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# **BORNEO AKADEMIKA**

## **UiTM CAWANGAN SABAH**

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## **Preface**

*In the name of ALLAH, Most Gracious, Most Merciful and Muhammad S.A.W., the last prophet.*

First and foremost I would like to congratulate the editorial board and authors of the *Borneo Akademika* journal on their success in producing this journal. This achievement is actually the result of their tireless effort in contributing thoughts and ideas to produce papers on current issues and challenges in multi-disciplinary research. To the best of my knowledge, efforts to produce a home-grown UiTM Sabah journal actually started ten years ago, and today we see the fruits of our labour and patience. This shows us that total commitment from the academic community is required in the journey towards academic publication so that joint research efforts can be enhanced.

This journal consists of twelve peer-reviewed articles based on current research topics of interest. Each topic is unique by way of its research methodology and findings in various related fields. The papers in this journal are useful to fellow researchers who share a similar interest in the field or those who are directly involved in exploring multi-disciplinary research. We hope that this publication can be a reference for academicians and students alike, particularly those in UiTM as well as the general public.

Finally, I would like to take this opportunity to acknowledge the dedication of our editorial board and invited/field editors who have in one way or another contributed to the successful publication of this journal. My gratitude goes out to all the authors who contributed articles to this publication because this journal would not have become a reality without them.

Thank you.

Datuk Dr. Hj. Abdul Kadir Hj. Rosline  
Chief Editor



## **Prakata**

*Dengan Nama Allah Yang Maha Pemurah Lagi Maha Mengasihani. Salam dan Selawat ke atas Junjungan Besar Nabi Muhammad SAW rasul akhir zaman.*

Pertamanya saya ingin mengucapkan setinggi-tinggi tahniah kepada sidang penyunting dan penulis artikel jurnal Borneo Akademika yang menyumbang tenaga dan idea dalam isu dan cabaran terkini kajian pelbagai-bidang. Penerbitan jurnal ini adalah kesinambungan usaha lampau yang kurang aktif semenjak hampir sepuluh tahun lalu. Jurnal ini menggambarkan keperluan komitmen yang jitu daripada warga akademik bagi megembang kesignifikanan usaha-usaha dalam penyelidikan.

Jurnal ini mengandungi dua belas artikel yang dinilai oleh penilai jemputan/bidang berasaskan kajian semasa. Setiap tajuk yang dibincang mempunyai keunikan tersendiri yang metodologi dan dapatannya dikupas berdasarkan bidang kajian yang dibuat. Usaha ini amat memberi manfaat kepada penyelidik-penyelidik terutamanya mereka yang terlibat secara langsung dalam kajian terkini pelbagai-bidang. Tambahan pula, kami berharap agar penerbitan ini akan menjadi sumber rujukan kepada ahli akademik dan pelajar terutamanya di UiTM dan juga kepada orang awam lain.

Akhirnya, kami ingin mengambil kesempatan untuk merakamkan setinggi-tinggi penghargaan kepada semua ahli sidang penyunting dan penyunting jemputan atas sumbangan yang merupakan satu lagi cara menyumbang kepada kejayaan penerbitan jurnal ini. Terima kasih khas ditujukan kepada semua penulis yang menyumbang artikel untuk tujuan penerbitan ini kerana tanpa sumbangan mereka penerbitan ini tidak mungkin dapat dijayakan.

Terima kasih.

Datuk Dr. Hj. Abdul Kadir Hj Rosline  
Ketua Penyunting

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**INITIATIVES PROPOSED IN CONJUNCTION WITH THE  
PREPARATION OF THE 11<sup>TH</sup> MALAYSIA PLAN: 96-107  
STRENGTHENING ENTREPRENEURIAL TRAINING**  
*Rozita @ Uji Mohammed*

## **CELEBRITY ENDORSEMENTS IN NON-PROFIT SETTINGS: A LITERATURE REVIEW**

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### *ABSTRACT*

This paper provides the review of several studies on celebrity endorsements in non-profit settings. Topics discussed in this review include a brief introduction of celebrity endorsements, previous studies on celebrity endorsement in non-profit settings and the attributions of celebrity endorsers in enhancing the effectiveness of messages as mentioned in the literature. This paper presents the results of a systematic literature review to locate articles and examine the contents. A total of 15 articles were reviewed for this paper. Hence, several propositions are developed based on the discussions of the literature. Conclusions and implications are presented at the end of the paper.

