

A Bibliometric Analysis of The Relationship Between Influence and E-Commerce

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The rapid growth of e-commerce has reshaped consumer shopping behaviors, offering greater access to products, prices, and reviews. Influencers have emerged as pivotal players in e-commerce marketing by leveraging their digital platforms to shape consumer perceptions and behaviors. This research employs bibliometric analysis to examine the relationship between influencers and e-commerce, focusing on trends, patterns, and the effectiveness of various influencer characteristics. Data was sourced from the Dimensions database and analyzed using VOSviewer software to visualize keyword networks and research collaborations. The findings highlight the dominance of Chinese institutions and publications in this field, underscoring their influence on global academic discourse. The analysis also reveals critical gaps, particularly in the examination of influencer strategies on long-term customer loyalty and satisfaction within emerging markets. By addressing these gaps, this study contributes to a deeper understanding of how influencers can optimize e-commerce campaigns, offering valuable insights for scholars and practitioners in digital marketing. The study emphasizes the need for interdisciplinary collaboration and further exploration of the intersection between influencer marketing and consumer behavior.

1. Introduction

1.1 Background

The rapid development of e-commerce in recent years has significantly changed the way consumers shop, by providing broader access to products, prices, and reviews that help consumers make purchasing decisions. Data from the Ministry of Trade of the Republic of Indonesia shows that the number of e-commerce users in Indonesia has continued to increase since 2020, reaching 58.63 million users in 2023 [1]. This condition gives consumers more power in choosing products and services, which encourages companies to implement more innovative marketing strategies in their efforts to attract and retain customers in an increasingly competitive digital market.

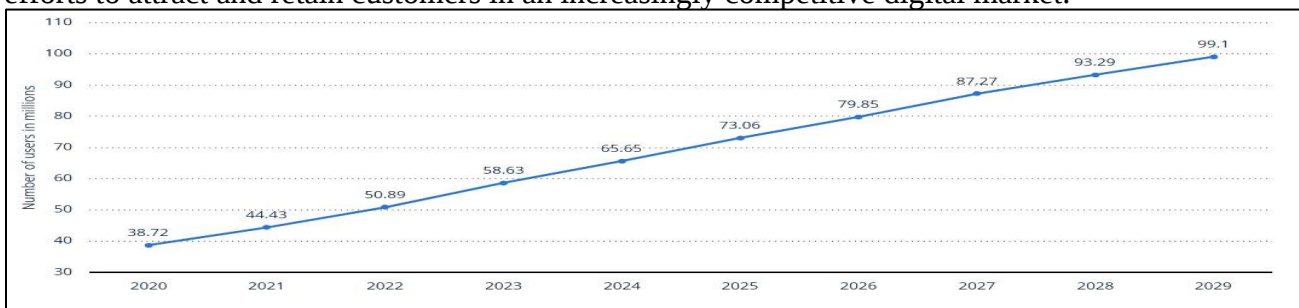


Figure 1.1 The Number of e-commerce users in Indonesia for the Period 2020-2029

Source: saudata.kemendag.go.id

One of the increasingly popular strategies for supporting e-commerce marketing is the utilization of influencers. Influencers are individuals who have a significant impact on social media and other digital platforms, where they are able to shape consumer opinions and perceptions significantly [2]. Through their involvement, a company can gain the opportunity to reach a wider audience through an emotional and interactive approach. Influencers do not always come from the celebrity circles, such as artists from the worlds of music, dance, drama, film, and the like, but can also come from students or the general public who are active on social media [3].

The involvement of influencers in e-commerce marketing is not only focused on the individual's popularity but also on their ability to build trust with the audience. Product or service recommendations by an influencer tend to be accepted with a higher level of credibility compared to traditional advertisements, thanks to the strong trust relationship between the influencer and the audience [4].

Trust in influencers motivates e-commerce companies to leverage them in efforts to enhance brand awareness and consumer loyalty. This strategy allows brands to access audiences that have been shaped by influencers, thereby accelerating the conversion process and increasing sales with greater efficiency [5].

The collaboration between influencers and e-commerce has given rise to various unique marketing formats, such as product reviews, tutorials, and "unboxing" content. Each of these formats is designed visually and emotionally to capture the audience's attention, creating a strong sense of curiosity and encouraging the audience to explore the product further or even make a purchase [6].

The type of influencer selected becomes a crucial factor that affects the effectiveness of the marketing campaign. Influencers can be classified into several categories, such as mega-influencers, macro-influencers, micro-influencers, and nano-influencers. Each category has characteristics and advantages that can be tailored to specific marketing goals and target audiences [7]. The main challenge in measuring the effectiveness of collaboration between influencers and e-commerce relates to factors such as content authenticity, audience relevance, and the communication strategies used. These aspects greatly influence the impact that influencers can have on consumer purchasing decisions [8].

