

CELEBRITY ENDORSEMENTS IN ORGAN DONATION ADVERTISEMENTS: ALTRUISM AS A MODERATOR

Sharifah Nurafizah Syed Annuar^{a*}, Stephen Laison Sondoh Jr^b, Andreas Totu^c,
Geoffrey Tanakinjal^d and Rayner Alfred^e

^a*Faculty of Business and Management, Universiti Teknologi MARA Sabah*

^b*Faculty of Business, Economics and Accounting, Universiti Malaysia Sabah*

^c*Centre for the Promotion of Knowledge and Language Learning, Universiti Malaysia Sabah*

^d*Labuan International College, Universiti Malaysia Sabah*

^e*Faculty of Computing and Informatics, Universiti Malaysia Sabah*

*shari339@sabah.uitm.edu.my

ABSTRACT

Health and psychology literature suggests the use of celebrity endorsement in organ donation advertisement in changing the attitude to register as organ donors. However, very limited literature was found that discussed the effect of source attractiveness, expertise and trustworthiness towards attitude in the context of organ donation. In addition, there is limited knowledge established in understanding the impact of charisma and authenticity in celebrity studies. The role of altruism as a moderator in the relationship between the attributes of celebrity endorsers and attitude towards organ donation registration is also unclear. Therefore, the purpose of this study is to fill the gaps by determining the impact of celebrity endorser attributes towards attitude towards organ donation. This paper also examines the role of altruism as a moderator to the relationship between celebrity endorser attributes and attitude towards organ donation. The target sample of this study was university students and data collection has been conducted in various universities from four regions in Malaysia. Data from 466 university students were analysed using IBM SPSS Statistics 23 and SmartPLS 3.0. Of five important celebrity endorser attributes that were tested in this paper, the findings show that authenticity and charisma are great predictors to attitude towards organ donation. In addition, the relationship between charisma and attitude is found to be weakened among individuals with high altruism. The findings of this paper are beneficial as they contribute to the celebrity endorsement literature and provide insights to the relevant agencies in selecting celebrity endorsers for their social marketing campaign.

KEYWORDS: *Celebrity Endorsement, Organ Donation Advertisements, Altruism, PLS-SEM*

INTRODUCTION

Many patients are either in the waiting lists or had eventually died while waiting for organs due to the lack of organ supplies (UNOS, 2013). Malaysia has been listed by the World Health Organization (WHO) as among the countries with the lowest organ donation rate (Sivanandam, Rahimy, and Yunus, 2017). According to the "Statistic Organ Pledgers" (2017), a total of 21,105

are still waiting for organs transplantations, with most in needs of kidneys and this number of waiting patients is expected to increase due to the rising illnesses and poor lifestyles of Malaysians. Organ donation campaign in Malaysia was first launched in 1997 but to date, only 1% of the Malaysian's population has registered as organ donors ("Statistic Organ Pledgers", 2017). The Ministry of Health, Malaysia has executed various campaigns to raise awareness, educate and to pool organ pledgers, such as Organ Donation Awareness Campaign in October of every year, Let's Pledge YB (a campaign targeted to Members of Parliaments in Malaysia), Organ Donation Campaigns targeted to healthcare workers and appointment of celebrities to become spokesperson for organ donation campaign. Celebrity endorser has been a popular method used in promoting brands and creating purchase intention (Shimp, 2000; Erdogan, 1999) however, the effectiveness of using celebrity endorser has been on debate, especially in recent years where the method was mentioned as ineffective as it has lost its appeals among consumers (The Nielsen Company, 2014 and Ace Metrix, 2014). On the contrary, in non-profit settings, celebrities are claimed to be advantageous towards creating attention towards certain issue, cause and charitable organizations (Charity Navigator, 2015). However, studies on celebrity in the area of charities or non-profit have received little attention by academicians not only in the field of sociology (Van Krieken, 2012), but also in other areas of marketing (Stebbins and Hartman, 2013). Chan (2008) believes celebrity acts as vicarious role model which enables them to persuade message recipients without the needs to communicate with them directly. The ability to persuade and change the attitude of the message recipients is as a result of the sense of closeness and identification that a person forms after they see the celebrities in mass media (Shuart, 2007). Given the above-mentioned situations, thus, this paper believes that it would be interesting to examine the effect of celebrity endorser attributes in the non-profit context, particularly in organ donation as the behavior is deemed as altruistic. Hence the objective of this paper is to determine the relationship between celebrity endorser attributes and attitude towards organ donation. In addition, this paper also aims to examine the moderating role of altruism between the relationship of celebrity endorser attributes and attitude towards organ donation.

