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10 **The role of celebrity in endorsing**
11 **poverty reduction through**
12 **international aid**
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23 • *'Celebrity endorsement' is a strategy that is gathering increasing momentum in attempts*
24 *to develop public awareness of the plight of the poor¹. Understanding of public percep-*
25 *tions is clearly important for international organizations seeking to make use of celebrity*
26 *in furthering their causes. This paper reports the results of a preliminary survey con-*
27 *ducted among 100 members of the Irish public to evaluate levels of awareness of celebrity*
28 *involvement in international development work and the public's opinions about such*
29 *involvement. The survey instrument was semi-structured with some open-ended ques-*
30 *tions. The focus was on respondents' ability to identify celebrities associated with such*
31 *work, and to elicit their opinions on those celebrities' perceived aims, knowledge of*
32 *international development, and influence upon the respondent. It also requested opinions*
33 *of the value of celebrity involvement more generally. The results suggest that respondents*
34 *are generally able to distinguish between celebrities and their various causes. Most found*
35 *their involvement to be valuable in raising the profile of charities, though only a small*
36 *number claimed to be personally influenced by such activity. The respondents were fairly*
37 *cynical as to the motives of most celebrities, whose involvement they felt served their own*
38 *aims—namely publicity—first and foremost. Most respondents were more likely to be*
39 *influenced by their perceptions of the character of the celebrity rather than their causes.*
40 *They respected celebrities they felt were genuinely committed to the causes they espoused,*
41 *but paradoxically, they felt such commitment was best demonstrated by the celebrity*
42 *keeping a low profile and not actively seeking publicity. Long-term commitment to a given*
43 *cause was also highly regarded. The results are discussed with regard to theories of social*
44 *persuasion and the dilemma's facing celebrities who get involve in endorsement of*
45 *charity aid or campaigns. More research is necessary to substantiate and further develop*
46 *our findings.*
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¹We say below goal not necessary donations but political commitment.

Introduction^{Q1}

'Like everything else in Hollywood, philanthropic causes are susceptible to the fickle nature of celebrities, who are desperate to associate themselves with whatever happens to be the hippest, hottest issues du jour'.

<http://www.bestweekever.tv/2006/06/15/poll-is-humanitarian-aid-the-new-aids/>

'Celebrities are up there with pillars of the community—they are voices of influence'

Bronk (2002), executive director of the Celebrity Coalition, an organization pairing celebrities with causes.

'Politics and rock and roll don't go together all that well most of the time'

Niall Stokes, editor of the Irish music magazine Hot Press.

'Celebrity and politics have merged. Today, well-beeled rock or movie stars cannot ignore the lure of association with a good cause; politicians cannot resist the call of stars whose message reaches an audience beyond politics'

Alan Cowell, *New York Times*, 1 July 2005.

'Celebrity endorsement' is not a new method of marketing an idea, but its application to humanitarian issues is relatively recent. Summarizing the literature on the effects of celebrity endorsement of a product, Agrawal and Kamalura (1995) suggested that celebrities sell products by making advertisements believable, enhancing message recall, increasing recognition of brand names and facilitating a positive attitude towards the brand. They also argued that despite some celebrities securing multi-million dollar contracts to endorse certain products, on average, the impact of celebrity endorsements on stock returns is positive 'suggesting that celebrity endorsement contracts are generally viewed as

a worthwhile investment in advertising' (p. 56). More recently, Jackson and Darrow (2005), exploring the effects of political statements made by celebrities, found that young people's level of agreement with certain political statements was increased by celebrity endorsement and specifically that 'celebrity endorsements make unpopular statements more palatable, while increasing the level of agreement with already popular opinions' (p. 80). Celebrity endorsement therefore seems to be capable of selling ideas as well as products. Domino (2003) suggests that by the time of Princess Diana's fatal car crash in 1997, she had supported close to 100 hospitals, charities, civic groups, and humanitarian organizations, helping them raise an estimated \$450 million *each year*.

