

## **Influencer Marketing and Behavioral Outcomes in Social Media: Systematic Literature Review**

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### **Abstract**

Influencer Marketing (also called Influence Marketing) is a communication method responding to major issues that brands and communication agencies encounter when communicating with their targets on social networks. Given the continual change in communication methods, brands must be creative in developing effective processes capable of reaching consumers who are averse to intrusive advertisements. Going through an influencer gives the campaign credibility with a more authentic and closer message, relayed by an opinion leader. The purpose of this paper is to review the academic literature on influencer marketing and its behavioral outcomes on social media to highlight the current state of the art, the key research themes and the implications for management research and practice. A systematic literature review of academic research on social media influencer marketing has been conducted to gather, examine and synthesize studies related to behavioral outcomes that result from these communication methods. By following a review protocol based on both automatic and manual search for the Scopus and Web of science database, all relevant studies on influencer marketing were identified and analyzed. Following the results identified by a critical conceptualization of the concept of influence marketing. The main key research topics covered were categorized and divided into four main areas which were further analyzed: The influence of SMIs communication strategy on user/consumer behavior; Influencer-Follower interpersonal relationship; Social media endorsements and the perception of SMIs as human brands; Celebrity level of SMIs and their congruence with brand endorsements are the main themes that have been mostly identified and discussed in our study.

**Keywords:** Systematic review, influencer marketing, digital marketing, communication strategies, social networks .

**JEL classification:** M31

**Paper type:** Theoretical Research

## 1. Introduction

The term of influence is very complex and misused nowadays. Essentially, influence is a force created by one person or entity that causes a reaction in or by another. In fact, it could be a parent influencing their child's behavior, a fashion designer influencing retail trends, or a religion influencing the beliefs and reactions of its members. On another hand, a professional or expert, an advisor, a friend, a salesperson or a family member can be a source of influence without being an opinion leader.

We are living in a hyper-connected world with an overabundance of data. Internet and social networks have created a reality where everyone can be a potential source of information, opinion leaders or influencer. Indeed, the advent and massive use of different social networks would have considerably affected and/or changed perceptions, judgments, uses and engagement of consumers (Qualman and Eric. 2009).

Exercising influence has always been one of the key roles of marketers, including influencing purchase decisions or desires. The practice of influencer marketing, as with influence, was relatively simple; until the internet and social media disrupt the direct communication path between the brand, its influencers and their followers. The implicit trust, essential to the success of the word of mouth (WOM) marketing campaigns, was then challenged when so many different sources of information began to find their way into consumers' decision-making process. Thus, marketing specialists desperately began to try to regain the power of WOM marketing and above all, the essential role played by opinion leaders as influencers on different networks (Keller and Berry, 2003). Moreover, the new competitive landscape, where customers and brands are increasingly embedded in social media such as Facebook, Instagram, Twitter and YouTube are fierce and firms are in a situation in which they co-own their brands and co-define their symbolic meanings with customers (Tynan, McKechnie and al., 2010; Nieto and Santamaría, 2007).

However, academic research examining consumer behavior in an influencer marketing strategy has received little attention despite the topic of social media influencers being widely covered and emerging in marketing communities. Among other things, the fragmented literature that synthesizes existing studies on the subject of influence communication is little covered in academic research (Bakker and Schach, 2018).

On the other hand, companies have started to apply this new approach in their digital communication strategies to achieve the desired objectives (Veirman, Cauberghe, and Hudders, 2017).

The purpose of this paper is to analyze all scientific articles on the topic of influencers on social networks, we aim to give a clear picture of the subject, analyze its development, and identify the key research themes that are the most discussed and covered. The contribution of this literature review is the identification of new studies and possible research in this field as well as the identification of the different analysis answering certain research questions that emerge from the different studies on the subject such as (1) the effectiveness of SMI's communication strategies on user/consumer behavior (2) how followers can be affected by the interpersonal relationship that is developed between influencers and their followers (3) in which ways a media persona can develop into a human brand and operate successful endorsement strategies (4) to what degree the congruence between an endorsed brand and a SMI must be taken into consideration in order to assure an effective endorsement outcome?

