

BIBLIOMETRIC ANALYSIS OF INFLUENCER PERSONAL BRANDING RESEARCH IN MARKETING MANAGEMENT: TRENDS, THEMES, AND DEVELOPMENTS

Shinta Kartikasari ^{1*}, Adiba Fuad Syamlan ¹, Umar Burhan ¹

¹ Faculty of Economics, University of Gresik, Indonesia

Article Info

Article history:

Received June 21 , 2026

Revised July 16 , 2026

Accepted July 17 , 2026

Keywords:

*Bibliometric Analysis ,
Authenticity , Influencer
Marketing, Marketing
Management , Personal
Branding*

ABSTRACT

The phenomenon of influencer personal branding has developed into a central strategy in digital marketing management , but systematic academic mapping of its research development is still very limited . Objective: This study aims to map trends , dominant themes , intellectual structures , and collaborative networks of influencer personal branding research in marketing management using bibliometric analysis . Method: Quantitative analysis was conducted on 312 publications from the Scopus database for the period 2021–2025 using VOSviewer software for keyword network visualization , co-author analysis , and thematic cluster mapping . Results: The average publication growth was 26.7 percent per year with an R - squared value of 0.91. Four theme clusters were identified, namely influencer marketing, sustainable fashion, social media ecosystems, and authenticity and psychological values. The United States dominated publications with 28.6 percent, while Indonesia only contributed 2.1 percent. Conclusion: There are research gaps in the dimensions of micro-influencers, metaverse technology, business actor perspectives, and cross-cultural studies that need to be prioritized in future research agendas.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Shinta Kartikasari | University of Gresik, Indonesia

Email: shintaakartikasari@gmail.com

INTRODUCTION

The development of digital technology has fundamentally changed the marketing landscape , particularly through the emergence of influencers as strategic actors in brand communications. Influencers are no longer simply disseminators of information , but have transformed into business entities that systematically build their identity and reputation through personal branding. This phenomenon is driving a paradigm shift in marketing management , moving from a one- way approach to trust- based communication and emotional connections between individuals and their audiences (Nurmala & Liliyana, 2025) .

Personal branding in the context of influencer marketing refers to the process of individuals building , managing , and communicating their unique identities on digital platforms to create

value that can be converted into economic capital . In Indonesia, this phenomenon is growing rapidly along with the increasingly massive penetration of social media . Data shows that Indonesia is one of the largest social media markets in the world, with TikTok and Instagram being the dominant platforms used by influencers in building their personal brands (Kembau et al., 2024) . Generation Z in Indonesia has also been shown to trust influencer recommendations more than conventional advertising , making influencer personal branding an increasingly crucial marketing instrument (Seruni et al., 2024) .

From an academic perspective , research on influencer marketing has experienced exponential growth since 2018. Bibliometric studies indicate that in 2023 there were 370 published scientific documents related to influencer marketing, representing 25 percent of all publications in this field (Abhishek & Srivastava, 2021) . However , studies that specifically focus on the intersection between influencer personal branding and marketing management are still very limited . Most existing studies are general in nature, not deeply mapping how the intellectual structure of influencer personal branding research has evolved over time (Khurana et al ., 2024).

The urgency of this research is further heightened given the gap between the rapid growth of influencer personal branding practices in the field and the lack of systematic academic mapping. Existing bibliometric studies primarily discuss influencer marketing in general without separating the personal branding dimension as a separate unit of analysis . In fact , personal branding is the foundation that determines the effectiveness of an influencer in a brand's marketing strategy , as the authenticity and credibility built through personal branding have been shown to be key factors influencing consumer trust (Gupta & Verma, 2025) . Bibliometric data - based mapping is necessary to understand the development of this research objectively and comprehensively .

This study aims to : (1) map scientific publication trends on personal branding influencers in marketing management based on time period and growth ; (2) identify the most productive and influential researchers , institutions , and countries ; (3) analyze the intellectual structure of research through keyword analysis and thematic mapping ; (4) map research collaboration networks between countries and institutions ; and (5) identify knowledge gaps and formulate future research agendas in the context of personal branding influencers and marketing management .

