Celebrities in Marketing: A Bibliometric Approach to Analyzing Celebrity Endorsement Strategies

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Abstract
Purpose: This paper aims to examine celebrity endorsement using bibliometric analysis. This paper also analyzes publication sources, authorship, citations and distributions publication, and other bibliometric indicators.
Design/methodology/approach: The study focused on 573 articles published from 1984 to 2022. These papers were obtained automatically from the Scopus database and analyzed afterwards with the use of Publish or Perish and bibliometric indicators analysis.
Findings: The research identified 573 articles from a variety of published sources. Starting in 1976, most scholars actively produced articles pertinent to this topic. English is the primary language of research and published in journals.
The United States is the leading country in contributing publications. Meanwhile, the most significant fields in which the sources were produced were business, management and accounting, social sciences, economics, econometrics, and finance.
Research limitations/implications: However, some limitations have been found. It is suggested for future research to lengthen this work to other databases and bibliometric analyses of celebrity endorsement by adding new keywords such as public figure, famous person, and influencer marketing.
Originality/value: This paper aims to assess recent trends in expanding academic literature on celebrity endorsement using bibliometric analysis. Bibliometric indicators are used in this paper to present the results.

Keywords: Celebrity endorsement, influencer, bibliometric analysis, marketing strategy

Introduction
In the contemporary marketing landscape, using celebrities as endorsers has emerged as a pervasive strategy to promote brands and products. Celebrity endorsement has garnered

substantial attention as a pivotal marketing strategy, leveraging the recognition and influence of renowned personalities to enhance brand visibility and consumer engagement.

This study capitalizes on a bibliometric approach involving quantitative analysis of publication patterns, citations, and thematic content across scholarly articles. By systematically analyzing the body of literature, the study aims to uncover the key contributors that have shaped the discourse on celebrity endorsement in marketing.

The objectives of this paper are (1) to examine the trends and productivity of research about celebrity endorsement using bibliometric analysis. For the present analysis, a bibliometric analysis will be conducted between 1984 and 2022. This analysis will consider the keywords of the examined publications and examine which keywords, as well as words appearing in titles and abstracts, and the number of cited by researchers.

Literature Review

Celebrity endorsement in marketing is a promotional strategy in which a well-known and often influential individual, typically a celebrity, lends their name, image, lifestyle, intellectual or credibility to a product, brand, or service. George and Michael (2020) revealed that when choosing a celebrity endorser, it is mainly influenced by the celebrity's compatibility with the target audience, the brand, the product, the image of the celebrity, the cost of acquiring the celebrity, trustworthiness, controversy risk, and the celebrity's familiarity and likability with the target audience. Spry et al. (2011) found that the credibility of an endorser has an indirect impact on brand equity, contingent upon the mediating factor of brand credibility. This also increases customers' purchase intention and willingness to pay at premium prices (Rahmanisah & Fadli, 2022). More recent evidence by Jun et al. (2023) reveals that without information about a brand's benefits, consumers transfer a celebrity's enticing, enabling, and enriching (3E) associations to that brand. This approach leverages the popularity and appeal of the celebrity to attract attention, build trust, and persuade consumers to purchase or engage with the endorsed product or brand. In contrast, in another study by Vidyanata et al. (2022), celebrity endorsement would not directly affect purchase intention.

In the age of social media, celebrities often have large followings on platforms like Instagram, Twitter, and TikTok. Brands leverage these platforms for endorsements and influencer marketing, reaching a vast online audience. Aw and Labrecque (2020) found that celebrities' endorsement can increase parasocial interactions with their fans by capitalizing on the need for belonging. Consumers may be more inclined to try a product if they believe a trusted celebrity endorses it. This is because consumers often admire and feel a personal connection to their favorite celebrities, so when a celebrity endorses a product, consumers may feel a stronger attachment to it. However, a study by Schouten et al. (2021) explained that respondents exhibit a greater sense of identification with influencers in comparison to celebrities, a higher degree of perceived similarity with influencers as opposed to celebrities and express a heightened level of trust in influencers relative to celebrities. This is where more people are considered to gather millions of followers, become self-made celebrities, and influence others (Jin et al., 2019).

