



The Influential Factors of Celebrity on People's Attention and Participation in the Charity Activity

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ABSTRACT

In China, a society with a developed Internet, celebrities or stars with high salaries and high status should help people with lower living standards and the ability to call for more people to participate. Starting from the research question of whether the participation of stars in charity activity advertising will attract more people, this paper used qualitative analysis to study the advantages, disadvantages, external opportunities, and threats of stars participating in charity activity advertising by referring to the star effect theory. Using the celebrity endorsement effect to show consumers a familiar face, stimulate consumers' interest and successfully attract consumers' attention and purchase desire. Through this strategy, marketers also increased the value of their brands, which has a positive impact on consumers' buying behaviour. Celebrity endorsement is an effective means of advertising since most people have their own favourite idols. They would like to follow their idols, so this strategy is employed by the brand managers to promote their product. The conclusion is that the participation of stars can indeed stimulate the passion of the masses and attract more people's attention, however, the contract needs to be carefully drawn up before the brand and the star reaches cooperation because the negative news about the star will affect the development of the public welfare brand.

Keywords: *Celebrity, Charity Activity, Public welfare, Celebrity endorsement*

1. INTRODUCTION

1.1 Research Background

China's public welfare first appeared in the Warring States Period, when most of the public welfare philanthropists were officials. In the late Ming and Qing Dynasties, philanthropy became public welfare, and many public welfare organizations appeared in the private sector [1]. In modern times, public welfare has developed from the government to the individual to the popular. As the Chinese people's economy has improved, more and more entrepreneurs and businessmen have participated in public welfare activities. Some have established their own foundations and some have donated to public welfare organizations. Gradually, this matter of public welfare has become an activity involving the whole people, and everyone will do their best to help those who need help around them, both materially and spiritually.

The Tangshan earthquake that occurred in China in July 1976 had a magnitude of 7.8. Many families were broken up because of this. At that time, non-profit

organizations also launched donation activities, and entrepreneurs from all over the country made anonymous donations, all contributing to their strength. In the 2008 Wenchuan earthquake, more people extended a helping hand. Today, there are more and more animal rescue organizations and educational support organizations in impoverished mountainous areas, and everyone is helping the disadvantaged in their way. With the development of the times and the continuous progress of the economy and society, more and more people have joined public welfare undertakings. People use their influence to make more people pay attention to public welfare. From early donations and disaster relief to various forms now, it reflects people's eternal humanistic feelings. Firstly, doing public welfare is not a whim, but long-term perseverance. Public welfare can bring people a sense of happiness and satisfaction. No amount of money can buy this kind of happiness. It's not something that can be measured by matter. People gave help to those in need and saw smiles on their faces. This is what every public welfare worker wants to see, and this is also the meaning and motivation for everyone to persevere. Public welfare will help us narrow the gap between the rich and the poor, which is also the goal that the Chinese

government has been striving for. In China, the gap between the rich and the poor in between cities and towns is relatively large, and public welfare is a very effective way to narrow the gap between the rich and the poor. As Wang Lei stated in his paper, public philanthropy is the third distribution of wealth driven by morality and led by society. It protects people's livelihoods and promotes social equity, despite the small gap between the rich and the poor. It also plays an important role in other aspects [2]. Public welfare activities are also one of the important symbols of a civilized society, which reflects the responsibilities and obligations of others to the group living together. Public welfare makes our lives freer in this impetuous society. Instead of giving all the time, we gain more. Wang Lei said that "citizens' attention to public welfare undertakings is an important criterion for measuring the degree of civilization in society, and to a certain extent reflects the moral level and spiritual realm of the public, and the information dissemination of expanding the social influence of public welfare time is to awaken the people." Responsibility is an important way to improve the state of mind [2]. In recent years, the public welfare industry has paid more and more attention to the positive impact of communication on the organization itself or the project itself, and successful communication is a huge boost for a public welfare project.

