

Micro and Nano Influencers: Bibliometric Mapping of Influencer Marketing Trends

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ABSTRACT

This study conducts a bibliometric analysis of the research on micro and nano influencers within the broader field of influencer marketing. Using VOSviewer for bibliometric mapping, the study identifies key themes, trends, and influential contributors to the literature. The analysis reveals that influencer marketing, particularly in the context of micro and nano influencers, has evolved significantly, with increased focus on consumer behavior, purchase intention, and authenticity. The study highlights the centrality of platforms such as Instagram and TikTok in influencer marketing research, while also emphasizing the growing integration of influencer-driven strategies with e-commerce and social commerce. Key authors such as De Veirman, Hudders, and Schouten have shaped the intellectual structure of the field. This research provides valuable insights into the development of influencer marketing and suggests future directions for exploring platform-specific strategies, ethical considerations, and the global impact on diverse consumer segments.

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1. INTRODUCTION

The rise of social media has revolutionized marketing practices, shifting the focus from traditional advertising to more personalized and interactive forms of promotion. Influencer marketing, in particular, has emerged as a dominant strategy, where individuals with a significant presence on platforms such as Instagram, TikTok, YouTube, and Twitter engage their

followers to endorse products and services [1], [2]. Initially dominated by celebrities and macro-influencers, the field has witnessed a paradigm shift toward micro and nano influencers, those with smaller but more engaged follower bases. These influencers offer more relatable and authentic content, leading to higher levels of trust and conversion rates among audiences [3].

Micro and nano influencers typically have fewer than 100,000 and 10,000 followers,

respectively. However, what they lack in reach, they make up for in niche influence and personal interaction [4]. Brands are increasingly drawn to these smaller influencers due to their perceived authenticity, stronger community engagement, and cost-effectiveness. In contrast to celebrity influencers, micro and nano influencers often have a direct relationship with their audience, which translates to higher engagement rates and more meaningful interactions [5], [6]. As a result, many brands now allocate significant portions of their marketing budgets to collaborations with these influencers, especially in industries such as beauty, fashion, food, and wellness.

In recent years, the academic literature on influencer marketing has expanded considerably, exploring a variety of themes including consumer trust, parasocial relationships, authenticity, content strategy, and purchase intention. While the earlier wave of research largely focused on macro-influencers and celebrity endorsements, a growing number of studies are now investigating the nuanced role of micro and nano influencers in shaping consumer behavior and brand perception [7]. This shift reflects not only changes in marketing practices but also an evolving understanding of digital influence as a multi-layered and context-specific phenomenon.

Despite the growing interest in the topic, the research landscape around micro and nano influencers remains fragmented. Scholars from various disciplines, including marketing, communication, psychology, and business, have contributed to the body of literature, yet a coherent mapping of the research trends, key contributors, thematic clusters, and methodological patterns is lacking. Bibliometric analysis provides a valuable tool to synthesize this body of work, identifying the most influential studies, dominant research streams, and future directions in a systematic and reproducible way [8]. It enables researchers to uncover hidden patterns and intellectual structures within a rapidly growing field.

Given the dynamic and interdisciplinary nature of influencer marketing, especially in its micro and nano forms, a comprehensive bibliometric analysis is essential for organizing current knowledge and guiding future inquiry. This is particularly relevant as influencer marketing continues to evolve with new technologies such as AI-generated influencers, evolving regulations, and shifting consumer attitudes toward digital endorsements. Understanding the trajectory of scholarly attention in this area will not only support academic advancement but also offer practical insights for marketers and practitioners.

Although the influence of micro and nano influencers has gained significant traction in both practice and scholarly discourse, there is a lack of systematic knowledge about how this domain has developed over time. Existing studies tend to be case-specific or conceptual, making it difficult to identify comprehensive patterns, core themes, and influential authors or institutions in the literature. Moreover, with the fast-paced evolution of social media and digital platforms, there is an urgent need to map the contours of the field and uncover emerging research frontiers. Without a bibliometric perspective, scholars and practitioners risk overlooking critical developments, gaps, and opportunities in influencer marketing research. This study aims to conduct a bibliometric analysis to map the development and trends of research on micro and nano influencers within the broader field of influencer marketing.