Early work by Hovland and associates stressed the importance of the credibility of the person delivering a message or endorsement (Source Credibility Model—Hovland and Weiss, 1951; Hovland *et al.*, 1953). Further research focused on the source of the message has identified three additional attributes of importance: the importance of the source being attractive (Source Attractiveness Model—McGuire,^{Q2} 1968); the importance of the image of the endorser matching-up with the image of the product or message (Product Match-Up Model—Kamins *et al.*, 1989; Kamins, 1990);^{Q3} and the importance of the process by which culturally valued attributes of the source are seen to transfer to the product, and ultimately to the consumer (Meaning Transfer Model—McCracken, 1989). While marketing research has addressed the role of celebrity in selling products, few studies have been concerned with the impact of celebrity on the nonprofit sector. Where there has been such research this is often associated with donation behaviour to charities (Carr *et al.*, 1998).

Within the realm of international aid, a growing number of celebrities have become involved in heightening public awareness of poverty in low income countries, its possible causes (e.g. crippling loan repayments), and possible actions that could be attempted by the

Q1

Q2

Q3

international community (e.g. debt relief). What these celebrities are 'selling' is therefore a relatively abstract idea, that requires, not necessarily donation of money (as was the case with Live Aid) but political commitment (as was the case with Live 8: 'We don't want your money, we want you' was the slogan flashed above the stage). Although Kamins's work established that advertising is more effective when a celebrity's image and their associated product message are congruent, no consideration has been given to the consequence of multiple celebrity endorsement of a given idea, or product, for instance, the 'End Poverty' campaign.

With so many celebrities espousing support for such ideas (Cowell, 2005), what is the effect on the message received by the public? Which celebrities are seen as the most credible? Are the messages given by celebrities distinguishable by the public? Do they translate into concrete action? These questions motivated this descriptive study which explored the messages the public associated with celebrities, whom they perceived to be endorsing poverty reduction through international aid. The study was undertaken in Dublin, Ireland, and it may be argued that Ireland is a particularly good country in which to assess responses to celebrity because the levels of public support for international charitable causes are amongst the highest in the world.²

Methodology

A brief survey—see Appendix—was conducted among 100 respondents randomly selected from the Irish public. The survey was administered to 50 men and 50 women at commuter train stations (Dart) in central Dublin in January/February 2007. The respondents were asked to name up to three celebrities they believed to be associated with international development work, and to describe the celebrities' aims, their levels of

knowledge, and whether they personally influenced the respondent. The survey also solicited the respondents' more general views regarding the value of celebrity involvement in international aid work and who were the beneficiaries of such involvement. Responses to the quantitative questions were entered into a database and analysed using statistical software (SPSS).

Awareness of celebrities

Nearly all our respondents had at least some awareness of celebrity involvement in international aid activity. They were asked to name up to three celebrities. Of the 100 respondents, 99 per cent named at least 1 celebrity (**Table 1**)—although in a small number of cases, the celebrity was mistakenly identified as supporting international aid work. Most of the sample—82 per cent—could name two celebrities, and about 45 per cent could name three celebrities.

Altogether, our 100 respondents correctly identified 28 celebrities (**Table 2**). The most frequently cited celebrities were Bono, Angelina Jolie and Bob Geldof; the three together accounted for 72 per cent of the celebrities named. Bono alone accounted for 32 per cent of responses, and Angelina Jolie and Bob Geldof each made up about 20 per cent. Only five celebrities—Bono, Angelina Jolie, Bob Geldof, Madonna and Adi Roche (a former Irish presidential candidate who works with Chernobyl)

Table 1. Awareness of celebrity involvement in international aid work (per cent of respondents)

	Could name at least one celebrity	Could name at least two celebrities	Could name three celebrities
Able	99	82	44
Unable	1	18	56

²For instance, in the aftermath of the Asian Tsunami, the Irish public donated an estimated 0.7 per cent^{Q4} of GNP, one-third more than the next highest donors (Data from: http://en.wikipedia.org/wiki/Humanitarian_response_to_the_2004_Indian_Ocean_earthquake).