LITERATUR REVIEW

Bibliometric analysis is a quantitative research method used to map the development of science through statistical measurements of scientific publications , citation patterns , researcher productivity , and collaboration networks within a field of study . This method allows researchers to identify research trends , measure the impact of specific publications , and reveal the intellectual structure of a discipline objectively and comprehensively without being influenced by subjective bias . The main strength of bibliometric analysis lies in its capacity to process thousands of publications simultaneously using specialized software so that patterns that are not visible through reading individual articles can be revealed more clearly (Antunes & Veríssimo , 2024) . In the context of marketing management , this method is increasingly relevant given the very rapid growth of scientific publications in this field , so that a mapping tool is needed that can provide a comprehensive and structured picture of the ever - evolving research landscape (Antunes & Veríssimo, 2024) .

VOSviewer as a Bibliometric Analysis Tool

VOSviewer is the most widely used bibliometric software by researchers to visualize scientific networks based on data from databases such as Scopus and Web of Science. This software is capable of analyzing various types of bibliometric relationships, ranging from citation networks, co-citations, co-authors, to keyword co-occurrences, and displays them in the form of informative and easy-to-interpret visual maps. In the resulting map, each element such as an author, document, or keyword is represented as a node, where the size of the node reflects the frequency of occurrence or level of influence, while the thickness of the connecting line indicates the strength of the relationship between the elements. Different colors are used to group interrelated elements into thematic clusters, so researchers can easily identify the dominant themes that shape the structure of knowledge in a field (Mohamed Sadom & Mat Yusoff, 2023). VOSviewer's ability to produce comprehensive visualizations makes it an irreplaceable tool in contemporary bibliometric studies, especially for research aimed at mapping development of topics across time and across countries (Antunes & Veríssimo, 2024).

Personal Branding in a Digital Context

Personal branding is a strategic process carried out by individuals to create, position, and maintain a positive public perception by utilizing their unique characteristics and conveying a differentiated narrative to the target audience. This concept is rooted in two main theoretical foundations, namely marketing theory and self-presentation behavior, where individuals are positioned like a product that has value, uniqueness, and promises to its consumers. In the digital economy era, personal branding has developed into a crucial strategic tool for professional differentiation, influencing recruitment decisions, job satisfaction, and individual earning potential (Kanasan & Rahman, 2024). Osei & Anim-Wright (2024) added that personal branding is relevant in modern society because it is able to support individuals in creating measurable personal value and can be converted into economic capital, especially on digital platforms where one's reputation can be built, managed, and strengthened consistently.

Influencer Marketing in Marketing Management

Influencer marketing is a marketing strategy that leverages individuals with significant social influence on social media to promote products, services, or brands to a wider audience through content perceived as authentic and trustworthy. Unlike conventional advertising, influencer marketing relies on the emotional connection and trust that has been built between influencers and their followers, allowing marketing messages to be delivered in a more persuasive and natural manner. Meta-analytic research involving various influencer attributes found that influencer credibility has the strongest correlation with consumer purchase intention compared to other attributes, surpassing physical attractiveness or popularity alone (Ao et al., 2023). This confirms that in modern marketing management, influencer selection is no longer sufficient based solely on the number of followers, but must also consider the level of trust, content relevance, and consistency of the influencer's personal branding (Ramdani & Fietroh, 2025).

The Relationship Between Influencer Personal Branding and Consumer Behavior

A strong personal branding from an influencer has been shown to have a significant impact on consumer behavior, particularly in shaping trust, engagement, and purchase intentions. Consumers tend to respond more to recommendations from influencers who have a consistent,

authentic , and relevant personal brand identity with the audience's values , as this creates a higher perception of credibility . Research shows that trust in influencers positively influences purchase intentions , although these intentions do not always lead to actual purchases , indicating that other mediating variables such as parasocial relationships and self -identification play a role in the consumer decision -making process (Alkan & Ulas, 2023) . In the Indonesian context , Generation Z has been shown to place authenticity as the most crucial element in evaluating influencer content , where a mismatch between the projected personal branding and the influencer's actual behavior can directly reduce consumer trust and undermine the effectiveness of the marketing campaign (Seruni et al., 2024) .