The literature review is organized as follows: Section 2 provides a theoretical background on Influencer Marketing and the behavioral outcomes of social media influencers' communication strategies. Section 3 describes the research methodology adopted to realize this systematic literature review. Section 4 explains the data extraction representing the schemas and graphics. Section 5 provides the results and discussion of the focused key research themes. Finally, Section 6 presents the conclusions of this paperwork and future implications and research directions.

## 2. Theoretical background

### 2.1 Influencer Marketing and/or Social media Influencers, a useful strategic communication instrument

Influencer marketing is the digital equivalent of word-of-mouth (WOM) marketing. It is defined as a type of marketing that focuses on using key leaders to drive a brand's message to the larger market (Byrne, Kearney and MacEvilly. 2017).

Since social media marketing is built upon the idea of interacting with brands and peer consumers, listening to genuine reviews and looking at peer users' real experiences (Tafesse, 2016) cited by Venus, Aziz., Ehri (2019), it is strategically relevant to consider how each online persona makes these interactions look real. People then feel more comfortable in interacting with an online source, if they feel that an actual human is present at the other end (Shan, 2012). Despite the growing body of literature on Social Media Influencers (SMIs), there is still a gap within the conceptualization and definitions of SMIs in the recent studies. According to one of the most referred definitions proposed by Freberd and Graham in 2011 which mostly considered SMIs as independent entities, SMIs "represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media." Yet, another interesting definition that goes beyond this one is proposed by Abidin (2015) which suggests a more specific and developed signification and define SMIs as "every day, ordinary Internet users who accumulate a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles, engage with their following in digital and physical spaces, and monetize their following by integrating 'advertorials' into their blog or social media posts." This proposal formalizes a larger and more specific action fields that goes from the status group to the engagement and necessity of the following, in addition to the specific topics of their postings and the willingness to monetize their contributions and/or endorsements. Thus, this definition conceptualizes the commercial cooperation and relations between SMIs and clients likewise their ways of relating to their audiences on social networks.

By analyzing the aforementioned definitions from a strategic communication perspective, Nadja Enke & Nils S. Borchers define SMIs as "third-party actors that have established a significant number of relevant relationships with a specific quality to and influence on organizational stakeholders through content production, content distribution, interaction, and personal appearance on the social web." Here are the main SMIs' definitions collected from the recent literature in **Table 1**:

*Table 1: SMIs' definitions in the selected literature*

<b>Definition</b>	<b>Source</b>
A new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media, to gain earned social capital.	Freberg and al. (2011)
Innovative opinion leaders who have wide reach through social media platforms among their 'online contacts' (followers).	Booth and Matic (2011)
Innovative opinion leaders who have wide reach through social media platforms among their 'online contacts' (followers).	Uzunoglu and Kip (2014)
Individuals who, through self-brand practices, become micro- celebrities. They emerge as a result of a following evolving into a fan base where an 'ordinary' user can find fame online.	Khamis and al. (2016)

Those individuals who are seen to have cultural sway, resulting in their endorsement or association with brands being considered an advertisement.	Berryman and Kavka (2017)
Those users of YouTube who achieve micro-celebrity status and share their daily thoughts, opinions, and experiences through the content they produce on social media platforms. The means of production and distribution set them apart from traditional definitions of celebrity.	Cocker and Cronon (2017)
A person, who has established a sizable network of people following them on social media	De Veirman and al., 2017
Online micro-celebrities who exhibit their personal lives to many followers via social media platforms. A new type of celebrity that involves the practice of self-presentation.	Chae (2018)
The state of being famous to a niche group of people	Raun (2018)
Independent, third-party endorsers who have developed large social networks by publicly sharing their opinions. They have established credibility with their audiences because of knowledge and expertise on a particular topic.	Ki and Kim (2019)
Digital influencers who have built sizable social networks of followers and who are on-line opinion leaders across multiple roles.	Torres and al. (2019)
A new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media.	Enke and Borchers (2019)
Someone who posts to social media in exchange for compensation	Campbell and Farrell (2020)