Selection of celebrity endorsements should also consider the target audience, the brand's values, and the overall marketing goals. Bauer et al. (2022) found that matching celebrity endorsement social judgments with the appropriate advertising message positively impacts consumer engagement with the brand, regardless of gender. Celebrities can effectively enhance the visibility of the advertisements they feature in, particularly when the products they endorse align with their established personal image (McCormick, 2016). As part of an investigation on celebrity-organization value congruence, Abdullah et al. (2022) found that celebrities endorsed by organizations that matched organizational values effectively portrayed actual company values, gaining consumers' attention and building a strong company image when employees

felt celebrity endorsements matched corporate values. In addition, advertisers should be able to make strong arguments for why endorsers genuinely do like the products (Silvera & Austad, 2004) because, for some other reason, celebrity endorsements appeared more effective in the case of unfamiliar products when compared to familiar ones (Knoll & Matthes, 2017) and associated via co-branding (Tian et al., 2022). In addition, a study by Park and Lin (2020) identifies different ranges of consumers' ages such that young consumers may be more attracted to celebrities than older consumers (Park & Lin, 2020) and women tend to believe more in testimonials from commercials with celebrities than men (Laura, 2020). Marketers should be able to understand consumers' emotional and cognitive bonding with celebrities. This is because consumers who are attached to celebrities and brands were found to be more loyal (Özer et al., 2022). It is also essential for marketers to select a multi-endorser system due to different groups of customers (Chan & Fan, 2022). Thus, celebrities that are well-liked by consumers may be able to attract attention and influence to purchase of the product (Hameed et al., 2023).

Method

Using the bibliometric analytic method, this research seeks to evaluate current trends in the growth of academic literature on celebrity endorsement. This paper uses network visualization and bibliometric indicators to present the findings.

Source and Data Collection

The Scopus database was utilized for the present bibliometric analysis to extract the necessary data for this analysis. This is because the Scopus database is one of the most prominent academic databases available today, with approximately 573 titles; this study employs the Scopus database as the primary source for data collection.

A series of searches were conducted that used different combinations of the following keyword string: TITLE-ABS-KEY ("celebrity endorsement") AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "english")) AND (EXCLUDE (PUBYEAR , 2023))

This Scopus search generated 573 documents (see Figure 1), and the search was conducted on August 17, 2023. Next, the filtration was done by excluding publication in 2023. A total of 573 documents were generated and analyzed comprehensively. Therefore, tools such as Harzing Publish or Perish, Microsoft Excel, and VOSviewer were used for further analysis.
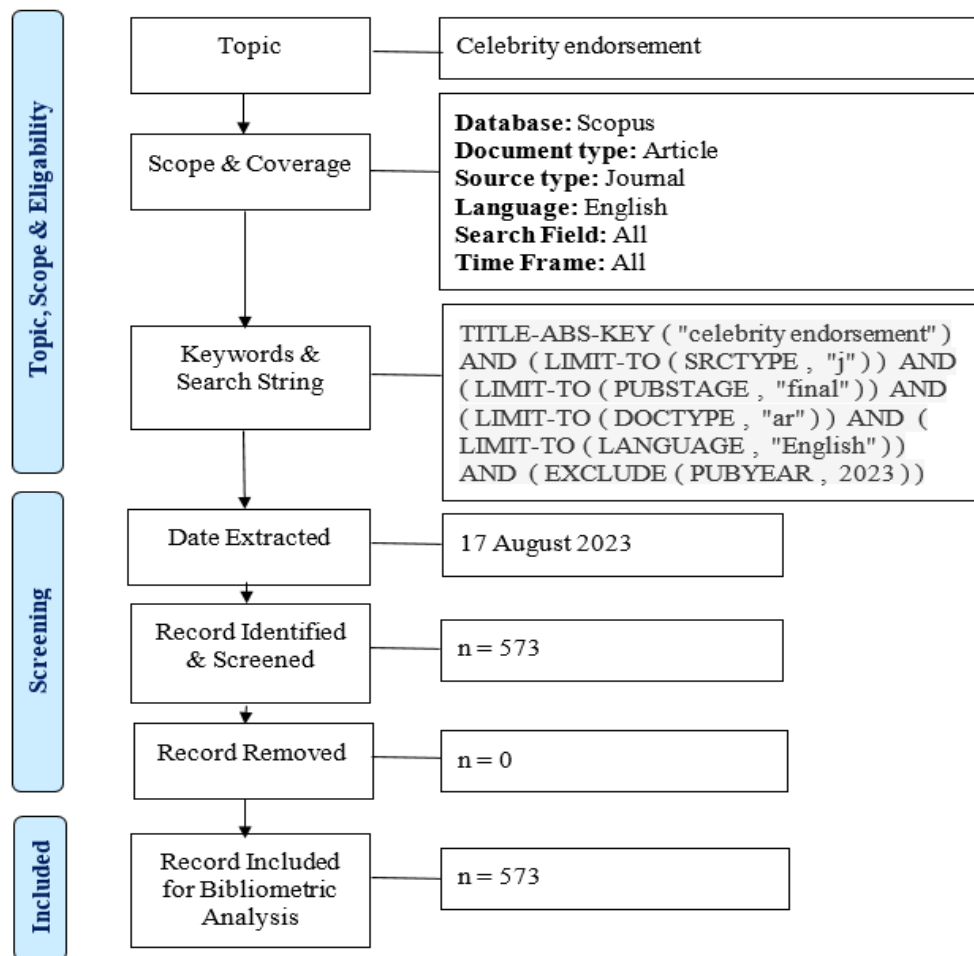
Figure 1: Flow diagram of the search strategy
Source: Zakaria et al. (2020)

