Influencer Marketing in Southeast Asia: PRISMA-SLR and Using The Research Model Canvas (RMC 2.5) Approach

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Abstract

Influencer marketing has become a dominant digital marketing strategy, especially in Southeast Asia, characterized by rapid social media adoption and a youth-driven demographic. This study aims to identify the main factors influencing the effectiveness of influencer marketing, highlight current trends, and uncover research gaps in the region. Using a Systematic Literature Review (SLR) combined with the Research Model Canvas (RMC), 22 articles published between 2015 and 2025 were systematically analyzed. The findings show that credibility (trust, expertise, attractiveness), content interactivity, brand–influencer fit, and parasocial relationships with audiences are the primary drivers of influencer marketing effectiveness. Research is concentrated in Indonesia, Malaysia, and Vietnam, while Singapore and Thailand contribute less, revealing geographical imbalances. Furthermore, cultural dimensions, religiosity, regulation, and the rise of virtual influencers and artificial intelligence remain underexplored, offering directions for future research. Academically, this study enriches the literature by presenting an RMC-based conceptual framework that emphasizes the socio-cultural dimensions of digital marketing. Practically, the findings provide evidence-based insights for marketers, brands, and policymakers in designing more contextual, ethical, and sustainable influencer marketing strategies in Southeast Asia.

Keywords: *Asia Tenggara, influencer marketing, Research Model Canvas, Social Media, Systematic Literature Review*
JEL Codes : M41, M15

INTRODUCTION

In the rapidly evolving digital marketing landscape, influencer marketing has become one of the most prominent strategies. The emergence of social media platforms such as Instagram, TikTok, YouTube, and Facebook has enabled individuals—known as influencers—to exert significant influence on consumer behavior, brand perception, and purchasing decisions (Say & Chai, 2025). Unlike traditional advertising, influencer marketing leverages influencers' authenticity, credibility, and personal closeness to their audience, making it an effective instrument for companies to reach specific market segments (Hudders, De Jans, & De Veirman, 2020).

Southeast Asia is a highly potential market for influencer marketing growth. With rapid digital adoption, a demographic structure dominated by young people, and high social media penetration, countries such as Indonesia, Malaysia, Thailand, Vietnam, and the Philippines have seen significant increases in influencer-based campaigns and consumer engagement. Industry reports estimate that influencer marketing accounts for approximately 20% of total online sales in the region, with a projected market value of USD 125 billion by 2027 (Impact.com & Cube Asia, 2025). This fact shows that, in addition to being a promotional strategy, influencer marketing has also become a driving force for the digital economy in Southeast Asia.

Along with this development, authenticity and emotional connection between influencers and audiences have become increasingly crucial. Studies show that nearly 80% of consumers make purchases based on influencer recommendations, confirming the significant role of digital *word-of-mouth* in shaping consumer behavior (Srivastava, Mukaria, & Arora, 2024). Furthermore, the emergence of digital interaction models such as live commerce on TikTok and other multi-channel platforms has reinforced this phenomenon by enabling more direct and *real-time* engagement between influencers and their followers (Gui et al., 2025). Additionally, audience preferences in Southeast Asia show thematic

diversity that is characteristic of the region. The most popular content categories include *lifestyle* (54%), entertainment (52%), culinary (48%), fashion (41%), and travel (40%) (Vero & Mili, 2024). These findings indicate that Southeast Asian influencers play a role in shaping consumption behavior and mediating lifestyles, popular culture, and even the digital identity of society.

Global literature and several regional studies have highlighted factors such as credibility, authenticity, para social relationships, and technology (including the emergence of *virtual influencers*), studies that systematically examine influencer marketing in Southeast Asia are still relatively scarce. This study combines a Systematic Literature Review (SLR) and Research Model Canvas (RMC) as a methodological approach to bridge this gap. This study seeks to consolidate fragmented knowledge through SLR by systematically and transparently examining various empirical and conceptual findings. Furthermore, the RMC is used to map existing research trends and theoretical approaches, including identifying variables that have been studied, methods used, and their application contexts.

