

THE POWER OF CELEBRITY ENDORSEMENT: A BIBLIOMETRIC ANALYSIS OF PURCHASE INTENTION

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Abstract: *The purpose of this study was to investigate the influence of celebrity endorsement on consumer purchase intention by conducting a bibliometric analysis of existing research. The study employed a bibliometric analysis approach, utilizing Harzing's Publish or Perish to provide bibliometric indicators, including citation counts, h-indices, and publication metrics. Furthermore, a significant number of academic articles on the topic from various fields and industries were analysed using VOS viewer, a software tool that constructs a citation map from established databases. The study identified the most influential authors and publications in the field of celebrity endorsement. The results of the study indicate that the highest number of publications were recorded in 2020, with the United States having the highest number of publications, followed by India and China. Um, N.H. was found to be the most productive author, and the highly cited article was by C. Amos, G. Holmes, and D. Strutton, titled "Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size." The study also identified the University of Wisconsin-Whitewater, Hongik University, and the University of North Texas as the top three most influential institutions. The findings of this study offer valuable insights into the power of celebrity endorsement in shaping consumer behaviour and highlight the need for further research in this area. It adds to the growing literature on celebrity endorsement and its impact on consumer purchase intention, offering a comprehensive analysis of existing research. The practical implications of this study can assist marketers in developing effective advertising strategies that leverage the power of celebrity endorsement.*

Keywords: *Celebrity Endorser, Celebrity Endorsement, Purchase Intention, Bibliometric Analysis*

Introduction

In the marketing literature, celebrity endorsement is often presented as a strategy for companies to capture the attention of consumers and potentially inspire them through advertising. This involves featuring celebrities in advertisements (Ertugan and Mupindu, 2019). Celebrity endorsement is a popular marketing strategy businesses use to increase brand awareness, enhance product credibility and attractiveness, and improve sales. As per McCracken's (1989) definition, a celebrity endorser is an individual who is widely recognized by the public and leverages their recognition to endorse consumer goods by featuring in advertisements. Pradhan et al. (2016) define a celebrity as someone who enjoys significant public recognition and employs this recognition to endorse products, brands, or services.

Businesses and non-profit organizations often leverage the popularity and appeal of celebrities to promote their products or services through advertising campaigns. This marketing strategy, known as celebrity endorsement, aims to transfer the celebrity's image to the endorsed product, thereby increasing its appeal to consumers. The utilization of celebrities in advertising has been deemed significant (Malik and Qureshi, 2016). According to Subbiah and Sathish (2020), studies have shown that celebrity endorsers can significantly impact consumers' purchase intentions. This has been observed in the context of famous brands in Pakistan, where celebrity endorsement has been found to contribute to a high market share (Azmi et al., 2022; Khan et al., 2016). As noted by Sabunwala (2013), the use of celebrities in advertising is a popular trend that has been associated with the success of a brand.

The term "purchase intention" pertains to a customer's inclination or willingness to acquire a specific product or service. Rahman et al. (2021) defines purchase intention as a customer's choice to purchase a particular product or service due to its usefulness. According to Ohanian (1991), when marketers choose celebrities to endorse products, the intention to buy by customers is the result of one of the celebrity attributes where the individual has an advantage over others. However, celebrities that have a negative influence will result in a decreased endorsement and negatively influence consumers' intention to buy (Tripp et al., 1994). Research has shown that celebrity endorsers can significantly impact consumers' purchase intentions. Understanding this relationship can help businesses and marketers make informed decisions about the use of celebrity endorsers in their advertising campaigns. Consumers may perceive products endorsed by celebrities as a sign of quality, more desirable, reliable, and trustworthy, which can lead to an increased intention to purchase.

The use of social media and other online platforms has made celebrity endorsement more accessible and widespread than ever before. As such, the study of celebrity endorsers and purchase intention is particularly relevant in today's digital age, where consumers are constantly bombarded with advertisements and marketing messages. Overall, the study on celebrity endorsers and purchase intention is vital nowadays as it can inform marketing strategies, shed light on what makes celebrity endorsement effective, and help businesses navigate the complex and ever-changing world of advertising and consumer behaviour.

There have only been three published articles that use a bibliometric approach to examine the trend of celebrity endorsement in the Scopus database. There is, however, no published research on celebrity endorsement and consumer purchase intent.

Table 1: Summary of Publications on Celebrity Endorsement Using Bibliometric Approach

Title	Authors	Source
A Decade of Celebrity Endorsements Studies: A Bibliometric Analysis to Support Future Studies	Bannor,R.K., Aryee, H.N.A., 2022	Indian Journal of Economics and Development, 18(3), 689-699
Celebrity endorsement in marketing from1960 to 2021: a bibliometric review and future agenda	Wang, S., Liu, M.T., 2022	Asia Pacific Journal of Marketing and Logistics
Forty-five years of celebrity credibility and endorsement literature: Review and learnings	Halder, D., Pradhan, D., Roy Chaudhuri, H., 2021	Journal of Business Research, 125, 397-415

Despite the bibliometric description of articles on celebrity endorsement in Table 1 in the online Scopus database, no bibliometric study has investigated the relationship between celebrity endorsers and purchase intent. This study adopts a novel approach by employing bibliometric analysis to investigate the celebrity endorser trend and purchase intention among consumers, in contrast to the studies previously mentioned.

