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## Analysis of celebrity endorsement usage trends: a systematic literature review

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**Abstract:** This systematic literature review aims to analyze studies on the use of endorsement marketing by celebrities. The data comes from several sources from Crossref collected between 2020 and 2022. Keywords used include "Social Media Marketing," "Endorsement Marketing," and "Celebrity Endorsement." From this search process, fifteen articles related to the topic were found. The results show that the source attractiveness and credibility model is a model that brands trust to have an effective impact because the determining factor for the success of celebrity endorsement lies in the source or messenger, namely the celebrity. Celebrity endorsement through celebrity social media accounts is increasingly popular as a social media marketing strategy because it influences buying behavior.

**Keywords:** social media marketing, endorsement, celebrity endorsement.

### INTRODUCTION

The development of social media makes the relationship between a person and his idol celebrity change. Now as a fan, anyone can know the idol's daily activities as well as the habits and preferences of the idol. Celebrities are also increasingly actively sharing information with followers on their social media by creating content they like and attracting fans to continue following their accounts. The content creator industry is getting bigger because not only can a public figure such as an artist become a content creator, but there are emerging people who start from a small number of followers to create content that suits their persona and interests. Their social media accounts also grew and brought in many followers who could match the number of celebrity social media followers. Social media, which is now a favorite media for searching for information, has also caused more and more people to become celebrities on social media lines. These celebrities actively create content so they are known as content creators.

The content creator industry is also growing. Even the market value of the content creator industry in Indonesia can reach IDR 4 trillion to IDR 7 trillion (Burhan, 2022). The market value is obtained from the expenditure of brands or brands that use content creator

services. Currently, the Indonesian content creator industry is still at the Creator Economy 2.0 stage. This means that content creators still rely on the large number of followers on social media for brand campaigns. Therefore, more and more brands are also willing to work with celebrities both from public figures and celebrities because they have a large number of followers

This activity in collaboration with celebrities is called celebrity endorsement. Endorsement itself is defined as the act of celebrities using their public for recognition of a brand or product name (McCracken, 1989). Endorsement is a technique in which a well-known or respected individual, such as a celebrity or a product or service specialist, speaks on behalf of a company or brand (Chavan, 2015; Chung & Cho, 2017). Celebrity endorsements are one of the most common forms of global advertising. Several studies have examined the effectiveness of celebrity endorsements in advertising (Gilal et al., 2020). Celebrity endorsement is a phenomenon where celebrities lend their image to a brand. Studies show that celebrity endorsements can result in a more positive evaluation of advertisements and products (Dean & Biswas, 2001).

Various findings about the trend of using celebrity endorsements make the author interested in knowing more about this topic. This article tries to find and find the relationship between the findings of celebrity endorsement models, the determining factors for the success of celebrity endorsements, and the real influence of using celebrity endorsements for brands or campaigns. The analysis was carried out using a systematic literature review (SLR) approach.

## **METHODOLOGY**

The study applied a systematic literature review. A broad literature review can be described as a more or less systematic way to collect and synthesize previous research (Snyder, 2019). A systematic literature review summarizes the research literature focused on a single question. This is done by identifying, selecting, assessing, and synthesizing all high-quality research evidence relevant to that question (Bettany-Saltikov, 2012).

The purpose of a systematic review is to identify all empirical evidence that fits predetermined inclusion criteria to answer a particular research question or hypothesis (Snyder, 2019). This study seeks to contribute to the study of endorsement marketing trends that occurred in the 2020-2022 period.

This systematic review aims to increase understanding of trends in the use of one of the social media marketing strategies, namely celebrity endorsement. Based on our research objectives, this systematic review uses three guiding questions. First is the celebrity endorsement model. The second is the determining factor for the success of celebrity endorsements. The third is the achievement obtained by the brand after doing a celebrity endorsement.

The keywords used in data collection are "Social Media Marketing," "Endorsement Marketing," and "Celebrity Endorsement." The database used in this study is Crossref. The articles were taken between 2020-2022.

There are fifteen articles found and used as references in this systematic literature review. Two articles discuss the Celebrity Endorsement Model, five articles discuss the critical factors of celebrity endorsement success and eight articles talk about the effects of using celebrity endorsement.

