



Catalysing Consumer Behaviour: Analysing The Impact Of Social Media Influencers On Purchase Intentions And Attitudes

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ABSTRACT

Purpose – Social media influencers have the ability to influence customers' attitudes and induce them to purchase endorsed products for certain brands by cultivating trust among their followers. The purpose of this study is to investigate the impact that social media influencers have on consumer attitude and the customers' propensity to make a purchase.

Design/methodology/approach – To provide an integrated and comprehensive review on the subject domain, this paper was focused on extrapolating the performance of the research conducted on the subject domain from 2012 to 2022. Under the performance analysis, the publication trends, prolific countries, impactful journals, and prominent documents were analyzed and reported. Moreover, TTM (theory, theme, methodology) analysis on the selected literature helped in the identification of the methodological focus and literature categories in the subject domain.

Findings - Based on bibliometric inquiry and TTM analysis, the study presents a comprehensive analysis of the logical concept mapping, usage, and major themes that contribute to the influence of social media influencers on consumers' purchase intentions. Furthermore, the study also elucidates the domains in which research has achieved significant advancements, as well as those dimensions where gaps and unresolved tensions continue to exist. The epistemological inquiry examines the noteworthy contributions that further direct the identification of future study areas.

Originality/value – The study advances the extant literature concerning impact of social media influencers on consumer purchase intention in terms of supplementing it by examining and presenting the impact of social media influencers on consumer's propensity to make a purchase decision. In addition, the findings of this study also provide value to firms in making decision while selecting influencers for endorsing their products.

Keywords: Bibliometric analysis, influencer marketing, social media, purchase intention, social influence, consumer behaviour, TTM

Paper type: General review

1. Introduction

Currently, influencer marketing is emerging as a dominant force in the marketing landscape, gradually supplanting conventional marketing methods (Leung, Gu, & Palmatier, 2022). The rate of growth in the number of individuals engaged in influencer work on social media platforms is rapidly accelerating (Barta et al., 2023; Pradhan et al., 2023; Mero, Vanninen, & Keränen, 2023). Given that individuals tend to place more faith in recommendations originating from acquaintances, influencers are now endeavouring to establish a connection whereby followers may engage with the influencer's daily activities via the sharing of stories and postings (Han, Wang, & Fan, 2023; Abell & Biswas, 2023). This strategy aims to enhance the level of trust between influencers and their audience.

Social media influencers have the ability to influence customers' attitudes and induce them to purchase endorsed products for certain brands by cultivating trust among their followers (Abell & Biswas, 2023; Lou et al., 2023). Companies are cognizant of this influential capability and capitalize on it by engaging in partnerships with social media influencers in their advertising campaigns, appointing them as brand representatives to target potential customers who may not be reachable through conventional marketing strategies (Mero, Vanninen, & Keränen, 2023). Consequently, this practice leads to a boost in companies' sales and overall revenue.

The majority of the time, businesses makes use of influencers and endorsers, who are typically ordinary individuals who have become famous as a result of their online activity (Ananda & Wandebori, 2016; Bergkvist et al., 2016; Ahuyia, 2005). In contemporary marketing practices, influencer marketing has emerged as a novel kind of celebrity endorsement, whereby social media influencers are likened to celebrities advocating other celebrities (Amos et al., 2015; Aronson et al., 1963). It is simple for social media influencers to sway the opinions of others since they have a large number of dedicated followers who engage with them frequently (Erz & Christensen, 2018; Alsmadi, 2006). Organizations who possess a target audience that intersects with the followers of a certain influencer or whose offerings align well with the influencer's characteristics or persona are inclined to engage in collaborative partnerships with such influencer due to the influencer's significant influence and impact (Dou et al., 2012; Amos et al., 2008; Bardia et al., 2011).

The use of influencer marketing as the newest marketing strategy is experiencing substantial growth, and an increasing number of people are operating on social media platforms in the capacity of an influencer (Magnini et al., 2010; Makgosa, 2010). At this point, it has largely supplanted all other types of marketing, particularly the more traditional ones (Ananda & Wandebori, 2016; Leung, Gu, & Palmatier, 2022)). The primary objective of engaging in influencer marketing is to elicit favourable responses from the target audience, the customers (Farhat & Khan, 2011; Atkin & Block, 1983). People are more likely to trust recommendations from people they know personally, such as friends, family members, co-workers, etc., so influencers are working to forge personal connections with their audiences by sharing personal anecdotes and insights into their daily lives (Fleck et al., 2012; Belch & Belch, 1994).

Further, people are more likely to believe user-generated content or what influencers are promoting than they are to believe messages from more traditional forms of advertising like print, radio, and television ads because of the trust that has been established between an influencer and his or her followers (Grave, 2017; Bergkvist et al., 2016). Influencers on social media may significantly impact customer behaviour, whether by encouraging them to purchase a product from a business they are endorsing or discouraging them from doing so (Chapple & Cownie, 2017; Ha & Janda 2012). This power comes from the fact that social media influencers are able to increase their followers' trust in them (Hakimi et al., 2011; Koering & Boyd, 2009). Businesses understand the significance of this and are capitalizing on it by enlisting the help of social media stars to promote their products (Izea, 2017; Bright & Cunningham, 2012). This allows organizations to efficiently reach potential clients who might not be accessible through traditional marketing approaches, ultimately resulting in increased sales and revenue for the company (Brannigan, 2016; Hemamalini & Kurup, 2014).

