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# Influencer marketing and health: a focused review of current research trends

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## ABSTRACT

Influencer marketing plays a key role in both business and marketing, and its value has grown significantly in recent years. This research aims to analyze literature on influencer marketing through a systematic review of studies from 2013 to 2023, using the Web of Science Core Collection and VOSviewer software. Publication trends show a sharp rise since 2019, highlighting the topic's relevance and increasing importance. A total of 1,939 documents were analyzed by country of origin and research area. Keyword analysis revealed five distinct clusters centered on influencer marketing. The categorization of models and the health-related focus used in this study make existing knowledge more transparent and structured, supporting the design of future research. Five model categories were identified, helping researchers quickly find relevant frameworks, compare approaches, and discover new research paths. This enhances research efficiency and deepens understanding of model applicability and practical value. The study's limitation lies in the use of a single database; future research could include other sources.

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Communication

## Introduction

Social media sites have become increasingly popular recently, as evidenced by the fact that Facebook has 3,049 million users, YouTube has 2,491 million users and Instagram has 2,000 million users in 2023 (Statista, 2024). As a result, individuals have gained great popularity on social media sites through huge followings (Eze et al., 2021; Weismueller et al., 2020). These people are called influencers because they demonstrate the marketing *raison d'être* and promotional aspects of the phenomenon (Jin & Phua, 2014; Veirman et al. 2017; Xiao et al. 2018).

The use of influencers is an increasingly common practice because the target group can be reached the target group efficiently (Lou et al., 2022). Modern consumers follow and tend to compare themselves or identify with them. In contrast to traditional celebrities, they are more trusted, which positively affects advertising effectiveness (Schouten et al. 2020). Social media influencers (SMIs) are people who can be considered a personal brand and use their self-created social platforms to present their ideas, photos, or advertised products (Taillon et al., 2020). Unlike classical celebrities or traditional media platforms, SMIs are online people who are visible to their followers because of the content produced on the virtual platform (Lou & Yuan, 2019). Many consider these individuals to be social media influencers (Gaenssle & Budzinski, 2021). In practice, influencers are content producers who communicate with a target group that is relatively unknown to them on social media platforms, thereby shaping the attitude of the target group, and they can earn significant profits (Campbell & Grimm, 2019; De Veirman et al., 2017; Gräve, 2017). Companies have already recognized the importance of influencers in the case of young target groups, and are using the advertising activities of so-called influencers as a means of support in social media; who are now taking the place of traditional celebrities in corporate advertising (Gräve, 2017), because unlike them, social media influencers are considered more authentic sources of consumer

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information, especially among young audiences (Lou & Yuan, 2019; Schouten et al., 2020; Trivedi & Sama, 2020).

Influencer marketing refers to a form of marketing where marketers and brands invest in selected influencers to create and/or promote their branded content for both the influencers' own followers and the brands' target consumers (Lou & Yuan, 2019).

Accordingly, research, monitoring, examination, and understanding of influencers and influencer marketing are essential, as this can function as a milestone of an effective and successful marketing strategy in a business.

Bibliometric analysis is an indispensable tool for scientific analysis and has been analyzed by many authors. Donthu et al. (2021) provide a detailed guide to bibliometric analysis, highlighting the key steps. The first step of the analysis is data collection and preparation, where researchers select relevant sources and clean the data. This is followed by a descriptive analysis, which reveals trends in the research area, the number of publications and citation patterns. Network analysis helps to map researcher collaborations and citation relationships, while content analysis identifies keywords and themes to highlight research focus. Together, these elements provide a comprehensive picture of the structure and evolution of scientific discourse. In their study, Tanwar et al. (2022) investigate the trends in the development of influencer marketing using bibliometric analysis methods. The aim of this research is to review the publications published in the last few years and identify the most important topics and research foci. The analysis revealed that influencer marketing is playing an increasing role in consumer decision-making, digital advertising and branding. The authors identified the most influential authors, journals and institutions and mapped key research clusters such as influencer credibility, engagement and ethical issues. The study also outlines future research opportunities, including the role of algorithms, comparing the effectiveness of influencer types and industry-specific applications. Srivastava's (2021) study uses bibliometric analysis to examine the impact of influencer marketing, mapping key research trends, authors and topics. In the analysis, the author has identified the most cited studies related to influencer marketing, research collaboration networks, and major research clusters, which include influencer credibility, consumer engagement, and brand loyalty. The research highlights that influencer marketing is closely linked to the study of digital advertising and consumer behavior. The author suggests directions for future research, such as ethical challenges, the role of AI and big data in influencer marketing, and the analysis of industry-specific applications. Ye et al. (2021) use bibliometric analysis to investigate the business value of influencer marketing, exploring its impact on consumer behavior and brand success. They identify the key areas where influencer marketing is most effective, such as strengthening brand loyalty, increasing consumer engagement and influencing purchase decisions. The analysis highlights the most influential authors, journals and research trends, as well as the interfaces between influencer marketing and other marketing strategies. The study also makes practical recommendations for companies, with a focus on influencer selection, targeting and maintaining credibility in marketing campaigns. The authors suggest future research directions to examine the long-term impact of influencers, the effectiveness of micro- and macro-influencers, and ethical and regulatory issues. In their study, Thrassou et al. (2021) present a systematic literature review and an integrated framework for social media influencer marketing. The research aims to identify key trends, theoretical models and practical applications, as well as future research opportunities. The authors explore influencer marketing along three main dimensions: Influencer-brand relationship, consumer reactions and engagement and the role of AI and big data, and regulatory and transparency issues. The paper points out that influencer marketing is becoming increasingly dominant in corporate strategies, but still faces a number of challenges, such as transparency, regulation and ethical dilemmas. The authors make recommendations for future research, with a particular focus on analyzing the long-term effects of influencer campaigns and the different effectiveness of different types of influencers. Hudders et al. (2021) present a comprehensive literature review and a conceptual framework on the commercialization of social media influencers. The focus of the research is on how social media stars become brand communication tools and what strategies can be used for effective influencer marketing. The authors examine three main areas: the credibility and influence of influencers, strategic partnerships and campaigns - what models of collaboration exist (e.g. paid posts, ambassador programs, affiliate marketing) and ethical and regulatory issues - problems of transparency, hidden advertising and consumer manipulation. The study highlights the growing role of social media influencers in brand communication but maintaining credibility and

transparent advertising are critical factors. The authors also outline future research directions, such as investigating the psychological effects of influencers and the differences in strategies across platforms.

The purpose of this research is to map the publication trends of the field and to identify and visualize the patterns of influencer marketing between 2013 and 2023 by evaluating the national distribution of countries, mapping of research areas, the most cited publications, and the most frequently used keywords. As a result, this study focuses primarily on influencer marketing and the appearance of influencers as a concept from a business and management point of view by answering the following research objectives:

- RO1. Define the influencer marketing publishing trends from 2013 to 2023.
- RO2. Investigate the geographical distribution of influencer marketing.
- RO3. Examine the research areas where the most publications appeared.
- RO4. Investigate the most cited documents on the subject.
- RO5. Identify the keywords used by influencers and influencer marketing research to date.
- RO6. Investigate further research directions considering the latest research papers and models and prove if research link can be observed between influencer marketing and health-conscious consumer behavior of women.
- RO7. Categorization of models related to health and influencer marketing.

