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Streamer Influencers and Live Shopping: A PRISMA Systematic Review

Meilisa Alvita¹, Ferryal Abadi², Unggul Kustiawan³, Rina Anindita⁴

¹Universitas Esa unggul, Jakarta, Indonesia, lisaalvita@student.esaunggul.ac.id

²Universitas Esa unggul, Jakarta, Indonesia, ferryal@esaunggul.ac.id

³Universitas Esa unggul, Jakarta, Indonesia, unggul.kustiawan@esaunggul.ac.id

⁴Universitas Esa unggul, Jakarta, Indonesia, rina.anindita@esaunggul.ac.id

Corresponding Author: lisaalvita@student.esaunggul.ac.id¹

Abstract: This study analyzes the role of streamer influencers in the digital marketing ecosystem through a systematic review of 43 journals using the PRISMA approach. The results show that live streaming and shopstreaming increase audience engagement, build authenticity, and drive purchasing decisions through real-time interaction. Influencer authenticity, entertainment value, and brand credibility are key success factors, while the use of artificial intelligence technology in virtual influencers presents both opportunities and ethical challenges. In addition to its benefits, challenges such as streamer burnout and the need for ethical regulations in digital marketing are also identified. These findings provide valuable insights for developing effective digital marketing strategies.

Keyword: Live Streaming, Streamer Influencer, Marketing, Digital Marketing, PRISMA.

INTRODUCTION

The rapid development of digital technology has created new opportunities in the world of e-commerce, one of which is shopstreaming. Shopstreaming, which combines live streaming features with shopping experiences, has become an increasingly popular trend among consumers. This model offers a more interactive experience, where buyers can watch live product demonstrations, communicate directly with sellers, and gain access to exclusive promotions during live sessions. (https://www.shopify.com/enterprise/blog/live-shopping?utm_source=chatgpt.com)

In Indonesia, the popularity of shopstreaming continues to grow in line with increasing internet penetration and social media usage. According to a survey conducted by Ipsos Indonesia (2024), e-commerce platforms such as Shopee and TikTok lead the market in utilizing live streaming features. The survey reported the following data:

Platform Consumer Awareness of Live Streaming Features

Shopee Live 96%

TikTok Live 87%

Lazada Live 75%

Source: https://voi.id/ekonomi/389365/survei-ipsos-shopee-live-masih-menjadi-pilihan-utama-fitur-berjualan-bagi-brand-lokal-dan-umkm?utm_source=chatgpt.com

Furthermore, according to Katadata.co.id (2024), the total value of e-commerce transactions in Indonesia is projected to reach IDR 1.027 trillion this year, with the contribution of live streaming features increasing from 5% in 2022 to 20%. (<https://katadata.co.id/digital/e-commerce/673466a2bdb35/transaksi-shopee-hingga-tiktok-diramal-rp-1027-triliun-ditopang-live-streaming>)

However, challenges remain in ensuring that these perceived benefits are consistently delivered. Factors such as live streaming quality, trust in sellers, and product relevance significantly influence consumer satisfaction. Understanding the perceived benefits of shopstreaming is crucial to help businesses optimize their strategies and maximize this growing trend. In recent years, the role of digital influencers, including streamers, has become increasingly significant in shaping consumer behavior in Indonesia. A recent study by Vero and YouGov revealed that 94% of respondents feel that influencers affect their purchasing decisions. (www.digination.id)

The main reasons for following influencers include the desire to learn new things (63%), seeking up-to-date information (58%), and looking for inspiration (53%). In addition, 63% of respondents actively seek content that offers advice and tips from experts, 47% are interested in educational content, and 41% are attracted to influencers' personal stories or experiences. (www.digination.id)

Streamers, as part of the influencer community, play an important role in the gaming and entertainment industry. They not only provide entertainment content but also influence their audience's preferences and purchasing decisions, such as the choice of games, hardware, or related accessories. For example, a popular streamer in Indonesia playing a specific game can drive increased sales of that game among their followers. Direct interaction through streaming sessions allows the audience to receive real-time information and recommendations, which are perceived as more authentic compared to traditional advertisements. Data from the Indonesian Game Association indicates that in 2024, 70% of Indonesian gamers admitted to purchasing games or in-game items based on recommendations from their favorite streamers. This confirms that streamers have a significant influence on purchasing behavior within the gaming community. Therefore, research on the influence of streamers as influencers on consumer behavior is relevant to understanding the current dynamics of the digital market. Understanding their level of influence can help companies and marketers design more effective strategies to reach target audiences through collaborations with streamers. Source: https://www.digination.id/read/019705/riset-influencer-mempengaruhi-94-pola-belanja-masyarakat-online?utm_source=chatgpt.com

Research Questions:

1. What are the factors that make streamer influencers affect consumers' online shopping behavior?
2. What opportunities are available for future research to further develop and expand the existing literature in this field?