Table 2. Frequency of celebrities named by respondents (per cent)

	Frequency	Per cent	Valid per cent	Cumulative per cent
Bono	71	23.7	31.6	52.4
Bob Geldof	47	15.7	20.9	20.9
Angelina Jolie	44	14.7	19.6	72
Madonna	8	2.7	3.6	80.9
Geri Halliwell	5	1.7	2.2	83.6
Adi Roche	5	1.7	2.2	89.3
Liam Neeson	4	1.3	1.8	74.2
John O'Shea	4	1.3	1.8	76
Bill Clinton	2	0.7	0.9	76.9
Prince William	2	0.7	0.9	85.3
Michael Jackson	2	0.7	0.9	87.1
Richard Gere	2	0.7	0.9	90.2
Bill Gates	2	0.7	0.9	92
Brad Pitt	2	0.7	0.9	98.2
George Clooney	2	0.7	0.9	99.1
Jeremy Irons	1	0.3	0.4	72.4
David Beckham	1	0.3	0.4	77.3
Oprah Winfrey	1	0.3	0.4	81.3
Sting	1	0.3	0.4	84
Beyonce	1	0.3	0.4	84.4
Matt Damon	1	0.3	0.4	85.8
Ewan McGregor	1	0.3	0.4	86.2
Woody Harrelson	1	0.3	0.4	90.7
Al Gore	1	0.3	0.4	91.1
Mel Gibson	1	0.3	0.4	92.4
Tom Yorke	1	0.3	0.4	92.9
Pierce Brosnan	1	0.3	0.4	99.6
Heather Mills	1	0.3	0.4	100
Mistakenly identified	10	3.3	4.4	97.3
Sub-Total	225	75	100	
Missing	75	25		
Total	300	100		

byl Children's Project International)—were mentioned five or more times. The respondents consistently associate a narrow range of celebrities with international aid work. No significant gender differences emerged either with respect to the number of celebrities respondents could name or the celebrities they identified.³

Celebrity causes

Respondents generally had difficulty in identifying concrete causes that celebrities espoused; most responses were very vague and encompassed a range of related issues. Respondents

were asked to identify up to three causes per celebrity and the causes were coded based on the keywords that the respondents gave; for instance 'reduce poverty in Africa' was coded for both 'poverty' and 'Africa'. About 45 per cent of our sample could list at least one cause per celebrity, while in 20 per cent of cases, respondents could not identify any message associated with the celebrity they had named (Table 3). Respondents very rarely named a specific charitable affiliation in association with a celebrity, and when they did, this was often incorrect; for example, Angelina Jolie was often mentioned as supporting UNICEF,

³Differences between male and female respondents were tested using the Pearson χ^2 test statistic.

Table 3. Ratio of number of messages to number of celebrities cited, by respondent

	Frequency	Per cent	Valid per cent	Cumulative per cent
0.00	19	6.3	19.2	19.2
0.33	3	1.0	3.0	22.2
0.50	19	6.3	19.2	41.4
0.67	13	4.3	13.1	54.5
1.00	26	8.7	26.3	80.8
1.33	8	2.7	8.1	88.9
1.50	4	1.3	4.0	92.9
1.67	2	0.7	2.0	94.9
2.00	4	1.3	4.0	99.0
3.00	1	0.3	1.0	100.0
Total	99	33.0	100.0	
Missing	201	67.0		
	300	100.0		

Note: Missing refers to responses with one or less celebrity, or one or less message.

whereas in fact she is a goodwill ambassador for UNHCR.

Table 4 presents the causes attributed to Bono, Bob Geldof and Angelina Jolie, the three most popular celebrities. Bob Geldof and Bono were most closely associated with debt relief (just over one quarter of responses) while Angelina Jolie was mostly associated with children's issues (nearly 30 per cent of responses). Only a small number—5 per cent for Bob Geldof, 13 per cent for Bono and 20 per cent for Angelina Jolie—were unable to name any causes that the celebrity espoused.

