


HUDAN LIN-NAAS

Jurnal Ilmu Sosial dan Humaniora



Volume: 6, no 2, Desember 2025

ISSN: 2775-1198 (p), (2775-2755 (e))

<http://ejournal.unia.ac.id/index.php/hudanlinnaas/index>

Analyzing the Effectiveness of Content Strategies by Social Media Influencers: A Systematic Literature Review

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Abstract

This study examines the effectiveness of micro-influencers versus macro-influencers in marketing campaigns. Given the increasing importance of influencer marketing, understanding the optimal deployment of different influencer types is crucial for maximizing campaign impact. While existing research acknowledges the distinct characteristics of micro and macro-influencers, there remains a gap in understanding how their respective strengths align with specific campaign objectives. This research aims to address this gap by analyzing the interplay between engagement, reach, authenticity, cost-effectiveness, and campaign goals. The study employed a systematic literature review using the Scopus database as the primary source. The findings reveal that micro-influencers excel at fostering authentic connections and driving conversions within niche markets due to higher engagement rates, while macro-influencers are better suited for campaigns prioritizing widespread brand awareness due to their extensive reach. Therefore, the selection of micro or macro-influencers, or a combination thereof, should strategically align with campaign goals and budget constraints. Future research should explore the evolving dynamics of influencer marketing in emerging digital landscapes and develop more sophisticated metrics for measuring return on investment.

Keyword: "Content" "Strategies" "Social" "Media" "Influencers"

Abstrak

Penelitian ini mengkaji efektivitas micro-influencer dibandingkan macro-influencer dalam kampanye pemasaran. Mengingat pentingnya pemasaran influencer yang semakin meningkat, memahami penempatan optimal berbagai jenis influencer sangat krusial untuk memaksimalkan dampak kampanye. Meskipun penelitian existing mengakui karakteristik unik micro dan macro-influencer, masih terdapat kesenjangan dalam memahami bagaimana kekuatan masing-masing influencer selaras dengan tujuan kampanye spesifik. Penelitian ini bertujuan untuk mengatasi kesenjangan tersebut dengan menganalisis interaksi antara keterlibatan, jangkauan, keaslian, efisiensi biaya, dan tujuan kampanye. Studi ini menggunakan tinjauan literatur sistematis dengan basis data Scopus sebagai sumber utama. Temuan menunjukkan bahwa mikro-influencer unggul dalam membangun koneksi autentik dan mendorong konversi di pasar niche berkat tingkat keterlibatan yang lebih tinggi, sementara makro-influencer lebih cocok untuk kampanye yang memprioritaskan kesadaran merek yang luas berkat jangkauan yang lebih luas. Oleh karena itu, pemilihan mikro atau makro-influencer, atau kombinasi keduanya, harus secara strategis selaras dengan tujuan kampanye dan batasan anggaran. Penelitian masa depan harus mengeksplorasi dinamika yang terus berkembang dalam pemasaran influencer di lanskap digital yang emerging dan mengembangkan metrik yang lebih canggih untuk mengukur return on investment.

Kata Kunci : “Konten” “Strategi” “Media Sosial” “Influencer”

PENDAHULUAN

With the growing ubiquity of the internet and social media in daily life, influencer marketing has emerged as a cornerstone of advertising and digital strategies, harnessing the power of authentic connections and audience trust to shape consumer behavior. The advent of the internet and social media has profoundly altered advertising, resulting in the emergence of influencer marketing as a key approach in digital marketing (Latupeirissa et al., 2024). Influencers, who cultivate personal connections with their audiences, are perceived as reliable sources of information, enhancing their credibility compared to traditional media (Wunderlich et al., 2022) This credibility allows brands to leverage influencer partnerships to increase brand awareness and reach targeted demographics effectively (Boerman & Müller, 2022; Čemikováitė & Karazijienė, 2023). Furthermore, influencers often create authentic content that resonates with their followers, fostering a

sense of community and engagement around the brand (Alves de Castro, 2023; Heřmanová, 2024) As brands increasingly recognize the value of these partnerships, influencer marketing is becoming an essential component of modern advertising strategies, driving consumer engagement and influencing purchasing decisions (Galdón-Salvador et al., 2024; Tartaraj et al., 2024). Highlight the advantages of leveraging influencer partnerships for brands, such as increased brand awareness, enhanced credibility, and the ability to reach targeted audiences. Leveraging influencer partnerships offers brands numerous advantages, including increased brand awareness, enhanced credibility, and the ability to effectively reach targeted audiences. Influencers often cultivate strong relationships with their followers, which fosters trust and makes their endorsements more impactful than traditional advertising methods (Boerman & Müller, 2022; Wunderlich et al., 2022). This credibility is crucial as consumers increasingly seek authentic voices in their purchasing decisions, viewing influencers as relatable figures who genuinely connect with their audience (Boerman & Müller, 2022; Černikovaitė & Karazijienė, 2023). Furthermore, influencer marketing allows brands to tap into specific demographics, enabling them to tailor their messaging and reach niche markets that might otherwise be difficult to engage (Galdón-Salvador et al., 2024; Tartaraj et al., 2024). As a result, brands can enhance their visibility and foster a sense of community around their products, ultimately driving consumer engagement and loyalty (Alves de Castro, 2023; Galdón-Salvador et al., 2024). The social media landscape has evolved significantly in recent years, characterized by a diverse array of platforms that cater to various user demographics and preferences. This evolution has led to the emergence of social media influencers, who have become pivotal in shaping online interactions and consumer behavior (Heřmanová, 2024; Wunderlich et al., 2022). With platforms like Instagram, TikTok, and YouTube gaining immense popularity, users are increasingly drawn to content that resonates with their interests and values, fostering a sense of community and engagement (Boerman & Müller, 2022; Tartaraj et al., 2024). Influencers, often perceived as relatable figures, leverage their personal connections with followers to disseminate

information and promote products, thereby enhancing brand visibility and credibility (Alves de Castro, 2023; Yangzi et al., 2023) . As a result, brands are increasingly recognizing the importance of these platforms and influencers in their marketing strategies, adapting to the changing dynamics of consumer engagement in the digital age (Černiková & Karazijienė, 2023; Galdón-Salvador et al., 2024). With the ever-evolving nature of social media and the diverse range of platforms available, it is crucial to understand how influencers navigate this dynamic landscape and craft their content strategies to effectively engage their target audiences. Understanding how influencers navigate the dynamic landscape of social media and craft effective content strategies is essential for engaging target audiences. Influencers leverage various platforms, adapting their approaches to fit the unique characteristics of each medium, such as TikTok's short-form video format or Instagram's visual-centric environment (Tartaraj et al., 2024). The personal connection that influencers establish with their followers enhances their credibility, making them reliable sources of information and fostering deeper engagement (Boerman & Müller, 2022; Wunderlich et al., 2022). Moreover, the continuous evolution of social media trends necessitates that influencers remain agile, employing innovative strategies to maintain relevance and effectively communicate their messages (Galdón-Salvador et al., 2024). This adaptability is crucial as influencers not only promote products but also shape cultural narratives and consumer behaviors through their content (Alves de Castro, 2023). As the landscape evolves, influencers must balance authenticity with marketing objectives, ensuring their content resonates with their audience while driving engagement and brand loyalty (Subitha et al., 2024). Influencers often create a variety of content types, including organic content such as personal vlogs, lifestyle posts, and behind-the-scenes glimpses, which provide an authentic and intimate connection with their audience. This organic content fosters a sense of relatability and trust, as followers often perceive influencers as genuine individuals sharing their personal experiences (Wunderlich et al., 2022). In addition to organic content, influencers also engage in sponsored content, which includes product placements, brand partnerships, and promotional posts. This dual approach

allows brands to leverage the influencer's established credibility and reach, effectively enhancing brand visibility and engagement within targeted demographics (Heřmanová, 2024; Musiyiwa & Jacobson, 2023). By blending authentic storytelling with promotional messaging, influencers can create compelling narratives that resonate with their audience, ultimately driving consumer interest and purchase intentions (Martínez-Sanz et al., 2023; Yangzi et al., 2023). Isolating the precise impact of influencer marketing is difficult due to the simultaneous presence of other marketing activities. The precise impact of influencer marketing is challenging to isolate due to the concurrent execution of various marketing strategies. Influencer marketing has gained traction as a significant component of social media advertising, particularly for reaching younger demographics through relatable and engaging content (Boerman & Müller, 2022; Gu & Duan, 2024). However, the effectiveness of these marketing efforts is often confounded by other promotional activities occurring simultaneously, making it difficult to attribute changes in consumer behavior directly to influencer campaigns (Galdón-Salvador et al., 2024; Tartaraj et al., 2024). Additionally, the interplay between influencer credibility and consumer engagement further complicates this analysis, as consumers may respond to multiple stimuli beyond the influencer's message (Pereira et al., 2023; Subitha et al., 2024). Consequently, while influencer marketing can enhance brand awareness and consumer trust, the overlapping nature of marketing tactics necessitates a nuanced approach to evaluate its true effectiveness (Musiyiwa & Jacobson, 2023).