Live streaming has evolved into one of the most effective marketing strategies in the modern digital ecosystem, combining elements of direct interaction, entertainment, and real-

time purchasing decisions. Jhang-Li, J. H., & Liou (2024) revealed that live streaming platforms function as business ecosystems that enable streamers to generate revenue through advertisements, advertorials, donations, and subscriptions, with platforms taking commissions from these transactions. According to Ünalmiş, E., Dirsehan, T., & Erdoğan (2024), the authenticity of content created by influencers during live streaming sessions plays a crucial role in building consumer trust, which ultimately enhances positive brand attitudes and drives purchase intentions. In addition, Bevan-Dye, A. L., & Motaung (2023) emphasized that Generation Y, as a major market segment, perceives the entertainment and informational value in live streaming content as key factors in shaping brand preferences, making this strategy highly relevant in fashion marketing. A study conducted by Jodén, S., & Strandell (2022) showed that on platforms like Twitch.tv, direct interaction and emotional engagement through live streaming create parasocial relationships that strengthen consumer loyalty. Chen, S., Zhang, L., & Li (2024) further added that although live streaming offers opportunities, streamers often face high levels of pressure due to long working hours and lack of support, which may potentially lead to burnout. In a broader digital economy context, Hurcombe (2024) explained that news consumption through live streaming platforms and influencers, referred to as "newsfluencers," has transformed how young audiences access and trust information, emphasizing dynamic interaction and audience engagement. Melnychenko, N. (2021) highlighted that during the COVID-19 pandemic, many cinema companies adopted shopstreaming strategies to sell products such as snacks online through direct interaction with customers on social media, demonstrating the potential integration between direct interaction and digital sales strategies. Zirena-Bejarano, P. P. (2022) stressed that influencer credibility in live streaming is influenced by the brand value being communicated, where reputable brands enhance consumer confidence in the influencer's message. Södergren, M., & Vallström (2023) also noted how influencers with disabilities use live streaming to build authentic identities that not only challenge stereotypes but also create more inclusive narratives in the marketplace. In conclusion, these studies highlight how shopstreaming and live streaming have become highly influential tools in strengthening the relationships between brands and consumers, while also creating new opportunities in the competitive world of digital marketing. This systematic literature review aims to examine streamer influencer variables, which remain relatively under-researched in literature reviews, by using the PRISMA method. This may contribute to expanding the author's knowledge and references for future research.

METHOD

The research employed a two-stage analysis, namely bibliometric analysis and literature review using multidimensional scaling techniques with Scopus and the PRISMA method. Reference data were collected from international publications indexed in Scopus from the Emerald database related to streamer influencers. Figure 1 illustrates the research process, which involved several stages, beginning with the search for the variables "streamer OR influencer." The retrieved data were then filtered based on the field of business and management. The dataset consisted of scholarly articles published in the Scopus database, accessed between January 15–24, 2025, using the keywords "streamer OR influencer" with the following search criteria: publication years "2020-2025", document type "article", source type "journal", article language "English", and access type "all". With these criteria applied, a total of 26,883 articles were obtained. However, after filtering by subject area "Business, Management and Accounting", document type "article", source type "journal", language "English", and open access "all open access", 712 articles remained.

The search was then further refined with the following criteria:

- Publication years: 2020–2025, subject area: business, management and accounting, document type: article

- Source titles: *Journal of Business Research, Journal of Retailing and Consumer Services, International Journal of Advertising, Cogent Business and Management, Innovative Marketing, Journal of Interactive Advertising, Journal of Marketing Management, Journal of Theoretical and Applied Electronic Commerce Research, Journal of Marketing Communications, European Journal of Marketing, Electronic Commerce Research and Applications*
- Keywords: *influencer marketing, social media influencers, influencers, influencer, live streaming, live streaming commerce, online shopping*, source type: journal, language: English, open access: all open access, hybrid gold, gold, green

After applying these refined criteria, only 43 articles were finally obtained.