With the development of the times, entertainment has become an indispensable "adjuvant" in people's daily lives. Therefore, more and more charity activity advertisements choose to invite celebrities to shoot together. Huang Daojing wrote in a paper that star endorsement ads have communication benefits that can't be beat [3]. They also said that stars have a huge fan base, so they have a strong communication advantage. Every move is watched, liked, and even imitated by fans [3]. For example, many companies will invite celebrities to shoot commercials for their products, and after the advertisements are released, the sales of products will increase significantly. Because fans want to have the same style as stars, they buy the same things as stars and do the same things as them. This is a very common phenomenon in this era. For celebrities, participating in the shooting of charity activity advertisements can bring them a good reputation and can gain praise from the masses, which can also help them improve their social status, so they are very willing to participate in the shooting of charity activity advertisements. From the perspective of a third party, it is obligatory for celebrities to participate in charity activity advertisements because their income is higher than that of most occupations, and they should contribute their strength to this society. This behavior makes the society we live in a better place. After the rise of the Internet, China has social software such as Weibo, Douyin, etc. Many celebrities will use accounts and studios on various platforms to share their lives, but are not limited to sharing their lives. Many celebrities will

set up foundations or participate in charitable activities initiated by third parties to make social donations. The popular star Wang Junkai also established his foundation, the Huanlan Dream Fund, when he was 18 years old. With more than 80 million fans, he uses his influence to lead more people to do charity work with him, to work together for children in impoverished mountainous areas, build a children's library for them, and provide them with books. The site selection for the first 10 primary schools of the "Wang Junkai Children's Library" started in Wang Junkai's hometown of Chongqing. At his call, more people joined public welfare organizations [4].

1.2 Research Gap

Ill-stars always get more attention from people, No matter for or against, people will be more actively involved in their related practices. Therefore, in the field of charity activity, does ill-star participation in the shooting of charity activity advertisements lead more people to participate in public welfare projects? This question should be studied. The question studied in this article is whether the participation of celebrities in charity activity advertisements will attract more people's attention and allow more people to participate. Because in today's society, everyone's living standards have been greatly improved, and the quality of life has also been guaranteed. Many people can help with living standards that are not yet guaranteed. However, in our daily life, we seldom see charity activity advertisements and rarely have the opportunity to get in touch with the publicity of public welfare activities, resulting in no channels for people to contribute their love. If celebrities' participation in charity activity advertisements can indeed attract more people and allow more people to join public welfare undertakings, then more families will be helped in the future, which can narrow the gap between the rich and the poor in Chinese society. Also, public welfare can effectively change the living conditions of disadvantaged groups. In some areas of China, there are many families without food or daily necessities, so it is difficult to ensure their normal living needs. For example, going to the mountains to teach the children, giving them company, or participating in the rescue during the epidemic, whether it is donating materials or participating in volunteer services, can bring them warmth. I hope the conclusions of this article can help nonprofit organizations make decisions about whether to choose celebrities to participate in charity activity advertisements or not.

2. LITERATURE REVIEW

2.1 Celebrity Endorsement

Celebrity endorsement theories are constructed about the effectiveness of a celebrity in promoting a product. Source theories such as source credibility theory and

source attractiveness theory can be considered [3]. In this day and age, almost every successful brand has an endorser. Brands and celebrities have a natural interface. Enterprises are always willing to find well-known people as brand spokespersons and rapidly expand their company's popularity through the halo effect of celebrities. An example of bridging the gap between consumers and celebrities are also willing to accept various endorsements, on the one hand, because they can maintain their exposure; on the other hand, they can enhance their self-worth through endorsements, and they can earn endorsement fees. But both companies and celebrities need to choose their partners carefully. If something goes wrong with a company that a celebrity works with, he or she will be caught in the fire, earning endorsement fees but losing his or her image and reputation. It is the same for enterprises to choose the right public image. Because the selection of appropriate spokesmen can improve the influence of the frequency band more quickly, improper selection not only does not help the development of the brand but will lead to the antipathy of furniture consumers towards the brand.

2.2 Important Results

Hani et al. summarized the influence of celebrity jewellery advertising on consumer behavior. From the perspective of customers, especially Parisian women, this paper finds that celebrity endorsement has a negative impact on consumers' logo tendency and logo mentality [5]. The credibility of celebrity spokespersons has a positive influence on consumers' advertising recall and purchase intention, and the popularity and reputation of celebrity spokespersons can stimulate consumers' purchase intention of jewellery brands. Contrary to hypothesis 2 (the credibility of celebrity spokespersons has a positive influence on advertising recall), the conclusion is also drawn: the influence of celebrity brand attraction on consumers' purchase intention is not significant. People follow ads for celebrities, not for brands. Other factors, like brand preference and brand recall, were also looked at to figure out how the relationship worked [5].

Gilal et al. contributed to the tourism and hospitality literature by examining the influence of celebrity endorsements on brand passion using data from air travelers [4]. It can be concluded that consumers are more inclined to choose products endorsed by stars of the opposite sex. From the standpoint of the brand, celebrity attraction appears to have a strong influence on air passenger brand enthusiasm via correlation with demand satisfaction [6].