To map the topic accurately, the study is structured in three parts: the first part describes the methodology used for the research, the second part presents the results of the bibliometric analysis, which analyzes the growing trend of influencer marketing, focusing on the territorial distribution, the research areas, and the keyword search and future trends in influencer marketing, taking into account the currently available scientific works on the subject. Finally, the categorization of models used in articles on the topic of influencer marketing and health is examined as the first stage of a longer research project.

## Material and methods

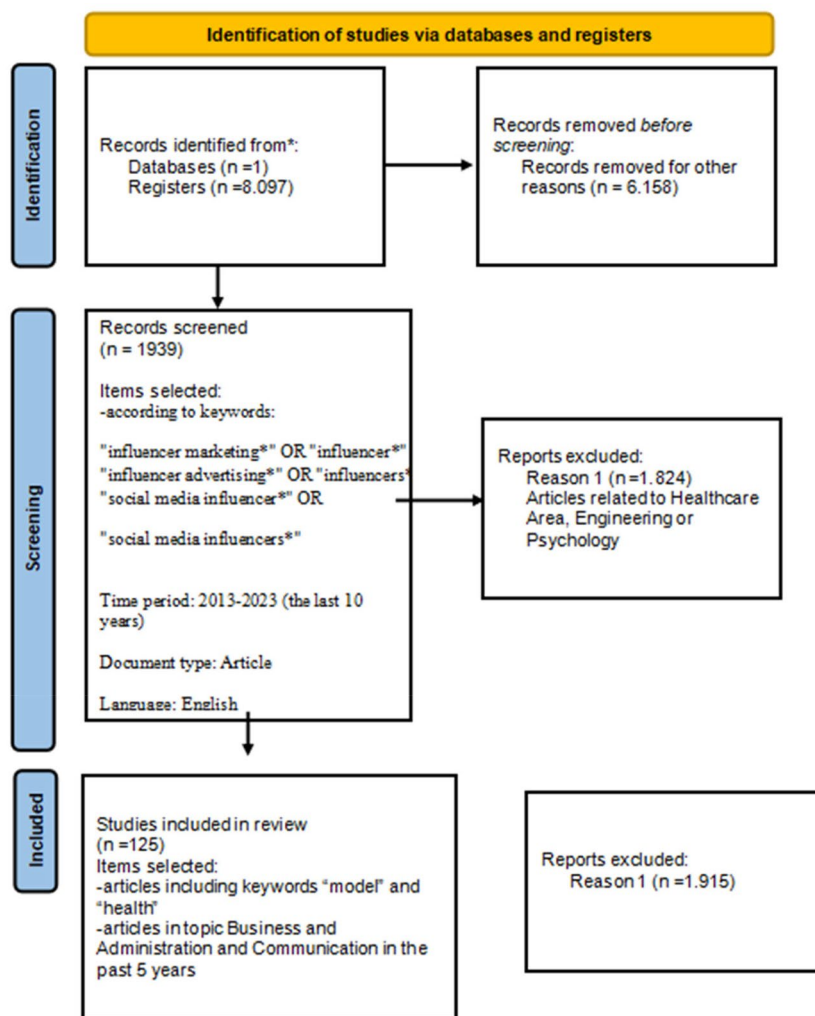
The research aggregates and analyses all the publications on the topic of influencer marketing between 2013 and 2023 in the Web of Science Core Collection database (WoS). The communication of the results is presented using a systematic literature review approach by examining the characteristics of the publications. Keyword analysis was performed 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).

In order to explore the topic, a preliminary literature review was conducted, followed by a structured review. The systematic literature review process was based on the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) model developed by Moher et al. (2009). Its main advantage is that the selection of literature into the database is done in an objective and unbiased way, allowing the collection, evaluation and synthesis of publications on the topic of current research (Kamarási & Mogyorósy, 2015; Lázár, 2020). The process of searching and evaluating literature is illustrated in [Figure 1](#).

Before starting the searches, a literature protocol was prepared to ensure the method was repeatable. For the identification phase, the Web of Science database was chosen, where the following predefined keywords were applied: influencer, influencers, influencer marketing, influencer advertising, social media influencer, social media influencers, keywords that revealed 8.097 records. In the second step, as filters the last 10 years' (2013–2023) and only English-language articles were examined, which yielded a total of 1.939 results. An important criterion for the selection was that the publication in question should be about influencer marketing methodology and/or its application. Twenty-four studies were selected for the final qualitative assessment and are listed in [Appendix 1](#).

## Database

In parallel with the boom in scientific publications, responsible research is being emphasized by both academic and political decision-makers (Bar-Ilan & Halevi, 2018; Hu et al. 2019; Lei & Zhang, 2018; Walsh



**Figure 1.** PRISMA flow chart of the research. *Source:* Own edit based on Page et al. (2021).

et al. 2019). Web of Science (WoS) and Scopus are databases that are suitable for comprehensive data source analysis (Zhu & Liu, 2020). The Web of Science is an older scientific database, originally created by Eugene Garfield, a colleague of the Institute of Scientific Information (ISI), in 1964 as an information search tool. It is still called the Science Citation Index (SCI), covering 700 journals, and primarily serves to check the citation index. It expanded over time and added the Social Sciences Citation Index (SSCI) in 1973, the Arts and Humanities Citation Index (AHCI) in 1978, and the Book Citation Index (BKCI) in 2011. Subsequently, SCI, SSCI, and AHCI were merged and launched on the World Wide Web under the name Web of Science in 1997 (Somoza-Fernández et al., 2018). This enabled the creation of an international bibliographic database, which has become the most influential bibliographic data source over time. This interface is traditionally used for journal selection, research evaluation, or bibliometric analysis (Li et al., 2019).

The Web of Science Core Collection is 'the world's leading citation database,' which contains multi-disciplinary information from more than 18,000 high-impact journals, more than 180,000 conference proceedings, and 80,000 books from around the world, with an annual coverage of more than 100 years and more than one billion cited links (Clarivate Analytics, 2019). The Web of Science Core Collection consists of ten subsets, which include eight citation indices and two chemical indices (Jacso, 2018).

Interaction with academic researchers is part of the origin of ISI, and the growth of ISI, SCI, and WoS are still used as data sources for research publications (Li et al., 2018; Schnell, 2018). Birkle's research, he pointed out that a wide range of the world's leading scientific centers and service organizations all use WoS to implement research-related internal and external commissioned projects, as well as for innovation projects (Birkle et al., 2019).

## Software

Mapping is an important part of bibliometric research (Jin et al., 2019). For this purpose, VOSviewer is used, which is capable of creating publication maps, country maps, and journal maps based on a network (co-citation), creating a keyword map based on shared networks, and creating maps containing a large number of elements, where less relevant keywords can be removed, and the grouping of the articles extracted from the database is also available with VOSviewer software (Jan & Ludo, 2009). VOSviewer was published in 2010 by van Eck and Waltman (Naganuma, 2017). Although primarily intended for the analysis of scientific records, it can be used for any type of network data (e.g. social networks). VOSviewer examines co-authorship, co-appearance, citations, bibliographic linkage, and co-citation relationships in one of three possible visualization forms: network, overlap, or density visualization. We used VOSviewer to achieve the research goals, and it was possible to predict and identify possible future research sub-fields in this area with the help of clusters and keywords (Chen, 2006).

