Impact of Celebrity Credibility in Social Advertising: A Systematic Review of Rahul Dravid's Anti-tobacco Campaign Endorsement

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Abstract

Tobacco cessation programs have had their share of hits and misses. While state-controlled organizations invest in such programs every year, it is hard to trace their effectiveness. This is a bigger challenge when celebrities are enrolled to endorse such programs. Several studies that track celebrity endorsements for marketing commercial products have validated the influence of celebrities on brand-related outcomes. This study provides a systematic review of a celebrity endorsement of an anti-tobacco advertisement.

To conduct a systematic review of a celebrity endorsement, we examined the responses of celebrity fans on source (celebrity) credibility factors and their attitude towards the social cause endorsement. A sample of 258 celebrity fans was surveyed using a questionnaire. The survey instrument contained a 15-item scale to measure celebrity factors of physical attractiveness, expertise and trustworthiness. Further, demographic details, social media activity and cigarette consumption details were captured along with cognitive and affective responses towards the anti-tobacco endorsement featuring the celebrity. It was found that physical attractiveness and trustworthiness of the celebrity were found to be influencing the attitude of the fan towards social cause. In addition, the study revealed the significant influence of education on attitude towards social cause in contrast to age and gender as evident in previous studies. The study provides very important insights for advertisers of social causes on effective use of celebrities as part of their communication campaigns.

Keywords: Social cause, anti-tobacco, celebrity endorsements, social marketing, social advertising, source attractiveness, source expertise, source trustworthiness

Introduction

Celebrity adulation in India is a widely acknowledged topic in popular media (IBNLive, 2008; Express India, 2007) and critically discussed in academic literature (Kelman, 1961; Petty,et.al., 1983; McCracken, 1989; Walker, et.al., 1992; Heath, 1994; Lord, et.al., 1995; Till, 1998). From the earliest celebrity endorsement by Indian actress, Leela Chitnis for Unilever's toilet soap brand, celebrities have been strongly linked to a brand's success (Unnithan, 2013).

Two decades ago, in 2001, 25% of advertisements on the Indian television featured a celebrity. By 2008 it had risen to 60% (Unnithan, 2013). Advertisers seemed to rely on celebrities for brand endorsements and it was estimated that the celebrity endorser market was worth INR 2,000 crore (Hector, 2013). About two decades later, in

2019, nearly 50% of advertisements in India featured celebrities which is significantly higher compared to figures in the USA which was 20% (Jain, 2019). From 2007 to 2017 celebrity endorsements in India increased from 650 to 1600, a CAGR of 10%. About 76% of these ads featured Indian film stars and 12% of the ads included sports persons. Interestingly during the first half of 2007, there was a 10% increase in social advertising volume over the previous year. In a report published by Ministry of Health and Family Welfare, Government of India, Amitabh Bachchan, a very

popular actor and UNICEF ambassador for Polio Eradication launched in 2002, was considered the 'key generator of community support for polio vaccination'. The celebrity's popular appeal and his endorsement for the cause contributed to the success of the social campaign. Several other celebrities from films such as Vidya Balan, Aishwarya Rai, Shilpa Shetty, and John Abraham endorsed different social cause campaigns.

While academic literature is rife with studies that establish the link between celebrity endorsements and brand success (Baker & Churchill, 1977; Kamins, 1989; Goldsmith, et.al., 2000; Klaus & Bailey, 2008; Amos, et.al., 2008; Choi & Rifon, 2012; Jin & Phua, 2014; Dwivedi, et.al., 2015; Chung & Cho, 2017), it would offer interesting insights to consider a parallel with social campaigns and celebrity endorsements. Studies in social marketing point to its wider scope (Kotler & Levy, 1969; Mindak & Bybee, 1971; Farley & Leavith, 1971; Crimmins & Callahan, 2003; Santos, 2019) of which social advertisements in one of them. Given the success of earlier social marketing campaigns (Albers, et.al., 2007; Stead, et.al., 2007; Lefebvre, 2011), extending our understanding of celebrity endorsements to social cause is an essential consideration for this paper.