2. METHODS

This study employed a bibliometric analysis approach to examine the development and intellectual structure of research on micro and nano influencers within the broader domain of influencer marketing. Bibliometric analysis is a quantitative method used to analyze patterns in scientific publications, including citation networks, co-authorships, and keyword co-occurrences [8]. This method enables researchers to objectively assess the evolution

of a research field, identify influential works and authors, and uncover thematic clusters. The bibliometric approach is particularly suitable for this study, given the fragmented and interdisciplinary nature of influencer marketing research, and the need for systematic knowledge synthesis.

The data for this study were retrieved from the Scopus database, which is widely recognized for its comprehensive coverage of peer-reviewed literature across disciplines. The search was conducted using keywords such as “micro influencer”, “nano influencer”, “influencer marketing”, “social media influencer”, and related terms. The time span was limited to publications from 2010 to 2024 to capture the rise of influencer marketing as a formal research domain. Only journal articles, conference proceedings, and review papers written in English were included,

while book chapters and editorial notes were excluded to ensure the relevance and academic rigor of the data. The final dataset was exported in RIS and CSV formats for analysis.

Bibliometric mapping was conducted using VOSviewer, a widely-used software for constructing and visualizing bibliometric networks. The analysis focused on three main dimensions: (1) co-authorship analysis to identify collaboration networks among researchers and countries; (2) co-citation analysis to reveal the intellectual structure; and (3) keyword co-occurrence analysis to determine the thematic evolution of research on micro and nano influencers. Clustering techniques embedded in VOSviewer were used to identify thematic areas and trends, while visual network maps were generated to support the interpretation of the data.

3. RESULTS AND DISCUSSION

3.1 Keyword Co-Occurrence Network

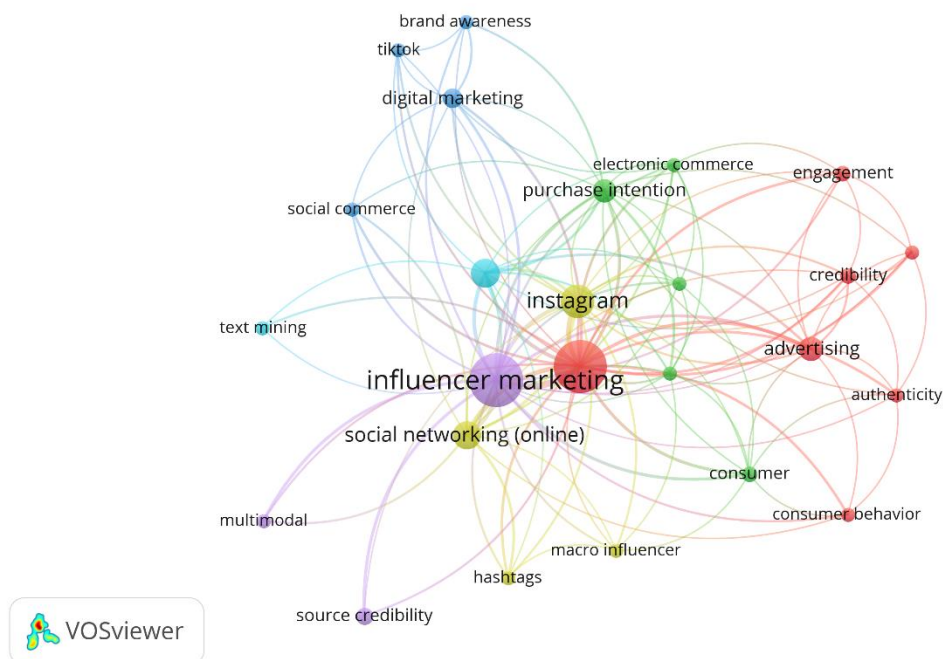


Figure 1. Network Visualization

Source: Data Analysis Result, 2025

Figure 1 is a network map generated by VOSviewer, illustrating the relationships between key concepts in the field of influencer marketing. The map is based on co-occurrence analysis of keywords from a bibliometric

database, with each node representing a keyword and each link between nodes showing the degree of co-occurrence. The color coding indicates the various clusters of themes, with each cluster reflecting a different

area of focus within the broader field of influencer marketing.