**Table 1.** References by Problem Topic

<b>Focus</b>	<b>Source</b>
Celebrity Endorsement Model	(Aw & Labrecque, 2020; H. Zhang et al., 2020)
Critical Factors for Celebrity Endorsement Success	(Afifah, 2022; Chan & Fan, 2022; Gong, 2021; Huang, 2020; Zhu et al., 2020)
The effect of Celebrity Endorsement on a brand or campaign	(Bennett et al., 2022; Jin & Ryu, 2020; Kim et al., 2020; Lili et al., 2022; Olmedo et al., 2020; Parayitam et al., 2020; Ribeiro et al., 2022; Um & Jang, 2020)

## **RESULTS AND DISCUSSION**

### **Parasocial Interaction Through Social Media**

Nowadays, celebrity endorsements run a lot through social media platforms, especially through the celebrity's social media accounts. Social media is a favorite medium to run celebrity endorsements because social media can build strong parasocial interactions between the public and celebrities. An article by Aw & Labrecque (2020) shows that consumers with high levels of fans tend to form stronger parasocial interactions with celebrities.

Celebrities who enjoy public recognition also strengthen their role to be substituted for friends in the real world so that consumers find celebrities to be more attractive because of their social value (Greenwood et al., 2013). Thus, consumer groups become easier to engage with all the information conveyed by celebrities through their social media accounts. Gong's research (2021) is also motivated by the strengthening of parasocial interactions between celebrities and their followers, especially celebrities who have openness on social media. The functions of comments, shares, and messages make communication between fans and celebrities more open (Labrecque, 2014). The results of the study found that celebrity endorsement strategies are influenced by parasocial interactions that occur, so it is important to consider the engagement that occurs on a celebrity's social media. Chung and Cho (2017) also found that fans' parasocial relationships with celebrities have an impact on brand credibility. A positive impact can be obtained by choosing the right celebrity endorser who has a high number of parasocial interactions.

### **Celebrity Endorsement Model**

Celebrity endorsements are widely relied on in various commercial industries, both food and beverage, beauty, lifestyle, and banking, to tourist destinations. As in the tourism industry, celebrity endorsement is becoming an increasingly important medium to communicate destination messages to tourists (H. Zhang et al., 2020). This study used three model approaches, namely the source attractiveness and credibility model (Ohanian, 1990), Balance Theory (Su et al., 2011), and Match-up Hypothesis (Koernig & Boyd, 2009). It found that the attractiveness and credibility model showed that different characteristics of a celebrity endorser had different effects on consumer attitudes and behavior. This fits the concept of the source's attractiveness and credibility, indicating that the source's characteristics (i.e., celebrity endorsers) influence the endorsement effect (H. Zhang & Zhang, 2010).

In addition, Ohanian (1990) also developed three basic categories of resource characteristics: attractiveness, trust, and expertise. Attractiveness describes physical

attractiveness and other characteristics of celebrity endorsers, such as their personality and lifestyle (Gong & Li, 2017). Trust refers to the degree to which consumers believe endorsers are honest, have integrity, and are trustworthy (Ohanian, 1990), while expertise is the level of knowledge, skill, and experience of an endorser (Ohanian, 1990). It was found that meeting these three categories of source characteristics can increase the positive impact for celebrity endorsement strategies.

For the source attractiveness model (Gong & Li, 2017), celebrities who are physically, attitudinally, and behaviorally attractive are more likely to influence consumers compared to celebrities who are less physically attractive, while according to the source credibility model (Gong & Li, 2017), celebrity endorsers who are considered knowledgeable and trustworthy will have a more persuasive effect on consumers compared to others. Previous research has also suggested that a celebrity with high trustworthiness is more likely to influence consumer attitudes and behavioral intentions (Ohanian, 1990). For example, for the travel industry, celebrities who generate great influence are those who have appeal in terms of consistent and enjoyable travel habits and have unique travel dressing styles, are trusted to always provide honest reviews, and are experts in creating beautiful content and clear and interesting messaging.

