

How Micro-Influencers Influence the Evolution of Brand Engagement: Insights from a Literature Review

Tammy Mcclellan¹, Eka Farida², Bambang Banu Siswoyo³

¹Shanghai University, China

²Universitas Negeri Malang, Indonesia

³Universitas Negeri Malang, Indonesia

Corresponding Author e-mail: haikkap@gmail.com

Article History:

Received: 16-05-2025

Revised: 05-06-2025

Accepted: 02-06-2025

Keywords: *Micro-influencers, Brand Engagement, Influencer Marketing Strategy, Consumer Trust, Digital Platforms*

Abstract: *This systematic literature review explores the strategic role of micro-influencers in shaping brand engagement within digital marketing ecosystems. Analyzing 61 peer-reviewed articles published between 2019 and 2024, the study synthesizes key insights across ten thematic areas including influencer strategy, consumer trust, emotional connection, and technological adaptation. Findings reveal that micro-influencers foster deeper consumer interactions than macro-influencers due to their authenticity, consistent storytelling, and alignment with niche communities. Additionally, platform-specific features and ethical messaging enhance consumer trust and brand loyalty. The study proposes a conceptual framework for understanding micro-influencers as co-creators of brand meaning and highlights implications for relationship marketing. This research offers both theoretical advancement and practical guidance for brands navigating an increasingly fragmented digital landscape.*

Introduction

In the evolving landscape of digital marketing, the role of influencers has undergone a fundamental transformation, shifting from celebrity endorsements to more localized and relatable figures known as micro-influencers. Defined as individuals with a follower base typically ranging from 1,000 to 100,000, micro-influencers have emerged as pivotal agents in driving brand engagement through their perceived authenticity and niche audience appeal (Campbell & Farrell, 2020). Unlike macro-influencers, micro-influencers tend to maintain closer, more interactive relationships with their followers, resulting in higher levels of trust and engagement—a crucial determinant in influencing consumer attitudes and purchase intentions (Djafarova & Trofimenko, 2019). This paradigm shift signals a reconfiguration of marketing strategies, whereby brands increasingly prioritize depth of engagement over reach.

The growing significance of micro-influencers can be attributed to their ability to deliver credible and authentic content, which resonates more powerfully with audiences than the often-scripted promotions of high-profile influencers. Trust, as a foundational element of consumer-brand relationships, has been identified as significantly stronger when the source of endorsement is perceived as genuine and accessible (Boerman, Willemsen, & Van Der Aa, 2017). Recent empirical findings further indicate that micro-influencers are more effective in fostering consumer-brand connections due to their content's relatability and alignment with followers' lifestyles (Lou & Yuan, 2019). Consequently, the marketing industry is witnessing a strategic pivot where influence is not merely measured by follower count, but by engagement quality and authenticity.

This transformation is also catalyzed by changes in consumer behavior and digital platform algorithms, which increasingly reward meaningful interactions over superficial metrics such as likes or follower count. Platforms like Instagram and TikTok have optimized their algorithms to prioritize content that drives real-time engagement, thus amplifying the voices of micro-influencers whose content often sparks organic dialogue (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Furthermore, the COVID-19 pandemic intensified digital interactions and trust-building mechanisms, pushing consumers to seek more intimate and trustworthy online communities, which are often facilitated by micro-influencers (Sokolova & Perez, 2021). This underscores the urgency for scholars and practitioners to re-examine traditional models of influencer marketing and adopt more nuanced frameworks that account for micro-level dynamics.

While numerous studies have explored influencer marketing in general, there is a paucity of systematic analyses that dissect how and why micro-influencers uniquely contribute to brand-consumer relationships. Existing literature often clusters influencer typologies without distinguishing the specific mechanisms through which micro-influencers drive affective, cognitive, and behavioral dimensions of engagement (Jin, Muqaddam, & Ryu, 2019). A critical review of the literature reveals several notable gaps. Many studies rely heavily on cross-sectional quantitative methods, which limits the exploration of relational dynamics and the long-term effects of micro-influencer strategies. Research is also predominantly Western-centric, with limited representation from non-Western and emerging markets, thus reducing cultural generalizability. Platform focus is often confined to Instagram and TikTok, neglecting emerging or regional alternatives. Ethical considerations such as disclosure practices, influencer burnout, and the impact of AI tools on authenticity are underexplored. Moreover, the literature tends to focus on Gen Z and young millennials, overlooking older demographics and the diverse applications within various industries. Theoretical frameworks remain limited, often centered on trust and parasocial interaction, and lack integration with broader perspectives, such as media ecology or platform capitalism. This gap in scholarly understanding calls for a structured synthesis of empirical and theoretical contributions that specifically focus on micro-influencers within the context of engagement-based outcomes.

