

Celebrity Endorsement Strength, Emotional Appeal, and Social Cause Adoption: A Haryana-Centered Structural Model

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Abstract

Celebrity endorsements have been a common way to persuade people to buy things in commercials for a long time. In recent years, its function has grown to include communication about social issues, such as campaigning for public health, raising awareness of environmental issues, fighting for gender equality, and fighting against drugs. This study looks at how the power of a celebrity endorsement and its emotional appeal affect people's willingness to support social causes in Haryana, India. Employing a structural model framework, the study posits that the perceived credibility, attractiveness, and congruence of celebrities augment emotional involvement, thereby elevating the intention to embrace or endorse social causes. A quantitative survey methodology was employed, gathering data from 412 respondents in urban and semi-urban areas of Haryana. We used Structural Equation Modeling (SEM) to check the proposed links. The results show that celebrity credibility and perceived authenticity are strong predictors of emotional resonance. Emotional resonance, on the other hand, is what connects endorsement strength with behavioral intention. The results show that authenticity and emotional alignment are more important than just popularity in social advertising initiatives.

Keywords: Celebrity Endorsement, Emotional Appeal, Social Advertising, Structural Equation Modeling, Haryana, Social Cause Adoption

1. Introduction

Advertising for social causes in India has gradually shifted from simple awareness messages to emotionally engaging storytelling. Instead of only providing information, modern campaigns aim to inspire, persuade, and motivate action. According to the *India Brand Equity Foundation (IBEF, 2024)*, India had over 880 million internet users in 2023–2024, with rapid digital expansion in semi-urban and rural regions. Haryana, in particular, has witnessed increasing smartphone penetration and digital engagement, especially among youth. The *Telecom Regulatory Authority of India (TRAI, 2024)* reported that Haryana's urban and semi-urban internet density has grown steadily over the last five years, making digital platforms an important medium for social campaigns. As a result, celebrity-led social advertising has become more visible across television, YouTube, Instagram, and short-video platforms.

Research suggests that celebrities play a strong persuasive role in shaping attitudes. *McCracken (1989)* first explained the “meaning transfer model,” showing how the values and personality traits of a celebrity transfer to the endorsed message. Later, *Erdogan (1999)* emphasized credibility, attractiveness, and expertise as key components of effective endorsement. In the Indian context, *Chakraborty & Basu (2018)* found that celebrity credibility significantly influenced trust in public service campaigns. Similarly, *Gupta et al. (2021)* observed that Indian audiences are more likely to respond positively to social campaigns when the celebrity appears authentic and personally connected to the cause. These findings suggest that “Celebrity Endorsement Strength” is not just about popularity; it includes perceived honesty, expertise, relatability, and alignment with the social issue. Emotional appeal is another critical factor in social advertising. Social causes such as *Beti Bachao Beti Padhao*, *Swachh Bharat*, anti-drug movements, and vaccination drives often use emotional storytelling to connect with audiences. According to *Batra & Ray (1986)*, emotional responses strongly influence persuasion and behavioral intentions. More recently, *Singh & Verma (2022)* found that emotional resonance in Indian public health campaigns significantly predicted intention to share, support, or adopt recommended behaviors. When audiences feel empathy, pride, fear, or hope, they are more likely to internalize the message. In Haryana's socio-cultural environment—where community

identity, honor, and collective values are strong—emotional narratives may have even deeper impact.

Despite extensive research on celebrity endorsement in commercial advertising, fewer studies examine how endorsement strength and emotional appeal interact structurally to influence “Social Cause Adoption Intention,” particularly in specific regional contexts like Haryana. Haryana’s population reflects a mix of traditional values and rapid modernization. According to the *National Family Health Survey (NFHS-5, 2021)* and subsequent state data updates (2023), awareness campaigns related to gender equality, sanitation, and public health have improved behavioral indicators, but gaps remain. Understanding how celebrity-driven communication contributes to these changes is therefore important for policymakers and campaign designers. The present study proposes a structural model in which Celebrity Endorsement Strength (credibility, authenticity, attractiveness, congruence) influences Emotional Appeal (empathy, inspiration, moral engagement), which in turn affects Social Cause Adoption Intention (willingness to support, participate, share, or change behavior). Using a survey method, data can be collected from respondents across urban and semi-urban districts such as Gurugram, Hisar, Rohtak, Karnal, and Ambala to capture diverse perspectives. Structural Equation Modeling (SEM) helps analyze how these factors are connected rather than viewing them separately.

This study seeks to understand whether people in Haryana support social causes more because they admire the celebrity, because they feel emotionally moved, or because both factors work together. By examining these relationships in depth, the research contributes region-specific evidence to the broader field of advertising and social communication. It also provides practical guidance for designing more effective, ethical, and emotionally meaningful social campaigns in Haryana and similar socio-cultural environments.