Analysis and Results
The analysis for the extracted academic work in the search process was based on the following attributes: document and source type, subject area, most active source title, distribution of publication by countries, most active institutions, authorship analysis, keywords analysis, title, and abstract analysis and citation analysis. Annual growth data up until 2022 were also presented in the findings, which include their frequency and percentage.

Descriptive Analysis
Further analysis was done to analyze the type of documents and source types in which the research on celebrity endorsement was published.

Year of Publication
Research on celebrity endorsement was first published in 1984. The year 2022 recorded the highest year for publication in this area, with a total of the articles published 63 (10.99%). Followed by 2020 (10.65%) and 2019 (10.12%). Meanwhile, in 2018, less than 10% of publications on this topic were produced regarding this topic (Table 1).

Table 1: Year of publications

| Year	Total Publication (TP)	Percentage (%)
2022	63	10.99
2021	50	8.73
2020	61	10.65
2019	58	10.12
2018	52	9.08
2017	44	7.68
2016	38	6.63
2015	41	7.16
2014	32	5.58
2013	27	4.71
2012	21	3.66
2011	18	3.14
2010	10	1.75
2009	14	2.44
2008	10	1.75
2007	7	1.22
2006	4	0.70
2005	5	0.87
2004	2	0.35
2003	2	0.35
2002	2	0.35
2001	3	0.52
2000	3	0.52
1999	0	0.00
1998	0	0.00
1997	1	0.17
1996	0	0.00
1995	1	0.17
1994	0	0.00
1993	0	0.00
1992	0	0.00
1991	0	0.00
1990	1	0.17
1989	2	0.35
1988	0	0.00
1987	0	0.00
1986	0	0.00
1985	0	0.00
1984	1	0.17
Total	**573**	**100**
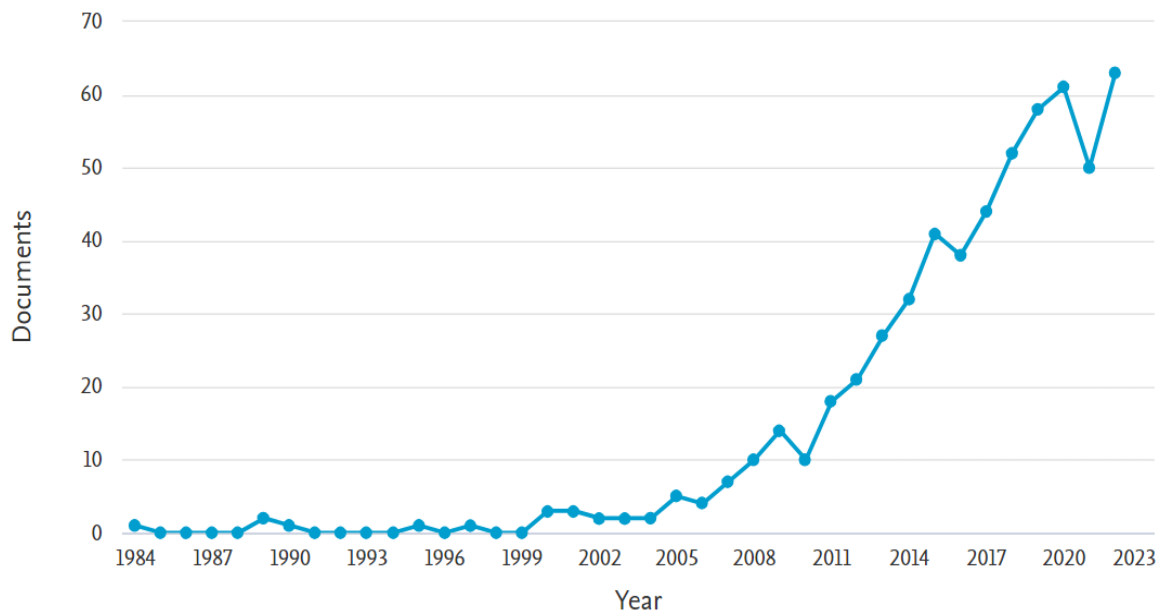
Figure 2: Documents by the year 1984 – 2022

