the central themes is awareness-raising. Influencers are increasingly being used in health promotion campaigns, albeit with mixed results. In their research, PABIAN et al. (2025) explore the potential of influencers to promote health-related behaviors such as healthier diets and increased physical activity, highlighting both the opportunities and risks associated with this (PABIAN et al., 2025).

Overall, consumer trust is a key intermediary in the relationship between influencers and consumers, which significantly influences purchase intentions, highlighting the key role of trust in shaping consumer behavior.

With the widespread use of social media, social media influencers have become a significant force in shaping consumer behavior and purchase intent, the effectiveness of which and the huge demand for it make it crucial to examine the influence of social media influencers as widely as possible, especially in

terms of credibility (HANNA et al., 2020). Influencer marketing is all about popularity, credibility, engagement strategy, and perceived expertise that determine the true effectiveness of an influencer in shaping consumer behavior in terms of health awareness. In their research, BUGLYÓ-NYAKAS and GÁL (2025a, 2025b) formulate a proposal for further research on this topic in order to fill the research gaps.

During my doctoral dissertation, my main goal is to examine the connection between the key areas identified in the literature review, i.e. how and with what factors influencers influence health-conscious consumer behavior and how this is related to social media consumption habits, and in my primary research, my main goal is to quantify these factors.

The main objectives and hypotheses of the thesis, as well as the related literature and research method, are summarized in *Table 1*.

A complete and thorough review of the literature highlights that there is currently a research gap in the examination of the topic, as there is a small amount of literature on how influencer marketing shapes purchasing decision-making, both internationally and domestically, especially when it comes to health awareness. The main aim of this dissertation is to examine the impact of influencer marketing among Hungarian consumers, paying special attention to factors that can be found in the literature, such as credibility, obesity and attractiveness. In the course of my research, I also examined various social platforms, among which I examined Facebook, Instagram and TikTok platforms in detail, based on a literature review, as well as the online word-of-mouth advertising (eWOM) related to these platforms, which is now a key factor for consumers in the everyday use of social media platforms. The results of the research shed light on the influencing factors and the social media platforms that are the most affected areas during influencing. This can provide a solution for companies to decide what type of influencer to include in their marketing communication strategy in order to ensure that their health-conscious content reaches the potential target group and can also get an answer to which platforms and how this marketing communication should be implemented.

Main objectives of the research

In order to lay the foundations for the research, I first conducted a netnography research, where I examined 5 influencers. Based on this, I made 5 expert interviews with the influencers examined during the netnography research, where I asked the influencers themselves about how they influence consumers, what are the factors that they think and consumers think are important in order to achieve influencer influence. Based on this, I created the online questionnaire, which examined the influencer effect on social media, influencer factors and purchasing decision-making, incorporating the previously explored factors.

The following research questions were formulated during the research:

- What reactions do influencer content on social media platforms evoke in consumers' attitudes and perceptions of health-conscious eating?
- How do influencers interpret the concept of health consciousness and how do they present it in their communication?
- Which factors determine the influence of influencers in health-conscious consumer decision-making, especially with regard to credibility, trust and parasocial interactions?

My secondary objectives in the research include:

- To investigate whether consumer trust plays a mediating role in the influencer-follower relationship.
- Empirical analysis of the relationship between electronic word-of-mouth advertising (eWOM) and influencer marketing.
- Formulating practical recommendations for Hungarian marketing professionals to develop more effective, trust-based influencer collaborations.
- Isolation of different consumer groups by cluster analysis, who were characterized by demographic background variables in addition to the influencer effect and health consciousness.

Table 1. Objectives and hypotheses of the research

Objective	Hypothesis	Literature	Research method
C1: Proving that the influencer effect is the strongest factor in shaping health-conscious shopping habits.	H1a: Influencers and social media use have a positive impact on health-conscious shopping habits, and the influence of influencers is also indirectly reflected in social media use as a mediator variable.	MATIN et al. (2022) SAURA et al. (2021) DE BOECK et al. (2022) WAHAB et al. (2024)	Hypothesis Test with Confirmatory Factor Analysis
	H1b: The influence of influencers has a greater impact on the purchase intention and behaviour of health-conscious products than the level of social media use.	ALAM et al. (2022) VRONTIS et al. (2021) ZHOU et al. (2021) ALWUQAYSI (2023)	
	H1c: The reliability of influencers is a significant and strong latent factor, which is one of the most important components of the second-order influencer effect.	WAHAB et al. (2024) SOKOLOVA – KEFI (2020) BIASON et al. (2024)	
C2: Exploring which social media platform respondents prefer.	H2: Within social media usage, Facebook and TikTok are the most popular platforms among those surveyed.	HUNG et al. (2025) PANG et al. (2024) KUMAR (2023)	Hypothesis Test with Confirmatory Factor Analysis
C3: Positioning the role of consumer trust.	H3: Consumer trust plays an intermediary role between influencer marketing exposure and health-conscious purchasing decisions among Hungarian consumers.	SOKOLOVA – KEFI (2020) WAHAB et al. (2024), BIASON et al. (2024)	Hypothesis Test with Confirmatory Factor Analysis
C4: To examine demographic factors between influencer influence, social media	H4a: Among younger consumers (18-30 years), the use of influencer-specific factors (parasocial interaction, attractiveness) and visual platforms (Instagram, TikTok) is significantly stronger than in older age groups.	HUNG et al. (2025) SAROYINI – PUTRI (2024)	Hypothesis Test with Spearman Correlation

and various factors of shopping habits.	H4b: Consumer groups with lower education and a less favourable income situation are more susceptible to the influence of influencers to buy and judge their credibility more positively than those with higher education in the case of products related to health awareness.	EGBERT – RUDELOFF (2023)	Hypothesis test with Kruskal-Wallis test
	H4c: Employment status influences social media usage habits and receptivity towards influencers; those who work flexible hours (e.g. students, those on maternity leave) are more active in influencer-driven shopping processes related to health consciousness than active manual or intellectual workers.	ALZOBAIDIE (2024)	Hypothesis test with Kruskal-Wallis test
C5: Identification of different consumer groups in the light of influencer marketing and health-conscious consumer behavior.	H5: The degree of health awareness results in significant differences in consumer behavior; More health-conscious individuals have a higher engagement with health-conscious products recommended by influencers than those with lower health awareness.	KHURANA et al. (2025)	Hypothesis Test with Confirmatory Factor Analysis

Source: Own compilation (2026)

2. DATABASE AND DESCRIPTION OF THE METHODS USED

The main goal of the dissertation is to answer the question of how influencers influence health-conscious consumer behavior and what factors they can influence consumers. The relevance of the topic was supported in detail in the literature review, based on which it can be concluded that the importance of social media platforms is unquestionable, as these venues have become a defining part of our days, which serve as a breeding ground for influencer activities. The main objective of my research was to examine the interaction between social media platforms, the influencer effect and shopping behavior, and to examine these in the light of health-conscious consumer behavior. My doctoral dissertation can be divided into two parts, a secondary and a primary research, in the framework of which I conducted a netnography research, an in-depth interview with an expert, and an online questionnaire, during which I developed 4 blocks: social media tools, the influencer effect, and then I also examine their connection to health-conscious consumer behavior.

2.1. Introduction of secondary research

In the first part of my research, I conducted secondary research, in the framework of which I studied domestic and international research on the topic. I also examined the literature systematically, which sufficiently supported the relevance of the topic, as the number of literatures has increased significantly in recent years. Within the literature review, I examined domestic and international articles and studies related to the topic, in which I examined social media, influencers, factors influencing consumption habits, and health awareness, as well as factors influencing health-conscious consumer behavior, including the role of influencers. During the processing, I examined not only articles, journals and books written on the topic, but also statistical data such as STATISTA, information extracted from the statistical database of the Central Statistical Office and the NMHH (National Media and Infocommunications Authority). The main goal of this is to confirm that the increased popularity of social media and influencers can be proven both internationally and domestically.

The secondary research comprehensively examined the topic, presented the research written on the topic in detail, and laid the foundations for the methodology used in the primary research and the models used later.

2.2. Presentation of the primary research

During the dissertation, I used qualitative and quantitative data collection in accordance with the research objectives and hypotheses. Within the qualitative data collection, I first carried out a netnography research, the main goal of which was to examine influencers appearing within social platforms. Based on this, I

conducted the in-depth interviews with the experts, which qualitative research method provided an excellent basis for the models used for the questions of the questionnaire interviews. In the last phase of the research, I used an online questionnaire with the involvement of validated models examined in the literature, the main goal of which was to collect and analyze numerical data.

2.2.1. Methodology of systematic literature analysis

Bibliometric analysis is an essential tool for scientific analysis and has been analyzed by many authors. DONTU et al. (2021) provide a detailed guide to bibliometric analysis, highlighting the main steps. The first step in analysis is data collection and preparation, where researchers select relevant sources and clean up the data. This is followed by descriptive analysis, which reveals trends in the research area, number of publications, and citation patterns.

The research summarizes and analyzes all publications on the topic of influencer marketing published between 2013 and 2023 in the Web of Science Core Collection database (WoS). The publication of the results was presented by a systematic literature review and the examination of the characteristics of the publications. Keyword analysis has been done using Vos Viewer software, which is suitable for creating and visualizing maps based on network data and is increasingly used in research and academic work (YILDIZ – TOSUN, 2021).