Table 4. Causes associated with most popular celebrities

	Bob Geldof	Bono	Angelina Jolie
Specific cause			
Third World debt	27.3	26.1	1.7
Poverty	12.7	15.2	18.3
Hunger	16.4	5.4	1.7
Children	1.8	2.2	28.3
World suffering	14.5	9.8	8.3
Increased aid	1.8	2.2	3.3
Africa	10.9	13	8.3
Peace	5.5	3.3	0
AIDS/Health issues	3.6	5.4	5
Other	0	4.3	1.7
Refugees	0	0	3.3
Don't know/unclear	5.5	13	20
Total	100	100	100

Though they only named a small number of celebrities, in most cases respondents were fairly well able to distinguish between celebrities and the causes they espoused. More than half the respondents who identified more than one celebrity and at least one cause, were able to distinguish the cause their celebrities supported (**Table 5**). Usually Bob Geldof and Bono were said to support 'the same thing' so only a small share (about 8 per cent) grouped together celebrities who in fact espouse different issues.

Celebrity knowledge

Respondents also distinguished the celebrities based on their perceived knowledge of their causes; these perceptions varied widely between celebrities (**Table 6**, **Figure 1**). Knowledge was mostly viewed in relation to the other celebrities the respondents identified—Angelina Jolie was generally considered to know less when cited alongside Bob Geldof, than when cited with Madonna, for example.

Celebrity influence

In three-quarters of cases, our respondents felt celebrity involvement in international charities did not influence them personally (**Table 7**). Those respondents who did feel influenced

Table 5. Share of respondents distinguishing the causes of the celebrities they identified

	Frequency	Per cent	Valid per cent	Cumulative per cent
Yes	56	56.0	70.0	70.0
No	24	24.0	30.0	100.0
Total	80	80.0	100.0	
Missing	20	20.0		
	100	100.0		

Note: Missing refers to respondents identifying less than two celebrities.

Table 6. Perceived knowledge of most cited celebrities

Knowledge level	Bob Geldof	Bono	Angelina Jolie	Madonna	Geri Halliwell	Adi Roche	Total (%)	Total
1 (Nothing)	0	0	4.5	0	20	0	1.7	3
1.5	0	0	6.8	0	20	0	2.2	4
2 (A little)	10.6	11.4	40.9	75	60	0	22.3	40
2.5	10.6	11.4	4.5	12.5	0	0	8.9	16
3 (A lot)	78.7	75.7	36.4	12.5	0	100	62.6	112
Don't know	0	1.4	6.8	0	0	0	2.2	4
Total (%)	99.9	99.9	99.9	100	100	100	99.9	179
Total	47	70	44	8	5	5	100	179

Note: The scale for the knowledge level ranged from 1 = 'Nothing' to 3 = 'A Lot', with some respondents selecting levels in between these given categories. The difference between celebrities is statistically significant using the Pearson χ^2 test statistic ($p = 0.023$).