Next, the relevant literatures on celebrity endorser attributes and attitude towards organ donation are discussed. This is followed by a brief but detailed discussion on the research method. Then, results of the data analysis are presented which then followed by the discussions, implications and conclusion.

LITERATURE REVIEW

Celebrity Endorser Attributes

Attractiveness and credibility are often mentioned in the celebrity endorsement literature (Ohanian, 1990; Erdogan, 1999; Petty and Cacioppo, 1984). However, as the celebrity endorsement studies grow, other attributes such as authenticity and charisma have also been brought up. Researchers have highlighted the importance of the attributes but the effectiveness of the attributes is still being debated. In addition, no conclusive findings have been made to determine the importance of the attributes towards the intention to pledge as organ donors. In this paper, literature review has been performed and therefore, the attributes considered in this study is discussed below.

Attractiveness

In the marketing literature, attractiveness is evidently mentioned to be a key factor in determining the effectiveness of using celebrity endorser (Chao, Wührer, and Werani, 2005). Attractiveness is when message recipients perceive a source message as familiar, similar to them and likeable. Kahle and Homer (1985) believe that attractiveness enhances the ability of the

message recipients to like a certain product as message recipients are predicted to like a product because of they are attracted to the source message. Most of the previous works have discussed on the effect of attractiveness towards attitude and intention in profit settings (Till and Busler, 2000; Erdogan, 1999; Petty and Cacioppo, 1984), but discussions in the area of non-profit settings are considerably lacking. Attractiveness in the literature has been claimed as an important attribute of a source message (Chao et al, 2005) in changing attitudes of message recipients (Petty and Cacioppo, 1981). Nevertheless, the match-up hypothesis alleged that physical attractiveness does not generate attitudinal changes (Kamins, 1990). In addition, according to Till and Busler (1998), physical attractiveness is not necessarily important but there are other attributes that marketers should look for before selecting any celebrity as an endorser. Thus, it is hypothesized that:

H₁: celebrity's attractiveness has a positive effect towards attitude

Trustworthiness

Trustworthiness refers to the level of confidence one has towards a source message (Ohanian, 1990). In earlier studies, trustworthiness was defined as the consequences of positive feelings, acceptance and supports (Giffin, 1967) and Erdogan (1999) described trustworthiness as honesty, integrity and believability. In the literature, vast studies on trustworthiness have demonstrated the positive effects of trustworthiness towards attitudinal change (Ohanian, 1991; Kim, 2012; Lien 2001). However, contrary to this, there are researches which do not support the positive effect of the trustworthiness. Source message with low trustworthiness was cited to generate positive feelings and message elaborations (Priester and Petty, 2003). This can be possibly explained because of the uncertainty towards a source message, message recipients tend to assess the message and lead to attitude changes. In promoting health messages, trustworthiness was cited as an important attribute of a source message (Manika and Gregory-Smith, 2014). Building from the above-mentioned works, therefore this paper proposed trustworthiness is significant in creating positive attitudes towards organ donation registration behaviour. Hence, it is hypothesized that:

H₂: celebrity's trustworthiness has a positive effect towards attitude

Expertise

The definition of expertise in the literature is being authoritative, competent and qualified (McCroskey and Young, 2009). Scholars have long highlighted the positive impact of expertise towards attitudinal changes (Chaiken, 1980; Petty, Cacioppo, and Goldman, 1981). But, according to Ohanian (1990), expertise is not a contributing factor in persuading message recipients. However, recent studies by Kang, Kim and Boo (2015) have found that expertise and trustworthiness play important roles than attractiveness in determining credibility of a product. Apart from that, Klucharev, Smidts, and Fernández (2008) have researched the mechanism in human brains on persuasion and reported that celebrity expertise is positively significant towards attitude. Similarly, a study by Hoffman and Tan (2015) found that expert celebrities generate more favourable attitudes than the non-experts. In addition, Parker, Oosthuizen, and Costello (2015) who did a research on source effect on Public Service Advertisements (PSA), suggested that source expertise has a great effect on attitudes and intention and improves the source credibility. Thus, building from the literature, this paper aims to test the source expertise effect towards the attitude towards organ donation registration behaviour. Thus, it is hypothesized that:

H₃: celebrity's expertise has positive effect towards attitude

Authenticity

In the recent years, the emergence of studies on authenticity in the marketing literature is notable. Previously, most of the studies evolved in the area of media studies (Allen and Mendick, 2012), entertainment education (Brown and Fraser, 2004), and cultural studies (Driessens, 2015). Recent reviews of marketing literature have shown that the studies of authenticity focus on product branding (Escalas and Bettman, 2015; Fillis, 2014; Kapitan and Silvera, 2015; Lunardo, Gergaud, and Livat, 2015; Preece, 2015). According to Meyers (2009), authenticity means being truthful and real. Aslama and Pantti (2006) claimed that the term has been widely used in the studies of reality shows whereby the participants of the shows were asked to be ordinary and to be themselves. In addition, in the context of celebrity studies, authenticity was described as the ability of the celebrity to show talents or success by being sincere which enabled them to obtain fame. In an earlier study, the term authentic has been researched and was mentioned to be different from sincere (Trilling, 1971). According to the researcher, sincere is associated with being loyal and honest with no aim to hurt other people. But, authenticity is being true to own self without the needs to get approval from others. In a qualitative study, perceived authenticity was cited as the ability of the source message to stay real and to not chase after popularity (Lazarevic, 2012). Previous studies have discussed on the definition of authenticity, but knowledge on the impact of authenticity towards attitudinal changes is still lacking and has not been greatly established to provide comprehensive information on this issue especially in the context of organ donation. Therefore, this paper aims to examine the effect of authenticity on attitude towards organ donation registration behaviour. Building from the above-mentioned works, therefore this paper proposes that authenticity is significant in creating positive attitudes towards organ donation registration behaviour. Thus, it is hypothesized that:

H₁: celebrity's authenticity has a positive effect towards attitude

Charisma

Charisma in the literature is limited to political and leadership studies (Bonovitz, 2015; Graham, 1991; House, 1977; Levine, Muenchen, and Brooks, 2010; Michel, Wallace, and Rawlings, 2013). There is very little study on charisma in the marketing sphere (Cocker, Banister, and Piacentini, 2015; Davies and Slater, 2015; Haley, 1996). Previous scholars have cited the importance of charisma to determine the effectiveness of celebrity endorsements (Baker-Sperry, 2005; Driessens, 2015; Fillis, 2014; Graham, 1991; Halonen-Knight et al., 2010; Huber, Meyer, and Vollmann, 2011; McCracken, 1989; Schindler et al., 2013). Nevertheless, there is limited evidence to show the positive effect of charisma towards attitude. Charisma is defined as the personal abilities to have special effect on followers for instance high self-confidence, authority and strong moral virtue of his/ her beliefs (House, 1977). Verčič and Verčič (2011) proposed that charisma studies should have been extended and examined in well-known figures like celebrities. Therefore, based on this recommendation, this paper aims to examine the charismatic effect on attitude towards organ donation registration. Hence, it is hypothesized that:

H₂: celebrity's charisma has a positive effect towards attitude

Attitude

Attitude is an overall evaluation a person holds towards another person, objects, or any issue (Petty and Wegener, 1998). The process of changing attitude involves persuasion and it entails of cognitive, affective and behavioural components (Cooper and Fazio, 1984). Attitude can be positive or negative (Fazio, 1995) and can be weak or strong (Petty and Cacioppo, 1984). Attitude change relies on the ability to elaborate a message either through peripheral or central route

(Petty and Cacioppo, 1981). A review in the literature has demonstrated that, positive attitude leads to intention to pledge as organ donors (Morgan, Miller, and Arasaratnam, 2002).

Altruism

Performing behaviour without expectation to get rewards is called as altruism (Macaulay, and Berkowitz, 1970). Altruism behaviour provides advantages not to oneself but rather to others (Staub, 1978 as cited by Lwin, Phau and Lim 2013). Altruism could be because of sympathy (Griffin, Babin, Attaway, and Darden, 1993) and motivated by the internal attribute of a person to see the happiness of others (Sun, 2014) which refers to other than family (Morgan and Miller, 2012). In the context of organ donation, many studies depicted the positive effect of altruism towards attitude and willingness to donate organs (Clarke, 2007; Morgan, Miller, and Arasaratnam, 2002; Newton, 2011; Skumanich and Kintsfather, 1996; Sun, 2014). In addition, the moderating effect of altruism has also been discussed in the organ donation domain (Sun, 2014). Nevertheless, the role of the altruism to moderate the relationship of celebrity endorser attributes towards attitude is still unclear. Therefore, the current paper intends to test the moderating effect of altruism on the relationship of celebrity endorser attributes (CEA) towards attitude. Hence, it is hypothesized that:

- H₆: altruism has a positive effect towards attitude*
- H₇: the relationship of celebrity’s attractiveness and attitude towards organ donation registration will be stronger among those with high altruism*
- H₈: the relationship of celebrity’s trustworthiness and attitude towards organ donation registration will be stronger among those with high altruism*
- H₉: the relationship of celebrity’s expertise and attitude towards organ donation registration will be stronger among those with high altruism*
- H₁₀: the relationship of celebrity’s authenticity and attitude towards organ donation registration will be stronger among those with high altruism*
- H₁₁: the relationship of celebrity’s charisma and attitude towards organ donation registration will be stronger among those with high altruism*

Research Model

This paper adopted the Tri-Partite Model which utilizes the power of affect which produce attitude changes. There are three components in the model which consist of thinking, feeling and behaviour. Thus, it is the underlying reason for developing the framework based on this model as it explains the consumer behaviours, particularly, when they are exposed to a stimulus like an advertisement.

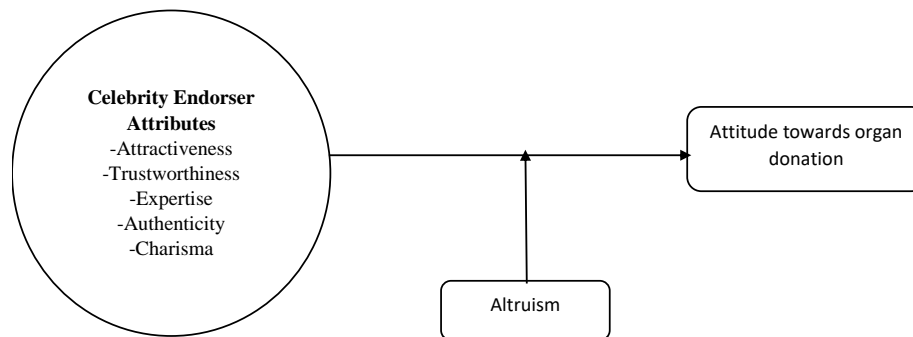


Figure 1. Research Framework

METHODOLOGY

Population and Sample size

This paper employed purposive sampling and used undergraduate students as a sample of study. Data were collected in seven universities from five major cities in Malaysia (Penang, Kuala Lumpur, Johor Bahru, Sarawak and Sabah). Questionnaires were prepared and used in this study to gather data on the background of the respondents, perceived celebrity endorser attributes, altruism and attitude towards organ donation. A video containing organ donation advertisement (courtesy from the Ministry of Health Malaysia) was shown to the respondents before they were asked to fill in the questionnaires. The sample size for this study was determined using the Gpower software. Because 5 predictors were analysed in this study, the effect size was established at 0.02 (small) and the power required was established at 0.95. The sample size was equal to 138. Hence, it was decided to collect data greater than the optimum number.

Measures

The common celebrity endorser attributes which are attractiveness, trustworthiness and expertise are measured by adapting from Ohanian (1990). Meanwhile, the measurement items for authenticity and charisma are adapted from Moulard, Garrity and Rice (2015) and Verčič (2014). In addition, items from Sun (2014) are borrowed to measure altruism in this study. To measure attitude towards organ donation, the items from Siegel et al., (2014) is used in this study. All items are constructed using a five-point Likert Scale ranging from “strongly disagree” (1) to “strongly agree” (5).

Table 1: Demographic Profile

Demographic Variables	Categories	Frequency	Percent	Cumulative Percent
Age	18	11	2.4	2.4
	19	110	23.6	26
	20	112	24.0	50
	21	118	25.3	75.3
	22	86	18.5	93.8
	23	11	2.4	96.1
	24	11	2.4	98.5
	25	5	1.1	99.6
	26	2	0.4	100.0
	Total	466	100.0	
Gender	Male	85	18.2	18.2
	Female	381	81.8	100.0
	Total	466	100.0	
Faculty	Management	103	22.1	22.1
	Computer Science & Technology	27	5.8	27.9
	Modern Language & Communication	11	2.4	30.3
	Engineering	51	10.9	41.2
	Economics and Business	66	14.2	55.4
	Social Science	46	9.9	65.2
	Medicine & Health Science	73	15.7	80.9
	Science	45	9.7	90.6
	Technology Management and Business	44	9.4	100.0
	Total	466	100.0	

