THE ROLE OF CELEBRITY IDENTIFICATION ON HUMANITARIAN AID

Seyedsamad Tahani [1], Young-Kyu Kim[2]

[1]Department of GMBA, Keimyung University, 1035, Dalgubeol-daero, Dalseo-gu, Daegu, South Korea
[2]Department of GMBA, Keimyung University, 1035, Dalgubeol-daero, Dalseo-gu, Daegu, South Korea

Abstract

In this study, the factors influencing the motivation to participate in humanitarian aids programs were identified based on the TPB model and two other variables, self-identity, and collective efficacy. In particular, the current research examined whether the identification with celebrities was intended to address behavioral intention for humanitarian aids. Regarding the recent natural disasters in Iran and the Iranian social movement to help their compatriots, they were asked to identify humanitarian aid issues for the assessment of the theory of planned behavior (TPB), as well as their identity, collective efficacy, and celebrity identification. For gathering the data, the number of 653 people completed an online questionnaire. A multiple hierarchical regression analysis was performed to analyze the data. The survey results showed that the TPB model, self-identity, collective efficacy, and celebrity identification significantly affected behavioral intention to humanitarian aids. The results also showed that identifying with a celebrity can influence the variables of the TPB model, self-identity, and collective efficacy in terms of humanitarian promotional behaviors. Based on the findings, some theoretical and managerial concepts are proposed.

Keywords: Theory of planned behavior, Self-Identity, Collective Efficacy, Humanitarian aids, Celebrity Identification

1. Introduction

Occasionally, in human life, an unexpected events and disasters occurs that its depth to extent that nobody can handle it alone. In this situation, a large number of for-profit, non-profit organization, humanitarian organizations, and even people who do not belong to any organization will be mobilized to help who suffered. In history, it is easy to find examples of it. One of the most tragic disasters in history, especially in Iran's history, is the Kermanshah earthquake. A magnitude 7.3 earthquake hit Kermanshah province on Sunday November 12, 2017. It has been one of the destructive earthquakes over the past two decades in Iran, killing 574 people and injuring more than 9.300 people in numerous areas of the province. In total, 427,266 people are affected in 8 districts of Kermanshah province. More than 30.000 residential units in rural areas and in the cities have been seriously damaged between 50 and 100 percent and roughly 70.000 people became homeless (www.mashreghnews.ir/news/840620).

Following the first news, all organizations and institutions rushed to help. Likewise, a wide variety of humanitarian organizations (HO) and people who did not belong to any organization started operating beside the state organization. At the same time, a great deal of new groups and foundations have been spontaneously formed by celebrities, in social media such as Instagram and Telegram which are so popular in Iran. The celebrities consist of athletes and mass media stars played important role in forming such a kind of groups. They made effort to inform the people and their fans about the latest news from Kermanshah. They also notified the people about the essential needs of suffered people and encouraged their followers to help as much as they can. A large number of ordinary people who wanted to help, joined them. Some celebrities, including Ali Daei, one of the most famous Iranian soccer players, even known in the world, continued the process of helping one year after the disaster. With the help of the people, in addition to cash and non-cash aids, he was able to build more than 200 residential units in that area by now (www.khabaronline.ir/news/). This event showed that how celebrities would be effective in motivating people. According to Brown and Fraser (2004), celebrities have ability to influence beliefs, attitudes of their followers to change their behavior. The role of the celebrities once became more intense that social media emerged. Radio, TV, Magazine, and newspaper could just introduce athletes, actors, politicians, and generally stars to the public while social media makes celebrities and ordinary people close together thus people can get more acquainted with the celebrities' lifestyle, attitudes, beliefs, and their social behavior.

Although, there are several examples to prove the role of celebrities in encouraging people to humanitarian activities, however, there are few studies concerning celebrities and humanitarian aids. For example, Wymer (2015) argues that celebrity endorsement is still waiting for the attention of the researchers. In addition, some scholars have also concentrated on the effect of celebrities on the blood donation, so it could be worthy to examine the effect of the celebrity on humanitarian aids. Due to the fact, the rationale for this study include, first, the study expands the existing study on humanitarian aids by testing the impact of psychographic factors on behavioral intention. For this purpose, the study uses the theory of planned behavior (TPB) developed by Ajzen (1991). Furthermore, this study explores the other determinants such as self-identify, and collective- efficacy supported by Charng et al. (1988) and Bandura (1995) as the most important factors of individuals' humanitarian aids behavior. Second, the study pays more attention to the impact of the mass media and social media celebrities on individuals' behavior. Brown (2004) suggested a model of celebrity identification and proved that celebrities can influence individuals' attitudes, beliefs and behavior and showed that celebrity endorsement can contribute to the tendency of people to help others.