### **Determining Factors for the Effectiveness of Celebrity Endorser Utilization**

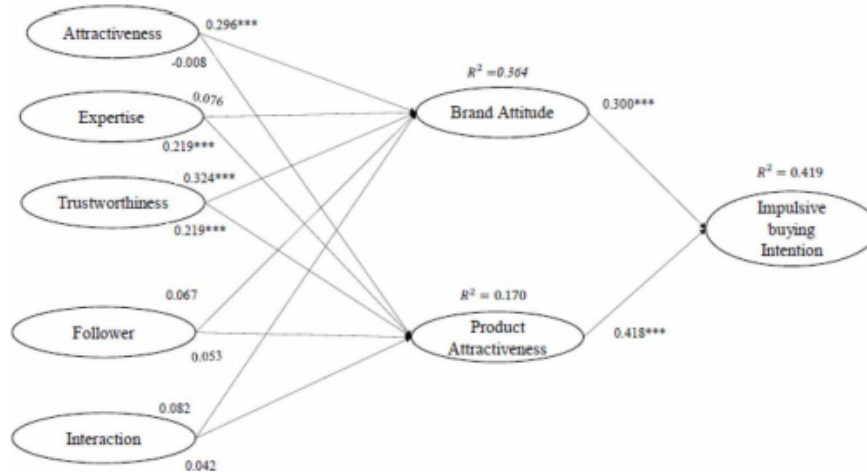
Related to the selection of celebrity endorsers, Afifah (2022) found that the Expertise, Trustworthiness, Similarity, Familiarity, and Likeability factors of a celebrity proved to have a positive and significant effect on the buying interest in a product or brand. This result is also confirmed by previous research from Bhatt, Jayswal, and Patel (2013), which found that high celebrity expertise and trust reduces the likelihood of Instagram users to doubt or reject messages. Thus, the effect of social media sales posts featuring celebrities considered experts and trustworthy will be broader and more profound than those featuring figures who cannot be trusted or have no celebrity figures at all.

Meanwhile, Adnan, Jan, and Alam (2017) confirmed the positive and significant influence of similarity. This is because in general, individuals have a tendency to be attracted to other people who have characteristics similar to them. In addition to adding to the appeal, the similarities also make it easy for the audience to associate themselves with celebrities promoting a product or brand. Furthermore, likeability is considered to have a persuasive effect. When an individual likes a person who relies on messages, he will be more easily persuaded. On the other hand, when a person does not like the person who relies on the message, he tends to reject it. Even in some cases, the message can have a bad impact.

Kehn (2012) suggests that in many situations, even competence can be defeated by attractiveness. For familiarity findings, it is almost the same as the research conducted by Ha and Lam (2016). It was found that familiarity positively impacts purchase intent. This is seen because familiarity means consumers often see and recognize the celebrity, making it easier to remember a particular product or brand when the need increases. On the other hand, product mismatch in influencing purchase intent has been confirmed by Levi, Varnali, and Tosun (2017).

From research conducted by Zhu, Amelina, & Yen (2020) on *Celebrity Endorsement and Impulsive Buying Intentions in Instagram Social Commerce in Indonesia*, using determinants of sources other than Expertise and Trustworthiness, namely Attractiveness, Follower, and Interaction.

**Figure 1.** Determinants of Purchase Behavior by Celebrity Endorsements



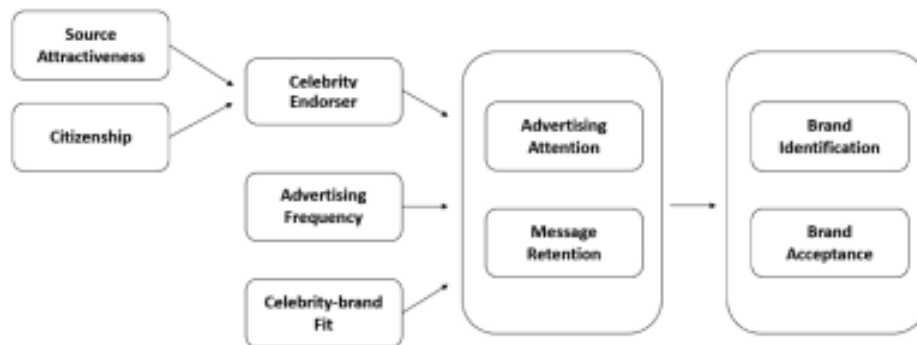
The results of this study show that:

1. Source attractiveness influences attitudes towards brands, while expertise aids in understanding of product features and characteristics (Abirami & Krishnan, 2015).
2. Trust is the only factor significantly related to brand attitude and attractiveness of goods being traded. Therefore, *endorsers* must have the ability to convey advertising messages persuasively. Indeed, trust is the willingness of one party to be vulnerable and take risks for the actions of the other (Mayer et al., 1995). Plus, commerce in social media keeps consumers from getting the opportunity to touch and feel the product. This raises a higher risk. Trust that comes from trustworthy *endorsers* is key to addressing these risk issues and changing audience attitudes.
3. Contrary to the study's hypothesis, the number of followers was not significantly related to brand attitude or merchandise appeal. This is because most celebrities usually endorse many different types of products and brands at one time, and are usually not dedicated to one product or brand alone. So the number of followers can be interpreted as the popularity of the celebrity, but not the popularity of certain products or brands that the celebrity supports. Therefore, the behavioral effects are less noticeable.
4. The level of interaction is not related to brand attitude or merchandise appeal. This may be due to the large number of comments that make it impossible for celebrities to interact too often with followers.

This is also not in line with the findings of the effectiveness of celebrity endorsements from parasocial interactions that occur between fans and celebrities are also influenced by the number of followers and interactions that occur between the two (Gong, 2021). This could be because for the celebrity class, public figures with millions of followers have minimal interaction or closeness with their followers. Seeing these results, brands can work with micro and macro celebrities with other supporting factors, such as expertise in their fields, trustworthiness, and interesting personalities and content.

It was also found that differences in audience background also affect the perception of advertisements with celebrity endorsements (Chan & Fan, 2022). For audiences with different backgrounds, especially in terms of age, there are other factors that affect the ability to identify brands and brand acceptance, namely the frequency of ad appearance, advertising attention, and repetition of messages.

**Figure 2.** Model the Influence of Advertising by Celebrities on Adult Audiences



In particular, the study revealed that adult consumers pay less attention to advertising execution strategies. They are more likely to remember advertising messages frequently delivered by celebrities than entertaining performances performed by celebrities in those advertisements. In previous research among adolescents, it was found that ad execution tactics related to celebrity performance, such as dance or funny dialogue, were important in encouraging ad recall (Chan et al., 2013). This suggests that the influence of advertising with celebrity endorsements depends on the demographic characteristics of consumers. While the entertainment value of advertising is important to teenagers in Hong Kong, its significance is weakening among adult consumers.

This is in line with research by Zhang and Huang (2023) conducted on young people in China. In this study, the influence factors of celebrity endorsement and brand equity were combined to determine the influence of young Chinese consumers on their intention to buy green cosmetics i.e. content packaging with attractive visuals and convincing bearings of celebrities. It was also found that the credibility of celebrity sources was moderated by the gender of the celebrity *endorser*. Celebrities tend to be more trusted by audiences of the same gender as them.

### **The Effect of Using Celebrity Endorsement for Brands or Campaigns**

*Celebrity endorsement* is one of the *social media marketing* tools that many brands rely on because it has been evaluated to have a positive impact on the brand. But the impact obtained is at different levels of brand acceptance. As in a study conducted in India on the relationship between perceptions of *celebrity endorsements* and buying behavior by Parayitam, Kakumani, & Muddangala (2020), it was found that:

1. The perception of celebrity endorsement is positively related to perceived quality, perceived value, and brand image.
2. Perceived quality and brand image are positively related to buying behavior. These results corroborate findings from previous scattered studies that celebrities play an important role in influencing purchases.

Still related to purchases, Um & Jang (2020) researched about the Impact of Types of Celebrity Endorsements on Brands and Consumer Advertising Perceptions and Purchase Intent. It found that consumers' identification of *celebrity endorsers* had a positive impact on their attitudes towards brands and purchase intent. Therefore, because a strong consumer identification with a celebrity *endorser* is an important criterion in the selection of celebrity endorsers for advertising campaigns. For advertising practitioners, it is

important in selecting *celebrity endorsers* for a product or brand to measure in advance the extent to which the target consumer group identifies the chosen celebrity. High attachment and identification ability to celebrities make consumers want to imitate celebrities and further influence consumption behavior of products used or reviewed by celebrities (Ilicic et al., 2016). Celebrities who consumers idolize are seen as more effective advocates. These celebrities generate positive consumer attitudes towards advertising and brand-endorsed purchase intent.