This approach also allows for identifying *research gaps* that can drive future research agendas, such as the role of local culture, the challenges of integrating new digital technologies, and the involvement *of virtual influencers* in the Southeast Asian ecosystem. Thus, this study aims to enrich academic literature and provide evidence-based practical implications for marketers, brands, and policymakers in designing digital marketing strategies that are more effective, relevant, and adaptive to market dynamics in the region.

LITERATURE REVIEW
Influencer Marketing
Influencer marketing is a strategy that utilizes influential individuals on social media to promote products or brands, intending to influence consumer purchasing decisions through the credibility and personal relationships established between influencers and their followers (Han & Balabanis, 2024). This approach has grown in popularity with the development of platforms such as Instagram, YouTube, and TikTok, which allow influencers to interact directly with their audience (Pan, Blut, Ghiassaleh & Lee, 2025).

Amid declining trust in traditional advertising, influencer marketing offers a more authentic and relevant alternative (Khamis, Ang & Welling, 2017). Consumers trust recommendations from people they consider friends or role models more (Jin & Ryu, 2020). In addition, influencer marketing increasingly focuses on micro-influencers with smaller but more engaged audiences, with more substantial influence due to their closeness and authenticity (De Veirman, Cauberghe & Hudders, 2017).

Social Media Platforms Used in Influencer Marketing
Social media platforms such as Instagram, YouTube, and TikTok play a strategic role in shaping the dynamics of influencer marketing. These platforms provide space for content distribution and enable direct interaction between influencers and audiences through features such as stories, live broadcasts, and comment sections (Tuten & Solomon, 2017).
Social media's ability to segment audiences based on interests, demographics, and consumption behavior makes it effective in increasing user engagement. Influencers can tailor marketing messages more precisely to the preferences of their followers (Barari, Eisend & Jain, 2025). In Southeast Asia, the use of Instagram and TikTok is increasingly dominant, especially in reaching the younger generation who are highly responsive to authentic and relevant visual content (Widaningsih, Kusumaningrat & Marta, 2023). Thus, social media functions not only as a communication channel but also as a relational medium that strengthens the emotional connection between influencers and their audience, ultimately impacting the effectiveness of marketing campaigns.

The Use of Influencer Marketing in Southeast Asia
Southeast Asia is a potential market for influencer marketing, driven by the large and growing number of social media users. Countries such as Indonesia, Malaysia, and Thailand have active populations on platforms like Instagram and TikTok, which are very popular among young users. This diversity of audiences creates excellent opportunities for marketers to leverage local influencers with more segmented audiences, allowing for more relevant and targeted messages (De Veirman, Cauberghe & Hudders, 2017). However, despite its great potential, research on influencer marketing in Southeast Asia is still limited, with most studies focusing on the global context or Western countries that adopted this strategy earlier

(Liu & Zheng, 2024). Unlike other markets, Southeast Asia offers unique dynamics, with rapidly developing local cultures and platforms requiring a more in-depth research approach. With changing user behavior and the growing development of digital platforms, it is crucial to pay attention to the characteristics of local audiences and their preferences, opening up space for further research on the influence of influencers and social media dynamics in the region.

RESEARCH METHOD

Research Design

This study uses a Systematic Literature Review (SLR) approach and a Research Model Canvas (RMC) to analyze influencer marketing in Southeast Asia. This study aims to systematically identify key constructs from the literature, map the relationships between these constructs, and create a conceptual framework. Combining SLR with RMC ensures a comprehensive understanding of the existing literature and a structured visualization for future research directions. Previous studies have shown that influencer marketing significantly impacts consumer decision-making and brand perception (De Veirman, Cauberghe, & Hudders, 2017; Hwang & Zhang, 2018).