The objective of this study is to examine the influence of social media influencers on customers' inclination to make purchases. The framework of social learning theory has been employed to identify the attributes required for an influencer to effectively shape customers' preferences and behaviors in the market. These attributes encompass the credibility of the source, the attractiveness of the source, the alignment between the influencer and the product, and the ease of conveying meaning from one to the other.

Therefore, to provide an integrated and comprehensive review on the subject domain, this paper was focused on extrapolating the performance of the research conducted on the subject domain from 2012 to 2022. Under the performance analysis, the publication trends, prolific countries, impactful journals, and prominent documents were analyzed and reported. Moreover, TTM (theory, theme, methodology) analysis on the selected literature helped in the identification of the methodological focus and literature categories in the subject domain. This enabled us to present a comprehensive analysis of the logical concept mapping, usage, and major themes that contribute to the influence of social media influencers on consumers' purchase intentions. Furthermore, the study also elucidates the domains in which research has achieved significant advancements, as well as those dimensions where gaps and unresolved tensions continue to exist. The epistemological inquiry examines the noteworthy contributions that further direct the identification of future study areas. Overall, the study advances the extant literature concerning impact of social media influencers on consumer purchase intention in terms of supplementing it by examining and presenting the impact of social media influencers on consumer's propensity to make a purchase decision. In addition, the findings of this study also provide value to firms in making decision while selecting influencers for endorsing their products.

2. Theoretical Background

In the course of this investigation, the utilization of Bandura's social learning theory has played a pivotal role (Khamis et al., 2017; Belch & Belch, 2001; Belk, 1988; Bandura and Walters, 1963). Bandura, a prominent social science theorist, laid the groundwork for much of our comprehension of human behavior in social contexts (Berthon et al., 2012; Bianchi & Andrews, 2012). Noteworthy contributions to the field of social learning theory have been made by Bandura and Walters (1963), and their work has been extensively

referenced in academic literature, particularly within advertising and communication domains (Jaikumar & Sahay, 2015). It's a model for thinking about customer behaviour that can anticipate future trends (Djafarova, & Rushworth, 2017; Lee & Murchison, 2011). According to Bandura, "in the social learning system, new patterns of behaviour can be acquired through direct experience or by observing the behaviors of others." (Dwivedi *et al.*, 2014; Ferle & Choi, 2005) Explaining the power of social media influencers using this phrase is possible (Farr, 2007; Guillama, 2000). Based on the tenets of social learning theory, individuals tend to exhibit desirable and good behaviors when they are influenced by social media influencers via direct or indirect means (Kumar & Velavan, 2014; Kim & Kim, 2013).

Bandura posited that individuals had a proclivity to acquire knowledge and behaviors via observational learning, wherein they observe and imitate the actions of others. In the context of contemporary society, social media influencers serve as exemplars who guide and influence their followers by their actions and behaviors (Phua *et al.*, 2017; Raithel *et al.*, 2012). People who use social media frequently try to mimic the mannerisms and routines of their favourite personalities who are prominent on those platforms (Jamil & Rameez-ul Hassan, 2014). Social learning theory has been used in the past to anticipate customer behaviour, with data collected from a variety of sources including social media influencers, friends and family, and others (McCartney & Pinto, 2014; McCormick, 2016; Paul & Bhakar, 2018; Mangold & Faulds, 2009). Malhotra (2012) posits that the phenomenon of consumers' predisposition to purchase or abstain from purchasing a certain brand or product, under the influence of social media influencers, may be elucidated via the lens of social learning theory. (Kotler & Armstrong, 2010). In today's digital world, "influencers" on social media are seen as those who can sway consumers' tastes and actions in a positive direction (Mishra *et al.*, 2015). Influencers' effects in the realm of social media can be better comprehended by way of the framework provided by social learning theory (Strenthal *et al.*, 1978; Steadman, 1969). The study intends to examine two key aspects: firstly, the analysis of components that contribute to the effectiveness of influencers as a source of influence; and secondly, the examination of the impact of social media influencers on consumers' purchasing intentions.

3. Heritage Literature

3.1 Influencer Marketing

The practice of directing one's marketing efforts toward a single key individual rather than the totality of one's target audience is known as influencer marketing (Leung, Gu, & Palmatier, 2022; Sia *et al.*, 2009). In the realms of digital marketing, influencer marketing may be seen as a variant of online word-of-mouth communication, with comparable outcomes. Specifically, an audience tends to have a greater inclination to positively react to a message when it originates from an individual they regard as reliable, as opposed to a post that is overtly sponsored by a commercial entity (Teng *et al.*, 2014; Spry *et al.*, 2011). It has been established that the majority of customers (92%) place a higher level of trust in personal recommendations from members of their family and social circle than they do in other types of marketing (Thwaites *et al.*, 2012).

Advertisers and marketers employ "influencer marketing" to spread their thoughts and products with the help of well-known people who promote them on social media (Lafferty *et al.*, 2000). Social media users are more likely to heed recommendations from their peers (56%) than they are to follow the recommendations of celebrities (49%) (Subhadip, 2012; Farr & White, 2003). Advertisers are actively compensating endorsers due to the establishment of a strong sense of trust with their audience and the substantial number of followers they possess across various social media platforms (MacInnis *et al.*, 2002; Daneshvary & Schwer, 2000). This particular marketing strategy has gained significant recognition within the advertising industry. As a result, influencer marketing is typically considered to be the superior kind of marketing (Taghipoorreynah & de Run, 2016).