*Source: Authors*

Therefore, SMIs potentially combine different roles, which have traditionally been occupied by separate actors. They can achieve different tasks and executions of intermediaries; content distributors, creative content producers, community manager, testimonials, strategic counselors and event hosts. The combination of these roles in just one actor opens new opportunities for strategic communication and can produce appreciated synergy effects (Nils S. Borchers, 2019). Influencer communication has become then a major strategic instrument in most organizations' communication strategies; the new mass phenomenon that can considerably change the numbers and make the difference for most businesses and organizations nowadays. Furthermore, the brands have the advantage to adopt affordable media influencers compared to expensive celebrity endorsements that normally cost huge expensive fees to their budgets. Doubtlessly, SMIs have already established themselves by specializing in a specific area so that consumers are more likely to accept and trust influencers opinions when those influencers collaborate with brands that correspond well to their personal areas of expertise (Hall, 2016) cited by (Chen Lou and Shupeiyuan, 2019). As they have gained expertise in some specific domains and captivated a relevant and considerable number of followers, they have become of marketing value to brands by producing constant and valuable content via social networks.

## 2.2 Social Media Marketing and Communication Strategies

As Eric Qualman describes it, social media are WOM on steroids: "we've always valued word of mouth; social media puts it on steroids by allowing you to search for it" (Qualman and Eric, 2009). Indeed, WOM has become more powerful than ever with such a viral expansion on social

media and social platforms providing free information on demand.

Furthermore, according to Chen et al. (2011), social interactions involve “actions” whether through communications or passive observations, that influence others’ choices and consumption behaviors; interactions that have been identified by Nair et al. (2010) as ‘contagion effect’ or ‘WOM effect’. In fact, researchers and scientific peers mostly recognize the power and preponderance of social influence in affecting consumers’ behaviors and decisions. They incite deeper and richer relationships among users in the very last years and have the total ability to bring out mobilization of an online community for a specific cause or campaign.

Besides, the proliferation of social media data has made it increasingly possible for companies to better manage customer relationships and enhance decision-making in business (Libai et al. 2010). The brands’ and companies’ information generated by members is pressingly assembled and combined into documents and web pages that are recurrently updated and renewed by other members. Accordingly, Alves, Fernandez and Rapozo (2016) dedicated a literature review to social media marketing and its implication for customers and companies’ marketing campaigns. Their study states on how opinion leaders channel and share the greatest amount of information on social media and should correspondingly constitute the preferential targets of any social media marketing strategy. According to their studies, through these opinion leaders, such strategies prove to generate buzz words about the company and its products. (Bilgihan, Peng, and Kandampully, 2014), and so to enable and empower word of mouth (Luo and Zhang, 2013; Yu and al., 2013) as well as the capacity to generate added sales (Kumar and Mirchandani, 2012).

### **2.3 Behavioral Outcomes of Social Media Influencers’ Strategies**

Nowadays, social media consumption experiences are perceived to be very important and precious to consumers and happen to facilitate positive consumer behavior toward brands and products. (Carlson et al. 2017).

Indeed, the ascension of social media marketing has changed and recast the way publics communicate with each other and about brands and products (Grace Ji et al. 2018), it is also finding a place in all aspects of life; monitoring, changing, motivating and adapting the behavior and perceptions of daily users in popular social media platforms such as Facebook, Instagram, Youtube, Snapshat, Twitter...etc. (Alalwan, Kapoor et al. 2017).