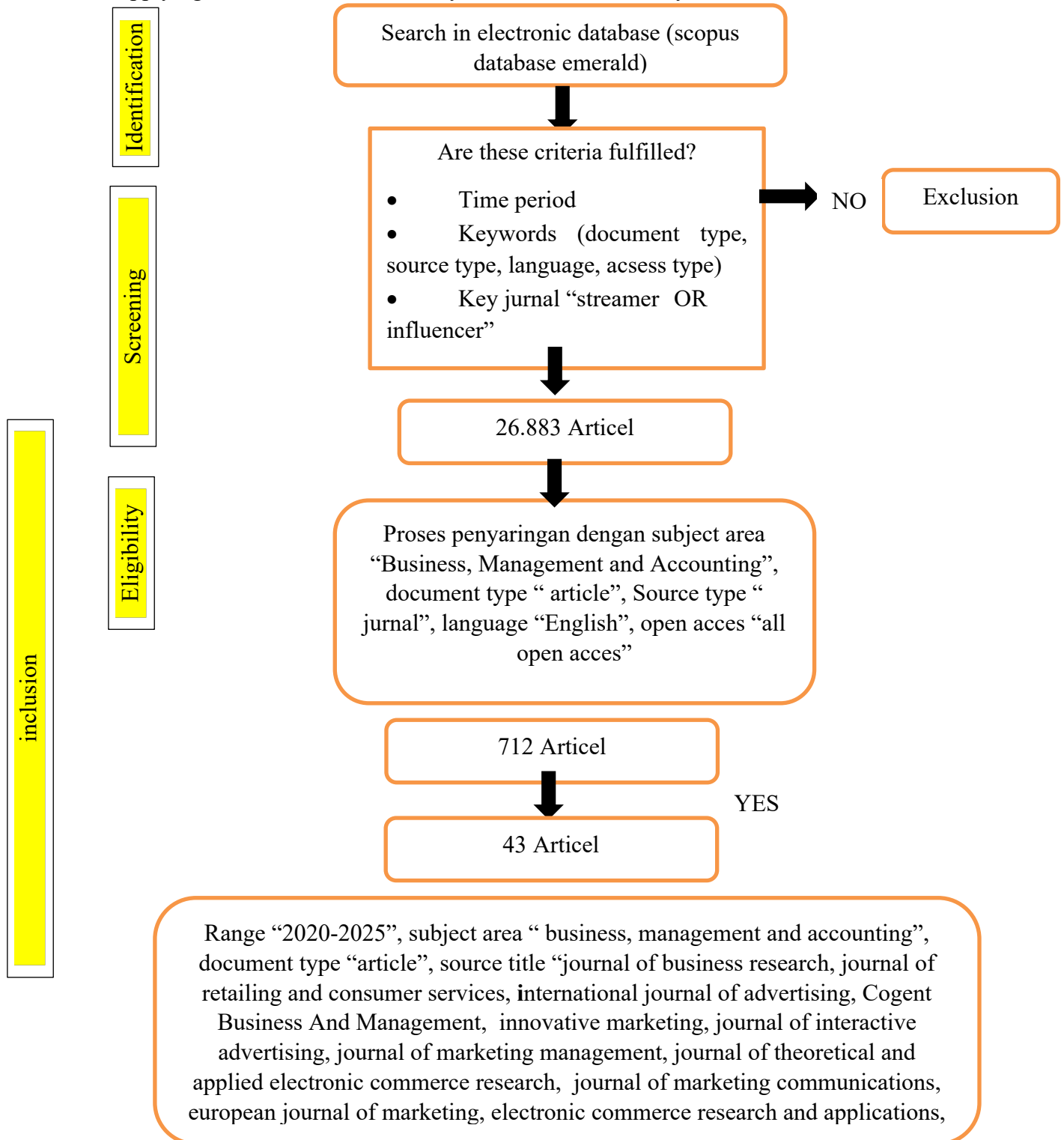


Figure 1: PRISMA Flowchart of the study

RESULTS AND DISCUSSION

Based on the summary table above, the following are the findings from each of the articles reviewed:

An Analysis of Operating Strategy for a Video Live Streaming Platform (Jhang-Li, H., & Liou, 2024):

This study identifies various key revenue models implemented by live streaming platforms and analyzes the operational strategies used to support these revenue models. The findings show that these platforms must carefully manage agency roles and platform economic models to enhance operational efficiency and maximize revenue.

Artificial Intelligence in Influencer Marketing (Looi, J., & Kahlor, 2024):

This study compares the influence of human influencers and virtual influencers on Instagram. The results reveal that virtual influencers tend to have higher engagement levels among their audiences. However, despite the higher engagement, virtual influencers are perceived as less authentic compared to human influencers. This indicates that audiences tend to feel more connected to human influencers, even though virtual influencers generate more interactions.

Ascertaining the Antecedents of Generation Y Consumers' Perceived Utility of Celebrity Influencers' Fashion Content (Bevan-Dye, A. & Motaung, 2023):

This research focuses on the impact of celebrity influencers on consumer perceptions of fashion brands, particularly among Generation Y. The findings indicate that celebrity influencers have a significant positive impact on consumers' perceptions of fashion brands, demonstrating that highly credible influencers can strengthen brand image and enhance its appeal among younger generations.