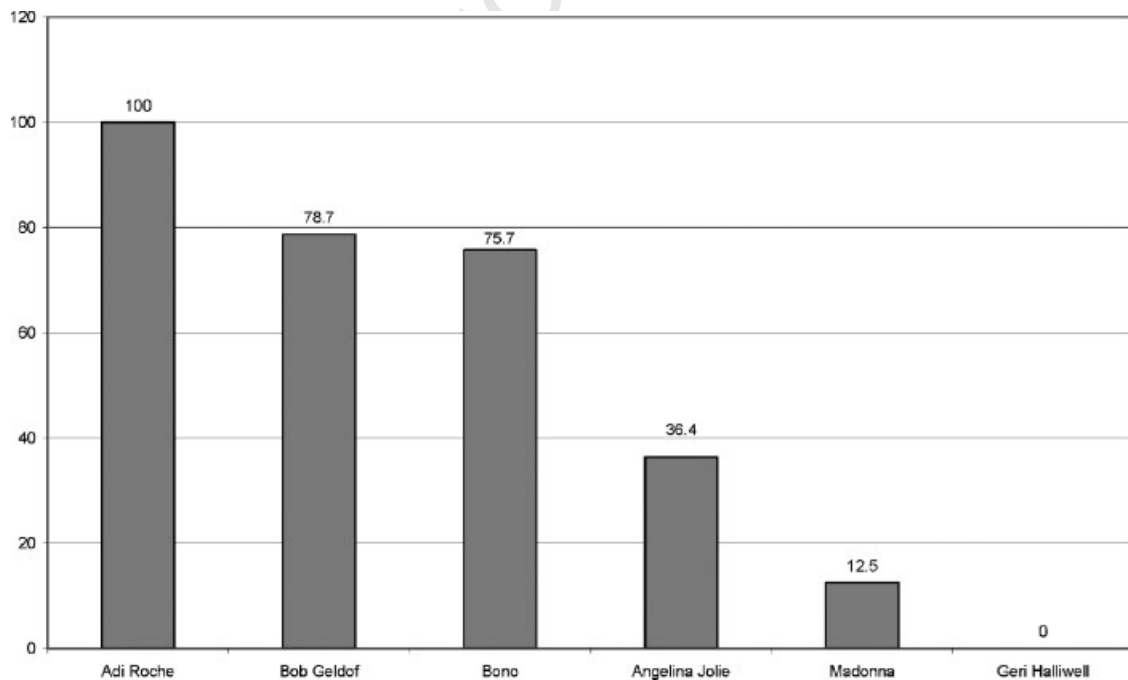
**Figure 1.** Share of respondents citing a celebrity who felt that celebrity knows 'A lot' about international aid (%).

Table 7. Share feeling influenced by any celebrity

	Frequency	Per cent	Valid per cent	Cumulative per cent
Yes	58	19.3	27.0	27.0
No	157	52.3	73.0	100.0
Total	215	71.7	100.0	
Missing	85	28.3		
	300	100.0		

Note: Missing refers to responses with less than three celebrities.

Table 8. Influence of each celebrity

Celebrity	Yes (%)	No (%)	Total count
Bob Geldof	32.6	67.4	46.0
Bono	26.1	73.9	69.0
Madonna	25.0	75.0	8.0
Angelina Jolie	14.3	85.7	42.0
Geri Halliwell	0	100	5
Adi Roche	0	100	5
Total	41	134	175
Total (%)	23.4	76.6	100

Note: The difference between celebrities is statistically significant using the Pearson χ^2 test statistic ($p = 0.027$).

by at least one celebrity cited Bob Geldof as the most influential celebrity, influencing one-third of the respondents who identified him (Table 8, Figure 2). He was followed by Bono and Madonna, with one-quarter of respondents who cited them claiming to be influenced personally (however note that only eight people cited Madonna to begin with).⁴

We examined the extent to which being influenced by a celebrity appeared correlated with perceived celebrity knowledge (Table 9). The perceived knowledge of the celebrity was

associated with a slightly higher propensity to feel influenced by that celebrity—the Spearman's correlation coefficient was 0.229 ($p = 0.001$)—but for all levels of knowledge, most people did not feel influenced by the celebrity they cited. No one felt influenced by celebrities perceived as knowing 'nothing' or 'between nothing and a little'. However, only in about 40 per cent of cases in which the celebrity 'knew a lot' did the respondent feel influenced by the celebrity. Most of the sample did not feel personally influenced by celebrity involvement in charity, regardless of how favourably they rated the celebrities' knowledge. Here too, the gender of the respondent did not affect the propensity to be influenced.

Qualitative impressions

Our respondents were able to distinguish between celebrities and the causes they supported, and clearly rated some more highly than others. The distinctions they made were based partially on the basis of the causes the celebrity was espoused (or was perceived to espouse)—though in most causes this was vague, particularly if we exclude debt relief. However, they appeared to be largely on the basis of the celebrities' perceived knowledge, motivations and character. Some were seen as more knowledgeable—and therefore credible—than others, as the contrast between Bob Geldof and Geri Halliwell in Figure 1 illustrates.