Connecting available metrics to key business outcomes, such as sales or customer lifetime value, remains a significant challenge in influencer marketing. Despite the growing popularity of influencer marketing, quantifying its direct impact on sales and long-term customer engagement is complex due to the multifaceted nature of consumer behavior and the various external factors influencing purchasing decisions (Tartaraj et al., 2024). Research indicates that while influencer collaborations can enhance brand awareness and consumer trust, translating these metrics into concrete financial outcomes is often hindered by the lack of standardized measurement frameworks (Bevan-Dye &

Motaung, 2023; Gu & Duan, 2024). Furthermore, the reliance on self-reported metrics from influencers and brands can lead to discrepancies in data interpretation, complicating the assessment of true marketing effectiveness (Galdón-Salvador et al., 2024; Musiyiwa & Jacobson, 2023). As businesses increasingly seek to optimize their marketing strategies, developing robust methodologies to link influencer marketing efforts with tangible business results is essential for maximizing return on investment (Heřmanová, 2024). Maintaining authenticity in sponsored content is essential, as consumers are increasingly skilled at detecting inauthentic promotions, which can significantly damage brand credibility. Research indicates that influencers who foster a genuine connection with their audience are perceived as more trustworthy, enhancing their effectiveness in marketing campaigns (Subitha et al., 2024). The perceived authenticity, similarity, and credibility of influencers play crucial roles in shaping consumer purchasing decisions, particularly among younger demographics (Pereira et al., 2023; Subitha et al., 2024). Furthermore, the lack of transparency in sponsorship disclosures can lead to skepticism among consumers, further emphasizing the need for brands to prioritize authentic content creation (Glatt, 2024; Musiyiwa & Jacobson, 2023). This skepticism can result in negative consumer reactions, highlighting the importance of genuine interactions in influencer marketing (Musiyiwa & Jacobson, 2023; Pereira et al., 2023). Therefore, brands must focus on creating authentic narratives to build trust and maintain their reputation in a competitive digital landscape (Galdón-Salvador et al., 2024; Pereira et al., 2023). Inflated metrics due to fake followers and engagement can create a misleading picture of campaign success, necessitating careful identification of inauthentic activity. The prevalence of fake followers undermines the credibility of influencer marketing, as brands may rely on inflated engagement metrics that do not accurately reflect genuine audience interaction (Almela-Baeza et al., 2023). Research shows that high engagement rates can be artificially inflated by bots or inactive accounts, leading to misguided marketing strategies and ineffective campaigns (Galdón-Salvador et al., 2024). Furthermore, the lack of transparency in influencer metrics can exacerbate this issue, as brands often do not

have the tools to verify the authenticity of their influencer partnerships (Tartaraj et al., 2024). Consequently, it is crucial for marketers to implement rigorous vetting processes and utilize analytics tools that can detect inauthentic engagement, ensuring that their campaigns are based on accurate data (Pereira et al., 2023). This approach not only protects brand integrity but also fosters a more trustworthy influencer marketing ecosystem (Gu & Duan, 2024). Measuring the long-term effects of influencer marketing on brand equity and sustained sales is inherently more complex than tracking short-term metrics, as it requires a deeper understanding of consumer perceptions and loyalty. While immediate metrics such as engagement rates and sales conversions can be easily quantified, the impact on brand equity involves assessing how influencer relationships foster emotional connections with consumers over time (Musiyiwa & Jacobson, 2023; Wunderlich et al., 2022). These connections contribute to brand loyalty and trust, which are critical for sustained sales but may not be immediately evident (Heřmanová, 2024; Martínez-Sanz et al., 2023). Moreover, the evolving nature of influencer-audience relationships complicates the measurement process, as brands must account for shifts in consumer sentiment and engagement levels (Alves de Castro, 2023; Boerman & Müller, 2022). Therefore, a comprehensive approach that integrates both qualitative and quantitative metrics is essential for accurately capturing the long-term value of influencer marketing strategies (Bevan-Dye & Motaung, 2023; Yangzi et al., 2023). Influencer marketing effectiveness is often overstated. Quantifying its true impact on business outcomes remains challenging, as metrics like likes and shares don't always correlate with sales or brand loyalty. These metrics can also be manipulated, creating a misleading impression of success. Additionally, sponsored content raises authenticity concerns, as discerning consumers may distrust both the influencer and brand, negating any positive impact. The emphasis on short-term gains often overshadows long-term brand-building goals. While influencer campaigns can generate immediate buzz, their contribution to sustained brand equity and customer value requires further investigation. The highly individualized nature of influencer selection and content also makes it difficult to

generalize findings across campaigns and industries. A cautious, critical approach focused on measurable business outcomes is necessary when evaluating influencer marketing's true impact. This research examines the impact of social media influencers on society. It investigates how influencers shape consumer behavior, public opinion, and marketing strategies. The study explores influencer content creation, audience appeal, and ethical considerations around influencer marketing. It also analyzes the broader societal implications, including the impact on traditional media and economic structures. The study provides a comprehensive evaluation of influencer marketing, focusing on content tactics, authenticity issues, and the relative effectiveness of micro- versus macro-influencers.

METODE PENELITIAN

This study employs a systematic literature review methodology to examine influencer marketing, utilizing the Scopus database and a defined search protocol. The search strategy incorporates the keywords "Content," "Strategies," "Social," "Media," and "Influencers" to identify relevant articles published between 2020 and 2025 within the Social Sciences, Arts, and Humanities subject area. Initially, the search yielded 474 documents, which was then refined to 425 based on the publication year filter. Further filtering by subject area resulted in 209 documents, and applying the article type filter narrowed the pool to 176 articles. Subsequently, a two-stage screening process was implemented. First, abstracts were reviewed, resulting in the selection of 45 articles. Then, a full-text review of these articles was conducted, ultimately identifying 34 articles that met the inclusion criteria and formed the basis of this SLR. This rigorous process ensures the systematic identification, selection, and analysis of relevant literature to provide a comprehensive overview of influencer marketing trends, challenges, and impacts. The study examines influencer marketing strategies across a wide range of countries and regions, including but not limited to: the United States, United Kingdom, Canada, Australia, Spain, China, India, Turkey, Malaysia, Taiwan, Nigeria, Lithuania, Cyprus, Mexico, Portugal, Czech Republic, Jordan, and Indonesia. The findings of this study

provide valuable insights into the current state of influencer marketing and its impact on various aspects of society. The systematic review addresses key gaps in the existing literature, offering a detailed analysis of influencer marketing strategies, their effectiveness, and the ethical considerations surrounding this emerging phenomenon.