Building Viewer Engagement through Interaction Rituals on Twitch.tv (Jodén, H., & Strandell, 2022):

This study examines the interaction rituals used by streamers on Twitch to increase viewer engagement. The findings show that regular and consistent interaction rituals—such as special greetings or certain activities involving the audience—play a crucial role in strengthening the relationship between streamers and viewers, which in turn increases audience engagement.

Burnout Among Chinese Live Streamers (Chen, S., Zhang, L., & Li, 2024):

This study identifies the factors causing burnout among live streamers in China, using the Job Demand-Control model. The results indicate that high levels of burnout are strongly related to heavy work pressures and lack of social support in their work environments. This highlights the importance of balancing job demands with the level of control streamers have to prevent mental exhaustion.

Communication Policy of Cinema Industry Enterprises in the Context of COVID-19 (Melnychenko, S., 2021):

This study analyzes the communication strategies used by cinema industries during the COVID-19 pandemic, focusing on the use of social media to retain audiences. The findings reveal that many cinemas relied on social media platforms to stay connected with their audiences, both for promoting new film releases and minimizing revenue losses caused by the pandemic.

Conceptualising the Newsfluencer (Hurcombe, 2024):

This research examines the emergence of "newsfluencers," influencers who focus on delivering news information through digital platforms. The findings show that newsfluencers have become key figures in digital journalism, successfully building highly engaged and interactive audiences by leveraging participatory culture and platform economics.

Consequences of Influencer-Created Content on Influencers' Authenticity in the Beauty and Personal Care Industry (Ünalmiş, E., Dirsehan, T., & Erdoğan, 2024):

This study explores the impact of influencer-created content on their perceived authenticity in the beauty and personal care industry. The results show that when influencers excessively promote commercial products, it can reduce their perceived authenticity among audiences. This underscores the importance of balancing promotional content with more genuine and authentic content.

Determining the Impact of Brand Value on the Credibility of Influencers Over the Purchase Decision of Millennial Consumers (Zirena-Bejarano, P. P., 2022):

This study investigates how brand value affects influencer credibility and, in turn, millennials' purchasing decisions. The findings indicate that the higher the brand value promoted by the influencer, the stronger the influencer's credibility and the greater its influence on millennials' purchasing decisions. This highlights the importance of aligning influencer collaborations with reputable brands.

Disability in Influencer Marketing (Södergren, J., & Vallström, 2023):

This study discusses how influencers with disabilities challenge existing stereotypes about disability in marketing. The findings reveal that influencers with disabilities are able to reshape public perceptions of disability representation on social media and in marketing, thus creating a more inclusive and diverse space.

Discourse Analysis of Knowledge-based Live Streaming: A Case Study of East Buy Streamer Dong Yuhui (Song, Y., & Mo, 2022):

This study analyzes the use of knowledge-based live streaming in e-commerce, focusing on streamer Dong Yuhui on Douyin. The findings show that knowledge-focused streamers successfully build trust and authority among their viewers, which leads to increased audience confidence and engagement during live streaming sessions.

Diversity in the Digital Age: How Consumers Respond to Diverse Virtual Influencers (Ferraro, C., Sands, S., Zubcevic-Basic, N., & Campbell, 2024a):

This research examines how consumers respond to virtual influencers with diverse features. The results indicate that virtual influencers with more diverse characteristics are more likely to be accepted by a broader audience, highlighting the importance of diversity representation in virtual influencer marketing to increase engagement and audience acceptance.

Do Celebrities in Advertisements Matter? Familiar Endorsers as an Accelerator of Gestural Cues of Persuasion (Ono, M., & Ono, 2024):

This study examines the role of celebrities in advertisements, particularly through gestural cues. The findings reveal that celebrity endorsers can enhance the persuasive effect of advertisements by using familiar gestures, which accelerate positive audience responses to the conveyed message.

Effect of Social Media Influencers on Brand Preferences Through Trust: Moderating Role of Emotional Attachment (Zaman, K., Khan, S. N., Abbas, M., & AbdAlatti, 2023):

This research discusses the influence of social media influencers on brand preferences through trust, with emotional attachment as a moderating factor. The findings reveal that trust in influencers increases brand preference, especially when there is strong emotional attachment between consumers and influencers.

Effects of Disclosing Ads on Instagram: The Moderating Impact of Similarity to the Influencer (Naderer, B., Matthes, J., & Schäfer, 2023):

This study investigates the effects of ad disclosures on Instagram and how similarity between influencers and their audiences affects ad effectiveness. The findings show that perceived similarity strengthens the effectiveness of ad disclosures, as audiences are more receptive to ads delivered by influencers they perceive as similar to themselves.