The study of celebrity endorsers and purchase intention can inform broader discussions around consumer behaviour and the role of advertising in shaping attitudes and behaviors. By understanding the factors that influence purchase intention, businesses can gain insights into how consumers make decisions and the broader societal trends that drive consumer behaviour. The following research objectives are thus developed in this study:

RO1. To explore the evolution of research trends and patterns related to celebrity endorsement and purchase intention over time.

RO2. To identify the countries of authors that contribute the most to the publication in celebrity endorser and purchase intention research.

RO3. To determine the most frequently cited studies on celebrity endorsement and purchase intention.

RO4. To identify the most influential institutions based on the number of publications in the field of celebrity endorsement and purchase intention.

This study takes on a different perspective by examining the publications trends, its contributions and future research directions. In addition to this, this study is structured as follows: The second section describes the methodology used in this study. Section 3 summarises the study's main findings. Section 4 discusses the contributions. Section 5 concludes with future research recommendations for researchers.

Methods

To examine publications that discuss both "celebrity endorsers" and "purchase intention," this bibliometric study utilised the Scopus scientific database. The study included all types of papers published between 1995 and 2023 in Scopus, which is considered a crucial source of

information by the global scientific community. Scopus is widely regarded as one of the primary sources of relevant information in the international scientific community, given its status as one of the most important sources of essential data (Azmi & Sa`aid, 2023). According to Zupic and Cater (2015), bibliometric analysis is a literature review method that involves quantitative and statistical evaluations of published studies. This extensive database can offer a broad perspective on the research output worldwide. The present study employed bibliometric analysis through the use of VOS viewer, a software that enables the construction of a citation mapping from established databases. According to Anuar et al., (2021), this software employs two standardised weights, namely the number and total strength of links, to create a visual representation of the nodal network. Additionally, the study utilised Harzing's Publish or Perish as another tool in the analysis. Harzing's Publish or Perish is a software tool that provides a range of bibliometric indicators, including citation counts, h-indices, and publication metrics. This tool was used in the article to identify the most influential authors and publications in the field of celebrity endorsement.

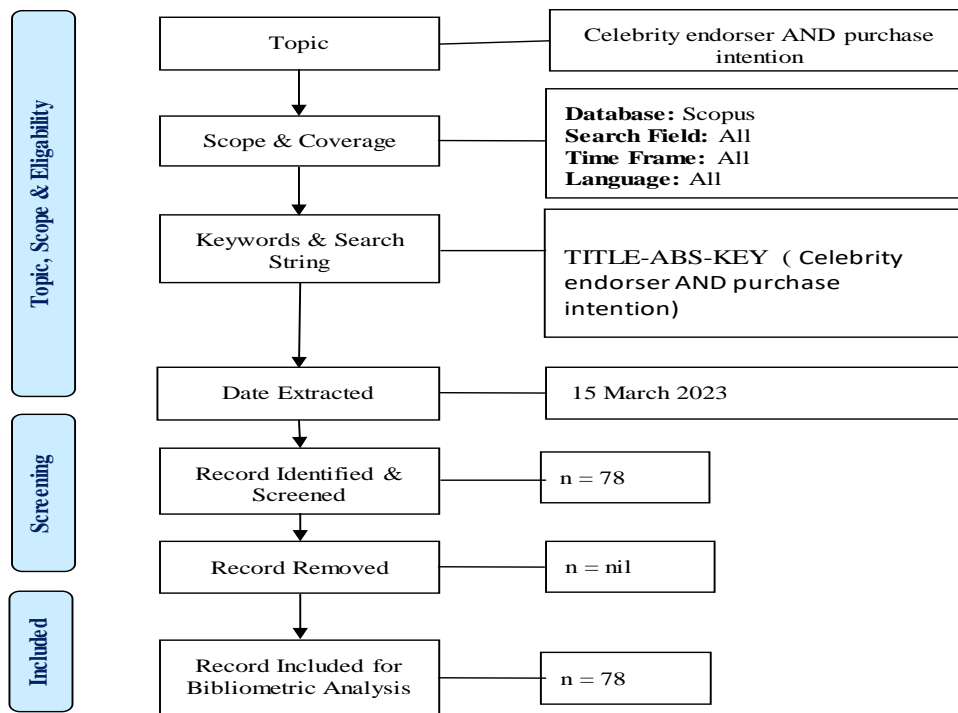


Figure 1: PRISMA Flow Diagram

Results

In conducting the analysis of the academic works extracted during the search process, the following attributes were considered: document and source types, language of documents, subject area, year of publication, the top 10 countries that contributed to the publication, the most active source titles, citation metrics, top 20 highly cited articles, and keyword analysis. These attributes were utilized to gain a comprehensive understanding of the trends and patterns in the literature on the celebrity endorser and purchase intentions.