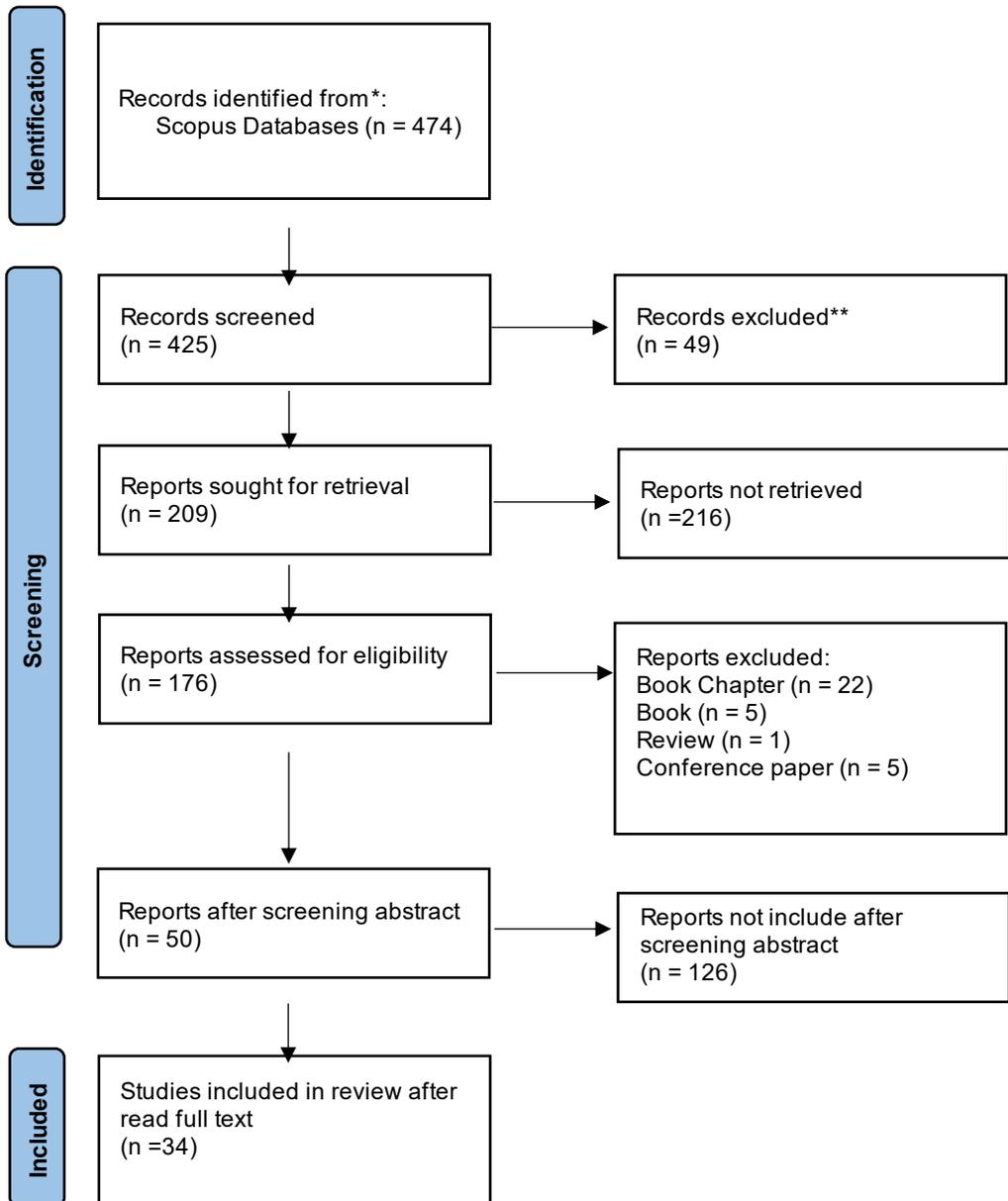


Figure 1. PRISMA flowchart of identification and selected studies

HASIL PENELITIAN DAN PEMBAHASAN

The literature review examines the impact of social media influencers on various aspects of society. It highlights the growing prominence of influencer marketing strategies and their effects on consumers, brands, and society. A key finding is the significant influence of influencers over consumer behavior and brand engagement. Influencers have become effective tools for brands to reach and connect with target audiences, leveraging their perceived authenticity and credibility. The review suggests that the rise of influencer marketing has impacted traditional media and advertising models. The decline in conventional media and growth of social networks have changed how people access and view knowledge and content. Consequently, brands increasingly turn to influencer marketing as a more effective and targeted means of engaging their audiences. However, the review also highlights potential ethical concerns and risks associated with influencer marketing, such as lack of transparency and authenticity in some partnerships. This can lead to a breach of consumer trust and undermine the credibility of both the influencer and the brand. The review also explores the relative effectiveness of micro-influencers versus macro-influencers in influencer marketing campaign.

Table 1. Summary of Studies reviewed

PAPER	REGION	STUDY OBJECTIVES	METHODOLOGY	MAIN FINDINGS
INFLUENCE OF SOCIAL MEDIA ON THE UPTAKE OF EMERGING MUSICIANS AND ENTERTAINMENT EVENTS, (NWAGWU & AKINTOYE, 2023)	Nigeria	Oyo and Lagos' burgeoning musicians are on social media. Understand young musicians' social media use. Explore social media methods for city-developing musicians. Assess and clarify how rising bands use social media to influence consumer perceptions. To examine how young artists mimic genuine interactions and create parasocial bonds with their social media audience. Meeting audience expectations is a challenge for budding musicians in the listed cities.	- The research employed a qualitative methodology. The research was guided by the Parasocial Engagement Model. - A numerous case study design was utilized. - Snowball sampling was employed to pick 20 young musicians from Ibadan and Lagos. - Data collection comprised questionnaires for background information and video-call interviews for in-depth observations. - The data analysis encompassed transcription, open coding, and thematic analysis utilizing ATLAS.ti software.	Emerging musicians gain attention and exposure by expressing themselves and connecting with bigger audiences on social media. - Emerging musicians can gain exposure by working with social media influencers and magazines. - The study sheds light on how social media methods effect Nigerian young musicians, emphasizing audience interaction and connection building.
GLOBAL INFLUENCERS' CONTENT CREATION STRATEGIES: NEGOTIATING WITH PLATFORM AFFORDANCES TO PRACTICE VERNACULAR CREATIVITY (BHATIA ET AL., 2024)	India	- To comprehend how influencers emphasize individualization and localization of media products while conforming to standardized social media procedures. To investigate the methods by which influencers cultivate tailored online interactions to attract and keep global audiences.	- Critical Technocultural Discourse Analysis (CTDA) framework - Thematic analysis for coding discursive strategies - Purposive sampling of seven influencers - Textual analysis to identify themes	Temporization helps global South influencers standardize content that addresses global concerns for local audiences. - These influencers bridge local cultures and social media's technical limits to reach global audiences. - Influencers face obstacles from global North-centric platform designs despite some worldwide success.
IMPACT OF INTEGRATED MARKETING COMMUNICATION STRATEGIES ON CHOICE OF HIGHER EDUCATION INSTITUTIONS (ROY & MISRA, 2024)	India	- Assess and analyze the influence of Integrated Marketing Communication strategies on the selection of higher education institutions. - Evaluate the impact of Integrated Marketing Communications Strategies on the choice of higher education institutions and academic fields.	- Descriptive research design - Data collection via structured questionnaire - Purposive sampling technique - Sample size of 384 students - Data analysis using statistical methodologies, including multiple regression analysis	Students' opinions of Integrated Marketing Communications vary by gender, preferred discipline, and institution, but not by age. - Higher education institution choosing is positively correlated with IMC perceptions. IMC strategies like social media and alumni interaction strongly influence higher education institution and academic discipline choices.
HASHTAG ACTIVISM ON TWITTER: THE EFFECTS OF WHO, WHAT, WHEN, AND HOW A TWEET IS SENT FOR PROMOTING CITIZENS' ENGAGEMENT WITH CLIMATE CHANGE (ESTRELLA-RAMÓN ET AL., 2024)	Spain	Use the connected action framework to analyze how Twitter hashtag activism might increase climate change engagement. - Determine how post qualities affect #fridaysforfuture tweet engagement. Increase empirical connective action theory applications and comprehend message tactics for higher engagement. Explain how social movements can improve message design and communication.	Tweets with #fridaysforfuture were collected using TAGS and Twitter API. Retweets and replies were eliminated; 6% was randomly picked for analysis. Manual Coding: Three coders classified tweets by attributes, ensuring intercoder reliability. Statistics: Kruskal-Wallis test was performed to examine tweet-based engagement disparities. User engagement was dependent, while sender type, influencer type, message content, posting time, and format were independent variables.	- Greta Thunberg and notable influencers provide the highest online interaction for #fridaysforfuture tweets. - Content categories such as "non-endorsement of the movement" and "information pertaining to COVID-19/digital protests" augment engagement. - Content disseminated during business hours, especially when accompanied by text in video or image formats, exhibits heightened engagement levels.

EFFECT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BRAND ENGAGEMENT AND ITS IMPLICATIONS ON BUSINESS DECISION MAKING

(GALDÓN-SALVADOR ET AL., 2024)

Jordan

It is the purpose of this study to investigate the influence that social media influencers and content marketing have on the desire to repurchase an item online by means of customer brand engagement and trust in the brand within e-commerce platforms.various speeds.

A questionnaire was created from earlier research. Responses were on a seven-point Likert scale. Targeted Jordanian online shoppers on social media. Distributed via social media via Google Forms. Implemented data integrity deduplication. - January 17–February 15, 2023 survey. Used SPSS 26 to analyze 408 valid replies. Modeled structural equations with SMART-PLS3. Used CFA to verify construct validity. Used SEM to test causal and mediation hypotheses.

Content marketing and social media influencers boost customer engagement, trust, and online buy intent. Content marketing is the biggest element in customer engagement and trust, while social media influencers affect online shopping intentions. Trust in the brand mediates the effect of social media influencers and content marketing on online repurchases, but customer interaction does not.

ENHANCING SELF-LEADERSHIP IN ONLINE FITNESS EDUCATION AND TRAINING: EXPLORING STRATEGIES AND ADDRESSING CHALLENGES AMONG SOCIAL MEDIA INFLUENCERS IN HENAN PROVINCE, CHINA

(YANGZI ET AL., 2023)

Henan Province, China

- Analyze the self-leadership activities of SMIs in online fitness coaching. Examine the methods by which Social Media Influencers (SMIs) navigate their responsibilities in online fitness instruction and training, emphasizing tactics and obstacles. - Elucidate the tactics utilized by SMIs in overseeing their self-leadership in online fitness education and training.

- Qualitative study using interviews and thematic analysis. - Surveys with a 5-point Likert scale for initial screening. - Purposive and snowball sampling to select 12 local SMIs. - Data collection included surveys, audio recordings, and transcription. - Coding and thematic analysis using ATLAS.ti 22 software. - Reliability ensured through expert evaluations. - Matrix tables used to connect research topics with theoretical frameworks.

Social Media Influencers (SMIs) in Henan Province need self-leadership skills to navigate the fitness education field, according to research. SMIs can provide vital fitness education and shape health and wellness advocacy by solving challenges. The results are contextualized by Henan Province's culture and geography and the COVID-19 pandemic.

EXPLORING THE DYNAMICS OF CONSUMER ENGAGEMENT IN SOCIAL MEDIA INFLUENCER MARKETING: FROM THE SELFDETERMINATION THEORY PERSPECTIVE

(GU & DUAN, 2024)

China

- Create a model to assess how influencer qualities, advertising content, and social dynamics affect customer engagement. To create efficient influencer marketing tactics, study customer involvement mechanisms. Using the S-O-R framework and self-determination theory, examine how exterior cues lead to psychological motivators and customer involvement. - Show how customers' psychological needs affect their social media influencer marketing involvement.

The Wenjuanxing platform assisted with the survey. Participants were recruited via WeChat, Douyin, and Weibo. We assessed 522 valid surveys. Validated research-based measurement scales. Responses were analyzed using a seven-point Likert scale. Thirty participants were pre-tested for understanding. - Using Smart PLS for Partial Least Squares Path Analysis for data analysis. Running a bootstrapping test with 5000 samples. - The S-O-R model, self-determination, and planned behavior underpin this approach.

- Social media influencers are proficient at producing initial online traffic but possess less impact on deeper customer involvement levels. The crux of advanced engagement resides in the significance of advertising information, confirming that content is paramount. - Interpersonal elements, including subjective standards, markedly augment consumer engagement by affecting the propensity for self-disclosure and the confidence in information.

