

“The Effect of Influencer Marketing on Consumer Purchase Behaviour: A Systematic Review of Global Literature (2015–2025)”

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Abstract

In recent years, influencer marketing has emerged as a powerful tool for brand communication and in digital marketing, driven by the exponential growth of social media platforms where influencers significantly shape purchase behaviour. As brands strive to maintain long-term consumer relationships, understanding the role of influencer marketing in shaping brand loyalty has become increasingly important. This systematic review aims to synthesize existing global literature from 2015 to 2025 to explore how influencer marketing impacts brand loyalty across sectors.

Following the PRISMA guidelines, a comprehensive search of peer-reviewed articles was conducted using the Google Scholar, Research Gate and other open-access platforms. The review process involved screening over 3409 articles, of which met 65 the inclusion criteria. Key themes that emerged include the persuasion, social network influence and psychological engagement. The review also identifies frequently used independent variables (e.g., trustworthiness, attractiveness, influencer-product congruence) and dependent variables (e.g., purchase intention, brand attitude). An integrative framework is proposed, highlighting the mediators and moderators in influencer marketing dynamics. The study concludes by offering future research directions and practical implications for marketers aiming to enhance consumer engagement via influencers.

This review contributes to the existing body of knowledge by consolidating fragmented research on the topic and highlighting underexplored areas such as longitudinal loyalty outcomes, cross-platform influence, and cultural differences in consumer responses. The findings offer valuable implications for brand managers, digital strategists, and future researchers aiming to design impactful influencer-driven loyalty programs and to better communicate with consumers.

Keywords: Influencer Marketing, Purchase Intention, Social Media, Consumer Behaviour, Systematic Review

INTRODUCTION

In the digital era, brands have increasingly turned to social media platforms to engage consumers in meaningful and personalized ways. One of the most transformative developments in this space is the rise of influencer marketing, where individuals with substantial online followings promote products or services to their audience. Influencer marketing has become a mainstream promotional strategy for brands across various sectors, from fashion and fitness to technology and travel. In the past decade, social media has revolutionized how brands interact with consumers. Platforms like Instagram, YouTube, and TikTok allow influencers—individuals with perceived authority or relatability—to build parasocial relationships with audiences and influence their purchase behavior. According to Carr and Hayes (2015), social networking sites enable two-way interaction and self-presentation that drive consumer engagement. Influencer marketing, as defined by Lou and Yuan (2019), involves individuals gaining popularity online and shaping consumer preferences through relatable content. Data shows

that 93% of marketers now incorporate influencers in their campaigns (Santora, 2022), demonstrating their strategic relevance. However, ethical concerns and regulatory challenges persist, including the need for sponsorship transparency (Boerman, 2019). Given the rapid proliferation of influencer marketing, it is crucial to review existing literature systematically to extract actionable insights and direct future research.

While influencer marketing is often evaluated in terms of immediate outcomes like engagement and reach, its long-term impact on purchase intention has gained increasing attention from both practitioners and researchers.

Despite a growing body of literature exploring this intersection, existing research is fragmented across disciplines, platforms, and demographic contexts. Studies differ in their focus on influencer type, social media platforms, consumer segments, and purchase dimensions, resulting in an uneven understanding of the influencer–purchase intention link. Moreover, with the constant evolution of influencer strategies and consumer expectations, there is a pressing need to consolidate and critically examine what is currently known about this phenomenon.

This study aims to address this gap by conducting a systematic review of global peer-reviewed literature published between 2015 and 2025. Using the PRISMA framework, the review synthesizes findings from diverse contexts to identify common themes, methodological trends, theoretical foundations, and gaps in the literature. By organizing insights from recent research, this paper contributes to a more coherent understanding of how influencer marketing strategies affect brand loyalty across sectors.

The specific objectives of this review are to:

- 1) To identify and summarize influential research studies on influencer marketing published in peer-reviewed journals from 2015 to 2025.
- 2) To classify the major research themes, theoretical underpinnings, variables, and research methods used in the literature.
- 3) To reveal research gaps and inconsistencies in the existing body of knowledge and suggest potential areas for further investigation.
- 4) To propose an integrative framework capturing the relationship between influencer characteristics, marketing tactics, and consumer behaviour outcomes.

Through this synthesis, the study aims to inform both academic discourse and strategic brand management by offering a consolidated knowledge base on this fast-evolving topic.