On March 7, 2024, the following search query was run on the WoS Core Collection platform for "influencer marketing, "influencer, "influencer advertising", "influencers", "social media influencer", "social media influencers*". Another requirement was to display Open Access articles published in English between 2013 and 2023. After filtering out the duplicates, a total of 1939 articles were analyzed now. In terms of citation reports, 1939 publications contained 14,332 citation articles without self-citation. The selection and data collection process were double-checked by the author. The problem with such reviews is that they leave it to the expert author to decide whether or not to include the study and do not allow readers to track and evaluate those decisions. These reviews often do not even explicitly assess the quality of the studies included. This creates an opportunity for bias in the results of the review. Narrative reviews have traditionally accounted for the majority of published articles. Thus, the preparation of a systematic bibliography laid the foundations for the relevance of the topic, after which the direction of further primary research was much more thoughtful and directed.

2.2.2. Netnographic analysis

The main goal of netnography research is to examine the preferences of consumers appearing on various social platforms (DÖRNYEI, 2008; DÖRNYEI – MITEV, 2010; WOLF, 2019). During the research, my goal was to analyze the activities of influencers, as well as to examine reactions to health-conscious consumer behavior, including comments on influencers' posts. The central question of the research was

what reactions do the activity of opinion leaders on social platforms provoke in relation to the perception of consumers' health-conscious eating? Due to the nature of the research question, the social platforms studied are Facebook and Instagram. I was able to divide the influencers examined within the research into two groups. I defined as actual experts those people who first started to deal with the acquisition of professional information and then became influencers. In contrast, self-proclaimed experts became experts in the field of health awareness during their content production activities due to the demands of followers. In the case of influencers, I examined actual experts (dietitians) and self-proclaimed experts (content producers, bloggers). The aim of the study was to lay the foundations for expert interviews, as five influencers selected on the basis of comments and activity were later interviewed by experts. The netnography research was carried out in October 2023.

In this phase of the research, the primary goal was to investigate how influencers operate in an online environment and how and how their content, communication style, and interactions with the audience justify their inclusion in an empirical study. The selection of influencers was not random, but based on a clearly defined professional, communication and commitment criteria. My main research question was why are the people surveyed relevant to *health-conscious consumer behavior*?

During the study, I examined two groups. On the one hand, I examined actual experts with a wide range of professional background, and on the other hand, *self-proclaimed experts* active on social media platforms, who, although they do not have relevant diplomas, their passion, enthusiasm and perseverance in the topic have placed them on an expert level. This distinction made it possible to explore the differences and overlaps between actual and self-proclaimed expert influencers in the light of health-conscious consumer behavior.

In the case of the subjects included in the netnography research, there were 3 important criteria:

- Your profile should not include posts or ads about personalized diets created by the influencer.
- Two influencers with similar follower bases should not be included in the study.
- There should be active followers and measurable comments on the pages.

Based on this, Emese Antal and Judit Schmidt were selected for the *actual expert group*.

On Instagram, we contacted Hungarian influencer self-proclaimed experts based on the keywords, who are active in the field of health awareness, post weekly and have at least 10,000 and a maximum of 100,000 followers.

Based on the criteria, several influencers were contacted, but not all of them were willing to participate in the research. Finally, the interview was conducted with the following 3 influencers: Tímea Kovács-Kalivoda (@kalivodatimi), Klára Horváth-Boros (@kalcireceptjei) and Olivia Donát (@oliviadonat). The duration of the monitoring was also closely monitored by the type and frequency of posts and the proportion of paid collaborations. In addition, in the case of the listed influencers, the image and video feeds were

analyzed, as well as how much the influencer focuses on creating the texts in addition. The main goal of netnography research is to observe the influencers with whom the expert interviews will take place later.

2.2.3. Introduction to the expert interview

The expert interview is conducted with the involvement of professionals who are familiar with the given topic and are happy to share their individual opinions. Expert interviewing is a qualitative research method that is suitable for the researcher to gain a deeper insight into the given topic and to help determine the research questions used in the quantitative methodology later (MAXWELL, 2008).

In the case of expert interviews, I used netnography research as a basis for the selection of influencers. The interviewees were Emese Antal, Judit Schmidt, Tímea Kovács-Kalivoda, Klára Boros-Horváth and Olivia Donát, who agreed to conduct the expert interview and agreed to the publication of their names in the related publications and the dissertation. In the case of the interviewees, the same questions were asked in order to achieve a clash of perspectives, but since there were differences in some questions, these questions were tailored to the given interviewees.

During the expert interviews, I examined four topics. First, I asked what health consciousness means to influencers, and then I examined how the interviewees position themselves. In the second part of the expert interview, I turned to the work of influencers and their influencing influence. In the next part, I asked about the target groups of the interviewees, and I examined the data of the followers, and in the last part, I examined the paid collaborations.

The interviews were conducted in October 2023 and took approximately 45-60 minutes per interviewee. The interview took place in the framework of an online meeting, where the audio recording was recorded, from which an extract of the expert interviews was later made.

After analyzing the interviews, I made a diagram of successful influencer marketing, and I also identified the factors that are important from the point of view of influence.

The expert interview provided a great basis for the influencing techniques and factors that affect consumers, so these factors also appeared in the quantitative research.

2.2.4. Introduction to the questionnaire survey

The data collection tool for the research was a structured online questionnaire. The advantage of online questionnaires is that they are fast, more enjoyable, easier to complete than in the case of other types of questionnaires, they can be filled out anywhere, anytime, so the response rate is much higher. With their help, the processing of the data received from the respondents is clear and can be evaluated quickly, and the data becomes numerical and analyzable (KOTLER – ARMSTRONG, 2020).

The questionnaire is presented in detail in the next section, but in general it can be divided into three parts structurally:

- **Social media use** (questions 1-4): In this part, I examined the frequency and main purpose of using different platforms (Facebook, Instagram, Tiktok). In this block, I made 4 statements for Facebook, Instagram and TikTok, which examined social media use, and eWOM was also incorporated into this section.
- **Influencer influence** (question 5): The next block looked at influencer-related factors *measuring influencers including Parasocial Interaction, Attractiveness, and Trustworthiness*.
- **Block aimed at influencing health-conscious consumer behaviour** (questions 8-9): the third block was related to consumer behaviour and concerned the influence of influencers on purchasing decisions. Within this, *credibility (Social media influencer credibility), Purchasing behaviour, Purchase intention and Interpretation and Buying decision* were examined.

The questionnaire had to evaluate statements adapted from the literature on a 5-point Likert scale (where 1 = strongly disagree, 5 = fully agree). The statements in the questionnaire were based on previous research by WAHAB et al. (2024), ALZOBALDIE (2024), and BIASON et al. (2024). The constructs used (latent variables) and the number of statements measuring them are shown in *Table 2*.

Table 2: Structure of the questionnaire

Construct (Latent variable)	Source(s)	Number of statements
<i>Social media use (question 4)</i>		
Instagram usage	Wahab et al. (2024)	4
Facebook usage		4
TikTok usage		4
eWOM		3
<i>Influencer-related factors (question 5)</i>		
Parasocial interaction	Wahab et al. (2024)	5
Attractiveness	Biason et al. (2024)	4
Trustworthiness		5
<i>Consumer behaviour (Questions 8-9)</i>		
Social media influencer credibility	Wahab et al. (2024)	4
Purchasing behaviour		3
Product involvement	Biason et al. (2024)	6
Purchase intention		5
Buying decision	Alzobaidie (2024)	10

Source: Own compilation (2025)

The data collection was carried out at the beginning of 2025 with the help of an independent online panel. The number of people in the sample is 506, which is representative of three demographic characteristics, gender, age and settlement type in terms of the Hungarian population aged 18-65. The reason for the study, which is aimed at people aged 18-65, is that in the case of market research, this is typically the widest target group of consumers.

Presentation of the demographic background variables of the questionnaire

The characteristics of the questionnaire respondents are presented by the analysis of demographic characteristics, which *is summarized in Table 3*. In terms of gender, 50% of the respondents were women (253 people) and 50% (253 people) were men. The main goal of the questionnaire was to reach the active Hungarian population (18-65 years), and in order to support this, I formed age groups. 22.9% (116 people) of the respondents are between 18 and 30 years old, 21.5% (109 people) are between 31 and 40 years old, 26.1% (132 people) are between 41 and 50 years old, and 29.5% (149 people) are over 50 years old. In terms of place of residence, the largest number of people live in other, smaller towns (31.4%-159 people), villages (29.2%-148 people), cities with county rights (21.1%-107 people), and the proportion of people living in Budapest is 18.2% (92 people). The majority of the respondents (36.8%-186 people) have a secondary school diploma, followed by the proportion of those who have a vocational school qualification (29.8%-151 people), a higher education degree (26.9%-136 people) and a primary education (6.5%-33 people).

70.36% (356 people) of the respondents live married or cohabiting, 19.57% (99 people) are unmarried or unmarried, 7.9% (40 people) are divorced or live separately from their spouse, and 2.17% (11 people) are widowed. In terms of the number of respondents, 40.7% (206 people) live in households of 3-4 people, 37.2% (188 people) live in households of two, 11.3% (57 people) live in households of one person, and 10.9% (55 people) live in households of 5 or more people. Analysing the legal situation, 37.9% (192 people) of the respondents were active manual workers, 35% (177 people) were active white-collar workers, 7.3% (37 people) were pensioners, 5.1% (26 people) were unemployed, 4.5% (23 people) were on maternity leave or maternity leave, 4.3% (22 people) were students, 3.6% (18 people) were household members, 1.8% (9 people) were other inactive earners and 0.4% (2 people) were other dependents.

In terms of income situation, the highest proportion of people are those who live on their income but can save little (37.5%), followed by those who have just enough income to live on, but are unable to save it (34.8%). 11.7% of the respondents live very well on their salary and are able to save from it, while 7.9% of the respondents said that their income is not enough to live on it, and the proportion of those who regularly struggle with daily living problems is small (4.2%).