Social media users & SMIs followers are mostly aware of the existing impact of the influencers’ communication strategies that may try to change or affect their opinions, perceptions, behavior concerning a brand, product or a simple daily matter. However, they still nourish their need to connect, share, learn and get wind of the latest news in the fields they are interested in; which makes them potential SMIs followers and consumers of their products/services endorsements. Moreover, SMIs often try to build strong relationships with their followers (G.Dhanesh & G. Duthler, 2019). They engage in self-presentation and creative content, sharing their everyday lives with attractive images and contents so they can engage the maximum number of followers. Their messages become then perceived as very reliable and engaging so that their followers trust their judgments and companies invite them as brand ambassadors or product endorsers; which could make them gain financial benefits and also more followers.

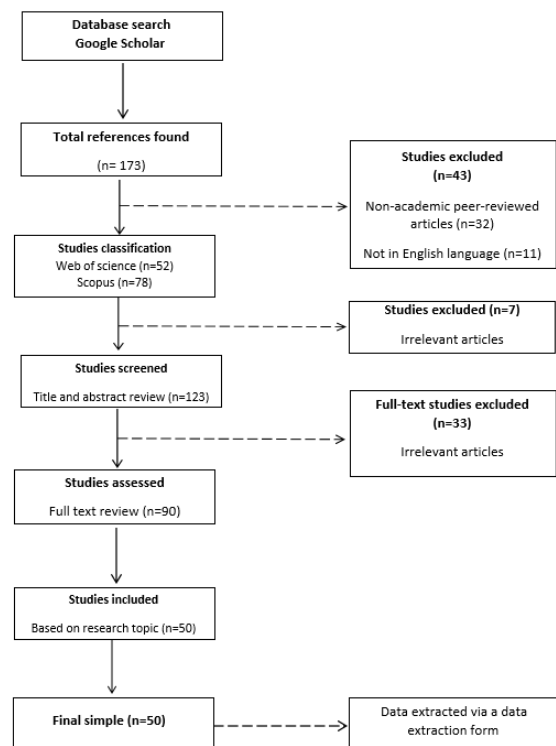
On the other hand, considering Dhanesh and Duthler’s study on relationship management through social media influencers, the influencer-follower relationship is strongly correlated with behavioral intentions, including commitment, eWOM and purchase intentions. Nevertheless, it takes more than trust and satisfaction to induce behavioral intention, even if openness and transparency tend to strengthen the relationship between SMI’s and followers. SMIs also need to grasp more control over the relationship to have their followers consider purchasing the endorsed products/services (G. Dhanesh & G. Duthler, 2019).



### 3. Research Methodology

Gathering references and articles serving the literature review began by conducting keyword searches on Google scholars based on the terms “influencer marketing”, “social media marketing” and “social media influencer”. The results were limited to the period between 2017 and 2021 and we glued a set of 173 papers. Initially, we tried to select the well-ranked scientific journals by referring to the classification published by SCOPUS and Web Of Science. We have excluded communications, and books due to their lack of credibility and limited availability. 90 articles were kept. Those were filled in a well-detailed table. After checking their content, only 50 articles remained as these specifically address our research topic (**Figure1**).

*Figure 1: Search strategy*



*Source: Authors*

The period 2017-2021 has been chosen to provide a comprehensive understanding of the evolving subject of influencer marketing and consumer behavior on social media, as the subject grew in the last years and we noticed a recent proliferation of Influencer Marketing practices and so the academic interest with several studies on SMI’s and behavioral outcomes of social media communication strategies. Even though the academic production has climaxed in 2021-2022, we have focused especially on specific articles that carry a clear view on our topic and that has been published before the writing of this paper.