The central node, labeled "Influencer Marketing," is surrounded by several related keywords, which are grouped into distinct clusters. One of the largest clusters, shown in red, centers around concepts such as "Instagram," "advertising," "credibility," and "authenticity." This suggests that these topics are highly relevant in influencer marketing research, with a focus on how influencer credibility and the authenticity of their endorsements affect the effectiveness of advertising campaigns. Instagram stands out as a dominant platform in influencer marketing, likely due to its popularity and user engagement metrics, making it the central hub for much of the scholarly conversation in this space.

The green cluster, which includes keywords like "purchase intention," "engagement," and "consumer behavior," highlights the behavioral aspect of influencer marketing. Research in this cluster explores how influencers impact consumer decisions, particularly in relation to purchasing behaviors. This theme aligns with the growing interest in how social media influencers, especially micro and nano influencers, drive consumer engagement and shape purchase intentions through authentic

content and personal interactions with their follower.

In the blue cluster, we observe keywords like "digital marketing," "social commerce," and "e-commerce." This cluster reflects the increasing integration of influencer marketing with digital commerce, as influencers play a key role in driving sales through social media platforms. The intersection between marketing strategies and social media platforms such as Instagram, TikTok, and others points to a broader trend in which influencer marketing is becoming a critical component of e-commerce and online shopping strategies.

The purple cluster, containing keywords such as "macro influencer," "hashtags," and "source credibility," reflects the intersection of macro-influencer marketing and the analysis of credibility within influencer-generated content. The prominence of hashtags indicates the role of social media mechanics in amplifying the reach and engagement of influencer campaigns. This cluster also signals ongoing discussions in the literature regarding the credibility of influencers and how their perceived trustworthiness impacts their ability to influence audiences, especially when using tools like hashtags to enhance visibility.