In terms of health awareness, the majority of the respondents (39.3% - 199 people) declared themselves to be moderately health-conscious, followed by the more health-conscious (29.8% - 151 people) and the rather unhealth-conscious group (16.8% - 56 people). 8.9% of respondents consider themselves to be fully health-conscious (45 people), and the lowest proportion of respondents do not consider themselves to be health-conscious at all (4.5%).

Table 3. Presentation of the demographic background variables of the questionnaire

<i>Demographic background variables (N=506)</i>	Frequency	Rate (%)
<i>Gender distribution of respondents</i>		
Female	253	50,0
Male	253	50,0
<i>Age groups</i>		
18-30 years	116	22,9
31-40 years	109	21,5
41-50 years	132	26,1
over 50 years of age	149	29,5
<i>Type of settlement</i>		
Budapest	92	18,2
City with county rights	107	21,1
City	159	31,4
Village	148	29,2
<i>Education</i>		
Elementary school	33	6,5
Vocational school	151	29,8
Graduation	186	36,8
Higher education	136	26,9
<i>Marital status of respondents</i>		
Divorced or separated from spouse	40	7,9
Unmarried	99	19,57
Married or cohabiting	356	70,36
Widow	11	2,17
<i>Number of people living in the respondents' household</i>		
One person	57	11,3
Two people	188	37,2
Three or four people	206	40,7
Five or more people	55	10,9
<i>Legal status</i>		
Active blue-collar worker	192	37,9
Active white-collar worker	177	35
On maternity leave	23	4,5
Retired	37	7,3
Student	22	4,3
Housewife	18	3,6
Unemployed	26	5,1
Other inactive	9	1,8
Other dependents	2	0,4
<i>Income status</i>		
They make a very good living from it and can also save	59	11,7
They make a living from it, but they can save little	190	37,5
It's just enough for them to make a living from it, but they can't save it anymore	176	34,8
Sometimes it's not even enough to make a living from it	40	7,9
They regularly have daily subsistence problems(s)	21	4,2

<i>Subjective assessment of health consciousness (N=503)</i>		
Not at all health-conscious	23	4,5
Rather not health-conscious	85	16,8
Health-conscious and not	199	39,3
Rather health-conscious	151	29,8
Fully health-conscious	45	8,9

Source: Own compilation (2025)

Applied statistical methods

For the analysis of the sample, I used confirmatory factor analysis. Confirmatory factor analysis (CFA) is a statistical method that aims to test the fit of a predetermined factor structure to a given data set. CFA is a special case of structural equation modeling (SEM) (BOLLEN, 1980), where the model contains only a measurement model (VANDENBERG – LANCE, 2000), i.e. it examines the relationships between latent variables (factors) and observed variables (indicators) (BYRNE, 2010), as opposed to exploratory factor analysis (EFA), where the number of factors and the load of variables on factors are determined on the basis of data where the CFA tests a theoretical hypothesis about the factor structure or a hypothesis based on previous research (BROWN, 2015). It therefore leads to more reliable results than the EDF if the structure is well established. The method is particularly useful in psychometric research, in the validation of questionnaires, as well as in the measurement of complex constructs (KLINE, 2015) and allows the study of measurement invariance in different groups (VANDENBERG – LANCE, 2000).

Performing the CFA begins with the specification of the model. In this step, I determined the number of factors, the load of the observed variables on the factors, the correlations between the factors, and the correlations of the measurement errors (BYRNE, 2010). The model is usually represented by a path diagram, where the latent variables are represented by ovals and the observed variables are represented by rectangles. The arrows represent the relationships between variables. To carry out the CFA, it is important what data is available. For the application, it is necessary to have continuous and normally distributed variables, and it is also necessary to manage the missing data (TABACHNICK – FIDELL, 2013). Model estimation means calculating the parameters of the model, i.e. factor loads, variances, covariances. The most commonly used estimation method is the maximum likelihood (ML) estimation (HAIR et al., 2010), but if normality is not met, it is necessary to use other equivalent methods. The fit of the model is evaluated using different fit indexes. These indices show how similar the covariance matrix implied by the model is to the covariance matrix in the sample. The most commonly used fit index is the economy index, which is calculated as the quotient of Chi-squared (χ^2) and the degree of freedom (df). The next important index is the Root Mean Square Error of Approximation (RMSEA). The value of RMSEA below 0.06 indicates a good fit, but already below 0.08 indicates an acceptable fit (HU – BENTLER, 1999). The Comparative Fit Index (CFI) compares the model's fit to a null model (where variables are not correlated). A CFI value above 0.95 indicates a good fit, above 0.90 indicates an acceptable fit (HU – BENTLER, 1999). The

Tucker-Lewis index (TLI) is similar to CFI, but it also takes into account the complexity of the model. A TLI above 0.95 indicates a good fit, above 0.90 indicates an acceptable fit (HU – BENTLER, 1999). If the model does not fit correctly, the model can be modified based on fit indices and theoretical considerations. Modifications may include releasing factor loads, enabling correlations between factors, or enabling correlations between measurement errors.

However, modifications to the model should always be justified on a theoretical basis (SCHUMACKER – LOMAX, 2016) and the fit of the model may be sensitive to sample size and data distribution (MARSH et al., 2004).

The mathematical background of the CFA (BOLLEN, 1980; JÖRESKOG et al., 2016): $\mathbf{X} = \mathbf{\Lambda}\xi + \delta$,

where $\mathbf{X}$: the vector of the observed variables ($p \times 1$), $\mathbf{\Lambda}$: the matrix of factor loads ($p \times m$), which shows the relationship between the observed variables and the latent factors, ξ : the vector of the latent factors ($m \times 1$), δ : the vector of the measurement errors ($p \times 1$).

The covariance matrix implied by the model is as follows (BOLLEN, 1980, JÖRESKOG et al., 2016):

$$\mathbf{S} = \mathbf{\Lambda}\mathbf{\Phi}\mathbf{\Lambda}' + \mathbf{\Theta},$$

where $\mathbf{\Sigma}$: the covariance matrix implied by the model ($p \times p$), $\mathbf{\Phi}$: the covariance matrix of the latent factors ($m \times m$), $\mathbf{\Theta}$: the covariance matrix of the measurement errors ($p \times p$), which is usually a diagonal matrix, because it is assumed that the measurement errors are not correlated with each other.

Factor loads play a key role in the interpretation of the model and show how closely an observed variable is related to a given latent variable. Factor loads can be interpreted in a standardized or non-standardized form. Standardized factor loads can take values between -1 and +1 and show how many standard deviation changes in the latent variable result in a change in standard deviation in the observed variable.

However, modifications to the model should always be justified on a theoretical basis (SCHUMACKER – LOMAX, 2016) and the fit of the model may be sensitive to sample size and data distribution (MARSH et al., 2004).

The mathematical background of the CFA (BOLLEN, 1980; JÖRESKOG et al., 2016): $\mathbf{X} = \mathbf{\Lambda}\xi + \delta$,

where $\mathbf{X}$: the vector of the observed variables ($p \times 1$), $\mathbf{\Lambda}$: the matrix of factor loads ($p \times m$), which shows the relationship between the observed variables and the latent factors, ξ : the vector of the latent factors ($m \times 1$), δ : the vector of the measurement errors ($p \times 1$).

The covariance matrix implied by the model is as follows (BOLLEN, 1980, JÖRESKOG et al., 2016):

$$\mathbf{S} = \mathbf{\Lambda}\mathbf{\Phi}\mathbf{\Lambda}' + \mathbf{\Theta},$$

where Σ : the covariance matrix implied by the model ($p \times p$), Φ : the covariance matrix of the latent factors ($m \times m$), Θ : the covariance matrix of the measurement errors ($p \times p$), which is usually a diagonal matrix, because it is assumed that the measurement errors are not correlated with each other.

Factor loads play a key role in the interpretation of the model and show how closely an observed variable is related to a given latent variable. Factor loads can be interpreted in a standardized or non-standardized form. Standardized factor loads can take values between -1 and +1 and show how many standard standard deviation changes in the latent variable result in a change in standard deviation in the observed variable.

3. MAIN FINDINGS OF THE DISSERTATION

In the next part, I certify the examination of the most important objectives related to my dissertation, in such a way that I present the hypotheses of the relationship, as well as the verification or rejection of these. I evaluate the hypotheses formulated in my conclusions and proposals in relation to the relevant literature, thus illustrating the relevance of the results, and in addition, I formulate my practical suggestions related to the hypotheses.

The results revealed during the systematic literature analysis clearly highlighted that the research is novel, relevant and fills a research gap, as in 2019 and 2024 only 37 publications were published in the topic of influencer marketing and health; therefore, this is a research gap that needs to be filled according to the trends, so this dissertation is relevant and fills the above-mentioned gap. The temporality of the keywords in the 37 publications *is illustrated* in Figure 1.