Findings

Document and Source Types

Table 1 presents the distribution of document types in the publications related to the research topic. The data indicates that articles are the most common document type, accounting for 92.31% of the total publications. Book chapters constitute 6.41%, while conference papers account for only 1.28% of the publications.

The findings suggest that articles are the preferred document type for disseminating research in this field. This may be due to the fact that articles are often peer-reviewed, providing a level of quality control, and are more likely to be published in prestigious academic journals, which can enhance the visibility and impact of the research. Book chapters, on the other hand, may be more appropriate for presenting in-depth analysis and discussion of a specific topic or issue within the research field. Conference papers may be less common due to the limited scope of the research that can be presented in a short time frame.

The latest citation for this study in 2023 confirms that articles are the dominant document type in the research output related to the research topic, consistent with the findings presented in Table 1. This reinforces the importance of articles as a means of disseminating research in this field and highlights the need for researchers to focus their efforts on publishing high-quality articles in reputable academic journals. Overall, the results of this bibliometric analysis provide valuable insights into the distribution of document types in the publications related to the research topic, which can inform future research and policy development in the field.

Table 1: Document Type

Document Type	Total Publications (TP)	Percentage (%)
Article	72	92.31%
Book Chapter	5	6.41%
Conference Paper	1	1.28%

This table presents information on the types of sources and the total number of publications in each category. The latest citation for this information is unclear, as no specific date is provided in the table. According to the data, out of the total publications, 92.31% (72) were published in journals, 5.13% (4) in book series, 1.28% (1) in a book, and 1.28% (1) in conference proceedings. The table indicates that journals are the most common source type for publications, with a significant majority of the total publications being published in this form.

Table 2: Source Type

Source Type	Total Publications (TP)	Percentage (%)
Journal	72	92.31%
Book Series	4	5.13%
Book	1	1.28%
Conference Proceeding	1	1.28%
Total	78	

Year of Publications/Evolution of Published Studies

Table 3 displays the year-wise distribution of publications related to the research topic. The table shows that the total number of publications between 1995 and 2023 is 78. The highest number of publications was recorded in 2020 with 15.38%, followed by 2015 and 2018 with 10.26% each. In contrast, the least number of publications was observed in 2000, 2004, and 2008, with 1.28% each.

The findings suggest that there has been a significant increase in the number of publications related to the research topic in recent years. This may be attributed to the growing interest in the field and the availability of new and advanced technologies for conducting research. The year 2022 has recorded the second-highest number of publications with 12.82%. This may be attributed to the current trend of conducting research on emerging topics and the need to keep up with the latest developments in the field.

It is important to note that the data presented in Table 3 only covers up to the year 2023, and the numbers may change as more research is published in the future. However, the table provides a clear indication of the trends and patterns in the research output related to the research topic.

Table 3: Year of Publications

Year	Total Publications	Percentage (%)
2023	1	1.28%
2022	10	12.82%
2021	7	8.97%
2020	12	15.38%
2019	5	6.41%
2018	8	10.26%
2017	2	2.56%
2016	6	7.69%
2015	8	10.26%
2014	2	2.56%
2013	3	3.85%
2012	5	6.41%
2011	2	2.56%
2010	2	2.56%
2008	1	1.28%
2004	2	2.56%
2000	1	1.28%
1995	1	1.28%