3.2 Consumer Attitude

The concept of attitude is rooted in social psychology (Ting & Run, 2015). A consumer attitude may be conceptualized as an enduring internal assessment made by a person (Wang, 2012). In a nutshell, an attitude can be defined as an ongoing evaluation of different people and things. It is safe to say that they are everlasting, which makes them permanent. It's possible that it's the reason behind a person's willingness to act in a particular way (Freidman & Freidman, 1979). Attitude, as defined by Wang *et al.*, 2013 (2000), consists of an individual's subjective evaluation of an item or idea, together with associated feelings and behaviors. Persistent behaviour in response to the same stimulus (Yang & Lim, 2009). Additionally, according to Zhang & Ghorbani (2004), an attitude is a learnt and overarching evaluation of a particular thing that has the potential to impact a person's conduct. Researchers commonly use the study of attitude to foretell and comprehend how customers will respond to and be influenced by a variety of products (Yen & Teng, 2015). In other words, researchers use attitude to understand and predict how customers will behave.

Consumers' opinions about one product or company may occasionally have an impact on how they feel about another (William & Saliagas, 1987). Several studies have found that attitudes are a reliable indicator of an advertisement's success in influencing its target audience (Wang & Kao, 2017). Understanding the consumer's mind-set and the things that can affect their actions and beliefs is crucial when designing effective interactions on social media platforms (Van der Waladt, 2009). For this reason, celebrities are often used in advertising campaigns in the hopes of fostering a more positive perception of the business (Uzunoglu & Kip, 2014).

Marketers and advertisers should be aware of the aspects that might influence customer attitudes, because people are generating meanings about brands in ways that corporations did not control in the past (Tseng & Lee, 2013).

Customers' feelings are important to marketers because they have a direct impact on the results of their campaigns (Van der Waldt, 2009). Knowing a customer's attitude is crucial for marketers since they seek to influence the way customers feel about a product or brand (Sussman & Siegal, 2003). An individual's disposition is a major factor in advertisement success since people are more likely to respond positively to ads that they find appealing. Within the realm of marketing, an attitude may be defined as a person's positive or negative reaction to a certain stimulus (Wu, 2012; Haley, 1996) within a specific exposure situation (Van der Veen & Song, 2014). While attitudes tend to remain stable over time, they are susceptible to modification by marketing strategies such as influencer endorsement (Schmidt, 2007). A key goal of influencer marketing is to sway customer opinion about a product or service based on the individual's (the influencer's) standing in the eyes of the target market.

4. Methodology

To provide an integrated and comprehensive review on the subject domain, this paper was focused on extrapolating the performance of the research conducted on the subject domain since its inception. Under the performance analysis, the publication trends, prolific countries, impactful journals, and prominent documents were analyzed and reported. Moreover, content analysis on the selected literature helps to identify the methodological focus and literature categories in the subject domain which eventually allowed the summarization of the research opportunities for future researchers.

In order to better organize and comprehend the previous results on influencer marketing, researchers have utilized two prominent SLR methodologies for the literature study namely science mapping (bibliometric analysis) and TTM (theory, theme and methodology) analysis (Batra & Homer, 2004; Eyal & Rubin, 2003; Pickton & Broderick, 2005). Bibliometric analysis presents the findings of the research in a manner that is consistent, open, and methodical (Perrey *et al.*, 2013; Goldberg & Hartwick, 1990). It facilitates integration of the writers' varied points of view. It's a structural analysis that may reveal productive institutions, authors, and nations in a certain field of study, as well as reveal trends through time and in the topics being studied (Perloff, 2003; Pornpitakpan, 2004). VOSviewer, BibExcel, SciMAT, and R-packages are some examples of the several types of software that may be utilized to assist bibliometric analysis (Van and Waltman 2010; Persson *et al.*, 2009; Aria and Cuccurullo, 2017). Scopus is utilized in the process of performing a literature search for all publications that have been published on influencer marketing between the years 2012 and 2022. TTM analysis, on the other hand, provides an in-depth examination of a summary of the utilized research articles to aid in the development of theory. TTM stands for theory, theme, and methodology, and it is used to highlight gaps in the literature and propose new lines of inquiry (Paul and Rosado-Serrano, 2019).

The ultimate search query was constructed as follows: “((Abstract-Title-Keyword (Influencer Marketing OR Abstract-Title-Keyword (Influencer-Marketing))).” 571 articles were gathered as data points in total. We applied the filters Scopus Category Business, Management, and Accounting, Journal, and English. Consequently, 242 articles were collected in total. The whole record, which included citation information, bibliographical information, abstract information, keyword information, funding data, and other information, was extracted and exported in the format of a .csv file. The time frame of this bibliometric analysis of “Influencer Marketing” spans the 10-year period from 2012 to 2022. The TTM framework is employed to draw attention to existing knowledge gaps and to provide avenues for future study (Bindra *et al.* 2022),