The lack of in-depth research examining the influence of various influencer characteristics on e-commerce aspects, such as conversion rates, customer loyalty, and brand trust, creates a significant research gap. This gap presents an opportunity for further research to analyze the relationship between influencer types and the success of e-commerce campaigns more comprehensively [9].

This research uses bibliometric analysis to identify trends and patterns in research related to the influence of influencers on e-commerce. This approach allows for mapping the development of research, identifying significant contributions, and determining the dominant topics that are emerging in this field [10].

Based on data from the Dimensions platform, more than 600 publications discuss the influence of influencers on e-commerce over the past decade, indicating an increase in academic interest in this topic. This trend reflects the relevance of influencer-based marketing strategies in supporting e-commerce growth. We anticipate this research to offer comprehensive understanding of influencers' role in e-commerce success and pinpoint areas necessitating additional research.

1.2 Problem Statement

This research will discuss the impact of various types of influencers' characteristics on e-commerce marketing effectiveness, specifically their influence on conversion rates, customer loyalty, and brand trust. This research aims to identify how different types of influencers, such as mega, macro, micro, and nano, can influence consumer purchasing decisions in the increasingly competitive digital market. Additionally, this research will explore the challenges in measuring the effectiveness

of collaborations between influencers and e-commerce, as well as examine existing research gaps related to influencer impact, thereby providing deeper insights into their contributions to the success of marketing campaigns in this sector.

1.3 Objectives and Scope

The aim of this research is to explore the challenges in measuring the effectiveness of collaboration between influencers and e-commerce, as well as to examine the existing research gaps related to influencer impact. This study aims to deepen our understanding of how influencers contribute to the success of marketing campaigns in this sector and pinpoint areas that necessitate additional research. The scope of this research includes the analysis of various types of influencers, the marketing strategies used, and their impact on consumer behavior on e-commerce platforms.

2. Literature Review

Research on the role of influencers in e-commerce reveals various important findings regarding the effectiveness of digital marketing strategies that use influential figures to sway consumers. De Veirman, Cauberghe, and Hudders discovered that "influencers with a larger number of followers and high product fit tend to be able to shape a positive attitude towards the brand" under promotion, particularly on visual platforms like Instagram, enabling the audience to emotionally connect with the influencer's shared content [11]. This research highlights the importance of collaboration strategies with influencers who not only have a wide audience but also relevance to the promoted brand.

This research highlights the importance of collaboration strategies with influencers who not only have a wide audience but also relevance to the promoted brand [12]. This study reinforces the view that credibility and authenticity are important elements in building consumer trust toward influencers as extensions of the brand.

Breves, Liebers, Abt, and Kunze highlight the importance of the fit between the type of influencer and the brand they support, which has a significant impact on consumer attitudes and purchase intentions. "A strong fit between the influencer and the brand can significantly enhance consumer attitudes and purchase intentions," they found, particularly when the followers' motives align with the image and values of the brand the influencer promotes [13]. This finding underscores the need to select the type of influencer that aligns with the brand's characteristics and target audience to maximize marketing impact.

The gap in this research arises from the lack of studies examining the effectiveness of various types of content and influencer strategies in influencing specific aspects of consumer behavior, such as repurchase frequency and word-of-mouth recommendations. Additionally, empirical research testing the direct impact of influencers on long-term loyalty and customer satisfaction is still limited, especially in the context of e-commerce in emerging markets. This gap indicates an opportunity for further exploration of the relationship between influencer characteristics, content types, and marketing outcomes to gain a deeper understanding.

The scope of scientific fields relevant to this topic includes digital marketing, consumer behavior, and communication psychology. Digital marketing provides a theoretical framework on how to optimize the use of digital platforms for commercial purposes, while consumer behavior allows for a deeper understanding of how audiences respond to information from influencers. Communication psychology plays a role in understanding the emotional and persuasive aspects of the interaction between influencers and the audience, as well as its impact on brand perception. These three fields provide a comprehensive theoretical foundation for analyzing the relationship between influencers and e-commerce.

2.1 Related Work

Numerous prior studies have investigated the impact of influencers and e-commerce on consumer behavior. Research by Alfiyaturrahmah and Annisa titled "The Relationship Between Trust

in Beauty Influencers on Instagram Social Media and Consumer Purchase Intentions Through E-commerce." The research results indicate that there is a negative relationship between trust in beauty influencers on Instagram social media and consumer purchase intentions through e-commerce. Although there is a significant relationship, the negative direction indicates that the higher the trust in beauty influencers, the lower the consumer purchase intentions [14].

Suci Dwi Rahmawati's study, "The Influence of an Influencer's Social Media on Increasing Sales Through E-commerce," comes next. The results of her research indicate that an influencer's influence in providing information about a product can achieve the ultimate goal, which is the consumer's purchasing decision. Or, in other words, influencers have a positive relationship or influence on e-commerce by enhancing its image or brand image [15].