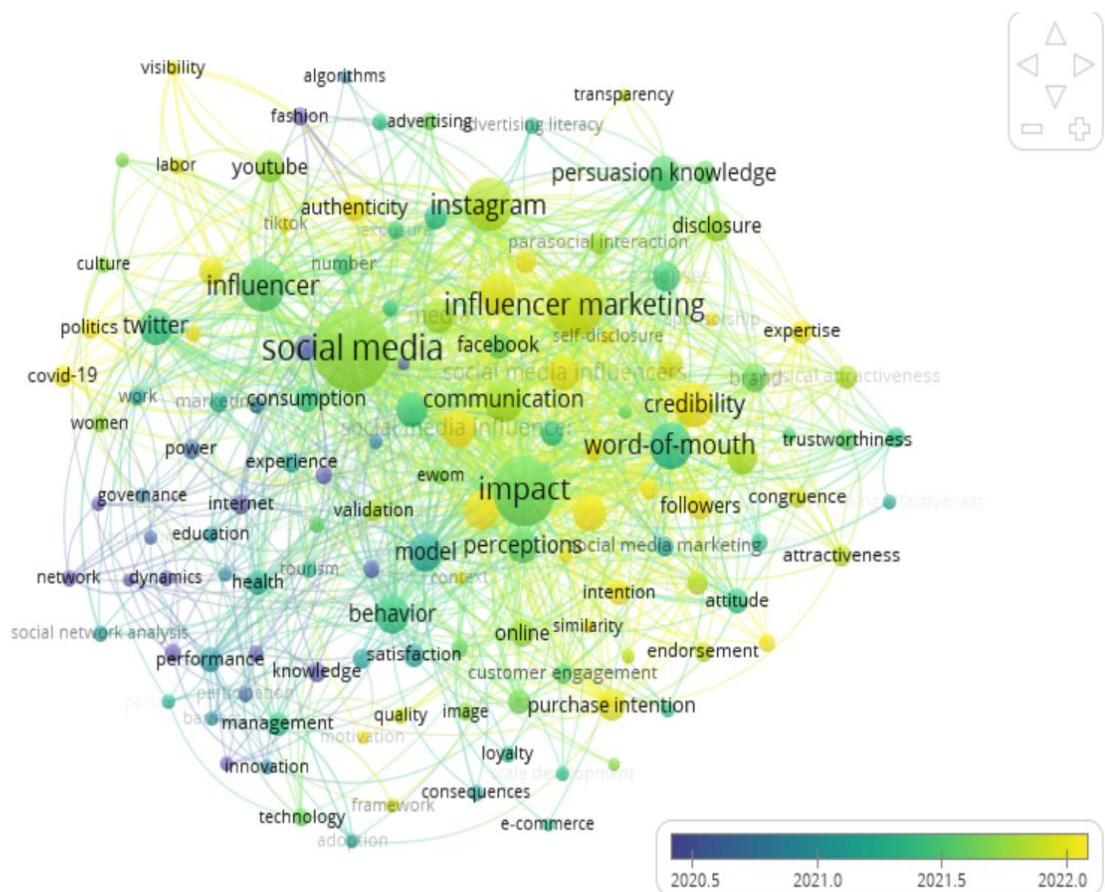


Figure 1. Clusters of publications in the field of influencer marketing

Source: BUGLYÓ-NYAKAS – GÁL (2025b)

The figure shows 132 keywords distributed in clusters, with a total link strength of 3,190. As you can see, the keyword "social media" occupies a central place in the web, which highlights its proximity to other nodes, thus referring to the topicality of the topic. In terms of numbers, it appears 528 times as a keyword in documents, and the total link strength is 497. The second most common keyword is "impact", with 357

impressions and 345 total link strength. "*Influencer marketing*" is in third place, with 300 impressions and a value of 286 in terms of link strength. In 4th place is the "*word of mouth*" with 163 impressions (162 total link strength), followed by "*instagram*" with 205 impressions (199 total link strength). The keyword "*behavior*" is related to the keyword "*health*" (48), which also leads to the keyword "*social media*" (528), so the relevance of these keywords and topics is unquestionable.

BUGLYÓ-NYAKAS – GÁL (2025b) research supports that influencer marketing has an impact on the consumption habits of consumers and companies from a social point of view, especially among women, especially on Instagram and TikTok, based on which a correlation can be observed between women's health-conscious consumer behavior and influencer marketing. The figure clearly shows that health, consumer behavior, intention and influencer marketing appear in different clusters, so their relationship with each other has not been researched, so the research proves to fill a gap in the field of marketing.

In the following, I will know my research results, focusing especially on the research questions, objectives and hypotheses.

The first research question examined the reactions to the content shared by infusion users in the perception of health-conscious eating. The netnography research showed a wide range of results, which basically prove that influencer content triggers active reactions from their followers. However, personal content is capable of achieving a much higher level of interaction, which is why it can be summarized that it is essential to achieve a higher level of connection. These can be implemented through different types of content, even with shorter videos, stories or the presentation of real life situations. Asking questions, sharing opinions and asking for advice were strongly present on the platforms of the influencers surveyed, and there was also a high proportion of feedback, which clearly supports the opinion-forming role of influencers. And in the development of health awareness, inflections are of key importance, as they contribute to the development of positive attitudes, especially if they are based on personal experiences.

The next research question examined how influencers interpret health awareness. Based on the results of the expert interviews, it can be concluded that the interpretation is not uniform, but rather can be defined as a multidimensional concept. Within this, however, it has emerged that the credibility of influencers is vital when publishing topics related to health awareness. For this reason, during the production of health-conscious content, special attention is paid to the collection of relevant data and the transmission of authentic information, and in many cases a sharp line is drawn with regard to collaborations if it is incompatible with the provision of authentic, professionally based information.

The next research question was aimed at exploring the influencers in health-conscious consumer decision-making. The results of both secondary and primary research support that credibility, trust, attractiveness and reliability are primary, which have their effect through parasocial interaction. Qualitative research has revealed that influencers can only influence their followers if they are authentic and trustworthy, as well as able to connect with their followers personally. In addition, eWOM also plays a key

role, as the exchange of information between users further strengthens the impact of the messages conveyed. In addition to interactivity, the use of visual platforms increases the degree of influence of young consumers in particular.

The next research question was aimed at exploring the influencers in health-conscious consumer decision-making. The results of both secondary and primary research support that credibility, trust, attractiveness and reliability are primary, which have their effect through parasocial interaction. Qualitative research has revealed that influencers can only influence their followers if they are authentic and trustworthy, as well as able to connect with their followers personally. In addition, eWOM also plays a key role, as the exchange of information between users further strengthens the impact of the messages conveyed. In addition to interactivity, the use of visual platforms increases the degree of influence of young consumers in particular.

H1a: *Influencers and social media use have a positive impact on health-conscious buying behavior, and the influence of influencers also appears indirectly through social media use as a mediator variable.*

In the case of the examination of second-order factors, it can be said that the influencer effect is $\varphi=0.767$; $SE=0.048$; $Z=15.87$; $p<0.001$) and social media use $\varphi=0.142$; $SE=0.054$; $Z=2.61$; $p=0.010$ both positively influence the purchase decision, but this influence is much stronger on the part of influencers. The study confirms that influencers influence consumer decision-making. The results showed that both the influencer effect and social media use have a significant positive impact on buying behavior, the former being much stronger than the sheer intensity of media use. This suggests that consumers make decisions based on personal, credible information, rather than solely on the intensity of media consumption. The results also confirm that exposure to influencers and social media use have a positive impact on shopping behavior, with social media use acting as an intermediary variable. This finding supports research by MATIN et al. (2022), WAHAB et al. (2024), ALAM et al (2022), VRONTIS et al. (2021), ZHOU et al. (2021), ALWUQAYSI (2023), who believe that influencer opinions have a powerful impact on consumer decision-making.

The influencer effect affects purchases not only directly, but also through the intensity of media use as an intermediary. This means that the presence of influencers encourages more intensive platform use, which in itself generates impulses to buy; Thus, social media functions as a communication space and a behavioral channel as well. This observation underpins the integrated functioning of the digital ecosystem highlighted by SAURA et al. (2021) and DE BOECK et al. (2022). The result is further confirmed by the previously presented research on the internet and the expert interview, which clearly demonstrated the indispensable presence of social platforms, where the influencing role of influencers prevails.

Based on the above, I accept the H1a hypothesis.

H1b: *The influence of influencers has a more significant impact on purchase intent and behavior related to health-conscious products than the rate of social media use.*

The relationships between the second-order factors were all significant and strong. If we analyze the impact on purchase intent and behavior, it can be stated that the Influencer Effect has a more decisive role ($\varphi=0.767$; $SE=0.048$; $Z=15.87$; $p<0.001$) than Social Media Use ($\varphi=0.142$; $SE=0.054$; $Z=2.61$; $p=0.010$). In other words, the appearance of influencers on social media also encourages more intensive use of social media. The results show that the influencer effect has a stronger impact on purchase intent and behavior than the overall level of social media use. This result is consistent with the results of WAHAB et al. (2022), SOKOLOVA and KEFI (2020), and BIASON et al. (2024), who found influencer-specific traits to be more dominant than mere social media use. In contrast, previous assumptions emphasizing the platform's dominance, such as those suggested by SAURA et al. (2021), have not been fully confirmed. This suggests that the characteristics of the content source override the platform-related impacts in health-related consumption contexts.

Based on the above, I accept the H1b hypothesis.

H1c: *Influencer credibility is a significant and strong latent factor, which is one of the most important components of the second-order influencer effect model.*

Within the reliability factor (inf_block3), credibility (inf_tr5) received the highest value ($\lambda=0.927$). This confirms that not only popularity, but also reliability and professional credit fundamentally determine the influence of influencers on purchases. The reliability of influencers has emerged as a strong and significant latent factor within the second-rate influencer model. Research has shown that influencer credibility is the most important factor in the influencing process; the load on the Reliability factor was extremely strong. This confirms the previous results of SOKOLOVA - KEFI (2020), WAHAB et al (2024), and BIASON et al. (2024), on which I have found no contradiction, the current results fully confirm the central role of trust. However, a characteristic feature of the Hungarian sample is that consumer confidence is very pronounced, which is probably the result of the greater distrust of domestic consumers towards advertisements and influencers. The expert interview also confirms that fattenability and credibility on the part of followers are the most important factors in influencing influencers.