5 Analysis

5.1 Evolution of the research

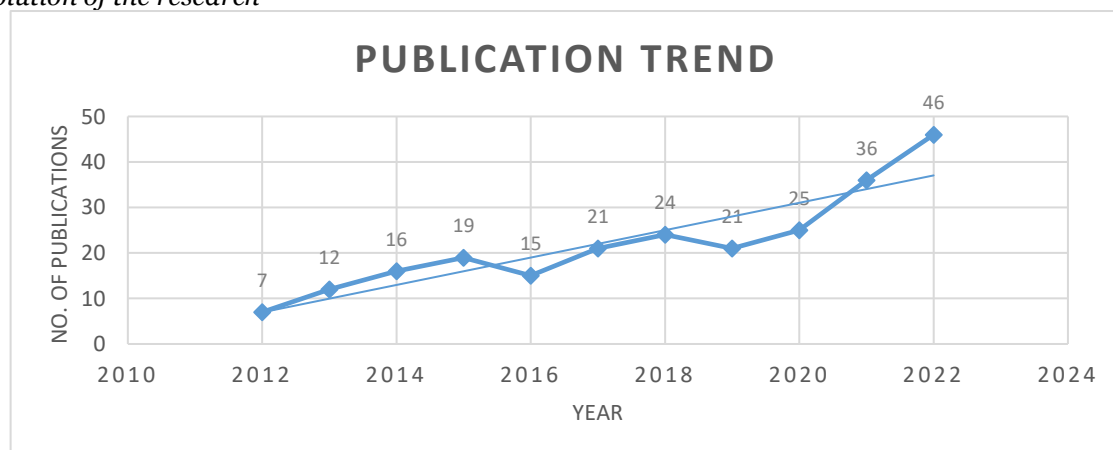


Figure 1 Publication Trend

There are some publications that contribute significantly to the growth of a certain field or industry. According to Pornpitakpan, 2003, the publications serve as a driving force behind the expansion of the discipline. A more complete comprehension of the subject matter and an easier time locating the writers' connections may be achieved by having prior knowledge of the evolution. The historical patterns of Influencer Marketing research publishing are shown in Fig. 1. As evident in Fig. 1, the chronological trend of publications showed an exponential increase. However, since 2019, the trend showed the highest number of publications in the Influencer Marketing domain. These results represent that the future researchers can explore a number of opportunities in theoretical advancements of the topic.

5.2 Useful Keywords

Searching for the most relevant information on a certain subject sometimes requires the use of specific keywords. Thus, it was necessary to examine the frequency with which all the created keywords appeared in the pool of chosen articles.

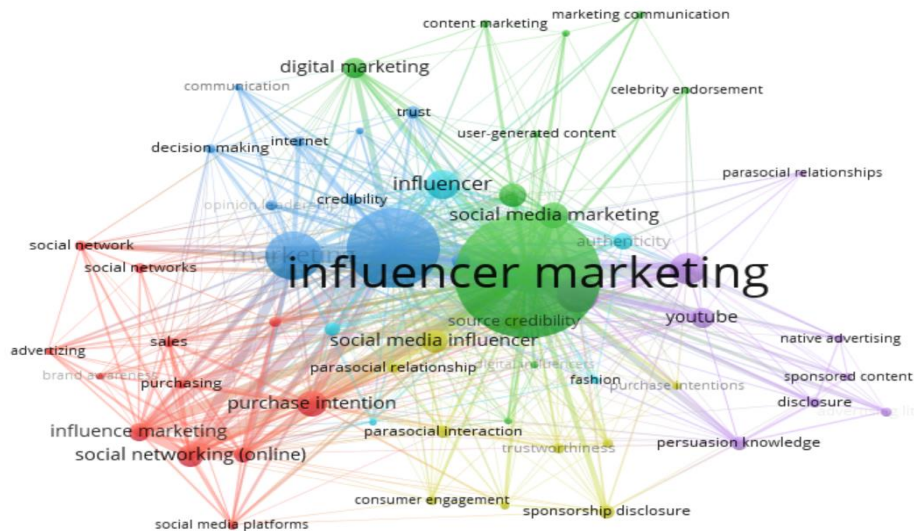


Figure 2 Prominent Keywords

In all, 571 articles from 58 different journals were used to compile 2,316 keywords for network analysis and construction in this research. The study revealed that the most often occurring co-occurrence was “influencer marketing,” which was found to occur 56 times within the unit of analysis. This was followed by “social media,” which happened 62 times, “marketing,” which occurred 38 times, and “digital marketing,” which occurred 23 times. The co-occurrence frequencies of each term are directly tied to the dimension of each node, which is in turn directly related to the node's dimension. Keywords that are next to one another and have a coloration that is the same reflect a greater degree of similarity than keywords that are farther apart. The terms “influencer marketing,” “social media,” “marketing,” “purchase intention,” “source credibility,” “attractiveness,” “social influence,” “consumer behavior,” and “consumer trust” are the top ten most prominently detected keywords. Figure 2 depicts the resulting network of clusters.