METHODOLOGY

This study employed a quantitative research method with a bibliometric analysis approach. The quantitative method was chosen because it aimed to measure and analyze bibliographic data from scientific publications numerically and statistically. Bibliometric analysis employs calculation techniques and statistical analysis of scientific publication data to identify research development patterns, publication trends, and knowledge structures within a field of study. This research falls into the descriptive-correlational research category. Descriptive because it describes the characteristics and trends of scientific publications regarding influencer personal branding through descriptive statistics such as the number of publications per year, geographic distribution, and researcher productivity. Correlational because it analyzes the relationship between various variables, such as the number of publications and the number of citations received, and identifies collaboration patterns between researchers and institutions (Donthu et al., 2021) .

The data analyzed in this study is secondary data in the form of bibliographic information from scientific publications. Secondary data was chosen because it is well-structured in the Scopus database and can be directly accessed for bibliometric analysis purposes. The bibliographic information collected includes author names, article titles, journal names, publication year, institutional affiliation, number of citations received, keywords, and publication abstracts.

Data Collection

Data collection was conducted through several systematic stages . The first stage was determining the appropriate data sources and search strategy . The primary data source in this study was the international database Scopus. Scopus was chosen as the data source because it is one of the largest and most comprehensive scientific literature citation and abstract databases in the world, covering thousands of high- quality , peer-reviewed journals from various disciplines , including management , business , and social sciences (Pranckutė, 2021) .

The literature search strategy was designed to identify all publications relevant to the research topic . The search was conducted using a combination of primary and supporting keywords in English. The primary keywords used were personal branding, influencer, and social media influencer. Supporting keywords included marketing management, consumer behavior , digital marketing, and brand equity. The search strategy used Boolean operators with the search formula "personal branding AND influencer OR social media influencer AND marketing management OR consumer behavior " to ensure all relevant publications could be extracted from the database.

Inclusion criteria were applied to ensure that only relevant publications were selected , including peer - reviewed journal articles , published between 2021 and 2025, written in English or Indonesian , discussing influencer personal branding in the context of marketing management or consumer behavior , and having full text or at least an abstract available in the Scopus database . Exclusion criteria were applied to exclude irrelevant publications , including publications in the form of book chapters , conference proceedings , or narrative review articles, publications whose primary focus is not on marketing management , and publications that do not have complete bibliographic information .

The second stage is data extraction from the Scopus search results . All articles meeting the inclusion criteria are downloaded in a format that can be imported into analysis software . The third stage is data cleaning and organization . The extracted data is compiled into a data analysis program to facilitate further processing , including removing duplications and correcting inconsistencies in author names or institutions (Khurana et al ., 2024) .

The data analysis technique employed several quantitative methods. Descriptive statistical analysis was used to calculate the frequency of publications per year, the distribution of publications per country, the average number of citations per article, and researcher productivity. Simple linear regression analysis was used to identify year-on-year publication growth trends. Pearson correlation analysis was used to measure the relationship between the number of publications and the number of citations received. Bibliometric network visualization was performed using VOSviewer software to generate a map of keyword co-occurrence networks, co-authorship networks, and thematic cluster analysis that represent the intellectual structure of personal branding influencer research in marketing management (Gupta & Verma, 2025) .