This research shares similarities with previous studies that have also examined the relationship between influencers and e-commerce, with a particular focus on the impact of influencers on consumer behavior on e-commerce platforms. Both studies emphasize the importance of understanding the dynamics between influencers and e-commerce platforms, as well as how trust in influencers can influence purchase interest. Moreover, both this study and other studies use analytical approaches, albeit with different methods; bibliometric analysis collects and analyzes related publications to illustrate trends in the literature, while other studies may use quantitative or qualitative methods to gather data directly from respondents.

Additionally, this research differs from previous studies, particularly in its focus on the impact of influencers on consumer behavior on e-commerce platforms. Both studies emphasize the importance of understanding the dynamics between influencers and e-commerce platforms, as well as how trust in influencers can influence purchase interest. Furthermore, both this study and other studies use an analytical approach, albeit with different methods; bibliometric analysis collects and analyzes related publications to illustrate trends in the literature, while other studies may use quantitative or qualitative methods to gather data directly from respondents.

2.2 Research Gap

The gap in this research arises from the lack of studies examining the effectiveness of various types of content and influencer strategies in influencing specific aspects of consumer behavior, such as repurchase frequency and word-of-mouth recommendations. Additionally, empirical research testing the direct impact of influencers on long-term loyalty and customer satisfaction is still limited, especially in the context of e-commerce in developing markets. This gap indicates an opportunity for further exploration regarding the relationship between influencer characteristics, content types, and marketing outcomes to gain a deeper understanding.

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3. Methodology

This study uses bibliometric analysis as its research method to identify trends and patterns in the relationship between influencers and e-commerce. This method provides a quantitative approach to mapping relevant literature, allowing researchers to systematically understand the development of the topic [16]. The bibliometric analysis was chosen for its ability to provide a comprehensive overview of existing studies, including their influence, interconnections, and developments in the

field of digital marketing. Through this analysis, researchers can identify influential publications, recent research trends, and areas that still require further investigation [17].

3.1 Data Collection

The research data was collected from the "Dimensions" database, which provides access to academic publications across various fields of study. This database was chosen for its extensive coverage in gathering articles related to the keywords "influencer" and "e-commerce." The research involved a comprehensive search for articles published in the last decade to ensure that the data used reflects the latest developments on this topic. From this search, a number of articles meeting the criteria for relevance and validity were selected for further analysis in a bibliometric context [10].

3.2 Analysis Techniques

The data analysis process was conducted using the software "VOSviewer," which is specifically designed for bibliometric visualization. "VOSviewer" allows for the mapping of networks of keywords, authors, and institutions contributing to this research, providing a visual representation of the relationships between topics and researcher collaborations. The analysis was carried out in several stages, including the visualization of networks based on keywords, clustering based on the frequency of collaboration among authors, and mapping based on the interconnections of main topics. This approach enables the research to gain deeper insights into research patterns and dominant trends in the study of influencers and e-commerce.

3.3 Validation

Validating results and ensuring data reliability in bibliometric research can be achieved through several key methods. One of these is data triangulation, where researchers compare information from various sources, such as the "Dimensions" database and others like "Scopus", to ensure the consistency and credibility of findings. Additionally, it is essential to apply strict relevance criteria in the selection of articles for analysis, including reviewing titles, abstracts, and keywords, so that only studies that genuinely focus on the relationship between influencers and e-commerce are included. The use of reliable software, such as "VOSviewer", is also crucial for accurate data analysis and visualization. This software assists in mapping networks of keywords and researcher collaborations, providing a clear overview of the relationships between topics. Additionally, conducting peer review analysis ensures that the publications being analyzed are of high quality, while repeating the analysis with different datasets can strengthen the validity of the results.

4. Results and Discussion

4.1 Key Findings

4.1.1 Identification of Country Bibliography

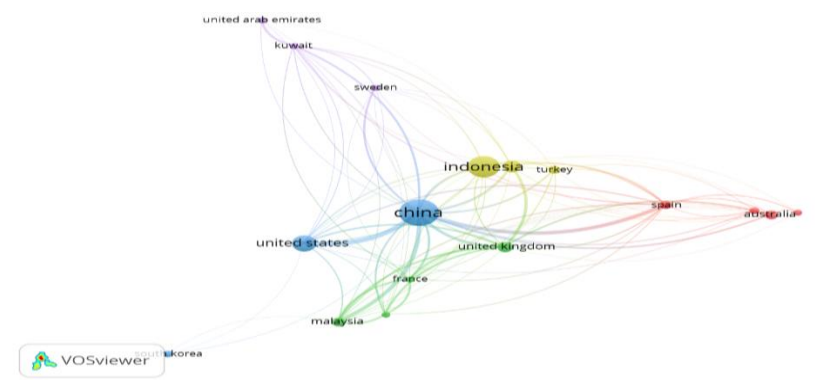


Figure 4.1 VOSviewer Country Bibliography Identification
Source: Processed by VOSviewer