As Samman (2009) stated unlike marketing, the usage of celebrity endorsement method in humanitarian matters is relatively new. Since celebrities had a significant impact on selling the products by making the advertisement, making the product reliable, durability the brand, and creating a positive attitude toward the company, therefore, this idea came up that celebrity endorsement can have a similar effect on third sector organizations also HOs. As noted, plenty of marketing scholars examined the effect of celebrities on the selling the products but few studies have been conducted to examine the impact of celebrities on humanitarian aids and fundraising. Currently, A few scholars examined the effect of the TPB model (e.g. attitude, subjective norm,

and perceived behavior control) on blood donation (Armitage & Conner, 2001). Moreover, although few studies have examined the concept of collective- efficacy in health problem study conducted by Jin and Lubbers (2006) or behavioral intention to blood donation conducted by (Jin, 2012), but, there is no published research related to mentioned constructs (e.g. attitude, subjective norm, PBC, Self-identity, and collective efficacy) toward humanitarian aids. Also, there is no published research used celebrity identification as moderating. Accordingly, the study aims are first, to identify antecedents which influence humanitarian aids intention. Second, this study aims to examine the impact of attitude toward the behavior, subjective norm, PBC, self-identify, and collective-efficacy on humanitarian aids intention. Furthermore, this study aims to assess whether celebrity identification can moderate the effect of Attitude toward the Behavior, Subjective Norm, PBC, Self- Identity, Self-Efficacy, and Collective-Efficacy on the intention to humanitarian aids.

The results of this study contribute to better understand regarding the contribution of attitude to the behavior, subjective norm, PBC, self-identify, collective- efficacy, and celebrity identification on humanitarian aids intention. This study tries to provide scholars a theoretical model designed by significant determinants to be effective for humanitarian behaviors. Furthermore, the output of the current study will be helpful for third sector organizations and HOs to be able to attract people to philanthropic activities more with the help of celebrity endorsement.

2. Literature Review

2.1 Theory of planned behavior (TPB)

In 1985, the theory of planned behavior was proposed in an article titled "From intentions to actions: A theory of planned behavior" by Icek Ajzen. This theory was developer of the theory of reasoned action which was presented by Martin Fishbein with Icek Ajzen in 1975, 1980. TPB is a predictor theory, which can predict intentional behavior. Since, the behavior has a capability to be planned and deliberative, therefore, The TPB helps to recognize how we can change the people behavior. The TPB theory has proved that three types of considerations can direct individual behavior. Trust and beliefs about the behavior and its consequences (Attitude toward the behavior), trust and beliefs about expectations which others, such as families, friends, and people have of you, in terms of norms, (subjective norm), and the perception of factors that may increase or decrease the behavior performance (perception behavior control). Behavioral beliefs make desirable or undesirable attitude toward the behavior; normative beliefs lead to perceive social norms or subjective norm; and control beliefs result in understanding behavioral control and the discovering ease and difficulty doing behavior. In total, three constructs of attitude toward the behavior, subjective norm, and perception of behavioral control (PBC) create a behavioral intention. The TPB theory has been used to examine the relations which exist among attitudes, behavioral intentions and behaviors in diverse fields such as healthcare, advertising, public relations, sports management, advertising campaigns, and donation campaigns like blood donation and so on (Armitage & Conner, 2001; Giles, McClenahan, Cairns, & Mallet, 2004). Since TPB has proved that the best way to measure behavioral intention is to assign behavior, therefore, this research, to predict and examine the humanitarian aids, a theoretical base, the

theory of planned behavior (TPB) (Ajzen, 1991), is taken into consideration. Ajzen (1991) has proved that each of these three antecedents may have a different effect on behavior. In some situation, the attitude only has a significant impact on intention or on other occasion attitude and perceived behavioral control have a significant effect on intention and also sometimes all three predictors might have an impact on intention. So, in the current research, each precedent will be measured to be determined their impact on humanitarian aids intention.

2.1.1 Attitude toward behavior

Attitude toward humanitarian aids is a positive or negative person's assessment of the overall concept and act of philanthropic activities. Ajzen (1991) with examining different studies has proved that attitude toward behaviors could be a remarkable antecedent to predict intentions.

2.1.2 Subjective norm

The second antecedent of the TPB is related to the factor of society and the perceived of the pressure of community members to carry out or not to carry out humanitarian aids. Ajzen (1991) has shown that the social factor could be important in predicting behavioral intention to do a humanitarian activity. It is important for the person to behave in accordance with the wishes of others and how others feel about the individual's philanthropy activities.

