

Linking Celebrity Endorser Characteristics to Non-Profit Donation

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Where are we....

- General trend toward an increase in use of Celebrity endorsers.
- Non-profits are linking themselves with celebrities to promote their cause.
- Currently few studies examine the effectiveness of pairing a non-profit with a celebrity endorser.

Aren't Celebrity Endorsers always a benefit to Non-profits

- Possible Benefits

- Celebrities garner attention more than non celebrities
- Celebrities can polish up a tarnished image
- Celebrities can give a non-profit a more interesting image than they possess alone.
- Celebrities can serve as a powerful voice for a cause.

- Possible Risks

- Celebrities can misbehave and tarnish the image of the non-profit they are associated with.
- Celebrities can be financially costly.
- When celebrities are tied to a cause over time their image may be more powerful than the image of the non-profit.



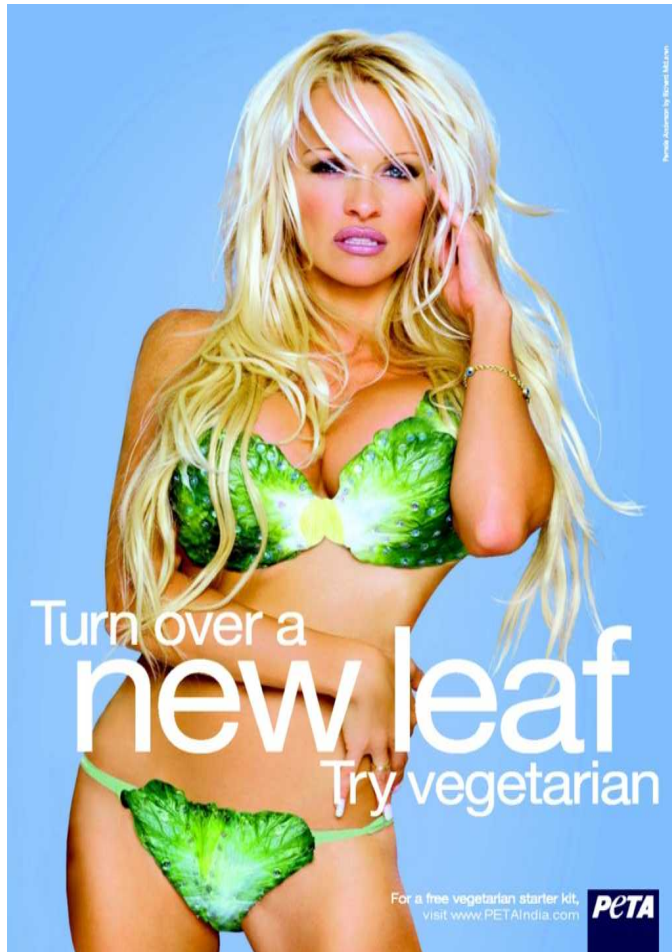
Characteristics of Celebrities

- Source Credibility Model
 - Trustworthiness
 - Expertise, Fit
 - Attractiveness
- Source Attractiveness Model
 - Attractiveness
 - Likeability
 - Familiarity

Hypotheses

- H1: Higher levels of perceived trustworthiness of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.
- H2: Higher levels of perceived expertise of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.





- H3: Higher levels of perceived attractiveness of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.
- H4: Higher levels of likeability of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.
- H5: Higher levels of familiarity of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.



A new celebrity characteristic..

- H6: Higher levels of admiration of the celebrity endorser will be positively related to the likelihood of donating to a non-profit organization.



Respondents

- 227 subjects completed online questionnaires
- 47 percent of the sample was female.
- Average age of the respondents was 44 years
- Most of the respondents had completed some college.

I'm **Angelina Jolie**.
Won't you join me in
helping to save
orphans like my
adopted daughter from
the war ravaged Darfur
region of Sudan?



The current tragedy in Darfur has been labeled by the UN as the 'world's worst humanitarian crisis'. The estimated number of people driven from their homes is in the millions - thousands more are also said to have died mainly due to the effects of displacement like hunger, lack of safe drinking water and disease. Often there is no one to care for children who have been orphaned by the tragedy unfolding in Darfur. The Darfurian Orphan Rescue Society was established to help these defenseless children. We want to provide safe homes and a bright future for these children.

www.dors.org

I'm **Julia Roberts**.
Won't you join me in
helping to save
orphans from
the war ravaged
Darfur region of
Sudan?



The current tragedy in Darfur has been labeled by the UN as the 'world's worst humanitarian crisis'. The estimated number of people driven from their homes is in the millions - thousands more are also said to have died mainly due to the effects of displacement like hunger, lack of safe drinking water and disease. Often there is no one to care for children who have been orphaned by the tragedy unfolding in Darfur. The Darfurian Orphan Rescue Society was established to help these defenseless children. We want to provide safe homes and a bright future for these children.

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I'm **Rosie O'Donnell**.
Won't you join me in
helping to save
orphans from
the war ravaged
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Sudan?



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- Randomly assigned to one of three celebrity conditions (Julia Roberts $n = 63$, Angelina Jolie $n = 81$, Rosie O'Donnell $n = 83$).
- Chosen for various ratings on independent variables. Expertise manipulated.
- A fictitious advertisement for the Darfur Orphan Rescue Society (DORS)

Instruments

- Ohanian's (1991) scales for Source Credibility (trustworthiness .985, expertise .970 and attractiveness .968).
- Source Attractiveness was measured using previously published scales (likeability .972, familiarity .75).
- Admiration was measured using a four item semantic differential scale (.964).

Results

- Source Credibility Model

Dep. Var	Ind .Var.	F	p value
Donate	Trust	3.080	.000
Donate	Expertise	5.608	.000

- Source Attractiveness Model

Dep .Var.	Ind. Var.	F	P value
Donate	Attractive	4.466	.000
Donate	Likeable	2.658	.000
Donate	Familiar	2.980	.000

Results Continued

- **Admiration of Celebrity**

Dep. Var	Ind. Var.	F	p value
Donate	Admire	3.375	.000

Additional Regression Analyses

	Beta	t	Sig.
Trust	.046	.358	.720
Expertise	.409	4.553	.000**
Attractiveness	.053	.521	.603
Likeability	-1.44	-1.026	.306
Familiarity	.073	1.235	.218
Admiration	.358	2.388	.018*

Discussion

- The Source Credibility Model is only partially supported whereas the Source Attractiveness Model is not supported.
- Not all celebrity characteristics are good predictors of donation and expertise and admiration tend to be the most robust predictors.
- Non-profits may want to guide decisions based on a good fit between the charity and celebrity as well as the esteem that the celebrity has.



Future Research & Limitations

- Direct measures of differences between for profit and non-for-profit celebrity characteristics and effectiveness with regards to donation or purchase.
- Long term effects of pairing a celebrity and non-profit over time.
- A quantitative analysis of the actual financial benefits non-profits receive given the costs incurred.