5.3 Prominent sources

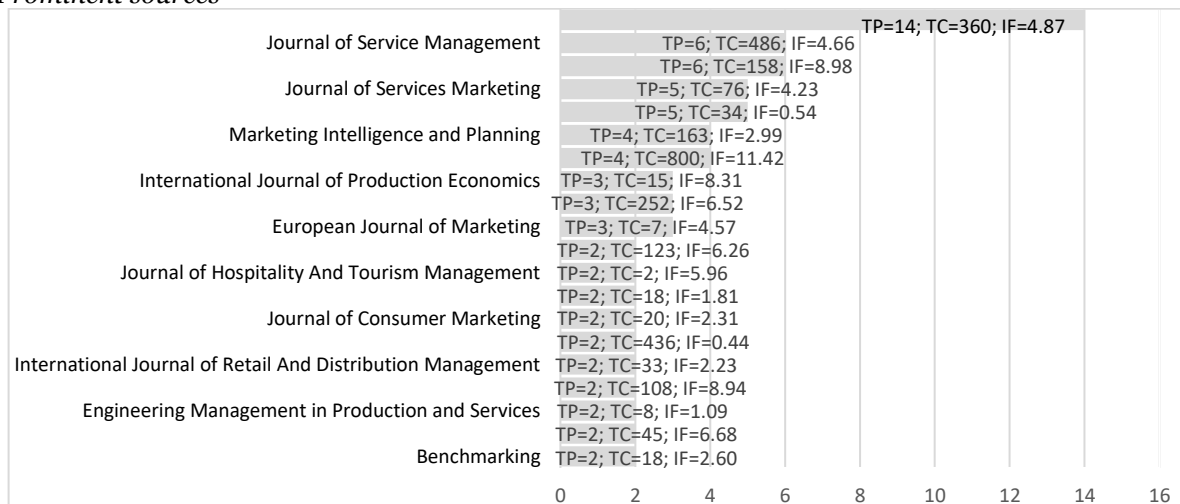


Figure 3 Prominent sources
Source: The authors

Fig. 3 showcases the sources which accounts for a greater number of publications in the influencer marketing field. The identified and selected literature was published in forty-five different sources which were SSCI and Scopus indexed. This categorization reveals the quality of the literature published in this domain. The “Journal of Business Research” (JBR) has been the prominent journal as the highest publishing journal in the subject domain with fourteen number of articles and 360 total citations on the topic. The “Journal of Service Management” (JSM) and “International journal of Hospitality Management” (IJHM) accounts for next two prominent positions with six number of articles each.

5.4 Country level collaboration

The most impactful countries in the field of influencer marketing have been presented in Fig. 4. The US accounted for the highest rank in this list with twenty-nine publications cited 1,567 times, followed by the UK, with fifteen documents having 516 citations, Australia with thirteen articles cited 593 times, and Taiwan with eleven publications cited 287 times.

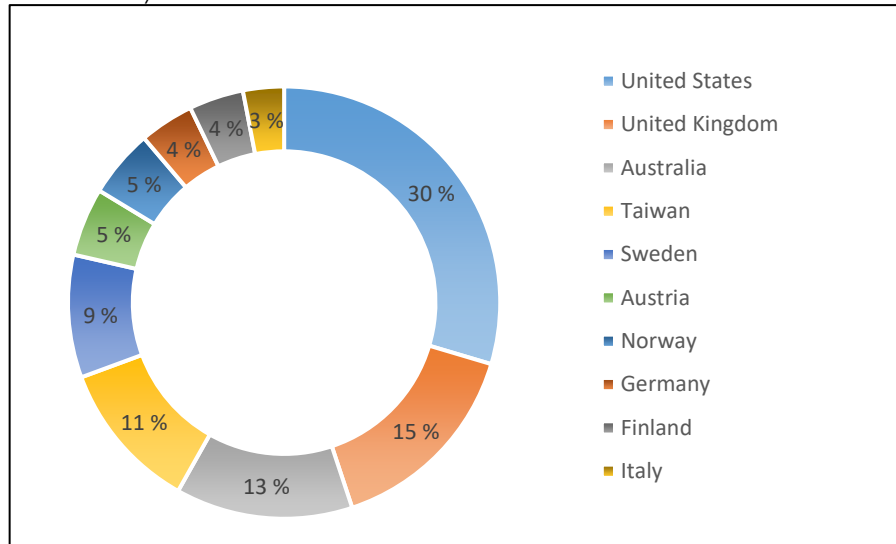


Figure 4 Impactful countries
Source: The authors

A substantial quantity of study has been done on the developed and developing countries, bringing ample scope to future researchers to conduct studies based upon the developing countries. The motivation for the dominance of developed countries in the research of the influencer marketing domain is their hi-tech technological infrastructure and responsive customer centric-mechanisms (Zhang *et al.*, 2015).