## Search strategy

We ran the following search query (Table 1) on the WoS Core Collection on 7 March 2024: 'influencer marketing\*' (topic) OR 'influencer\*' (topic) OR 'influencer advertising\*' (topic) OR 'influencers\*' (topic) OR 'social media influencer\*' (topic) OR 'social media influencers\*' (topic) AND 2013 - 2023 (year of publication) AND 'Articles' (document types) AND 'English' (language). After searching according to the previously mentioned rules and manually checking to filter out duplicates or articles unrelated to the research topic, we obtained a total of 1,939 articles for the current study. Regarding citation reports, 1,939 publications provided 14,332 citing articles without self-citation. The selection and the data collection process were double checked by both authors. The issue with such reviews is that they leave it up to the expert author to decide if it should be included or not, and do not allow readers to track and assess these decisions. These reviews also often do not explicitly assess the quality of the included studies. This creates the potential for bias in the results of the review. Narrative reviews traditionally constituted the majority of published papers.

## Results and discussion

### Publication trends

This section presents the main results of a systematic literature review of performance applied to influencer marketing records published between 2013 and 2023. Figure 2 shows the number of publications and citations related to influencer marketing over the past decade. Accordingly, three main periods can be defined: stagnant growth between P1 2013–2016; Slow growth between P2 2016–2020; Exponential growth between P3 2020–2023.

Between 2013 and 2015 (P1), there was a revival period with fluctuating slow growth when the number of publications varied between a minimum of 10 and a maximum of 20. Sixty publications were published during this period, accounting for 3.01% of all publications. A slow and stable growth phase was observed from 2016 to 2018 (P2), when the number of publications increased from a minimum of 33 to a maximum of 70, showing a continuous increase. This period included 133 publications, which

**Table 1.** Bibliographic search rules.

	Details
Searching date	07 March 2024
Data source	Web of Science- Core collection
Topic	'influencer marketing*' OR 'influencer*' OR 'influencer advertising*' OR 'influencers*' OR 'social media influencer*' OR 'social media influencers*'
Time period	2013–2023 (the last 10 years)
Number of sources	1,939
Citing articles (without self-citation)	14,332
Cited Time (without self-citation)	20,159
H-index	72

Source: Own research based on WOS database (2024).

accounted for 6.87% of all publications. An exponential growth trend was observed starting in 2019, which rose to 549 in 2023. These 1,746 publications accounted for slightly more than 90% of all the publications.

### Influential countries

In addition to publishing trends, the geographical distribution of the study area provides a better understanding. Several countries contribute significantly to the study of influencers and influencer marketing. In the next section, we focus on the performance of the most important countries between 2013 and 2023. Table 2 shows the results of the first 10 nations in terms of publications in the field of exploration. Ranking was based on the number of articles published.

Based on the table, it is evident that the USA was the most productive nation; nearly 28% of all publications (i.e. 539 publications) came from here and received a total of 9,483 citations. China ranks second with 12.69% of all publications (246), which received a total of 2,947 citations. England ranked third, with 178 publications (9.2%) and 2,594 citations. Australia ranks fourth with 127 publications, 6.55% of all publications, and 2,985 citations. It was followed by India with 117 publications (6.034% of all publications) and 1,608 citations. The next place is for Spain with 102 publications, which represents 5.26% of the total. In terms of citations, Spain received 1,540 citations. With 101 publications, Canada accounted for 5.2% of the total publications, with 1,159 citations. Germany ranks eighth on the entire list, with 99 publications (5.1% share) and 1,526 citations. South Korea produced 4.28% of the publications (83) with 1,515 citations. The Netherlands ranks tenth, with 3.04% of all publications (59) and 1,731 citations.

Table 3 shows the study area. During the bibliometric analysis, the field of Business Economics ranked first among the research fields, representing 32.491% of all publications, with 48,273 citations. Communication is the second most popular research area, representing 16.35% of all publications with 19,816 citations. The third priority area is Computer Science, representing 8.3% of the total publications

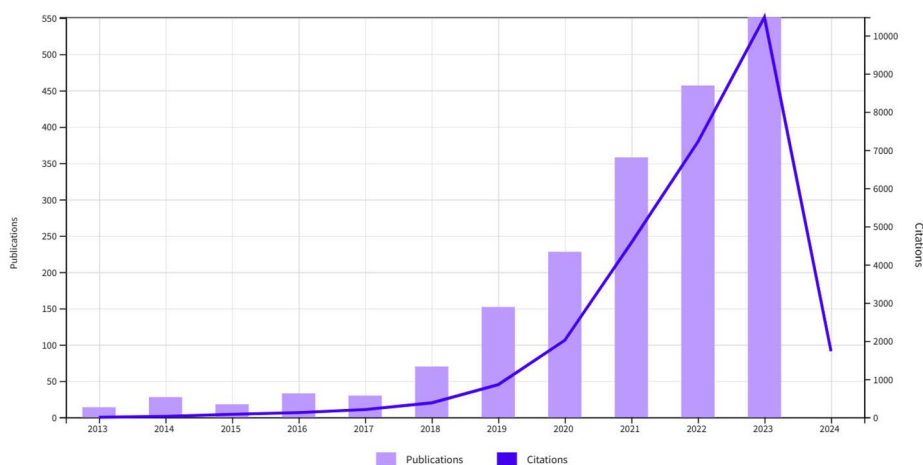


Figure 2. Number of citations and publications over time. Source: Own research based on WOS database (2024).

Table 2. Influential countries in influencer marketing.

Countries/regions	Publications	%	Citations
USA	539	27.798	9.483
China	246	12.687	2.947
England	178	9.180	2.594
Australia	127	6.550	2.985
India	117	6.034	1.608
Spain	102	5.260	1.540
Canada	101	5.209	1.159
Germany	99	5.106	1.526
South Korea	83	4.281	1.515
Netherlands	59	3.043	1.731

Source: Own research based on WOS database (2024).

with 10,010 citations. The other key areas are Social Sciences other topics (124 publications, 6.4%, 8,348 citations), Psychology (115 publications - 5.9%, 7,270 citations), Environmental Sciences Ecology (102 publications, 5.25%, 7,017 citations), Science Technology (97 publications-5%—3,414 citations), Public Environmental occupational Health (81 publications, 4.2%, 4,012 citations), Engineering (79 publications, 4%, 4,394 citations) and Educational research is in the last place (61 publications, 3.15%, 409 citations). This research supports Borges-Tiago and Tiago's (2022) results; the most expressive categories in his research were formed in the fields of business (38.47%), communication (14.43%), and management (10.75%).

Table 4 presents the most cited documents by examining the year of publication and research area.