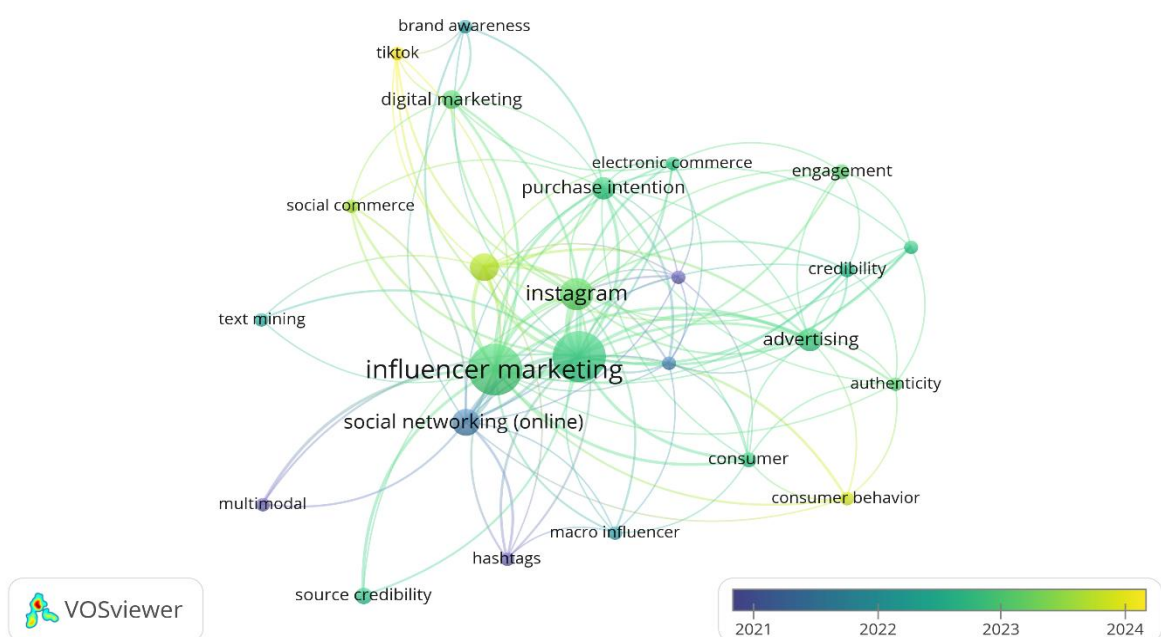


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2025

Figure 2 is another bibliometric network map generated by VOSviewer, which showcases the evolution of key topics in influencer marketing from 2021 to 2024. The color gradient in the image reflects the temporal distribution of research, with the darkest green nodes representing the most recent studies (2024) and the lightest nodes corresponding to earlier studies (2021). This color-coding allows us to track the development of certain themes over time and identify which concepts have gained prominence more recently.

The central node, "Influencer Marketing," continues to be surrounded by key concepts like "Instagram," "purchase intention," and "advertising," indicating that these areas remain foundational to influencer marketing research. However, the presence of newer concepts such as "electronic commerce" and "consumer behavior" in lighter shades suggests that these areas have gained increasing attention over time, especially as digital platforms evolve and online consumer behavior becomes more integrated with

influencer-driven strategies. The growth of terms like "engagement" and "credibility" over the past few years signals a deeper exploration of the mechanics of how influencer content affects consumer actions and the trustworthiness of influencers in the digital space.

Additionally, the emergence of terms such as "TikTok," "social commerce," and "text mining" in the network map reveals shifts in research focus toward newer platforms and methodologies. TikTok, for example, has exploded in popularity since its inception, and its rapid rise as a marketing tool is evident in the research timeline. The increasing prominence of "social commerce" indicates the growing interest in studying the intersection between e-commerce and social media, where influencers play a key role in driving online sales. "Text mining" suggests the adoption of advanced analytical techniques to study influencer content and audience interaction, reflecting the evolving sophistication of research methods in the field.