Systematic Literature Review (SLR)

Systematic Literature Review (SLR) is a research approach used to identify, evaluate, and synthesize research results relevant to a specific topic in a systematic and structured manner. The purpose of SLR is to provide a comprehensive overview of the existing literature, identify research gaps, and provide a solid basis for further research. SLR follows transparent and standardized procedures, which ensure that the selection and analysis of studies are conducted objectively (Liberati et al., 2020; Langer et al., 2020; Briner & Denyer, 2020; Siddaway et al., 2019). Systematic Literature Review (SLR) Process:

1. Determining the Research Question: Formulating a straightforward research question to identify the primary focus, such as factors, developments, and gaps in influencer marketing in Southeast Asia.
2. Eligibility Criteria: Determining inclusion and exclusion criteria for selecting relevant articles, such as articles published between 2015 and 2025, and focusing on influencer marketing in Southeast Asia.
3. Search Strategy: Literature searches were conducted through databases such as Scopus, Web of Science, Google Scholar, Taylor & Francis, and JSTOR, using relevant keywords such as "Influencer Marketing" and "Southeast Asia."
4. Screening and Selection: Screening was conducted by evaluating article titles and abstracts, and only full-text articles that met the eligibility criteria were selected.
5. Quality Assessment: The quality of articles was assessed based on the methodology used, the ranking of the publication journal, and the number of citations. The final analysis included only high-quality studies.
6. Data Synthesis: Selected data were synthesized and grouped into thematic categories to identify patterns, trends, and gaps in the literature on influencer marketing in Southeast Asia.

Research Model Canvas (RMC)

The Research Model Canvas (RMC) tool helps researchers design and organize their research framework more systematically. Dr. Ginanjar Rahmawan first introduced this concept to simplify the research planning process. The Research Model Canvas was inspired by the Business Model Canvas developed by Osterwalder and Pigneur (2010), simplifying business plans into a single canvas/worksheet. The Research Model Canvas also draws inspiration from the Project Model Canvas developed by Finnochio (2013) and the Research Project Model Canvas introduced by Silva and Cardoso (2019). RMC consists of several core elements that define and design the overall research structure, including:

1. Research Topic: This section covers the area or field of research to be explored. Determining a clear and relevant topic is essential to ensure the research has the proper focus.
2. Research Problem (Gap): Identifies problems or gaps in the existing literature. This section describes unresolved issues that form the basis for the research to make new contributions.
3. Research Objectives: Formulate clear objectives that the research aims to achieve. These objectives provide direction for data collection and analysis.
4. Theory: The theoretical basis used to develop hypotheses and as a basis for interpreting research findings. This theoretical framework will explain the concepts used in the research.
5. Novelty: This section formulates the elements the research aims to achieve, explaining its new

contributions to advancing scientific knowledge or practical applications.

6. Research Methods: This section covers the approach, research design, and data analysis techniques. The correct method is crucial for achieving the research objectives with valid and reliable results.

7. Research Title: Formulate a title that reflects all of the above elements concisely but clearly, providing an overview of the focus and objectives.

RESULTS AND DISCUSSION

The Systematic Literature Review (SLR) process began with determining clear research questions, primarily focusing on Influencer Marketing in Southeast Asia. The research questions aimed to identify the factors influencing the effectiveness of influencer marketing, the latest trends in influencer marketing practices, and existing research gaps in the region. Next, the researchers established eligibility criteria to ensure the relevance and quality of the articles analyzed. Table 1 below presents the eligibility criteria.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Year of Publication	2015-2025	Before 2015, After 2025
Topic	Influencer marketing in Southeast Asia	Non-relevant (e.g., topics unrelated to influencer marketing)
Article Type	Scopus-indexed journals, articles with transparent methodology (empirical/qualitative)	Books, reports, conference proceedings
Geography	Countries in Southeast Asia (Indonesia, Malaysia, Singapore, Thailand, etc.)	Countries outside Southeast Asia
Methodology	Relevant empirical or qualitative studies	Articles with invalid or purely theoretical methodologies

The next stage is the search strategy, where keywords such as "Influencer Marketing," "Southeast Asia," "Consumer Behavior," "Social Media Influencers," and related country names such as Indonesia, Malaysia, Thailand, and Singapore are used to search major databases such as Scopus, Web of Science, JSTOR, Taylor & Francis, and Google Scholar. From the initial search results, articles are filtered and selected by evaluating the titles and abstracts to ensure relevance to the research topic, and only full-text articles that are suitable are proceeded to the next stage.