Table 4.1 *Country Bibliography Identification*

Verify selected countries				
Selected	Country	Documents	Citations	Total link strength
☒	china	41	660	1758
☒	united states	16	324	664
☒	united kingdom	6	479	644
☒	malaysia	5	126	527
☒	spain	4	90	474
☒	france	2	65	335
☒	india	8	495	319
☒	bangladesh	2	60	280
☒	kuwait	2	14	242
☒	indonesia	26	91	212
☒	australia	5	130	190
☒	turkey	4	14	132
☒	south africa	3	2	97
☒	united arab emirates	2	26	95
☒	sweden	2	144	90
☒	italy	2	74	28
☒	south korea	3	43	5
☒	canada	2	52	0

Source: Processed by VOSviewer

The VOSviewer analysis shows that China has the highest link strength with 1,758 links, as well as the largest number of documents and citations, totaling 41 documents and 660 citations. This indicates that China is a research hub exploring the relationship between influencers and e-commerce. Other countries that play significant roles in this academic discourse include the United States, United Kingdom, and Malaysia. Meanwhile, other countries such as Canada, South Africa, Spain, and even Indonesia show limited involvement with a lower number of documents.

China's dominance in the research exploring the relationship between influencers and e-commerce reflects its position as a global leader in both technological innovation and the digital economy. With 1,758 links, 41 documents, and 660 citations, the country demonstrates not only a significant volume of research but also substantial influence and connectivity within this academic network. This prominence is likely driven by China's rapidly growing e-commerce sector and the widespread adoption of influencer marketing on platforms like WeChat, Douyin, and Taobao Live. The high link strength further indicates active collaboration among Chinese researchers and international scholars, showcasing the country's central role in shaping global discourse in this area.

The United States, United Kingdom, and Malaysia also play crucial roles in advancing research in this field, albeit at a lower scale compared to China. These countries likely focus on different aspects of the influencer-e-commerce relationship, such as consumer behavior, technological applications, or market dynamics in their respective regions. Malaysia's involvement might stem from its growing digital economy and the integration of social media influencers in marketing strategies for regional markets. In contrast, countries like Canada, South Africa, Spain, and Indonesia show more limited engagement, which could be attributed to smaller e-commerce markets or less established academic focus on this topic. However, their contributions are valuable in providing diverse perspectives and exploring niche areas

within the broader field. This collaborative and multi-national approach underscores the global significance of influencer marketing in e-commerce and highlights opportunities for further cross-border research initiatives.

4.1.2 Identification of Institutional Bibliography

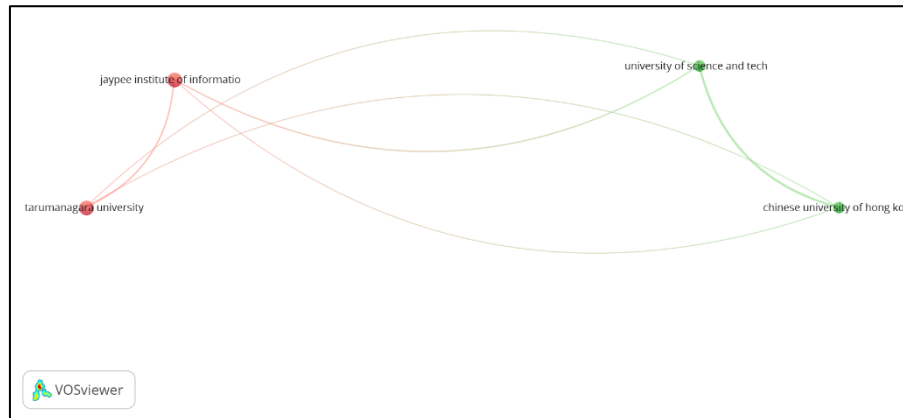


Figure 4.2 Identification of Institutional Bibliography
Source: by VOSviewer

Table 4.2 Identification of Institutional Bibliography

Verify selected organizations				
Selected	Organization	Documents	Citations	Total link strength ✓
☒	university of science and technology of china	3	108	10
☒	chinese university of hong kong	3	3	9
☒	jaypee institute of information technology	4	464	6
☒	tarumanagara university	4	0	5
☒	telkom university	3	0	0

Source: by VOSviewer

The University of Science and Technology of China appears to have the most dominant contribution with 3 documents, 108 citations, and a total link strength of 10. This indicates the central role of the institution in exploring the relationship between influencers and e-commerce. The Chinese University of Hong Kong also plays a role, ranking second with 3 documents, 3 citations, and a total link strength of 9. These findings emphasize the important role of these institutions as centers of excellence in advancing academic discourse on this topic. Overall, this data provides insights into the development of research related to the relationship between influencers and e-commerce.