Formative Research

Prior to the formulation of study objectives, interviews with the sponsor of a celebrity endorsement and celebrity fans were held. This helped the researchers to understand how the advertiser and the audience interpreted celebrity advertising. To begin with, an interview was conducted with Dr. Saleem, Additional commissioner of police for traffic in Bangalore. Dr. Saleem was instrumental in seeking the services of several celebrities, including former Indian cricketer and coach, Rahul Dravid, in developing marketing communication for road safety. The interview with Dr. Saleem focused on understanding the rationale in choosing Rahul

Dravid as an endorser for road safety campaign by Bangalore Traffic Police. The interview revealed that the choice of Rahul Dravid has been primarily driven by his national representation in the Indian cricket team and the local population's familiarity as he hailed from Bangalore. The choice of the endorser suggested that he was not just known to the local population but to a vast majority of migrants from other parts of the country. Besides, the sport represented by Rahul Dravid commanded huge viewership and cricket tournaments drew audiences in large numbers. Hence, he was familiar to a diverse population living in Bangalore, among both locals and non-locals.

Dr. Saleem also mentioned that Rahul Dravid was synonymous with discipline, both on-field and off-field. This specific trait was one of the reasons for the choice of the celebrity as the motorists were sensitized the importance of maintaining discipline on the road through such communication. The interview also led to an understanding that celebrity traits of familiarity, likeability and trustworthiness of the endorser were exemplified through the success of the campaign. Dr. Saleem added that the campaign was effective in increasing awareness about road safety.

Further, focus groups discussions with fans idolizing different celebrities revealed audience insights on celebrity advertising. On initial inquiry on the choice of celebrities, fans expressed a range of reasons for adulation such as physical attractiveness, expertise, commitment, coaching new talent and celebrity's attitude as significant. Hence this initial discussion helped to verify the celebrity traits of attractiveness, expertise, similarity, likeability and trustworthiness proposed in several source credibility models.

The fans were also quizzed on celebrity endorsements related to non-profit social causes. The participants expressed that the involvement of the celebrity with the cause makes the endorsement credible. They also felt that social cause-endorser

congruence is extremely imperative to make the endorsement believable. They further added that this was evident among celebrities (such as Robert Downey Jr.) who have experienced a crisis and overcome it to finally emerge as the champions of change.

When the participants were questioned if they would support a social cause because the same was endorsed by their favourite celebrity, they were unanimous in their response that their favourable attitude towards a social cause is not an outcome of their liking towards the celebrity. They further clarified that their favourite celebrities helped them to know the social cause better but the choice to support a social cause is based out of their personal interest. They added that there could be a section of fans who worshipped celebrities. With this category of fans, celebrity social cause endorsements could result into a heightened awareness or even behavioural change.

Review of Literature

Celebrity Endorsement Reviews

Celebrities are spokespersons who give the audience a reason to listen by seeking their attention (MacLachlan, 1983). The study of celebrity endorsements is a widely researched topic. However there still does not seem to be a conclusive outcome on various dimensions such as the choice of an endorser, product-celebrity congruence, celebrity traits, though highly credible sources are seen to induce behavioural outcomes (Ross, 1973; Woodside & Davenport. Jr., 1974, 1976).

While Petty, et al., (1983) indicated that the peripheral route to decision making includes celebrity endorsers, endorser trustworthiness and not physical attractiveness is important (Kahle & Homer, 1985) to customers with low-involvement motivation levels (Wang & Scheinbaum, 2017). One of the earliest studies in celebrity endorsements (Assael, 1984), found that characteristics like physical attractiveness and likeability were major factors considered while choosing celebrity endorsers. This was further confirmed (Till, 1998) when physical attractiveness and expertise of celebrity endorsers significantly seemed to impact but in varying degrees for different products. Till (1998) in his study also concluded that expertise was more important than attractiveness for matching a brand with an appropriate endorser. However, physical attractiveness emerged (Ohanian, 1991) as an important dimension in source credibility, while perceived expertise impacted intention to purchase. In effect, source credibility scales used different measures while the scale (Ohanian, 1990) that measures source attractiveness, source expertise and source trustworthiness was found to fit the data better from across several studies (Pornpitakpan, 2003; Amos, et al., 2008; Munmukka & Uusitalo, 2016; Dom, et al., 2016). While popular belief supported that endorsers were chosen for physical attractiveness, it may not be a singular significant factor for inducing any change (Caballero, 1989).