INTEGRATING CHARACTERISTICS OF INDONESIAN FEMALE INTO VIRTUAL INFLUENCERS FOR AI-BASED MARKETING STRATEGIES TO SUPPORT SDG 9: PROMOTING INNOVATION IN SOCIAL MEDIA MARKETING

(IFFAH ET AL., 2024)

Indonesia

Consider using Indonesian female virtual influencers' attributes in AI-driven marketing efforts. - Examine social media behaviour of virtual influencers. Examine how brands use female virtual influencers in social media marketing. Explore narrative storytelling in virtual influencer marketing.

- Qualitative case study approach - Descriptive research type - Interpretative paradigm - Multiple case studies - Non-participatory direct observation - In-depth interviews with virtual influencer teams and creators - Literature studies

To attract audiences, AI-based marketing methods use Indonesian female virtual influencers and storytelling. - Virtual influencers use new technologies to innovate marketing, supporting SDG 9. - Women virtual influencers are designed in Indonesian style to captivate audiences.

INFLUENCERS Y JÓVENES SEGUIDORES. ANÁLISIS DE SUS INTERACCIONES COMUNICATIVAS
INFLUENCERS AND YOUNG FOLLOWERS. ANALYSIS OF THEIR COMMUNICATIVE INTERACTIONS

(PAREDES ET AL., 2024)

Spain

- Use artificial intelligence to determine how Spain's top influencers engage with their adolescent following. Using natural language processing (sentiment analysis), analyze the emotional components in these influencers' content and their followers' reactions. - Use natural language processing to analyze the conversation models between Spain's most prominent adolescent influencers and their fans.

Data mining and semantic content analysis, quantitative-qualitative. - Sentiment analysis and NLP. Analysis of comment, like, and view correlations using data mining. - ROBERTa and RoBERTa sentiment analysis for English and Spanish comments. Word-clouds show user opinion polarity. Video title analysis using TextBlob and VADER. Extraction from YouTube Data v3 API. Eliminating irrelevant comments for analysis.

- Influencer video views and likes are strongly correlated, but not comments, suggesting audience engagement measures should be revised. Despite a positivity tendency in interactions, influencers employ neutral or negative video titles to gain attention. Influencers and followers make positive or neutral comments, showing a redundant bidirectional communication mechanism.

INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON BUYING BEHAVIOR OF COLLEGE STUDENTS IN ERNAKULAM DISTRICT

(SUBITHA ET AL., 2024)

Emakulam district, Kerala, India

Examine how social media influencers affect Emakulam college students' purchases. Assess how influencer marketing affects young customers and how different tactics affect students' buying habits. Assess how authenticity, similarity, and credibility affect influencers' buying power. Examine how social media influencers affect college students' purchases. - Use social media influencers to assess college student product awareness.

- Quantitative research design - Sample: 100 college students from Emakulam district - Structured questionnaires for data collection - Non-probability convenience sampling - Online survey administration - Data analysis using SPSS

Due to their authenticity, relatability, and credibility, social media influencers strongly influence college students' purchases. - Influencer content reactions vary by gender, age, and academic discipline. - Students are increasingly worried about influencer marketing ethics and want transparency and integrity in influencer-brand cooperation.

DIGITAL INFLUENCERS' ATTRIBUTES AND PERCEIVED CHARACTERIZATIONS AND THEIR IMPACT ON PURCHASE INTENTIONS

(PEREIRA ET AL., 2023)

Portugal

Digital influencers' trustworthiness, knowledge, parasocial relationship, attitude homophily, physical beauty, and social attractiveness affect Portuguese customers' buy intentions. Find the finest digital influencers by analyzing their buy intention effect in fashion, sports, beauty, and film/TV/music. Prioritize influential groups. Choose the best fashion, sports, beauty, film, TV, and music digital influencers for your brand. Get influencer traits. Find digital influencers' best qualities. Think about buyer intent.

- An online questionnaire was administered to a non-probabilistic convenience sample. - Selected participants possessing experience in making purchases subsequent to interactions with digital influencers. - Disseminated through social media from June to November 2022. - Incorporated closed-ended inquiries utilizing a five-point Likert scale. - Data were analyzed with SPSS version 29. - Evaluated with 12 students prior to testing. - Screening questions guaranteed pertinent respondents.

- The attributes and perceived qualities of digital influencers have a substantial and favorable impact on purchase intention. - Digital influencers enhance the shopping experience and credibility, profoundly impacting consumers' buying intentions. - The principal influencers identified are Helena Coelho in Fashion, Cristiano Ronaldo in Sports, Sara Sampaio in Beauty, and Ricardo Araújo Pereira in Music, Television, and Film.

ECO FRIENDLY BRANDING AND DIGITAL MARKETING STRATEGIES IN JORDANIAN ASSESSMENT

(ALMESTARIHI, 2024)

Jordan

To understand how Jordanian companies perceive digital marketing and its impact on consumer behavior and brand perception. To explore how companies may align their digital marketing with global sustainability trends and build an eco-friendly presence.

Not mentioned (the paper does not provide a specific methodology section or details on the methods used by Ra'd Almestarihi)

Jordanian companies need sustainable digital marketing to comply with environmental laws and boost brand awareness. Sustainability boosts brand image and customer engagement in digital marketing. - Government programs like "Go Green" and the EU-EBRD's Green Financing Facility encourage sustainable business in Jordan.

DECALOGUE TO IDENTIFY RED FLAGS IN FITNESS CONTENT

Spain

- Identify indicators of risk (red flags) in online communities related to sports and physical activity to contribute to digital literacy by developing a

- Sequential explanatory mixed methods design. - Quantitative phase: Content analysis of 600 Instagram posts during COVID-19 lockdown. - Qualitative phase:

- The study created a decalogue to identify dangers in social media fitness material, including excessive appearance emphasis and gender stereotypes. - The

(LÓPEZ LÓPEZ & LÓPEZ VILLAR, 2024)

decalogue.

Reflexive thematic analysis of themes from the quantitative phase. - Unit of analysis: Visual elements, titles, and overlaid messages in images.

decalogue encourages responsible content use and digital literacy in education. - It promotes critical thinking in fitness communities for better social media use.

THE ROLE OF SOCIAL MEDIA MARKETING IN GREEN PRODUCT REPURCHASE INTENTION

Taiwan

- Study how social media marketing and ESG green brand interaction affect eco-friendly product repurchase intention. Examine how ecological values, environmental concerns, brand perception, and brand involvement mediate repurchase intention. Understand repurchase intentions with the Theory of Planned Behavior (TPB).

- Quantitative approach using an online survey. - Data collected from 438 valid responses. - Five-point Likert scale used for measuring opinions. - Structural Equation Modeling (SEM) for analyzing relationships. - Confirmatory Factor Analysis (CFA) for measurement model evaluation. - SPSS 23.0 used for statistical analysis. - Referenced existing scales for social media marketing activities.

Social media marketing boosts brand involvement by promoting green principles, environmental concerns, and brand image. - Brand involvement strongly affects green values, environmental concerns, brand image, and repurchase intention. Effective social media marketing boosts green product loyalty and repurchase intentions.

(HU ET AL., 2024)

AUTHENTIC CULT: MEDIA REPRESENTATIONS OF CULTURAL CONSUMPTION AND LEGITIMIZATION OF CULTURAL HIERARCHIES

Czech Republic

- Study Czech media cultural consumption legitimization methods. Compare influencer messaging on social media and traditional media portrayals of cultural items. Explore how social media influencers and journalists use discourse to validate cultural hierarchies. Examine how cultural omnivorousness and algorithmic culture affect these methods.

Qualitative thematic and ethnographic content analysis. Collection of historic media data using Newton Media Database. Two coding rounds: open and ethnographic content analysis. The Atlas.ti software analyzed Instagram data. Influencer selection by following, engagement, and target group relevancy. Instagram is important to Czech influencer culture.

- Social media influencers use authenticity as a legitimization strategy, while journalists use the notion of cult. - Journalists employ "canon cult" for popular artifacts and "niche cult" for artifacts appreciated by specific communities. - The platforms used by cultural intermediaries significantly influence their legitimization strategies.

(HEŘMANOVÁ, 2024)

EXPLORING RAPPORT MANAGEMENT AMONG CULTURALLY DIVERSE STUDENTS DURING GROUP WORK FACE-TO-FACE INTERACTIONS: A QUALITATIVE STUDY

Malaysia

Investigate rapport management techniques employed by culturally diverse students in group work engagements. Examine how participants maintain rapport in potentially face-threatening contexts. - Analyze the negotiation of social categories during interactions.

Ethnographic qualitative research. First-year English for Business students. Data: Group discussion audio recordings and in-situ observations. Since the researcher is a lecturer, convenience sampling is used. Weekly 15-20 minute group work for six weeks. Analyze verbal conflicts from audio recordings. Data validation: Accurate transcriptions and unstructured post-hoc interviews. Triangulation: Expert informant feedback reduces researcher bias.

- Rapport orientation significantly influences strategy choice, driven by constructed social categories. - Participants initially engage in rapport-neglect and rapport-challenge but shift towards rapport-maintenance to achieve group goals. - Education practitioners need to develop intercultural competence to understand and facilitate intercultural communication dynamics.