Moreover, some were described as displaying a more sincere commitment to their causes, while others were felt to be seeking publicity first and foremost. Comments such as 'A lot are in it for publicity. There are very few genuine ones' occurred quite regularly. Indeed, 30 per cent of respondents cited 'self promotion' spontaneously when asked what the celebrity was trying to accomplish—mostly in regard to Bono and Angelina Jolie.⁵

⁴All celebrities cited less than five times were categorized as 'other'. This category is not included because the relatively high share of people citing other celebrities that felt influenced by them is the product of a small sample size. If only one person cited a celebrity—for example Ewan McGregor—and felt influenced by him or her, than the influence rate would be 100 per cent.

⁵This response was not included in the 'causes' analysed earlier since it seemed to depend on how the respondent interpreted the question.

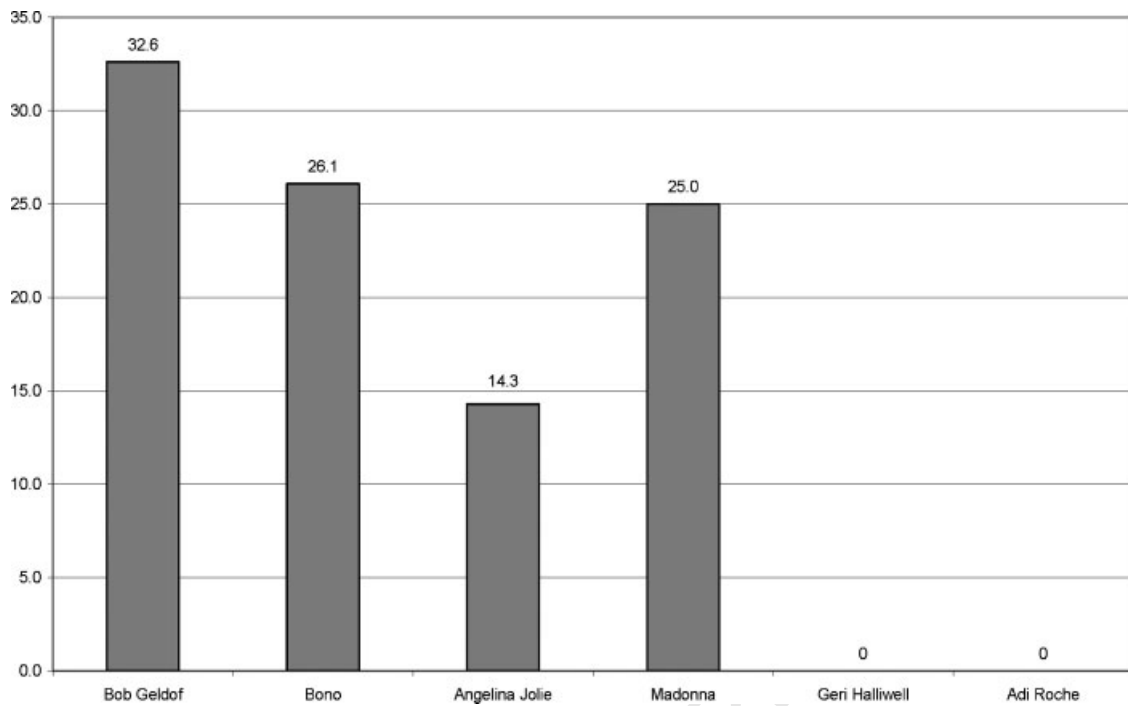


Figure 2. Share of respondents citing a celebrity who felt influenced by that celebrity (%).

Table 9. Perceived celebrity knowledge (left hand column) against 'Yes' or 'No' responses regarding whether respondents felt influenced by them

		Yes	No	Total
Nothing	Count	0	2	2
	(%)	0	100	100
Between nothing and a little	Count	0	4	4
	(%)	0	100	100
A little	Count	6	43	49
	(%)	12.2	87.8	100.0
Between a little and a lot	Count	1	16	17
	(%)	5.9	94.1	100.0
A lot	Count	50	84	134
	(%)	37.3	62.7	100.0
Don't know	Count	1	8	9
	(%)	11.1	88.9	100.0
Total	Count	58	157	215
	(%)	27.0	73.0	100.0

Note: The difference between categories was statistically significant using the Pearson χ^2 test statistic ($p = 0.001$).