The choice of an endorser is influenced by several market-related factors and firm-related factors. However, congruence between brand personality and endorser personality has a significant effect of perceived evaluation of endorser as credible and suitable, which in turn could influence attitude towards the ad (Mishra, et al., 2015; Seimiene & Jankovic, 2014; Walker, et.al., 1992). Endorsers are perceived to transfer their images to product that has undefined images when the unendorsed product picks the endorser characteristics (Walker, et.al., 1992). At the same time a bad product choice for endorsement can affect the evaluation of the endorser (Till, 2001). To sum up, relevant studies on celebrity endorsements have focused on the influence of endorsers for consumption-related outcomes that are profitable to organisations. However, their influence for social good is an understudied area and hence the reason for this study.

Social Marketing Reviews

The study of social marketing began more than eight decades ago (Wiebe, 1951) when similarities were drawn between selling brotherhood and soap. A study further revealed that a social campaign designed like a marketing program to sell a product was far more successful (Farley & Leavith, 1971). This was confirmed by other studies that validated the broad scope of marketing from selling products and services to social cause (Kotler & Levy, 1969; Lazer, 1969; Mindak & Bybee, 1971). Kotler (1971, 1979) in furthermore studies suggested a framework for planning and implementing social change and a shift from sales to a marketing approach. This emphasized the increasing use of marketing logic in several not-for-profit organizations to achieve goals (Kotler and Zaltman, 1971). In particular, social marketing's application to programmes such as family planning, heart disease prevention, infant immunization and changed eating habits were studied and found effective. Adoption of a consumer-oriented philosophy was found to have led to the success of campaigns such as the family planning programme (El-Ansary & Kramer, 1973). Further evidence was discovered in intervention studies that adopted social marketing principles across a range of behaviours and target groups with specific behavioural objectives (Stead, et. al., 2007).

With respect to anti-tobacco commercials, studies have tried to understand audience attitude, reactions and behaviours. Irrespective of their placement, only those who are inclined to give up smoking (Albers, et al., 2007) were seen to be positively influenced by anti-tobacco commercials (O'Keefe, 1971; White, 2003). At the same time smoking habits and attitudes towards anti-smoking acted as social and cultural constructs and the behavioural outcomes largely varied across geographies (Tessier, 1989). In intervention studies, a prolonged mass media campaign helped to reduce smoking prevalence and also to prevent relapse among quitters (McVey, 2000). Despite the efforts to curb smoking, smokers were cognizant of the hazards but hardly made cognitive efforts and changed behaviour (O'Keefe, 1971). However, hard-hitting messages in campaigns were seen to impact attitude change towards antismoking (Farrelly et al, 2002). While there is a gradual increase in the number of social cause campaigns being endorsed by celebrities, the academic literature lacks the evidence of empirical studies in the field. And hence, this study attempts to fill the gap by exploring the influence of an anti-tobacco advertisement endorsed by a celebrity.

Research Methodology

Participant Recruitment

Participants for this study were fans who were identified by their membership to Rahul Dravid's official social media pages and other pages managed by the celebrity's fans. The researchers approached several colleges and clubs that had active cricket teams. Some participants were contacted through the social media pages. The responses to the questionnaire were collected from October 2019 till May 2020.