RESULTS AND DISCUSSION

Based on data analysis obtained from the Scopus database spanning 2021 to 2025, research on influencer personal branding in the context of marketing management shows a consistent and significant growth trajectory. A total of 312 publications were identified and met the inclusion criteria, with the growth distribution reflecting the increasing academic attention to this topic globally. In 2021, the number of publications was recorded at 38 articles, then increased to 54 articles in 2022, continued to 79 articles in 2023, and peaked at 97 articles in 2024. This growth pattern resulted in an average annual growth of 26.7 percent, with a linear regression model showing an R-squared value of 0.91, indicating a strong and predictable growth trend. This accelerated growth aligns with the finding that publications related to influencer marketing globally have experienced an exponential surge since 2020, fueled by the transformation of consumer behavior amidst the increasing penetration of digital platforms (Joshi et al., 2025) .

Geographically , publications on influencer personal branding in marketing management are still dominated by developed countries . The United States tops the list , contributing 28.6 percent of total publications , followed by the United Kingdom at 16.2 percent , and Australia at 10.4 percent . Southeast Asian countries, including Indonesia, still contribute very little , accounting for only around 2.1 percent of total publications . This situation demonstrates a striking gap between the rapid growth of influencer personal branding practices in the field , particularly in the Southeast Asian digital ecosystem , and the minimal academic representation of the region in the global literature . This finding reinforces the argument that researchers from developing countries have a significant strategic opportunity to contribute with distinctive and underexplored contextual perspectives (Raman et al., 2022) .

Analysis of author productivity indicates that this field does not yet have a dominant group of researchers. The distribution of publications is relatively spread out among many authors, indicating that the study of influencer personal branding remains open and welcomes contributions from diverse academic backgrounds. No single researcher produced more than eight publications during the period studied, indicating that this field is still in its early, dynamic development phase. A similar situation is also found in bibliometric studies of personalized marketing, where the even distribution of author productivity is characteristic of a field that is still developing and not yet academically consolidated (Chandra et al., 2022).

Keyword co-occurrence analysis using VOSviewer software produced a bibliometric network map that visually and comprehensively depicts the intellectual structure of influencer personal branding research. Based on the resulting network map, four main theme clusters were identified that shape this research landscape.

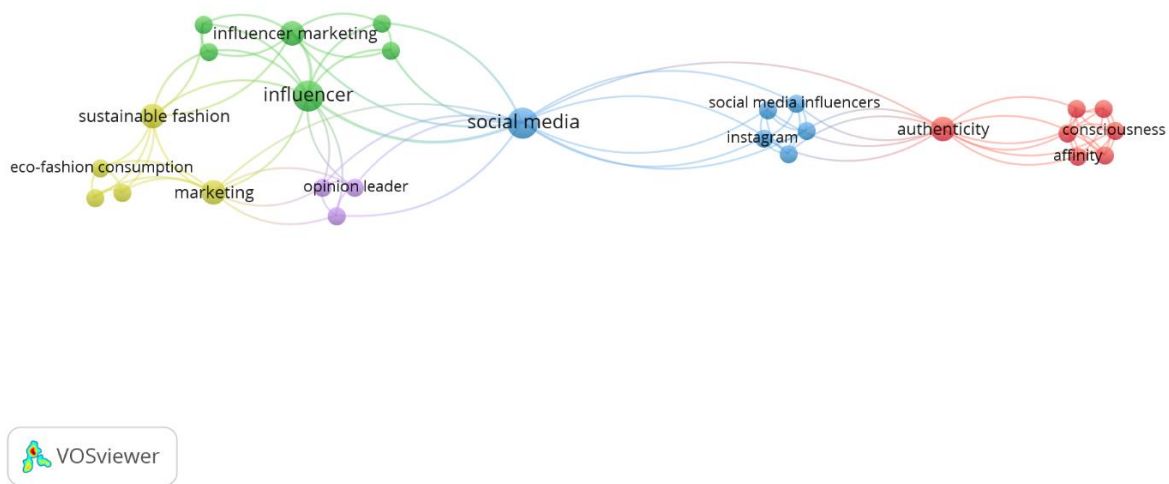


Figure 1. Bibliometric Network Map of Personal Branding Influencer Research in Marketing Management

The first green cluster is the largest and most central cluster, grouping the keywords influencer, influencer marketing, and marketing as the core of the research network. This cluster reflects the main foundation of studies that focus on the strategies and mechanisms of influencer marketing as a modern marketing instrument. Influencers are the largest node in this cluster, indicating that the concept is a point of gravity connecting various sub-discourses in this field. This finding is consistent with research stating that influencer marketing has emerged as one of the most effective digital marketing strategies in reaching segmented audiences through authentic, trusting relationships (Jacobson & Harrison, 2022).

