

Abstract

Rabab Chouhoud

Measuring the Impact of Celebrity Endorser Attributes on Private University Students' Behavioral Intention in Egypt

Celebrity advertising is an advertising method that is highly popular in Egypt. Celebrities can be seen endorsing both for-profit and not-for-profit organizations in advertising. Moreover, a segment usually targeted when using celebrity advertising is young adults, especially the university-student age group. Because of the prevalence of this technique in both sectors, it is important to identify its effectiveness among this segment. Celebrities project their personalities in advertisements, thus discovering whether certain celebrity attributes affected the attitudes towards the advertisement of university students was part of this study. Perceived celebrity credibility showed to have the most significant relationship with attitude towards the advertisement, be it in the for-profit not-for-profit sector. On the other hand, perceived celebrity attractiveness represented the least contribution to attitude towards the ad, and perceived celebrity trustworthiness proved to be insignificant in the not-for-profit context. These findings seem reasonable as the perceived credibility of an endorser lends believability to the message being presented. While, perceived celebrity attractiveness is not as important as the core of the subject. Moreover, attitude towards the celebrity advertisement had a weak relationship with purchase and donation intention. This could imply that there may be more effective ways of promotion than celebrity advertising, at least when addressing this segment.