Survey Design

To study the objectives and test the hypotheses developed, a questionnaire was used as the research instrument to collect primary data from the respondents. The constructs that influence the attitude towards social cause were formed through an extensive review of literature. The survey comprised of 26 close-ended questions. The survey was piloted once to refine its structure, flow and comprehensiveness. Reliability of the instrument using Cronbach's alpha revealed the results listed in Table 1. The survey was divided into the following sections.

Table 1: Reliability Coefficients of the Study

Sl. No.	Dimensions	Reliability Coefficient
1	Source Attractiveness	0.882
2	Source Expertise	0.840
3	Source Trustworthiness	0.881
4	Attitude towards Social Cause	0.909

Survey Sections

Source Credibility: The first part captured the source credibility factors of attractiveness, expertise and trustworthiness using a 15-item scale (Ohanian, 1990). Participant responses helped to understand the celebrity influences that were explained through the factors of celebrity attractiveness, celebrity expertise and celebrity trustworthiness.

Attitude towards Social Cause: Attitude studies have suggested their persistence and ability to guide behavior (Rucker & Petty, 2006). While most studies on attitude, in particular in the field of marketing, have highlighted the role of attitude components of cognition, affection and conation, there are several studies that provide evidence of the interplay between cognition and affect (King, 2009; Jun, et.al., 2008; Miniard, et.al., 1986). In this survey, the researchers created a six-item scale that captured the cognition and affection components of attitude towards anti-tobacco advertisement endorsed by the celebrity.

Background data:

This section gathered the background data of the participants such as smoking and/or tobacco consumption behavior, fan membership on social media, age, gender, occupation and education.

Analysis:

The descriptive and inferential statistics are discussed in the next section.

Results

Survey Response

The sample size for the study was estimated using Krejcie & Morgan (1970) sample size determination model. For a population of 18,91,640 fans calculated based on fan enrolments across various social media pages, at 95% confidence level and confidence interval of 5, the sample size was calculated as 384. A total of 410 fans of the celebrity responded to the survey. Subsequently, incomplete and multiple-answered questionnaires were dropped and 258 completely filled-in questionnaires remained for data analysis. A G*Power Analysis revealed the sample size estimations as 74 for linear multiple regression, 36 for ANOVA and 210 for one-way ANOVA. The collected responses of 258 met these estimations and were found sufficient for analysis.

Respondents belonging to the age category of 18-24 years comprised 31.8% of the sample. The respondents in this age category were observed to be indulging in activities like playing cricket, following the sport and were active on social media. Besides, age is an influential factor for celebrity worship (Atkin & Block, 1983). The respondents in the age categories of 25-32 years (17.8%), 33-40 years (16.7%) and 41-48 years (18.6%) also formed a very crucial segment of the study as the chosen celebrity for the study (Rahul Dravid) was at the peak of his career when this segment was relatively more involved in the playing and/or following the game.

The survey revealed that male respondents were

higher than female respondents. The game of cricket has more male fans relatively and hence the proportion of respondents represents this segment of fan population. However, the study includes 37.2% female fans as the role of gender has been found to influence celebrity worship (Maltby, et. al., 2005).

Smoking profile of the sample revealed that a large segment of the respondents were non-smokers (41.1%). Occasional smokers formed the next largest segment (17.8%) followed by ex-smokers (15.9%) and daily smokers (14%). Heavy smokers (4.7%) formed a small segment. While it was preferred for this study to consider smokers at large, the influence of cognitive and affective components of attitude on non-smokers could not be ignored.

Social media analysis of the fans suggested that a majority of the subjects engaged with Rahul Dravid's fan pages on Facebook (65.5%) followed by Instagram (15.1%). This data is commensurate with the data of social media users in India (Statcounter GlobalStats Data, July 2021). There is also more number of active pages of the celebrity on Facebook compared to any other social media.

Further analysis using pivot tables revealed that while most respondents (41.1%) never smoked, a large segment of this category were female (63.2%). Among the males (62.5%), smokers and tobacco users comprised of 55.5% which included daily, occasional and heavy smokers along with tobacco users and those who consume cigarette in other forms. Daily smokers were the largest (33.3%) in the 33-40 years age category, while majority of heavy smokers (41.6%) belonged to the 18-24 years age range. In the same age category, there was also the highest number (43.4%) of occasional smokers.