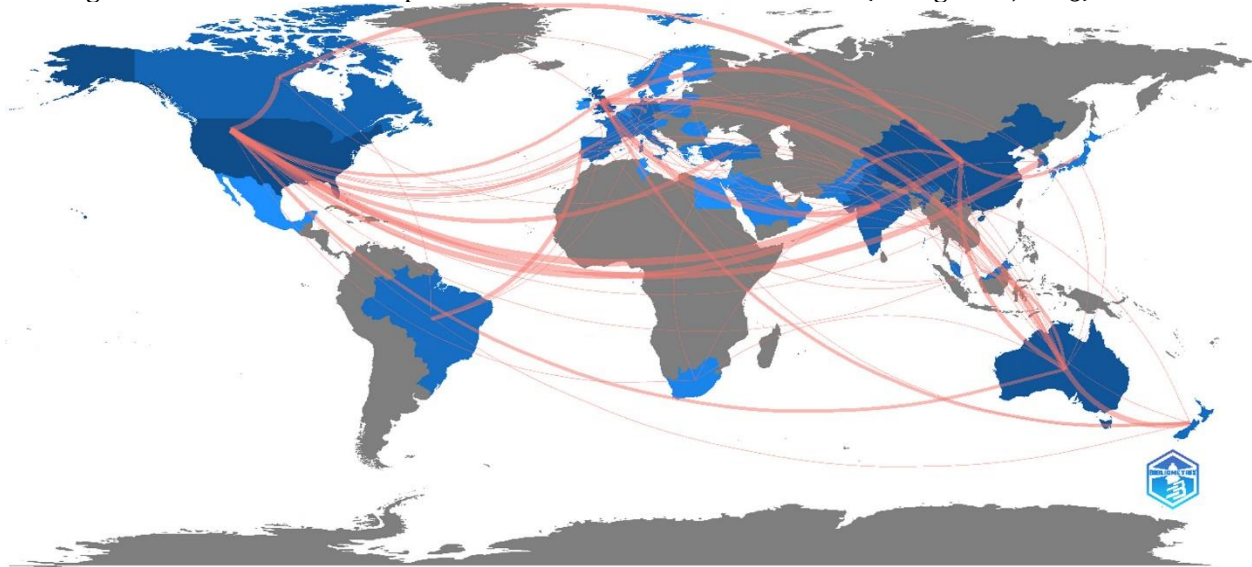


Figure 5 Country-level collaboration network

The complex nature of the cooperation network at the national level between 2009 and 2013 is shown in Figure 5. Notable partnerships emerged between the United States, the United Kingdom, Australia, and Canada. Greater cross-country cooperation, particularly between Australia and India, have added complexity to the already worldwide network of collaboration at the country level.

5.5 Bibliographic Coupling

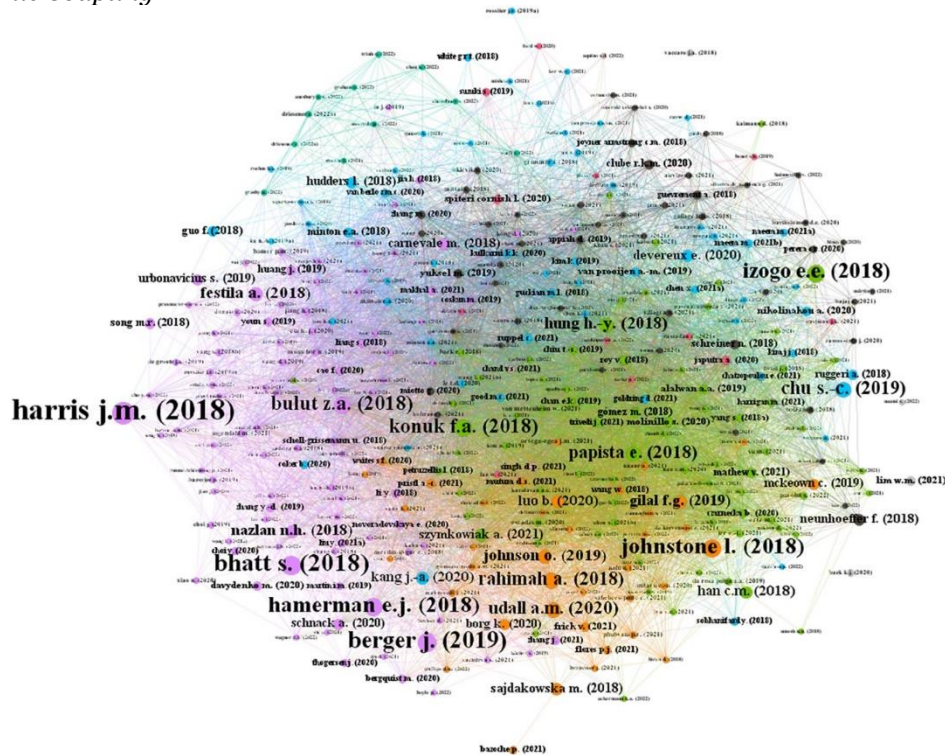


Figure 6 Bibliographic Coupling

Presented in Figure 6 is a network depicting the bibliographic coupling of “influencer marketing” papers produced during the last five years (2018-2022). These articles delve deeply into contemporary themes like openness (Goldsmith *et al.*, 2000), brand awareness (Bright & Cunningham, 2012), customer engagement (Fleck *et al.*, 2012), conscientiousness (Chapple & Cownie, 2017), extraversion (Batra & Homer, 2004), agreeableness (Kumar & Velavan, 2014), and neuroticism (McCormick, 2016).

5.6 Theory-based Categorization

The theoretical foundations in the influencer marketing domain have strengthened over the years. A comprehensive and holistic overview of the literature revealed that service-dominant logic (Boadi *et al.*, 2020; Grott *et al.*, 2019) is the most widely used theory, followed by the social exchange theory (Burnham *et al.*, 2021; Cheung and To, 2016); the IT adoption theory (Morosan and DeFranco, 2019); the social network theory (Randhawa and Wilden, 2016); and the expectancy/experiential theories (Burnham *et al.*, 2021; Schuler *et al.*, 2020; Hur *et al.*, 2020; Ling-Yee *et al.*, 2017; Dong *et al.*, 2008).

Table 1: Prominent Theories

<p>Behavioral Theories</p>	<p>Theory of planned behaviour (Ahn <i>et al.</i>, 2020; Burnham <i>et al.</i>, 2021) Justice theory (Dong <i>et al.</i>, 2008; Scholl-Grissemann, 2020; Xu <i>et al.</i>, 2014) Social cognitive theory (Im and Qu, 2017) Cognitive evaluation theory (Im and Qu, 2017) Trust-commitment theory (Ling-Yee <i>et al.</i>, 2017) Attitudinal-behavioral theory (Morosan and DeFranco, 2016) Constructive theory of attitude (Shamim <i>et al.</i>, 2017) Attribution Theory (Sugathan <i>et al.</i>, 2017)</p>
<p>Social Theories</p>	<p>Social exchange theory (Burnham <i>et al.</i>, 2021; Cheung and To, 2016) Social Identity theory (Black and Veloutsou, 2017; Randhawa <i>et al.</i>, 2016) Social network theory (Randhawa and Wilden, 2016) Affect theory of social exchange (Ling-Yee <i>et al.</i>, 2017) Social practice theory (Randhawa <i>et al.</i>, 2017)</p>
<p>Resource based view</p>	<p>Dynamic capability view (Cheung and To, 2016; Deakins and Bensemann, 2019) Knowledge based view (Cui and Wu, 2016; Randhawa <i>et al.</i>, 2016)</p>
<p>Social/Customer Dominant Logic</p>	<p>Service-dominant logic (Boadi <i>et al.</i>, 2020; Grott <i>et al.</i>, 2019) Customer-dominant logic (Cheung and To, 2016; Rihova <i>et al.</i>, 2018) Customer socialization theory (Dong <i>et al.</i>, 2008) Customer participation theory (Dong <i>et al.</i>, 2008)</p>