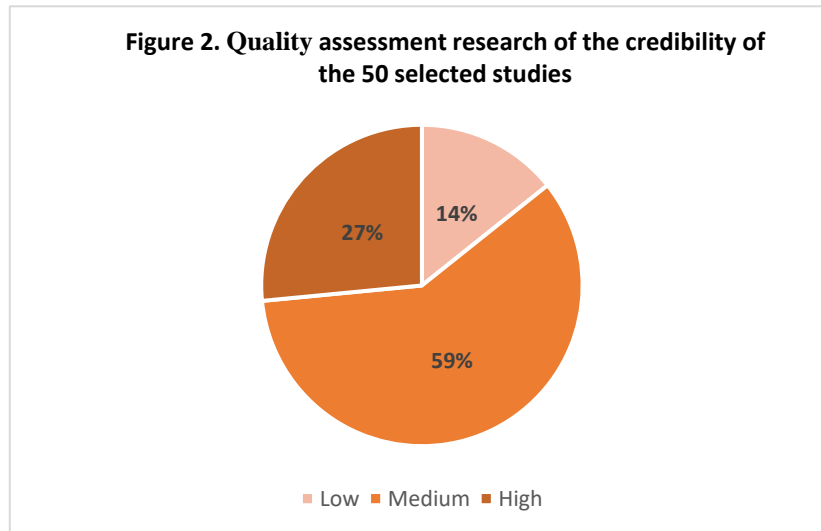
To fully understand the existing literature in the field of influencer marketing, we first started with an analysis of the articles chosen to better understand the methods used and the studies carried out. Then, we referred to a content analysis using NVIVO software which allowed us to identify similarities and differences with respect to the research objective of each article underlying theoretical constructs and theories.

In order to better evaluate the quality of the selected primary studies, we first performed a quality assessment based on quality instruments composed of different questions, related to quality assessment criteria (Busalim & Hussin, 2016) that is needed to be applied for each study.

These criteria are detailed below:

- QA1. Is the topic addressed in the paper related to influencer marketing?
- QA2. Is the research methodology described in the paper?
- QA3. Is the data collection method described in the paper?
- QA4. Are the data analysis steps clearly described in the paper?

The four criteria listed above were applied in the 50 primary studies as we can enhance the credibility of the selected ones which the quality depends on the score it gets among the three levels of quality schema (High-Medium-Low). The outcomes of the assessment are presented in **Figure2** below.



Source: Authors

#### 4. Data extraction and synthesis

The process of data extraction was carried out by reading all of the studies and developing a structured framework to begin with our exploratory analysis (as displayed in **Table2**. Cf. Appendix 'data extraction') based on the following elements:

- Research theme
- Sector/country
- Sample size
- Methodology (qualitative, quantitative, mixed)
- Principal findings

The study showcase different approaches depending on which methodology is used, stand on the issue and the field of study.

The research methods that have been adopted in the studies are displayed in **Figure3**. As we can see that the majority of them used quantitative approaches (68%), followed by qualitative methods (18%). However, we notice a significant percentage of mixed study approaches (14%). It is certainly correlated with the facts that these creative sorts of research include the use of induction (or discovery of patterns), deduction (testing of theories and hypotheses), and abduction (uncovering and relying on the best of a set of explanations for understanding one's results) (R. Burke Johnson and Anthony J. Onwuegbuzie, 2004), legitimating then the use of multiple approaches rather than binding researchers in one approach or another (only qualitative or quantitative).