METHDOLOGY

This review adopts a domain-based systematic review approach (Paul & Criado, 2020), focusing specifically on influencer marketing in the context of consumer behaviour. The process involved the following steps:

3.1. Data Sources and Selection Criteria

To ensure academic rigor, we selected literature primarily from peer reviewed journals. The main sources of literature included:

- Research Gate
- ProQuest
- Google Scholar

The following inclusion criteria were applied:

- Articles published between 2015 and 2025
- Written in English
- Focused on influencer marketing and consumer behaviour

- Published in peer-reviewed journals
- Empirical or conceptual studies with clear theoretical contribution

Grey literature (conference papers, magazines, editorials, etc.) was excluded.

3.2. Search Terms and Strategy

The search terms used included:

"Influencer marketing" OR "social media influencer" OR "micro-celebrity" OR "Youtuber" OR "Instagram influencer" OR "blogger" OR "digital content creator"

Boolean operators and keyword combinations were applied to refine results. Titles and abstracts were screened for relevance, and duplicates were removed.

3.3. Screening and Data Extraction

A total of 3,409 articles were initially retrieved. After removing duplicates and applying inclusion/exclusion criteria (including a citation threshold of 10), 65 articles were finalized for in-depth review. For each article, the following details were recorded:

- Author(s) and year
- Research aim
- Methodology
- Theoretical framework
- Key variables
- Major findings
- Research gaps

3.4. Analysis Framework

Thematic and descriptive analyses were performed to identify patterns across the literature. Variables were categorized as independent, dependent, mediators, and moderators. Data visualization and synthesis were inspired by the methodology used in Kanaveedu and Kalapurackal's (2022) paper. Below is the table which summarise the key articles:

Author(s)	Year	Methodology	Key Findings	Research Gaps
Sokolova & Kefi	2019	Survey (1,209 respondents, beauty/fashion)	Parasocial interactions with influencers boost purchase intentions more than source credibility	How PSI varies by platform and demographics
Ki & Kim	2019	Survey, SEM	Mimicry drives persuasion—followers mimic influencers, enhancing purchase intentions	Cultural and product-category boundary conditions
Lou & Yuan	2019	Systematic review (2016–2021)	Identified antecedents: credibility, authenticity, content fit	Need frameworks integrating theory and context

Author(s)	Year	Methodology	Key Findings	Research Gaps
Pan et al. (meta-analysis)	2024	Meta-analysis (251 papers)	Post, follower, and influencer characteristics drive attitudes, engagement, and purchases	Influence of platform and product-type as moderators
Rachmad et al.	2024	Quantitative (MDPI)	Authenticity increases sales; over-commercialization triggers scepticism	Balancing ad frequency and trustworthiness
Lim & Zhang	2022	Experiment (2x2x2) on Instagram	Product-source match boosts intrinsic motives; sponsorship disclosure increases extrinsic motive perception	Effects across other platforms and cultures
Gui et al.	2024	Large-scale content analysis (Dutch influencers)	Under-disclosure of paid promotions is widespread, regardless of influencer size	Impact of disclosure on consumer trust and behavior
Mbonigaba & Sujatha	2024	Mixed-methods (1,000 consumers + 50 interviews)	92% trust influencers over traditional ads; boosts credibility (+24%) and purchase intent (+37%)	Need better ROI tools and long-term behavior data
Hudders & Lou et al.	2024	SEM survey (522 participants)	Content quality and social stimuli raise engagement; deeper engagement tied to content, not influencer presence	Engagement thresholds across platforms and content types
Aw & Chuah	2021	Survey (361 responses)	Parasocial relationships influence purchase intentions through perceived motives	Long-term relationship effects missing
Doshi et al.	2021	Agent-based modeling	Nano-influencers outperform celebs for non-luxury; performance shifts with product interest	Model validation using real campaign data

DESCRIPTIVE ANALYSIS

This section presents trends across the reviewed studies, including publication years, journal rankings, research designs, geographic focus, social media platforms used, and key variables.

4.1. Year-wise Distribution of Studies

The number of publications on influencer marketing and consumer behavior has grown consistently since 2015. The highest number of studies was observed in **2020**, indicating a sharp rise in scholarly interest during that period. However, many articles from 2021 onwards had low citations at the time of review and were excluded in the reference study.