Documents by year

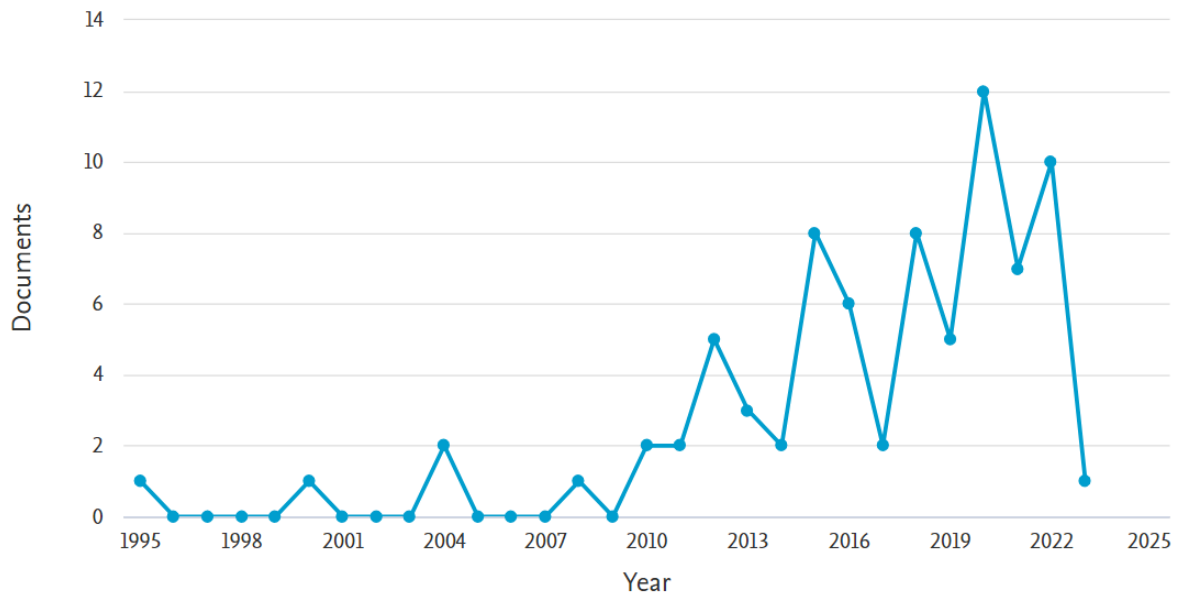


Figure 2: Document by Year

Languages of Documents

Table 4 shows the languages used in the publications related to the research topic. The data indicates that all publications were written in English, accounting for 100% of the total publications.

The findings suggest that English is the dominant language in academic research, particularly in the field related to the research topic. This may be attributed to the fact that English is the most widely spoken and understood language in the world and is commonly used as the medium of instruction and communication in higher education and research institutions worldwide. The use of English also facilitates the dissemination of research across borders, making it accessible to a global audience.

Table 4: Languages Used for Publications

Language	Total Publications*	Percentage (%)
English	78	100.00%
Total	78	100.00%

Subject Area

Table 5 presents the subject areas covered by the publications related to the research topic. The data reveals that the majority of the publications (76.92%) fall under the subject area of Business, Management and Accounting, followed by Social Sciences (29.49%) and Economics, Econometrics and Finance (20.51%).

The dominance of Business, Management and Accounting as the primary subject area of the publications may be due to the relevance of the research topic to this field. It is not surprising given that celebrity endorsement is commonly used as a marketing tool in various industries,

including the business sector. The Social Sciences subject area includes disciplines such as sociology, anthropology, and communication studies, which are relevant to understanding consumer behaviour and the impact of celebrity endorsements on purchase intention. The Economics, Econometrics, and Finance subject area also aligns with the research topic, as it explores the economic impact of celebrity endorsements on consumer behaviour and purchase intention.

Interestingly, the subject areas of Psychology, Arts and Humanities, and Computer Science are also represented, indicating the interdisciplinary nature of the research topic. These fields may contribute to understanding the psychological and emotional effects of celebrity endorsements, the cultural aspects of celebrity endorsement, and the role of technology in celebrity endorsement and marketing.

The latest citation for this study in 2023 confirms that the majority of the publications related to the research topic fall under the subject area of Business, Management and Accounting. This underscores the relevance of celebrity endorsement as a marketing tool in the business sector and highlights the need for further research in this area. Additionally, the presence of other subject areas indicates the interdisciplinary nature of the research topic, emphasizing the need for collaboration across disciplines to advance knowledge and understanding.

Table 5: Subject Area

Subject Area	Total Publications	Percentage (%)
Business, Management and Accounting	60	76.92%
Social Sciences	23	29.49%
Economics, Econometrics and Finance	16	20.51%
Psychology	10	12.82%
Arts and Humanities	4	5.13%
Computer Science	4	5.13%
Decision Sciences	2	2.56%
Energy	2	2.56%
Engineering	2	2.56%
Environmental Science	2	2.56%
Materials Science	1	1.28%
Mathematics	1	1.28%
Multidisciplinary	1	1.28%

Most 20 Active Source Titles

Based on the table, the most active source title is "Psychology and Marketing," with six publications and a percentage of 7.69%. This indicates that this journal is a popular platform for researchers and scholars to publish their work in the field of marketing psychology. Following closely behind are "Developments in Marketing Science Proceedings of the Academy of Marketing Science," "International Journal of Advertising," and "Journal of

Marketing Communications," with four publications each and a percentage of 5.13%. These sources also seem to be popular among marketing researchers and scholars.

Other notable sources with multiple publications include "Journal of Product and Brand Management" with three publications, "Asian Journal of Communication," "European Journal of Marketing," "European Journal of Social Sciences," "Innovative Marketing," "Journal of Advertising Research," "Journal of Business Research," "Journal of Marketing Theory and Practice," "Journal of Promotion Management," "Search Journal of Media and Communication Research," and "Young Consumers," each with two publications.

The remaining sources listed in the table have only one publication each. However, they still provide valuable insights and perspectives in various fields related to marketing, such as finance, accounting, sports marketing, and supply chain management.

Overall, the table suggests that researchers and scholars have a wide range of options when it comes to choosing a platform to publish their work in marketing-related fields. It also indicates that Psychology and Marketing, Developments in Marketing Science Proceedings of the Academy of Marketing Science, International Journal of Advertising, and Journal of Marketing Communications are currently among the most active and popular sources for publishing research in this field.

