

A Bibliometric Study's Preliminary Intellectual Scope on Celebrity Endorsement

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Abstract

E-commerce and traditional commerce have utilized celebrity endorsements to enhance the promotion of their products and services and cultivate brand images that align with consumer preferences. A celebrity is a person who is well-known to the general public and esteemed in society for their notable accomplishments and illustrious position. Celebrities can stimulate consumer desires, ambitions, and fantasies and act as the embodiment of a business, forging connections with consumers and developing relationships with them. This study utilizes bibliometric analysis software to offer a conceptual understanding of research on celebrity endorsements. The bibliometric data was acquired from ScienceDirect.com. The results indicate the existence of five distinct groups of subjects in celebrity endorsement research. The primary focus is on consumer behaviors, particularly trustworthiness, credibility, attractiveness, brand attitude, congruence, and purchase intention. The additional factors encompass the areas of (1) influencer and medium, engagement, and authenticity; (2) marketing and messaging, rewards, and activities involved; (3) body image and exposure of the celebrity; and (4) COVID-19 context and influence of governmental policies. The study also presents the theoretical implications, including concepts such as parasocial interaction theory, stimulus-organism-response theory, and the theory of planned behavior, as a recommendation for further research. The bibliometric analysis of the current literature on celebrity endorsement showcases the usefulness of the stimulus-organism-response theory. This theory elucidates how external factors, known as stimuli, can impact consumers' cognitive and emotional states, referred to as organisms, resulting in positive responses like purchase intention. In addition, the bibliometric analysis result also shows that parasocial interaction theory can offer celebrity endorsers the ability to utilize marketing and social context to impact virtual relationships with customers. Furthermore, the constraints are also examined, and suggestions are provided.

Keywords: Celebrity endorsement; Bibliometric analysis; Stimulus-organism-response (SOR).

Introduction

Celebrity endorsement has been recognized as a beneficial marketing tool that can provide significant economic value to corporations, such as Tiger Woods' influence on Nike golf ball sales (Chung, 2013). Celebrity endorsement is widely accepted to improve the brand attractiveness of products and services (Al Mamun et al., 2023). Given the prevalence of celebrity endorsements and promotions, research on celebrity endorsements has received significant attention from researchers in a variety of fields, including marketing communication (Jun et al., 2023), live-streaming e-commerce (Meng et al., 2021), and traditional e-commerce (Jin & Ryu, 2020). Nonetheless, a bibliometric examination of the existing literature on celebrity endorsement is not yet accessible. As a result, this research aims to bridge that gap. In 2021, Halder, Pradhan, and Chaudhuri used bibliometric analysis to examine a celebrity endorser's credibility. They found themes like corporate image, corporate identification, corporate philanthropy, corporate social responsibility, message quality or strength, message framing and sidedness, brand familiarity, and brand congruence. Indeed, a bibliometric study is a valid and valuable method for researchers to gain insights and a deeper understanding of the existing literature on specific research concerns or themes, such as the balanced scorecard (Suarez-Gargallo & Zaragoza-Saez, 2023). This study will use the VOSviewer software to evaluate the interrelationships of citations in a connected publication network.

Research Objective

Because there is a lack of overarching conceptual structure in the literature on celebrity endorsement, this study addresses the gap using bibliometric analysis. Bibliometric analysis has grown in favor of a quantitative research tool for assessing academic productivity and identifying trends in certain study areas (Koo & Lin, 2023). Thus, this study aims to use bibliometric approaches to investigate the existing intellectual structure of celebrity endorsement research, emphasizing the interrelated themes that can be valuable to research academics on celebrity endorsement issues.

Literature Review

Celebrity endorsement research has traditionally been used to improve marketing efficacy. However, its significance in the Internet era, particularly in China's fast-changing e-commerce environment, is complex, and more research should be dedicated. Meng et al. (2020) investigate how online celebrities might influence customers' organic states regarding pleasantness, arousal, emotional trust, and adoration, which leads to increased buying intention. Shen et al. (2022) demonstrate, in a similar context but with a hotel live-streaming application, that celebrity endorsers can use new advancements in social media- and e-commerce technology to form virtual parasocial relationships with consumers, demonstrating the relevance of self-congruity that explains the consistency between consumers' self-image and their choice of products.

Various applications have made use of celebrity endorsement. In international destination marketing, Li, Liu, and Xie (2022) examine the degree of effects of endorsement by a local celebrity with endorsement by a celebrity from a tourist source country. Industries also use celebrity endorsement to demonstrate the value of pro-green practices (Ho et al., 2022). Celebrity endorsers are used by groups to promote awareness for issues such as young-onset colorectal cancer (Lahooti et al., 23). Celebrity endorsement is beneficial for advertising luxury brands because it affects the psychological distance between the brand and the consumers, influencing consumer perceptions (Yu & Hu, 2020).

There is much interest in the antecedents-celebrity endorsement-consequence structure in the existing literature. Huo et al. (2022), for example, investigate celebrity endorsers' cultural backgrounds as a crucial antecedent factor affecting restaurant consumers' buying decisions. In the celebrity endorsement effect, a comparable cultural antecedent but a distinct variable known as ethnicity is investigated (Chatzopoulou & Navazhylava, 2022).