The researchers conducted a quality assessment of the articles that passed the screening process. This assessment included the validity of the methodology used (e.g., empirical or qualitative studies), the reputation of the publication journal (Scopus-indexed or with a high impact factor), and the number of citations reflecting the article's influence in the field of research. The final stage is data synthesis, in which information from relevant articles is synthesized into central themes, such as factors that influence the effectiveness of influencer marketing (e.g., influencer credibility, parasocial relationships, and the use of social media technology), the latest trends in influencer marketing practices in Southeast Asia, and gaps in the literature, such as the lack of research on the role of local culture or regulations in influencer marketing practices.

Figure 1 below presents the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart explaining the article screening process in *Systematic Literature Review* (SLR).
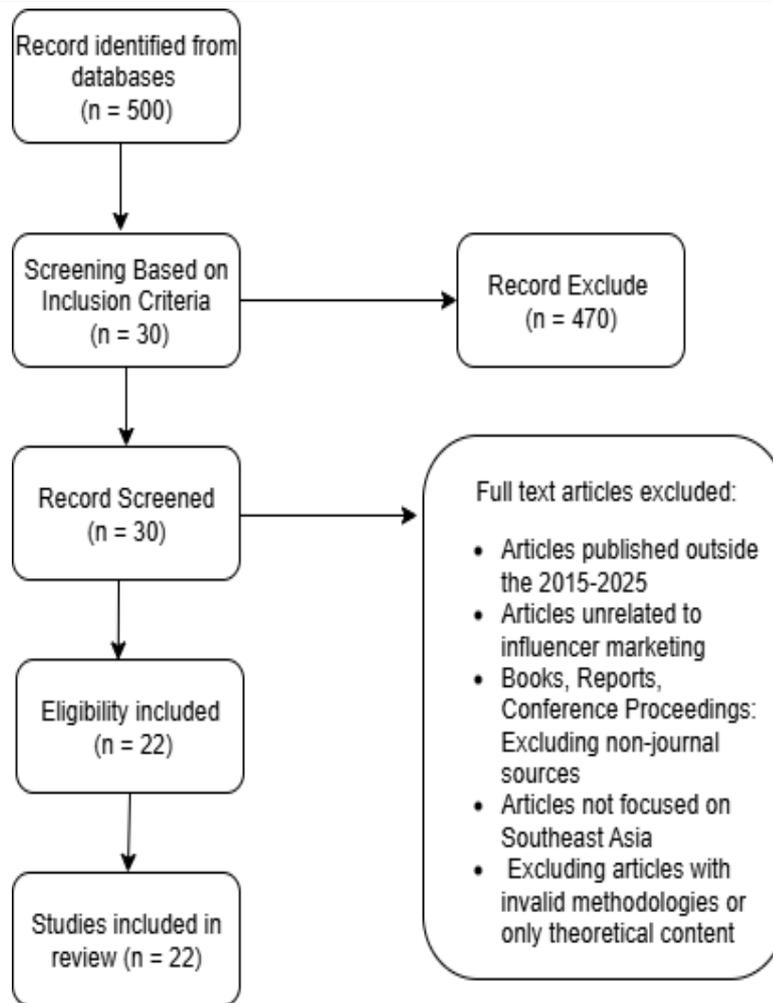
Figure 1. PRISMA Diagram
Source: Research Data Processed (2025)

Figure 1 shows that out of 500 identified articles, 470 were excluded because they did not meet the inclusion criteria. Of the 30 articles that were further reviewed, eight were again eliminated, leaving 22 articles that met the criteria and were included in the systematic review. Table 2 presents the final list of selected articles.

Table 2. List of Influencer Marketing Articles in Southeast Asia

Journal Name	Author	Country of Focus
International Journal of Green Economics	Hassan, Zainuddin, & Sade	Malaysia
Journal of Islamic Marketing	Supriani, Ninglasari, & Iswati	Indonesia
Policy & Internet	Abidin, Xu, & Hutchinson	Southeast Asia
Journal of International Consumer Marketing	Kikumori, Maruyama, & Ishii	Singapore
Journal of Global Scholars of Marketing Science	Renganathan, Goi, & Goi	Malaysia
Multidisciplinary Reviews	Huong, Linh, Huy, Phuong, & Uyen	Vietnam
Journal of Ecohumanism	Krishnan, Guo, Nusrangrum, Widyanty, & Pentang	Malaysia
International Journal of Internet Marketing and Advertising	Elmousa, Yee, & Cheah	Malaysia
British Food Journal	Cheah, Koay, Lim, & Ferraris	Vietnam
Journal of Internet Commerce	Pham, Dao, Pham, Pham, & Nguyen	Vietnam

