

A Bibliometric Analysis of Source Credibility Theory in Influencer Marketing: Implications for Consumer Behavior and Digital Markets

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Abstract: Consumer behavior and marketing have changed due to social media influencers. Appreciation to their huge fan followings on social networking sites such as Facebook, YouTube, and Instagram; these individuals play a noteworthy role in shaping trends and purchase decisions. This has created a body of research on how the use of influencer marketing affects consumer behavior, with an emphasis on source credibility theory: Trustworthiness, Expertise, and Attractiveness of the influencer. Despite being a well-liked and expanding topic of research, no in-depth and systematized Bibliometric Analysis has been conducted on the theory yet. By mapping the influence of Source Credibility Theory, this study aims to close a vital gap, clarify the logical structure, and provide a research agenda for future studies for researchers in the marketing field. Several studies have been performed, including Citation Analysis, Source Analysis, Bibliographic Coupling, Keyword Analysis, and Three-field Plot Analyses, utilizing the VOSviewer and Biblioshiny tools. The key findings include identifying four clusters in the field, i.e., “Influencer Trust, Credibility & Consumer Psychology,” “Social Media Engagement & Visual Culture,” “Influencer Marketing Impact & Strategic Branding,” and “Cross-Cultural Influencer Marketing & Global Branding” Future study guidelines have been suggested in each of the four clusters, followed by research and managerial implications, conclusions, and limitations.

Keywords: Influencer Marketing, Social Media Influencers, Bibliographic Coupling, Global Branding, VOSviewer, Biblioshiny

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