2.1.3 Perceived behavior control

Ajzen (1991) has defined that PBC is the perception of easiness and the hardness of act of humanitarian activities. It is a belief in which an individual can apply control over behavior according to his/her experience to predict obstacles.

Jin (2012) in his study has revealed that a strong and positive relationship exist between the TPB theory and blood donation and the variables of the the PBT could be predictive of deliberate behavior like blood donation and donating organ of body. In 2013 (Greaves) has conducted a survey on environmental behavioral intentions in the workplace and proved that TPB constructs can predict planned behavior such as environmental behavior special in workplace setting. Some of the scholars also have used the model of TPB in pro-environmental behavior and with help of the TPB variables could predict the cause of the behaviors of some people (TKE Ma, 2014). Therefore, based on the TPB model (Ajzen, 1991) the current research hypothesizes that three antecedents (attitude, subjective norm, and perceived behavior control) will influence individuals' behavioral intention to humanitarian aids.

H1. The TPB will positively affect individuals' behavioral intention to humanitarian aids.

H1-1. Attitude toward the behavior will positively affect individuals' behavioral intention to humanitarian aids.

H1-2. Subjective norm will positively affect individuals' behavioral intention to humanitarian aids.

H1-3. Perceived behavior control (PBC) will positively affect individuals' behavioral intention to humanitarian aids.

2.2 Self-identity

The concept of self-identity includes the disciplines of sociology and social psychology. Therefore, due to the perspective, there are varied definitions. Self-identity shows the extent to which people perceive the sense of duty for doing specific societal behavior (Armitage and Conner, 2001). According to (Charng, Piliavin, & Callero, 1988), self-identity directs individuals to operate with respect to their character and personality and social identity. They also mentioned that whatever the level of self-identity would be higher, the people act according to their favorite performance and will affect behavioral intention. Self-identity could be served as a normative predictor along with subjective norm to predict intention to humanitarian aids.

Many researchers have proved in their studies that how much might be useful, the extension of the TRA/ TPB by self-identify (Charng et al., 1988; Sparks 1992). For instance, Charng et al. in 1988 have used it in their study about blood donation and proved that self-identity has a unique variance in behavioral intention to blood donation. In a study which was conducted by Sparks and Shepherd (1992), has been proved that self-identity plays a strong role in the model of TPB and behavioral intention to use organic vegetables. The result showed that expectations about self-identity were wrong. They thought that self-identity could only affect attitude, but it became clear that self-identity could also predict behavior intention. In the other research which was conducted by Further, Sparks (1992), was revealed an independent predictive effect of self-identity on intentions in dietary changes contributed to decreasing the rate of fat in the diet. Armitage and Conner (2001) have proposed this variable in their research to measure the predictors which are helpful in behavioral intention to blood donation. Conner and Armitage (1998) noted that there are behaviors that self-identity can play a strong role in the prediction of behavioral intentions.

According to conducted studies and results, the current research hypothesizes that self-identity will influence individuals' behavioral intention to humanitarian aids.

H2. Self-identity will positively affect individuals' behavioral intention to humanitarian aids.

2.3 Collective- efficacy

Bandura (1995) has presented the concept of collective efficacy. Bandura defined people's beliefs for common goals, which share their capabilities to succeed. These kinds of people are confident that a team can conquer challenges for common aims and unified efforts. Bandura also stated that a group with a common idea, belief, and opinion is powerful enough to pursue and create favorable results because the members of the group can meet their own demands via the collective operation (Bandura, 1998, 2000). In collective-efficacy, people mostly try to overcome obstacles through sharing the common belief via unified efforts. Jin and Lubbers (2006) noted that the concept of collective efficacy come up in predicting behavior in a group needing collective and communal actions.

Although humanitarian behaviors could be percept as a personal process to make a decision, however, humanitarian behaviors and activities can be considered a social movement, where the collective activities can play a significant role and make it more tangible. A collective movement arises when an event or disaster occurs. People who have common opinions and beliefs try to save suffered people who stuck in disaster and strongly need help their fellow men. If people perceive problems that could be solved with a collective activity, they share that problem among the group members and try to find a solution such as philanthropy aids, blood donations and everything that is necessary at that time. Hence, common beliefs and opinions among group members potentially is a stimulant and play a significant role in managing various issues.