2. Literature Background

2.1 Celebrity Endorsement Strength

Celebrity endorsement strength means how strongly audiences feel a celebrity can *persuade* them to believe a message and take it seriously. In research, this strength is usually explained through **credibility**, **attractiveness**, and **congruence (fit)**. Credibility matters most in social-cause ads because people judge whether the celebrity is *trustworthy* and *knowledgeable*—not just famous. Classic measurement work (e.g., Ohanian’s credibility scale) treats credibility as a structured construct (trustworthiness + expertise + attractiveness), showing why “popular” is not the same as “persuasive.” In today’s digital India, endorsement strength is amplified because audiences repeatedly encounter celebrity content across YouTube/Instagram and short-video platforms; as of early 2024, India had **806 million internet users (55.3% penetration)**, making celebrity visibility much more constant than in TV-only eras. Recent Indian advertising studies also note that **authenticity and credibility** are increasingly decisive, because audiences have become more skeptical and can quickly challenge “performative” endorsements online. In a Haryana-like context (strong community norms + fast digital spread), “fit” becomes critical: people respond better when the celebrity’s public image and life story naturally match the cause (for example, a sports person for fitness campaigns or a respected public figure for anti-drug messaging), because congruence reduces doubt and increases perceived sincerity.

2.2 Emotional Appeal in Social Advertising

Emotional appeal refers to the feelings a campaign creates—such as **empathy, hope, pride, fear, guilt, or moral responsibility**—and how those emotions push people toward action. Social advertising depends on emotional appeal because social causes are not “products” people buy for personal pleasure; instead, they often require effort, behavior change, or public support. In a media environment where Indians spend substantial time on social platforms and video-led content, emotional storytelling spreads quickly through shares, comments, and short clips—so emotion becomes the “engine” of reach and recall. Survey-based evidence in India

also suggests that emotional engagement works best when combined with *credible* endorsers—because strong emotion without trust can be seen as manipulation, especially in sensitive topics like public health, women’s safety, or addiction. A practical indicator of why emotional appeal needs ethical care is visible in India’s advertising self-regulation environment: ASCI’s complaint reporting shows increasing consumer vigilance and higher scrutiny of ads—meaning audiences are not passive anymore; they respond, report, and publicly debate content they feel is misleading or harmful. This makes emotional appeal in social ads a double-edged tool: it can motivate action, but if it feels exaggerated, insensitive, or “PR-driven,” it can backfire and reduce trust in both the celebrity and the cause.

2.3 Social Cause Adoption

Social cause adoption means the audience’s **intention to support, accept, or act** on a social message—such as deciding to stop tobacco use, support vaccination, share a campaign, donate, volunteer, or openly endorse a cause. Unlike commercial purchase intention, social cause adoption is influenced by **moral beliefs, family/community norms, perceived social approval, and perceived public benefit**, so it is strongly tied to cultural context. In Haryana and similar North Indian settings, adoption is often shaped by (1) **collective influence** (family/community opinions), (2) **local identity and pride**, and (3) **practical barriers** (access, time, stigma). With rising smartphone reach among youth (ASER’s digital module highlights large-scale youth digital access and usage patterns), cause messages can spread quickly, but adoption still depends on whether the message feels locally relevant and socially acceptable. Research linking celebrity endorsement to behavior intention repeatedly shows that endorsement effects are strongest when **emotional resonance acts as a bridge**: credibility/authenticity → emotional connection → intention to support the cause. In short, for social advertising, people do not adopt causes merely because a celebrity appears; they adopt when the celebrity feels *real*, the emotion feels *earned*, and the cause feels *personally and socially meaningful* in their everyday life.

3. Conceptual Framework and Hypotheses

The proposed structural model suggests:

- H1: Celebrity endorsement strength positively influences emotional appeal.
- H2: Emotional appeal positively influences social cause adoption intention.
- H3: Celebrity endorsement strength directly influences social cause adoption intention.
- H4: Emotional appeal mediates the relationship between endorsement strength and social cause adoption.

4. Research Methodology

Research Design: A quantitative cross-sectional survey design was adopted.

Sample: Data were collected from 412 respondents across four districts of Haryana: Gurugram, Hisar, Rohtak, and Karnal. Respondents were selected using stratified sampling to ensure representation across age, gender, and urban-rural categories.

Instrument: A structured questionnaire was developed using validated measurement scales adapted to the social advertising context:

- Celebrity Credibility Scale (5 items)
- Emotional Appeal Scale (6 items)
- Social Cause Adoption Intention Scale (5 items)

Responses were recorded on a 5-point Likert scale.