The most cited article in the P2 period is Veirman et al. (2017), who received 704 citations, including 172 in 2021, 182 in 2022 and 169 in 2021. The second most cited article is Schouten, AP; Janssen and Verspaget's 2020 article, which has been cited 471 times, including 122 times in 2021, 143 times in 2022 and 157 times in 2023. The third most cited article was the 2016 work by Paterson et al., which received a total of 468 citations, including 139 citations in 2022. The fourth most cited article is the work of Sokolova and Kefi (2020), of which 127 were published in 2023. The fifth player in the list of citations is the article published in 2020 by Casaló et al. (2020), which received 381 citations, of which 118 were published in 2023. The sixth place is for the article published by Abidin in 2016, which received a total

**Table 3.** Research areas in influencer marketing.

Research areas	Records	% of 1,939	Citations
Business Economics	630	32.491	48,273
Communication	317	16.349	19,816
Computer Science	161	8.303	10,010
Social Sciences Other Topics	124	6.395	8,348
Psychology	115	5.931	7,270
Environmental Sciences Ecology	102	5.260	7,017
Science Technology Other Topics	97	5.003	3,413
Public Environmental Occupational Health	81	4.177	4,012
Engineering	79	4.074	4,394
Education Educational Research	61	3.146	409

Source: Own research based on WOS database (2024).

**Table 4.** Most cited authors, publications in the field of influencers.

Authors	Publication title	Publication year	Total citations	Research area
De Veirman, Marijke; Cauberghe, Veroline; Hudders, Liselot	Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude	2017	704	Business & Economics, Communication
Schouten, Alexander P.; Janssen, Loes; Verspaget, Maegan	Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit	2020	471	Business & Economics, Communication
Paterson, P; Meurice, F; (...) ; Larson, HJ	Vaccine hesitancy and healthcare providers	2016	469	Immunology Research & Experimental Medicine
Sokolova, Karina; Kefi, Hajer	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions	2020	391	Business & Economics
Casalo, Luis, V; Flavian, Carlos; Ibanez-Sanchez, Sergio	Influencers on Instagram: Antecedents and consequences of opinion leadership	2020	381	Business & Economics
Abidin, Crystal	Aren't These Just Young, Rich Women Doing Vain Things Online?: Influencer Selfies as Subversive Frivolity	2016	294	Communication
Audrezet, Alice; de Kerviler, Gwarlann; Moulard, Julie Guidry	Authenticity under threat: When social media influencers need to go beyond self-presentation	2020	290	Business & Economics
Cheng, Mingming; Jin, Xin	What do Airbnb users care about? An analysis of online review comments	2019	283	Social sciences
Abidin, Crystal	Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram	2016	280	Communication
Jin, S. Venus; Muqaddam, Aziz; Ryu, Ehri	Instafamous and social media influencer marketing	2019	260	Business & Economics
Cotter, Kelley	Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram	2019	240	Communication

Source: Own research based on WOS database (2024).

of 294 citations, most of which were in 2022 (66 units). Audrezet's 2020 article ranks seventh, receiving 290 citations, including 106 citations in 2023. The eighth article is a 2019 study by Cheng, MM, and Jin (2019), with a total of 283 citations, including 75 in 2021. The ninth place is Abidin's (2016) research, which received 280 citations, of which 67 were in 2021. The tenth is the 2019 research by Jin, Muqaddam, and Ryu (2019), which received 260 citations, including 95 in 2023.

### Keyword analysis

In recent years, the effective and safe search of data with the user's specific keywords and keyword search has received considerable attention in the literature (Abdalla et al., 2005, Boneh et al., 2004, Golle et al., 2004; Ostrovsky & Skeith, 2005; Park et al., 2005). Keyword co-occurrence networks enable a deeper analysis of articles (Corrin et al., 2022). It is much easier to determine the pace of research development, research interests, and future challenges (Sun et al., 2012) based on keyword analysis. Quantitative scientific tests and at the same time their mathematical apparatus are constantly being developed. In several studies, the representation created using the usual network tools is supplemented with the representation created using the tools of the applied topology. For example, Christianson et al. (2020) and Salnikov et al. (2018) used a simplified complex approach to word association to explore the conceptual landscape of mathematical publications. Several researchers have already conducted bibliometric analyses in the field of influencer marketing. Through the analysis of 68 articles from 29 journals ranked by the Chartered Association of Business School, Thrassou et al.'s research led to a solid understanding of the phenomenon and revealed the mechanisms behind the appeal of small- and medium-sized advertisements, as well as their power to influence consumer attitudes and behavior (Thrassou et al., 2021). In their 2022 research, Borges-Tiago and Tiago (2022) investigated the difference between the influential effect of macro- and mega-influencers in the context of a systematic literature analysis using keyword analysis, as well as in the Web of Science SSCI database, where they found that smaller influencers are much more influential.

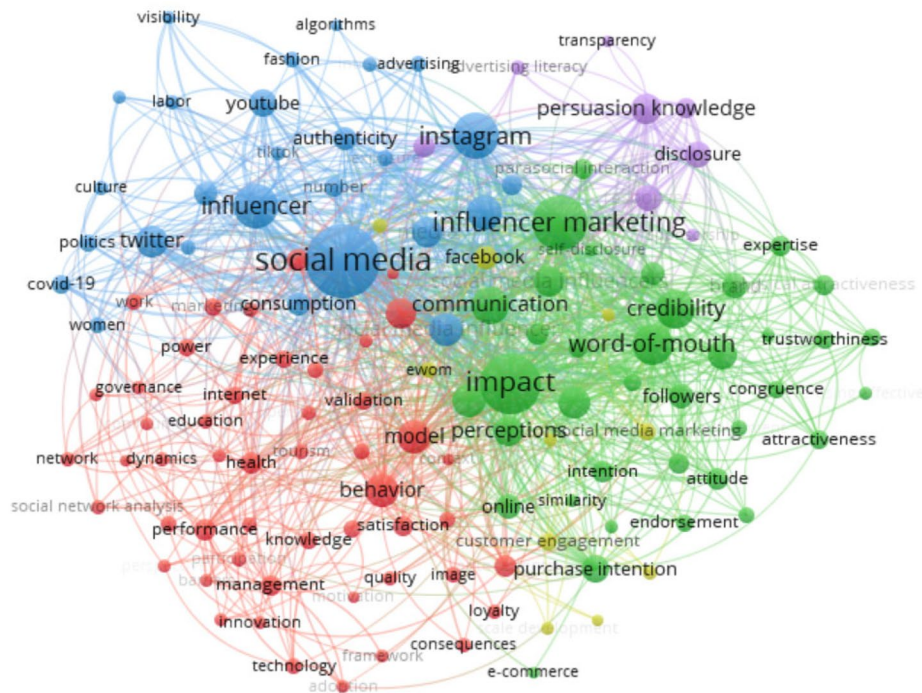
The following figure shows the co-occurrence network of keywords related to publications on influencer marketing:

Figure 3 shows five clusters related to the topic (red, blue, yellow, green and purple), which indicate the relationships between the words. The figure shows 132 keywords distributed in the clusters, with a total link strength of 3,190. The related words and occurrence of concepts within the clusters are presented in Table 5. As you can see, the keyword 'social media' is in a central place on the web, which emphasizes its proximity to other nodes, thereby indicating the topicality of the topic. In terms of numbers, it appears as a keyword in documents 528 times and has a total link strength of 497. The second most common keyword was impact, 'with 357 appearances and a total link strength of 345. Influencer marketing is in third place, with 300 impressions and a value of 286 in terms of link strength. Word of mouth is in fourth place with 163 impressions (162 total link strength), followed by 'Instagram' with 205 appearances (199 total link strength).