Bandura (2000) indicated that collective-efficacy can be one of the fundamental factors control people treatment. The review of literature also revealed that collective-efficacy can be a considerable factor for behavioral intention. In a study that was conducted in 2006 by Jin and Lubbers in a college, students showed that collective-efficacy could be a vital factor to increase their intention to manage a health issue in a college. Bumsub Jin, et al (2012) conducted a survey the American college student and proved that collective-efficacy strongly affects behavioral intention to blood donation. Philippe Jugert, et al. (2016), in their study in Australia and Germany, showed that the use of collective efficacy affects pro-environmental intentions. These findings revealed that by sharing a common beliefs and homophony can direct people to perform behaviors that decrease issues of some events and disasters. Definitely, these kinds of behaviors or activities produce favorable results. With respect to the literature, this study mentions that the level of collective-efficacy can affect humanitarian intentions and a powerful sense of collective actions can encourage people to humanitarian aids. Therefore, in addition to the TPB model variables and self-identity, this research suggests that collective-efficacy can also be added to be another antecedent for behavioral intention to humanitarian aids. Furthermore, it also clarifies whether collective-efficacy can cause to increase humanitarian aids intention or not. So, the hypothesis will be:

H3. Collective- efficacy will positively affect individuals' behavioral intention to humanitarian aids.

2.4 Behavioral Intention

Behavioral intention is the individual willingness to perform a given behavior. Ajzen believes that it can be an antecedent of behavior. It is based on attitude towards behavior, subjective norm and perceived behavioral control, with each predictor is considered for its importance in relation to behavioral intention (Ajzen, 2002).

2.5 Celebrity identification

The first part of the research is focused on the fundamental determinants of humanitarian aids based on TPB model, Self-identity, collective efficacy, and now, the role of celebrity endorsement in explaining humanitarian aids intention will be discussed.

It could be mentioned that celebrities are the product of expansion of entertainment media or social media all over the world. Expansion of entertainment media led to proliferate the effect of

celebrities on aspects of human life (Brown & Fraser, 2004). Media celebrities through media exposure affect society. Many researchers have been illustrated this influence on a variety of occasions such as advertising to motivate customers for changing their intentions, to deliver an impressive word, and to show the validity of a company (Basil, 1996; Goldsmith, Lafferty, & Newell, 2000; Mathur, Mathur, & Rangan, 1997). The role of celebrities by the mentioned cases is not limited. As some scholars have pointed out, celebrities can also be effective in areas such as education, community, mental, and body health. The prior studies have discovered that celebrity's endorsement influence individuals' perception of health. For instance, Basil (1996) has conducted a survey HIV and Magic Johnson one of the American retired professional basketball players or Mark McGwire and his effect on child abuse (Brown, Basil, & Bocarnea, 2003), Pope John Paul II and his advice to take care of infants, people with disabilities, and the elderly (Brown, 2009), Diego Maradona and Not to use the drug (Brown & DeMatviuk, 2010).

Despite of various theoretical frameworks in explaining the effectiveness of media celebrity endorsement such as credibility, attractiveness (Kamins, Brand, Hoeke & Moe, 1989) and so on, but two theories have a special place among the researchers. According to Brown & Basil (2010), parasocial interaction and identification can clearly explain how celebrities can be effective in public health and change behavior. The concept of parasocial interaction was formed by Horton and Wohl (1956). They mentioned that parasocial interaction occurs when television viewers felt an affiliation to television characters or media persona (Brown & Fraser, 2004). In general, this kind of communication is more likely to occur as a result of media exposure. This communication creates a sense of intimacy and friendship. Therefore, the viewers who have made a parasocial interaction, try to attain public information about celebrities through media or interpersonal relationship (Brown and Basil, 1995).

According to Bandura's theory (1986), a person is willing to act similar to a model which s/he accepted it. He mentioned that a person behaves according to the person's identification with the model. Bandura (1986) also stated that the process of identification happens when a person perceived his/her similarity with the model. This perception of similarity with the model could be in term of models age, gender, race and so on. Identification with the celebrities could be in terms of behavioral adaption. The review of prior studies results revealed that identification can have a valid interpretation for the level of effectiveness of celebrity endorsement (Basil, 1996). Although parasocial interaction and identification take into account as a process of viewers' involvement, however, there is a difference between them. It should be considered that there is a difference between the expansion of communication with someone and willing to be like that person. Certainly, there are people love celebrities but do not want to behave in the same way. For instance, many people love Messi as a professional soccer player, but most of them do not like to have tattoos like him.