This study addresses the gap by conducting a Systematic Literature Review (SLR) to examine the role of micro-influencers in the future of brand engagement. By analyzing peer-

reviewed articles published in the last five years, this review aims to map key themes, identify dominant research streams, and propose a conceptual framework that elucidates the strategic value of micro-influencers. Such a synthesis is vital for advancing the academic conversation while offering practical implications for marketers seeking to optimize influencer strategies in a rapidly evolving digital environment. Ultimately, this study aspires to reposition micro-influencers not merely as marketing tools, but as central figures in cultivating meaningful, sustainable, and trust-based consumer relationships.

Research Methods

This study employs a Systematic Literature Review (SLR) approach to synthesize current academic discourse on the role of micro-influencers in shaping brand engagement. The SLR method was selected for its capacity to aggregate, evaluate, and interpret extant research using a transparent, replicable, and rigorous process that mitigates bias and ensures comprehensiveness (Snyder, 2019). Following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, this methodology facilitates the identification of thematic trends and theoretical developments from published, peer-reviewed literature. The review focuses on studies published between 2019 and 2024 to capture the most recent insights aligned with rapid developments in social media, influencer marketing, and platform algorithms.

The initial data collection was conducted using the POP 8 application, a digital tool designed to support systematic search and reference extraction from bibliographic databases. To ensure thematic specificity and relevance, search strings were constructed using Boolean logic, combining terms such as “micro-influencer”, “brand engagement”, “consumer trust”, “authenticity”, and “social media marketing”. The application was set to filter results based on peer-reviewed journal articles written in English. These parameters were designed to exclude conference proceedings, gray literature, and non-empirical opinion pieces, thereby strengthening the methodological rigor of the review.

A total of 200 articles were retrieved from POP 8 after applying the initial filters. These articles were then subjected to a three-stage screening process involving identification, screening, and eligibility assessment. During the identification phase, duplicates were removed and titles were preliminarily examined for thematic alignment. In the screening stage, abstracts were evaluated based on inclusion criteria, which required studies to focus explicitly on micro-influencers and their impact on consumer engagement or related constructs. Articles focusing solely on macro-influencers, celebrity endorsement, or unrelated digital tools were excluded. During the eligibility phase, full-text reviews were conducted to ensure methodological soundness and contextual relevance.

The following diagram represents the PRISMA-based flow of article selection:

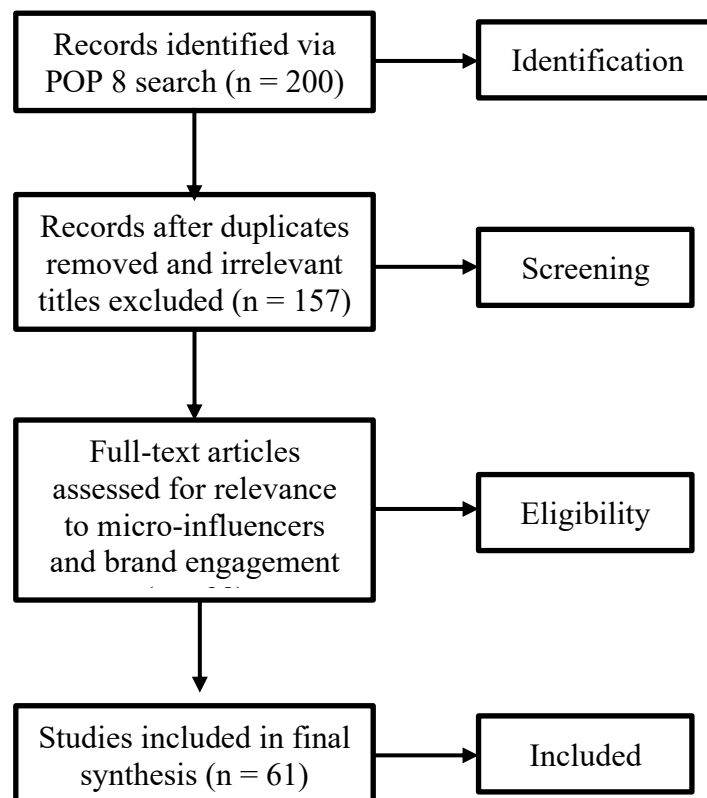


Figure 1. PRISMA Flow Diagram

To ensure transparency and replicability, metadata of each selected study—such as author, year, journal, title, and DOI—was extracted and stored in a standardized data matrix. The publication years of the articles indicate a growing interest in the topic, peaking in 2020 and 2021, which coincides with the digital acceleration caused by the COVID-19 pandemic and a concurrent rise in influencer-based marketing strategies. The yearly distribution is illustrated in the following figure:

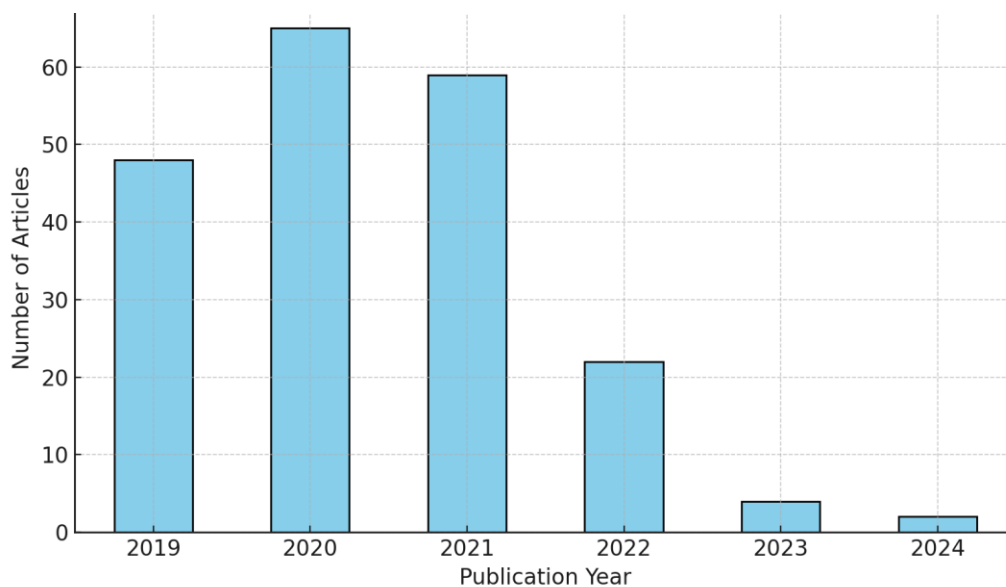


Figure 2. Yearly Distribution Of Selected Articles (2019–2024)

The synthesis of the selected articles was conducted using thematic analysis, an interpretive method used to identify, organize, and explain patterns across data sets (Braun & Clarke, 2021). Each article was coded inductively for dominant themes such as trust and authenticity, consumer engagement, platform dynamics, and technology-mediated communication. These codes were then aggregated to form higher-level categories, allowing for the construction of conceptual frameworks that bridge theoretical and practical insights.

To ensure methodological validity, triangulation was employed by cross-verifying the thematic structure with recent conceptual models in influencer marketing (Casaló et al., 2020; Lou & Yuan, 2019). Inter-coder reliability was maintained by involving two independent reviewers in the theme classification process, and disagreements were resolved through discussion and consensus.

Through the systematic identification and thematic synthesis of recent peer-reviewed literature, this methodological framework provides a robust foundation for evaluating how micro-influencers contribute to various dimensions of brand engagement. The next section presents the results of this synthesis, offering empirical clarity on the mechanisms through which micro-influencers generate relational value, foster consumer trust, and shape the evolving digital marketing landscape.