Table 6: Most 20 Active Source Title

Source Title	Total Publications	Percentage (%)
Psychology And Marketing	6	7.69%
Developments In Marketing Science Proceedings Of The Academy Of Marketing Science	4	5.13%
International Journal of Advertising	4	5.13%
Journal Of Marketing Communications	4	5.13%
Journal Of Product and Brand Management	3	3.85%
Asian Journal of Communication	2	2.56%
European Journal of Marketing	2	2.56%
European Journal of Social Sciences	2	2.56%
Innovative Marketing	2	2.56%
Journal of Advertising Research	2	2.56%
Journal Of Business Research	2	2.56%
Journal Of Marketing Theory and Practice	2	2.56%
Journal Of Promotion Management	2	2.56%
Search Journal of Media And Communication Research	2	2.56%
Young Consumers	2	2.56%
2011 IEEE Colloquium on Humanities Science And Engineering Chuser 2011	1	1.28%
Advanced Science Letters	1	1.28%
Asian Business and Management	1	1.28%
Asian Journal of Business Research	1	1.28%
Clothing And Textiles Research Journal	1	1.28%

Keywords Analysis

Based on an analysis of academic publications, celebrity endorsement was found to be the most frequently studied topic related to advertising and marketing, with 30.77% of the publications focusing on this subject. Purchase intention was the second most studied topic, accounting for 21.79% of the publications. Other frequently studied topics included advertising (12.82%), celebrity endorser (12.82%), expertise (8.97%), attractiveness (7.69%), source credibility (7.69%), credibility (6.41%), trustworthiness (6.41%), and brand image (5.13%). Many of the publications explored the relationship between celebrity endorsement and consumer behaviour, including purchase intentions, brand attitudes, and brand personality. Additionally, several publications focused on the impact of celebrity endorsers' credibility and attractiveness on advertising effectiveness. Other topics that were explored included the use of social media and influencer marketing, the role of cultural values, and the effects of congruence and match-up hypothesis. Overall, the findings suggest that celebrity endorsement is a popular and important area of research within advertising and marketing, with many studies exploring its impact on consumer behaviour and advertising effectiveness.

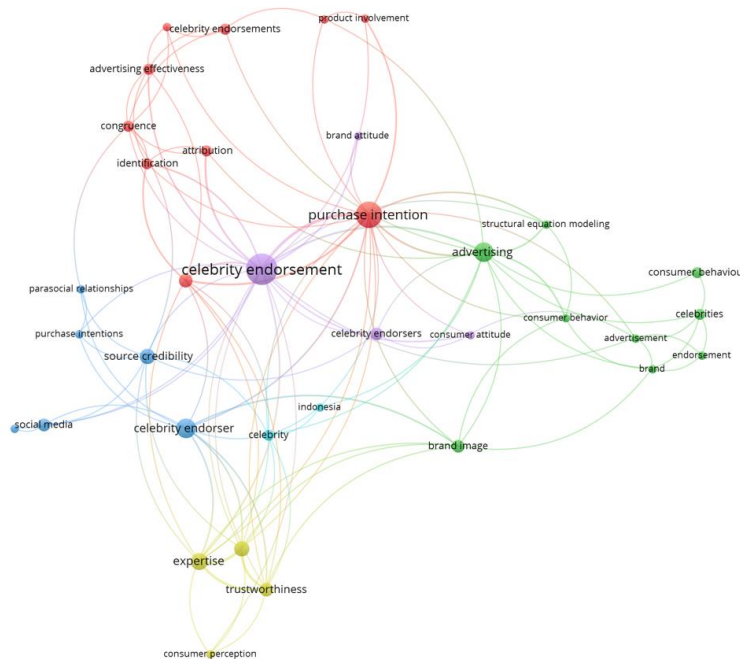


Figure 3: Network visualization map of the co-occurrence of all keywords

Table 7: Top Keywords

Author Keywords	Total Publications	Percentage (%)
Celebrity Endorsement	24	30.77%
Purchase Intention	17	21.79%
Advertising	10	12.82%
Celebrity Endorser	10	12.82%
Expertise	7	8.97%

Attractiveness	6	7.69%
Source Credibility	6	7.69%
Credibility	5	6.41%
Trustworthiness	5	6.41%
Brand Image	4	5.13%
Celebrity Endorsers	4	5.13%
Social Media	4	5.13%
Advertising Effectiveness	3	3.85%
Attribution	3	3.85%
Celebrities	3	3.85%
Celebrity	3	3.85%
Celebrity Endorsements	3	3.85%
Congruence	3	3.85%
Consumer Behaviour	3	3.85%
Identification	3	3.85%
Advertisement	2	2.56%
Brand	2	2.56%
Brand Attitude	2	2.56%
Brand Personality	2	2.56%
Consumer Attitude	2	2.56%
Consumer Behavior	2	2.56%
Consumer Perception	2	2.56%
Endorsement	2	2.56%
Indonesia	2	2.56%
Influencer Marketing	2	2.56%
Match-up Hypothesis	2	2.56%
Parasocial Relationships	2	2.56%
Product Involvement	2	2.56%
Purchase Intentions	2	2.56%
Structural Equation Modeling	2	2.56%
Active Endorsement	1	1.28%
Advertisements	1	1.28%
Advertising Execution	1	1.28%