As Brown and Fraser (2004) Mentioned, unlike parasocial interaction, identification influences stronger. Identification with a celebrity makes a person change his/her thoughts, beliefs, opinions, and behavior according to celebrity. S/he likes to treat as her/his favorite celebrity. Therefore s/he tries to imitate her/his favorite celebrity in clothes and hairstyle, manner,

speaking, and lifestyle. Brown and DeMatviuk (2010) also stated that since a person feels more friendship and attachment with his/her favorite celebrity so identification could have a stronger impact than parasocial interaction. In order to clarify this, Brown et al. (2003) presented an example of the difference between these two theories. The example was about two professional basketball players that people have had a positive emotion about them (Michael Jordan and Dennis Rodman). Both of them were popular among the people, but most of them did not like to emulate Rodman's style. On the other hand, people, in addition to loving Michael Jordan, liked to follow his beliefs, ideas, and lifestyles. Therefore, it can be noted that parasocial interaction is the prerequisite of identification and it can determine identification.

Brown and Fraser (2004) have presented their model according to parasocial theory of Horton and Wohl (1956), Rubin & McHugh (1987) and Kelman's theory of opinion change (1961) and made a distinction between parasocial interaction and celebrity identification. Their model shows that people know celebrities through media exposure. Individuals' knowledge of celebrities creates a positive feeling about them. The created feeling is called parasocial interaction. In some cases, the high level of parasocial interaction leads to celebrity identification. At this stage, people try to be like their favorite celebrities. They try to imitate the clothes and hairstyle of their favorite celebrities and want to think and behave like them. Thus, celebrity identification can produce special beliefs and manners and behaviors. Looking at the conducted studies reveal that the effect of identification is more persuasive than parasocial interaction (Bae et al., 2010). As Brown and Fraser (2004) have mentioned, celebrity identification can bring about individuals' changes in their beliefs, ideas, and behavior due to their favorite celebrities. Brown and Basil (2010) showed in their studies how identification could be effective in social health and social beliefs. Another study by Bae (2010) proved that individuals' identification with Cardinal Kim resulted in his advocators' intention to sign cornea donation card.

According to the review the literature, a powerful celebrity identification can expand every valid value among people and help change individuals' behavior. So, this study concludes that, if individuals identify with celebrities are trying to promote philanthropy activities, they also would be motivated to take on such a kind of activities. Therefore, they try to be effective in humanitarian activities. The study makes effort to assess the impact of celebrity identification on humanitarian aids intention. Thus, the proposed hypotheses will be:

H4. Celebrity identification will positively affect people's behavioral intention to humanitarian aids.

On the other hand, this research also believes that celebrity identification is playing a significant role as a moderator in our proposed model. It can affect the dimension of the TPB model, self-identify, and efficacy-collective to behavioral intention. Wang (2015) also in his research have proved the moderating impact of the celebrity on purchase intention. Thus, the proposed hypotheses will be:

H5. Celebrity identification moderates the relationship between TPB and intention to humanitarian aids.

H5-1. Celebrity identification moderates the relationship between attitude and intention to humanitarian aids.

H5-2. Celebrity identification moderates the relationship between subjective norm and intention to humanitarian aids.

H5-3. Celebrity identification moderates the relationship between perceived behavior control and intention to humanitarian aids.

H6. Celebrity identification moderates the relationship between self-identify and intention to humanitarian aids.

H7. Celebrity identification moderates the relationship between collective-efficacy and intention to humanitarian aids.

Figure 1 presents a framework for analyzing the effects of the TPB model, self-identify, collective-efficacy, and celebrity identification on intention to donate humanitarian aid.
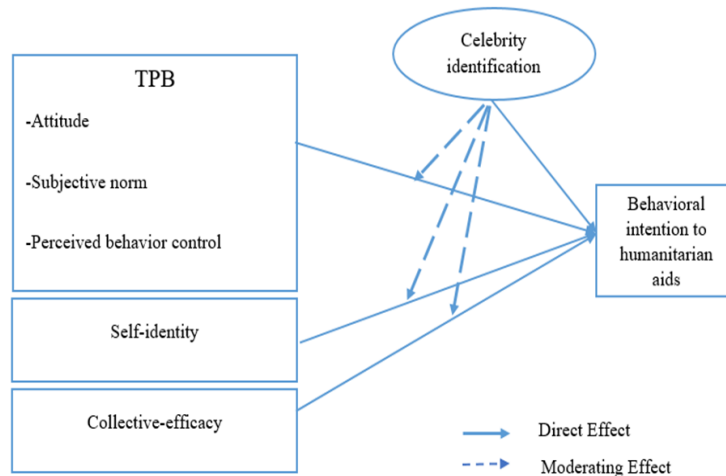

Figure 1. The Proposed Conceptual Framework

3. Research Method

The selected population for participation in this study, as primary data collection, are all Iranian people who participated in any kind of philanthropy program. The way for gathering the primary data for this study is an internet-mediated self-administrated questionnaire. The method for data collection is non-probability sampling with the technique of convenience sampling. Some scholars believe that non-probability sampling techniques is low-grade compare to probability sampling, but it works when the researcher could not obtain a list of the population (Saunders et al. 2009). The reason why this study uses of Convenience sampling is that the number of respondents is unknown and the researcher uses the population who are available and easy to

access due to limited time. With the awareness of some drawbacks of this technique, the researcher would not be able to gather primary data.