The first and largest cluster is the red cluster, where the most cited keywords are information (93), model (106), and behavior (113). Regarding the topic, the keyword behavior is related to the keyword health (48), which leads to women (26), and to the keyword social media (528). The second-largest cluster is the green cluster, which contains 37 items. The most common keywords included impact (357), inclusive marketing (300), word of mouth (163), credibility (149) and communication (139). The third cluster is marked in blue and contains 27 elements, among which the most common are social media (528), Instagram (205) and influencer (194). The fourth cluster is yellow, which contains 10 items, among which the most frequent keywords are Facebook (50) and ewom (28). The fifth cluster in purple contained eight elements, the most frequently mentioned of which were persuasion knowledge (89), responses (68) and disclosure (65).

To map the nuances of the topic, as well as current and future trends, we also examined the display of keywords over time, as shown in Figure 3.

Figure 4 shows a temporal display of the research. 90% of the research was conducted between 2019 and 2023, as reflected in the figure. The studies related to the topic initially revolved around keywords such as management, Internet, performance, fashion, innovation, knowledge, community, dynamics, and



**Figure 3.** The co-occurrence network of keywords. *Source:* Own research based on VosViewer database (2024).

**Table 5.** The co-occurrence network of keywords.

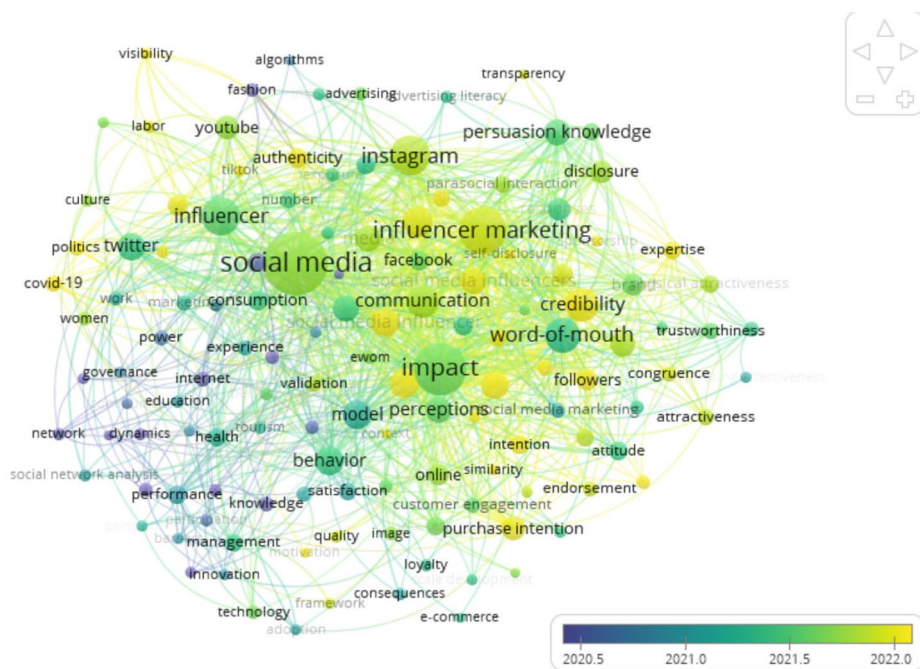
<b>Cluster 1 RED 50 items</b>	adoption, antecedents, attitudes, barriers, <b>behavior</b> , care, children, community, consequences, consumer, context, decision-making, determinants, dynamics, education, experience, food, framework, governance, health, image, influence, <b>information</b> , innovation, internet, knowledge, leadership, loyalty, management, marketing, materialism, <b>model</b> , motivation, network, participation, performance, personality, perspective, power, risk, satisfaction, social influence, social network analysis, strategies, support, sustainability, technology, tourism, validation, work
<b>Cluster 2. GREEN 37 items</b>	advertising effectiveness, attractiveness, brand, celebrity endorsement, <b>communication</b> , congruence, <b>credibility</b> , e-commerce, endorsement, engagement, expertise, followers, identification, <b>impact</b> , <b>influencer marketing</b> , intention, involvement, match-up hypothesis, moderating role, online, opinion leadership, parasocial interaction, parasocial relationship, perception, persuasion, physical attractiveness, product, purchase intention, self-disclosure, similarity, social media influencers, source credibility, trustworthiness, virtual influencer, <b>word-of-mouth</b>
<b>Cluster 3. BLUE 27 items</b>	advertising, algorithms, authenticity, celebrity, China, consumption, covid-19, culture, digital influencers, exposure, fashion, gender, <b>influencer</b> , <b>Instagram</b> , intimacy, labor, media, number, politics sentiment analysis, <b>social media</b> , social media influencer, networks, TikTok, twitter, visibility, women, YouTube
<b>Cluster 4. YELLOW 10 items</b>	brand engagement, consumer engagement, customer engagement, digital marketing, <b>ewom</b> , <b>Facebook</b> , generation z, scale development, social media marketing, user-generated content
<b>Cluster 5. PURPLE 8 items</b>	adolescents, advertising literacy, <b>disclosure</b> , <b>persuasion knowledge</b> , <b>responses</b> , sponsorship, sponsorship disclosure, transparency

*Source:* Own research based on VOSviewer database (2024).

network, as indicated by the dark purple circles, which represent 2020 according to the year. Green keywords such as model, management, consumption, impact, behavior, model, and world of mouth appear. The yellow circles mark the 2022 research, that is, the up-to-date directions of the topic. The keywords influencer marketing, credibility, followers, engagement, purchase intention, authenticity, motivation, as well as women, visibility, Instagram, and TikTok appear. Consequently, there is an opportunity for future research related to these keywords. Consequently, from the social perspective of consumers and companies, the topic of influencer marketing is the effect of influencer marketing on women's consumption habits on Instagram and TikTok, which can provide an excellent basis for future research.

### **Mapping models in current research**

In the next stage, we made a content analysis of the last five years literature, examining the correlations between influencers and health-conscious consumer behavior (based on keywords) by analyzing the models. The models used in the current research can be useful in identifying country-specific



**Figure 4.** Overlay – Display of keywords over time. *Source:* Own research based on VOSviewer database (2024).

characteristics, comparing trends and patterns in different countries, analyzing trends, and in the coordinated interpretation of models.

As there is a link between health and influencers, model and health have been included as keywords to examine the models that have been developed on this topic in more detail, getting focus on the most popular research areas - Business Economics and Communication Areas in the past 5 years excluding all health sector documents and concentrating on Business Economics and Communication. 125 documents have been investigated which has been examined through model using. The research results and models which appeared in the mentioned articles are presented in [Table 6](#).

The study found that not all articles incorporated a model application.