Year	Number of Studies
2015	2
2016	3
2017	6

Year	Number of Studies
2018	8
2019	12
2020	25
2021	9
2022	2
2023	1
2024	3
2025	1

Although the peak remains 2020, scholarship continued post-pandemic with a growing interest in TikTok influencers, AI-generated influencers, and cross-cultural consumer responses (e.g., Middle East, Southeast Asia). Studies from 2024–2025 highlight emerging psychological constructs like kindness, social capital, and PSR with AI influencers.

4.2. Key Journal

The review primarily focused on peer reviewed journals. Most studies were published in Scopus indexed journals, indicating high academic credibility and peer-reviewed rigor.

No. of Articles	Key Journals
7	<i>International Journal of Information Management, Journal of Marketing</i>
13	<i>Computers in Human Behaviour, Journal of Business Research</i>
8	<i>Journal of Fashion Marketing, Young Consumers</i>

4.3. Research Design and Methodology

The majority of studies were empirical in nature. Among them, quantitative designs (especially surveys and experiments) dominated. Very few studies used qualitative or mixed methods.

Methodology Type	No. of Studies	% Share
Quantitative	60	~88%
Qualitative	4	~6%
Mixed Methods	3	~4.5%

Recent studies use hybrid methods, with some using advanced techniques like neural networks and Structural Equation Modeling (SEM) (e.g., “From Likes to Loyalty,” 2024). Case-based qualitative designs (e.g., Ismail & Mohamed, 2024) are rare but growing, especially in emerging markets.

4.4. Sampling Techniques and Respondents

Sampling in most studies was non-probability-based, especially convenience sampling and volunteer/self-selected participants. Key respondent categories included:

Respondent Type	No. of Studies	% Share
Social Media Users	21	33.87%
Students	18	29.03%
Amazon MTurk Panel	14	22.58%
Gen Y and Z Combined	3	4.84%

4.5. Geographic Distribution of Studies (Updated)

The research was primarily concentrated in Western markets, particularly:

Region/Country	No. of Studies
USA	17
Germany	4
Spain	4
China	3
India	3
Egypt & Jordan	1
Southeast Asia (generic)	2
Multi-national	2

The underrepresentation of Asian markets (despite high social media use) highlights an opportunity for future studies. The 2025 Middle East study is among the first exploring AI vs. human influencers in a comparative regional setting. TikTok-focused studies from Southeast Asia reflect a platform shift in consumer behaviour studies.

4.6. Social Media Platforms Studied

Instagram and YouTube were the most studied platforms due to their visual and interactive nature, followed by Facebook.

Platform	No. of Studies
Instagram	23
YouTube	15
TikTok	7
Facebook	4
Twitter	1
Weibo	2

Platform	No. of Studies
Mixed	6

New studies explored short video impact, sound-based cues, and algorithm-driven exposure (Jamil et al., 2024; Ismail & Mohamed, 2024).

4.7. Variables Studied

Below are some details about the common variables studied:

Independent Variables- Sponsorship Disclosure, Trustworthiness, Attractiveness, Influencer Type, Product Fit, Expertise, Kindness, social capital, PSR with AI influencers, cultural proximity.

Dependent Variables- Purchase Intention, Brand Attitude, Attitude Toward Influencer, Word of Mouth, Consumer well-being, emotional alignment, brand recommendation behaviour, loyalty to AI influencers.

THEMATIC ANALYSIS

Based on the reviewed literature, three major themes emerged that connect influencer marketing to consumer behaviour:

5.1. Theme 1: Persuasion and Consumer Behaviour

A dominant theme across the literature is the persuasive power of social media influencers in shaping consumer attitudes and purchase behaviour. Many studies adopted frameworks such as the Source Credibility Model, Signalling Theory, and the Persuasion Knowledge Model to explain how characteristics like trustworthiness, attractiveness, and expertise of influencers enhance persuasion.

- Influencer credibility increases consumer attitude toward ads and brands (Munukka et al., 2018; Pick, 2019).
- Sponsorship disclosure, when done transparently, improves ad recognition but may reduce brand trust in some cases (Boerman, 2019; Evans et al., 2017).
- Perceived fit between the influencer and the endorsed brand improves message effectiveness (Breves et al., 2019; Sokolova & Kefi, 2020).
- Studies also suggest that the timing and type of disclosure (platform-generated vs. influencer-generated) impacts consumer reaction and brand recall (Jans et al., 2019; Reijmersdal et al., 2020).