Based on this, the H1c hypothesis was confirmed.

The results highlighted that it is not enough for companies to just ensure a presence on social media platforms, and there is also a need to establish cooperation with influencers. However, since social media is the breeding ground for influencers, the use of these platforms is inevitable, but these platforms rather provide a kind of framework for marketing communication, as a result of which the influencer's influence is even more intense thanks to the "closed ecosystem". The other proposal is related to the selection of

opinion leaders; In their case, it is especially justified to involve people who appear as a credible source of information on the topic among their followers or potential target group. A relevant direction for future research may be to explore the extent to which influencer-specific characteristics – such as professional background, content quality or perceived credibility – influence the development of purchase intentions and behaviors, and how these effects differ in the case of different social media platforms.

The second objective is to explore which social media platform the respondents prefer.

H2: *Within social media use, Facebook and TikTok are the most popular platforms among those surveyed.*

Analyzing the workloads of the second-order factor, it can be seen that eWOM (mh_block4) determines social media use the most ($\lambda=0.827$), followed by Instagram ($\lambda=0.784$) and Facebook ($\lambda=0.756$), while the role of TikTok was relatively smaller ($\lambda=0.646$). The analysis confirms Facebook's dominant role among respondents, which is in line with the findings of PANG and KUMAR, which found that eWOM is one of the strongest influencers compared to social media platforms. However, TikTok has not proven to be uniformly dominant across all consumer groups. This partly contradicts the latest international results, including the research of HUNG et al. (2025) that shows that visual platforms are much more popular. The difference can be attributed to the age distribution within the Hungarian sample and platform-specific content preferences. The expert interview also supports the result, as Instagram proved to be the strongest channel in terms of influencer effect, as influencers used it the most when sharing their content.

Based on this, I reject the H2 hypothesis.

Based on the results, it is clear that although Facebook is the most popular social media platform, the impact of online word-of-mouth advertising is the most prevalent among Hungarian consumers. For this reason, professionals should rather strive to encourage this, as this effect exceeds the popularity of various platforms. The research also confirmed that visual platforms are becoming increasingly popular, which is also the reason for Instagram's high level of popularity. For this reason, it is worth specializing in content adapted to platforms in the context of online marketing communication, in the case of Instagram and TikTok, the use of targeted, visual and short-form content is recommended primarily to reach the younger age group, while Facebook can still be an effective tool for information-centered, opinion-driven communication.

The third objective was to position the role of consumer confidence.

H3: *Consumer trust plays an intermediary role between influencer marketing exposure and health-conscious purchasing decisions among Hungarian consumers.*

Based on the results of the influencer block in the model, trust appeared as part of the reliability (TR) factor. The relationship between trust and purchase decision is supported by high correlations (0.915 between trustworthiness and attractiveness) and the influence of the main structural pathway, i.e. the Influencer Effect, on the purchase decision. In addition, the influencer effect was also exerted indirectly, through media use, reinforcing the role of mediator variables in the process. The results prove that consumer trust plays an intermediary role between exposure to influencer marketing and actual purchasing decisions. This result supports the findings of SOKOLOVA and KEFI (2020), WAHAB et al. (2024), and BIASON et al. (2024), all of whom identified trust as a key transmission mechanism. I did not experience any significant contradictions with the previous literature. Instead, the results confirm the theoretical positioning of trust. The expert interview also confirmed this hypothesis, since consumer trust is vital, which is already formed in the phase when the follower sees the person they follow as a friend or role model.

The H3 hypothesis was confirmed based on the results of the research.

The hypothesis clearly supports that it is not enough for companies to take into account only the popularity and follower base of influencers, special attention must be paid to building trust, as this is the strongest influencing factor. Therefore, when selecting influencers, the focus should be on credibility, expertise and transparent communication, as these factors help to build and strengthen consumer trust, thus increasing their purchase intention. In the case of social media platforms, it is also worth encouraging the target audience to share their opinions, as eWOM also acts as a trust-building mechanism in this regard. For this reason, it is of paramount importance for companies to choose influencers who are active on social media platforms and two-way communication does not only appear in the case of a product placement, but it is continuous. Before collaborations, it is worth placing special emphasis on this, and conducting a netnography research to measure the delivery of content and information on the social platforms of the given influencer, as well as the extent to which they are active, whether it is sharing content or giving feedback.

The fourth objective focused on the examination of demographic factors, among the various factors of influencer influence, social media and shopping habits

H4a: *Among younger consumers (18-30 years), the use of influencer-specific factors (parasocial interaction, attractiveness) and visual platforms (Instagram, TikTok) is significantly stronger than in older age groups.*

Instagram (*mh_block1*; $\rho = -0.334$, $p < 0.001$) and TikTok (*mh_block3*; $\rho = -0.266$, $p < 0.001$) was more strongly correlated with age. Of all the factors examined, the use of Instagram showed the strongest negative association with age. Spearman's correlation coefficients showed a clearly negative, significant relationship between age and relevant factors. This proves that the younger age group is more active in using visual platforms and is more receptive to influencer-related factors. Based on research, younger consumers showed significantly stronger engagement with influencer-specific factors and visual platforms such as

Instagram and TikTok. This result is consistent with the research of HUNG et al. (2025), who found that visual platforms are much more popular among younger generations, and the findings of SAROYINI and PUTRI (2024), who reported increased receptivity among younger age groups. This hypothesis has already been partially accepted during expert interviews, as the receptiveness of younger consumers can also be felt in the case of influencers.

Based on this, the H4a hypothesis was confirmed.

When developing a marketing strategy, special attention should be paid to visual, interactive and more personal content that strengthens engagement and consumer activity. Within the framework of influencer collaborations, it is advisable to work with an influencer who, in addition to representing the given brand authentically, is able to easily connect with the young generation, for example, through short videos, stories or live broadcasts. In addition, content strategies that encourage the use of visual platforms, such as creative challenges, user-generated content, and interactive campaigns, are particularly effective in engaging younger audiences.

H4b: *Consumer groups with lower educational attainment and a less favourable income situation are more susceptible to the influence of influencers to buy and judge their credibility more positively than those with higher education in the case of health-conscious products.*

The results showed a consistent pattern: I received the highest average values for those with primary school education, while this value was lower for vocational school graduates, but still positive. However, the values were negative for respondents with a high school diploma and a higher education degree. Those with lower education prefer Facebook and TikTok more, while those with lower education are more encouraged to buy by influencers, and they also have a more positive assessment of the influencer's impact in terms of credibility. Consumers with lower educational attainment and lower income status showed a greater receptivity to influencer-driven shopping promotion and had a more positive perception of influencer credibility. This confirms the findings of EGBERT and RUDELOFF (2023), who argue that the level of study is a powerful influencing factor in terms of influencers.

Based on this, the H4b hypothesis proved to be true.

H4c: Employment status influences social media usage habits and receptivity towards influencers; people with flexible working hours (e.g. students, those on maternity leave) are more active in influencer-driven shopping processes related to health awareness than active manual or intellectual workers.

The groups of those on maternity leave, maternity leave, housewives, the unemployed and students achieved significantly positive values on the factors examined, while pensioners showed particularly negative values. The highest values were given in the case of students (except for influencer credibility, where the value was highest in the case of dependents). Employment status influenced his social media

usage patterns and responses to influencers, especially among students and those with flexible working hours. This finding is completely contrary to the previous findings of ALZOBALDIE (2024), who says that those who work all day are most affected by the influencer. However, the extent of the effect is the opposite of what has been published in previous studies, suggesting that employment status alone is not sufficient to explain influencer-driven engagement without taking lifestyle and platform preferences into account.

The higher activity and receptivity of the groups with a more informal schedule confirmed the H4c hypothesis.

For this reason, when planning marketing communication, it is worth striving for companies to develop a targeted influencer campaign adapted to demographic characteristics (employment, legal status, education). The two hypotheses further strengthen the use of content that can be consumed flexibly, such as short videos, stories, interactive posts and live streams. In addition, companies should focus on a target group or develop a personalized content strategy, especially for students and flexible workers, in order to maximize influencer engagement and the effectiveness of purchasing activity.

The fifth objective is to identify different consumer groups in the light of influencer marketing and health-conscious consumer behavior.

H5: *The degree of health awareness results in significant differences in consumer behavior; more health-conscious individuals have higher engagement with health-conscious products recommended by influencers than those with lower health awareness.*

The examination of the factors according to health consciousness showed a difference in almost all cases. The use of trustworthiness (Inf_block3: $p=0.068$), Facebook (mh_block2: $p=0.092$) and TikTok (mh_block3: $p=0.368$) did not differ significantly according to health awareness, all other factors did. The heat map marked higher values in yellow/red and lower values in blue. Based on the heat map and significance values (e.g. pur_block3), in the case of product engagement $p=0.001$, significantly higher product engagement and willingness to buy products recommended by influencers can be observed in the more health-conscious groups. A higher level of health awareness has resulted in a stronger engagement with products recommended by influencers. This result is in line with the results of KHURANA et al. (2025), according to which the influence of influencers influencing the purchase decision can be felt much more strongly in the case of those who claim to be conscious. I didn't identify any contradictions. Instead, health consciousness emerged as a reinforcing condition that amplifies the influence of influencers instead of replacing it.

Based on this, the H5 hypothesis was confirmed.