A majority of the respondents were affiliated to fan groups and/or pages on Facebook (65.5%). Out of this, 84.6% are in the age categories between 18 to 48 years. This data is representative of the Indian users of Facebook in the age categories mentioned (Statista, January 2018).

Analysis of Source Credibility

Sample adequacy tests for source credibility (KMO = 0.869) and attitude towards social cause (KMO = 0.871) indicated that the sample is adequate to run an analysis. A Chi Square goodness of fit test was calculated for source credibility and the goodness of fit test was established at p<0.05. Similar results were revealed for attitude towards social cause. Confirmatory factor analysis for the 15-item scale is depicted in Figure 1 and Table 2. Since the p value was less than 0.01, it was found to be significant with a good degree of convergent and discriminant validity.

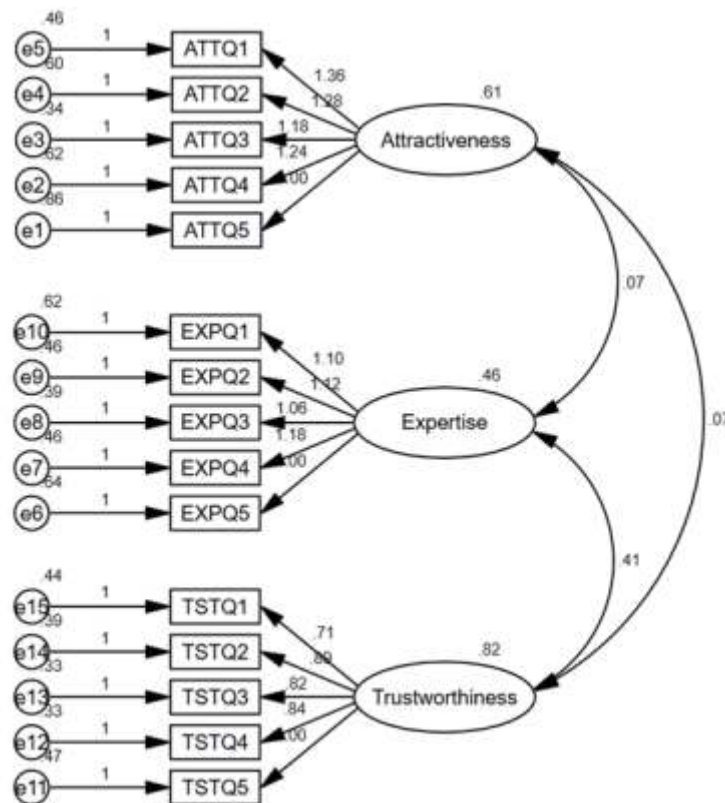**Figure 1: Confirmatory Factor Analysis for Source Credibility**

Table 2: Regression Weights for Source Credibility

			Estimate	S.E.	C.R.	P	Label
ATTQ5	⟶	Attractiveness	1.000				
ATTQ4	⟶	Attractiveness	1.241	.120	10.355	***	
ATTQ3	⟶	Attractiveness	1.181	.107	11.031	***	
ATTQ2	⟶	Attractiveness	1.276	.122	10.487	***	
ATTQ1	⟶	Attractiveness	1.359	.124	10.985	***	
EXPQ5	⟶	Expertise	1.000				
EXPQ4	⟶	Expertise	1.182	.120	9.878	***	
EXPQ3	⟶	Expertise	1.062	.108	9.800	***	
EXPQ2	⟶	Expertise	1.119	.115	9.702	***	
EXPQ1	⟶	Expertise	1.099	.120	9.140	***	
TSTQ5	⟶	Trustworthiness	1.000				
TSTQ4	⟶	Trustworthiness	.843	.062	13.690	***	
TSTQ3	⟶	Trustworthiness	.816	.060	13.492	***	
TSTQ2	⟶	Trustworthiness	.889	.066	13.545	***	
TSTQ1	⟶	Trustworthiness	.709	.061	11.636	***	

The following three hypotheses proposed were tested using ANOVA.