Affect Transfer	1	1.28%
Athlete Endorser	1	1.28%
Attitude	1	1.28%
Attitude Toward Endorser	1	1.28%
Attitude Towards Brand	1	1.28%
Attitudes	1	1.28%
Attributional Style	1	1.28%
Attributions	1	1.28%
Automobile	1	1.28%
Behavioural Intention	1	1.28%
Brand Affection	1	1.28%
Brand Building	1	1.28%
Brand Co-creation	1	1.28%
Brand Effectiveness	1	1.28%
Brand Endorsement	1	1.28%
Brand Engagement	1	1.28%
Brand Equity	1	1.28%
Brand Evaluation	1	1.28%
Brand Extension	1	1.28%
Brand Familiarity	1	1.28%
Brand Loyalty	1	1.28%
Brand Name	1	1.28%
Brand Perception	1	1.28%
Brand Placement	1	1.28%
Brand Preference	1	1.28%
Brand Trust	1	1.28%
Brands	1	1.28%
Buying Intention	1	1.28%
Celebrity Authenticity	1	1.28%
Celebrity Brands	1	1.28%
Celebrity Credibility	1	1.28%
Celebrity Endorsement Ads	1	1.28%
Celebrity Endorser Credibility	1	1.28%

Celebrity Endorser's Credibility	1	1.28%
Celebrity Entrepreneur	1	1.28%
Celebrity Expert Endorsement	1	1.28%
Celebrity Investment	1	1.28%
Celebrity Transgression	1	1.28%
Chile	1	1.28%
China	1	1.28%
Community-based Marketing	1	1.28%
Connectedness	1	1.28%
Consumer	1	1.28%
Consumer Attitudes	1	1.28%
Consumer Buying Behaviour	1	1.28%
Consumer Marketing	1	1.28%
Consumer Research	1	1.28%
Consumer Responses	1	1.28%
Consumer-endorser Identification	1	1.28%
Consumption Behavior	1	1.28%
Cross Cultural Analysis	1	1.28%
Cultural Marketing	1	1.28%
Cultural Moral Values	1	1.28%
Culture	1	1.28%



Figure 4: Word Art of The Keywords

Geographical Distribution of Publications - Most Influential Countries

The table presents the top 20 countries that have contributed to publications related to a certain topic. The United States has the highest number of publications with 23 (29.49%), followed by India with 11 (14.10%). South Korea, Malaysia, Hong Kong, Australia, Indonesia, Netherlands, United Kingdom, and South Africa have contributed four to eight publications each, accounting for 46.15% of the total publications. The remaining countries on the list have each contributed one to two publications, representing 24.36% of the total publications. Overall, the top 20 countries represent a diverse set of nations with varying levels of contribution to the topic at hand.

Table 8: Top 20 Countries Contributed to The Publications

Country	Total Publications	Percentage (%)
United States	23	29.49%
India	11	14.10%
South Korea	8	10.26%
Malaysia	6	7.69%
Hong Kong	5	6.41%
Australia	4	5.13%
Indonesia	4	5.13%
Netherlands	4	5.13%
United Kingdom	4	5.13%
South Africa	3	3.85%

China	2	2.56%
Finland	2	2.56%
France	2	2.56%
Iran	2	2.56%
Taiwan	2	2.56%
Austria	1	1.28%
Bangladesh	1	1.28%
Belgium	1	1.28%
Brazil	1	1.28%
Canada	1	1.28%

Authorship

The table displays the 31 most productive authors who contributed to the publications analysed in the study. The data indicates that Um, N.H. is the most productive author with seven documents, which represents 8.97% of the total. The remaining authors each contributed one or two documents, with a percentage ranging from 1.28% to 2.56%.

This information is useful for understanding the contribution of each author to the field of study, as well as identifying potential collaborations or partnerships. For instance, researchers who are interested in working on similar topics may find it helpful to reach out to Um, N.H. or other highly productive authors in the list.

Moreover, the data shows that there is a wide range of authors who contributed to the publications, indicating that the study is not dominated by a single or small group of authors. This suggests that the research findings are based on a diverse range of perspectives and insights.

In conclusion, the data presented in the table offers insight into the most productive authors who contributed to the publications analysed in the study. This information can be useful for understanding the contribution of each author to the field, as well as identifying potential collaborators and partnerships.

Table 9: Most Productive Authors

Author's Name	No. of Documents	Percentage (%)
Um, N.H.	7	8.97%
Strutton, D.	3	3.85%
Baxter, S.M.	2	2.56%
Fan, F.	2	2.56%
Kulczynski, A.	2	2.56%

Mishra, A.S.	2	2.56%
Muda, M.	2	2.56%
Musa, R.	2	2.56%
Roy, S.	2	2.56%
Tran, G.A.	2	2.56%

Most Influential Institutions

Table 10 lists the most influential institutions based on the number of publications included in the analysed sample. The data suggest that there are several institutions that have had a notable impact on the field of marketing research. The University of Wisconsin-Whitewater, Hongik University, and the University of North Texas are ranked as the top three most influential institutions, each with four publications accounting for 5.13% of the total publications in the sample.