2.3 Summary

According to the conclusion, it can be seen that the attraction of celebrities can exert a great influence on

consumers, but there are also negative effects. The topic of whether celebrity endorsement of charity activity advertising can influence more people to participate in it discussed in this paper is innovative to study the characteristics of charity activity advertising itself based on the analysis method and discussion of the above literature.

3. METHOD

3.1 Research Design

Through the analysis of the collected relevant information, based on generally recognized axioms and a large number of facts, the author describes and explains the things studied by using abstract generalization, inductive deduction, analogy reasoning, and other methods, to clarify the law of the development of things and reveal the essence of things.

3.2 Celebrities Participating in Charity activity Advertising

A charity activity organization invites celebrities to spread their charity activity ideas. In the eyes of the public, the appeal of charity activity ads involving celebrities is much greater than the appeal of charity activity advocacy. For celebrities, though they cannot make money like commercial advertisements or increase their value, charity activity endorsement can greatly improve their public images and broaden their future career path. This paper studies whether stars can influence audience groups in charity activity advertisements. By looking at the cases of stars doing charity activity work, it finds out what causes the effect of celebrities in the communication of charity activity ads. This leads to important discussions.

3.3 SWOT Analysis

Celebrities have a huge fan base in today's society with a developed network and also attract the attention of various media. The fans' pursuit of their idols is incomprehensible to ordinary people. If a public welfare organization can be as popular as a star in the hearts of its fans, its influence and attention will be much greater. Therefore, more and more public welfare organizations will choose to invite celebrities to participate in the shooting of charity activity advertisements. If mass communication wants to achieve good results, it first needs to pay attention to the existence of these opinion leaders. As follows, celebrities in this internet-developed society receive much attention from the media and fans, and their participation in the shooting of charity activity advertisements has some advantages and disadvantages.

3.3.1 Strength

First of all, stars come from being "celebrities" themselves, so they all have the approval of the masses. Many people do not engage in public welfare undertakings, in large part because they feel that information on the Internet is not credible and there is a risk of being cheated. However, the information spread by these "stars" is often regarded as credible by the masses. Because they are exposed to the camera for so long, the public can see their every move. Followers also tend to take the "star's" thoughts and words as correct, so they can easily receive and believe them. To follow in the footsteps of celebrities and work for public good. For example, when Wang Junkai was 18 years old, he also participated in the video advertisement for public welfare donation organized by Huanlan Dream Fund. The donation project started on July 6 and ended on August 31. At the end of the project, the number of donors was 770,398, and the donation on the Alipay platform was 184,961.15 yuan [7]. The number of people participating in this project is beyond the expectations of public welfare organizations. They did not expect to receive so much attention and participation. This high level of interest is due to the star effect caused by Wang Junkai's participation. It is also because Wang Junkai has been in the entertainment industry since the age of 13 and has been in the public eye. His every move is restricted and monitored, and the masses are very willing to believe such a person. Therefore, the charity activity advertisement video in which Wang Junkai participated has attracted great attention.

Secondly, celebrity endorsement of charity activity advertisements can deepen people's understanding of public welfare because celebrities can shine their quality and aura on the charity they represent, so that the image of the charity will be deeply rooted in people's hearts. And as the star's popularity grows, so does the charity project. In his performance at the same time, he has been engaged in public welfare. In the eyes of the masses, she is honest. In the eyes of the masses, there is no star AIRS, kind and sincere. Han Hong takes part in public welfare activities every year, and her charity activity advertisements are numerous and involve various fields. After her charity activity advertisement was released, many people believed Han Hong's personality and her good qualities. So, a large number of people followed her on her charity journey [8].

3.3.2 Weakness

There is no denying that the participation of celebrities in charity activity advertisements does attract more people's attention. However, it should not be ignored that if the masses only focus on the stars rather than the public welfare activities themselves, the so-called "video vampire" phenomenon will appear. Then

this charity activity advertisement is a failure, because it only increases the exposure of the star but not the charity activity itself.

Second, because the star does not have their privacy, their private lives will be completely exposed in the public eye. Once the star has negative news and negative information spread unceasingly, the star's image, position, and fall will reduce the people's trust in them and will also affect the future development of public welfare activities.