The reason for selecting the study population from Iran was that the existing studies on humanitarian aids, philanthropy movements, donations, and so on have concentrated on people from America and Europe countries. This study tried to collect data from people in a country that is struggling with many problems in their lives, but despite all their problems, they are helping their fellow countrymen in difficult situations (earthquake, flood, and...). Helping others in difficult situations is more valuable than the time you live in normal conditions. Therefore, having respondents from people in a country experiencing a different condition would help in obtaining a more holistic comprehension of humanitarian aid. To gather the data needed for this research, a questionnaire was developed and translated into Persian. The questionnaire was prepared in Google Forms. The questionnaires were distributed among people by the help of Telegram, which is a popular social media in Iran. Telegram, as a popular social media in Iran, has the capability to make a group. There are many groups with various purposes. A large number of people are a member of these groups. The survey was distributed for seven days, from April 22nd to April 27th, 2019, and participated in 662 responses. Before the analysis, the data were checked to find incorrect and imperfect answers. Nine were rejected because they responded twice to this survey or did not reply to the whole question. Therefore, this process leads to 653 cases being used for statistical analyses in this study.

4. Results

4.1 Demographic Profiles of Respondents

In Table 1, the demographic characteristics of the participants are presented in this survey. A majority of proportion of the participants consisted of Females by 65.7% while male respondents were 34.3%. The age range for the majority of participants was between the age of 31-40 (28.9%) and 41-50 (19.6%). The majority of respondents was married by 65.2%, while single respondents were 34.8%. Most respondents were living in Urban Area by 84.3%, while this amount for who were living in the countryside was 15.7%. A large number of participants in this survey had bachelor degree by 36.8%, and master degree by 25%.

Table 1. Demographic Analyze

Characteristics		Frequency	Percent
Gender	Female	420	64.4
	Male	233	35.6
	20-30	142	21.7
	31-40	179	27.5
Age	41-50	110	16.8
	51-60	154	23.6
	61-70	42	6.5
	71-…	26	3.9
Marital Status	Married	352	53.9
	Single	301	46.1
Residence	Urban Area	501	76.7
	Countryside	152	23.3
	Diploma- Holder	34	20.6
	Associate's Degree	12	8.1
Education	Bachelor Degree	75	37.1
	Master Degree	51	23.1
	Ph.D. Degree	32	11.1

4.2 Results of Pearson Correlation Analysis

To test whether a linear relationship exists between the independent and dependent variables, a Pearson Correlation Analysis was applied. The linear correlation between variables is investigated by Pearson Correlation Coefficient, which the output should be between 1 to -1. 1 means positive correlation and -1 means the negative correlation and zero means that there is no correlation between variables. The results of Pearson correlation analysis are presented in Table 2. The result shows that there is a relationship between the independent and dependent variables when the result shows a numerical value other than 0. The result revealed that there is a required linear relationship between independent and dependent variables to proceed with multiple linear regression analysis. Also, the Pearson correlation coefficient between all independent variables and the dependent variable is positive except in one variable (Celebrity identification). It means, there is a positive correlation between TPB model, self-identity, Collective efficacy, Celebrity identification and behavior intention to humanitarian aids.

Table 2. Results of Pearson Correlation Analysis

	At	S. N	PBC	S-I	C-E	C- I
S. N	.028 .691 653					
PBC	.040 .574 653	.186** .008 653				
S-I	-.032 .653 653	.193** .006 653	.213** .002 653			
C- E	.038 .585 653	.201** .004 653	.105 .137 653	.193** .006 653		
C.I	.128 .068 653	.185** .008 653	.020 .772 653	.013 .850 653	.103 .036* 653	
B. I	.185** .008 653	.313** .000 653	.259** .000 653	.312** .000 653	.228** .001 653	.175 .031* 653

*$p<0.05$; **$p<0.01$; ***$p<0.001$.

AT: Attitude, S.N: Subjective Norm, S.I: Self-Identity,
C.E: Collective- Efficacy, C.I: Celebrity identification,
B.I: Behavioral Intention

4.3 Results of Multiple Regression Analysis

In order to verify the effect of Celebrity Identification value on the relationship between the TPB model, Self-Identity, Collective Efficacy and Behavioral intention to participate in the humanitarian aids program, regression analysis was conducted.