H₁ : Source Credibility will significantly influence Attitude towards Social Cause

H₁ₐ Attractiveness will significantly influence Attitude towards Social Cause

H₁ᵦ Expertise will significantly influence Attitude

towards Social Cause

H₁ᵤ Trustworthiness will significantly influence Attitude towards Social Cause

Variables summary in Table 3 indicates that all the variables of Source Credibility, i.e. source attractiveness, source expertise and source trustworthiness were useful to predict the attitude towards social cause.

Table 3: Variables Summary

Variables Entered/Removeda

Model	Variables Entered	Variables Removed	Method
1	Expertise, Attractiveness, Trustworthinessb		Enter
	Variables Removed		
	Method		
	Enter		

a. Dependent Variable: ASC
b. All requested variables entered.

The following Table 4 shows the multiple linear regression summary and overall fit statistics. It was found that the adjusted R^2 and R^2 was 0.899 is 0.901 respectively implying that the linear regression explains 90.1% of the variance in the data.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949a	.901	.899	.20417

a. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness

Table 5 shows that the F-test is highly significant suggesting that the model explains a significant amount of variance in the attitude towards social cause.

Table 5: Results of ANOVA

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.517	6	15.919	381.892	.000b

a. Dependent Variable: ASC
b. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness

Table 6 showing the multiple linear regression estimates reveal that source attractiveness and source trustworthiness are significant predictors of the dependent variable, attitude towards social cause.

Table 6: Standardized and Unstandardized Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.078	.082		.959	.339
	Attractiveness	.306	.013	.478	22.727	.000
	Expertise	-.014	.020	-.018	-.715	.475
	Trustworthiness	.179	.020	.229	9.136	.000

a. Dependent Variable: ASC

Table 7: Demographic Variables and Attitude towards Social Cause

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	170.506	50	3.410	1.180	.213
	Within Groups	598.412	207	2.891		
	Total	768.919	257			
Gender	Between Groups	9.148	50	.183	.741	.896
	Within Groups	51.131	207	.247		
	Total	60.279	257			
Education	Between Groups	70.765	50	1.415	1.767	.003
	Within Groups	165.781	207	.801		
	Total	236.547	257			
Occupation	Between Groups	53.619	50	1.072	.727	.909
	Within Groups	305.342	207	1.475		
	Total	358.961	257			

Discussion

The primary objective of this study was to ascertain the extent to which celebrity endorsement in social advertisements are effective. Overall the study revealed the influence of the celebrity attractiveness and celebrity trustworthiness on the outcome. However, there was a lack of association of other demographic factors except education with attitude towards social cause. Here, we discuss the results of the survey and implications of use of celebrities in social marketing and advertising to increase the benefits for the social good.

Survey Response

The study has revealed that in the age demographics, the majority of the respondents (31.8%) are in the 18-24 years category. This segment also forms the largest users of social media across various platforms. The participants in this age segment are also active in playing cricket or following the game. The representation from other age categories, 25-32 years (17.8%), 33-40 years (16.7%) and 41-48 years (18.6%) indicates the age cohorts of the current Indian population. Several celebrity worship studies concluded that the age of the audience as an important factor. Atkin and Block (1983) indicated that teenagers perceived celebrity endorsers more trustworthy and

competent. Similarly Lord and Putrevu (2009) determined that perceptions of celebrity credibility could be seen influencing consumer segments showing adulation towards celebrities. These consumer segments were age-specific and seemed to suffer body-image issues. This was further supported for female fans in the age category of 14-16 years (Maltby, 2005; Vega,et.al., 2013).