The “University of Science and Technology of China” emerges as a leading institution in the study of the relationship between influencers and e-commerce, with its 3 documents garnering an impressive 108 citations and achieving a high total link strength of 10. This level of academic influence reflects the university's robust research output and its ability to engage with critical topics relevant to the digital economy. The institution's research likely addresses key themes such as the impact of influencers on consumer behavior, advanced algorithms for influencer marketing

analytics, and the integration of e-commerce platforms with social media. Its strong link strength further highlights active collaboration with other universities and research centers, cementing its role as a pivotal hub in this domain.

The “Chinese University of Hong Kong”, with a similar number of publications but fewer citations (3), demonstrates its growing focus on this research field. Despite its lower citation count, the institution's total link strength of 9 suggests strong academic connectivity and potential for impactful contributions in the future. This could indicate a focus on emerging areas within the field, such as the regulatory aspects of influencer marketing or the cultural dynamics of influencer-driven e-commerce in Asia. Together, these institutions underscore China’s academic leadership in exploring the intersection of social media and commerce, reflecting the country’s broader dominance in digital innovation and e-commerce. Overall, these findings reveal a concentrated effort by leading Chinese institutions to advance knowledge in this critical area. Their contributions serve as a foundation for global research collaborations and practical applications, driving the evolution of influencer marketing strategies within the rapidly expanding e-commerce landscape. These insights also highlight opportunities for other institutions worldwide to engage with this growing field and contribute to its development.

4.1.3 Identification of Journal Bibliography

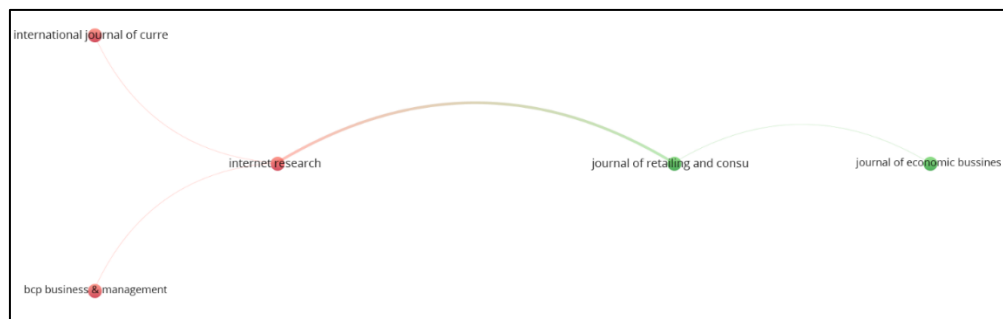


Figure 4.3 Identification of Journal Bibliography

Source: by VOSviewer

Table 4.3 Identification of Journal Bibliography

Verify selected sources				
Selected	Source	Docu...	Citatio...	Total link
☒	internet research	5	104	54
☒	journal of retailing and consumer services	6	499	53
☒	international journal of current science research and review	4	0	1
☒	bcp business & management	3	0	1
☒	journal of economic business and accounting (costing)	3	0	1
☒	interantional journal of scientific research in engineering and management	5	0	0
☒	advances in economics management and political sciences	7	1	0
☒	highlights in business economics and management	5	1	0
☒	lecture notes in education psychology and public media	3	1	0
☒	shs web of conferences	3	10	0

Source: by VOSviewer

The Journal of Retailing and Consumer Services is the most dominant journal source, with 6 documents, 499 citations, and a total link strength of 53. This indicates the significant contribution of this journal to research related to the relationship between influencers and e-commerce. Other sources, such as Internet Research and the International Journal of Current Science Research and Review, also show a prominent role with a considerable number of documents and citations.

The “Journal of Retailing and Consumer Services” stands out as the most influential journal in research on the relationship between influencers and e-commerce, with 6 documents and an impressive 499 citations, complemented by a total link strength of 53. This dominance reflects the journal's capacity to attract high-quality, impactful research that resonates within the academic community and influences industry practices. The journal likely focuses on key areas such as the role of influencers in shaping consumer behavior, the integration of social media strategies in retailing, and the economic implications of influencer marketing. Its high link strength further underscores its central role in fostering collaboration and knowledge exchange among scholars in this rapidly evolving field.

Other notable journal sources, such as “Internet Research” and the “International Journal of Current Science Research and Review”, also contribute significantly to this body of knowledge. While their contributions might not match the sheer impact of the Journal of Retailing and Consumer Services, they play a crucial role in diversifying the discourse by addressing specialized or emerging topics within the influencer-e-commerce nexus. These journals often serve as platforms for interdisciplinary research, blending insights from technology, marketing, and consumer psychology to provide a more holistic understanding of the subject.

