

Influence of Digital Influencers on Brand Image in the Lifestyle Product Market: A Bibliometric Analysis

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Abstract. This study conducts a bibliometric analysis to assess how digital influencers impact brand image within the lifestyle product market. As influencer marketing continues to grow, understanding the role of influencers in shaping consumer perception and brand identity is increasingly essential. This analysis synthesizes existing academic contributions on the influence of digital influencers, highlighting key themes such as credibility, trust, and audience engagement. The findings indicate that influencer marketing effectively supports brand-building by fostering consumer emotional attachment, reinforcing brand identity, and influencing purchasing decisions. Additionally, the analysis identifies gaps in the current literature and offers recommendations for marketers on leveraging influencer marketing to enhance brand visibility in a highly competitive lifestyle sector.

Keywords : Digital Influencers, Brand Image, Lifestyle Products, Bibliometric Analysis, Social Media Marketing

Introduction

The development of technology and easy internet access have made online businesses grow rapidly in Indonesia. This development also encourages a change in marketing strategy, namely advertising. In recent years, advertising no longer uses print media such as newspapers, magazines or posters but uses digital media. According to Habibah et al (2018), business people have switched to using social media as a platform to advertise products. Advertising can help a company build a sustainable image for a product, which will ultimately generate revenue for the company (Karmila, 2023). One of the supporting factors for digital advertising is using digital influencers.

Celebrity endorser is the use of a source as an interesting or popular figure in advertising, where the figure is tasked with conveying the manufacturer's message to consumers (Samosir et al., 2023). According to Adiba et (2020) celebrity endorsers are well-known individuals who use their fame to suggest or show off something in an advertisement. In addition, companies use celebrity endorser services to influence or invite consumers to use a product (Nurhasanah et al., 2023) and build a brand image (Puter, 2021). Thus, it shows that the use of celebrity endorsers is not just a means of promotion but can help create a brand image.

Brand Image is the memory that exists in the minds of consumers about a brand, consumers will make their choice to buy products depending on the positive or negative image of the product (Manik and Siregar, 2022). Therefore, the brand image of a product must be really considered because the competition of companies for consumers is not limited to functional attributes such as usability but has been associated with a brand that is able to provide a special image for the wearer.

The development of current trends refers to a product or service so that it can reflect the values, interests, and preferences of individuals and groups. Which includes various aspects such as the field of fashion to make it a lifestyle necessity. Factors that can affect shopping lifestyle are the assessment of the brand, the influence of advertising and also the personality of the individual. Japariato and Sugiharto (2011) in their research show that shopping lifestyle has a significant effect on impulse purchases.

Methods

This study uses a bibliometric research method, where the results of the study are used to analyze the development of the influence of digital influencers on brand image in the lifestyle product market. The results of the study emphasize data from international journals that are indicated in the Scopus database through measurement on Digital Influencers, Brand Image, and Lifestyle Products variables. The results of the study provide an overview of the contribution and dynamics of the role of digital influencers in building brand image in the lifestyle industry, as well as provide results of potential relevant marketing strategies.

Result and Discussion

Here are the results of the characteristics used in bibliometric analysis and mapping themes.

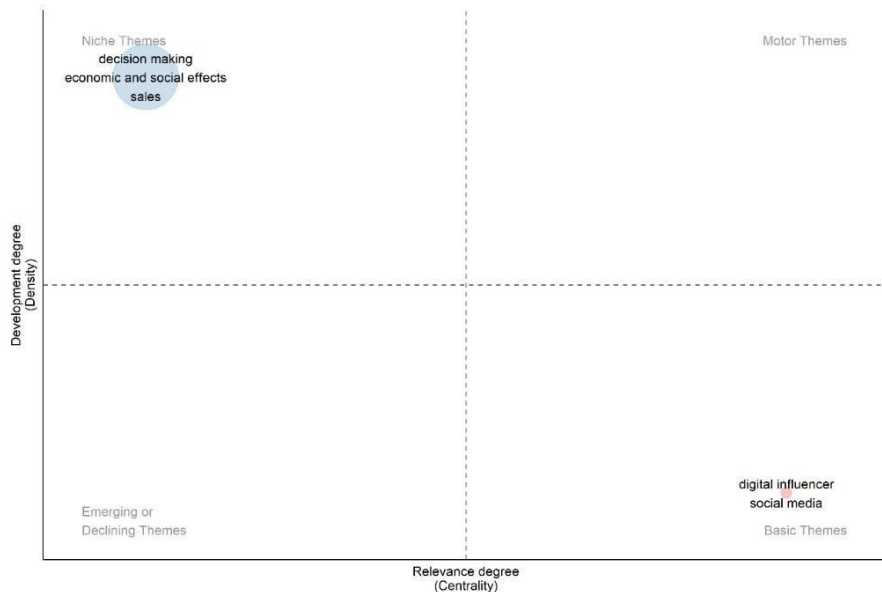


Figure 1 Strategic diagram

Based on figure 1, it is a *strategic diagram* that maps research themes based on relevance (centrality) and development (density) consisting of 4 quadrants. The top left quadrant (niche themes) identifies aspects of decision-making, socio-economic impact, and sales that have already grown. This means that this theme has developed in depth and specifically because the contribution made is very significant in decision-making that has developed but its relevance is not widespread.