Research Methodology

This study employs a bibliometric analysis tool and VOSviewer software to generate and visualize bibliometric networks of the existing literature retrieved from Scencedirect.com using the keyword "celebrity endorsement." As defined by Simsek and Kalipci (2023), the bibliometric study is a quantitative evaluation of publications and citations employed in practically every subject today. The constructs and variables that explain the research interest's different themes are illuminated not only by the bibliometric map but are also clustered, and researchers can zoom in to identify the interrelationships of the constructs and variables (Xiao et al., 2023).

The VOSviewer program is utilized in this investigation. The bibliometric data is derived from a search of the Scencedirect.com databases for the term "celebrity endorsement." It generates a bibliometric map, which depicts the different clusters of research focus and the web

Consumer behaviors have received the most attention from these five domains of variables. Celebrity endorsement, for example, has been proven to have the power to leverage brand connection (Jun et al., 2023). According to Liu et al. (2023), the roles of celebrity endorsement from both the host country and the place of origin are demonstrated to raise consumers' attention and emotional states. Saridakis et al. (2023) suggest that celebrity-consumer fit or congruence is also crucial. However, the consumer behavior structure is complex, and researchers should examine moderating variables such as destination crowding and gender (Pradhan et al., 2023). Existing research also indicates that celebrity endorsement is practical for unique products and services, such as Bitcoin acceptance (Ullah et al., 2023) and green phones (Raj et al., 2023).

Discussion

The bibliometric study, which used the database of publications in Scimedirect.com on the term "celebrity endorsement," yielded five highly connected cluster variables in the celebrity endorsement research. (1) consumer behaviors (green color in the bibliometric map), (2) medium and influence, engagement and authenticity (blue), (3) marketing and message, and benefit and activity, (4) body image and exposure (yellow), and COVID pandemic and government influence (purple color) are the five research theme clusters.

Consumer behaviors include trustworthiness, credibility, attractiveness, competence, brand attitude, and congruence, all of which can influence consumers' purchase intentions. Credibility can be developed and facilitated through a variety of techniques, including marketing and message (the red color on the bibliometric map) and credible influencers (blue color) to improve message clarity and decrease ambiguity connected with brands and goods (Mishra & Mishra, 2014). Signaling theory primarily emphasizes the role of the endorser's credibility in influencing consumer purchase intention, such as by minimizing unequal information acquisition and understanding of products and services, as well as brand knowledge, between the supplier and consumers (Schmitz, 2023; Tan et al., 2018).

The blue relationship-themed cluster emphasizes well-known academic publications employing parasocial interaction theory (Ak Mamun et al., 2023). The overall consumer behavior structure can be explained using the stimulus-organism-response (S-O-R) theory, which explains how celebrity endorsers' stimulating attributes can significantly and positively influence consumers' cognitive and emotional responses, resulting in favorable attitudes and purchase intention (Al Mamun et al., 2023; Tan et al., 2018; Tan & Segson, 2018).

Conclusion

This study aims to utilize bibliometric approaches to investigate the existing intellectual structure of celebrity endorsement research, emphasizing the interrelated topics that can be valuable to research scholars in their research. Five themes were identified, with the most focused on consumer behaviors and employing, for example, parasocial interaction theory and stimulus-organism-response (S-O-R) theory. Consumer behavior structure considers trustworthiness, credibility, attractiveness, brand attitude, and congruence. These elements

demonstrate the fit of the stimulus-organism-response structure in research studying consumer behaviors relating to celebrity endorsement.

Implications

The bibliometric analysis of the existing literature on celebrity endorsement demonstrates the utility of the following theories: the stimulus-organism-response theory, which explains how external factors (stimulus) can influence consumers' cognitive and emotional states (organism), leading to favorable responses such as purchase intention (Al Mamun et al., 2023; Tan et al., 2018; Tan & Segson, 2018). According to parasocial interaction theory, celebrity endorsers use marketing and social context to influence virtual relationships with consumers, demonstrating the importance of consumer congruence with celebrity endorsers, such as personality and communication styles (Jin & Ryu, 2020).

The importance of attitude is evident in the bibliometric map, and future studies might examine the relationship between celebrity endorsement and purchase intention using the theory of planned behavior (TPB).

Limitation and Suggestion

This study has certain limitations. Using bibliometric study, on the other hand, has a substantial advantage. It quickly gives the researchers a general intellectual breadth and structure of knowledge, allowing them to build a preliminary but thorough grasp of the research concerns.

The bibliometric analysis needs to address the nuances of the elements and difficulties. For example, the control variable, such as the endorser's cultural background, is not apparent, and some researchers have discovered that the endorser's effectiveness is dependent, in part, on the meanings he or she brings to the endorsement process - in other words, the endorser's cultural background (McCracken, 1989). This implies that researchers should pay attention to control variables, demographics, or psychographics in their studies on celebrity endorsement. Supplementing quantitative surveys with interviews is also proposed (Tan, 2018; Tan, 2019).

The current bibliometric data was obtained only from the Scopus database using one term, "celebrity endorsement," and thus is not cognitively representative; further research can be conducted utilizing databases such as Web of Science and Emerald.

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