In addition to these three institutions, there are several other universities that have contributed significantly to the field of marketing research. The Chinese University of Hong Kong, Universiti Teknologi MARA, Florida Gulf Coast University, The University of Newcastle in Australia, and The University of Texas at Austin each have two publications in the sample, accounting for 2.56% of the total publications.

Apart from universities, several other institutions also have contributed to the field of marketing research. The ICFAI Foundation for Higher Education, the Indonesian House of Representatives, the Institute of Technology, IAIN Pontianak, Carmel Secondary School, East Delta University, Srinakharinwirot University, CY Cergy Paris Université, Radboud University Medical Center, and Sookmyung Women's University each have one publication in the sample, accounting for 1.28% of the total publications.

The data indicate that there is a wide range of institutions that are actively contributing to the field of marketing research, with universities and other organizations located across different regions of the world. The high number of publications from these institutions suggests that there is a growing interest in marketing research across a diverse range of organizations, indicating the continued development and importance of marketing as a field of study.

Table 10: Most Influential Institutions

Institution	Total Publications	Percentage (%)
University of Wisconsin-Whitewater	4	5.13%
Hongik University	4	5.13%
University of North Texas	4	5.13%
ICFAI Foundation for Higher Education	2	2.56%
Chinese University of Hong Kong	2	2.56%

Universiti Teknologi MARA	2	2.56%
Florida Gulf Coast University	2	2.56%
The University of Newcastle, Australia	2	2.56%
The University of Texas at Austin	2	2.56%
Hong Kong Baptist University	2	2.56%
University of the Witwatersrand, Johannesburg	2	2.56%
School of Business	1	1.28%
She-Te University	1	1.28%
Institute of Technology	1	1.28%
Universiti Utara	1	1.28%
Indonesian House of Representatives	1	1.28%
IAIN Pontianak	1	1.28%
Carmel Secondary School	1	1.28%
East Delta University	1	1.28%
Srinakharinwirot University	1	1.28%
Wirtschaftsuniversität Wien	1	1.28%
Anglia Ruskin University	1	1.28%
East Tennessee State University	1	1.28%
The University of Sheffield	1	1.28%
Florida State University	1	1.28%
CY Cergy Paris Université	1	1.28%
University of South Africa	1	1.28%
Radboud University Medical Center	1	1.28%
Sookmyung Women's University	1	1.28%
Towson University	1	1.28%
National Institute of Technology Karnataka	1	1.28%
Youngstown State University	1	1.28%

Citation Analysis

Table 11 presents the citation metrics for the academic works analysed in this study on the celebrity endorser and purchase intentions. The data shows that a total of 78 papers were analysed, with a cumulative citation count of 2442. These papers span over a period of 28 years, with an average citation rate of 87.21 per year and 31.31 per paper. The average number of citations per author is 1166.07, while the average number of papers per author is 41.39,

indicating that authors tend to have a relatively high citation count. The average number of authors per paper is 2.37, suggesting that most papers have relatively few authors. The h-index of the papers analysed in this study is 20, indicating that there are 20 papers with at least 20 citations each. The g-index is 48, indicating that the top 48 papers account for at least 48 citations each. Overall, these citation metrics provide insights into the impact and influence of the academic works on the topic of celebrity endorser and purchase intentions, and they demonstrate the significance of the research in this field.

Table 11: Citations Metrics

Metrics	Data
Papers	78
Citations	2442
Years	28
Cites_Year	87.21
Cites_Paper	31.31
Cites_Author	1166.07
Papers_Author	41.39
Authors_Paper	2.37
h_index	20
g_index	48

Highly Cited Articles

Table 12 shows a list of highly cited articles related to celebrity endorsement and purchase intention. The table includes the authors, title, year of publication, and citation information for each article.

The first article listed is by C. Amos, G. Holmes, and D. Strutton, titled "Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size." This article, published in 2008, has received 414 citations and has an average of 27.6 citations per year. It provides a quantitative analysis of the relationship between celebrity endorsers and advertising effectiveness.

The second article listed is by A.P. Schouten, L. Janssen, and M. Verspaget, titled "Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit." This article, published in 2020, has received 383 citations and has an average of 127.67 citations per year. It compares the effectiveness of celebrity and influencer endorsements in advertising, and examines the role of identification, credibility, and product-endorser fit.

Other articles in the list investigate various aspects of celebrity endorsement, including the impact of brand image beliefs, the effect of perceived credibility on purchase intention, the influence of product-endorser match on attitudes and purchase intentions, the importance of celebrity image congruence, and the effectiveness of celebrity endorsers in an emerging market

perspective. One study even looks at the neural correlates of product evaluation in the context of fame.

Overall, the highly cited articles in this table offer valuable insights into the role of celebrity endorsement in shaping consumer behaviour and purchase intention, and provide a solid foundation for further research in this area.