Examining Influencer Marketing: The Roles of Parasocial Relationships, Unpaid Collaborations, and Trustworthiness in Shaping Consumer Buying Behavior (Sarkis, N., Jabbour Al Maalouf, N., & El Lakiss, 2023):

This study examines the influence of parasocial relationships, unpaid collaborations, and trustworthiness in influencer marketing on consumer purchasing behavior. The findings reveal that parasocial relationships and influencer credibility are the main factors that affect consumer purchasing decisions.

Exploring Influencers' Commercial Content on Instagram (Hogsnes, M., Grønli, T-M., & Hansen, 2023):

This study explores the commercial content presented by influencers on Instagram. The findings reveal that commercial content framed in a more authentic and less forced manner is more effective in capturing audience attention and encouraging their engagement.

Exploring Social Media Influencers' Moral Dilemmas Through Role Theory (Grgurić Čop, N., Culiberg, B., & First Komen, 2023):

This study explores the moral dilemmas faced by social media influencers. The findings show that influencers often encounter moral conflicts that test their authenticity in marketing, which affects how audiences perceive their credibility when promoting products

Exploring the Effectiveness of Digital Manipulation Disclosures for Instagram Posts on Source Credibility and Authenticity of Social Media Influencers (Mucundorfeanu, M., Balaban, D. C., & Mauer, 2024):

This study examines the effectiveness of digital manipulation disclosures in Instagram posts on influencers' source credibility and perceived authenticity. The findings show that such disclosures increase both the credibility and authenticity perceptions of influencers, thereby improving the effectiveness of their marketing campaigns.

Factors Affecting Users' Brand Awareness Through Social Media Marketing on TikTok (Nguyen, C., Tran, T., & Nguyen, 2023):

This study explores the factors influencing brand awareness through marketing on TikTok. The findings show that TikTok marketing has a significant positive impact on brand awareness, with content relevance and audience engagement being key factors for the success of marketing strategies on this platform.

From Killer Bunnies to Talking Cupcakes: Theorizing the Diverse Universe of Virtual Influencers (Gambetti, R. C., & Kozinets, 2024):

This study examines the wide variety of virtual influencer forms and their differing communication patterns across platforms and target audiences. Through longitudinal netnography of 174 virtual influencers, the study finds that virtual influencers are highly diverse, with communication patterns tailored to specific audiences and platforms. This indicates that virtual influencers are not limited to a single form, but are very flexible in how they interact with followers.

How to Make Influencer Advertising Engaging on Instagram: Emotional Storytelling in Sponsored Posts (Gross, J., Cui, Z., & von Wangenheim, 2023):

This study analyzes 6,122 sponsored Instagram posts and finds that the use of emotional storytelling in influencer advertising increases audience engagement and enhances influencer authenticity. Using Social Exchange Theory, the study explains how emotional narratives deepen the social bond between influencers and their followers, ultimately driving greater engagement.

Influencer Authenticity and Intention to Co-Create Brand Value (Hasan, S., Zahid, H., & Qayyum, 2024):

This study shows that influencer authenticity plays a crucial role in followers' intention to co-create brand value. Applying the Elaboration Likelihood Model, the study finds that trust in influencers enhances followers' willingness to participate in brand development, emphasizing the importance of authenticity in building strong audience relationships.

Influencer Engagement on Social Media: A Conceptual Model, the Development and Validation of a Measurement Scale (Levesque, N., & Pons, 2023):

This study develops a scale to measure follower engagement with influencers on Instagram, incorporating emotional, cognitive, and behavioral dimensions. Using factor analysis on data from 1,170 Instagram users, the study provides a more holistic framework to understand how audiences interact with influencer content, enabling more accurate models of influencer impact.

Influencer Marketing and the 'Gifted' Product: Framing Practices and Market Shaping (Nilsson, J., Murto, R., & Kjellberg, 2023):

This study discusses how the practice of product gifting by influencers shapes markets and brand perceptions. Using Callon's Framing Theory, it finds that gifting not only builds brand-consumer relationships but also influences how products are perceived. Product gifting becomes an important tool in shaping brand image in the eyes of the audience.

Investigating the Influence of Social Media Influencer Credibility on Beauty Product Purchase Behaviors: A Case Study from Vietnam (Khuong An, G., Ngo, T. T. A., Tran, T. T., & Nguyen, 2023):

This study assesses how influencer credibility affects purchasing decisions for beauty products in Vietnam. Using the Source Credibility Model, the study finds that higher influencer credibility leads to a greater likelihood of consumers purchasing promoted products. This emphasizes the importance of reputation and trust in influencer marketing, particularly in industries that heavily rely on expert opinions such as beauty products.