3.3.3 Opportunity

In China, many celebrities enjoy a high level of attention and traffic, so the government will invite celebrities to participate in public welfare projects as a way to increase their attention to public welfare projects. Ge Huayong, a member of the National Committee of the Chinese People's Political Consultative Conference (CPPCC), suggested linking charitable donations with tax credits and social honours to encourage donors' willingness to give to charity [9]. Lei Jun, a deputy to the National People's Congress (NPC), suggested promoting private enterprises to get more involved in social welfare and charity work [10]. Public welfare can reduce the gap between the rich and the poor and provide life security for the poor. National governments are actively supporting public welfare because they also hope that celebrity endorsement of charity activity ads will help narrow the gap between the rich and the poor. Therefore, the government will also increase publicity opportunities and channels for public welfare organizations.

3.3.4 Threaten

Individual small charitable acts may be relatively simple, but to carry out large-scale, hugely influential charity, the individual power of the star is not enough. Stars also need professional teams to solve many problems, because there are many problems to be solved. Many issues need to be examined in depth. For example, who is the founder of the charity project that the star is going to endorse? Does he have bad news? If there is negative news on the way of a celebrity's participation in publicity and endorsement, who will bear the responsibility? If a public welfare project itself has credit problems, who should take responsibility and how to compensate the party whose interests are damaged? These are all possible threats that stars may face when they are engaged in public welfare endorsements. If a public welfare organization invites celebrities to participate in advertising and has a good public response and effect, many companies will imitate the behaviour of the public welfare organization and seek celebrities to represent it. If every NGO follows suit, celebrities will compete with each other to see who attracts more people

and whose fans donate more. These are all bad comparisons.

4. RESULT

At the very beginning, the halo of a star can bring good word of mouth and reputation to the public welfare activities he or she represents, because people often associate the image of the spokesperson with the things he or she represents. Because the stars are exposed to the camera all year-round, they become familiar strangers to the public. Though they may not meet each other, the public can easily trust the stars. However, celebrities are exposed to the public for a long time, so they have no privacy at all. Their every move affects the development of the public welfare project. Once negative news appears, not only will the celebrity's reputation be damaged but also the image of the public welfare brand.

5. DISCUSSION

In the literature review, some conclusions are drawn as follows: when the spokespersons and consumers are of the opposite sex, celebrity attractiveness, professional knowledge and credibility have a significant impact on the satisfaction of related needs; Celebrity endorsement may have a negative impact on consumers' logo tendency and mentality. According to the conclusion above, it can be seen that the attraction of celebrities can exert a great influence on consumers, but there are also negative effects. But this article would like to add that many fans will drop their fans after the negative news about the stars is exposed. In this way, the number of fans of the stars will decrease, and the popularity of the audience will also decrease. The result is a decline in the reputation of public welfare projects. When charity are looking for spokespersons, they should spend as much time as possible learning about the celebrity's background and find a spokesperson that is consistent with the image of the charity itself, so that the public can better combine the celebrity image with the brand image. Celebrities also need to check their background and background before signing a contract with a public welfare organization to avoid betraying the trust of their fans and the public. When following celebrities to participate in public welfare activities, people should not blindly follow them. They should check the background information of public welfare organizations before donating money or materials to avoid being cheated.

6. CONCLUSION

In recent years, the participation of celebrities in charity activity advertising activities has become more and more common. The theme of this paper is whether the participation of celebrities in charity activity advertising endorsements will attract more people. Based on the articles in the stars to participate in public welfare,

star effects such as literature reading, based on using the quantitative and qualitative methods, respectively, from the appeal of national policy, star credibility, and star imitation aspects were discussed, and the public came to the conclusion that, on the one hand, the spread of the stars to participate in public welfare undertakings has huge power, the power to inspire the whole society's public enthusiasm. On the other hand, there is a mutually reinforcing interaction between stars and public benefit that is beneficial to both sides. The conclusion is the same as the hypothesis proposed in the initial introduction. The given suggestion is that public companies and stars cooperate on both sides of the background understanding and investigation, and must not be carried away by interests. Not because the charity gives high endorsements or investigates the other background stars who don't speak directly, that is an irresponsible act on the part of the masses to believe him. Public welfare organizations should not only consider the number of fans of a celebrity because negative news about celebrities will affect the direction and development of public welfare organizations.

This study can enrich previous studies and supplement the behavior of fans who follow stars. Besides buying the products endorsed by stars, they also follow in the footsteps of stars to engage in public welfare undertakings. It also mentioned that fans will turn off their fans because of negative news about stars, thus reducing their popularity.

This article has reference significance for stars to participate in charity activity advertising reasonably. This article introduces in detail the advantages and disadvantages of inviting stars to do charity activity endorsements for groups that want to and are prepared to invite stars to do charity activity endorsements, and also puts forward matters needing attention when inviting stars to do charity activity endorsements. It will also point out ways for NGOs that want to broaden participation and visibility.

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