Journal Name	Author	Country of Focus
Innovative Marketing	Furinto, Ichsan, Phannadhika, & Angelika	Indonesia
Tec Empresarial	Sari & Darma	Indonesia
Journal of Law and Sustainable Development	Dũ, V. T.	Vietnam
Journal of Eastern European and Central Asian Research	Wulandari & Assidiq	Indonesia
Basic and Applied Social Psychology	Boonchutima, & Surakanon	Thailand
Appetite	Chong, Leung & Lua	Singapore
International Journal of Internet Marketing and Advertising	Yap & Ismail	Malaysia
Policy & Internet	Le & Hutchinson	Vietnam
Journal of Advertising	Lou, C.	Singapore
International Journal of Technology Marketing	Yurika, Hartanto, Darmawan, & Hendriana	Indonesia
Journal of Economics and Business	Chekima, Chekima, & Adis	Malaysia
Media Asia	Pang, Yingzhi Tan, Song-Qi Lim, & Yue-Ming Kwa	Singapore

Source: Processed research data (2025)

Indonesia, Malaysia, and Vietnam dominate research contributions on influencer marketing in Southeast Asia, while Singapore and Thailand are relatively limited. Publications are spread across reputable journals in various fields—marketing, technology, and multidisciplinary—indicating that this topic is widely considered relevant from the perspectives of marketing, consumer behavior, information technology, and socio-economics.

Table 3. Summary of Influencer Marketing Research in Southeast Asia

No	Researcher	Year	Focus	Key Findings
1	Hassan, Zainuddin & Sade	2025	Analyzing the influence of social media influencers, brand trust, and brand image on the intention to purchase environmentally friendly skincare products.	Influencers and brand image encourage purchases, but skepticism about greenwashing hinders brand trust.
2	Supriani, Ninglasari & Iswati	2025	Analyzing the influence of social media influencers on Muslim consumers' intention to purchase halal cosmetics, considering the role of religiosity as a moderating factor.	Positive interactions with influencers encourage purchase intent, while religiosity does not strengthen this influence, indicating that digital trends are more dominant than religious values in the purchasing decisions of young Muslims.
3	Abidin, Xu & Hutchinson	2025	Analyzing influencer regulation and governance in Asia within each country's social, cultural, political, and economic contexts.	Influencer regulations in Asia vary, influenced by local contexts, with oversight from the state, platforms, and communities, particularly on race, gender, and public morality.
4	Kikumori, Maruyama & Ishii	2025	Analyzing the influence of influencer follower counts on purchase intent, considering consumer cultural orientation in Japan, the UK, and Singapore.	The number of followers drives purchase intent only among consumers with high power distance and masculinity, indicating that influencer influence depends on culture.