Is the Use of Influencer Marketing and Brand Community Effective for Enhancing Awareness of a New Brand? (Furinto, A., Ichsan, M., Phannadhika, M., & Angelika, 2023):

This study examines the effectiveness of combining influencer marketing and brand communities in increasing awareness of new brands. Based on Brand Equity Theory, the results show that collaborations between influencers and brand communities strengthen brand perception and increase consumer awareness of new brands. This suggests that synergy between influencers and communities can accelerate market acceptance of new products.

Leveraging Influencer Marketing for Banks: An Empirical Study on Young Consumers in Vietnam (Sang, 2023):

This study analyzes the impact of influencer marketing on young consumers in the banking sector in Vietnam. Using the Attitude-Behavior Mediation Framework, the study finds that influencer marketing positively influences consumers' attitudes and behaviors towards banking services. This shows that influencers can serve as effective channels for reaching younger audiences in the banking industry by influencing their attitudes and behaviors.

Leveraging Influencer Relations Professionals for Sponsorship Disclosure in Social Media Influencer Marketing (Musiyiwa, R., & Jacobson, 2023):

This study explores the role of influencer relations professionals in sponsorship disclosure within influencer marketing on social media. Using Bourdieu's Theory of Field, it finds that influencer relations professionals play a crucial role in improving sponsorship transparency, which enhances audience trust in influencer advertising.

Navigating Influence: Unraveling the Impact of Micro-Influencer Attributes on Consumer Choices in the Chinese Social Media (Hu, J., Sidek, S., Abd Rahman, A., & Yusof, 2023):

This study identifies attributes that influence consumer decisions to follow micro-influencers on social media in China. Based on the Trust, Transparency, and Expertise Framework, the study finds that trustworthiness, transparency, and expertise of micro-influencers are key factors shaping consumer decisions. Micro-influencers perceived as more honest and transparent have greater influence on their followers.

Networked Responses to Networked Harassment: Creators' Coordinated Management of "Hate Raids" on Twitch (Meisner, 2023):

This study examines how content creators on Twitch handle harassment attacks in the form of "hate raids" through coordinated efforts and community governance. The study shows that creators work together with their followers to manage these situations, ultimately creating a safer environment for streamers. The research highlights the crucial role of social governance and technical responses in addressing harassment on live streaming platforms.

Prevalence and Strategies of Food and Beverage Marketing on Twitch (Pollack et al., 2024):

This study conducts observational analysis to assess the marketing strategies of food and beverage brands on Twitch. The results show that brands use prominent influencers and various promotional tactics to influence consumer behavior. Advertising exposure and behavioral impact theories are used to explain how advertising on this platform affects audiences, particularly in relation to the food and beverage industry.

Repurchase Intention in Sports Brand Industry in China (Li et al., 2024):

This study explores the influence of live-streamer attributes on repurchase intentions in the sports brand industry in China. Using the Cognitive-Affective Personality System (CAPS) Theory, the study finds that live-streamer credibility and interaction play key roles in increasing consumers' repurchase intentions in this sector. The findings emphasize the importance of credibility and engagement in sports product marketing through streaming platforms.

The Effects of Social Media Live Streaming Commerce on Vietnamese Gen Z Purchase Intention (Ngo et al., 2023):

This study analyzes the factors influencing Gen Z's purchase intentions in Vietnam's live-stream commerce. Using trust, interactivity, and entertainment theories, the study finds that these three factors strongly influence purchasing decisions among Gen Z consumers. This suggests the importance of creating interactive and entertaining experiences to increase conversion rates in streaming-based e-commerce.

Short and Long-term Impact of Influencer Sponsored Posts on Brand Outcomes (Balaban et al., 2024):

This experimental study assesses the short- and long-term effects of influencer-sponsored posts on brand attitudes and purchase intentions. Using the Persuasion Knowledge Model, the study finds that influencer advertising has a positive short-term impact on brand attitudes and purchase intentions. However, in the long term, this influence is moderated by consumers' increasing awareness of persuasion tactics, suggesting that consumer skepticism evolves over time.

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Understanding Young's Preferences and Motivations for Following Influencers (Suárez-Álvarez, R., García-Jiménez, A., & Catalina-García, B., 2023):

This study explores the reasons why young individuals (aged 18–24) follow influencers on social media, focusing on entertainment and learning needs. Based on the Uses and Gratifications Theory, the study finds that entertainment is the dominant motivation behind following influencers, although learning also plays an important role.

The Nexus of Influencers and Purchase Intention: Does Consumer Brand Co-Creation Behavior Matter? (Kilumile, J. W., & Zuo, L., 2024):

This study investigates the relationship between influencers, consumer brand co-creation behavior, and purchase intentions. Using Social Presence Theory and Self-Congruence Theory, the study finds that consumers' co-creation behavior strengthens the influence of influencer congruence and social presence on purchase intention. This highlights the importance of consumer involvement in co-creating brand value to maximize influencers' impact on purchasing decisions.