*Keywords:* Celebrity endorsement; non-profit; celebrity spokesperson; celebrity advertising

### *ABSTRAK*

Kertas ini mengkaji beberapa penyelidikan sebelum ini yang berkaitan dengan duta selebriti dalam konteks amal. Topik perbincangan dalam kertas ini termasuklah pengenalan secara ringkas duta selebriti, penyelidikan lepas berkaitan dengan duta selebriti dalam konteks amal dan ciri-ciri duta selebriti dalam meningkatkan keberkesanan penyampaian maklumat. Kertas ini menggunakan kajian sistematik literature untuk mencari dan menganalisis artikel. Terdapat 15 artikel yang dikaji dalam kertas ini. Hasil daripada perbincangan kajian literature, beberapa cadangan dikemukakan. Kesimpulan dan implikasi turut dibincangkan dalam kertas ini.

*Kata kunci:* Duta selebriti; amal; jurucakap selebriti; pengiklanan selebriti

### **1.0 Introduction**

The celebrity endorsement strategy has grown popular among advertisers and such strategy has been adopted and applied in the non-profit settings. Building on previous research in the profit sector, celebrity endorsement has been found to significantly influence consumer purchase attitudes, enhance consumers attitudes towards product attributes and the associated beliefs strength (Sheu, 2010). Freiden (1984) was reported to be among the first to introduce the definition of a celebrity endorser. According to the scholar, a celebrity endorser is a well-known person who is associated directly with the advertised products. In 1989, McCracken added to the literature by defining celebrity endorser as "individuals who enjoys public

recognition and who uses the recognition on behalf of a consumer good by appearing with it in an advertisement". McCracken (1989) defined celebrity as beyond typical television and movie personalities but also includes famous persons from the world of sports, politics, business, and arts as well as in the military. Due to this comprehensive definition by the researcher, it has become the most commonly used definition by later researchers. Friedman and Friedman (1979) characterized celebrity as a person who has gained achievements not because of the endorsed products. However, Doss (2011) contended that the scenario has changed where individuals could also enjoy public recognition because of an endorsed product.

Pickton and Broderick (2005) alleged that celebrity endorsement is an act of engaging a famous person to promote a brand. This is seen as effective because a celebrity endorser possesses characteristics such as attractive, and lives in an extraordinary lifestyle that peculiar to social norm and enjoys public recognition and attention (Schlect, 2003). The definition was however challenged by other scholars as lacking the ability to explain other qualities possessed by the celebrities besides being famous. Okonkwo (2006) expanded the definition by including attributes of celebrity endorser as successful, wealthy and having distinctive personality; qualities that can be transferred to the endorsed brand. However, there is an argument that celebrity endorsements strategy does not necessarily require a successful and wealthy person to infer information on product attributes and quality (Ofori-okyere & Asamoah, 2015). Researchers have attempted studies on explaining the role of celebrity endorsements in advertising. For instance, McCracken (1989) introduces a three-stage meaning transfer model which justifies that credibility and expertise of a source (celebrity) transferred to his or her public image and the endorsed brand then to the consumers. McCutcheon, Lange and Houran (2002) discussed the relationship between celebrity and consumers which is classified as entertainment-oriented and intense attachment. The first relationship is when consumers enjoy learning about the celebrity and discuss about the celebrity with others. Meanwhile, the latter relationship is when the consumers develop a parasocial relationship with the celebrity and think about him or her continuously. Because of the intense-attachment, celebrities can be a powerful asset to marketers to influence consumer attitude and behavioral intention.