No	Researcher	Year	Focus	Key Findings
5	Renganathan, Goi & Goi	2025	Testing the influence of influencer attributes on the intention to purchase counterfeit goods, mediated by self-determination.	Influencer attributes encourage self-determination, increasing the intention to purchase counterfeit goods.
6	Huong, Linh, Huy, Phuong & Uyen	2025	Analyzing the influence of content style and influencer type on brand awareness and consumer purchase intent.	Interactive content drives purchase intent more than visual content, and macro influencers interact more effectively.
7	Krishnan, Guo, Nusraningrum, Widyanty & Pentang.	2024	Analyzing the influence of AI-based influencer marketing on engagement and purchase intent, with consumer trust as a moderator.	AI-based influencer marketing drives engagement and purchase intent, with trust as the primary effectiveness enhancer.
8	Elmousa, Yee & Cheah	2024	Analyzing the influence of influencer trust, appeal, and expertise on customer attitudes and purchase intent.	Trust, appeal, and expertise of influencers shape positive attitudes that drive purchase intent, with credibility as the key factor.
9	Cheah, Koay, Lim, & Ferraris	2024	Analyzing the effectiveness of F&B influencer marketing on business behavior and performance through content, relevance, consumer emotions, and social legitimacy	Content, relevance, and trust determine influencer effectiveness and contribute to the legitimacy and performance of F&B businesses.
10	Pham, Dao, Pham, Pham, Nguyen & Pham	2024	Analyzing the influence of conformity, influencer credibility, and psychological ownership on purchase intent among young consumers in the F&B sector.	Credibility, attitude, and psychological ownership drive purchase intent. Conformity strengthens the effect of psychological ownership, with attitude and ownership as key mediators.
11	Furinto, Ichsan, Phannadhika & Angelika	2024	Analyzing the influence of influencer marketing and brand community on brand awareness of new cosmetic brands in Indonesia.	Influencer marketing is more effective than brand community in increasing brand awareness, emphasizing the importance of collaborating with trusted influencers.
12	Sari & Darma	2024	Analyzing the role of FoMO in mediating the influence of viral and influencer marketing on purchasing decisions for Skintific skincare products.	Influencer marketing directly influences purchasing decisions, while viral marketing does not. Both trigger FoMO, which is the primary driver of purchasing decisions.
13	Dũ	2023	Analyzing the challenge of celebrity advertising in Vietnam and formulating policy recommendations to improve regulation and accountability.	Celebrity advertising is effective but prone to ethical and image issues. Strict regulations and legal accountability are needed to protect consumers.
14	Wulandari & Assidiq	2023	Analyzing influencer marketing strategies in FMCG startups based on applications in Indonesia during the pandemic.	Influencer marketing strategies effectively increase sales by up to 300%, although evaluations are still limited to influencer metrics.

No	Researcher	Year	Focus	Key Findings
15	Boonchutima & Surakanon	2023	Analyzing the influence of VTuber and streamer credibility on purchase intent among Otaku and non-Otaku in Thailand.	VTubers' expertise and trustworthiness have a greater influence on Otaku, while streamers' appeal has a greater impact on non-Otaku.
16	Chong, Leung & Lua	2022	Comparing the acceptance of cultured meat in Singapore and the US, and the role of social image and influencer type on consumer attitudes.	Singaporeans are more accepting due to social image influences, while influencer types have no effect in either country.
17	Yap & Ismail	2022	Analyzing the influence of influencer credibility and appeal on consumer attitudes and purchase intentions in the context of social media endorsements.	Influencer credibility and appeal shape positive attitudes that drive purchase intent, emphasizing the importance of influencer personal quality perceptions in influencing consumer behavior.
18	Le & Hutchinson	2022	Highlighting the conflict between digital expansion and government control over influencers in Vietnam.	Influencers are restricted by strict regulations, reflecting the tension between digital innovation and freedom of expression.
19	Lou	2022	Conceptualizing the trans parasocial relationship between influencers and followers in the context of advertising.	Psychological closeness to influencers strengthens trust and response to advertising.
20	Yurika, Hartanto, Darmawan & Hendriana	2022	Analyzing the influence of influencer content and comparing the effectiveness of macro vs. micro influencers on brand awareness and purchase intent.	Interactivity is more effective than visuals in driving purchase intent, and macro influencers remain more potent despite not being much different from micro influencers.
21	Chekima, Chekima & Adis	2020	Analyzing the influence of influencer credibility on the effectiveness of advertising and purchase intent for cosmetics in Malaysia.	Influencer credibility shape positive attitudes toward advertisements and brands, and drives purchase intent.
22	Pang, Yingzhi Tan, Song-Qi Lim, Yue- Ming Kwan & Bhardwaj Lakhanpal	2016	Analyzing strategies for building effective relationships between organizations and influencers in Singapore.	Effective relationships are created by understanding social media influencers' motivations and limitations (SMI), with long-term engagement and trust as the key.

Source: Processed research data (2025)

To further synthesize the findings of the systematic review, this study employs the Research Model Canvas (RMC) framework. The RMC provides a structured visualization of the research topic, problems, objectives, theoretical foundation, novelty, methods, and proposed title. By integrating the results into this canvas, the study highlights not only the main constructs and contributions of existing research but also maps potential gaps and directions for future studies. The summary is presented in Table 4 below.