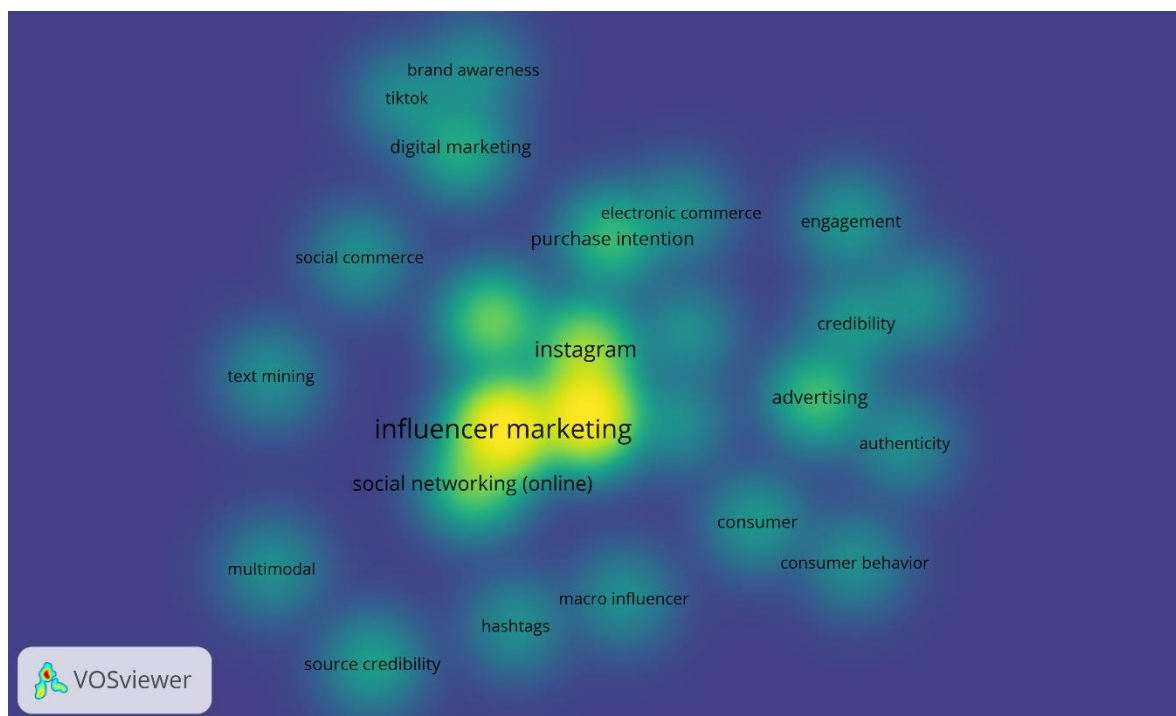


Figure 3. Density Visualization

Source: Data Analysis, 2025

Figure 3 showing the intensity of keyword co-occurrence in the field of influencer marketing. The heatmap uses color gradients to indicate the frequency and centrality of various topics. The bright yellow center, corresponding to "influencer marketing," indicates its central role in the research domain, with the most intense focus surrounding this concept. Keywords like "Instagram," "purchase intention," and "advertising" are clustered near the center, suggesting their prominence and relevance to current research trends in influencer marketing. These keywords have a high degree of co-occurrence with influencer marketing, indicating that they are frequently studied together, reinforcing the importance

of Instagram and advertising strategies in this area.

The surrounding clusters, colored in green, represent other important concepts such as "credibility," "engagement," and "consumer behavior," which are key themes in understanding the effectiveness and impact of influencer marketing. The presence of terms like "social commerce" and "electronic commerce" highlights the growing interest in the integration of influencer marketing with e-commerce and online sales strategies. Meanwhile, less prominent keywords like "Tiktok," "multimodal," and "hashtags" are located farther from the center, indicating their emerging relevance in the field but not as central to the current body of research.