From the analysis of the listed articles and models, it can be concluded that influencer marketing research integrates diverse theoretical models to understand consumer behavior, trust, engagement, and decision-making processes. These models can be grouped into five key thematic categories:

**Consumer decision-making and behavioral models.** The models confirm that influencer marketing plays a key role in the different stages of the consumer purchase journey, from awareness to action, and explain how consumers process influencer content and make purchase decisions. The AISAS model analyses consumers' attention, interest, search, action and sharing pathways in digital marketing, highlighting the role of influencers in driving engagement (Javed et al., 2021). The *Customer Decision Process Model* (CDPM) explores how brand slogans and messages influence consumer decisions, highlighting the effectiveness of influencers in shaping consumer preferences (Rybczewska et al., 2020).

**Source credibility and trust models.** These models evaluate how influencers gain credibility and influence purchase intent. The *Source Credibility Model* assesses trustworthiness, experience and attractiveness as key factors that determine the effectiveness of influencer marketing (Fileri et al., 2023; Baudier et al., 2022). The *Health Belief Model* (HBM) used in health-related influencer marketing explores how perceived risks and benefits influence consumers' behavior regarding diet and exercise (Davies & Mann, 2023). The *Celebrity Influence Model* (CIM) highlights the impact of micro-celebrities during the pandemic and suggests that notoriety and closeness play an important role in credibility (Alikiliç & Özer, 2022).

**Social influence and engagement models.** Models interpret social media influencers shape role and influence on consumer perceptions and behavior. *Mass Personal Communication Model* (MPCM) explains the bright and dark sides of influencer marketing, especially emotional appeal and audience manipulation

**Table 6.** Models and methods used in the field.

Models	Article
<b>Mass personal Communication Model (MPCM)</b>	Hudders, L (Hudders, Liselot); Lou, C (Lou, Chen) (2022). <i>The rosy world of influencer marketing? Its bright and dark sides, and future research recommendations</i> (2022)
<b>Processing Commercial media Content (PCMC)</b>	Folkvord, F (Folkvord, Frans); Roes, E (Rose, Elze); & Bevelander, K (Bevelander, Kirsten) (2020). <i>Promoting healthy foods in the new digital era on Instagram: an experimental study on the effect of a popular real versus fictitious fit influencer on brand attitude and purchase intentions</i>
<b>Stimulus, Organism, Reaction Model (SOR Model)</b>	Wu, YH (Wu, Yanhong), Yang, SH (Yang, Shaohua), Liu, DP (Liu, Danping) (2023). <i>The effect of social media influencer marketing on sustainable food purchase: Perspectives from multi-group SEM and ANN analysis</i> Zhang, P. L. (Zhang, Peiling), Chao, C. W. (Chao, Chun Wei), Chiong, R. (Chiong, Raymond), Hasan, N. (Hasan, Nazrul), Aljaroodi, H. M. (Aljaroodi, Hamad Mohammed), & Tian, F. (Tian, Fang) (2023). <i>Effects of in-store live stream on consumers' offline purchase intention</i> Zhou, S. (Zhou, Sheng), Blazquez, M. (Blazquez, Marta), & McCormick, L. (McCormick, Lisa) (2021). <i>Tackling issues of cultural barriers, commercialized content, and sponsorship disclosure</i> Gamage, T. C. (Gamage, Thilini C.), & Ashill, N. J. (Ashill, Nicholas J.) (2022). <i># Sponsored-influencer marketing: Effects of the commercial orientation of influencer-created content on followers' willingness to search for information</i> Yousaf, S. (Yousaf, Salman) (2021). <i>Food vloggers and parasocial interactions: A comparative study of local and foreign food vlogs using the SOR paradigm</i>
<b>Source Credibility Model (SCM)</b>	Filieri, R (Filieri, Raffaele); Acikgoz, F (Acikgoz, Fulya); Du, H (Du, Hao) (2023). <i>Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products</i> Pick, M (Pick, Mandy) (2021) <i>Psychological ownership in social media influencer marketing</i> Baudier, P (Baudier, Patricia); de Boissieu, E (de Boissieu, Elodie); Duchemin, MH (Duchemin, Marie-Hélène) (2023). <i>Source Credibility and Emotions generated by Robot and Human Influencers: The perception of luxury brand representatives</i>
<b>Conceptual model</b>	Janssen, L (Janssen, Loes); Schouten, AP (Schouten, Alexander P.); Croes, EAJ (Croes, Emmelyn A. J2.) (2021). <i>Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification</i>
<b>Stereotype content model (SCM)</b>	El Hedhli, K. (El Hedhli, Khaled), Zourrig, H. (Zourrig, Hichem), Al Khateeb, A. (Al Khateeb, Ameer), & Alnawas, I. (Alnawas, Ibrahim) (2023). <i>Stereotyping human-like virtual influencers in retailing: Does warmth prevail over competence?</i> Fernandes, T. (Fernandes, Teresa), Nettleship, H. (Nettleship, Helen), & Pinto, L. H. (Pinto, Luís Henrique) (2023). <i>Judging a book by its cover? The role of unconventional appearance on social media influencers effectiveness</i> Crisafulli, B. (Crisafulli, Benedetta), Quamina, L. (Quamina, Louise), & Singh, J. (Singh, Jaywant) (2022). <i>Competence is power: How digital influencers impact buying decisions in B2B markets</i> Rayasam, L. S. (Rayasam, Lakshmi S.), & Khattri, V. (Khattri, Vikram) (2022). <i>How Attitude Towards Endorsement Affects Brand Attitude</i>
<b>Structural Equation Model (SEM)</b>	Cabeza-Ramírez, L. J. (Cabeza-Ramírez, Luis Javier), Sánchez-Cañizares, S. M. (Sánchez-Cañizares, Sandra María), Santos-Roldán, L. M. (Santos-Roldán, Laura María), & Fuentes-García, F. J. (Fuentes-García, Francisco Javier) (2022). <i>Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention</i> Cabeza-Ramírez, L. J. (Cabeza-Ramírez, Luis Javier), Fuentes-García, F. J. (Fuentes-García, Francisco Javier), Cano-Vicente, M. C. (Cano-Vicente, María Carmen), & González-Mohino, M. (González-Mohino, Marta) (2022). <i>How Generation X and Millennials Perceive Influencers' Recommendations: Perceived Trustworthiness, Product Involvement, and Perceived Risk</i> Levesque, N. (Levesque, Nicolas), & Pons, F. (Pons, Frank) (2023). <i>Influencer Engagement on Social Media: A Conceptual Model, the Development and Validation of a Measurement Scale</i> Zhang, P. L. (Zhang, Peiling), Chao, C. W. (Chao, Chun Wei), Chiong, R. (Chiong, Raymond), Hasan, N. (Hasan, Nazrul), Aljaroodi, H. M. (Aljaroodi, Hamad Mohammed), & Tian, F. (Tian, Fang) (2023). <i>Effects of in-store live stream on consumers' offline purchase intention</i>
<b>Attention-Interest-Search-Action-Share (AISAS model)</b>	Javed, S. (Javed, Sadia), Rashidin, M. S. (Rashidin, Md. Shabbir), & Xiao, Y. (Xiao, Yang) (2020). <i>Investigating the impact of digital influencers on consumer decision-making and content outreach: using dual AISAS model</i>
<b>Crisis Emergency Risk Communication Model</b>	Zahry, N. R. (Zahry, Nadia R.), McCluskey, M. (McCluskey, Megan), & Ling, J. Y. (Ling, Jing Y.) (2022). <i>Risk governance during the COVID-19 pandemic: A quantitative content analysis of governors' narratives on twitter</i>
<b>Customer decisions process model (CDPM)</b>	Rybczewska, M. (Rybczewska, Magdalena), Jirapathomsakul, S. (Jirapathomsakul, Supachai), Liu, Y. D. (Liu, Yang Dong), Chow, W. T. (Chow, Wai Ting), Nguyen, M. T. (Nguyen, Minh Trang), & Sparks, L. (Sparks, Leigh) (2020). <i>Slogans, brands and purchase behaviour of students</i>
<b>Health belief model (HBM)</b>	Davies, C. (Davies, Claire), & Mann, A. (Mann, Alice) (2023). <i>Factors influencing women to accept diet and exercise messages on social media during COVID-19 lockdowns: A qualitative application of the health belief model</i>
<b>Stochastic Actor Oriented Model (SAOM)</b>	Tang, J. L. (Tang, Jin Ling) (2023). <i>Issue Communication Network Dynamics in Connective Action: The Role of Non-Political Influencers and Regular Users</i>
<b>Integrated behaviour model (IBM)</b>	Azlan, AA; Damanhuri, H; Hamzah, MR; Pasi, H; Mohamad, E: Attitudes Toward Plasmodium knowlesi Malaria Prevention Behaviours Among at-risk Communities and Health District Officers' Efforts and Challenges in Promoting These Behaviours: An Elicitation Study in Peninsular Malaysia (2023)
<b>Celebrity influence model (CIM)</b>	Alikiliç, O; Özer, A: The Use of Celebrity Influence Model in Pandemic Communication: Examining Micro-Celebrities' Instagram Accounts (2022)