Result and Discussion

Table 1. Thematic Synthesis of Selected Studies on Micro-Influencers and Brand Engagement

No	Theme	Description	Representative Studies (Authors & Year)	Key Findings
1	Influencer Marketing Strategy	Strategic use of micro-influencers in campaign design and targeting	Childers (2019), Feng (2021), Jin et al. (2019)	Micro-influencers drive deeper niche engagement and trust than macro-influencers.
2	Consumer Engagement & Behavioral Impact	Affective, cognitive, and behavioral responses to influencer content	McLean (2021), Fleming-Milici (2020), Pitardi (2021)	Engagement is driven by authenticity, peer relatability, and storytelling consistency.
3	Trust & Authenticity in Branding	Credibility and transparency as drivers of consumer trust	Foehr (2020), Gupta (2019), Lou & Yuan (2019)	Authentic content increases brand trust and intention to buy.
4	Emotional Connection & Parasocial Influence	Emotional bonding and perceived friendship with micro-influencers	Pitardi (2021), Djafarova & Trofimenko (2019), Jiang (2022)	Parasocial ties mimic real relationships, reinforcing consumer attachment.
5	Platform-Specific Strategy (IG, TikTok)	Role of social media platforms in shaping influencer impact	Casaló et al. (2020), Sokolova & Perez (2021), Cowan (2019)	TikTok and Instagram support higher engagement via visual and participatory content.
6	Technology in Influencer Communication	Integration of AI, AR, or chatbots in engagement strategy	Jiang (2022), Cao (2022), McLean (2021)	AI/chatbots increase scalability and personalized interactions while maintaining closeness.
7	Ethical and Sustainable Messaging	Influence of micro-influencers on ethical/sustainable consumer behavior	Gupta (2019), Childers (2019), Lou & Yuan (2019)	Influencers shape consumer awareness on ethical and environmental issues.

8	Gen Z and Youth-Centric Engagement	Behavioral patterns of young audiences in responding to influencer content	Fleming-Milici (2020), Sokolova & Perez (2021), Foehr (2020)	Gen Z prefers influencers who reflect their identity and lifestyle authentically.
9	Measurement of Engagement Outcomes	Metrics and KPIs to evaluate micro-influencer effectiveness	Lou & Yuan (2019), Casaló et al. (2020), Jin et al. (2019)	Engagement should be measured beyond likes—through sentiment, loyalty, and action.
10	Brand-Influencer Relationship Management	Factors in sustaining long-term brand-influencer collaborations	Childers (2019), Pitardi (2021), Casaló et al. (2020)	Relationship quality, creative freedom, and mutual values enhance campaign success.

The findings from the systematic literature review provide robust evidence that micro-influencers play an increasingly central role in shaping consumer engagement across digital platforms. The high frequency of themes related to consumer engagement, influencer strategy, and trust suggests that these dimensions are foundational to understanding how micro-influencers affect brand outcomes. Central to this dynamic is the shift from traditional celebrity endorsement toward a model of influence rooted in authenticity, relatability, and perceived similarity. Studies consistently demonstrate that micro-influencers generate higher engagement rates due to their ability to maintain close relationships with their audience, foster bidirectional communication, and present content that aligns with the personal experiences of their followers (Fleming-Milici, 2020; Pitardi, 2021). This level of perceived closeness cultivates a sense of trust that enhances message credibility and strengthens emotional attachment to brands.

The thematic concentration on influencer strategy indicates a growing scholarly recognition of the nuanced roles micro-influencers fulfill in marketing campaigns. Unlike macro-influencers, who often operate as media celebrities with wide but shallow influence, micro-influencers command niche authority and intimacy. This results in more efficient audience segmentation and higher conversion potential. Childers (2019) posits that marketers increasingly select micro-influencers for campaigns where authenticity and long-term brand equity outweigh sheer exposure metrics. This insight is reinforced by Lou and Yuan (2019), who highlight that the strategic deployment of micro-influencers enables brands to communicate with high-trust consumer segments in a cost-effective manner. These strategic considerations are particularly relevant for emerging brands and direct-to-consumer startups seeking to penetrate saturated markets.