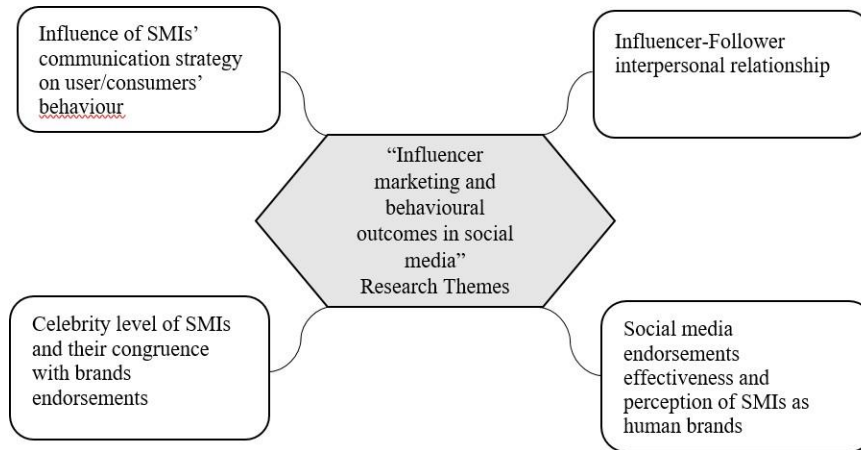




that was particularly covered which include the influencer-follower interpersonal relationship that can lead to generating a lot of content engagement and followers changing attitudes and behavior toward the SMIs so as the brands they represent or the Products/services they endorse.

Accordingly, we categorized the addressed themes of the academic literature selected for our review in four research areas, as follows (Figure 5.)

Figure 5. Map of the main addressed research themes in the studied articles



Source: Authors

## 5. Results and discussion

From the different studies selected and analyzed as part of our review, different results and implications may be identified in both theory and practice. The main research themes categorized can be reviewed under deeper analysis.

### 5.1 The Influence of SMIs Communication Strategy on User/Consumer Behavior

The first study in our review that analyze and evaluate the influence of social media influencers on consumers' behavior was that of Lim, Radzol, Cheah, Wong and Wai, (2017) who investigate the effectiveness of social media influencers focusing on several main variables as credibility, attractiveness, product matchups and meaning transfer. Using PLS-SEM quantitative technique to analyze 200 responses from an online survey sample, they found that the users/consumers were more likely to change their consumption decisions if motivated by a social media influencer with whom they perceive resemblance to themselves; such as the variable of attractiveness who was found to attract more favorable and positive followers' attitudes. However, it is not directly related to purchase intention just as the variable of credibility which was found to have an insignificant relationship with followers and purchase intention. Moreover, the message value credibility was also measured by Lou Chen and Yuan Shupe in 2009 as they proposed four dimensions of the influencer's credibility: expertise, trustworthiness, attractiveness and similarity. All these factors appears to positively influence consumers' perceived value of the content or the SMI's advertising. Influencer expertise and attractiveness help boost followers' awareness. The roles of source credibility and consumer trust definitely are indispensable to the effectiveness of influencer marketing.

In 2018, M. Xiao, R. Wang and Chan-Olmsted carried out a study using a heuristic systematic model to also evaluate the credibility of the information posted on YouTube SMIs and how it can be affected by informational cues. The results show that trustworthiness, social influence, argument quality, and information involvement are the main influential factors affecting the perceived credibility of information on YouTube. However, this study has limitations as it was

conducted only on YouTube influencers and without differentiating the type of videos or brands on a single source of consumers (MTurk users).

C. Schwemmer and S.Ziewiecki also conducted a study in 2018 using an automated content analysis on a sample of 139,475 Youtube videos to evaluate the social and economic impact of influencers on younger target groups still on the same platform. The findings support the common idea that YouTube users are daily confronted with a huge growing share of information and product promotions so that it becomes very difficult for them to mark the differences between a commercial and non-commercial contents on these kinds of platforms. Nevertheless a lot of YouTube influencers achieved to establish a strong of young aufan basedience due to their reliability and ordinariness.

Finally, in 2020, S.Kay, R.Mulcahy and J. Parkinson investigated the influencer marketing in another platform (Instagram) to measure with a 2x2 Factorial design, the effects of macro and micro-influencers on consumers' behavior and evaluation of products. The findings suggest that micro-influencers who interact more with their followers are more effective in enhancing and motivating followers and consumers' outcomes.

### **5.2 Influencer-Follower interpersonal relationship**

Concerning this second emerging theme, more than 7 studies have been included to the scope of selected papers as they provide examination on the influencer-follower relationship.

