

Social media influencer marketing: science mapping of the present and future trends

Social media
influencer

Muhammad Ashraf Fauzi

Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah, Gambang, Malaysia and Shinawatra University, Sam Khok, Thailand,

Zuraina Ali

Centre for Modern Languages and Human Sciences, Universiti Malaysia Pahang Al-Sultan Abdullah, Pekan, Malaysia

Zanariah Satari

Centre for Mathematical Sciences, Universiti Malaysia Pahang Al-Sultan Abdullah, Gambang, Malaysia

Puteri Azlian Megat Ramli

Kulliyah of Education, International Islamic University Malaysia, Kuala Lumpur, Malaysia, and

Mazen Omer

Faculty of Civil Engineering Technology, Universiti Malaysia Pahang Al-Sultan Abdullah, Gambang, Malaysia

Received 31 October 2023
Revised 6 February 2024
Accepted 18 March 2024

Abstract

Purpose – This study aims to reveal the knowledge structure of social media influencer marketing literature by performing science mapping analysis through a state-of-the-art bibliometric approach to determine the current and future trends. Social media influencer marketing is one of the most effective approaches to presenting a brand and offering value to consumers via social media.

Design/methodology/approach – This study evaluates the knowledge structure to uncover the emerging trends and future predictions in social media influencer marketing through bibliographic coupling and co-word analysis. In total, 917 journal publications were retrieved from the Web of Science database and analyzed using VOSviewer software.

Findings – The central theme in social media influencer marketing reflects digital engagement between influencers and followers and communication between influencers and followers. The theoretical and managerial implications are discussed.

Originality/value – This study unleashes the knowledge structure according to the fundamental literature of social media influencer marketing and the underlying themes related to the phenomenon.

Keywords Social media influencers, Social network, Digital engagement, Influencer marketing, Bibliometric analysis

Paper type Literature review

This research was supported by research fund from the Ministry of Higher Education Malaysia under the Fundamental Research Grant Scheme FRGS/1/2022/SS01/UMP/02/2 (UMP SA Grant no. RDU220137).

Competing interests: The authors declare no competing interest.

Availability of data and materials: Data will be provided upon request.