3.2 Co-Authorship Network

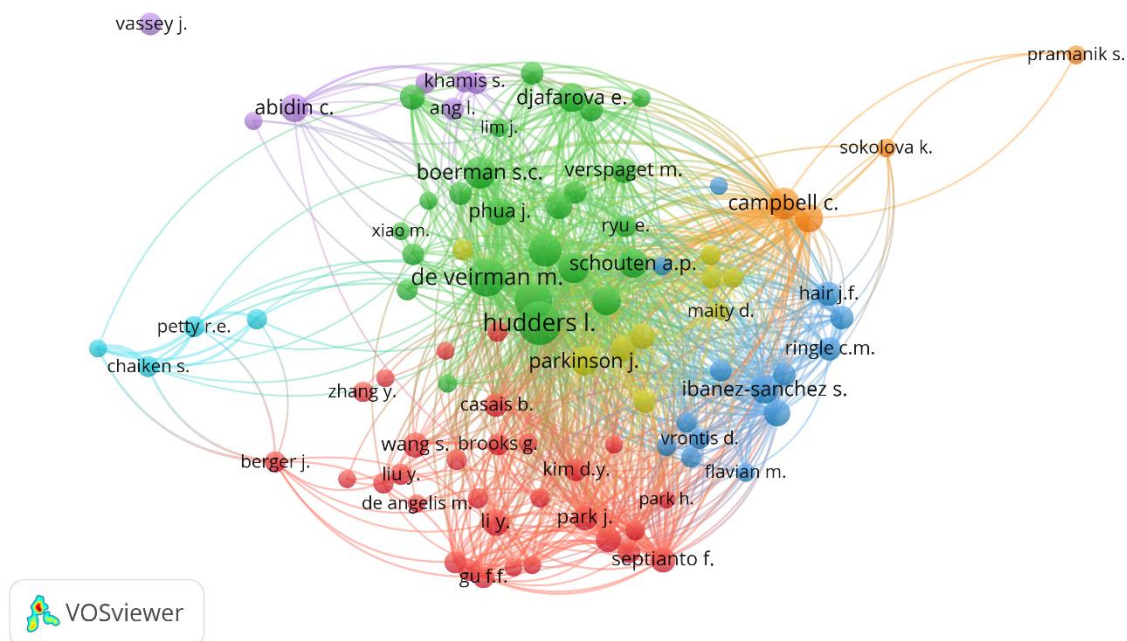


Figure 4. Author Collaboration Visualization

Source: Data Analysis, 2025

Figure 4 highlighting key researchers in the field of influencer marketing and related topics. The map clusters authors based on their collaborative work, with each node representing a researcher and the lines connecting them indicating co-authorship relationships. The largest cluster in green is centered around prominent scholars like Hudders I., De Veirman M., and Schouten A.P.,

who have contributed significantly to the field. Smaller clusters, such as those in purple, orange, and blue, represent research groups focused on more specific areas or methodologies. For instance, Campbell C. appears in the orange cluster, signifying their distinct contribution. The map reflects the collaborative nature of the field, showcasing

how these scholars are interconnected through joint publications.

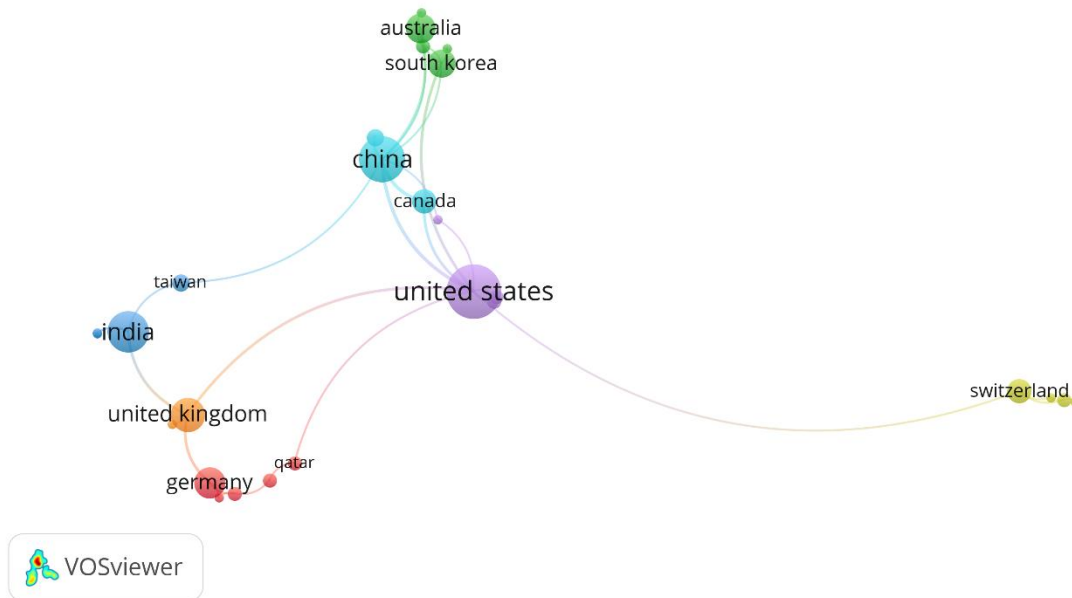


Figure 5. Country Collaboration Visualization

Source: Data Analysis, 2025

Figure 5 showing the global collaboration patterns in influencer marketing research. Each node represents a country, and the lines between countries indicate co-authorship relationships in publications. The United States is at the center of the network, surrounded by several other countries, indicating its dominant role in research on this topic. The map also highlights significant collaboration networks, particularly with

countries like China, Canada, and Australia. These countries form clusters, signaling active research communities that frequently collaborate on influencer marketing topics. Other countries, such as Germany, the United Kingdom, and Switzerland, are connected through more isolated links, suggesting less frequent but still notable co-authorship interactions.