The results clearly prove that the degree of health awareness results in significant differences; More health-conscious consumer groups are more committed to influencers' content (even if they are more critical of

the products), while lower-health-conscious groups are less receptive to these recommendations. This means that health-conscious consumers are reached through authentic, professionally grounded, health-conscious messages, which is why it is essential to take these factors into account in influencer cooperation. This result also confirms that it is worth segmenting the target group: In the case of those belonging to the less health-conscious consumer group, the first step should be to build trust by providing credible information, while in the case of the group that claims to be health-conscious, the main goal is the consistent use of content that supports, reinforces and motivates their awareness, which will already generate a kind of attraction, thus strengthening the influencing effect of influencers.

The qualitative and quantitative results of the dissertation support that the influencer effect is clearly experienced and appears as an influencing factor in terms of purchasing behavior, especially in the consumption behavior related to health-conscious products. The results clearly highlight that although the role of social media is significant, there is a much stronger influence exerted by influencers, but the mediating role of social media is essential for this effect. This clearly proves that platforms alone are not enough to influence consumer decisions, content communicated by opinion leaders is also needed, as social media functions as a kind of intermediary mechanism, but it does not replace the credibility of influencers, the dominant role of their trust and the status of reference persons, all of which appear as indispensable factors in consumer behavior. Expert interviews also confirmed that building trust is key in influencer marketing communication, without which the messages will not reach the potential target audience. With regard to platforms, based on the results of the netnography research and the expert interview, it has been clearly confirmed that for young people, it is not Facebook that dominates, but rather visual platforms, TikTok and Instagram, which are richer in terms of their visual world, and tend to provide shorter, video content, to which the younger generation is much more receptive. The research confirmed that it is necessary to segment the marketing communication of influencers by platform, as there are completely different expectations regarding different generations, but it is clear that young people are the most receptive to influencer content.

In terms of demographic background variables, there were a number of significant differences: in the case of those with lower educational attainment and lower income status, the influencer's influence is clearly visible, this group is much more receptive to content and perceives it as more credible. In terms of legal status, those with flexible schedules are much more likely to feel the influencer influence, which clearly identifies the primary target audience in this regard.

Finally, with regard to health awareness, it can be stated that in the case of those who claim to be health-conscious consumers, the influence on health-conscious products recommended by influencers is much stronger, which strengthens the use of influencers in this area, of course, taking into account the factors, effects and platform specificities listed above.

In the last part of the results of the dissertation, 4 consumer clusters were created in terms of health awareness, social media platform use, and influencer effect, which clearly points out that the effectiveness of influencer marketing largely depends on the media usage habits of the target group, as well as their

awareness. In the case of these groups (*Table 4*), it is not enough to apply uniform communication, differentiated, target group-specific content production is needed.

Table 4. Characteristics of the clusters

	Cluster name	Average Age	Social media use	Influencer influence	Level of health-consciousness	Typical life situation
Cluster 1	Digital distancing	46 years old	Low	Negligible	Medium	Active manual or white-collar workers, partially retired
Cluster 2	Prudent weighers	41 years old	Average	Moderate	Moderate to more health-conscious	Active, stable income
Cluster 3	Health-conscious digital pioneers	36 years old	High	Strong	High	Young worker or student
Cluster 4	Digital influencer skeptics	43 years old	Above average	Low	Low-medium	Active white-collar worker

Source: Own compilation (2025)

The *Digital Distancing* group is very difficult to reach by social media influencers, as the members of the group show low social media use. In their case, it is better to make offline advertisements and display influencers on them, whose expert credibility in this field is visible. The role of influencers in this group is complementary rather than strategic, but in the long run, they can contribute to shaping consumer attitudes through the gradual strengthening of trust.

Prudent Weighers are rational decision-makers who rely only on credible and professionally relevant information to make decisions. In their case, it is extremely important to share expert information, which is why it is vital for marketing professionals to share expert information in which educational content, the transfer of well-founded expert information, and transparent influencer cooperation with professional backgrounds are realized. When promoting a product or brand, the detailed display of statistical data, product characteristics and even the sharing of substantiated opinions experienced during use can generate trust, but trust is not only developed at this stage, the consistent work, professional knowledge and revelation of well-founded facts of the given influencer already puts the given influencer to a higher level from the followers.

Health-conscious digital pioneers can be considered the primary target group of influencer marketing. In their case, the effect is the strongest, so for them, self-proclaimed influencer content is also capable of creating a high level of trust and a health-conscious attitude, not only the use of credible, actual experts. Continuous online presence is important for pioneers, they are receptive and active to influencers' recommendations, and they are also happy to comment on posts. Companies should use long-term partnerships, where influencers act as strategic reference persons with a group of digital pioneers.

Digital influencer skeptics pose a huge challenge to companies. Although social media platforms are used at a high level, the influence of influencers is limited. In their case, marketing communication is effective and substantiated if information is published professionally. For this reason, companies should pay special attention to finding the right influencers whose references are credible, relevant and focused on user experiences and the presentation of objective arguments, as they are able to reduce distrust and increase the willingness to be inclusive.

Overall, it can be stated that influencer marketing is no longer a universal tool, but a communication solution, the effectiveness of which depends to a large extent on the characteristics of the target group. It is important for companies to segment the target market and to apply differentiated communication that fits it.

4. NEW AND NOVEL RESULTS OF THE DISSERTATION

In the light of the researched and examined literature, it can be stated that although many researchers have already dealt with the impact of influencers or social media, as well as the totality of factors influencing purchasing decision-making, this is the first research to put these models into a unified framework, and also covered how the influencing effect appears in health-conscious consumer decision-making. I summarize my new and novel results in *Table 5*.

Table 5. Summary of novel results

Result type	Key finding	Scientific contribution
Model development	Integration of previous models into three main factors: social media use, influencer effect, shopping behavior	Complex, integrated theoretical model
Mechanism of action The role of trust	Influencer-specific factors have a stronger impact than platform usage Trust is a key factor with a non-linear effect	The role of the influencer is primary, not the platform A new approach to the role of trust
Health-consciousness	Health-conscious consumers are more critical, but also more receptive	Detection of a paradoxical effect
Demographic differences	Groups with lower education and income show more confidence	Deepening sociodemographic segmentation
Employment	Flexible work schedule increases the influencer effect, but does not guarantee a purchase	Separation of time use and impact
eWOM effect	eWOM is the strongest factor in social media usage	Promotion of online word-of-mouth advertising
Cluster analysis	Identify four distinct groups of consumers	Practical Marketing Applicability
Digital distancing	Low online presence, low influencer impact	The need for offline communication
Prudent weighers	Rational decision-makers, moderate influence	Information-Based Marketing
Health-conscious digital pioneers	High activity, strong influencer effect	Key target group
Digital influencer skeptics	High usage, but low influence	Critical, evidence-based communication
Marketing implication	Different strategies are needed for each cluster	Personalized influencer marketing

Source: Own compilation (2025)

The new and novel results of my dissertation are the following:

1. Validation of the models of WAHAB et al. (2024), BIASON et al. (2024) and ALZOBAIDIE (2024) for the Hungarian population, of which 3 factors were incorporated: *Social media use*, which consisted of 4 blocks: *Instagram use* (4 statements), *Facebook use* (4 statements), *TikTok use* (4 statements) and *electronic oral tradition* (eWOM) (3 statements), *Influencer effect*, which included the following 3 blocks: *Parasocial interaction* (5 statements), *influencer attraction* (4 statements) and *reliability* (5 statements). Purchasing *behavior* was examined with the help of *influencer credibility* (4 statements),

purchasing behavior (4 statements), *commitment to the product* (6 statements), *purchase intention* (5 statements) and *purchase decision* (10 statements).

2. The research proved that *the influencer effect is a powerful influencing factor, and it is not the frequency and intensity of platform-specific content, i.e. social media use, that is the most decisive, but the existence of influencer-specific factors, such as credibility, trust and trustworthiness*. This clearly confirms that influencers function as a primary driver and not as a driver of platform effects, especially when it comes to health-conscious consumer behaviour, but special attention should be paid to the credibility and reliability of the influencer in question. The results also showed that trust is a key factor in the influencer mechanism among the Hungarian population, so as *trust* is established, the effects related to the purchase increase. This non-linear role of trust has not been examined in previous literature on influencer marketing.
3. Although *health-conscious consumers* are more critical of content, they are *much more receptive and committed to their references in terms of influencer effect*, so they are much more open to products recommended by influencers.
4. The analysis paid special attention to the detailed examination of demographic background variables, based on which it was clearly outlined that *those with lower educational attainment and lower income status consider influencers to be much more credible* than those at higher levels, and the younger generation prefers visual platforms and they reported a much higher level of parasocial interaction on these platforms. In contrast, the older generation believes more in content-based information. Previous studies have mainly interpreted age as a platform choice factor, however, current results show that age structures cognitive and emotional processing of influence. Contrary to previous literature, the research results have confirmed that *the influencer effect is more pronounced among Hungarian consumers in the case of consumers with flexible working hours*. However, this did not occur in the same way in stronger buying behaviors. This indicates that availability increases the connection, but it does not guarantee persuasion.
5. One of the novel results of the research is the creation of clusters, which groups have different characteristics in terms of social media use, influencer effect and health awareness, so they can be reached with different strategies in influencer marketing communication. A special feature of the clusters is that the demographic background variables showing significant differences were also examined, with the help of which the groups could be specified in much more detail. Based on these, 4 consumer groups can be distinguished: *Digital Distancing, Prudent Weighers, Health-Conscious Digital Pioneers, and Digital Influencer Skeptics*.