In 2017, S.Song, E.Cho and Y.Kim investigated through multiple group analysis and structural model over 500 adults and pre-adults respondents, the interpersonal relationship between SMIs and followers and its influence on opinion leadership behavior. The first main result shows that the attribute of exhibitionism is significantly linked to the predisposition to becoming an opinion leader. This attribute is mostly noticeable in the generation Y than the generation X (taking into consideration that all the relationships that support generation X were tested and proven to also support Generation Y), but this may be justified by the economic and societal uncertainty and recession that characterized the environment where GenX was raised, so they tend to be more pessimistic, reserved and self-reliant in addition to the considerable behavioral and psychological differences between the two generations.

According to Dhanesh & Duthler (2019), followers' behaviors are strongly affected by the relationship dimensions they have with the influencers and that can be listed as the variables of commitment and control of mutuality. The study of these two dimensions can help predict followers' behavioral intentions in the context of relationship management over social media.

### **5.3 Social Media Endorsements and the Perception of SMIs as Human Brands**

Social media platforms were originally designed to facilitate personal bonding. Today we notice that the opinion leaders have upset this purpose, they have developed a strong relationship with the community, and they have been able to transform the platforms for a purely marketing purpose.

Given the growing use of influencer marketing and the rapid increase in the number of social media influencers, it is of great importance for the marketing literature to more closely examine the effects of SMIs.

Human brand theory (Thomson, 2006) proposes the specific ways in which a media persona can develop into a human brand, who provides a sense of attachment to his/her audience and yields positive marketing results by fulfilling needs. SMIs can be perceived as human brands that connect with subscribers and propose digital communication strategies.

Furthermore, the common point between the endorser and the influencer is the transmission of the message. Both represent a source, from which the communication originates. The source is often assimilated to the endorser, who conveys the information within the advertisement.

Endorsement strategies have been widely discussed by authors, a search by keyword

"endorsement strategy" on Google scholar shows us more than 30,000 articles in the last 4 years. Researching the relationship between influencers and endorsers in the articles discussed, we find that participants in a recent study in 2020 identify more with influencers than celebrities, feel more similar to influencers than celebrities, and trust influencers more than celebrities (Schouten, Janssen and Verspaget, 2020).

Another important issue, SMIs are more effective when there is a 'fit' between the endorser and targeted consumers. The endorsement strategy must be consistent with the company's objectives. To reduce crisis risk, organizations should take precautions in hiring and conduct comprehensive screening of the followers' characteristics and the SMI's history and personal beliefs before engaging them for endorsement (Sng, Kylie and al. 2019). Brands and social media managers need to do more research into potential influencers by looking beyond the numerical indicators on social platforms and keep track on their content quality (Shan, Yan and al. 2020).

#### **5.4 Celebrity Level of SMIs and Their Congruence With Brand Endorsements**

The congruence was seen in all of the articles covered. It's a very important factor for brands that are always looking to associate with influencers. Companies are always looking to find the right influencer for their marketing strategy.

Shan, Yan, Chen, Kuan Ju and Lin, Jhih Syuan (2020) concluded that the congruence between the image of a social media influencer and the consumer's ideal self-image lead to effective endorsement outcomes. They also found that social media influencers are more effective when there is a 'fit' between the endorser and targeted consumers. In the same year, Francisco J. Martínez-López, and other researchers analyzed, through two experimental studies, the influencer level of celebrity and its congruence with the product or service she/he endorses so as brand control over the shared message and its commercial orientation. The results concluded that the perception of the commercial message by the consumer reduces trust in the influencer, as well as it decreases the message's credibility. The influencer should be considered by his followers as an expert in the product.

It reflects a study by Tiffany J. Young and al (2020) on influencer dermatologists present on social media characterized by their strong impact on consumers. Their followers are more interested in the message and they believe in the opinion of the influencer.

Finally, the congruence was also presented in an article that deals with the tourism sector (XuRinka and S.XuPratt, (2018). The study concluded that Tourism marketers are advised to use SMIs when the destination images and target markets align. Moreover, when a consumer indicates a higher level of similarities between his or her ideal self-image and the perceived image of the featured SMI endorser, he tends to express greater visit intention toward the endorsed destination.

