

Influencer Marketing and Consumer Behavior: A Systematic Review

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Abstract: *Influencer marketing has become an essential part of digital marketing strategies, leveraging social media influencers to shape consumer perceptions, preferences, and purchasing behaviors. This systematic review explores the impact of influencer marketing on consumer behavior, analyzing academic literature from 2015 to 2023. The paper synthesizes findings on how influencers affect brand perception, trust, purchase intention, and engagement, highlighting the psychological factors that drive consumers to respond to influencer content. Additionally, this review provides insights into different types of influencers and their varying effects on consumer behavior.*

Keywords: Influencer marketing