The Digital Distancing group is the most critical group, as they have low social media use, are not influenced by influencers and are not outstanding in terms of their health awareness. In their case, the main goal is to implement the transfer of information in an offline form, possibly the online social media influencers, in a way that strengthens the credibility of the group in terms of expert content, so that the content found on the online interface will have the same effect for them later.

The members of the *Prudent Weighers* group are characterized by average social media use, moderate influencer influence, and a moderate-to-more health-conscious lifestyle. In their case, the main goal of communication is to convey credible, detailed and balanced information, since their decisions are made after rational consideration. For them, expert credibility and transparent content are essential.

The main target audience of the influencers' marketing communication activities is the group of Health-Conscious Digital Pioneers, who are characterized by strong social media use and have a strong influencer effect and are also health-conscious. Since they are receptive to new things, it is recommended for them to involve influencers who authentically represent a healthy lifestyle and strengthen the parasocial relationship and the bond with the brand with interactive, educational content (e.g. challenges, live check-ins, personal experiences). In their case, the main goal is to create a long-term commitment to the given product or brand. The last group is the group of Digital Skeptics, who, although characterized by strong social media use, do not have an influencer effect. They also act as a kind of filter, for them it is worth focusing on transparent, evidence-based and expert content, as well as objective arguments, user experiences and credible sources on social platforms, while clearly indicating the advertising nature of influencer content. As part of the dissertation, I also prepared a cluster analysis. In summary, 4 groups can be distinguished in terms of social media use, influencer effect and health awareness:

- *Digital Distancing* represents a group of consumers for whom the influence of influencers is not or only limited in effect, because for them, authenticity is rooted in familiarity and reality, not in the online world.
- *The members of the Prudent Weighers Cluster* represent a group of consumers who are influenced by influencers' content, provided that the communication is credible, informative and respects the autonomy of the audience.
- *Members of the Health-Conscious Digital Pioneers* are the primary target group for health-related influencer campaigns, as this is where the influence is most directly exerted on health-conscious products.

The Digital Influencer skeptic person is very critical in all areas of life, especially when it comes to influencer content. Although we are talking about a person who is familiar with the digital world, it can be said that he strongly limits his decisions and also exercises a very strong autonomy in his decision-making.

5. PRACTICAL APPLICABILITY OF RESULTS

The primary and secondary research results of the dissertation made it possible to draw a number of conclusions, the practical applicability of which is unquestionable among companies using influencer marketing.

The results highlighted that:

1. It is not enough for companies to just ensure their presence on social media platforms, but it is also necessary to establish cooperation with influencers. However, since social media is the breeding ground for influencers, it is inevitable to use these platforms, which rather provide a kind of framework for marketing communication, as a result of which the influencer's influence is even more intense thanks to the "closed ecosystem".
2. When selecting influencers, it is especially justified to involve people who appear as a credible source of information on the topic among their followers or potential target group.
3. A relevant direction for future research may be to explore the extent to which influencer-specific characteristics – such as professional background, content quality or perceived credibility – influence the development of purchase intentions and behaviors, and how these effects differ in the case of different social media platforms.
4. Although Facebook is the most popular social media platform globally, the impact of online word-of-mouth advertising is most prevalent in the case of Hungarian consumers. For this reason, professionals should rather strive to encourage this, as this effect exceeds the popularity of various platforms.
5. Visual platforms are becoming more and more popular, which is also the reason for Instagram's high level of popularity. For this reason, it is worth specializing in content adapted to platforms in the context of online marketing communication, in the case of Instagram and TikTok, the use of targeted, visual and short-form content is recommended primarily to reach the younger age group, while Facebook can still be an effective tool for information-centered, opinion-driven communication.
6. It is not enough for companies to only consider the popularity and follower base of influencers, they must pay special attention to building trust, as this is the strongest influencing factor. Therefore, when selecting influencers, the focus should be on credibility, expertise and transparent communication, as these factors help to build and strengthen consumer trust, thus increasing their purchase intention. In the case of social media platforms, it is also worth encouraging the target audience to share their opinions, as eWOM also acts as a trust-building mechanism in this regard.
7. When developing a marketing strategy, special attention should be paid to visual, interactive and more personal content that strengthens engagement and consumer activity. Within the framework of influencer collaborations, it is advisable to work with an influencer who, in addition to

representing the given brand authentically, is able to easily connect with the young generation, for example, through short videos, stories or live broadcasts. In addition, content strategies that encourage the use of visual platforms, such as creative challenges, user-generated content, and interactive campaigns, are particularly effective in engaging younger audiences.

8. When planning marketing communication, it is worth striving to develop a targeted influencer campaign for companies that is adapted to demographic characteristics (employment, legal status, education). The results of the research further strengthen the use of content that can be consumed flexibly, such as short videos, stories, interactive posts and live streams. In addition, companies should focus on a target group or develop a personalized content strategy, especially for students and flexible workers, in order to maximize influencer engagement and the effectiveness of purchasing activity.
9. The degree of health awareness results in significant differences; More health-conscious consumer groups are more committed to influencers' content (even if they are more critical of the products), while lower-health-conscious groups are less receptive to these recommendations. This means that health-conscious consumers are reached through authentic, professionally researched, health-conscious messages, which is why it is essential to take these factors into account in influencer cooperation. This result also confirms that it is worth segmenting the target group: In the case of those belonging to the less health-conscious consumer group, the first step should be to build trust by providing credible information, while in the case of the group that claims to be health-conscious, the main goal is the consistent use of content that supports, reinforces and motivates their awareness, which will already generate a kind of attraction, thus strengthening the influencing effect of influencers.

6. PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

Foreign language scientific journal

1. Buglyó-Nyakas, E., & Gál, T. (2025). Influencer marketing and health: a focused review of current research trends. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2567630>
2. Buglyó-Nyakas, E., Kovács, S., & Gál, T. (2026). Health, image, and influence: How social media influencers shape consumer behaviour in Hungary. *Social Sciences & Humanities (Under publication)*

In a scientific journal published in Hungary in Hungarian

3. Buglyó-Nyakas, E., & Gál, T. (2025). Az influencermarketing szerepe az egészségtudatosságban. *Vezetéstudomány Budapest Management Review*, 56(4), 2–14. <https://doi.org/10.14267/VEZTUD.2025.04.01>
4. Buglyó-Nyakas, T. E., & Gál, T. (2024). A közösségi média hatása a magyar nők egészségtudatosságára. *Régió kutatás Szemle*, 8(2), 1-12. <https://doi.org/10.30716/RSZ/23/2/1>
5. Buglyó-Nyakas, E. T., & Gál, T. (2024). Az egészség ára – Az egészségesnek vélt élelmiszerek iránti fogyasztási és vásárlási szokások vizsgálata, kiemelt tekintettel az árra. *Táplálkozásmarketing*, 10(2), 3–16. <https://doi.org/10.20494/TM/10/2/1>

LITERATURE USED IN THE BOOKLET

1. Alam, F., Tao, M., Lahuerta-Otero, E., & Feifei, Z. (2022). Let's buy with social commerce platforms through social media influencers: An Indian consumer perspective. *Frontiers in Psychology*, 13, 853168. <https://doi.org/10.3389/fpsyg.2022.853168>
2. Alwuqaysi, B. H. (2023). Visualizing the effect of frequency and nature of social media platforms usage on mental health and family functioning from an ethnographic point of view. In *Proceedings of the 2023 ACM Conference on Information Technology for Social Good* (pp. 271–274). ACM. <https://doi.org/10.1145/3582515.3609544>
3. Alzobaidie, S. (2024). The impact of influencers' marketing on buying decision. *Revista de Gestão Social e Ambiental*, 18(6), 1–14. <https://doi.org/10.24857/rgsa.v18n6.2024.e08242>
4. Biason, R., Elnagar, A. K., Tolete, C., Elsaadany, H. A. S., Hasan, S., & Santos, L. (2024). Virtual influencer marketing and purchase intention: The mediating roles of product involvement and brand familiarity. *Preprint*. <https://doi.org/10.21203/rs.3.rs-5324811/v1>
5. Bollen, K. A. (1980). Structural equations with latent variables. Wiley.
6. Brown, T. A. (2015). Confirmatory factor analysis for applied research (2nd ed.). Guilford Press.
7. Buglyó-Nyakas, E., & Gál, T. (2025a). Az influencersmarketing szerepe az egészségtudatosságban. *Vezetéstudomány*, 56(4), 2–14. <https://doi.org/10.14267/VEZTUD.2025.04.01>
8. Buglyó-Nyakas, E., & Gál, T. (2025b). Influencer marketing and health: A focused review of current research trends. *Cogent Social Sciences*, 11(1), Article 2567630. <https://doi.org/10.1080/23311975.2025.2567630>
9. Byrne, B. M. (2010). Structural equation modeling with AMOS: Basic concepts, applications, and programming (2nd ed.). Routledge.
10. Carton-Erlandsson, L., Sanz-Guijo, M., & Quintana-Alonso, R. (2025). I Found It on Instagram: Exploring the Impact of Social Media on Public Health Communication. *PUBLIC HEALTH NURSING*. doi:10.1111/phn.13554
11. De Boeck, K., Verdonck, J., Willocx, M., Lapon, J., & Naessens, V. (2022). Reviewing review platforms: A privacy perspective. In *Proceedings of the 17th International Conference on Availability, Reliability and Security* (pp. 1–10). ACM. <https://doi.org/10.1145/3538969.3538974>
12. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of business research*, 133, 285-296.
13. Dörnyei, K. (2008). Bioélelmiszer fogyasztási szokások. *Marketing & Menedzsment*, 42(4), 34–42. <https://jour-nals.lib.pte.hu/index.php/mm/article/view/517>
14. Dörnyei, K., & Mitev, A. (2010). Netnográfia, avagy on-li-ne karosszék-etnográfia a marketingkutatásban. *Veze-téstudomány*, 41(4), 55–68. <https://doi.org/10.14267/VEZTUD.2010.04.06>
15. Egbert, S., & Rudeloff, C. (2023). Employees as corporate influencers: Exploring the impacts of parasocial interactions on brand equity and brand outcomes. *International Journal of Strategic Communication*, 17(3). <https://doi.org/10.1080/1553118X.2023.2231922>
16. Farkas, N.D. (2019). Az egészséges táplálkozás megítélése a hazai fogyasztók körben. *Táplálkozásmarketing*, 7(1), 57-66. <https://doi.org/10.20494/TM/7/1/4>
17. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
18. Hanna, R., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). “You really are a great big sister”: Parasocial relationships, credibility, and the moderating role of audience comments in influencer