In American commercials, it was reported that 25 percents of the commercials employed celebrity endorsers (Shimp, 2000). Similarly, in the United Kingdom, one in five marketing programs was revealed to feature celebrity endorsers (Erdogan, Baker & Tagg 2001). Within ten years, the expenditure of celebrity endorsements in the American commercials were reported to be valued at \$50 billion (Crutchfield, 2010). Academically, findings from various scholars have documented that celebrity endorsements are effective in generating positive rating towards advertisements and product attributes (Dean & Biswas 2001). In the same way, celebrity endorsements are also found to contribute financially positive towards the investments (Erdogan, 1999). More importantly, celebrity endorsements were said to be effective because of the perceived value the celebrities hold (Sweeny & Soutar, 2001; Sanchez, Callarisa, Rodrigues & Moliner 2006) and the expectation that celebrities are the experts, trustworthy and believable to represent a brand (Freiden, 1984).

While the findings were described positively in the literature, research agencies reported differently. As an example, Ace Metric conducted research on the success of celebrity endorsements and found advertisements without celebrities were more persuasive than advertisements featuring celebrity endorsers (Ace Metrix, 2014). Similarly, Harris Interactive reported the same trend where only 45% of the adult population in the United States

perceived celebrities are making small favourable difference to the endorsed issues or brand (Corso, 2013). The research agency warned that the persuasive power of celebrity endorsers is declining. In addition, The Nielsen Company (2014) revealed that celebrity endorsements grasp only 12% acceptance among global consumers. Marketing Daily mentioned that research conducted by Boston Consulting Group in 2014 indicated that global consumers have lost confidence towards advertisements featuring celebrity endorsers (Baar, 2014). In non-profit settings, Harris Interactive Survey notified that only 15% support a social cause endorsed by celebrities while Americans aged 18-36 years old were reported to show higher support for a cause endorsed by celebrities compared to mature markets aged 68 years old and above (Corso, 2013).

Non-profit industry is growing as the number of charitable organizations increase. For that reason, the organizations are competing with one another to acquire funds and volunteers (Broom & Sha, 2012). In addition, the increased operating cost and message delivery accountability are challenges for non-profit organizations to secure sponsors' continuous support (Levy, 1999). Numerous research have been conducted to investigate effective communication strategies in non-profit organizations such as message appeals (Hung & Wyer 2009), persuasion models (Ferguson, Doner, & Carson, 1986) and relationship management (Sargeant & Lee, 2004). There is also a stream of research considers the role of moderating factors in the celebrity endorsements studies such as issue involvement (Petty & Cacioppo, 1990), parasocial relationship (Sun, 2014) and identification (Basil, 1996).

Celebrity endorsements are famously employed in diverse industries such as consumer products, retail brands and manufacturing. The use of celebrity endorsements are also growing in the area of charities as the non-profit organizations believe that audience may engage better to the messages delivered by celebrities (Chapman & Leask 2001). Charity Navigator (categorised as an independent rater of charities) pointed out that the use of celebrity endorsements in charities not only aids in generating public donations but also fostering public awareness. Non-profit advertisements have grown significantly and the expenditures invested by non-profit organizations can go as high as \$76 billion annually (Watson, 2006). While the growth of non-profit advertisement is burgeoning, the effectiveness of celebrity endorsements in non-profit settings is still in much debate (Wheeler, 2009).

## **2.0 Method**

This paper employed systematic literature review, which discusses celebrity endorsements in the context of non-profit. Search terms were gathered from four main keywords: 'celebrity endorser', 'celebrity endorsement', 'charity' and 'non-profit'. The electronic databases used to search the articles are Google Scholar, Emerald Insights, EBSCO Host and Science Direct. Related articles from all periods until the 30<sup>th</sup> April 2015 were considered in this paper. The inclusion criteria were that the papers must discuss on celebrity endorsements in non-profit settings and study the attributions of celebrity endorsers in disseminating social message. The abstracts of the 1246 articles containing the keyword "celebrity endorsement" were reviewed and the full texts of potential relevant papers were examined. The researchers found 15 articles to be reviewed where eight papers discussed the effectiveness of celebrity endorsements and seven papers discussed the attribution of celebrity endorsements.