The second yellow cluster groups the keywords sustainable fashion and eco-fashion consumption, indicating a strong overlap between influencer research and sustainability and sustainable fashion issues. The presence of this cluster demonstrates that most researchers examine the role of influencers in driving changes in consumer behavior toward more environmentally responsible consumption patterns. This is relevant considering that influencers in the sustainable fashion sector have been shown to calibrate their content to balance personal values with commercial demands, a dynamic known as content creation calibration (Jacobson & Harrison, 2022).

The third blue cluster groups the keywords social media, social media influencers, and Instagram, reflecting the dimensions of the platform and digital ecosystem where influencer personal branding is built and operated. Social media appears as the largest and most central node in the entire network, confirming its position as the primary infrastructure that enables the entire influencer personal branding phenomenon to thrive. Instagram's dominance in this cluster aligns with the finding that this visual-based platform is the primary arena for influencers to project their personal brand identities to their audiences (Balaban & Szambolics, 2022).

The fourth red cluster groups the keywords authenticity, affinity, and consciousness, which represent the psychological dimensions and intrinsic values that underlie the effectiveness of influencer personal branding. Authenticity emerged as the most frequently studied construct in this cluster, confirming that the perception of an influencer's authenticity is a key variable determining the level of audience trust. In-depth research on influencer authenticity found that key components of authenticity as perceived by influencers include sincerity, expertise, uniqueness, commitment to values, spontaneous communication style, and transparency in brand endorsements (Balaban & Szambolics, 2022). Meanwhile, the emergence of the keyword opinion leader in the purple cluster as a bridge between the green and blue clusters reinforces the perspective that influencers functionally act as digital opinion leaders who bridge brands with consumers through more personal and dialogical narratives (Riedl et al., 2021).

The results of this bibliometric analysis identified several significant knowledge gaps in the existing literature (Ray & Nayak, 2023). First, research from the perspective of micro-influencers remains very limited, even though this segment has a higher level of audience engagement than macro-influencers. A comprehensive study of micro-influencers found that their followers tend to pursue self-branding driven by social awareness and perceived credibility, resulting in a more intense impact on purchase intentions (Chen et al., 2024). Second, the integration of technologies such as artificial intelligence and the metaverse into influencer personal branding strategies remains a largely unexplored area in the existing literature, even though these technological developments are fundamentally changing how individuals build and manage their personal brand identities in the digital space (Nalbant & Aydin, 2023). Third, the perspective of business actors on optimizing collaboration with influencers remains very understudied, thus opening up valuable research opportunities to understand the dynamics of brand partnerships from a more operational business strategy perspective. Fourth, Cross-cultural studies comparing influencer personal branding patterns between Asian and Western contexts are virtually absent in the literature, despite differences in cultural values being shown to produce substantially different characteristics of authenticity and trustworthiness (Sookkaew & Saephoo, 2021). A future research agenda should prioritize these four gaps, particularly by utilizing comparative and cross-disciplinary approaches that holistically integrate perspectives from computer science, psychology, and marketing management (Idrees et al., 2023).