There are many ways to test for control variables, but the most widely used methods are regression analysis and sub-group correlation method. It is easy to judge which of the two methods of controlling effect is better. However, the regulatory regression method, which is considered to be more useful in terms of statistical power and information acquisition, tends to become more common. First, the Intention of humanitarian aids was set as the dependent variable. Then, independent variables were used. In the second step, independent variables were analyzed by setting Celebrity Identification. In the last step, independent variable, Celebrity Identification, and independent variable × Celebrity Identification were separately analyzed. As a result of the Multiple Regression Analysis, as shown in Table 3, Attitude of the first level (R^2=.034, F=7.152, p= .000), in the second step, Attitude and Celebrity Identification (R^2=.35, F = 4.630, p=.011), and in the third step, Attitude, Celebrity Identification, and Attitude × Celebrity Identification (R^2=.46, F = 3.211, p=.024).

Subjective Norm of the first level (R^2=.098, F=21.938, p= .000), in the second step, Subjective Norm and Celebrity Identification (R^2=.116, F = 13.212, p=.000), and in the third step, Subjective Norm, Celebrity Identification, and Subjective Norm × Celebrity Identification (R^2=.119, F = 9.040, p=.000).

PBC of the first level (R^2=.067, F=14.559, p= .000), in the second step, PBC and Celebrity Identification (R^2=.074, F = 7.989, p=.000), and in the third step, PBC, Celebrity Identification, and PBC × Celebrity Identification (R^2=.075, F = 5.389, p=.001).

Self-Identity of the first level (R^2=.098, F=21.859, p= .000), in the second step, Self-Identity and Celebrity Identification (R^2=.104, F = 11.650, p=.000), and in the third step, Self-Identity, Celebrity Identification, and Self-Identity× Celebrity Identification (R^2=.106, F = 7.919, p=.000).

Finally in the last part, Collective Efficacy of the first level (R^2=.052, F=11.066, p= .000), in the second step, Collective Efficacy and Celebrity Identification (R^2=.58, F = 6.146, p=.003), and in the third step, Collective Efficacy, Celebrity Identification, and Collective Efficacy × Celebrity Identification (R^2=.063, F = 4.284, p=.004).

F changes were also statistically significant at the significant level of $p < 0.05$, and the regression equation could be supported as a significant result, and the results of the three-step model also showed that Attitude, Subjective Norm, PBC, Self-Identity, and Collective Efficacy all play a significant role in behavioral intention to participate in the humanitarian aids program.

Table 3. The result of moderating effect of Celebrity Identification

Model	Independent variable	Beta	t	P	R2	Ad R2	F	Sig F
Step 1	Attitude	.185	2.674	.008**	.034	.029	7.152	.008**
Step 2	Attitude	.198	2.843	.005	.044	.035	4.630	.011**
	Celebrity identification	-.100	-1.439	.152				
Step 3	Attitude	.201	2.876	.004**	.046	.032	3.211	.024*
	Celebrity identification	-.089	-1.237	.218				
	Attitude * Celebrity identification	.046	.626	.526				
Step 1	Subjective Norm	.313	4.684	.000***	.098	.093	21.938	.000***
Step 2	Subjective Norm	.338	5.015	.000***	.116	.107	13.212	.000***
	Celebrity identification	-.137	-2.036	.043*				
Step 3	Subjective Norm	.338	4.999	.000***	.119	.106	9.040	.000***
	Celebrity identification	-.123	-1.766	.079				
	Subjective Norm * Celebrity identification	.059	.857	.392				
Step 1	PBC	.259	3.816	.000***	.067	.063	14.559	.000***
Step 2	PBC	.261	3.842	.000***	.074	.064	7.989	.000***
	Celebrity identification	-.080	-1.179	.240				
Step 3	PBC	.254	3.669	.000***	.075	.061	5.389	.001**
	Celebrity identification	-.076	-1.115	.266				
	PBC*Celebrity identification	.036	.502	.619				
Step 1	Self-Identity	.312	4.675	.000***	.098	.093	21.859	.000***
Step 2	Self-Identity	.314	4.695	.000***	.104	.095	11.650	.000***
	Celebrity identification	-.079	-1.182	.238				
Step 3	Self-Identity	.312	4.668	.000***	.106	.093	7.919	.000***
	Celebrity identification	-.080	-1.192	.235				
	Self-Identity * Celebrity identification	.046	.714	.477				
Step 1	Collective Efficacy	.228	3.327	.001**	.052	.047	11.066	.001**
Step 2	Collective Efficacy	.228	3.332	.001**	0.58	.048	6.146	.003**
	Celebrity identification	-.075	-1.102	.272				
Step 3	Collective Efficacy	.226	3.301	.001**	.063	.046	4.284	.004**
	Celebrity identification	-.075	-1.098	.274				
	Collective Efficacy * Celebrity identification	.153	1.966	.023*				

Total R^2: .057   Total Adjusted R^2: .034   ANOVA Regression F radio: 2.408*

Note: *p<0.05; **p<0.01; ***p<0.001.