Data Analysis

466 responses were collected and the data were analysed using IBM SPSS Statistics 23.0 and SmartPLS 3.0. The total variance for the single factor for this study was 28.73% which indicates that this data do not suffer from common method bias issue. Table 1 shows the demographic profile of the respondents in this study. The largest group of the sample was those age of 21-year olds (25.3%). In the demographic analysis, most of the respondents were female with 81.8% while male respondents made up 18.2%. Educational background of the respondents showed that most of the respondents are undergraduates of School of Management with 22.1% followed by Faculty of Medicine and Health Science with 15.7% and Faculty of Economics and Business with 14.2%. Others studying in School of Engineering (10.9%), School of Social Science (9.9%), Faculty of Science (9.7%), School of Technology, Management and Business (9.4%), Faculty of Computer Science (5.8%) and School of Modern Language and Communication with 2.4%.

RESULTS

As proposed by Hair, Hult, Ringle, Sarstedt, and Thiele (2017) and Cain, Zhang, and Yuan, (2016), the multivariate skewness and kurtosis were assessed the using the software available at: <https://webpower.psychstat.org/models/kurtosis/results.php?url=fb9771ad65087c96bd66a313929fa338>. The results showed that the data collected were not multivariate normal, Mardia's multivariate skewness ($\beta = 14.198$, $p < 0.01$) and Mardia's multivariate kurtosis ($\beta = 253.406$, $p < 0.01$), thus SmartPLS which is a non-parametric analysis software was used. In analysing the research model, the Partial Least Squares (PLS) analysis was utilized using the Smart PLS 3.0 software. Examinations of factor loadings, Average Variance Extracted (AVE) and Composite Reliability (CR) were performed to determine the validity of the measurement model in accordance to the suggestions by Hair, Sarstedt, Hopkins, and Kuppelwieser (2014). The loadings should be > 0.70 , Composite Reliability (CR) > 0.70 and Average Variance Extracted (AVE) > 0.50 . However, outer loading values equal to and greater than 0.4 are acceptable, given the summation of loadings result in high loading scores which lead to Average Variance Extracted (AVE) scores greater than 0.5 (Hulland, 1999). As shown in the Table 2, the Average Variance Extracted (AVE) values were all greater than 0.5 and the Composite Reliability (CR) scores in the result were greater than 0.70. All loadings were found to be above the cut-off values. In determining the discriminant validity, following the disapproval on the usage of Fornell-Larcker's (1981) criterion to identify discriminant validity, this paper follows the suggestion by Henseler, Ringle and Sarstedt (2015) to assess discriminant validity using Heterotrait-Monotrait ratio of correlations (HTMT). Heterotrait-Monotrait ratio of correlations (HTMT) value is greater than Heterotrait-Monotrait ratio of correlations (HTMT)_{0.85} value of 0.85 (Kline, 2011) or HTMT_{0.90} value of 0.90 (Gold, Malhotra and Segars, 2001) and this means that discriminant validity problem is not a concern.

Next, following Hair et al. (2014) the hypotheses developed for this study were tested using a bootstrapping procedure with a resample of 5,000. The R^2 for attitude is 0.374 which is acceptable following the suggestion by Cohen (1988). Based on the result in Table 4, the assessment of the path coefficient exhibit that only three relationships are found to have t-value greater than 1.645 thus significant at 0.05. The predictors are authenticity ($\beta = 0.163$, $p < 0.01$), charisma ($\beta = 0.211$, $p < 0.01$), and altruism ($\beta = 0.378$, $p < 0.01$). Authenticity, charisma and altruism are found to be positively related on attitude, which explains 37.4% of variances in attitude. Thus, H_4 , H_5 , and H_6 are supported. The effect sizes (f^2) for the three relationships are all achieved from small to medium effect size as suggested by Cohen (1988). The Q^2 value is greater than 0 which indicates that there is a predictive relevance (Hair et al. 2014; Fornell and Cha, 1994). The final research model is shown in figure 2.