(LIM ET AL., 2023)

"DON'T MAKE ME RATIO YOU AGAIN": HOW POLITICAL INFLUENCERS ENCOURAGE PLATFORMED POLITICAL PARTICIPATION

United States, Turkey

Ratioing may boost political activity. - Show influencers using platform capabilities to spread content across platforms. Consider ratioing an innovative way to encourage multi-platform political activity. Consider how Hasan Piker uses ratioing for political engagement. - Assess ratioing's ability to turn political differences into captivating storylines.

Multi-case study analysis uses heuristic case studies. Three incidents were studied as "data outcroppings." Five-year Twitch streamer study. - Twitter's advanced search found ratio tweets. Includes contextual tweets from surrounding days. Tweets, Twitch, and YouTube were used. Exploratory, interpretative, or descriptive methods.

- Ratioing is used by political influencers to engage audiences in coordinated political participation across multiple platforms. - Ratioing helps influencers amplify their reach and influence by directing audiences to promote specific narratives. - Ratioing is part of a broader trend of evolving forms of political participation facilitated by social media.

(HARRIS ET AL., 2023)

AUTOMATED PARASOCIALITY: FROM PERSONALIZATION TO PERSONIFICATION

(ANDREJEVIC & VOLCIC, 2024)

Australia

Explore the trend from personalization to personification in digital interactions. Analyze the personification strategy for recentralizing internet media control. Personification's impact goes beyond social media influencers. Place automated personalization in historical personal influence and parasociality theories.

The methodology involves an observational approach where graduate students prompted a large language model (LLaMA 2) to generate responses for different audiences, analyzing the tone and style of these responses to discuss broader theoretical concepts.

New AI technologies are personifying digital interfaces, making them more human-like. Automatic personification strengthens parasocial links, letting AI influence opinion leaders. - This trend may destabilize automated interfaces and raise authenticity problems beyond social media.

VISUAL PROPAGANDA IN CHINESE CENTRAL AND LOCAL NEWS AGENCIES: A DOUYIN CASE STUDY

(ZHAO & ZHANG, 2024)

China

- Analyze the deployment of short videos in both central and local spheres of political subjectivity. - Develop and assess an analytical framework for the examination of visual propaganda, taking into account both visual components and language context.

Analyzed 2,852 Douyin short clips from central and local news sources. - Found popular media accounts and curated 2 million-like videos. - Used coding to manipulate themes, visuals, and emotions. - Used quantitative measures for each video and random sampling to assess inter-coder reliability. - Used quantitative and qualitative methods to analyze visual and textual elements.

Local news agencies emphasize warmth and livelihood, whereas central agencies highlight military and politics. Local agencies inspire expectation and delight, whereas central organizations create anger and terror. - Local agencies get less attention than central agencies despite creating more content.

BRANDS' GREEN ACTIVISM: AN EMPIRICAL COMPARISON BETWEEN POSTS OF DIGITAL INFLUENCERS AND BRANDS

(SILVEIRA ET AL., 2024)

Multinational

Discover how brands use social media for environmental advocacy. Brand- or influencer-generated content. Direct brand communication can raise customer knowledge and participation in green activities. - Review literature gaps on how digital influencers and social media brand activism affect customer opinions and brand equity. - Discuss whether digital media promotes sustainability.

An internet survey-based quantitative empirical approach. - Six brand-digital influencer couples from various industries were sampled. - The quiz has brand and influencer posts. Participants rated posts on a 5-point Likert scale. - Using IBM SPSS 25, descriptive statistics and non-parametric Wilcoxon signed-rank tests were performed.

- Social media serves as a useful medium for firms to convey their environmental activities. - Direct brand communication is more advantageous than employing digital influencers for the promotion of green activism. - Communications originating from the brand exert a greater influence on consumer perception than content provided by influencers.

THE IMPORTANCE OF ENGAGEMENT IN THE DISSEMINATION OF AUDIO-VISUAL CONTENT BY SPANISH HEALTH INFLUENCERS ON INSTAGRAM

(ALMELA-BAEZA ET AL., 2023)

Spain

- Determine which communication methods and content engage health and pharmaceutical consumers. Assess whether influencers with over 30,000 followers engage more due to their follower count, or if those with fewer followers engage more. Determine content distribution-enhancing communication tactics. Identify influencers' preferred content format.

Analyzed six Spanish health influencers with over 30,000 followers on Instagram. User interaction metrics and shared content were assessed. - Used Infludata to identify profiles by criteria. Digital content classification using qualitative research. Impact measured over six months using user involvement metrics. Average post likes and comments divided by followers to calculate engagement. - Measured involvement with the latest 10 March 2022 publications.

- Engagement is a crucial element in the distribution of health-related content and is not inherently associated with possessing a substantial follower count. - The utilization of Reels and infographics correlates with elevated engagement rates. - Interactive methods such as product raffles markedly enhance engagement.

**KEEP THE INFLUENCERS!
EXPLORING HOW SACRIFICE
ENHANCES "CREATOR
SELF-IDENTITY" AND
PROVIDING PRACTICAL
RECOMMENDATIONS BY
THE MARKETING MIX: AN
EXPLORATORY STUDY**

(CHEN & HSIEH, 2024)

Taiwan

- Identify key factors and motivations driving content creators to persist through challenges and produce high-quality content. - Explore the correlation and reciprocal impact between "sacrifice" and "creator self-identity." - Apply the Marketing Mix (6P) to develop effective strategies for enhancing "creator self-identity" and retaining high-quality creators.

- Participant observation: The primary author engaged in self-media management for nearly 7 years. - Semi-structured in-depth interviews: Conducted with 10 content creators, with 5 selected for further detailed interviews. - Data documentation: Utilized field notes, video recordings, and transcripts. - Thematic analysis: Used to code and analyze the data. - Ethical considerations: Informed consent obtained from participants.

- Creator self-identity helps influencers overcome challenges and sustain content creation efforts. - Three methods to strengthen creator self-identity are sacrifice, sense-making positive feedback, and identity community interaction. - The marketing mix (6P) is introduced as a tool to enhance creator self-identity and retain influencers.

**ONLINE MARKETING:
EMERGING TRENDS AND
ISSUES**

(RAJATHI & DASS, 2024)

Not mentioned
(the paper does
not specify any
region or
country)

- To comprehend the current and developing trends in digital marketing. - To comprehend the influence of current and developing trends in digital marketing on customer purchasing behaviour.

- Descriptive research design (conclusive research) - Data collected from 136 respondents - Non-probability convenience sampling method - Online questionnaire used for data collection - Statements in the questionnaire based on past research - One-sample t-test used for analysis

Social media marketing, content marketing, search engine marketing, and display advertising greatly impact customer purchasing behavior. Visual search, interactive marketing, influencer marketing, and personalization strongly affect customer purchasing behaviour. Email marketing and chatbots barely affect customer purchases.

**BRINGING BOURDIEU TO A
CONTENT FARM: SOCIAL
MEDIA PRODUCTION FIELDS
AND THE CULTURAL
ECONOMY OF ATTENTION**

(MEARS, 2023)

United States,
Mexico, India,
Cyprus

- Develop a relational theory of attention in social media content generation. - Examine status-reach inverse correlation. Use an anthropological case study to examine viral content providers' methods. Provide a framework for studying social media as cultural creation. Offer new perspectives on authenticity and relationships. - Plan creator study investigations.

Social media content publisher ethnography ("Magic Media Productions"). - Digital ethnography: private Facebook group and monetized page content generation. Traveling to see creators and attend events is ethnography. - Zoom and in-person semi-structured interviews with 60 viral creators. - Transcribed, thematically examined interviews.

- Viral creators seek immediate recognition through extensive reach and substantial compensation. - Viral creators fabricate situational authenticity, sacrificing personal authenticity and undermining their personal brand. - Viral producers engage with their extensive audiences in unexpectedly adversarial manners.

**ACCESSING THE TIKTOK
INFLUENCER MARKETING
ON CONSUMER BEHAVIOR:
AN ECONOMETRIC
EXAMINATION**

(TARTARAJ ET AL., 2024)

multinational (no
specific
countries or
regions are
mentioned)

To examine how TikTok influencer marketing influences brand awareness, buy intentions, and sales. Determine how TikTok influencer collaborations effect customer attitudes and intentions. - Assess TikTok influencer trust and purchase impact. - To educate marketers and businesses on TikTok influencer marketing for audience targeting.

- Quantitative methodology - Online survey targeting TikTok users - Stratified sampling method - Pilot study for survey refinement - Econometric models (regression analysis) - Correlation analysis - Sensitivity analyses, subgroup analyses, mediation/moderation analyses

- Engagement with TikTok influencer partnerships markedly enhances brand recognition. - Interaction with TikTok influencer content is significantly associated with heightened buying intentions. - Confidence in TikTok influencers substantially influences actual purchasing behaviour.

behavior.

**VISUALIZING AUTHORITY:
RISE OF THE RELIGIOUS
INFLUENCERS ON THE
INSTAGRAM**

(FEBRIAN, 2024)

Indonesia

- Study how Instagram religious influencers assert power. - Study Indonesian Islamic religious influencers' visual tactics. Understanding Global South religious influencers is lacking. Examine how visual authority is used to establish names in Indonesian religion.

- 9,801 Instagram postings from three religious influencers. - Simple random sampling of 374 posts for content analysis (95% confidence, 5% error). Manual content analysis by two qualified coders. At least 75% intercoder reliability test agreement. Framework based on image-making and management philosophies.