Expectancy/ Experiential Theory	Expectancy-value theory (Burnham et al., 2021; Schuler et al.,2020) Product experience theory (Dong et al., 2008) Affective events theory (Hur et al., 2020) Theory of experiential consumption (Ling-Yee et al.,2017)
Organizational Theory	Management and organizational theory (Fuller et al., 2009) Information and communication theory (Furrer et al., 2018; Heieh, 2017) Goal expectation theory (Johnson et al., 2019) Collective action theory (Kao et al., 2016) Innovation and marketing theory (Mahr et al., 2014) Theory of disruption (Mohr and Sarin, 2009) IT adoption theory (Morosan and DeFranco, 2019) Marketing persuasion theory (Morosan and DeFranco, 2019)

Forty major theories have been identified while reviewing the relevant literature (Refer Table 1). These theories have been broadly classified into seven major headings, namely: behavioral theories, expectancy/experiential theories, organizational theories, resource-based view, social/customer dominant logic, social theories, and others. Social theories emphasize how people's activities and interactions create and replicate social systems, while recognizing the effect on human behaviour. Behavioral theories, however, study the factors influencing customer purchase decisions thereby, enabling the businesses and marketers to capitalize on these behaviour by predicting how and when a consumer shall make a purchase.

5.7 Theme Analysis

Trustworthiness has been shown to have a substantial effect on several consumer elements, including attitudes towards message or information acceptance. The extent to which the source provides reliable information is another key factor in determining its trustworthiness (Kim *et al.*, 2010).

Table 2. Analyzed Study Focuses.

Criteria	Conclusions	References
Increased consumption	Social media marketing has been shown to enhance sales of advertised items.	Burnham <i>et al.</i> , 2021; Schuler <i>et al.</i> ,2020
Source of information	<ul style="list-style-type: none"> - Opinion leaders actively seek and distribute information within social media platforms. - The engagement and dissemination of information differ based on the demographic and behavioral traits of social media users. - Marketing strategies on social media for utilitarian products cannot rely on the same mechanisms as those for hedonic products. - The sharing of a post is affected by its level of popularity. 	Cheung and To, 2016; Deakins and Bensemann, 2019; Cui and Wu, 2016; Randhawa <i>et al.</i> , 2016
Attitude toward the brand	<ul style="list-style-type: none"> - Messages conveyed through social media play a role in enhancing brand attitudes, fostering increased word of mouth, and building customer equity. - Elevating a brand post's position atop the brand's fan page amplifies the popularity of the brand post. - Brand posts with vibrant and interactive attributes tend to accumulate a greater number of likes. - The proportion of positive comments on a brand post correlates positively with the number of likes it receives. - Individuals with varying levels of trait reactance exhibit diverse responses to the same marketing efforts. - Twitter and Facebook emerge as effective platforms for enhancing consumer perceptions of the brand. - The timing of a brand post's publication and the quantity of followers significantly influence the measurement of the post's popularity. 	Ahn <i>et al.</i> , 2020; Burnham <i>et al.</i> , 2021; Dong <i>et al.</i> , 2008; Scholl-Grissemann, 2020; Xu <i>et al.</i> , 2014; Im and Qu, 2017
Influence among consumers	<ul style="list-style-type: none"> - Predicting individual influence is more dependable by examining their network of impactful social media interactions rather than solely considering their list of friends. - The efficacy of an evaluation relies not only on the attributes of the message but also on the attributes of the individual conducting the assessment. 	Mahr <i>et al.</i> , 2014; Mohr and Sarin, 2009; Morosan and DeFranco, 2019

Table 2 highlights some of the key takeaways from the prior studies and categorizes the information based on the usage and behaviour patterns of consumers. Some significant themes accompanying the concept of customer buying intentions and customer attitudes as identified in the prior literature are Openness (Goldsmith *et al.*, 2000), Brand Awareness (Bright & Cunningham, 2012), Customer Engagement (Fleck *et al.*, 2012), Conscientiousness (Chapple & Cownie, 2017), Extraversion (Batra & Homer, 2004), Agreeableness (Kumar & Velavan, 2014), and Neuroticism (McCormick, 2016).

5.8 Methodological Focus

The research methodologies that have been employed in the past for the purpose of data collecting and analysis are outlined in Table 3.

Table 3: Clusters generated for keyword occurrence

Methods	Percentage Total
Case study	45.55
Reviews	21.72
Interviews	14.37
Structure Equation Modelling	9.1
Others	9.1

Case studies, review articles, structural equation modelling, and interviews are some examples of the methodologies that are commonly employed (Kim *et al.*, 2013; Comiati & Plaias, 2010; Chen, 2007; Cooper, 1984; Chan *et al.*, 2013; Goldsmith *et al.*, 2002; Kim *et al.*, 2010). The other approaches, on the other hand, have not been investigated at all in this field of study. Future research may possibly use mixed-method methods, approaches to data collecting, and analytical tools for exploring the influence of antecedents on outcomes or the link between antecedents and outcomes.