To take an additional example, Bob Geldof was frequently described as genuine and well-meaning. However, Bono was generally described in much less favourable terms as

more concerned with self-promotion than the causes he espoused, as seeking out the limelight to heighten his own publicity, and as hypocritical—people often commented that

his fund-raising attempts for charitable causes was at odds with U2 having moved (much of) its wealth out of Ireland in order to lower their tax obligation.⁶ The length of celebrity association with a given cause was also construed favourably; some respondents commented negatively about 'flash in the pan' involvement having only transient effects.

Thus, paradoxically self-promotion was seen at odds with sincere commitment to a charity, a conclusion that would seem to fly in the face of what celebrity is about. Respondents commented that people doing most work for charities did not receive attention, that those celebrities doing the most work did so quietly, and that there was no need for them 'to blow their own trumpet'.

Our results suggest celebrities must combat a great deal of scepticism on the part of the public in order to be taken seriously. Several respondents expressed reservations about their potential influence, saying for instance, that it was difficult to take celebrities seriously based on how wealthy they were compared to the people they sought to help; that they lacked formal education in development-related issues; and that they did not lead by example—they felt that they generally spoke about issues rather than contributing money towards them. Some also felt that the awareness raised was superficial and did not translate into concrete actions.

Although celebrity influence was said to take the form of raising the profile or awareness of the charity the celebrity was highlighting, hardly any respondents cited taking any concrete step to support a given cause as a result of celebrity influence. At the same time, nearly all respondents commented that celebrity involvement in charity was beneficial for society by raising the profile of issues, and many felt that they might exert an influence on some people and that this would help charities to reach a wider audience. Only a small

number of respondents linked heightened awareness to more fundraising or volunteer work. A few respondents felt that celebrity involvement might influence policymakers or shame them into acting in a certain way.

Finally, most respondents had a cynical view of the beneficiaries of celebrity support for charity. In several cases, they claimed that only the celebrity benefited, but in most cases felt that it was a win-win situation: that both the celebrity benefited as did the causes they supported. However, often they added the qualification that the celebrity benefited primarily and the charities, secondarily. The respondents expressed a good deal of scepticism towards the effectiveness of the charities, often responding that they hoped the charity would benefit the poor and commenting on the mismanagement of aid within developing countries.

Discussion

While the respondents surveyed for this study were generally fairly well aware of celebrity involvement in international charitable causes and able to distinguish celebrities and the causes they espoused, this did not translate into being influenced by their activity. The extent to which the celebrity was felt to be knowledgeable increased somewhat their influence on the respondents, but only to a small extent; most of the respondents did not feel influenced by the celebrities they could identify regardless of that celebrity's perceived knowledge. Whilst Hovland's Source Credibility Model (Hovland and Weiss, 1951; Hovland *et al.*, 1953) saw credibility as a key feature regarding the persuasiveness of communication, clearly having credibility is not enough, as even those celebrities rated as highly credible only had a moderate influence of respondents' reported views. If one assumes that celebrity is associated with some element

⁶In late 2006, Bono and his fellow U2 members moved their music publishing company to the Netherlands to take advantage of a more favourable tax regime. This was widely reported in the print media. ('U2 defends move to avoid Irish tax rise', *International Herald Tribune*, 17 October, 2006).

of being, at least socially attractive, again our findings fail to give much comfort to McGuire's (1968) Source Attractiveness Model.