3.3 Citation Analysis

Table 1. Top Cited Research

Citations	Authors and year	Title
960	[9]	Self-branding, 'micro-celebrity' and the rise of Social Media Influencers
301	[10]	The effects of the standardized instagram disclosure for micro- and meso-influencers
266	[11]	Using online opinion leaders to promote the hedonic and utilitarian value of products and services
144	[12]	Social media influencers: A route to brand engagement for their followers
123	[13]	Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention

Citations	Authors and year	Title
108	[14]	Micro, macro and mega-influencers on instagram: The power of persuasion via the parasocial relationship
82	[15]	Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands
80	[16]	Social media influencers as human brands: an interactive marketing perspective
78	[17]	Exploring how influencer and relationship marketing serve corporate sustainability
71	[18]	A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers

Source: Scopus, 2025

Discussion

1) Development of Influencer Marketing Research

One of the most striking findings from the bibliometric analysis was the prominence of "influencer marketing" as a central theme in the research network. The high co-occurrence of terms such as "Instagram," "advertising," "credibility," and "purchase intention" around this central node indicates that these topics have become central to the discourse on influencer marketing. These concepts have received significant attention from scholars over the past decade, reflecting the growing importance of influencer marketing as a key strategy in digital marketing. This finding aligns with the observations made by earlier studies, which noted that influencer marketing has moved from a niche strategy to a mainstream marketing practice, particularly in the context of social media platforms like Instagram, TikTok, and YouTube [19], [20].

The increasing focus on micro and nano influencers, as evidenced by the rising presence of related keywords in recent years, signals a shift in the way influencer marketing is understood and practiced. While early research primarily centered around macro-influencers and celebrity endorsements, more recent studies have emphasized the effectiveness of micro and nano influencers in driving engagement and influencing consumer behavior. This shift can be attributed to the higher perceived authenticity and relatability of micro and nano influencers, as their smaller followings allow for more personalized interactions with their

audiences. Research by [21] highlighted the growing role of micro-influencers in consumer decision-making, particularly in niche markets where trust and credibility are crucial.

2) Emerging Research Themes

The study also identified several emerging research themes in the field of micro and nano influencers. One of the most notable clusters that emerged from the bibliometric analysis was the focus on consumer behavior and purchase intention, as reflected by the high co-occurrence of terms like "engagement," "consumer behavior," "purchase intention," and "authenticity." This cluster indicates a growing interest in understanding how influencer marketing affects consumer decision-making and how the perceived authenticity of an influencer impacts their ability to drive sales. Previous studies have emphasized that consumers tend to trust micro and nano influencers more than macro-influencers due to their perceived relatability and authenticity [22]. As consumer behavior increasingly shifts toward online shopping and social commerce, understanding how influencers can drive purchase intentions will become crucial for marketers.

Another emerging theme identified in this study was the growing importance of social commerce and electronic commerce in influencer marketing. Keywords like "social commerce," "electronic commerce," and "digital marketing" were clustered together, reflecting the integration of influencer marketing with broader e-commerce

strategies. Social media platforms are no longer just sites for content creation; they have become powerful sales channels, with influencers playing a significant role in driving conversions. This trend is supported by research from [23], who emphasized the role of influencers in bridging the gap between marketing and e-commerce. As influencer marketing becomes more closely tied to sales and transaction-driven goals, future research will need to explore how brands can leverage influencers to drive not only engagement but also direct purchases.