In the graph form, Figure 2 demonstrates the growth of publication activities on this subject from 1984 to 2022. Based on the pattern and growth, celebrity endorsement has continuously gained much interest among scholars.

Subject Area
Table 2 summarizes the publications based on the subject area. It demonstrates that the most significant number of publications were categorized under "business, management, and accounting," with 381 (66.49%) publications. This is followed by "social sciences" (29.84%), "economic, econometrics and finance" (15.36%), "psychology" (9.08%) and "medicine" (6.63%). Other subject areas were below 5% of the total publications, including computer science, arts and humanities, engineering, decision sciences, environmental science, and multidisciplinary.

Table 2: Subject area

Subject area	Total Publication (TP)	Percentage (%)
Business, Management and Accounting	381	66.49
Social Science	171	29.84
Economics, Econometrics and Finance	88	15.36
Psychology	52	9.08
Medicine	38	6.63
Computer science	28	4.89
Arts and Humanities	26	4.54
Engineering	26	4.54
Decision sciences	17	2.97
Environmental Science	17	2.97
Multidisciplinary	10	1.75

Most Active Source Title
Table 3 addresses the most active source titles on celebrity endorsement. The highest source was Psychology and Marketing, with 19 (3.32%) publications. The second and third highest were the International Journal of Marketing and Journal of Promotion Management, with 17 and 15 publications. Followed by the Journal of Business Research, the European Journal of Marketing, the Indian Journal of Marketing and the Journal of Product and Brand Management.

Table 3: Most active source title

Source Title	Total Publication (TP)	Percentage (%)
Psychology and Marketing	19	3.32
International Journal of Advertising	17	2.97
Journal of Promotion Management	15	2.62
Journal of Business Research	11	1.92
European Journal of Marketing	10	1.75
Indian Journal of Marketing	10	1.75
Journal of Product and Management	10	1.75
Journal of Advertising Research	8	1.40
Journal of Marketing Communications	8	1.40

Keyword Analysis
This study then further analyzes the author's keywords by producing the word cloud using WordArt online generator (WordArt, 2023)

Figure 3: Word cloud of the keywords

Geographical Distribution of Publications

This study also presents the most active countries that published documents on celebrity endorsement. Table 4 recorded the top countries that contributed to the publications were: the United States, India, United Kingdom, and Australia, with more than 50 publications.

Table 4: Top countries contributed to the publications

Country	Total Publication (TP)	Percentage (%)
United States	85	19.06
India	55	12.33
United Kingdom	41	9.19
Malaysia	28	6.28
Australia	19	4.26
Bangladesh	17	3.81
South Africa	12	2.69
Belgium	11	2.47
Canada	10	2.24
China	10	2.24
Germany	10	2.24
Ghana	10	2.24
Norway	10	2.24
Pakistan	9	2.02

Citation Analysis

Harzing's Publish or Perish software was utilized to find the citation metric for the retrieved data from the Scopus database. Table 5 presents the citation metrics for the retrieved documents as of 17 August 2023. The short description contains the number of citations with their citations per year, citations per paper, and citations per author.

There were 573 papers with 17,025 citations averaging 170.96 citations per year of celebrity endorsement publications. Each paper was cited 29.71 times, and the total h-index and the g-index were at 70 and 109 for all the publications.

Table 5: Citation Metrics

Metrics	Data
Publication year	1984 - 2022
Citations	17,025
Papers	573
Cites_Year	436.54
Cites_Paper	29.71
Cites_Author	7765.03
Papers_Author	271.55
h_index	70
g_index	109

The top 20 most cited articles on celebrity endorsement are presented in Table 6 below. E. Djafarova and C.Rushworth, with the title "Exploring the credibility of online celebrities' Instagram profile in influencing the purchase decisions of young female users," was the most cited article to date, with 564 total citations. Followed by A.P. Schouten, L. Janssen, and M.