Source: Own research based on VOSviewer database (2024).

(Hudders & Lou, 2022). According to Folkvord and his colleagues *Processing Commercial Media Content* (PCMC) examines how fit influencers impact consumer attitudes and purchase intentions on Instagram, indicating a strong relationship between lifestyle branding and consumer trust (Folkvord et al., 2020). In the article by Folkvord et al., the PCMC model suggests that if the advertising text is integrated into the media content, consumer skepticism appears less. The PCMC model is an investigative framework for future research on commercial media processing that theoretically outlines how media content can influence young people's processing of persuasive messages and identifies specific message characteristics that may influence RA (allocated resource) and RR (resource required), and thus, the processing level of persuasion. According to Azlan and his colleagues *Integrated Behavior Model* (IBM) highlights how attitudes and external influences shape behavioral change, often used in influencer-driven health and social campaigns (Azlan et al., 2023).

**Psychological and perception-based models.** *Stereotype Content Model* (SCM) focuses on virtual influencers in retail sector and investigates if consumers prioritize "warmth" over "competence" (El Hedhli et al., 2023; Fernandes et al. (2023); Crisafulli et al., 2022; Rayasam & Khattri, 2022). El Hedhli et al. (2023) and Fernandes et al. (2023) concluded that unconventional appearances (e.g. tattoos, bold styles) influence consumer perception of influencer credibility.

Crisafulli et al. (2022) examined that competence is a key and relevant factor in B2B markets, where expertise-driven influencers are more convincing. Rayasam & Khattri (2022) investigated how attitude towards influencer endorsement affects brand perception and trust. Influencers' perceived warmth, competence, and appearance strongly shape consumer attitudes and brand trust. In their research, they showed that while being gay strengthens emotional relationships, in many cases, in contrast, competence has a greater impact on professional or larger decision-making.

**Advanced analytical and statistical models.** These models are generally use quantitative techniques in order to measure influencer impact. According to Wu et al. (2023) and Zhang et al. (2023) *Stimulus-Organism-Response* (SOR) Model investigates how social media influencers affect sustainable food purchasing behavior and in-store livestream shopping by analyzing stimuli (influencer content), organism (consumer response), and reaction (behavioral change). Wu et al. used the SOR model in the framework of the structural equation, the main purpose of which is to understand and analyze the stimulus (S) as an external environmental factor, the organism (O), that is, the internalization of the stimulus and the response to the behavior (R) (Mummalaneni, 2005). The SOR model is flexible and suitable for explaining differences in behavior resulting from external and internal, tangible and intangible stimuli (such as perception, motivation, thinking, emotion, etc.), responses (such as intentions), and Social Media Influencer (SMI) stimuli. For example, Social Media Influencers' narrative strategies (Zhou et al., 2021), content orientation (Gamage & Ashill, 2022), and source characteristics (Yousaf, 2022) influence consumer purchases. *Structural Equation Modeling* (SEM) is used to measure consumer trust, engagement, and risk perception in influencer marketing (Cabeza-Ramírez et al., 2022; Levesque & Pons, 2023). *Stochastic Actor-Oriented Model* (SAOM) evaluates how social influencers and non-political figures effect on communication network dynamics (Tang, 2023).

## Conclusions

This study focuses on a systematic literature review of publications related to influencer marketing published in international scientific journals. Its aim was to identify and visualize the intellectual landscape of the field, publication trends, and patterns of influencer marketing between 2013 and 2023, in addition to the distribution of the topic by country, focusing on the most popular research areas and the presentation of the most frequently mentioned publications.

Influencer marketing is an extremely complex, multifaceted topic that needs to be divided and segmented to maximize the effectiveness of future research; therefore, we drafted six research questions. To answer these questions, we included 1.939 publications filtered from the Web of Science database, which were analyzed using the VOSviewer software. The answer to the first research question (RO1) revealed three main phases in publication trends related to influencers between 2013 and 2023. These included slow, emergent, stagnant growth (P1), slow growth (P2), and a third period (P3) showing exponential growth. This confirms the reality of the topic and predicts expected growth. Thus, further emerging

research programs can be expected. The results of research question (RO2) on the geographical distribution of scientific publications in the investigated area of influencer marketing showed that the United States of America, China, the United Kingdom, Australia, India, Spain, Canada, Germany, South Korea, and the Netherlands are significant from the point of view of the study they contribute to research with publications. Most research came from the United States (28%), China (13%) and England (9%).

The third research objective (RO3) referred to which periodic articles related to the topic were primarily published in the mentioned period. The three fields cover Business Economics, Communication and Computer Science; however, among these, the most popular field is Business Economics, and almost a third of the publications (32.49%) were created here. This is also supported by the most cited document, entitled *Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude*, which was also borne on this topic. In response to the fourth research objective (RO4), we prepared a list of the most cited documents, displaying the date of publication, degree of citation, and area of publication.