The proper use of *celebrity endorsements* and being able to create buying actions to use actions or brands can also be seen from the article titled "I'll but what she's wearing: The Roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce" by Jin & Ryu (2020). Not only to the level of purchase, but can create repeated use actions of a brand.

Social media use moderates the relationship between social comparison and media celebrities (Islam et al., 2018). Consumers with higher levels of materialism and compulsive buying tendencies exhibit higher celebrity adoration (Reeves et al., 2012). This of course can encourage higher brand trust when celebrities upload branded content on their social media accounts such as Instagram compared to content uploaded on corporate social media accounts. Celebrity engagement is obtained through parasocial interaction as well as transfer to celebrity-endorsed brands, which will further affect brand credibility, brand appeal, and purchase intent. Purchase intent can arise from the endorsement of celebrities who have strong relationships with their fans and celebrities (Miller & Allen, 2012). Through endorsements, meanings associated with celebrities can be attached to the brands he or she endorses (Miller & Allen, 2012). Thus, consumer-celebrity relationships can determine endorsement of brand attitudes and related behaviors (Hung, 2014).

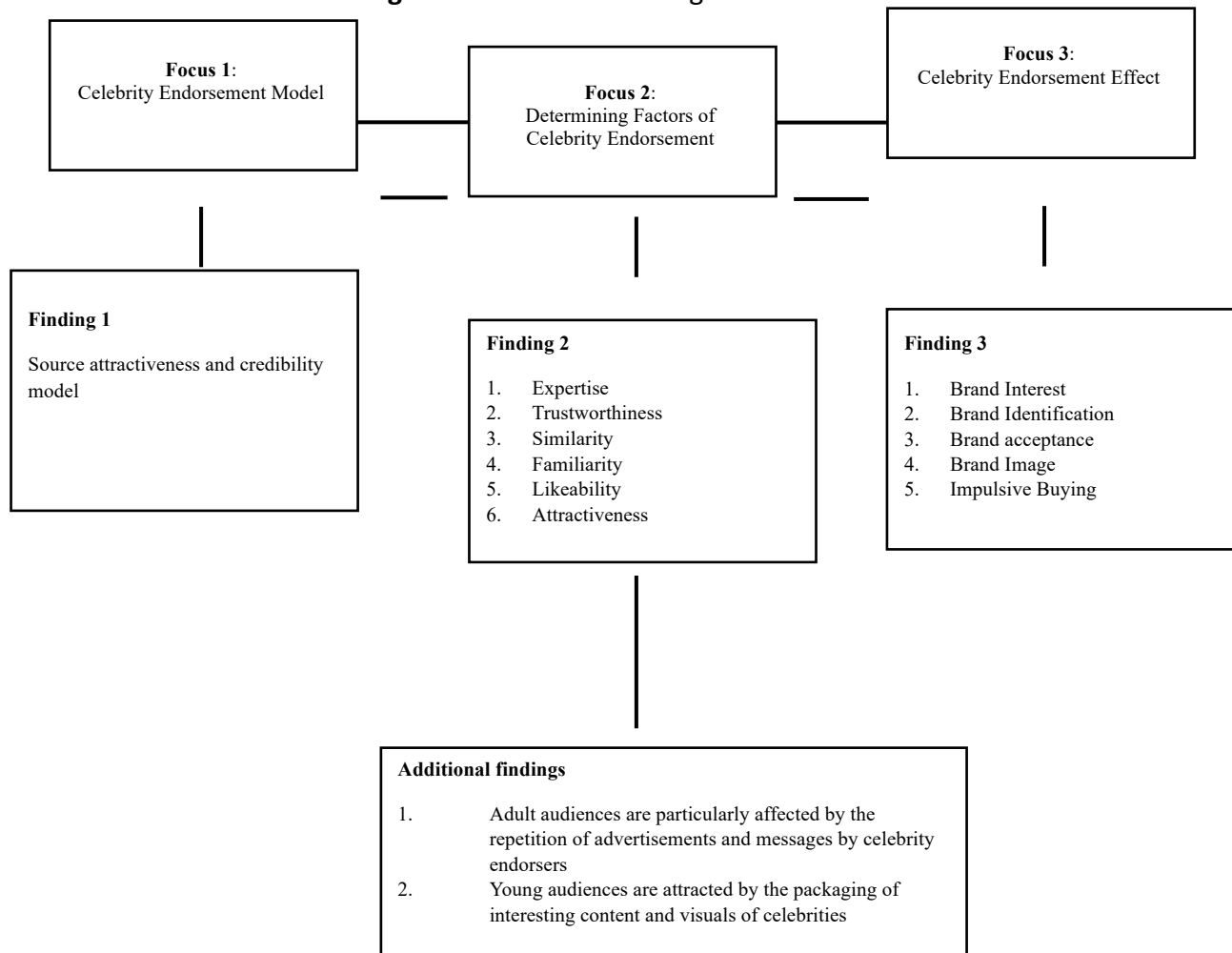
A study on Green Cosmetics was conducted to recognize the relationship between *celebrity endorsement* and *brand equity* (Lili et al., 2022). It is shown that the integrity of a brand has become a significant product characteristic, where it fills consumers' memories and develops purchase intent is an important aspect of marketing management today (Ozdemir et al., 2020). *Celebrity endorsement* and brand value are significantly able to develop brand *equity* among consumers. It was also found that *celebrity endorsements* that have appeal and are trusted can influence brand awareness, brand association, brand loyalty, perceived quality, and brand credibility, leading to brand equity and willingness to buy eco-friendly cosmetics among young consumers.

