

# A SYSTEMATIC REVIEW OF INFLUENCER MARKETING'S ROLE IN ENHANCING SOCIAL COMMERCE WITHIN OTT SERVICES

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## ABSTRACT

*Influencer marketing is steadily becoming very crucial in influencing consumption behavior in OTT platforms, particularly for social commerce. Systematic studies link marketing strategies, user engagement and platform architecture under which influencers work as trust agents and content mediators for the purposes of social commerce. The objective of the article is to investigate the role of influencer marketing in driving social commerce in over-the-top platform services using a systematic literature review. In social commerce, where social media interactions and platforms have a direct impact on the purchasing process, influencer marketing has emerged as a potent accelerator. By fusing targeted calls to action with real narrative, influencer marketing serves as a link between content and sales. Because it may effectively influence customer behavior by combining personal connections, compelling information and direct purchasing possibilities, it is a powerful tool for promoting social commerce. Influencer marketing is anticipated to have an even bigger impact on how online shopping experiences develop in the future as social media develops. Online databases like Emerald, Semantic Scholar, Pub Med, Springer, Pro Quest, EBSCO Host, Taylor and Francis, Elsevier and Google Scholar were used for the study. This paper outlines the role of influencer marketing in social commerce. Initially, 220 articles were selected for the study and finally, 4 qualitative and 10 quantitative articles were included in the study. According to this study, Influencer live-streaming advertisements were positively seen by consumers, which implies that to strengthen their persuasiveness, firms should produce high-quality advertising content. Customers view influencer live-streaming advertisements as having more informative value when their degree of confidence in them is higher.*

**Keywords:** Influencer marketing, Social commerce, Over the top platform services, Systematic literature review.