The fifth research objective (RO5) examined the co-occurrence of keywords regarding the topic. During the research, five clusters (red, blue, yellow, green, and purple) related to the topic were formed, displaying 132 keywords. Related words and the occurrence of concepts within the clusters are then presented. The keyword 'social media' appears in a central place on the web, which highlights its proximity to other nodes, thus indicating the actuality of the topic. In terms of numbers, it appeared 528 times as a keyword in documents. The other most common keywords were impact, influencer marketing, word of mouth, and Instagram. The clusters identified by VOSviewer highlighted that the topic can be divided into different parts from a marketing and consumer point of view: management and health appear in the red cluster, the online interface in the green cluster, Instagram, TikTok, Twitter and YouTube in blue, Facebook in yellow, and transparency in purple. To further dissect the topic, the most frequently used keywords in each cluster were explored: behavior, information, model, communication, credibility, impact, influencer marketing, world-of-mouth, Instagram, influencer, social media, ewom, Facebook, disclosure, persuasion, knowledge and responses.

To further refine the results, the appearance of keywords was examined, based on which the main topic of recently published documents was the effect of influencer marketing on consumption habits from the social perspective of consumers and companies, mostly among women, particularly on Instagram and TikTok. This confirms the last research question, according to which, a relationship can be observed between the health-conscious consumer behavior of women and influencer marketing. In the last five years, only 37 publications have been published on influencer marketing and health; therefore, this is a research gap that needs to be filled in accordance with trends.

Multiple theoretical models were used in the influencer marketing research papers in health topic. Categorization of the models was carried out in the final part of the research to analyze how trust, consumer decision-making, engagement, and perception may be manifested through influencer marketing (RO7). Trust and credibility are crucial, consumers engage more with influencers. Appearance and stereotypes matter, perceived competence versus warmth influences consumer attitudes differently in B2C vs. B2B sectors. Investigated customer decision making and behavioral models (SOR, SEM, AISAS) analyzed influencer marketing impacts on consumer purchase decisions. Social and emotional factors (MPCM, SCM, IBM) contributed to influencer effectiveness, as consumers form parasocial relationships with influencers. Future research directions can be suggested based on the results of this research: the regulatory frameworks for influencer transparency, the long-term impact of influencer trust on brand loyalty and the new AI-driven and virtual influencer marketing strategies. Influencer marketing is not just about popularity, credibility, engagement strategy, and perceived expertise determine an influencer's true effectiveness in driving consumer behavior when it comes to health-consciousness. Authors strongly recommend peer researchers to analyze these topics to enrich this research field and fill some crucial research gaps.

## Limitations

This study has several limitations, as scientific articles were retrieved at a specific time from a single interface on the Web of Science. Although WoS is one of the most reliable databases, there are articles

that have been indexed in other databases; therefore, future research suggests searching for data sources in alternative databases, such as Scopus and Google Scholar. The research criterion was that the published publications should be published in English, thereby ignoring many scientific works written in other languages. The data were analyzed using the VOSviewer program; however, it is also possible to use other alternative digital bibliometric software. The third limitation is the specificity of the bibliometric analysis itself because the interpretation of the maps remains subjective to a certain level. Despite these limitations, this research can help prepare for further research and deepen the topic.

### Author contributions

CRediT: **Erzsébet Buglyó-Nyakas**: Methodology, Project administration, Supervision, Writing – original draft; **Tímea Gál**: Conceptualization, Data curation, Formal analysis, Funding acquisition, Investigation, Methodology, Project administration, Resources, Software, Supervision, Validation, Visualization, Writing – original draft, Writing – review & editing.

Erzsébet Buglyó-Nyakas: Design of the work, Acquisition of data, Analysis of data. Final approval of the version to be published; Tímea Gál: Design of the work, reviewing, translation, final approval of the version to be published.

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### Data availability statement

The data that support the findings of this study can be made available only upon request.

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## Appendix 1

Authors	Publication title	Publication year
De Veirman, Marijke; Cauberghe, Veroline; Hudders, Liselot	<i>Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude</i>	2017
Schouten, Alexander P.; Janssen, Loes; Verspaget, Maegan	<i>Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit</i>	2020
Paterson, P; Meurice, F; (...); Larson, HJ	<i>Vaccine hesitancy and healthcare providers</i>	2016
Sokolova, Karina; Kefi, Hajer	<i>Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions</i>	2020
Casalo, Luis, V; Flavian, Carlos; Ibanez-Sanchez, Sergio	<i>Influencers on Instagram: Antecedents and consequences of opinion leadership</i>	2020
Abidin, Crystal	<i>Aren't These Just Young, Rich Women Doing Vain Things Online?": Influencer Selfies as Subversive Frivolity</i>	2016
Audrezet, Alice; de Kerviler, Gwarlann; Moulard, Julie Guidry	<i>Authenticity under threat: When social media influencers need to go beyond self-presentation</i>	2020
Cheng, Mingming; Jin, Xin	<i>What do Airbnb users care about? An analysis of online review comments</i>	2019
Abidin, Crystal	<i>Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram</i>	2016
Jin, S. Venus; Muqaddam, Aziz; Ryu, Ehri	<i>Instafamous and social media influencer marketing</i>	2019
Cotter, Kelley	<i>Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram</i>	2019
Hudders, L (Hudders, Liselot); Lou, C (Lou, Chen)	<i>The rosy world of influencer marketing? Its bright and dark sides, and future research recommendations</i>	2022
Frans Folkvord, Elze Roes and Kirsten Bevelander	<i>Promoting healthy foods in the new digital era on Instagram: an experimental study on the effect of a popular real versus fictitious fit influencer on brand attitude and purchase intentions</i>	2020
Wu, YH (Wu, Yanhong), Yang, SH (Yang, Shaohua), Liu, DP (Liu, Danping)	<i>The effect of social media influencer marketing on sustainable food purchase: Perspectives from multi-group SEM and ANN analysis</i>	2023
Rajan Varadarajan a, Roman B. Welden b, S. Arunachalam c, Michael Haenlein d e, Shaphali Gupta f	<i>Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions</i>	2022
Janssen, L (Janssen, Loes); Schouten, AP (Schouten, Alexander P); Croes, EAJ (Croes, Emmelyn A. J2.)	<i>Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification</i>	2021
Zhou, S., Blazquez, M., & McCormick, L.	<i>How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialized content, and sponsorship disclosure</i>	2021
Gamage, T. C., & Ashill, N. J.	<i># Sponsored-influencer marketing: Effects of the commercial orientation of influencer-created content on followers' willingness to search for information.</i>	2022
Yousaf, S.	<i>Food vloggers and parasocial interactions: A comparative study of local and foreign food vlogs using the SOR paradigm.</i>	2022
Erkan, I., & Evans, C.	<i>The influence of E-WOM in social media on consumers' purchase intentions: An extended approach to information adoption.</i>	2016
Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K.	<i>The effect of electronic word of mouth communications on intention to buy: A meta-analysis.</i>	2020
Mehyar, H., Saeed, M., Al-Ja'afreh, H. B. A., & Al-Adaileh, R.	<i>The impact of electronic word of mouth on consumers purchasing intention.</i>	2020
Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S.	<i>Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions.</i>	2022
Janssen, L., Schouten, A. P., & Croes, E. A. J.	<i>Influencer advertising on Instagram: Product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification.</i>	2021