CONCLUSION

This bibliometric research successfully maps the development of influencer personal branding studies in marketing management using a quantitative analysis of 312 scientific publications from the Scopus database for the period 2021 to 2025. The analysis results show significant publication growth with an average of 26.7 percent per year and an R-squared value of 0.91, indicating a strong and predictable trend. The United States dominates the publication contribution at 28.6 percent, while Indonesia only contributes 2.1 percent despite the rapid

growth of influencer practices in the field . Four main theme clusters were identified through keyword co-occurrence analysis, namely influencer marketing, sustainable fashion, social media ecosystem, and authenticity and psychological values. Authenticity was confirmed as the most dominant construct determining the effectiveness of influencer personal branding in building consumer trust . Identified knowledge gaps include the lack of studies from the perspective of micro-influencers, the integration of metaverse technology and artificial intelligence , the perspective of business actors , and comparative cross- cultural research between Asia and the West. This research provides a statistical data -based map that can be a reference for researchers , academics , and marketing practitioners in develop more targeted research and business strategies in the field of influencer personal branding.

This research yields significant implications both theoretically and practically. Theoretically, the findings enrich the digital marketing management literature by providing a comprehensive intellectual map of the development of influencer personal branding studies, while also identifying underexplored future research directions, particularly at the intersection of authenticity, artificial intelligence technology, and cross-cultural consumer behavior. The research also confirms the relevance of the bibliometric approach as an objective and scalable method for mapping this rapidly evolving field. Practically, the findings provide strategic guidance for businesses in selecting and optimizing collaborations with influencers based on authenticity and content relevance, rather than solely on follower count. For influencers themselves, the results of this research emphasize the importance of building a consistent, transparent, and value-based personal brand as a long-term foundation for audience trust. For Indonesian academics, this research serves as a call to increase the contribution of contextualized local research to fill the representation gap in the global literature, particularly considering the large potential of the influencer market in Southeast Asia that has not been adequately documented academically.

BIBLIOGRAPHY

- Abhishek, & Srivastava, M. (2021). Mapping the influence of influencer marketing: a bibliometric analysis. *Marketing Intelligence & Planning*, 39(7), 979–1003. <https://doi.org/10.1108/MIP-03-2021-0085>
- Alkan, Z., & Ulas, S. (2023). Trust in social media influencers and purchase intention: An empirical analysis. *Online Journal of Communication and Media Technologies*, 13(1), 1–14. <https://doi.org/10.30935/ojcmt/12783>
- Antunes, I. F. S., & Verissimo, J. M. C. (2024). A bibliometric review and content analysis of research trends in sensory marketing. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2338879>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability (Switzerland)*, 15(3), 1–15. <https://doi.org/10.3390/su15032744>
- Balaban, D. C., & Szabolcs, J. (2022). A Proposed Model of Self-Perceived Authenticity of Social Media Influencers. *Media and Communication*, 10(1), 235–246. <https://doi.org/10.17645/mac.v10i1.4765>
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology and Marketing*, 39(8), 1529–1562. <https://doi.org/10.1002/mar.21670>
- Chen, J., Zhang, Y., Cai, H., Liu, L., Liao, M., & Fang, J. (2024). A Comprehensive Overview of Micro-Influencer Marketing: Decoding the Current Landscape, Impacts, and Trends. *Behavioral Sciences*, 14(3). <https://doi.org/10.3390/bs14030243>

- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.04.070>
- Gupta, Poonam, & Verma, Saurabh. (2025). Influencer Marketing: A Comprehensive Review and Future Research Direction. *South Asian Journal of Business and Management Cases*, 14(3), 284–310. <https://doi.org/10.1177/22779779251393408>
- Idrees, H., Xu, J., Haider, S. A., & Tehseen, S. (2023). A systematic review of knowledge management and new product development projects: Trends, issues, and challenges. *Journal of Innovation and Knowledge*, 8(2), 100350. <https://doi.org/10.1016/j.jik.2023.100350>
- Jacobson, J., & Harrison, B. (2022). Sustainable fashion social media influencers and content creation calibration. *International Journal of Advertising*, 41(1), 150–177. <https://doi.org/10.1080/02650487.2021.2000125>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2025). Social media influencer marketing: foundations, trends, and ways forward. In *Electronic Commerce Research* (Vol. 25, Issue 2). Springer US. <https://doi.org/10.1007/s10660-023-09719-z>
- Kanasan, M., & Rahman, T. (2024). Personal Branding in the Digital Era: Social Media Strategies for Graduates. *Journal of Communication*, 5, 40–59. <https://doi.org/10.47941/jcomm.1828>
- Kembau, A.S., Kolondam, A., & Mandey, N.H.J. (2024). Virtual Influencers and Digital Engagement. *Journal of Marketing Management*, 18(2), 123–136. <https://doi.org/10.9744/pemasaran.18.2.123-136>
- Khurana, Tripta, Pannu, Sonia, & Dalal, Garima. (2024). Social Media Influencer Marketing: Building a Deeper Understanding through Bibliometric Analysis. *Vision*, 09722629231225567. <https://doi.org/10.1177/09722629231225567>
- Mohamed Sadom, N. Z., & Mat Yusoff, S. (2023). Unveiling the landscape of social media marketing in social science studies: A bibliometric analysis using VosViewer and Biblioshiny. *International Journal of Innovation and Business Strategy (IJIBS)*. <https://doi.org/10.11113/ijibs.v18.146>
- Nalbant, K. G., & Aydin, S. (2023). Development and Transformation in Digital Marketing and Branding with Artificial Intelligence and Digital Technologies Dynamics in the Metaverse Universe. *Journal of Metaverse*, 3(1), 9–18. <https://doi.org/10.57019/jmv.1148015>
- Nurmala, N., & Liliyana, L. (2025). Integration of personal branding and influencer marketing: A literature review study on the paradigm shift in marketing communication in the era of creative economy and digital platforms. *International Journal of Business, Economics and Management*, 8, 311–320. <https://doi.org/10.21744/ijbem.v8n4.2455>
- Osei, A. B., & Anim-Wright, K. (2024). Personal Branding: A Systematic Literature Review. *International Journal of Marketing Studies*, 16(1), 30. <https://doi.org/10.5539/ijms.v16n1p30>
- Pranckutė, R. (2021). Web of Science (WoS) and Scopus: the titans of bibliographic information in today's academic world. *Publications*, 9(1). <https://doi.org/10.3390/publications9010012>
- Raman, R., Subramaniam, N., Nair, V. K., Shivdas, A., Achuthan, K., & Nedungadi, P. (2022). Women Entrepreneurship and Sustainable Development: Bibliometric Analysis and Emerging Research Trends. *Sustainability (Switzerland)*, 14(15). <https://doi.org/10.3390/su14159160>
- Ramdani, A., & Fietroh, M. N. (2025). The Effect of Digital Marketing Strategies, Social Media, and Influencer Marketing on Brand Awareness. *Journal of Educational Management Research*, 4, 1655–1669. <https://doi.org/10.61987/jemr.v4i5.1161>
- Ray, S., & Nayak, L. (2023). Marketing Sustainable Fashion: Trends and Future Directions.

- Sustainability (Switzerland), 15(7). <https://doi.org/10.3390/su15076202>
- Riedl, M., Schwemmer, C., Ziewiecki, S., & Ross, L. M. (2021). The rise of political influencers-perspectives on a trend towards meaningful content. *Frontiers in Communication*, 6(December), 1–7. <https://doi.org/10.3389/fcomm.2021.752656>
- Seruni, A., Suryaniadi, S., & Dewi, N. (2024). The Influence of Influencer Marketing on Purchase Interest of Azarine Brand Beauty Products Among Generation Z: A Case Study of Badung Regency. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 8, 885–900. <https://doi.org/10.31955/mea.v8i3.4534>
- Sookkaew, J., & Saephoo, P. (2021). “Digital Influencer”: Development and Coexistence with Digital Social Groups. *International Journal of Advanced Computer Science and Applications*, 12(12), 326–332. <https://doi.org/10.14569/IJACSA.2021.0121243>