### 3.0 Past Studies on Celebrity Endorsements in the Non-Profit Sector

Findings from profit-based industry must be used with caution in non-profit settings (Sargeant, Foreman & Liao, 2002). Reviewed 500 articles and identified eight mechanisms contributing to donation-giving behaviour; (1) awareness of need; (2) solicitation; (3) costs and benefits; (4) altruism; (5) reputation; (6) psychological benefits; (7) values; (8) efficacy. Based on the eight mechanisms, the researchers developed theoretical framework to explain the charitable giving. The scenario of giving in non-profit sector is different from the profit sector because in the charity context, the relationship between a cause and donor is value expressive. Donors are willing to give if they believe in the cause the organisations promote (Handy, 2000). The trust and confidence donors render in charity require the influence of credible spokesperson and role model. In addition, the use of the spokesperson or role model in the non-profit settings is perplexing as the spokesperson or role model need to convince the targeted audience on the importance of the cause and how the organizations can create changes positively on the cause. Historically, most studies have devoted to examine the attributes of celebrities and the impacts towards consumer behaviour. However, Basil (1996) went beyond the studies by examining the effect of identification as moderating factor of celebrity effects. The researcher investigated the role of identification in the context of HIV prevention programme and alleged that a spokesperson with whom the audience identifies are more likely to create attitudinal and behavioural change. However, the study of Basil (1996) excludes attributes of celebrities and thus provides limited evidence on the role of identification as moderating factor of celebrity effects. Rather than testing the attributes of spokesperson, the researcher addresses the mass media as independent variables.

Table 1: Past studies on celebrity endorsements in non-profit sector

Author	Study
Basil	Identification as moderating factor of celebrity effects
Shead, Walsh, Taylor, Derevensky, and Gupta,	The effectiveness of celebrity endorsements
Park and Cho <b>Error! Reference source not found.</b>	Celebrity motive attribution, celebrity-cause congruence, and involvement with a cause
Illicic and Baxter	The effect of celebrity-charity co-branding fit on perceived celebrity philanthropy (celanthropy), attitude towards the celebrity and charity, as well as donation intention
Hwang	The effect of charitable giving by celebrities on the personal public relations
Panis and Bulck	Public perception of celebrities' societal engagement
Newton, Wong and Newton	Social Status of Health Message Endorsers Influences the Health Intentions of the Powerless
Toncar, Reid and Anderson	Effective spokespersons in a public service announcement
Wymmer and Drollinger	Celebrity attributes and donation intentions
Wheeler	Celebrity Connection, Involvement and Gender on Source Credibility and Intention to Volunteer Time or Donate Money
Casais and Proença	Celebrity participation in social marketing programmes
del Mar Garcia de los Salmones, Dominguez and Herrero	The effectiveness of using celebrities in non-profit sector
Branigan and Mitsis	Celebrity endorsement to communicate about non-profit causes with young people
Harris and Ruth	Value of Celebrity Affiliation to Non-profit Contributions
Roozen and Raedts	The effect of negative publicity of endorsers towards profit and non-profit organizations

Domino (2003) asserted that celebrity endorsers are meaningful in creating public awareness, but are unable to generate success of a fund-raising campaign. This is supported by Wheeler (2009) who pointed out that celebrity endorsers in non-profit advertisements develop source credibility but do not contribute to the giving behaviour. However, second study by Wheeler (2009) contradicted with the findings of the first study. The researcher claimed that by adding two new attributes of the source message, the result has changed notably. Hence, it would be premature to generalize the findings by Domino (2003). Harris and Ruth (2014) examined studies pertaining the effect of celebrities on non-profit donations. By using data set of non-profit organizations that employ celebrities as their spokesperson, the researchers provided descriptive analysis to test their hypotheses. The duo proposed that the presence of influential celebrities perhaps is more significant in encouraging giving behaviour. It is also important to note that celebrities varies in terms of their attributes therefore, the attributes have different impact on donation levels. Wymer and Drollinger (2015) assessed the influence of different celebrity endorser attributes on the intention to donate to a charity. The attributes examined in the study include expertise, admirability, likeability, trustworthiness, and attractiveness. The researchers reported that admirability and expertise were the most important determinant to donation giving. While the researchers suggested the two attributes, there are other attributes mentioned in the literature that also needs attention. Therefore, the next section is aimed to provide a discussion on the celebrity endorser attributes mentioned in the literature.