The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention (Chen, N., & Yang, Y., 2023):

This study analyzes the role of live-stream influencers on platforms such as Douyin and Taobao in influencing consumer purchasing decisions. Using Attachment Theory and the Trust Mechanism, the study finds that trust and emotional attachment to influencers significantly influence consumers' purchase intentions in live-streaming e-commerce.

Articles per Year

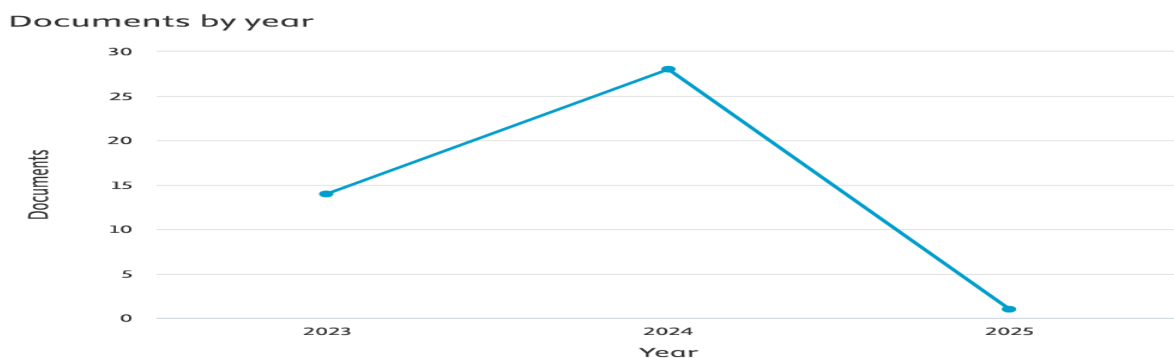


Figure 2: Documents by year

The graph shows the trend in the number of published documents from 2023 to 2025, with significant fluctuations. In 2023, the number of published documents was relatively low, around 15 documents. This indicates that publication activity was either still in its early stages or consistent with previous trends. However, in 2024, there was a sharp increase, reaching a peak of approximately 30 documents, indicating a significant surge in publication productivity. This spike may have been driven by several factors, such as increased research interest in specific topics, greater availability of research funding, or more active research collaborations. Nevertheless, this upward trend did not continue into the following year. In 2025, the number of published documents dropped drastically to nearly zero. This decline may reflect several possibilities, such as a reduced focus on certain research areas, shifting priorities of research institutions, funding limitations, or other obstacles like new regulations or global challenges that affected academic publishing. This pattern suggests that the publication surge in 2024 may have been temporary or triggered by specific events, such as major conferences or large-scale research projects that concluded that year. The significant drop in 2025 also indicates that the previous momentum could not be sustained, and further evaluation is necessary to understand the underlying causes. This graph provides important insights for analyzing publication dynamics and research trends over a specific period.

Country of Origin of the Studies

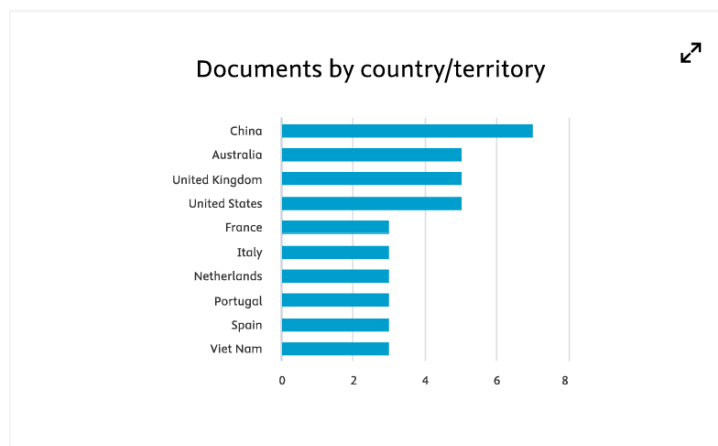


Figure 3: Documents by country

This figure shows the distribution of documents by country or region. The horizontal axis (X) represents the number of documents, while the vertical axis (Y) indicates the countries or regions.

Detailed explanation:

- **China** has the highest number of documents, around 7 documents, indicating the largest contribution within the context being analyzed.
- **Australia, United Kingdom, and United States** each rank next with a relatively high number of documents (approximately 5–6 documents), reflecting significant participation from these countries in producing publications.
- **France, Italy, Netherlands, Portugal, Spain, and Vietnam** have lower contributions (around 2–3 documents), indicating a smaller level of involvement compared to the countries mentioned above.

This figure reflects the geographical distribution of the published documents, showing that most documents originate from countries with strong research or academic bases such as China, Australia, and the United States. This may be due to differences in research resources, the number of academics, or institutional focus in those countries.