3) The Role of Platforms in Influencer Marketing

The bibliometric analysis also highlighted the central role of specific social media platforms, particularly Instagram and TikTok, in the discourse surrounding influencer marketing. The prominence of "Instagram" in the network map indicates that the platform continues to be the dominant space for influencer marketing, particularly for micro and nano influencers. Instagram's visual nature, its diverse features (such as stories, posts, and reels), and its algorithm that promotes user engagement make it an ideal platform for influencer marketing [24]. Additionally, the rising presence of TikTok-related terms in recent years suggests that TikTok is becoming an increasingly important platform for influencer marketing. TikTok's short-form video content, viral trends, and highly engaged user base have made it a valuable tool for influencer collaborations, particularly for targeting younger, trend-savvy audiences.

The analysis of platform-specific trends highlights the need for future research to examine how influencers adapt their strategies to different social media platforms and how platform features influence the effectiveness of influencer marketing. For instance, while Instagram remains a dominant platform for lifestyle and beauty influencers, TikTok has emerged as a key space for viral content and youth-focused brands. Understanding how influencers tailor their content to fit the unique features of each platform, and how these strategies impact

consumer engagement, will be a valuable area for future research.

Key Contributors and Research Networks

The bibliometric analysis also identified key contributors to the research on influencer marketing, with authors like De Veirman, Hudders, and Schouten being central to the academic network. These researchers have published extensively on the topic of influencer marketing and have contributed significantly to shaping the field's theoretical and empirical foundations. The identification of these key scholars provides valuable insights into the intellectual structure of influencer marketing research, revealing the leading institutions and academic networks in the field. This network of researchers continues to drive the academic conversation surrounding the effectiveness of influencer marketing, the ethical considerations of influencer endorsements, and the evolving relationship between influencers and their audiences.

The presence of other influential authors, such as Abidin and Djafarova, further underscores the interdisciplinary nature of influencer marketing research. These authors have examined the social and cultural dimensions of influencer marketing, focusing on topics such as authenticity, parasocial relationships, and the role of influencers in shaping societal norms and behaviors. This interdisciplinary approach enriches the field, providing a more holistic understanding of how influencer marketing operates in a rapidly changing digital landscape.

4) Implications for Future Research

The findings from this study provide several important implications for future research. First, the increasing focus on micro and nano influencers suggests that future studies should further explore the effectiveness of these influencers in different contexts, particularly in comparison to macro-influencers. Research should examine how the size of an influencer's following impacts consumer perceptions of authenticity, trust,

and purchase intention. Additionally, as influencer marketing continues to evolve, there is a need for more studies on the ethical considerations of influencer endorsements, particularly regarding transparency and disclosure practices. This is particularly important given the increasing scrutiny of influencer marketing practices by regulatory bodies.

Another area for future research is the exploration of influencer marketing's impact on diverse consumer segments. While much of the current literature focuses on Western consumer groups, there is limited research on how micro and nano influencers affect consumers in non-Western contexts. Research should explore how cultural differences influence the effectiveness of influencer marketing and how influencers from different regions tailor their content to resonate with diverse audiences.

The integration of influencer marketing with e-commerce presents an exciting avenue for research. As social media platforms increasingly incorporate shopping features, it is important to understand how influencers can drive direct sales and how their promotional efforts can be measured in terms of Return on Investment (ROI). Future studies should investigate the effectiveness of

different types of influencer-driven e-commerce campaigns and explore the tools and strategies that brands can use to measure success.

4. CONCLUSION

This bibliometric study has provided valuable insights into the growing field of micro and nano influencers within influencer marketing. By mapping the intellectual structure and key research themes, the study reveals the increasing importance of these smaller influencers in driving engagement and influencing consumer behavior, particularly due to their perceived authenticity and relatability. The analysis highlights the central role of platforms like Instagram and TikTok, as well as the integration of influencer marketing with e-commerce strategies. Key contributors in the field, including De Veirman, Hudders, and Schouten, have significantly shaped the academic conversation, focusing on topics like credibility, purchase intention, and social commerce. As the field continues to evolve, future research should delve deeper into platform-specific strategies, ethical considerations, and the global impact of influencer marketing on diverse consumer segments.

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