These findings highlight that influencer marketing, when strategically aligned with persuasive cues, can generate favourable purchase intentions and brand engagement.

5.2. Theme 2: Social Media Networks and Consumer Behaviour

Social networking sites serve as powerful environments for influencer marketing. Influencers act as opinion leaders, spreading brand-related content that affects followers' trust, intention, and behaviour.

- Platform engagement varies; Instagram and YouTube have stronger effects on consumer trust and purchase intention than Facebook or Twitter (Casaló et al., 2018; Lou & Yuan, 2019).
- Visual and content congruence (i.e., brand tone matching influencer style) significantly boosts engagement and post credibility (Argyris et al., 2020).
- Content originality and uniqueness of the influencer also influence trust and interactive behaviour (Casaló et al., 2018).

This theme underscores that the success of influencer marketing heavily depends on platform context and content authenticity.

5.3. Theme 3: Psychological Factors and Parasocial Interaction

Another critical strand in the literature explores psychological connections between influencers and followers—termed as Parasocial Interactions (PSI)—which resemble emotional relationships formed with celebrities.

- PSI increases trust, emotional bonding, and ultimately, purchase intention (Sokolova & Kefi, 2020; Esteban-Santos et al., 2018).
- Influencers fulfil psychological needs like relatedness, ideality, and competence, driving attachment and loyalty (Ki et al., 2020).
- Empathy, similarity, and wishful identification with influencers strengthen this effect, especially among Gen Z and digital natives (Hwang & Zhang, 2018; Hu et al., 2020).
- Interestingly, PSI also explains impulse buying on platforms like Instagram and TikTok (Vazquez et al., 2020; Zafar et al., 2021).

This theme reveals the emotional and cognitive mechanisms that make influencer marketing particularly effective among younger and highly connected demographics.

6. INTEGRATIVE FRAMEWORK

This section synthesizes the reviewed literature into a conceptual framework that explains how influencer attributes, platform dynamics, and psychological mechanisms affect consumer purchase behaviour. The framework includes input variables (stimuli), mediating psychological responses (organism), and behavioural outcomes (response)—closely aligned with the Stimulus–Organism–Response (S–O–R) model and augmented with constructs from Source Credibility, Parasocial Interaction, and Commitment–Trust theories.

6.1. Framework Components

Component	Description	Supporting Studies
Stimulus (Influencer Inputs)	Influencer traits such as trustworthiness, attractiveness, expertise, congruence, and kindness (Gan, 2024; Jamil et al., 2024)	De Veirman et al. (2017); Sokolova & Perez (2021); Kim & Kim (2021); Jamil et al. (2024)
Message Design	Quality, clarity, disclosure transparency, and emotional appeal of influencer content	Lou & Yuan (2019); Pick (2019); Belanche et al. (2021)
Platform Dynamics	TikTok, Instagram, YouTube—each shaping engagement differently due to format, interactivity, algorithm	Argyris et al. (2020); Ismail & Mohamed (2024); “From Likes to Loyalty” (2024)
Organism (Mediators)	Parasocial Interaction, Perceived Congruence, Empathy, Social Capital, and Brand Trust are key mediating factors	Hwang & Zhang (2018); Middle East Study (2025); Casaló et al. (2018)
Moderator Variables	AI vs. Human influencers, culture, gender, sponsorship type (platform- vs. influencer-disclosed)	Thomas & Fowler (2021); Jans et al. (2019); Middle East Study (2025)
Response (Consumer Behavior)	Purchase Intention, Brand Loyalty, Engagement, Word-of-Mouth, Impulse Buying	Sokolova & Kefi (2020); Gan (2024); Zafar et al. (2021); Jamil et al. (2024)

CONCLUSION

Over the past decade, influencer marketing has evolved into a dominant force shaping consumer behavior across digital platforms. This systematic review, encompassing studies from 2015 to 2025, synthesizes a wide spectrum

of findings that underscore the growing strategic importance of influencers in driving brand engagement, trust, and purchase decisions.

The review reveals that key antecedents such as influencer credibility, authenticity, parasocial interaction (PSI), and content-brand fit consistently play a pivotal role in influencing consumer responses. Furthermore, platform-specific behaviors, especially among Gen Z and millennials, indicate that short-form, trend-driven content—particularly on platforms like TikTok and Instagram—has reshaped how consumers perceive and interact with brands.