Indonesian religious influencers adopt a close-up, pleasant Instagram style to exude authority, unlike distant religious icons. To preserve respect and authority, they use visual and verbal contrasts to balance intimacy with followers. Instagram allows new religious leaders to spread da'wah without

THE ROLE OF EMOTIONAL ATTACHMENT IN THE IMPACT OF GENERATION Z'S TRUST IN DIGITAL INFLUENCERS ON UNPLANNED PURCHASE BEHAVIOR

(ATEŞ ET AL., 2024B)

Turkey

Examine the influence of emotional attachment on Generation Z customers' faith in social media influencers and its consequent effect on impulsive purchasing behaviour. - Assess the influence of emotional attachment to digital influencers on the relationship between trust in digital influencers and unplanned purchasing behaviour.

- Survey technique for data collection - Online questionnaire with demographic and behavioral propositions - Likert scale for responses - Data collection period: January 29 - February 15, 2024 - Analysis of 766 valid responses - Factor analysis for scale validation - Structural equation modeling for hypothesis testing

Emotional relationship to digital influencers helps Generation Z trust them and make impulsive purchases. Emotional attachment triggers trust-induced impulsive buying. - Emotional attachment reduces the effect of trust alone on spontaneous purchasing.

A HYBRID MODEL FOR FITNESS INFLUENCER COMPETENCY EVALUATION FRAMEWORK

(YANG ET AL., 2024)

Taiwan

- Develop a thorough competency assessment system for fitness influencers. - Create a hybrid model to assess the capabilities of fitness influencers via the lens of the MCDM model. - Determine essential competency indicators in the fitness industry and enhance business performance via management strategies.

Government competency standards and expert knowledge hybrid model. - Competency weighting using Bayesian BWM. Modified TOPSIS-AL for aspiration-level performance evaluation. Criteria identification through literature review and expert group talks. - Testing result robustness with sensitivity analysis.

- Fitness influencers value behavioral standards most, highlighting the necessity for comprehensive norms. - Fitness influencers need self-review, timeliness, inventiveness, rapport, and body image conformity, according to the study. - The study provides a framework for increasing corporate performance and influencing the fitness sector.

THE ROLE OF INFLUENCERS AND OPINION FORMERS MARKETING ON CREATIVE BRAND COMMUNICATION

(ČERNIKOVAITĖ & KARAZIJIENĖ, 2023)

Lithuania, Multinational

To determine how to disclose influencers' engagement in innovative brand communication by comparing Lithuanian and foreign influencers' social media posts. Indicate influencer participation in innovative brand marketing. - To determine Lithuanian and international influencer brand marketing tactics.

Literature analysis by deduction, induction, and comparison. The qualitative method is expert interviews. A questionnaire survey is quantitative. Quantitative Instagram content analysis. Thematic quantitative research analysis. Summary and conclusion extrapolation.

- Choosing the right influencer is a crucial step in influencer marketing strategies. - Foreign influencers are more likely to disclose advertisements compared to Lithuanian influencers. - Foreign influencers use more video content for advertising, while Lithuanian influencers prefer photos.

THE INTIMACY TRIPLE BIND: STRUCTURAL INEQUALITIES AND RELATIONAL LABOUR IN THE INFLUENCER INDUSTRY

(GLATT, 2024)

United Kingdom, United States

Focus on systematic creator-audience inequities in emotional and relational work from an intersectional feminist perspective. - Connect emotional and relational labor to digital society's hostility and harassment of marginalized people. Create the "intimacy triple bind" for marginalized creators. - Address London content creator precarity and platformization.

- Ethnographically based investigation - Longitudinal study (2017-2023) - In-person participant observation at industry events and gatherings - Virtual participant observation on social media platforms - Comprehensive semi-structured interviews with 30 content creators situated in London - Autoethnographic investigation through the role of a YouTube creator

Marginalized creators suffer a "intimacy triple bind," where they must undertake relational work while being harassed and trolling. To control relational labor demands, creators focus on content creation, ignore anti-fans, escape to private locations, and disable comments. - Marginalised groups may struggle to make a living from content creation due to structural disparities and platform accountability.

<p>SMARTPHONE OWNERSHIP, MINORS' WELL-BEING, AND PARENTAL MEDIATION STRATEGIES. AN ANALYSIS IN THE CONTEXT OF SOCIAL MEDIA INFLUENCERS (MARTÍN-CÁRDABA ET AL., 2024)</p>	<p>Spain</p>	<p>Examine the relationship between electronic device ownership, influencer-generated content, and psychological distress, maladaptive usage patterns, and dangerous behavior in children and adolescents. - Assess parental mediation approaches' ability to mitigate negative consequences of minors' device ownership, particularly social media influencer usage.</p>	<p>Participants: 800 Spanish 8-16-year-olds. Data collection: Online self-questionnaire. Time spent on influencer content, parasocial relationships, parental mediation, device ownership, psychological discomfort, problematic use, risky behaviors. Bivariate correlations, regression analysis, double mediation moderated model, hierarchical linear regression.</p>	<p>Minors who own smartphones are more likely to experience psychological anguish, poor usage, and dangerous behavior. - Influencer content and parasocial ties affect these negative impacts. - Active parental mediation can improve well-being, but it's less effective when kids have electronics.</p>
<p>«KIDFLUENCERS»: UN ANÁLISIS DE LAS ESTRATEGIAS COMUNICATIVAS (MARTÍNEZ ALLUÉ & MARTÍN-CÁRDABA, 2024)</p>	<p>Not Mention</p>	<p>Know what makes "Kidsfluencers." Check their YouTube and TikTok stuff. Determine how they affect young audiences. - Examine their main commercial and communication tools. Threats and vulnerabilities should be examined.</p>	<p>- Theoretical review of existing literature - Focus on three areas: content by minor influencers, communicative factors, and vulnerabilities - Analysis of interactions on TikTok and YouTube</p>	<p>TikTok encourages creativity and interaction with dynamic viral challenges, while YouTube is more educational. Child safety requires increased control due to their influencer and follower status. - To solve new digital problems, research must continue.</p>
<p>SPONSORSHIP DISCLOSURE IN SOCIAL MEDIA INFLUENCER MARKETING: THE ALGORITHMIC AND NON-ALGORITHMIC BARRIERS (MUSIYIWA & JACOBSON, 2023)</p>	<p>Canada</p>	<p>Assess the discrepancy between Canadian influencer marketing laws and practises. - Assess sponsorship disclosure compliance barriers. - Determine influencer noncompliance drivers. Determine procedural barriers to compliant sponsorship disclosure. Explore ways to make social media influencer marketing disclosures clear.</p>	<p>- Qualitative research approach - Semi-structured interviews with 21 influencer relations professionals - Purposive and network sampling for participant recruitment - Thematic coding for data analysis - Use of NVivo software for organizing and analyzing data</p>	<p>Legal compliance in influencer marketing is hindered by algorithmic and non-algorithmic restrictions. Secretive content moderation, shadowbanning, and unpredictable changes are algorithmic problems. Influencer relations experts reconcile technology innovation with glacial regulatory adaption.</p>
<p>ANONYMITY AND DIGITAL ISLAMIC AUTHORITY (ASTOR ET AL., 2024)</p>	<p>Spain, Latin America</p>	<p>Discover how religious digital creatives (RDCs) use anonymity to gain attention and influence. - Explain the characteristics of anonymous reference websites and their strong Islamic content. - Highlight what makes anonymous and generic Islamic reference websites appealing to diverse audiences.</p>	<p>- February 2023–May 2024 study. Use Google to simulate Spanish-speaking Muslim or convert queries. - Found anonymous Islamic reference sites. Sites with explicit affiliations were excluded. Analyzed site content and structure using textual analysis. Interviewing site admins was mostly unsuccessful. Similar search algorithms were used to analyze Facebook pages. Held semi-structured interviews with Facebook page administrators.</p>	<p>- Islamic reference site administrators employ anonymity to look neutral and unbiased to gain awareness and influence. Anonymous sites can offer their material as universal religious truths, transcending ideology and sectarianism. These sites appear real and appealing in a variegated digital religious landscape by performing anonymity.</p>

1. Characteristics of Effective Content Strategies

The characteristics of effective content strategies have become increasingly important in the context of digital marketing, particularly with the rise of social media influencers and the need for brands to engage their audiences effectively. This synthesis will explore various dimensions of effective content strategies, drawing on recent research to highlight key findings and comparisons across different studies. To begin with, understanding the target audience is paramount in crafting effective content strategies. Almestarihi emphasizes that content marketing necessitates a profound comprehension of the audience's needs and preferences, which is essential for creating instructional resources that resonate with them (Almestarihi, 2024). This sentiment is echoed by Harris et al., who discuss how political influencers utilize audience engagement to drive political participation, highlighting the importance of tailoring content to the audience's interests and motivations (Harris et al., 2023). The effectiveness of content strategies is significantly enhanced when marketers can accurately identify and address the specific desires and expectations of their target demographic. One of the foremost characteristics of effective content strategies is the role of social media influencers in shaping consumer behavior. Research indicates that influencers significantly impact purchasing decisions, particularly among younger demographics such as college students, where factors such as authenticity, similarity, and credibility are pivotal (Subitha et al., 2024). The effectiveness of influencers is further enhanced by their ability to create relatable content that resonates with their audience, thereby fostering a sense of trust and connection (Pereira et al., 2023). This finding is echoed by Gu, who emphasizes that while influencers can generate initial traffic, the depth of consumer engagement is primarily determined by the quality of the advertisement information presented (Gu & Duan, 2024). Moreover, the role of influencer marketing cannot be overstated in the context of effective content strategies. Influencers serve as intermediaries who can amplify brand messages and foster engagement through their established credibility and rapport with followers. For instance, while Zhao's study

focuses on visual propaganda in news agencies, it does not directly address influencer marketing in the context of audience engagement (Zhao & Zhang, 2024). However, the research by Nwagwu and Akintoye shows that emerging musicians utilize collaborations with influencers to enhance their visibility and credibility, thereby increasing audience engagement (Nwagwu & Akintoye, 2023). This highlights the necessity for brands to integrate influencer partnerships into their content strategies to enhance reach and foster a sense of community among followers.