Table 2. Measurement Model Assessment

Construct	Loadings	Cronbach's Alpha	Composite Reliability	AVE
ALT1	0.755	0.815	0.869	0.572
ALT2	0.717			
ALT3	0.714			
ALT4	0.784			
ALT5	0.805			
ATR1	0.762	0.75	0.841	0.569
ATR2	0.780			
ATR3	0.766			
ATR4	0.707			
ATT1	0.763	0.771	0.844	0.523
ATT3	0.722			
ATT4	0.808			
ATT5	0.756			
ATT6	0.538			
AUT1	0.795			
AUT2	0.830			
AUT3	0.870			
AUT4	0.798			
AUT5	0.65			
CHA1	0.770	0.89	0.913	0.602
CHA2	0.816			
CHA3	0.800			
CHA4	0.779			
CHA5	0.683			
CHA6	0.809			
CHA7	0.764			
EXP1	0.754	0.891	0.913	0.602
EXP2	0.767			
EXP3	0.783			
EXP4	0.759			
EXP5	0.812			
EXP6	0.779			
EXP7	0.774			
TRU1	0.846	0.917	0.938	0.751
TRU2	0.889			
TRU3	0.888			
TRU4	0.850			
TRU5	0.858			

Table 3. Heterotrait-Monotrait ratio of correlations (HTMT) Loadings

Construct	ALT	ATR	ATT	AUT	CHA	EXP	TRU
ALT							
ATR	0.380						
ATT	0.655	0.337					
AUT	0.500	0.526	0.532				
CHA	0.514	0.502	0.551	0.723			
EXP	0.338	0.465	0.371	0.678	0.655		
TRU	0.377	0.401	0.428	0.769	0.731	0.658	

Table 4. Hypothesis Testing

Hypothesis	Relationship	Std Beta	std error	t-value	Decision	LL	UL
H1	ATR -> ATT	0.005	0.043	0.108	not supported	-0.07	0.072
H2	TRU -> ATT	0.012	0.059	0.213	not supported	-0.085	0.108
H3	EXP -> ATT	-0.028	0.06	0.47	not supported	-0.129	0.067
H4	AUT -> ATT	0.163	0.062	2.622**	supported	0.058	0.26
H5	CHA -> ATT	0.211	0.062	3.433**	supported	0.111	0.312
H6	ALT -> ATT	0.378	0.046	8.181**	supported	0.297	0.45

Table 5. The results of R^2 , f^2 and Q^2

Hypothesis	Relationship	R^2	f^2	Q^2
H1	ATR -> ATT		0.000	
H2	TRU -> ATT		0.000	
H3	EXP -> ATT		0.001	
H4	AUT -> ATT		0.028	
H5	CHA -> ATT		0.031	
H6	ALT -> ATT	0.374	0.172	0.179