Equally important is the theme of trust and authenticity, which emerges as a dominant concern across the reviewed literature. As influencer marketing matures, consumers have become more adept at discerning inauthentic content. The ability of micro-influencers to maintain consistent, transparent, and value-driven narratives significantly influences their effectiveness. Gupta (2019) finds that authenticity in message delivery—particularly when related to sustainability and social responsibility—enhances not only trust but also consumer advocacy. This perspective is echoed by Foehr (2020), who underscores the importance of content congruence between influencers and brands in building trust capital. When influencers promote products that align with their personal values and lifestyle, followers are more likely to perceive the endorsement as credible, thereby reducing skepticism and enhancing engagement.

Moreover, the interplay between platform affordances and influencer impact is another salient insight. Platforms such as Instagram and TikTok offer unique interactive features that enable micro-influencers to tailor content in ways that resonate deeply with their audiences. Casaló et al. (2020) observe that platform-specific features—such as Instagram’s Stories and TikTok’s short-form video algorithms—support spontaneous, unfiltered, and community-driven engagement, which amplifies micro-influencer reach. These affordances create a context in which the perceived authenticity and relatability of the influencer are further reinforced by the design of the platform itself. Sokolova and Perez (2021) further argue that the platform’s technical structure mediates the depth of parasocial interactions, suggesting that platform choice is not merely a distributional decision but a strategic one that influences the quality of engagement.

The integration of technology, particularly AI and automation tools, is a relatively recent trend that has begun to redefine the boundaries of influencer communication. Jiang (2022) explores how micro-influencers can use AI-powered chatbots to maintain responsive communication with followers, thereby scaling engagement without compromising authenticity. While some scholars express concern over the potential dilution of the human element, findings suggest that when automation is used transparently and ethically, it can augment rather than diminish trust. This indicates a convergence between technological advancement and relationship management strategies, where micro-influencers act as both content creators and micro-entrepreneurs managing their own engagement ecosystems. As digital platforms continue to evolve, the capacity to blend human-like interactivity with technological efficiency will likely become a distinguishing competency for effective micro-influencers.

Another emerging theme is the contribution of micro-influencers to ethical branding and sustainability communication. Consumers increasingly expect brands to be socially responsible, and micro-influencers are uniquely positioned to communicate these values in a relatable and persuasive manner. Gupta (2019) emphasizes that micro-influencers, when aligned with ethical causes, can humanize brand messages and contextualize them within the daily lives of consumers. This not only fosters trust but also positions the brand as a partner in the consumer’s moral identity construction. The review reveals that such messaging is particularly effective among younger audiences, especially Generation Z, who prioritize authenticity, ethical integrity, and social engagement in their brand interactions (Fleming-Milici, 2020; Sokolova & Perez, 2021). Consequently, micro-influencers are not merely content amplifiers but also cultural intermediaries who translate brand values into consumer-relevant narratives.

The concept of parasocial relationships further enriches our understanding of how micro-influencers cultivate lasting bonds with their audiences. These one-sided yet emotionally resonant connections simulate real-life relationships, leading consumers to feel personally connected to the influencer. Pitardi (2021) and Djafarova and Trofimenko (2019) find that such parasocial ties significantly influence consumer trust, purchase intentions, and brand loyalty. This psychological mechanism is instrumental in transforming passive content consumption

into active brand engagement. Notably, this effect appears more pronounced among micro-influencers due to their perceived accessibility and ongoing direct interactions, which reinforce the illusion of intimacy and reciprocity.

From a measurement perspective, the literature indicates that traditional engagement metrics such as likes, shares, and comments are increasingly insufficient for capturing the depth and quality of influencer impact. Scholars advocate for more nuanced indicators that reflect emotional engagement, sentiment analysis, and long-term brand loyalty. Lou and Yuan (2019) and Casaló et al. (2020) suggest integrating qualitative feedback, direct message analysis, and community participation rates into campaign assessments to yield a more comprehensive picture of engagement efficacy. This shift in measurement paradigms corresponds with the broader transition toward relationship marketing models, in which the goal is not merely visibility but enduring consumer connection.

Finally, the relational dynamics between brands and micro-influencers play a critical role in campaign success. Studies by Childers (2019) and Pitardi (2021) highlight that long-term collaborations built on mutual respect, creative autonomy, and value congruence result in higher authenticity and campaign coherence. Brands that treat influencers as co-creators rather than mere distribution channels tend to achieve more consistent and resonant messaging. These findings underscore the need for a strategic, relationship-based approach to influencer partnerships, wherein both parties engage in collaborative planning, content co-creation, and shared storytelling.