The prominence of the Journal of Retailing and Consumer Services reflects its pivotal role in shaping the research landscape around influencers and e-commerce. With its focus on retailing, consumer behavior, and the intersection of digital technologies, the journal serves as a primary reference for scholars and practitioners alike. The high citation count of its articles indicates that the journal publishes not only high-quality but also highly relevant research, addressing current trends and challenges in the industry. Topics such as influencer impact on purchase decisions, trust-building through social media, and the optimization of e-commerce strategies are likely central themes in its publications, making it a cornerstone for both academic inquiry and practical application in the digital retail sector.

In addition, journals like Internet Research and the International Journal of Current Science Research and Review contribute to the diversification and expansion of knowledge in this field. Internet Research, with its emphasis on digital ecosystems, likely explores technological and algorithmic dimensions of influencer marketing, such as AI-driven influencer selection and performance analytics. On the other hand, the International Journal of Current Science Research and Review may cater to a broader interdisciplinary audience, including studies on cultural, psychological, or regional variations in influencer effectiveness within e-commerce contexts. These journals, through their specialized focus and varied perspectives, enrich the overall discourse and foster innovative research pathways.

Together, these journals form a robust ecosystem that supports the academic exploration of influencer-driven e-commerce. Their contributions not only advance theoretical frameworks but also offer practical insights for businesses aiming to leverage influencer marketing effectively. As the field continues to grow, the prominence of these journals indicates their ongoing importance in shaping future research directions and driving innovation in the digital economy.

4.1.4 Identification of Publication Bibliography

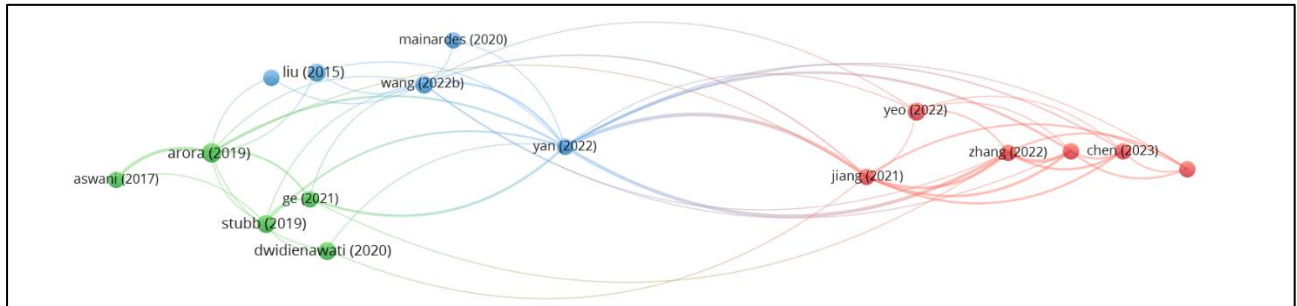


Figure 4.4 VOSviewer Publication Bibliography Identification
Source: by VOSviewer

Table 4.4 Identification of Publication Bibliography

Verify selected documents			
Selected	Document	Citations	Total link strength
☒	yan (2022)	31	49
☒	zhang (2022)	49	39
☒	jiang (2021)	37	36
☒	xin (2023)	38	29
☒	arora (2019)	393	21
☒	chen (2023)	43	17
☒	wang (2022b)	58	15
☒	wang (2022a)	41	12
☒	ge (2021)	50	12
☒	stubb (2019)	138	9
☒	aswani (2017)	37	9
☒	yeo (2022)	60	7
☒	dwidienawati (2020)	77	4
☒	liu (2015)	151	3
☒	mainardes (2020)	50	2
☒	sharma (2018)	30	2

Source: by VOSviewer

The most prominent publication is "Arora (2019)" with 393 citations and a total link strength of 21. Several other publications also show a significant impact, such as "Liu (2015)" with 151 citations and a total link strength of 3, and "Stubb (2019)" with 138 citations and a total link strength of 9. Overall, this data provides an overview of publications that have contributions that can serve as references for researchers exploring the relationship between influenc

The prominence of "Arora (2019)", with 393 citations and a total link strength of 21, underscores its foundational role in shaping the academic conversation about influencers and e-commerce. This publication likely addresses pivotal topics such as the strategic role of influencers in digital marketing, their impact on consumer trust and purchasing behavior, or the integration of social media strategies within e-commerce platforms. The high citation count suggests that Arora's work is widely recognized and applied across diverse studies, serving as a cornerstone for researchers delving into this field. Its substantial link strength also highlights its interconnectedness within the academic network, suggesting that the paper has fostered significant collaboration and inspired further research.