The primary characteristics of effective content strategies is the ability to establish a sense of authority and relatability among audiences. For instance, research on Indonesian religious influencers reveals that these figures often adopt a close-up, friendly approach in their social media posts, which contrasts sharply with the more distant demeanor of traditional religious authorities. This strategy not only enhances their visual authority but also fosters a sense of connection with their followers, thereby increasing engagement and trust (Febrian, 2024). Moreover, the integration of integrated marketing communication (IMC) strategies is essential for enhancing the effectiveness of content strategies. Roy's study reveals that various IMC components, such as digital marketing and social media engagement, significantly influence the choices of higher education institutions among prospective students (Roy & Misra, 2024). This suggests that a cohesive approach that combines multiple marketing channels can enhance the overall effectiveness of content strategies. The variance in influence across different IMC components indicates that brands should tailor their strategies to leverage the strengths of each channel effectively. Furthermore, the timing and context in which content is delivered play a critical role in its effectiveness. Chen's exploratory study suggests that understanding the nuances of content creation, including the sacrifices made by influencers, can enhance their self-identity and, consequently, their effectiveness in engaging audiences (Chen & Hsieh, 2024). This notion is further supported by Hu, who argues that integrating green values and environmental concerns into social media marketing strategies can significantly enhance consumer engagement and repurchase

intentions (Hu et al., 2024). Therefore, the strategic timing of content delivery, coupled with its contextual relevance, emerges as a vital characteristic of effective content strategies.

Another critical aspect of effective content strategies is the emphasis on emotional attachment and trust. Research indicates that influencers who actively engage with their audience and create a sense of belonging are more likely to cultivate loyal followers (Ateş et al., 2024a; Rajathi & Dass, 2024). This aligns with findings from Galdón-Salvador, which indicate that social media influencers and content marketing positively impact brand trust and customer engagement (Galdón-Salvador et al., 2024). Therefore, brands should focus on building emotional connections with their audiences through authentic storytelling and relatable content. The credibility of influencers, as explored in the study by Paredes, plays a significant role in shaping follower interactions and content sharing intentions (Paredes et al., 2024). The perceived credibility of influencers can significantly influence the effectiveness of content strategies, as audiences are more likely to engage with content that they perceive as trustworthy and authoritative. This relationship between credibility and engagement highlights the importance of selecting the right influencers who align with the brand's values and resonate with the target audience. The cultural context in which content is produced and consumed also plays a significant role in shaping content strategies. Bhatia's analysis of global influencers underscores the importance of cultural brokering, where influencers negotiate their local identities within a globalized digital environment (Bhatia et al., 2024). This suggests that effective content strategies must be adaptable and sensitive to cultural nuances, enabling brands to connect authentically with diverse audiences. Additionally, the challenges faced by marginalized creators in the influencer industry highlight the need for equitable content strategies that support diverse voices (Glatt, 2024). Finally, the importance of continuous adaptation and responsiveness to changing trends and audience preferences is underscored by Yangzi, who explores the challenges faced by fitness influencers in creating quality content (Yangzi et al., 2023). This highlights the necessity for content strategies to be dynamic, allowing for adjustments

based on real-time feedback and evolving audience expectations. Furthermore, the impact of sustainability and green values on content strategies cannot be overlooked. Hu's research indicates that integrating environmental concerns into social media marketing can enhance consumer engagement and repurchase intentions for green products (Hu et al., 2024). This trend reflects a growing consumer preference for brands that demonstrate social responsibility, suggesting that effective content strategies should incorporate sustainability narratives to resonate with environmentally conscious audiences.

The comparative effectiveness of brand-generated content versus influencer-generated content also merits attention. Silveira's study reveals that direct brand communication is often more beneficial than relying solely on digital influencers to promote green initiatives (Silveira et al., 2024). This finding suggests that while influencers can amplify brand messages, brands should not underestimate the power of their own communication efforts in conveying authenticity and commitment to their values. In addition to these elements, the timing and format of content delivery are crucial in maximizing engagement. The timing of tweets, particularly during business hours, can significantly enhance engagement levels with social movements (Estrella-Ramón et al., 2024; Martínez Allué & Martín-Cárdaba, 2024). Additionally, the use of audiovisual formats has been shown to generate higher levels of interaction compared to text-based content (Estrella-Ramón et al., 2024). This suggests that effective content strategies must consider not only the message but also the medium and timing of its delivery to optimize audience engagement. Furthermore, the strategic use of platform features is another characteristic that enhances the effectiveness of content strategies. For example, Tartaraj's study on TikTok influencer marketing reveals that understanding platform-specific dynamics can significantly influence consumer behavior and the overall success of marketing campaigns (Tartaraj et al., 2024). Similarly, Yang's examination of fitness influencers highlights the necessity of adapting content to the unique affordances of social media platforms to maintain audience interest and engagement (Yang et al., 2024). This adaptability to platform features is crucial for influencers aiming to optimize their content strategies.

The effective use of platform-specific features is crucial for maximizing content impact. Mears discusses the concept of the "attention economy," where content creators must navigate a crowded digital landscape to capture and retain audience attention (Mears, 2023). This requires a strategic approach to content production that considers the unique characteristics of each platform, such as the visual storytelling capabilities of Instagram or the brevity of Twitter. Ong's study, while focused on rapport management among diverse students, does not directly relate to platform-specific content strategies (Lim et al., 2023). However, it suggests that understanding social dynamics can enhance audience engagement, which is relevant to tailoring content for specific platform. The implications of these findings extend to the realm of youth engagement with digital content. Studies have shown that minors' interactions with influencer-generated content can lead to psychological discomfort and problematic usage patterns, underscoring the importance of responsible content creation and consumption practices. Active mediation by parents has been shown to mitigate some negative outcomes, highlighting the need for a balanced approach to influencer marketing that considers the well-being of younger audiences (Martínez Allué & Martín-Cárdaba, 2024). Even further, the ethical implications of influencer marketing cannot be overlooked. As consumers become more aware of the potential for manipulation and the need for transparency, influencers and brands must navigate the complexities of authenticity and ethical marketing practices (Musiyiwa & Jacobson, 2023). This includes addressing concerns about sponsorship disclosure and the authenticity of influencer endorsements, which can significantly impact consumer trust and engagement.

2. The Role of Authenticity and Ethics in Influencer Marketing

The role of authenticity and ethics in influencer marketing has garnered significant attention in recent years, particularly as the landscape of social media continues to evolve. Influencer marketing, characterized by the promotion of products or services through individuals who have established credibility and a following on social media platforms, hinges on the perceived authenticity of these influencers. Authenticity is not merely a

buzzword; it is a critical factor that influences consumer behavior and engagement. Research indicates that social media influencers significantly affect the purchasing decisions of their followers, particularly among younger demographics such as college students. A study conducted in Emakulam District found that authenticity, similarity, and credibility are pivotal in shaping the effectiveness of influencers on consumer behavior (Subitha et al., 2024). This underscores the necessity for influencers to maintain a genuine persona to foster trust and engagement with their audience. Moreover, the ethical considerations surrounding influencer marketing are increasingly coming to the forefront. As consumers become more aware of marketing tactics, they express concerns regarding transparency and honesty in influencer-brand partnerships. The same study highlighted that students are increasingly demanding ethical practices from influencers, indicating a shift towards a more conscientious consumer base that values integrity over mere promotional tactics (Subitha et al., 2024). This demand for ethical standards is echoed in other research, which suggests that influencers often face a dilemma between maintaining authenticity and adhering to sponsorship disclosure guidelines. Many influencers choose to breach these guidelines due to fears of negative consumer reactions, which can lead to a perceived loss of authenticity (Musiyiwa & Jacobson, 2023). This tension between ethical marketing practices and the need to appear genuine complicates the influencer marketing landscape. The implications of influencer marketing extend beyond individual brands and influencers, influencing broader societal trends and consumer behaviors. The rise of influencer culture has prompted discussions about the ethical responsibilities of influencers in shaping public perceptions and behaviors, particularly in areas such as health and wellness (Almela-Baeza et al., 2023; Černikovaitė & Karazijienė, 2023; López López & López Villar, 2024). Influencers in these domains must navigate the fine line between promoting products and ensuring that their endorsements do not mislead or harm their audience. This ethical obligation is crucial in maintaining trust and credibility in an increasingly skeptical consumer landscape. The dynamics of consumer engagement further illustrate the importance of authenticity in influencer marketing. A study grounded

in self-determination theory found that while influencers are effective in generating initial online traffic, their influence on deeper levels of consumer engagement is limited unless the content is of high quality and resonates with the audience (Gu & Duan, 2024). This finding suggests that content quality, coupled with an authentic presentation, is essential for fostering long-term engagement and loyalty among followers. Additionally, the emotional and relational labor that influencers invest in their content creation plays a crucial role in building authentic connections with their audience. Influencers are often required to commodify their personal lives and emotions to create a sense of intimacy and authenticity, which can lead to a complex relationship with their followers (Glatt, 2024). This commodification of personal experiences and emotions can blur the lines between authenticity and performance, raising ethical questions about the extent to which influencers are "performing" their identities for commercial gain. The pressure to maintain an authentic persona while simultaneously engaging in marketing practices can lead to burnout and ethical dilemmas for influencers, particularly when they feel compelled to present a curated version of their lives (Chen & Hsieh, 2024; Mears, 2023). Cultural authenticity also emerges as a significant factor in the effectiveness of influencer marketing. Research indicates that influencers who incorporate cultural and personal characteristics into their branding are more successful in resonating with their target audience (Iffah et al., 2024). This cultural alignment not only enhances the perceived authenticity of the influencer but also fosters a deeper connection with followers who identify with those cultural narratives. In this context, the role of influencers as "curators" of cultural consumption is critical, as they navigate the complexities of personal branding while remaining relatable to their audience (Heřmanová, 2024).