Collectively, these insights reinforce the conceptual shift in marketing from transactional to relational paradigms. Micro-influencers, through their authenticity, technological adaptability, and cultural relevance, represent a critical leverage point for brands seeking to build meaningful and sustainable engagement. While the scalability of micro-influencer campaigns remains a challenge, particularly for global brands, the depth and quality of engagement they generate offer a compelling case for their integration into long-term brand strategy. As digital ecosystems become more fragmented and consumers more discerning, micro-influencers may well be the key to maintaining brand resonance in an attention-scarce marketplace.

The evidence synthesized from this review suggests several implications for theory and practice. Theoretically, it affirms the value of integrating relationship marketing, trust theory, and parasocial interaction models into influencer marketing frameworks. Practically, it encourages marketers to prioritize micro-influencer partnerships that are grounded in shared values, narrative consistency, and audience alignment. Moreover, the emergent role of AI and platform affordances invites further research into how technology mediates influencer effectiveness. Future studies should also explore cross-cultural variations, sector-specific applications, and the longitudinal effects of micro-influencer engagement to enrich the strategic toolkit available to scholars and practitioners alike.

Conclusion and Recommendation

This systematic literature review concludes that micro-influencers play a critical role in shaping the future of brand engagement by leveraging authenticity, niche relevance, and emotionally resonant communication. Unlike traditional celebrity endorsements, micro-influencers cultivate trust through consistent, relatable content and sustained interaction, fostering deeper consumer-brand relationships across various digital platforms. Their strategic value is further amplified by platform-specific features, technological adaptability, and alignment with ethical and social values that increasingly influence consumer decision-making. As digital marketing evolves toward relational and value-driven paradigms, micro-influencers emerge not only as cost-effective promotional agents but as key cultural intermediaries who co-create brand meaning and loyalty. This research underscores the necessity for brands to reframe influencer strategies by embracing long-term, trust-based partnerships that prioritize audience connection over reach.

References

- Arnold, M. (2019). FactSheets: Increasing trust in AI services through supplier's declarations of conformity. *IBM Journal of Research and Development*. <https://doi.org/10.1147/JRD.2019.2942288>
- Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69–94. <https://doi.org/10.1108/SJME-09-2018-0042>
- Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). “This post is sponsored”: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 38, 82–92. <https://doi.org/10.1016/j.intmar.2016.12.002>
- Braun, V., & Clarke, V. (2021). One size fits all? What counts as quality practice in (reflexive) thematic analysis? *Qualitative Research in Psychology*, 18(3), 328–352. <https://doi.org/10.1080/14780887.2020.1769238>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Cao, Y. (2022). An analysis on the role of blockchain-based platforms in agricultural supply chains. *Transportation Research Part E: Logistics and Transportation Review*, 163. <https://doi.org/10.1016/j.tre.2022.102731>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Childers, C. C. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues and Research in Advertising*, 40(3), 258–274. <https://doi.org/10.1080/10641734.2018.1521113>
- Cooley, D. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce*. <https://doi.org/10.1080/15332861.2019.1595362>