Meanwhile, in the lower right quadrant (basic themes) has high *centrality* but low development (*density*). The theme in the image above explains *digital influencers* and *social media*. This theme shows high relevance, especially in the role of *digital influencers* and social media is the main topic in the digital era. However, this theme still requires wider innovation to become a deep friend.



Figure 2 Temporal analysis

Based on figure 2 showing temporal analysis, the results of the study map the *theme of influencers* for the period 2020-2022 to 2023-2024 which are explained through the form of a thematic flow chart. This diagram provides the results of the relationship of topics at the level of development from the initial period to the next period which provides an overview and results of research changes in relation to them.

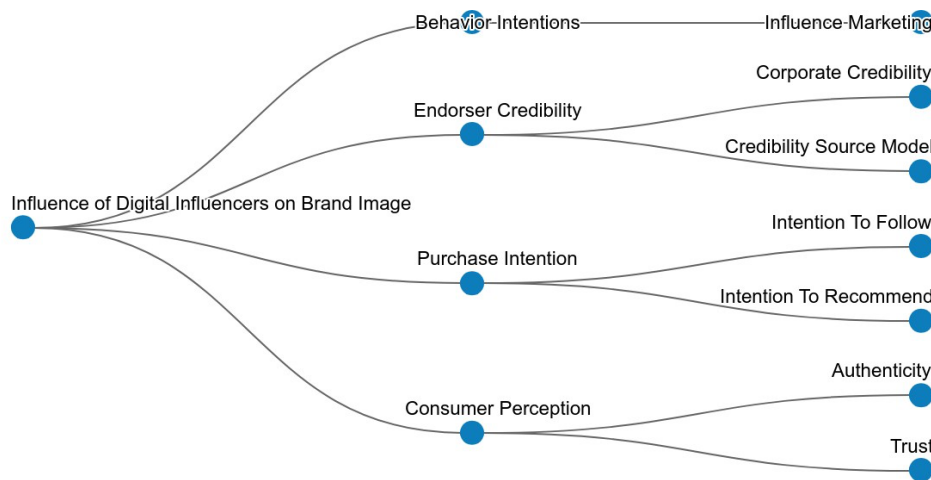
The results from the period 2020 to 2022 with *the theme of influencers in green are still minimal and are starting to receive attention in research, but it is likely that the focus is still in the awl exploration or introduction stage.*

Meanwhile, the results of the period 2023 to 2024 with the red *influencer* theme show very rapid growth and the surge shown is very significant in the popularity and relevance of the theme in the latest research. This can affect the role of *influencers* in creating public opinion and marketing strategies, especially in *lifestyle products*.

Table 1 frequency

Periode	Frekuensi Tema	Bobot Tema (%)
2020-2022	Tinggi	50%
2023-2024	Tinggi	50%

Table 1. Showing the number of frequencies and weights of themes in the 2020-2022 and 2023-2024 periods shows the presence of themes *influence* consistent. So that the frequency and weight of the theme are considered high in both periods which show the result of 50% weight in each period.



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Figure 3 Map of the relationship between the concept with the theme of Influence of Digital Influencer on Brand Image

Figure 3 shows a map of the relationship between the concept with the theme of *Influence of Digital Influencer on Brand Image* as the core of the theme reflecting the development applied is **Behavioral Intentions** which refers to the way influencers influence **Purchase Intention** to buy products or services. Thus showing that a *digital influencer* covers expertise and attractiveness and generates Consumer Perception trust and this commission increases the effectiveness of **Endorser Credibility**. So that through the mechanisms that are owned, starting from the credibility and trust that are built, it can encourage changes in consumer behavior, including in purchasing decisions and recommending products, and can strengthen the reception of the brand.

Conclusion

This study shows that the role of *digital influencers* is very significant in building *brand image* in the lifestyle product market. The use of influencers is very effective in increasing buying interest and evoking consumer emotional attachment, strengthening brand image, and influencing purchase decisions. The study uses bibliometric analysis to identify key themes such as credibility, trust, and audience engagement as key factors. This study provides strategic recommendations for marketers to leverage *digital influencers* in expanding brand visibility in a competitive sector.

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