#### **4.0 Attributions of Celebrity Endorsers**

Considerable studies have been devoted to examine the attributes of celebrity endorsers in the profit industry. However, there is also limited evidence on the effectiveness of using celebrity endorsements in the non-profit context (Sammans, Auliffe & MacLachlan, 2009). In addition, little attention has been made to investigate the significant effects of the attributes of celebrity towards the changing of the attitude and behaviour of the audience towards a cause. Wheeler (2009) conducted two studies to examine the impact of connection, credibility, involvement and gender towards attitudinal change and the intention to donate money and volunteer time. In the first study, the author found that connected celebrity has positive effect towards source credibility which in turn induce intention to donate money and volunteer time. The author also disclosed that audience involvement is important to determine credibility and intention in the context of non-profit. On the contrary, in the second study, the author delineated that connected celebrity leads to higher source credibility but do not enhance the intention to donate money and volunteer time.

The difference between the findings in Study 1 and Study 2 could be because in the Study 2, Wheeler (2009) added two new attributes to the source message, thus, changing the findings. Therefore, there is a question with regard to what appropriate attributes generate positive results to the attitudinal change and behavioural intention. It is also important to bear in mind that attractiveness attribution in Study 1 was excluded by Wheeler. The main reason for excluding attractiveness in the Study 1 was because the researcher argued that attractiveness is not appropriate in the non-profit context as the existing scale includes athletic elements. Nevertheless, when attractiveness was added in the Study 2, the result changed. Hence, whether attractiveness attribute should be added in the source message in non-profit settings is open for debate. Another issue is whether the attractiveness attributes scale



commonly used nowadays is applicable in the non-profit contexts. For these reasons, it would be noteworthy for researchers to address these issues in future studies.

Based on the work of Hwang (2010), there is a positive relationship between source credibility and attitude towards charitable donations. The study found that celebrities who spent time doing charity events will have positive impact toward their own personal public relations. However, the positive attitude towards charitable donation is inadequate to induce behavioural intention. Despite these findings, it is important to note that Hwang (2010) measured intention to purchase performance tickets of charity events as dependent variable. The researcher suggested that similar studies should be replicated and intention to donate money or volunteer time as dependent measure should be considered. In a youth gambling prevention campaign, Public Service Announcement (PSA) featuring celebrities were found to be effective if the appropriate source characteristics and psychological process have been predetermined (Shead et. al., 2011). The recommended source characteristics according to the authors are credibility, personality, connection (spokesperson-issue match) and celebrity public image. However, to date there has yet to be studies done to determine empirical evidence proposed by the researchers.

Basil (1996) emphasised the importance of identification in the relationship of celebrities and targeted audience. Brown and Fraser (2004) examined celebrity identification in entertainment-education and proposed that media exposure provides parasocial interaction between celebrities and audience which leads to celebrity identification. In addition, the researchers also proposed that people tend to develop stronger identification with positive celebrity role models. Communication campaigns featuring positive celebrity role models is important to accomplish public awareness, values and behaviour towards a campaign (Brown & Fraser, 2004). Nevertheless, other research pointed out that even if there is an absence of celebrity identification among the audience; celebrities can still make impacts by activating social norms (Kruglanski, James, Ayelet Fishbach, Woo & Sleeth-Keppler, 2002; Stapel, Joly & Lindenberg, 2010). However, to have such an effect, celebrities must possess prestige which exert the social influence unto others. While this is the case, the researchers only categorised prestige as successful, lack of success and unsuccessful. In the literature, much attention has been given to conceptualize and operationalize prestige. For instance, Goode (1978) described prestige as one who has rare talents, achieve a superior accomplishment and a winner. Prestige is also influenced by the image that the media portrays (Gamson, 1994) and the ability to inspire others (Klapp, 1962).