For other product categories, such as sports products, in Kim, Lee, & Baek's (2020) article about celebrity endorsement, sports products show that the use of athlete endorsers that have attractiveness and expertise factors significantly affects brand passion for a brand. The study also confirms that brand passion positively influences brand loyalty.

Interesting findings were also made about the relationship between price perception and celebrity endorser selection (Bennett et al., 2022). Celebrity endorsements offset the negative effects of low prices on quality perceptions. The research highlights celebrity endorsers' skill levels, increasing perceptions of low-price offers and increasing purchases. Study 2 found the mediating effect of price on purchase intent through quality perceptions moderated by endorser types so that a celebrity was able to improve product quality perceptions at low prices. Study 3 shows price-quality perception mediates the effect of price on purchase intent. Results show celebrity endorsements are effective in promoting low-price offers.

If previously there was a lot of research on brands, there was research that looked at the influence of *celebrity endorsements* on environmental campaigns. It is reported that there are limitations to the use of *celebrity endorsement* in this type of social campaign because there are other intervention factors that are stronger, namely the attention or concern of the audience on campaign issues. So even if you work with celebrities who are very famous at that time, it does not necessarily support the effective spread of campaign messages (Olmedo et al., 2020).

**Figure 3. Focus and Findings Flowchart**



## CONCLUSION

Social media is shaping up to bring fans closer and closer to their celebrity idols. Parasocial interaction is easily formed through various features on social media such as comments, shares, and messages. The positive impact will be the creation of brand credibility in the eyes of the audience by choosing the right celebrity *endorser* who has a high number of parasocial interactions.

The results of this study found that of the three approaches to the celebrity endorsement model, namely the source attractiveness and credibility model (Ohanian,



1990), Balance Theory (Su et al., 2011), and the Match-up Hypothesis (Koernig & Boyd, 2009) that have an influence on the effect are the attractiveness and credibility models of sources due to different characteristics of a celebrity endorser has different effects on consumer attitudes and behavior.

The determining factor for the success of celebrity endorsement depends heavily on the source or conveyor of the message, namely the celebrity. Things that contribute are Expertise, Trustworthiness, Similarity, Familiarity, Likeability, and Attractiveness. It was found that there are differences in other determining factors if there are differences in audience characteristics in terms of demographics, especially for young people with adult age.

The influence obtained from the use of celebrity endorsement is interest in the brand, brand identification, acceptance of the brand, to the formation of a brand image. Where this can significantly affect purchasing behavior by consumers.

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