It is perhaps noteworthy that respondents expressed somewhat cynical views of the gains to be derived from celebrity involvement. While they overwhelmingly felt celebrity involvement served to heighten awareness of certain issues and that the causes themselves benefited to some extent, they attached numerous caveats to these statements. Only a few celebrities were perceived as genuinely well intentioned. It was felt that many took a short-term interest for the sake of their own careers and that this would fail to yield any lasting benefits. Celebrity was seen at odds with a true commitment to charity. Many respondents claimed that the celebrities themselves benefited more from charitable association than the eventual beneficiaries of their support. These concerns would however seem to have some relevance to Kamins's (Kamins *et al.*, 1989; Kamins, 1990) Product Match-Up Model, in that the public image of 'plenty and self focus' that public may attach to some celebrities, is quite at odds with the message they are (apparently) trying to communicate. Similarly McCracken (1989) McCracken's (1989) Meaning Transfer Model may be constrained by this incongruity; what is culturally valued about a celebrity may be things other than even an entirely genuine commitment to alleviating poverty.

Our results, which we acknowledge as very provisional and drawn from a small sample of city commuters and therefore of questionable generalizability (though we were unable to identify any statistically significant differences between male and female respondents), do nonetheless raise some important issues for further research. Given the current prominent role of celebrity in promoting 'good causes', it is crucial to identify how best to use what influence they might have. If the cynicism that is clearly associated with some celebrities was the 'meaning transferred' (McCracken, 1989) onto the issue of international aid efforts to address poverty in low income countries, then this could be very destructive. With the G8

apparently committing to increased aid expenditures over the next decade, donor countries will want to promote mechanisms that persuade their voting publics of the value of their commitments (McDonnell and Lecomte, 2005; Bolitho *et al.*, 2006). The latest figures from the OECD Development Co-operation Report (DCR, 2007) OECD's Development Co-operation Report (DCR), (2007) reveal that aid funding, recently rising by 5% per year, would have to rise by 11% every year from 2008 to 2010 to reach agreed goals. If celebrity endorsement is seen as one way of achieving this, it is important to consider that very few celebrities may be positioned to effectively influence the public, and that those who lack credibility could even have negative effects.

In an age of increasing philanthropy however, it might indeed be a mistake to overlook the potentially positive influence that celebrities can have. Equally we must not underestimate the challenges that must be confronted by celebrities wishing to make a genuine contribution to poverty alleviation. As celebrity is a business—both for those promoting it and those experiencing it—it is perhaps obvious that the personal actions of celebrities (e.g. avoiding relatively high levels of tax in one jurisdiction by moving tax liabilities to another jurisdiction) will not always find support from those who are in favour of addressing income inequalities. Another difficult paradox is that while celebrities' attention-grabbing abilities are supposed to be the lure to draw the public's gaze towards poverty alleviation, the public may in fact be least influenced by those celebrities who are best at doing this—for they are seen to have a personal benefit in doing so. However, if the most persuasive celebrity is the one who quietly donates millions and just gets on with 'helping out' in modest humanitarian projects, how should we know of them? Not to know about them is to miss out on an opportunity to influence others. We believe the role of celebrity in poverty alleviation deserves more research and hope that this preliminary study provides some impetus towards [this](#)^{Q5}.

Q5

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Appendix—Celebrity and international development work

1. Can you think of any celebrities associated with international aid work?

- (1)
(2)
(3)

2. What are they each trying to achieve?

Celebrity 1	Celebrity 2	Celebrity 3
(1)	(1)	(1)
(2)	(2)	(2)
(3)	(3)	(3)

3. How much do you think they know about international aid and development? Nothing (1)/A little (2)/A lot (3)

Celebrity 1
Celebrity 2
Celebrity 3

4. Do they influence you? Yes/No, How?

	Yes/No	How?
Celebrity 1		
Celebrity 2		
Celebrity 3		

5. What is the value of them being involved in this sort of thing?

6. Who benefits from celebrities being involved in this work?

Author Query Form (NVSM/339)

Special Instruction: Author please include responses to queries with your other corrections and return by e-mail.

Q1: Author: Please verify the suggestion of heading of the opening section, in accordance with the journal style.

Q2: Author: 'McGuire, 1968' is not given in the list, please check.

Q3: Author: Kamins, 1989,1990 have been changed to Kamins *et al.*, 1989 and Kamins, 1990 throughout the text. Please verify the changes made.

Q4: Author: Please verify the change made.

Q5: Author: Please provide author biographies.

UNCORRECTED PROOFS