The researchers also found that 67.8% of the fans of the celebrity were male. This is aligned to the fact that there are more male followers of the game, which is an outcome of the researcher's observation, media mention, sponsors' targeted efforts to reach to this segment and popularity of men's cricket. However, the inclusion of female (37.2%) fans was crucial to understand the role of gender as determined by earlier studies (Vega, et.al., 2013; Khan, 2017; Wheeler, 2009; Lin, 2007; Maltby, 2005; Baker & Churchill, 1977).

This study has also revealed that among 43.1% smokers and those consuming tobacco and other forms of cigarettes, 35.1% were in the age category of 18-24 years which is the largest segment. Hence an intervention program to address this age segment becomes extremely critical. The same age category has the highest fan page membership on Facebook (65.5%) compared to other social and digital media.

While most of the celebrity source credibility studies (Ohanian, 1991; Baker & Churchill, 1977; Unnithan, 2013; Koo, et.al., 2012) explore the factors of source attractiveness, source expertise and source trustworthiness and their influence on outcomes such as brand image, purchase intention, attitude towards the advertisement and attitude towards the brand, this study has attempted to examine the celebrity factors in the context of a social advertisement.

An examination of hypotheses of source credibility factors' influence on the dependent variable,

attitude towards social cause, reported that source attractiveness and source trustworthiness influenced the outcome. This outcome is aligned to studies that revealed that source attractiveness and trustworthiness have a positive influence on the intended outcome (Chung & Cho, 2017; Gong & Li, 2017).

Interestingly, the study reported that except for education the other demographic variables of age, gender and occupation were found insignificant on their association with attitude towards social cause. This finding, though has no evidence from the reviewed literature, has been strongly supported by the FGD participants. While the participants expressed their admiration for celebrities, they felt attitude towards a social cause is guided by their own learning and perceptions.

Implications for Practice

In most instances, the advertisers or sponsors of a social marketing campaign are non-commercial organisations like a health department, government or a not-for-profit organisation. Among the many problems that plague such organisations, one of them is the lack of a planned approach. Several studies have pointed out to a scientific approach to projects and campaigns for social good. Kotler and Zaltman (1971) in their classic study emphasised on the application of marketing principles to social campaigns. Further evidence to this extent was found in other studies (Santos, 2019). Recent studies (Gurrieri, et.al., 2018; Lefebvre, 2011; Wymer, 2011; Gordon, 2011; Tan, 2010; Collins, et.al., 2010; Domegan, 2008; McVey, 2000) have also suggested for a comprehensive campaign that includes segmenting the audience for behaviour change, identifying channels of access and outreach akin to distribution, and an understanding of cost to customer in adopting new behaviour supported by a promotional campaign involving multiple media. The current study partly satisfies the above criteria of formulating an effective promotional strategy.

The campaign considered for the study is a single advertisement which had a relatively better message weight and media visibility. And hence sponsors of social marketing campaigns should consider the aspects of marketing mix for an effective behavioural change. The other 3Ps – product, price and place are also required to be studied and considered for a comprehensive intervention program.

The sponsor should also weigh his options on the choice of celebrity. The current study considers Rahul Dravid as a source and the results have endorsed the celebrity on two factors. Rahul Dravid, a successful cricketer in India had retired from the sport when he was chosen as the endorser though there are conflicting studies on the use of retired celebrities. A study that conducted a Q Score analysis of top endorsers in India found that Rahul Dravid scored the least among top 20 celebrities (Dubey & Agrawal, 2011). Q score indicates the familiarity and popularity of a celebrity. Thus, it is very evident that the choice of a celebrity must be carefully considered.

While the current study indicates that the chosen endorser is considered trustworthy his expertise on cricket is not considered a crucial factor in influencing a favourable attitude towards social cause. Hence sponsors or advertisers can consider an expert in treating smoking related disorders as an alternative to a celebrity endorser.