The research by Astor on digital Islamic authority underscores how anonymity can be leveraged to enhance influence, contrasting with influencers who emphasize personal narratives to establish credibility (Astor et al., 2024). This suggests that different cultural backgrounds and contexts may shape the strategies influencers employ to convey authenticity and ethicality. Understanding these cultural nuances is essential for brands

and marketers aiming to collaborate with influencers, as it informs the strategies that resonate most effectively with target audiences. Furthermore, the impact of influencers on consumer behavior extends beyond mere purchasing decisions; it also influences brand trust and engagement. Studies have shown that the credibility and perceived character of influencers significantly affect consumers' purchase intentions (Pereira et al., 2023). This relationship highlights the necessity for brands to carefully select influencers who align with their values and can authentically represent their products. The implications of this are profound, as brands that fail to prioritize authenticity in their influencer partnerships risk alienating their consumer base and damaging their reputation. Moreover, the rise of virtual influencers and AI-driven marketing strategies introduces new ethical considerations regarding authenticity and representation. As brands increasingly utilize virtual influencers, questions arise about the authenticity of these digital personas and their ability to connect with audiences on a human level (Andrejevic & Volcic, 2024; Iffah et al., 2024). The challenge lies in balancing technological innovation with the need for genuine human connection in marketing communications. In addition to individual influencers, the broader implications of influencer marketing on brand engagement and consumer trust cannot be overlooked. Studies have shown that influencer marketing can enhance brand trust and customer engagement, particularly when influencers are perceived as credible and relatable (Galdón-Salvador et al., 2024). However, this relationship is contingent upon ethical practices, such as honest communication and transparency in brand partnerships. Brands that prioritize ethical influencer collaborations are likely to foster stronger connections with their audience, ultimately leading to increased loyalty and repurchase intentions. The cultural context in which influencers operate significantly influences their perceived authenticity and ethical standing. For instance, influencers who successfully navigate the complexities of cultural representation and authenticity can enhance their effectiveness in marketing campaigns (Bhatia et al., 2024). This cultural sensitivity is particularly relevant in diverse markets, where consumers may have varying expectations regarding authenticity and ethical behavior. Brands must

therefore be attuned to these cultural nuances when selecting influencers for their campaigns. The intersection of emotional attachment and influencer marketing also plays a crucial role in shaping consumer behavior. Research indicates that emotional connections with influencers significantly impact trust and purchasing decisions, particularly among Generation Z consumers (Ateş et al., 2024b). This emotional engagement necessitates that influencers not only present themselves authentically but also align their messaging with the values and expectations of their audience. The ethical dimension here involves the responsibility of influencers to foster genuine connections rather than exploiting emotional vulnerabilities for commercial gain.

3. The Effectiveness of Micro-influencers vs. Macro-influencers

The effectiveness of micro-influencers compared to macro-influencers has become a significant topic of discussion in the realm of influencer marketing. As brands increasingly seek to optimize their marketing strategies, understanding the distinct advantages and challenges associated with each category of influencer is crucial. This response synthesizes insights from various studies to elucidate the comparative effectiveness of micro-influencers and macro-influencers, focusing on aspects such as engagement, authenticity, audience reach, and cost-effectiveness. Micro-influencers, typically defined as individuals with a smaller follower count (generally between 1,000 to 100,000), often exhibit higher engagement rates compared to their macro counterparts, who boast larger followings. Research indicates that micro-influencers tend to foster more authentic connections with their audiences, leading to increased trust and engagement (Subitha et al., 2024). This authenticity is particularly appealing to consumers who are increasingly skeptical of traditional advertising methods. Micro-influencers are perceived as relatable figures, which enhances their credibility and the effectiveness of their endorsements. For instance, a study highlighted that micro-influencers' perceived similarity and authenticity significantly impact their followers' purchasing decisions, especially among younger demographics (Ateş et al., 2024a). This suggests that brands targeting niche markets or specific demographics may find greater success partnering with micro-influencers. In

contrast, macro-influencers, who typically have follower counts exceeding 100,000, offer brands the advantage of broader audience reach. Their established presence on social media platforms can facilitate greater visibility for brands and products (Pereira et al., 2023). However, the engagement rates for macro-influencers are often lower than those of micro-influencers, as their large follower counts can dilute the personal connection they have with their audience (Gu & Duan, 2024). This phenomenon is particularly evident in the context of influencer marketing, where the sheer volume of followers may not translate to meaningful interactions or conversions. Brands must therefore weigh the benefits of extensive reach against the potential for lower engagement when considering macro-influencer partnerships.

Cost-effectiveness is another critical factor influencing the choice between micro and macro-influencers. Collaborating with macro-influencers often entails higher costs, which may not be justifiable for all brands, particularly smaller businesses or startups (Galdón-Salvador et al., 2024). Micro-influencers, on the other hand, typically charge lower fees for sponsored content, making them a more accessible option for brands with limited marketing budgets. This cost advantage allows brands to allocate resources more strategically, potentially enabling them to engage multiple micro-influencers for the price of a single macro-influencer partnership. Consequently, brands can diversify their marketing efforts and reach various audience segments simultaneously. Moreover, the content creation strategies employed by micro-influencers often reflect a more personalized approach, which can resonate more deeply with their followers. Micro-influencers frequently curate content that aligns closely with their personal interests and values, enhancing the authenticity of their endorsements (Bhatia et al., 2024). This personalized content creation can lead to higher levels of audience engagement, as followers are more likely to interact with content that feels genuine and relatable. In contrast, macro-influencers may produce content that is more polished and professionally crafted, which, while visually appealing, may lack the personal touch that many consumers seek (Subitha et al., 2024). The role of emotional attachment in influencer marketing

cannot be overlooked when comparing micro and macro-influencers. Research indicates that emotional connections to influencers significantly influence consumer behavior, particularly among Generation Z audiences (Ateş et al., 2024a). Micro-influencers often cultivate these emotional attachments through consistent and relatable content, fostering a sense of community among their followers. This emotional engagement can lead to increased brand loyalty and higher conversion rates, as consumers are more likely to support brands endorsed by influencers they feel a personal connection with. However, it is essential to recognize that the effectiveness of micro versus macro-influencers can vary depending on the specific goals of a marketing campaign. For brands aiming to build awareness and reach a broad audience quickly, macro-influencers may be more suitable. Conversely, for campaigns focused on fostering engagement and building trust within niche markets, micro-influencers may prove more effective (Gu & Duan, 2024). This nuanced understanding of influencer effectiveness underscores the importance of aligning influencer selection with overarching marketing objectives. The study by Allué emphasizes the importance of understanding the unique dynamics of influencer interactions, particularly in niche markets such as fitness or eco-friendly products, where micro-influencers can provide tailored content that resonates deeply with their followers (Martínez Allué & Martín-Cárdaba, 2024). The debate surrounding the effectiveness of micro-influencers versus macro-influencers hinges on several key factors, including engagement, reach, authenticity, cost-effectiveness, and the specific marketing objectives of a campaign. A nuanced approach recognizes that neither category inherently outperforms the other; rather, the optimal choice depends on a strategic alignment between campaign goals and influencer characteristics.

In summary, the digital marketing landscape has undergone a significant transformation, with influencer marketing emerging as a powerful tool for brands to connect with and engage their target consumers. Influencer partnerships have become an increasingly essential component of modern marketing strategies, allowing brands to leverage the trust and credibility of influential individuals to promote their products or services effectively.

This shift in the marketing paradigm reflects the growing importance of authentic, personalized connections between brands and their audiences, as consumers become increasingly skeptical of traditional advertising methods.

Kesimpulan

In conclusion, the effectiveness of influencer marketing hinges on a nuanced understanding of the interplay between engagement, reach, authenticity, cost-effectiveness, and specific campaign objectives. Micro-influencers, with their smaller, engaged communities, excel at fostering authentic connections and driving conversions within niche markets, making them ideal for building trust and long-term brand loyalty. Conversely, macro-influencers, boasting extensive reach and high visibility, are better suited for campaigns prioritizing widespread brand awareness and rapid market penetration. The decision to partner with micro or macro-influencers, or a combination of both, should align strategically with campaign goals and budget considerations. Future research could explore the evolving dynamics of influencer marketing in emerging digital landscapes, examining the impact of new platforms, technologies, and consumer behaviors on influencer effectiveness and the development of more sophisticated metrics for measuring the return on investment in influencer marketing campaigns

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