Table 4. Research Model Canvas for Influencer Marketing in Southeast Asia

TOPIC	ISSUE	OBJECTIVE
Influencer Marketing in Southeast Asia ✓ In line with the study program ✓ Latest research ✓ In line with competencies	Research gap: - Dominance of studies in Indonesia, Malaysia, Vietnam - Minimal studies on culture, religiosity, regulations, virtual influencers/AI Problem: How do sociocultural factors and regulations influence the effectiveness of influencer marketing?	1. Identify the factors affecting the effectiveness of influencer marketing 2. Analyze the role of culture, religiosity, and regulations 3. Reveal new trends (virtual influencers & AI)
THEORY	**NOVELTY**	**METHOD**
• Source Credibility Theory (Hovland & Weiss, 1951) • Parasocial Interaction Theory (Horton & Wohl, 1956) • Uses & Gratifications Theory (Katz, 1974) Cultural Dimensions Theory (Hofstede, 1980)	- Cross-country synthesis of Southeast Asia - Discuss rarely studied factors: religiosity, regulation, AI Contribution: map of trends & research gaps in influencer marketing in Southeast Asia	- Systematic Literature Review (SLR, PRISMA) - Thematic analysis of 22 articles
TITLE		
Influencer Marketing in Southeast Asia: PRISMA-SLR and Using the Research Model Canvas (RMC 2.5) Approach		

Source: Processed research data (2025)

This RMC table summarizes the results of a systematic review of influencer marketing in Southeast Asia. The research topic focuses on the effectiveness of influencers in shaping brand awareness and consumer purchase intent. The main problems lie in the uneven distribution of research between countries and the lack of studies on culture, religiosity, regulations, and the role of virtual influencers. Therefore, the research aims to identify the main factors of influencer marketing effectiveness, analyze the influence of sociocultural contexts, and reveal new trends that are beginning to emerge.

This study refers to *Source Credibility Theory*, *Para social Interaction Theory*, *Uses and Gratifications Theory*, and *Cultural Dimensions Theory* as its theoretical foundation, as these frameworks are considered relevant to explain the phenomenon of consumer interaction with influencers. The novelty of this research lies in its attempt to synthesize findings across Southeast Asian countries while filling gaps in research related to regulatory aspects, religious values, and new technologies. The method used is *a Systematic Literature Review* with the PRISMA protocol on 22 selected articles. Thus, this RMC serves as a conceptual map that emphasizes the importance of influencer marketing as a cross-disciplinary and cross-cultural strategy in the Southeast Asian region.

CONCLUSION AND SUGGESTION

The findings of this study confirm that influencer marketing has become a crucial strategy within the Southeast Asian marketing ecosystem, with Indonesia, Malaysia, and Vietnam dominating the research landscape. The effectiveness of influencer marketing is largely determined by credibility factors—trust, attractiveness, and expertise—along with parasocial interactions that significantly shape consumer attitudes and purchase intentions. Despite these insights, research in the region remains limited in addressing cultural influences, religiosity, regulatory frameworks, and the growing role of emerging

technologies such as virtual influencers and artificial intelligence. By combining the Systematic Literature Review (SLR) and Research Model Canvas (RMC) approaches, this study successfully maps key trends, synthesizes major findings, and establishes a structured conceptual framework. Academically, it enriches the literature on influencer marketing, while practically, it offers evidence-based guidance for brands and regulators in designing contextual, ethical, and sustainable digital marketing strategies in Southeast Asia.

Future research should extend beyond Indonesia, Malaysia, and Vietnam to achieve broader regional representation by incorporating countries such as the Philippines, Laos, Cambodia, and Brunei. In addition, deeper investigations into the roles of cultural values, religiosity, and national regulatory systems are required to better understand variations in influencer marketing effectiveness across diverse socio-cultural settings. With the rapid rise of virtual influencers and artificial intelligence in digital ecosystems, future studies should also explore their impact on consumer trust, engagement, and purchasing behavior. A longitudinal research agenda is recommended to track changes over time, ensuring that influencer marketing strategies remain adaptive and relevant in the dynamic Southeast Asian context.

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