Verspaget in the article entitled "Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit."

Table 6: Highly cited articles

No.	Authors	Title	Year	Cites	Cites Per Year
1	E. Djafarova, C. Rushworth	Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users	2017	564	94
2	A.P. Schouten, L. Janssen, M. Verspaget	Celebrity vs. Influencer endorsements in advertising: The Role of identification, credibility, and Product-Endorser fit	2020	489	163
3	R.A. Grana, P.M. Ling	"Smoking revolution": A content analysis of electronic cigarette retail websites	2014	409	45.44
4	A. Spry, R. Pappu, T.B. Cornwell	Celebrity endorsement, brand credibility, and brand equity	2011	379	31.58
5	S.M. Choi, N.J. Rifon	It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness	2012	356	32.36
6	J. Knoll, J. Matthes	The effectiveness of celebrity endorsements: a meta-analysis	2017	284	47.33
7	S.V. Jin, A. Muqaddam, E. Ryu	Instafamous and social media influencer marketing	2019	276	69
8	S. Chung, H. Cho	Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement	2017	274	45.67
9	L. Bergkvist, K.Q. Zhou	Celebrity endorsements: A literature review and research agenda	2016	247	35.29
10	S.C. Boerman, L.M. Willemsen, E.P. Van Der Aa	"This Post Is Sponsored": Effects of Sponsorship Disclosure on Persuasion Knowledge and Electronic Word of Mouth in the Context of Facebook	2017	239	39.83
11	S.M. Choi, W.-N. Lee, H.-J. Kim	Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising	2005	226	12.56

12	M.A. Kamins, M.J. Brand, S.A. Hoeke, J.C. Moe	Two-sided versus one-sided celebrity endorsements: The impact on advertising effectiveness and credibility	1989	213	6.26
13	H.J. Park, L.M. Lin	The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement	2020	194	64.67
14	N.D. Fleck, P. Quester	Birds of a feather flock together... Definition, role and measure of congruence: An application to sponsorship	2007	153	9.56
15	X. Xu (Rinka), S. Pratt	Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y	2018	148	29.6
16	A. Keel, R. Nataraajan	Celebrity Endorsements and Beyond: New Avenues for Celebrity Branding	2012	143	13
17	H.M. Awan, A.N. Siddiquei, Z. Haider	Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector	2015	141	17.63
18	D.H. Silvera, B. Austad	Factors predicting the effectiveness of celebrity endorsement advertisements	2004	141	7.42
19	K. McCormick	Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions	2016	139	19.86
20	R. Dye	The buzz on buzz.	2000	139	6.04

Conclusion

Celebrity endorsement in marketing is a strategic partnership that capitalizes on a famous individual's influence to promote a product or brand, aiming to increase visibility, credibility, and consumer trust. Celebrity endorsements can drive sales and enhance a brand's overall image when executed effectively. However, careful planning and consideration of the celebrity and the product are essential to maximize the benefits of this marketing strategy.

While celebrity endorsements can be highly effective, they also come with risks. If a celebrity associated with a brand becomes embroiled in controversy or their image is tarnished, it can negatively impact the brand's reputation. Additionally, the cost of hiring celebrity endorsements can be substantial.

This study employs a bibliometric lens to implore the landscape of celebrity endorsement within marketing comprehensively. Through rigorous quantitative analysis and content examination, the study contributes to academic and marketing practice, offering a comprehensive understanding of the evolving dynamics between celebrities, brands, and consumers in modern marketing.

Limitations of the Study

Although Scopus was recognized among the top extensive online databases that index all scholarly works, it still does not cover all accessible sources. Thus, some exclusions are very much expected from this study. Besides, no search query is 100% perfect for capturing all the scholarly works in this area. This study analyzed the publications with stringent limitations to avoid attaining inappropriate search responses.

Future Research

This work may be enriched to acquire more precise results when probing for articles. It has been suggested for future research to lengthen this work to other databases, as well as bibliometric analyses of celebrity endorsement for various types of products and services. In addition, future research should be able to compare the celebrity endorser with influencer endorsements, including vloggers, Instafamous, YouTubers, and Tiktokers personalities. This also led to an opportunity to study which type of influencers are the most successful endorsers locally and globally.

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