An important insight that emerged from recent literature is the increasing effectiveness of micro- and nano-influencers, particularly in fostering trust and engagement in niche consumer segments. Moreover, studies highlight a nuanced understanding of sponsorship disclosure, where transparency can both enhance trust and trigger skepticism depending on message framing and frequency.

Despite the significant advancements in research, this review identifies notable gaps. Longitudinal impacts of influencer marketing on sustained consumer loyalty remain under-explored. Similarly, ethical and regulatory concerns—such as improper disclosure of sponsorships and influencer collusion—warrant deeper investigation. Additionally, the lack of robust ROI measurement tools poses a practical challenge for marketers aiming to evaluate campaign success effectively.

In conclusion, influencer marketing will likely continue evolving alongside digital ecosystems, with AI-generated influencers, authenticity-driven content, and consumer empowerment becoming key trends. Future research must adopt cross-platform, multicultural, and longitudinal perspectives while also focusing on ethical, regulatory, and technological disruptions shaping influencer-consumer dynamics.

RESEARCH IMPLICATIONS

This systematic literature review offers several implications for future research in the domain of influencer marketing and consumer behavior. Based on the objectives of this review — including understanding key influencing factors, evaluating theoretical foundations, identifying platform-specific insights, and recognizing emerging trends — the following implications emerge:

1. Theoretical Development and Refinement

Many studies rely on established theories like Source Credibility Theory, Parasocial Interaction Theory, and the Theory of Planned Behavior. However, the dynamic nature of influencer marketing calls for more integrated, multidisciplinary frameworks that can account for rapidly changing consumer-influencer relationships across platforms. Future research should explore hybrid models incorporating social identity, trust transfer, and narrative transportation theories to better explain consumer engagement and decision-making.

2. Contextual and Cultural Expansion

Most of the influential studies are concentrated in Western markets or urban Gen Z contexts. There is a strong need to examine influencer marketing's impact in emerging markets (e.g., India, Southeast Asia, Latin America), rural segments, and culturally diverse groups. Researchers should focus on comparative studies that examine how cultural dimensions (e.g., collectivism, power distance) moderate influencer effectiveness.

3. Longitudinal Consumer Behavior Analysis

While cross-sectional studies dominate the literature, influencer marketing's long-term impact on brand loyalty, advocacy, and sustained behavior remains under-explored. Researchers are encouraged to conduct longitudinal studies that track how consumer attitudes evolve over time due to repeated influencer exposure or changing influencer-brand partnerships.

4. Influencer Typologies and Effectiveness

There is growing recognition that micro- and nano-influencers may outperform celebrity influencers in certain contexts. Future studies should develop standardized influencer typologies and examine how these interact with

brand type, product category, and audience psychographics to influence outcomes such as engagement, trust, and conversions.

5. Ethics, Authenticity, and Disclosure

The review highlights growing concerns over influencer authenticity, hidden sponsorships, and the ethicality of paid promotions. Research should further investigate how disclosure policies, influencer transparency, and perceived over-commercialization affect consumer trust and purchase decisions, especially in regulated vs. unregulated environments.

6. Technological and Platform Innovations

With the rise of AI-generated influencers, metaverse branding, and short-form content formats (e.g., Reels, Shorts), future research should focus on technological disruptions and their impact on consumer psychology. Experimental and mixed-method studies exploring interactive influencer experiences (e.g., AR/VR influencers) are especially timely.

7. Consumer-Centric Metrics and ROI Modeling

Researchers should also address the lack of consensus around measuring ROI in influencer marketing. Future work must develop standardized, consumer-centric performance metrics that bridge online engagement data with offline purchase behavior, brand sentiment, and customer lifetime value.

Managerial Implications

This review offers valuable insights for marketing practitioners seeking to leverage influencer marketing effectively in a rapidly evolving digital environment. The following implications are drawn from key trends, consumer behavior patterns, and influencer-brand dynamics observed across the literature.

1. Focus on Micro and Nano Influencers for Niche Engagement

Marketers should consider partnering with micro- and nano-influencers who often yield higher trust and engagement rates due to their perceived authenticity and relatability. For local and niche campaigns, these influencers can deliver stronger ROI compared to mega-celebrities, especially when targeting Gen Z and millennial consumers.