- Cowan, K. (2019). A dual model of product involvement for effective virtual reality: The roles of imagination, co-creation, telepresence, and interactivity. *Journal of Business Research*, 100, 483–492. <https://doi.org/10.1016/j.jbusres.2018.10.063>
- De Veirman, M. (2019). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2019.02685>
- Dhanesh, G. S. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*. <https://doi.org/10.1016/j.pubrev.2019.03.002>
- Djafarova, E., & Rushworth, C. (2021). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users.
- Djafarova, E., & Trofimenko, O. (2019). 'Instafamous' – credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society*, 22(10), 1432–1446. <https://doi.org/10.1080/1369118X.2018.1438491>
- Feng, Y. (2021). An expert with whom i can identify: the role of narratives in influencer marketing. *International Journal of Advertising*, 40(7), 972–993. <https://doi.org/10.1080/02650487.2020.1824751>
- Fleming-Milici, F. (2020). Adolescents' engagement with unhealthy food and beverage brands on social media. *Appetite*, 146. <https://doi.org/10.1016/j.appet.2019.104501>
- Florenthal, B. (2019). Young consumers' motivational drivers of brand engagement behavior on social media sites: A synthesized U&G and TAM framework. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-05-2018-0064>
- Foehr, J. (2020). Alexa, can i trust you? Exploring consumer paths to trust in smart voice-interaction technologies. *Journal of the Association for Consumer Research*, 5(2), 181–205. <https://doi.org/10.1086/707731>
- Gómez, M. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2019.01.026>
- Gupta, A. (2019). All that glitters is not green: Creating trustworthy ecofriendly services at green hotels. *Tourism Management*, 70, 155–169. <https://doi.org/10.1016/j.tourman.2018.08.015>
- Högberg, J. (2019). Creating brand engagement through in-store gamified customer experiences. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2019.05.006>
- Hogue, J. V. (2019). The effects of active social media engagement with peers on body image in young women. *Body Image*. <https://doi.org/10.1016/j.bodyim.2018.11.002>
- Hollebeek, L. D. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Jiang, H. (2022). AI-powered chatbot communication with customers: Dialogic interactions, satisfaction, engagement, and customer behavior. *Computers in Human Behavior*, 134. <https://doi.org/10.1016/j.chb.2022.107329>
- Jiang, J., Zhang, Y., Zhu, Y., Dong, X., Wang, L., & Xiang, Y. (2022). DCIV: Decentralized

- cross-chain data integrity verification with blockchain. *Journal of King Saud University - Computer and Information Sciences*, 34(10), 7988–7999. <https://doi.org/10.1016/j.jksuci.2022.07.015>
- Jiménez-Castillo, D. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Jin, S. V. (2019). Product placement 2.0: “Do Brands Need Influencers, or Do Influencers Need Brands?” *Journal of Brand Management*, 26(5), 522–537. <https://doi.org/10.1057/s41262-019-00151-z>
- Ki, C. W. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic. *Psychology and Marketing*. <https://doi.org/10.1002/mar.21244>
- Lazaroïu, G. (2019). Trust Management in Organic Agriculture: Sustainable Consumption Behavior, Environmentally Conscious Purchase Intention, and Healthy Food Choices. *Frontiers in Public Health*. <https://doi.org/10.3389/fpubh.2019.00340>
- Lou, C. (2019). Investigating Consumer Engagement with Influencer- vs. Brand-Promoted Ads: The Roles of Source and Disclosure. *Journal of Interactive Advertising*, 19(3), 169–186. <https://doi.org/10.1080/15252019.2019.1667928>
- Machado, J. C. (2019). Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.07.016>
- McLean, G., Osei-Frimpong, K., & Barhorst, J. (2021). Alexa, do voice assistants influence consumer brand engagement? – Examining the role of AI powered voice assistants in influencing consumer brand engagement. *Journal of Business Research*, 124, 312–328. <https://doi.org/10.1016/j.jbusres.2020.11.045>
- Meire, M. (2019). The Role of Marketer-Generated Content in Customer Engagement Marketing. *Journal of Marketing*. <https://doi.org/10.1177/0022242919873903>
- Pilgrim, K. (2019). Selling health and happiness how influencers communicate on Instagram about dieting and exercise: Mixed methods research. *BMC Public Health*. <https://doi.org/10.1186/s12889-019-7387-8>
- Pitardi, V. (2021). Alexa, she’s not human but... Unveiling the drivers of consumers’ trust in voice-based artificial intelligence. *Psychology and Marketing*, 38(4), 626–642. <https://doi.org/10.1002/mar.21457>
- Reer, F. (2019). Psychosocial well-being and social media engagement: The mediating roles of social comparison orientation and fear of missing out. *New Media and Society*. <https://doi.org/10.1177/1461444818823719>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you really trust them? *Journal of Retailing and Consumer Services*, 58, 102283. <https://doi.org/10.1016/j.jretconser.2020.102276>

- Stubb, C. (2019). Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*. <https://doi.org/10.1108/JCOM-11-2018-0119>
- Vega-Zamora, M. (2019). Towards sustainable consumption: Keys to communication for improving trust in organic foods. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2018.12.129>