Other influential works, such as “Liu (2015)” with 151 citations and a link strength of 3, and “Stubb (2019)” with 138 citations and a link strength of 9, also demonstrate meaningful contributions. While Liu’s relatively lower link strength may indicate a narrower focus or earlier entry into the field, its citation count reflects the enduring relevance of the research, likely exploring emerging trends or foundational theories at the time of publication. Stubb’s work, on the other hand, benefits from a stronger network connection, indicating its role in bridging various research streams or fostering interdisciplinary collaboration, possibly by examining nuanced aspects such as influencer authenticity or engagement metrics in e-commerce.

Together, these publications provide a robust intellectual foundation for the field, offering both theoretical and practical insights. They highlight critical themes such as the effectiveness of influencer marketing, consumer psychology, and the technological tools used to optimize e-commerce strategies. For researchers and practitioners, these works not only serve as valuable references but also point to emerging areas of inquiry, such as the role of AI in influencer selection or the cross-cultural dynamics of influencer-driven e-commerce. This growing body of literature underscores the dynamic nature of this field and its relevance in understanding the future of digital marketing and commerce.ers and e-commerce.

4.1.5 Identification of Author Bibliography

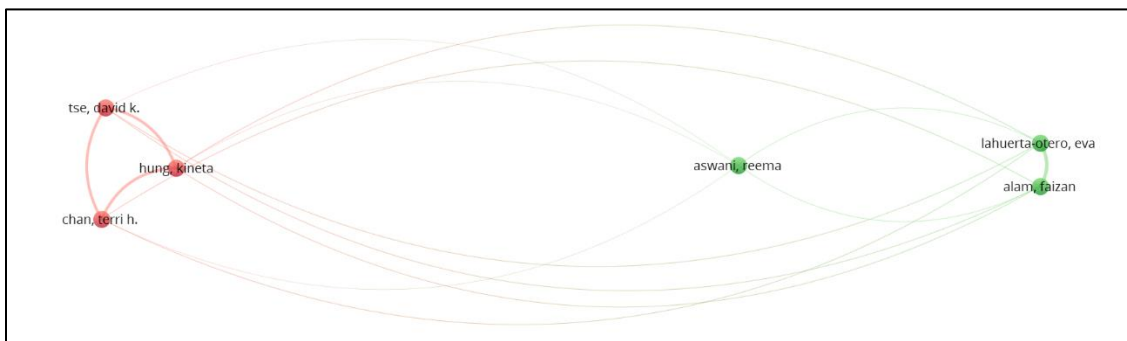


Figure 4.5 Identification of Author Bibliography
Source: by VOSviewer

Table 4.5 Identification of Author Bibliography

Verify selected authors				
Selected	Author	Documents	Citations	Total link strength
☒	chan, terri h.	2	18	258
☒	hung, kineta	2	18	258
☒	tse, david k.	2	18	258
☒	alam, faizan	2	18	210
☒	lahuerta-otero, eva	2	18	210
☒	aswani, reema	2	430	14
☒	abidin, crystal	3	65	0
☒	adi setiawan	2	0	0
☒	andni, rryan	2	0	0
☒	de mormes, maulida	2	2	0
☒	ding, xuehui	2	0	0
☒	lyu, shaofeng	2	0	0
☒	musa, rosidah	2	0	0
☒	putri, dhita widya	2	2	0
☒	sabila, fatma lailatus	2	0	0
☒	xiao, yongbo	2	43	0

Source: by VOSviewer

The most prominent authors in this visualization are Terri H Chan, Kineta Hung, and Tse David K, each with 2 documents, 18 citations, and a total link strength of 258. Additionally, there are other researchers that provide an overview of the main contributors to the research related to the relationship between influencers and e-commerce. The prominence of “Terri H. Chan”, “Kineta Hung”, and “Tse David K.”, each with 2 documents, 18 citations, and a remarkable total link strength of 258, highlights their collective influence and centrality in the research network exploring the relationship between influencers and e-commerce. This substantial link strength suggests not only their academic contributions but also their active engagement in collaborative research, enabling their work to serve as a bridge connecting various studies and scholars in this domain. Their contributions likely focus on key themes such as consumer behavior, digital marketing strategies, and the socio-cultural dynamics of influencer-driven e-commerce, positioning them as thought leaders in the field.

Beyond these leading authors, other researchers play a crucial role in broadening the scope and depth of the discourse. These contributors, while potentially having fewer citations or documents, enrich the field by exploring niche topics or regional perspectives, such as the effectiveness of influencer marketing in specific cultural contexts or the integration of technology in measuring influencer performance. Their work complements the foundational contributions of Chan, Hung, and Tse by diversifying the research landscape and identifying emerging trends or challenges in influencer marketing.