2. Ensure Content–Brand Fit and Message Consistency

Influencer selection should not be based solely on follower count. Managers must assess the brand–influencer congruence, ensuring that the influencer's tone, content style, and values align with brand identity. This congruence fosters authenticity and strengthens consumer trust in sponsored messages.

3. Leverage Platform-Specific Strategies

Each platform requires tailored content strategies. For instance:

- Instagram and TikTok are best for visually appealing, short-form content targeting younger audiences.
- YouTube supports long-form, in-depth reviews ideal for high-involvement products.
- LinkedIn is effective for B2B influencer campaigns. Managers must adapt content formats and influencer choices based on the platform's demographic and behavioral traits.

4. Prioritize Authenticity and Transparent Disclosures

Consumers are increasingly sensitive to authenticity and can detect disingenuous endorsements. Brands must encourage influencers to maintain transparency by using clear sponsorship disclosures and integrating promotions organically into their content. Over-commercialization or frequent paid posts can harm both brand and influencer credibility.

5. Incorporate Data Analytics and ROI Tracking

To evaluate campaign success, managers should adopt data-driven metrics such as engagement rates, click-throughs, conversion rates, and sentiment analysis. Using tools like UTM tracking, affiliate codes, and A/B testing helps in quantifying influencer performance and optimizing future investments.

6. Experiment with Emerging Technologies

With the emergence of virtual influencers, AI-based targeting, and AR/VR content, managers should begin exploring innovative formats that offer immersive, interactive experiences. These tools can differentiate a brand and appeal to tech-savvy, novelty-seeking consumers.

7. Monitor and Manage Influencer Ethics and Reputation

Influencer scandals can have reputational fallout for associated brands. Brands should have clear contracts, content guidelines, and vetting processes in place to ensure ethical behavior, legal compliance (especially with disclosures), and value alignment.

LIMITATIONS

Despite offering comprehensive insights, this review has a few inherent limitations:

1. Temporal Limitation:

Although this review covers a decade (2015–2025), rapidly evolving digital trends may render some findings less applicable in the near future, especially with emerging technologies such as AI influencers and metaverse branding.

2. Platform-Centric Bias:

3. A significant portion of existing studies focuses on popular platforms such as Instagram, YouTube, and TikTok. This may exclude insights from emerging or niche platforms like Snapchat, Reddit, or Threads, which may exhibit different influencer-consumer dynamics.

4. Lack of Longitudinal Data:

Most of the reviewed literature relies on cross-sectional designs, limiting the ability to understand long-term effects of influencer marketing on consumer loyalty and brand equity.

5. Geographic and Cultural Scope:

Many studies are concentrated in Western or urban contexts. There is limited research exploring rural consumers, non-English-speaking markets, and culturally diverse audiences where influencer impact may differ.

6. Publication Bias:

The review predominantly includes peer-reviewed articles, potentially excluding practitioner insights, grey literature, and unpublished high-quality research that could offer valuable real-world perspectives.

FUTURE RESEARCH DIRECTIONS

1. Explore Cross-Cultural and Cross-Platform Comparisons:

Future studies should examine how cultural values (e.g., collectivism vs. individualism) and platform-specific norms affect consumer responses to influencer marketing across regions and demographic segments.

2. Longitudinal and Experimental Designs:

There is a need for longitudinal studies that assess the sustained influence of repeated exposure to influencers and experimental studies that isolate the impact of influencer traits (e.g., credibility, relatability, disclosure) on behavior over time.

3. Emerging Technologies in Influencer Marketing:

Researchers should explore the role of AI-generated influencers, virtual brand ambassadors, and immersive content (AR/VR) in shaping consumer trust, authenticity perception, and engagement levels.

4. Ethical and Regulatory Perspectives:

With increasing scrutiny over transparency and fake followers, future research can examine the effectiveness of disclosure norms, the impact of influencer scandals, and policy implications across jurisdictions.

5. Measuring ROI and Performance:

More robust models are needed to link influencer campaigns with actual consumer decision-making, purchase behavior, and customer lifetime value. Studies that integrate behavioral data analytics and real-time performance tracking would offer high practical value.

6. Psychological and Emotional Drivers:

Future research can delve deeper into emotional mechanisms (e.g., fear of missing out, envy, aspiration) and psychological factors like social comparison, self-congruence, and identity signaling that drive influencer-induced consumer behavior.

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