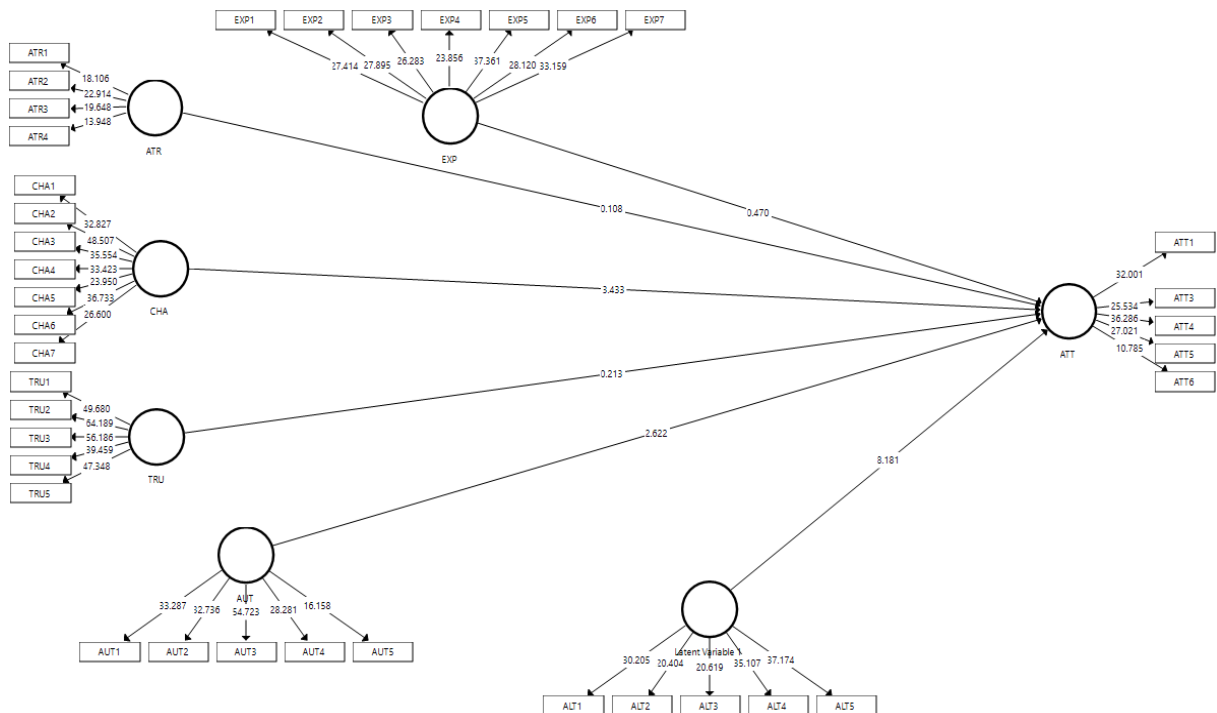


Figure2. Hypotheses Testing

Moderation Analysis

In the moderation analysis, this paper employs two-stage approach in creating the interaction term (Henseler and Chin, 2010). The result in table 6 shows that only H11 is significant ($\beta = -0.138$ t-value = 2.124) but is not supported. As suggested by Dawson (2014), the graphical impact of the moderation effect for the variable is presented in Figure 4. The graphical impact shows that the relationship between charisma and attitude is strengthened among individuals with low altruism. Contrarily, the relationship between charisma and attitude is weakened among individuals with high altruism. The effect size f^2 as suggested by Cohen (1988) was 0.191, which is considered medium.

Table 6. Moderation Analysis

Hypothesis	Relationship	Std Beta	Std error	t-value	Decision
H7	ATR*ALT -> ATT	-0.031	0.045	0.696	not supported
H8	TRU*ALT -> ATT	0.049	0.063	0.776	not supported
H9	EXP*ALT -> ATT	-0.003	0.061	0.055	not supported
H10	AUT*ALT -> ATT	0.036	0.066	0.549	not supported
H11	CHA*ALT -> ATT	-0.138	0.065	2.124*	not supported

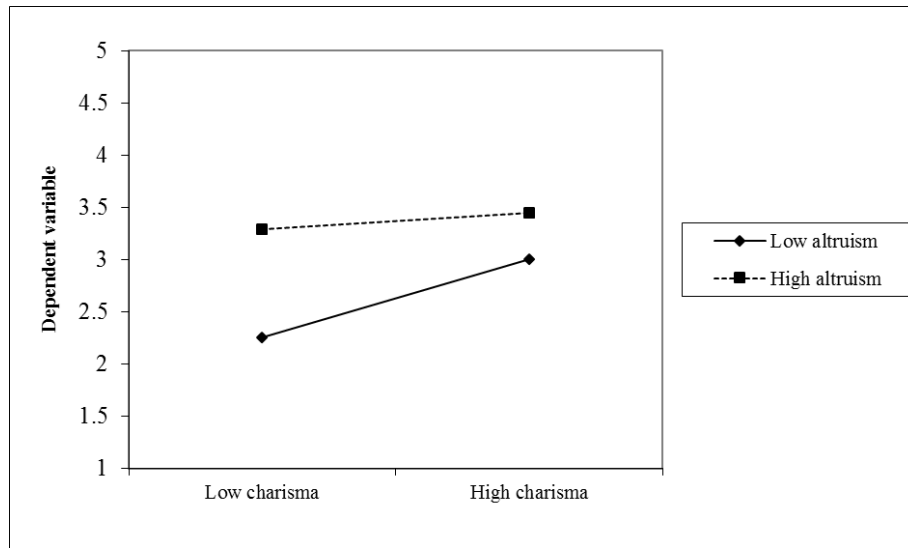


Figure 4. Graphical Impact of the Moderation Effect

DISCUSSION

The contributions in this paper will be discussed in-depth. Firstly, the Tri-Partite Model was utilized in the organ donation context and this finding adds to the literature by testing authenticity and charisma in the model as celebrity endorser attributes. It was found that these two variables are predictors to attitude towards organ donation. Secondly, while previous authors have found the importance of celebrity attractiveness in profit-oriented marketing, the findings in this study show that celebrity attractiveness is not important in non-profit advertisement and this corroborates with the study by Chouhoud and Farid El Sahn (2015). In addition, this study also demonstrates that trustworthiness and expertise are not significant towards attitude. The plausible explanation to this phenomenon could be because message recipients of the organ

donation advertisement are not keen to process the message cognitively and thus the effect of trustworthiness and expertise are made too late in the thought generation process. Furthermore, the effect of trustworthiness and expertise may also be insignificant when the message recipients think that their behavioural response is not a main concern. This study investigates the attitude towards organ donation and thus, future research should be carried out to determine whether trustworthiness and expertise effect are significant if behavioural response become a concern to the message recipients. Moreover, the insignificant effect of trustworthiness and expertise could also happen because the message recipients do not notice the attributes. The attributes can be highly salient during an interpersonal communication with the celebrities (Woodside and Davenport, 1976).