Together, these scholars represent a dynamic and interconnected research community driving forward the understanding of how influencers shape e-commerce. The collaborative networks reflected in the total link strengths of leading authors emphasize the importance of academic partnerships and interdisciplinary approaches in addressing the complexities of this rapidly evolving field. These insights provide valuable guidance for future researchers seeking to build on this robust foundation or identify potential collaborators for advancing this critical area of study.

4.2 *Interpretation of Results*

The findings from this analysis are very important in the context of the established research objectives, which aim to explore the challenges in measuring the effectiveness of collaboration between influencers and e-commerce. By identifying China as the primary research hub and highlighting the significant role of institutions such as the University of Science and Technology of China, this research provides a clear picture of contributions that can inform more effective marketing strategies. These findings also indicate variations in the involvement of other countries, suggesting that there are still gaps in research in this area, particularly in countries with lower participation, such as Canada and Indonesia.

Moreover, the findings regarding the most influential journals and publications provide useful references for researchers who wish to delve into the relationship between influencers and e-commerce. By highlighting key publications with high citation counts, this research not only demonstrates significant contributions to the literature but also identifies areas that require further investigation. This is highly relevant for achieving the research objectives, as a deeper understanding of the marketing strategies employed by various types of influencers can help measure their impact on consumer behavior and the success of marketing campaigns on e-commerce platforms.

The identification of key authors, such as Terri H. Chan, Kineta Hung, and Tse David K., alongside influential journals and publications, offers a deeper understanding of the intellectual structure of research on influencers and e-commerce. These contributors and platforms act as pillars of knowledge, providing a solid foundation for exploring complex issues such as measuring the return on investment (ROI) in influencer marketing and

evaluating the long-term impact of collaborations on brand perception. Their high link strengths and citation counts indicate that their research is not only well-regarded but also instrumental in shaping the methodologies and frameworks used to assess influencer effectiveness. This makes their work indispensable for both academic inquiry and practical applications in marketing strategies.

Furthermore, the gaps in research identified in countries with lower participation, such as Canada and Indonesia, present an opportunity for targeted studies that address region-specific dynamics in influencer marketing. These gaps may stem from differences in digital infrastructure, cultural adoption of e-commerce, or the regulatory environment governing digital marketing practices. Expanding research efforts into these underrepresented regions can provide valuable insights into localized consumer behaviors, market challenges, and the role of influencers in emerging e-commerce ecosystems. Such expansion will not only enrich the global discourse but also help businesses adapt their strategies to diverse market conditions.

The findings also emphasize the importance of fostering cross-border and interdisciplinary collaborations to address existing research gaps and enhance the field's global relevance. By leveraging the expertise of leading institutions and authors in well-established hubs such as China, researchers and practitioners can co-develop innovative tools and strategies for influencer marketing. These collaborations could focus on developing standardized metrics for evaluating the effectiveness of influencer campaigns, integrating advanced technologies like artificial intelligence and big data analytics, and exploring ethical considerations in influencer marketing practices. Such efforts will be crucial in achieving a holistic understanding of how influencers drive consumer engagement and shape the future of e-commerce.

5. Conclusion

This research aims to explore the relationship between influencers and e-commerce, focusing on the challenges in measuring the effectiveness of collaboration between the two. The method used is bibliometric analysis, which involves collecting data from the "Dimensions" database to map relevant literature from the past decade. By utilizing the software "VOSviewer," this study successfully visualizes networks of keywords and researcher collaborations, providing deep insights into the patterns and trends in this research area. The findings indicate that China is the primary research hub, followed by countries such as the United States, the United Kingdom, and Malaysia, with the "Journal of Retailing and Consumer Services" serving as the dominant source.

The implications of this research are highly significant, as it provides a framework for understanding how influencers affect consumer behavior in the context of e-commerce. This study also identifies gaps in the existing literature and encourages cross-disciplinary and international collaboration. By highlighting the contributions of institutions such as the University of Science and Technology of China, this research facilitates references for scholars aiming to explore the effects of marketing strategies involving influencers. Overall, these findings have the potential to strengthen digital marketing strategies and enhance the effectiveness of campaigns in the e-commerce sector.

6. Recommendation

Based on the conclusions of the research, it is recommended that researchers and marketing practitioners focus more on cross-country and interdisciplinary collaboration in exploring the relationship between influencers and e-commerce. Given that some countries show limited involvement, it is important to develop collaborative research programs that

involve institutions from countries with lower contributions. This will not only expand the scope of research but also enhance understanding of how marketing strategies involving influencers can be adapted to different local contexts.

Additionally, it is recommended that journals and academic publications become more active in publishing studies related to influencers and e-commerce, particularly those focusing on the latest trends and innovative methodologies. By supporting publications that discuss the impact of influencers in greater depth, the academic community can help establish a stronger theoretical framework regarding the interaction between influencers and consumer behavior. This will provide better insights for practitioners in designing effective marketing campaigns, as well as encourage further research in areas that still require exploration.

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