We clearly can conclude that; firstly, companies must choose influencers in congruence with the proposed product or service, secondly, the message must be considered authentic and without commercial purpose. It will certainly be favorable to all stakeholders that the selection of the social media influencers could be applied according to the area of expertise.

## **6. Conclusions and Limitations**

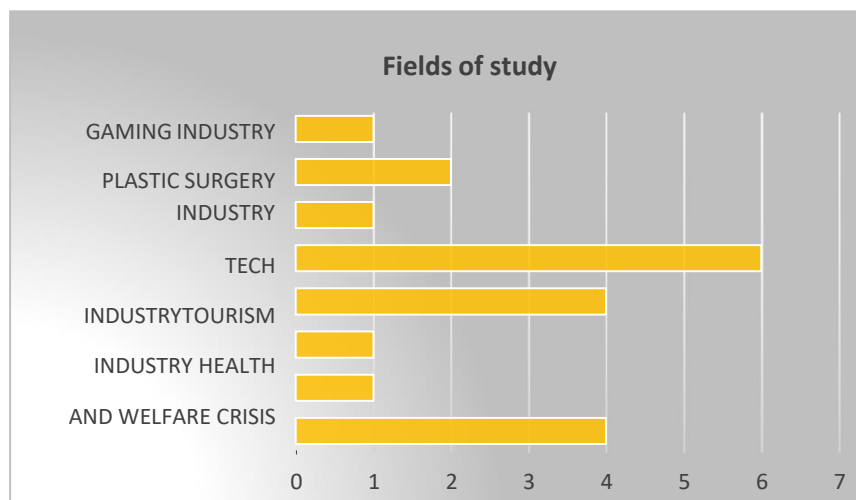
This paper has outlined the state of the art of the Influencer Marketing carried out between 2017 and 2021. By providing a clear categorization of the addressed research themes, this paper has offered a clear overview on the topic of Influencer Marketing. The relevance of this study for academics and researchers bind to the importance that represent social media marketing and influencer marketing in the majority of companies' communication strategies and daily consumers - digitalized -life.

The systematic literature review implemented demonstrates a growing interest in this topic area. However, from an academic perspective, this paper has revealed a limited existence of subtopics and a modest evolution of methods. This is why, by providing insights on how this subject has been developed, the foremost aim of this study is to highlight the potential and importance of social media influencers in enhancing the competitiveness of brands and in the accomplishment of marketing and communication campaigns. Indeed, researchers can benefit from the key addressed themes that have been analyzed by previous studies to continue the work and provide more insights on the topic and more relevant ways to analyze and understand it. Many challenges persist, but the contribution of future studies could help connect the theoretical methods with business practices of influencer marketing and further, promote interest in social media influencer marketing in future academic studies.

This article shows that existing research discuss the implications of social media influencers for marketing and strategic planning. Well, given the scarcity of studies systematizing information conveyed by the research carried out so far in the field of social media influencer marketing, the results obtained show that the majority of studies so far have focused on analyzing the consumers' perspective on social media marketing. However, more studies are necessary to explore the different determinants of influencers that really impact consumer behavior by focusing on upstream studies and on studies that explain the consumer's perception of influencers who engage in a digital communication strategy.

By the same token, in terms of future lines of research, there is still a need to better understand how the relationship between the influencer and the strengthening of the perceived brand image of the consumer takes place.

**Figure 6. Fields of study**



**Source: Authors**

Finally, the majority of the reviewed studies haven't been applied in specific fields but remained generally focused on digital marketing and the behavioral effects of influencer marketing on Consumers/Followers' behavior without analyzing it in a particular and specified field of study (**Figure 5.**). Thus, the papers that investigate on a specific field doesn't consider a very representative sample and need deeper analysis.



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