- marketing. *Journal of Marketing Management*, 36(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>
19. Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. <http://dx.doi.org/10.1080/10705519909540118>
 20. Hung, T. H., Trinh, V. H., & Le, T. M. (2025). Exploring the impact of influencers' characteristics on the cosmetics purchase intentions of TikTok users. *Innovative Marketing*, 21(2). [https://doi.org/10.21511/im.21\(2\).2025.03](https://doi.org/10.21511/im.21(2).2025.03)
 21. Jöreskog, K.G., Olsson, U.H., Wallentin, F.Y. (2016). Confirmatory Factor Analysis (CFA). In: *Multivariate Analysis with LISREL*. Springer Series in Statistics. Springer, Cham. https://doi.org/10.1007/978-3-319-33153-9_7
 22. Khurana, T., Pannu, S., Dalal, G., Vyas, P., & Rani, P. (2025). *How do social media influencers' credibility and brand trust drive purchase intentions for green cosmetics? Insights from SOBC approach*. *NMIMS Management Review*, 33(3), 171–185. <https://doi.org/10.1177/09711023251352318>
 23. Kline, R. B. (2015). *Principles and practice of structural equation modeling* (4th ed.). Guilford Press.
 24. Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th global ed.). Pearson Education.
 25. Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How eWOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) models. *Technological Forecasting and Social Change*, 187, Article 122199. <https://doi.org/10.1016/j.techfore.2022.122199>
 26. Li, J., Luo, J., Wang, M., & Peng, C. (2024). Consumer anxiety and purchase intention in live commerce: Unraveling the mediating role of brand familiarity amidst COVID-19. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-024-02141-2>
 27. Marsh, H. W., Hau, K. T., & Wen, Z. (2004). In search of golden rules: Comment on hypothesis-testing approaches to setting cutoff values for fit indexes in structural equation models. *Structural Equation Modeling*, 11(3), 320–341. https://doi.org/10.1207/s15328007sem1103_2
 28. Matin, A., Khoshtaria, T., & Todua, N. (2022). *The impact of social media influencers on brand awareness, image and trust in their sponsored content: An empirical study from Georgian social media users*. *International Journal of Marketing Communication and New Media*, 10(18), 88–114. <https://doi.org/10.54663/2182-9306.2022.v10.n18.88-114>
 29. Maxwell, J. A. (2008). Designing a qualitative study. In L. Bickman & D. J. Rog (Eds.), *The SAGE handbook of applied social research methods* (pp. 214–253). SAGE Publications.
 30. Mccausland, K., Tazrin, Z., & Jancey, J. (2025). From Engagement to Concerns: Social Media Use Among a Sample of Australian Public Health Professionals. *HEALTH PROMOTION JOURNAL OF AUSTRALIA*. [doi:10.1002/hpja.70035](https://doi.org/10.1002/hpja.70035)
 31. Pabian, S., Vanwesenbeeck, I., & Nanne, A. J. (2025). Social media influencers for health promotion. In *Health, media, and communication*. <https://doi.org/10.1515/9783110775426-004>
 32. Pang, H., Qiao, Y., & Zhang, K. (2024). Modeling pathway linking mobile social media intensity to attitude towards electronic word-of-mouth and engagement: The significant role of social trust and perceived homophily. *Technological Forecasting and Social Change*, 198, Article 123023. <https://doi.org/10.1016/j.techfore.2023.123023>

33. Saroyini, P., & Putri, A. N. P. A. (2024). The influence of influencer marketing strategy on Generation Z consumer purchasing behavior. *Asian Journal of Management Analytics*, 3(4), 949–970. <https://doi.org/10.55927/ajma.v3i4.10834>
34. Saura, J. R., Palacios-Marqués, D., & Iturricha-Fernández, A. (2021). Ethical design in social media: Assessing the main performance measurements of user online behavior modification. *Journal of Business Research*, 129, 271–281. <https://doi.org/10.1016/j.jbusres.2021.03.001>
35. Schumacker, R. E., & Lomax, R. G. (2016). *A beginner's guide to structural equation modeling* (4th ed.). Routledge.
36. Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, Article 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
37. Tabachnick, B. G., & Fidell, L. S. (2013). *Using multivariate statistics* (6th ed.). Pearson Education.
38. Yıldız, S. Y., & Tosun, N. (2021). Sosyal Pazarlama Literatüründe Sağlık Hizmetlerinin Gelişimi [The Development of Health Services in Social Marketing Literature]. *Uluslararası Sağlık Yönetimi ve Stratejileri Araştırma Dergisi*, 7(3), 713–725.
39. Vandenberg, R. J., & Lance, C. E. (2000). A review and synthesis of the measurement invariance literature. *Organizational Research Methods*, 3(1), 4–70. <https://doi.org/10.1177/109442810031002>
40. Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12617>
41. Wahab, H. K. A., Tao, M., Tandon, A., Ashfaq, M., & Dhir, A. (2022). Social media celebrities and new world order: What drives purchasing behavior among social media followers? *Journal of Retailing and Consumer Services*, 68, 103076. <https://doi.org/10.1016/j.jretconser.2022.103076>
42. Wahab, H. K. A., Alam, F., & Lahuerta-Otero, E. (2024). Social media stars: How influencers shape consumers' behavior on Instagram. *Spanish Journal of Marketing – ESIC*, 29(3), 365–385. <https://doi.org/10.1108/SJME-09-2023-0257>
43. Zhou, S., Barnes, L., McCormick, H., & Cano, M. B. (2021). Social media influencers' narrative strategies to create eWOM. *International Journal of Information Management*, 59, Article 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>



Registry number: DEENK/410/2026.PL
Subject: PhD Publication List

Candidate: Erzsébet Tünde Buglyó-Nyakas
Doctoral School: Doctoral School of Management and Business
MTMT ID: 10085894

List of publications related to the dissertation

Articles, studies (4)

1. **Buglyó-Nyakas, E. T.**, Gál, T.: Az influenzazármazetmarketing szerepe az egészségtudatosságban.
Vezetéstudomány / Budapest Management Review. 56 (4), 2-14, 2025. ISSN: 0133-0179.
DOI: <http://dx.doi.org/10.14267/VEZTUD.2025.04.01>
2. **Buglyó-Nyakas, E. T.**, Gál, T.: Influencer marketing and health: a focused review of current research trends.
Cogent Business & Management. 12 (1), 1-19, 2025. EISSN: 2331-1975.
DOI: <http://dx.doi.org/10.1080/23311975.2025.2567630>
IF: 2.9 (2024)
3. **Buglyó-Nyakas, E. T.**, Gál, T.: Az egészség ára - Az egészségesnek vélt élelmiszerek iránti fogyasztási és vásárlási szokások vizsgálata különös tekintettel az árra.
Táplálkozásmarketing. 10 (2), 3-16, 2024. EISSN: 2064-8839.
DOI: <http://dx.doi.org/10.20494/TM/10/2/1>
4. **Buglyó-Nyakas, E. T.**, Gál, T.: A közösségi média hatása a magyar nők egészségtudatosságára.
Régiókatatás szemle. 8 (2), 1-12, 2023. EISSN: 2559-9941.
DOI: <https://doi.org/10.30716/RSZ/23/2/1>

List of other publications

Articles, studies (3)

5. Gál, T., Kovács, S., **Buglyó-Nyakas, E. T.**: A comprehensive analysis of food waste through historical context: A bibliometric study from 2019 to 2024.
Cleaner Waste Systems. 11, 1-13, 2025. ISSN: 2772-9125.
DOI: <http://dx.doi.org/10.1016/j.clwas.2025.100318>
IF: 3.9 (2024)





6. Sarkadi, B., **Buglyó-Nyakas, E. T.**, Gál, T.: A mesterséges intelligencia alkalmazásának lehetőségei a fenntartható ellátási láncok fejlesztésében.
Economica. 16 (1-2), 90-106, 2025. ISSN: 1585-6216.
DOI: <http://dx.doi.org/10.47282/economica/2025/16/1-2/15688>
7. Gál, T., Fenyves, V., Csipkés, M., Terjék, L., Kovács, S., **Buglyó-Nyakas, E. T.**: Effects of lean and green supply chain management practices on the performance of Hungarian manufacturing companies.
Discover Sustainability. 6 (1), 01956-6, 2025. EISSN: 2662-9984.
DOI: <http://dx.doi.org/10.1007/s43621-025-01956-6>
IF: 3 (2024)

Total IF of journals (all publications): 9,8

Total IF of journals (publications related to the dissertation): 2,9

The Candidate's publication data submitted to the Tudóstér have been validated by DEENK on the basis of the Journal Citation Report (Impact Factor) database.

03 June, 2026