5. Conclusions

According to the hypotheses, the study planned to investigate the interaction effect of Celebrity identification, as a moderator, between the TPB model, Self-identity, Collective efficacy, and behavioral intention to humanitarian aids. The findings of the study concur with some of the traditional literature. The prior studies have proved that celebrities can have an effect on the increase in product sales and promoting, and can also be effective in promoting a social movement or shared belief in some issues in society. Some problems which already addressed by some scholars are HIV prevention, spousal abuse, child abuse, and drug prevention. The empirical evidence of this study highlights the influence of celebrity identification on behavioral intention to participate in the humanitarian aids program.

The result of the current study expands our understanding of celebrity identification, which can play the main role and has a significant moderating effect on encouraging people to participate in humanitarian aids program. The respondents showed that people can be impressed by their favorite celebrity that supports particular issues in disaster, and their attitude will change against issues.

5.1 Theoretical Implications

The current study has a substantial contribution to the abundant literature on behavioral intention by replicating previous findings as well as offering novel insights. Most importantly, the current research suggested a new theory to explain the theoretical framework of behavioral intention to humanitarian aids (e.g. the relationship between the TPB model, Self- identity, Collective efficacy, and behavioral intention to humanitarian aids). Another outstanding contribution of this study is replicating conceptual framework of the TPB model behavioral intention with Iranian sample. Moreover, the aforementioned concept was extended with the observation of relationships between each dimension of the TPB model, Self-identity, Collective efficacy, and behavioral intention to humanitarian aids. In terms of theoretical implication, the current study can suggest that the TPB model and its extended variables (i.e. Self-identity, and collective-efficacy) may be very predictive of planned behaviors, such as participation in humanitarian aids programs, organ donation, and blood donation.

Novel findings were observed in terms of the relationship between celebrity identification, as a moderator, with all assumed variables (i.e. Attitude, Subjective norm, PBC, Self-identity, and collective-efficacy), which can be a new path in the literature. In line with some studies, the results of this study indicate that celebrity identification can affect individual attitudes, subjective norm, perceived behavior control, or affects self-identity and collective efficacy and also it can augment individual behavioral intention to participate in humanitarian aids programs. In conclusion, this study indicated that Self-identity and Collective efficacy can be considered as two new extended variables to the TPB model for assessing behavioral intention.

5.2 Managerial Implications

In terms of practical implications, this study provided an understanding of the constructs which can be helpful for for-profit, nonprofit organizations and also humanitarian aids campaigns to concentrate on increasing the level of collective efficacy along with forming positive attitude, subjective norm, and self-identity. The for-profit and nonprofit organizations, campaigns managers, and their staffs may try to improve collective-efficacy along with a positive attitude among members by establishing an impressive environment to motivate members to participate in humanitarian aids programs.

Moreover, this study suggests organizations which take advantage of the celebrities in persuading people to participate in humanitarian aids program, might be more successful than their peers. Celebrities may notify people by social media and other tools they have accessibility and motivate them to take a widespread action. Through social media, followers or purpose audience create a friendly environment with their favorite celebrity and may try to behave or think like them. Celebrities with their power can become the main point to attract people and encourage them to participate in the humanitarian aids program.

In spite of the mentioned implications, this study, like any other research, has some limitations. First, the number of respondents for the online survey was not enough high, which may lead to bias in response. Therefore, future research can be done with higher sample size.

Second, the current study measured hypotheses by translated version of the TPB model, Self-identity, Collective efficacy, and celebrity identification scales. Because of the lack of measurement scale in the Persian language, the current study measured hypotheses by an English measurement scale. The measurement scales translated into Persian, but there is a possibility of systematic measurements biases, which can influence the validity of the results (American Psychological Association, 1994). For avoiding this problem, a cross-cultural adaptation of scales is mandatory when evaluating members of different groups (Geisinger, 1994). So, future research is suggested to use purpose language-English instrument, which will be cross-culturally adapted.

Lastly, the use of an online self-report survey might affect the validity of this survey. Since the usual method to gather data is paper-and-pencil in Iran, therefore this method might be a new

experience for the participants and did not pay attention to their correct response. Consequently, future research can be done by the paper-and-pencil method and online survey together.

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