6. Discussion, Implications, Conclusion and Suggestions for Future Studies

6.1 Discussion

Consumers are more likely to pay attention to and be attracted to influencers that share their interests, objectives, and other comparable features when making decisions about which influencers to follow. In doing so, they build bonds between individuals and between individuals and businesses, which may lead to a sense of belonging to the original source and, in turn, influence customers' motivations for making purchases (Peez *et al.*, 2004; Leung, Gu, & Palmatier, 2022).

The credibility of an influencer in the eyes of a customer is directly proportional to the extent to which they feel the influencer knows about the brand or product being marketed (Moschis & Churchill Jr, 1978). In addition, customers who are acquainted with the source have a greater likelihood of purchasing a product that has been praised. Higher levels of familiarity, liking, and likability are often associated with better influence and persuasive abilities (Oyserman, 2009). Attractive endorsers are more successful at altering the minds of customers because they provoke a positive attitude toward the product or brand via likability (particularly in regard to the physical qualities of the endorsers), familiarity, and similarity discernments and producing purchase judgments. This causes consumers to have a more favourable attitude toward the product or brand. Conversely, "attitude" refers to an individual's opinion on a product or service and is an important topic in the study of marketing. It is "quite permanent assessment of an issue, person, or object," as defined by Marwick (2015). Attitude is the most reliable predictor of customer behaviour when it comes to making purchases and engaging with a brand (Mehta 2000; Mateos-Aparicio, 2011). Attitude may also be described as a person's response to a product or service after seeing an advertising for it, whether that reaction is positive or negative. Both positive and negative responses to endorsers might have an effect on the mind-set of consumers. According to Mangold & Faulds (2009), consumers' attitudes and tastes may be changed, and they can also acquire a feeling of readiness to purchase when they are influenced by others. It is considered that the credibility of an influencer may be used to improve the views of a target audience (Martin & Bush, 2000). This, in turn, can lead to an increase in the number of product purchases made (Malhotra, 2006). According to Chan *et al.* (2013), there is an undeniable link between favourable customer attitudes and both credible influencers and purchasing choices.

According to Amos *et al.* (2008), the favourable sentiments that customers have toward endorsers who support the product boost the intention of the consumer to acquire the product. According to consumer study (Bagozzi & Burnkrant, 1979), there is a correlation between an individual's mind-set and their propensity to make purchases. According to Byrne *et al.*, (2003), the desired emotions about a certain product are a significant predictor that might drive purchase activities (Bhatt *et al.*, 2013; Erdogan *et al.*, 2001). A positive attitude toward a product that is being pushed by an endorser on a social media platform will also have an effect on the customers' intentions to make a purchase (Cheung *et al.*, 2008). It has been shown that customers' attitudes play a significant part in determining whether or not they have the intention of making a purchase.

6.2. Implications

This research is helpful for organizations who are contemplating expanding their operations via social media influencers on online platforms or taking advantage of the opportunities presented by social media influencers (Clark *et al.*, 2001; Bergin, 1962). Because it is able to connect with online customers who may be difficult to connect with through conventional means of marketing, influencer marketing has grown more popular these days. Influencer marketing is becoming increasingly popular as a result (Chao *et al.*, 2005). Businesses often use social media influencers to spread their marketing messages to their large audiences.

Through the sharing of personal updates and tales, influencers connect with their audiences and become a part of their daily routines. In reality, the followers' faith becomes stronger as a result of this exchange. Social media stars now often serve as inspirational figures for their fans. According to the social learning hypothesis, individuals often adopt normative behaviors and practices by seeing others who have already mastered them. Using social media endorsers to spread brand awareness and drive sales is the most efficient use of a company's marketing budget. When a popular figure with a sizable fan base and an established track record of credibility begins using a product or service, those fans are more likely to follow suit, as they often try to mimic their idol's actions or favour the same brands.

Companies in today's digital age need to be cognizant of the fact that, as personal contact has declined, trust in brands and influential people has grown in importance. The research found that a key factor in customers' purchase choices is the influencer's credibility and expertise. Therefore, when selecting an influencer to represent the brand, companies should go with someone who is knowledgeable about the industry. When picking an influencer, it's crucial to choose someone who is credible in the eyes of your target audience.

It is important for companies to make sure that the influencer they hire is a good match for the product or service they are trying to sell. By association, this aids companies in raising brand recognition, since consumers will think of the company whenever they think of the influencer. It is important to remember that the attitudes and preferences of customers mediate the associations between the model's components and consumers' propensities to buy certain goods.

6.3 Conclusion and Suggestions for Future Studies

It is possible that by synthesizing current research, practitioners will be provided with fresh insights into the major impact of influencer marketing, which enables managers to determine the most effective course of action. Using collected information from social media users and their followers, researchers examine the impact that social media influencers have on consumers' propensity to make a purchase. In the future, researchers may broaden their scope to include everyone who uses social media and is influenced by at least one online personality, regardless of their country of origin. In the management implications section, we discussed the positive outcomes that may result from incorporating social media influencers into promotional campaigns. The reasons why individuals follow influencers and the benefits of following different kinds of influencers might be the focus of future research.

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