Of the five attributes, this study has shown that only celebrity authenticity and charisma have positive relationship towards attitude. This confirms the prediction that celebrity authenticity and celebrity charisma are important in shaping attitude towards organ donation. Authenticity has been largely discussed in psychology, cultural, tourism and sociology literature. Although recently in celebrity studies, the subject of authenticity has received a great attention, the discussion in the marketing sphere is still lacking (Moulard, Garrity and Rice, 2015). The use of celebrities nowadays is no longer limited to commercials but also has been widely used in the non-profit causes. Thus, this raises questions among the public whether the celebrities are being real and sincere or doing the advertisements because of money and fame. In addition, according to Thamaraiselvan, Arasu and Inbaraj (2017), the young people are sceptical against celebrity endorsements particularly in charities because of their exposures to advertisements. This could be a possible explanation on the significant effect between authenticity and attitude towards organ donation in this study. Meanwhile, the significant effect between charisma and attitude in this study is in line with a study by Vercic (2014) that found that the moment that a teacher walks into a classroom, students can easily make evaluations and determine his or her charisma. In personal decision-making, Asians were reported to use a charismatic person to help them making a personal choice (Triandis and Suh, 2002). Therefore, this explains that charismatic figure can be immediately judged by message recipients and is used as a reference among Asians in making a personal decision.

The second part of this study illustrates that individual with high altruism will most likely weakened the relationship of celebrity charisma and attitude. On the contrary, individuals with low altruism will strengthen the relationship between celebrity charisma and attitude. This is explained by Hartog, De Hoogh and Keegan (2007) that helping behaviour is moderated by charisma. In the study conducted by Hartog and colleague (2007), they found that employees who have lower helping behaviour are more receptive towards a charismatic source in order to trigger them to take action or to be compliant. Triandis and Suh (2002) also explain that Asians tend to follow a charismatic figure to make a personal decision. Hence, individuals with low altruism will refer to a charismatic figure whenever they want to make a crucial decision such as registering as organ donors.

IMPLICATION

The study of celebrity endorsements is extensive in the commercial marketing. However, only limited studies discussed the effect of celebrity endorsements in the non-profit marketing particularly in the context of organ donation communication campaign. This study adds to the literature by investigating the effect of celebrity endorsement in organ donation domain and contributes to our existing knowledge by testing celebrity authenticity and charisma. These two variables have been found significant in predicting attitude towards organ donation. Even though the hypotheses of altruism as moderator are not supported, the findings still contribute to the literature by reporting the significant effect of altruism towards the relationship of celebrity

charisma and attitude. It was found that the relationship of celebrity charisma and attitude towards organ donation is strengthened among individuals with lower altruism. This can be a fruitful direction for future research. Additionally, these findings are not limited to Ministry of Health Malaysia and National Transplant Resource Centre (NTRC) in appointing celebrity endorsers as their ambassadors but can be useful to other social marketers in running social cause communication campaigns (e.g. breast cancer awareness, smoking cessations program and promoting exercise behaviour) which may utilize celebrity endorsers.

CONCLUSION

On top of these findings, this study still has room for improvements. The obtained respondents for this study were largely dominated by female university students. However, this could be due to the phenomenon of imbalance current gender ratio of university populations (Gender Parity Index) where there are more females than males studying in Malaysian universities (Hasnan and Abdullah, 2016). In addition, this research only measures the attitude towards organ donation among university students. It would be interesting if future works study the intention of signing up as organ donors. Other than that, replicating this study by employing different age group of respondents or different type of population could be worthy to study. Finally, real celebrity endorsers by Ministry of Health Malaysia were used in this study rather than using fictitious celebrities. The confounding effect of real celebrities can be hindered, and genuine results are guaranteed. However, using fictitious celebrities would be ambitious as it would be difficult to project the intended impact of celebrity attributes. Thus, it is recommended that future research be conducted using real celebrities to garner genuine findings.

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