Recent works by Wymer and Drollinger (2015) examining the attributes of celebrity endorsers in the non-profit settings have contributed to our knowledge that endorser admirability and expertise are significant predictors of donation intentions. The researchers suggest future research should consider adding attributes to the source factor and examine their impacts towards attitudinal change and behavioural intention. Preliminary empirical evidence of the work by Park and Cho (2015) demonstrated that the effects of celebrity-cause congruence on attitudinal changes depend on the attribution of celebrity altruistic motives. Celebrity endorsements are effective if the celebrities are perceived as sincere to support a cause and exhibit altruistic motives rather than self-interest (Park & Cho, 2015). The question on the sincerity of a celebrity in delivering non-profit messages leads to another attribute, that needs to be further validated, is authenticity. Noe (2011) highlighted that celebrities need to be authentic and to be able to show people the 'real' message.

Table 2: Proposed celebrity endorser attributes by scholars

Author	Attribute
Wheeler (2009)	Connection, credibility
Hwang (2010)	Credibility
Shed et. al. <b>Error! Reference source not found.</b>	Credibility, personality, connection and celebrity public image
Basil (1996)	Identification
Goode (1978)	Prestige
Wymer and Drollinger (2015)	Admirability, expertise
Park and Cho (2015)	Sincerity
Noe (2011)	Authenticity

## 5.0 Proposition

Based on the above-mentioned reviews from the literature, these are the propositions presented in this paper:

- i. The use of celebrity endorsements in non-profit settings have more significant effects than using non-celebrity.
- ii. Credible celebrity has positive effects towards attitudinal change and behavioural intention.
- iii. Admirability and expertise have significant effects towards attitudinal change and behavioural intention.
- iv. Greater identification with a celebrity leads to positive public awareness, values and behaviour associated with educational campaign.
- v. In the absence of identification, social norms are activated by the power of prestige of the celebrities.
- vi. Sincerity is important to determine the authenticity of celebrities in delivering the messages in non-profit settings.
- vii. Audience involvement also plays a role in moderating the effect of celebrity attributes towards attitudinal change.

## 6.0 Conclusion and Implications

This paper found contradicting findings derived from academicians and industrial players on the effectiveness of employing celebrity endorsements. The academicians tend to report positively on the use of celebrity endorsements, while the industries suggested that celebrity endorsements are no longer effective in persuading the audience. However, despite the differences in the reports, the use of celebrity endorsements is still growing and has been extended to the non-profit settings. Nevertheless, there is limited studies conducted to determine the effectiveness of using celebrities in social cause. Most previous studies highlighted the attributes of the celebrities and their effects in non-profit context. Few researchers looked into other contributing factors that either moderate or mediate the effectiveness of the celebrity endorser attributes. The most common attributes mention in the literature are credibility and attractiveness. However, other scholars proposed additional

attributes (i.e. connection, identification, prestige and to name a few). From the 15 articles reviewed, 7 propositions have been developed which needs further research for validation.

Social marketers should carefully select celebrity spokesperson by identifying the attributes of the candidates and relevant associations to the social cause. In addition, the connection between the cause and the celebrities must also be considered. The challenges in employing celebrity endorsers could be lessened if appropriate attributes of the celebrities are known and issues discussed in this paper are addressed.

Although there is a growing research in the body of literature pertaining to celebrity advertising, limited empirical evidence is found in the non-profit settings. This paper has taken the initiative to review some of the conceptual and empirical research in the literature and found there are still issues open for discussion. The propositions presented in this paper should be operationalised and tested in future studies. Vibrant deliberation and diligent analysis on the issues should be performed to contribute valuable knowledge that will enhance the effectiveness of the celebrity endorsement communication strategy notably in the non-profit context. Hence, the writers contemplate to further the studies in the near future.

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