CONCLUSION

The studies from the analyzed journals emphasize the importance of authenticity, audience engagement, and credibility in influencer marketing. Virtual influencers (VIs) are considered to offer greater creative control compared to human influencers (HIs); however, audience engagement tends to be higher with HIs due to the more intimate emotional connections they establish. In certain contexts, such as the fashion industry, the informational and entertainment value of influencer content significantly affects content utility perceptions among Generation Y consumers.

In addition, challenges such as streamer burnout, the need for cross-platform strategies, and the role of technologies such as artificial intelligence (AI) remain areas that have not been fully addressed. These studies highlight the critical role of both human and virtual influencer marketing in shaping consumer behavior and brand relationships. Emotional storytelling strategies, influencer authenticity, audience engagement, and technologies such as AI have been proven to enhance the effectiveness of digital marketing.

Studies such as by Hasan, S., Zahid, H., & Qayyum (2024) highlight how authenticity influences brand value co-creation and purchase intention. Meanwhile, diverse virtual influencers, as found in research by Ferraro, C., Sands, S., Zubcevic-Basic, N., & Campbell (2024), demonstrate that uniqueness and novelty can enhance engagement and purchase intentions through the innovative framing effects of influencer marketing. This framing strategy has also been found to significantly shape markets, as noted by Nilsson, J., Murto, R., & Kjellberg (2023) regarding the role of framing in the relationship between influencers and brands.

Theoretical Implications:

- This study enriches digital marketing theory by highlighting the relevance of models such as *Computers Are Social Actors (CASA)* and the *Uncanny Valley Hypothesis* in the context of human influencers (HIs) and virtual influencers (VIs). The findings on influencer authenticity also expand theories of advertising content value and parasocial action by integrating technological dimensions such as AI to assess audience engagement.
- The complexity of representation in influencer marketing, such as studies on disability, extends *complex personhood theory* by providing a multidimensional framework for more inclusive representation.
- This research expands engagement and marketing communication theories by integrating technological approaches such as AI and framing in influencer marketing. The study by Gambetti, R. C., & Kozinets (2024) opens new perspectives on the role of non-human influencers in marketing, broadening parasocial and brand identity theories.
- Influencer authenticity has been reinforced as a multidimensional concept encompassing credibility, transparency, and emotional relationships, contributing significantly to relationship theories.
- Studies on emotional storytelling contribute new insights to persuasion and emotion theories within digital marketing contexts.

Managerial Implications:

- **Advertisers** should consider the use of virtual influencers in their campaigns to gain greater content control and reduce reputational risks. However, they should combine them with human influencers to create deeper emotional connections.
- In specific industries such as fashion and beauty, **brands** must ensure that influencers provide high entertainment and informational value to build consumer trust. Proper partnerships with influencers who align with brand values can enhance purchase intentions and consumer loyalty.
- **Influencer Strategies:** Brands should consider utilizing virtual influencers to reach wider audiences with lower reputational risks. However, combining them with human influencers is necessary to foster deeper emotional connections with the audience.
- **Emotional Storytelling:** Brands and marketing agencies should encourage emotional storytelling in sponsored content, particularly by micro-influencers, to enhance user engagement on social media.
- **Transparency Enhancement:** Disclosure of digital manipulation should become a standard to improve influencer credibility and advertisement transparency, as demonstrated by Mucundorfeanu, M., Balaban, D. C., & Mauer (2024).
- **Diversity in Influencers:** Companies should focus more on diversity in influencer representation, which can enhance inclusivity and broaden audience reach.

Recommendations for Future Research:

- **Cross-Platform Integration:** Future research should explore how influencer strategies can be adapted across different social media platforms, including their impact on diverse audiences.
- **Use of AI:** In-depth studies are needed on how AI can be integrated to create more authentic and emotionally engaging interactions.
- **Influencer Work-Life Balance:** Research on strategies to reduce streamer burnout needs to be enhanced to support the sustainability of this profession.
- **Ethics and Regulations:** Comprehensive studies on ethical implications and regulatory needs in influencer marketing, particularly concerning virtual influencers, would be highly beneficial.
- **Cross-Platform Integration:** Further research is necessary to explore how influencer strategies can be applied simultaneously across platforms such as TikTok, Instagram, and YouTube.
- **The Role of AI in Influencer Marketing:** Deeper studies are required to understand how AI can create more personalized and authentic marketing experiences.
- **Long-Term Effects on Brand Loyalty:** The long-term impact of influencer marketing on brand loyalty remains underexplored and should become a research priority.
- **Ethics and Regulations:** In-depth research on the ethical implications and regulatory requirements in influencer marketing, especially in the context of virtual influencers, is needed.

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