While advertisers are the primary decision makers on the campaign for a social cause, advertising agencies can act as consultants to the advertiser. Advertising agencies can present their practical insights on celebrities and their impact on outcomes for profit-making companies. Advertising agencies can also provide insights on the choice of celebrity, the celebrity-cause congruence, choosing the target audience, message and media strategy decisions. While the current study did not consider the influence of the advertising appeal, earlier studies have pointed out that certain appeals like fear have not resulted in desired outcomes (Messerlian & Derevensky, 2007). The campaign under consideration includes visuals of people affected by smoking and tobacco consumption. These visuals are disturbing and instil fear. Literature clearly provides a direction for an effective message appeal. At the same time, effective intervention has also been found with hard-hitting messages (Farrelly et al, 2002). So, further studies are required to understand the impact of these messages on intended behavioural change.

Limitations and Future Research

A major limitation of the study is the lack of a definitive scale to define a celebrity fan (Stever, 2011). This led the researchers to use arbitrary methods to define fans. This method would have resulted in non-inclusion of fans who were not members of social media fan pages. Another limitation is the format of the message used in the social advertisement. The ad contained disturbing visuals with physical deformities arising out of tobacco usage. While fear is a compelling predictor of behaviour change, this construct was not included in the study undertaken.

Review of literature has revealed two significant limitations. Most of the social marketing campaigns are long-term and hence longitudinal research is an effective way to study intervention programs. This study is cross-sectional and limits the measurement of the effectiveness of the advertisement exposure. Another limitation is that a social advertisement forms an important ingredient of social marketing campaign but not the only determinant of its effectiveness. Hence the other promotional and marketing mix factors were not considered in the study.

Future research must evolve with respect to fans' and their degree of orientation towards a celebrity.

This would help in segmenting the audience for appropriate targeting of a social cause or even a commercial product. Another area of research suggestion would be inclusion of celebrity credibility in studies exploring celebrity-fan relationships. Literature review has evidences of comprehensive and longitudinal studies especially in the areas of social cause and intervention programs. Hence a collaboration of researchers with the sponsors of the programs would help in determining their effectiveness resulting in probable policy recommendations.

While this study offered insights on the cognitive and affective components of attitude, behavioral change outcomes are best measured by considering the conative component. This is a further affirmation to the previous suggestion on longitudinal research that can measure behavior change. Design of a standard scale to measure the social cause outcome is also a suggestion for future research. Further studies can also explore the social cause-celebrity congruence and celebrity diversity for varied social causes. An emerging change that needs to be captured in future research would be social media interactions between celebrity and fans and its influence on behavior change for the social good.

Conclusion

In this study, we have attempted to determine the potential value of using a celebrity to endorse a social cause. The study includes celebrity credibility factors and their role in influencing the attitude towards a social cause. While celebrity endorsement is a widely researched topic, researchers have explored the topic across various outcomes that benefit profit-making activities. In this study, we have replaced the product or brand with a social cause and examined the influence in shaping the attitude towards the social cause.

We have to acknowledge the presence of multiple

media today and the role of the media in constantly keeping the celebrity visible to the fans. Further social media interactions add a new dimension to the celebrity's influence on the audience. As most studies have explored the celebrity's influence on consumption-related items, the current study's focus on a social cause makes the study unique. The study considers the celebrity's attractiveness, expertise and trustworthiness as key characteristics of source credibility like many other studies in the past. However, the influence of these characteristics on the attitude outcome clearly provides directions to future research while validating the outcomes of the past studies.

Through this study, we can conclude that celebrity characteristics of physical attractiveness and trustworthiness have an influence on attitude towards social cause. It is interesting to note that expertise in a field helps in several ways such as celebrity's popularity and familiarity among the audience and even in choosing a celebrity for endorsement. It however, does not seem to have an effect on the attitude outcome. Similarly, education played a significant role in determining attitude towards social cause rather than age or gender in contrast to previous studies.

In summary, there is a need for further research on celebrities and their endorsements of social causes. Advertisers would benefit in choosing the appropriate celebrity which in turn would contribute to the effectiveness of the social cause campaign. Campaigns that seek behavioral change as an outcome must invest in longitudinal studies and consider the other dimensions of social marketing.

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