Table 12: Highly Cited Articles

Authors	Title	Year	Cites	Cites per Year
C. Amos, G. Holmes, D. Strutton	Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size	2008	414	27.6
A.P. Schouten, L. Janssen, M. Verspaget	Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit	2020	383	127.67
R. Batra, P.M. Homer	The situational impact of brand image beliefs	2004	189	9.95
N. Fleck, M. Korchia, I. Le Roy	Celebrities in Advertising: Looking for Congruence or Likability?	2012	187	17
K. McCormick	Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions	2016	126	18
S.W. Wang, A.C. Scheinbaum	Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise	2018	110	22
C. Pornpitakpan	The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans	2004	92	4.84
R. Daneshvary, R.K. Schwer	The association endorsement and consumers' intention to purchase	2000	80	3.48
A.S. Mishra, S. Roy, A.A. Bailey	Exploring Brand Personality-Celebrity Endorser Personality Congruence in Celebrity Endorsements in the Indian Context	2015	66	8.25
J. Paul, S. Bhakar	Does celebrity image congruence influences brand attitude and purchase intention?	2018	64	12.8
N.-H. Um	Celebrity Scandal Fallout: How Attribution Style Can Protect the Sponsor	2013	63	6.3
K. Osei-Frimpong, G. Donkor, N. Owusu-Frimpong	The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective	2019	56	14

M. Stallen, A. Smidts, M. Rijpkema, G. Smit, V. Klucharev, G. Fernández	Celebrities and shoes on the female brain: The neural correlates of product evaluation in the context of fame	2010	54	4.15
Y. Verhellen, P. De Pelsmacker	Consumer responses to brands placed in youtube movies: The effect of prominence and endorser expertise	2013	39	3.9
M. Fink, M. Koller, J. Gartner, A. Floh, R. Harms	Effective entrepreneurial marketing on Facebook – A longitudinal study	2020	36	12
F. Tärn	Revisiting the Match-Up Hypothesis: Effects of Brand-Incongruent Celebrity Endorsements	2012	35	3.18
E. Kennedy	I create, you create, we all create – for whom?	2017	25	4.17
B.D. Carlson, D.T. Donavan, G.D. Deitz, B.C. Bauer, V. Lala	A customer-focused approach to improve celebrity endorser effectiveness	2020	24	8
G.A. Tran, D. Strutton	Has Reality Television Come of Age as a Promotional Platform? Modelling the Endorsement Effectiveness of Celebrealty and Reality Stars	2014	23	2.56
N.-H. Um, S. Kim	Determinants for Effects of Celebrity Negative Information: When to Terminate a Relationship with a Celebrity Endorser in Trouble?	2016	20	2.86

Discussion

The power of celebrity endorsement has been a widely researched topic due to its impact on consumers' purchase intention. This study's bibliometric analysis approach provides a comprehensive overview of the research trends and patterns related to celebrity endorsement and purchase intention, identifying important publications, authors, institutions, and countries contributing to this field. The results indicate that the number of publications on this topic has been increasing, with the highest number of publications recorded in 2020.

The United States was found to be the country with the highest number of publications, followed by China and India. This finding highlights the global interest and importance of studying the impact of celebrity endorsement on purchase intention. The study also identified Um, N.H. as the most productive author, and C. Amos, G. Holmes, and D. Strutton's article as the most highly cited article in this field. These findings provide valuable insights for researchers and practitioners on the most influential authors and publications in this field.

The study's findings also revealed the most influential institutions in this field, including the University of Wisconsin-Whitewater, Hongik University, and the University of North Texas. These institutions' research outputs highlight their contribution to this field and can guide future research collaborations and partnerships.

The findings of this study can be used to inform marketers and advertisers on the most effective strategies to utilise celebrity endorsements in their marketing campaigns. They can also guide future research on the impact of celebrity endorsement on various aspects of consumer behaviour, such as loyalty, brand attitude, and purchase decision-making.

Conclusion

The significance of this study lies in its contribution to the understanding of the power of celebrity endorsement in influencing purchase intention. Through a bibliometric analysis of a vast number of academic articles, this study sheds light on the evolution of research trends and patterns related to celebrity endorsement and purchase intention over time. It identifies the countries of authors that contribute the most to the publication in celebrity endorser and purchase intention research, as well as the most frequently cited studies and the most influential authors and research groups in the field.

The findings of this study have practical implications for businesses and marketers seeking to effectively use celebrity endorsements in their advertising campaigns. By identifying the most influential authors and publications in the field, businesses and marketers can gain insights into the most effective strategies and techniques for utilizing celebrity endorsements to maximize purchase intention.

Moreover, this study has theoretical implications for the academic community by providing a comprehensive overview of the current state of research on celebrity endorsement and its impact on purchase intention. It highlights the gaps and opportunities for future research in this field, such as the need to explore the effectiveness of different types of celebrity endorsements and their impact on different consumer segments.

In conclusion, this study contributes to the body of knowledge on the power of celebrity endorsement and its impact on purchase intention. Its findings can be useful for businesses, marketers, and academics in advancing our understanding of this important phenomenon and identifying new avenues for research and practice.

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