

2021-10-14

## Social Media Influencers (SMIs) in Context: a literature review

Charles Alves de Castro

*Technological University Dublin, b00139249@mytudublin.ie*

Isobel O'Reilly

*Technological University Dublin*

Aiden Carthy

*TU Dublin - Blanchardstown Campus*

Follow this and additional works at: <https://arrow.tudublin.ie/ncrpecon>



Part of the [Educational Psychology Commons](#), [Marketing Commons](#), and the [Personality and Social Contexts Commons](#)

---

### Recommended Citation

Alves de Castro, Charles; O'Reilly, Isobel; and Carthy, Aiden, "Social Media Influencers (SMIs) in Context: a literature review" (2021). *Conference papers*. 4.

<https://arrow.tudublin.ie/ncrpecon/4>

This Conference Paper is brought to you for free and open access by the Research Centre for Psychology, Education and Emotional Intelligence at ARROW@TU Dublin. It has been accepted for inclusion in Conference papers by an authorized administrator of ARROW@TU Dublin. For more information, please contact [arrow.admin@tudublin.ie](mailto:arrow.admin@tudublin.ie), [aisling.coyne@tudublin.ie](mailto:aisling.coyne@tudublin.ie), [gerard.connolly@tudublin.ie](mailto:gerard.connolly@tudublin.ie).



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 4.0 License](#)  
Funder: Irish Research Council



Società Italiana  
Marketing

Trasformazione digitale dei  
mercati: il Marketing nella  
creazione di valore per le  
imprese e la società

XVIII<sup>^</sup> SIM Conference  
Ancona, 14-15 ottobre 2021

**ISBN 978-88-943918-6-2**

PROCEEDINGS

## **Social Media Influencers (SMIs) in Context: a literature review**

**Abstract:** This review focused on three main areas, “Social Media Influencers (SMIs) in Context, The Impact of SMIs on Adolescents, and Consumer Behaviour in a Digital Era – Generation Z in Perspective.” This article aims to further the overall understanding of SMIs and outlines the impact of SMIs on adolescents’ lives. Thus, the main objective of this literature review is to raise awareness within the marketing field about the influence of social media influencers on adolescents and how brands promote their products and content through social media influencers. The review comprised a deep search using electronic journal databases and secondary data from reports, surveys, and empirical research. The main findings from this review are insights about who social media influencers are, how to recognise them, how they impact adolescents’ lives, how brands and SMIs are partnering.

**Keywords:** Social Media; Influencers; Adolescents; Digital Environment.

**Authors:** Charles Alves de Castro<sup>1</sup>, Dr Isobel O’Reilly<sup>2</sup>, Dr Aiden Carthy<sup>3</sup>

<sup>1</sup> PhD. Student in the Technological University Dublin, Blanchardstown Campus, School of Business. Research Student in the Research Centre for Psychology, Education and Emotional Intelligence – PEEI. Master’s in Marketing from the University of Bari Aldo Moro, Italy. Email: [B00139249@mytudublin.ie](mailto:B00139249@mytudublin.ie).

<sup>2</sup> Marketing Lecturer in the Technological University Dublin, Blanchardstown Campus, School of Business. Research Coordinator in the Research Centre for Psychology, Education and Emotional Intelligence – PEEI. Email: [Isobel.OReilly@tudublin.ie](mailto:Isobel.OReilly@tudublin.ie).

<sup>3</sup> Director of the Research Centre for Psychology, Education and Emotional Intelligence – PEEI, Technological University Dublin, Blanchardstown Campus. Email: [Aiden.Carthy@tudublin.ie](mailto:Aiden.Carthy@tudublin.ie).

**Note:** The research conducted in this paper was funded by the Irish Research Council under award number GOIPG/2021/360.

Access the papers through: <http://www.simktg.it/sp/sim-conference-2021.3sp>

ISBN: 978-88-943918-6-2

## STATEMENT OF ATTENDANCE

### XVIII<sup>^</sup> SIM CONFERENCE

“The Digital Transformation of markets: Marketing’s role in creating value for firms and society”

Ancona, 14 October 2021

This is to certify that  
**Charles Alves de Castro**

Has attended the XVIII<sup>^</sup> SIM Conference held in Ancona at the Polytechnic University of Marche, on 14 and 15 October 2021.

Prof. Angelo Di Gregorio  
SIM President