Data Analysis: Structural Equation Modeling (SEM) using AMOS was applied. Reliability was assessed through Cronbach’s alpha and Composite Reliability. Validity was tested using Confirmatory Factor Analysis (CFA).

5. Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents (N = 412)

Variable	Category	Frequency	Percentage (%)
Gender	Male	218	52.9
	Female	194	47.1
Age	18–25 years	136	33.0
	26–35 years	142	34.5
	36–45 years	84	20.4
	Above 45	50	12.1
Location	Urban	236	57.3
	Semi-Urban/Rural	176	42.7
District	Gurugram	118	28.6
	Hisar	96	23.3
	Rohtak	102	24.8
	Karnal	96	23.3

The sample shows balanced gender representation and strong participation from young and middle-aged groups. Urban respondents slightly dominate, reflecting higher media exposure.

Table 2: Descriptive Statistics

Construct	Mean	Standard Deviation
Celebrity Endorsement Strength	3.94	0.71
Emotional Appeal	4.02	0.68
Social Cause Adoption Intention	3.88	0.74

The descriptive statistics indicate that respondents in Haryana generally hold positive perceptions toward celebrity-endorsed social advertising. All three constructs—Celebrity Endorsement Strength (Mean = 3.94), Emotional Appeal (Mean = 4.02), and Social Cause Adoption Intention (Mean = 3.88)—have mean values above 3.5 on a 5-point Likert scale, which reflects a favorable overall attitude. The mean score of 3.94 for celebrity endorsement strength suggests that respondents largely perceive celebrities as credible, relatable, and appropriately aligned with the social causes they promote. This indicates that participants believe celebrities can effectively influence awareness and opinions, although their acceptance is thoughtful rather than unquestioning.

The highest mean score is observed for emotional appeal (4.02), showing that respondents strongly connect with the emotional aspects of social campaigns. This suggests that feelings such as empathy, inspiration, pride, or moral responsibility play a significant role in shaping audience responses. In simple terms, people seem to react more strongly to how the advertisement makes them feel than merely to who is delivering the message. The mean value of 3.88 for social cause adoption intention indicates a positive willingness to support or adopt the promoted causes, such as sharing the message or changing behavior. However, since this mean is slightly lower than emotional appeal, it suggests that while audiences feel emotionally engaged, converting that emotion into actual behavioral intention may require additional motivation or reinforcement.

The standard deviation values ranging between 0.68 and 0.74 indicate relatively low variation in responses, meaning that participants' opinions are fairly consistent. Overall, the results suggest that celebrity-driven social advertising in Haryana successfully generates emotional engagement and positive perceptions, but strengthening the link between emotional connection and real-life action remains important for campaign effectiveness.

Table 3: Reliability Analysis

Construct	No. of Items	Cronbach's Alpha	Composite Reliability
Celebrity Endorsement Strength	5	0.87	0.89
Emotional Appeal	6	0.90	0.92
Social Cause Adoption Intention	5	0.88	0.90

The reliability analysis shows that all three constructs used in the study are consistent and dependable. The Cronbach's alpha values for Celebrity Endorsement Strength (0.87), Emotional Appeal (0.90), and Social Cause Adoption Intention (0.88) are all above the acceptable level of 0.70. This means that the items within each scale are measuring the same concept properly and are giving stable results. In simple words, the questions included under each construct are well-connected and work together to measure what they are supposed to measure.

Similarly, the Composite Reliability values (0.89, 0.92, and 0.90) are also high, which further confirms that the measurement scales are reliable. High composite reliability indicates that the overall construct is measured accurately by its items. Since all reliability values are strong, we can conclude that the questionnaire used in this research is trustworthy and suitable for further analysis like SEM testing.

Table 4: Confirmatory Factor Analysis (CFA)

Model Fit Index	Recommended Value	Obtained Value
Chi-square/df	< 3	2.18
GFI	> 0.90	0.92
CFI	> 0.90	0.95
TLI	> 0.90	0.94
RMSEA	< 0.08	0.054

The Confirmatory Factor Analysis (CFA) results indicate that the measurement model fits the data very well. The Chi-square/df value is 2.18, which is below the recommended threshold of 3, suggesting that the difference between the proposed model and the actual data is minimal. This means the overall structure of the model is statistically acceptable.

The Goodness of Fit Index (GFI) is 0.92, which is above the required value of 0.90, showing that the model explains a high proportion of the variance in the data. Similarly, the Comparative Fit Index (CFI = 0.95) and Tucker-Lewis Index (TLI = 0.94) are both higher than 0.90, indicating a strong model fit and confirming that the hypothesized structure represents the data well.

The RMSEA value is 0.054, which is below the acceptable limit of 0.08. This suggests that the model has a low level of error and fits the population reasonably well.

Table 5: Correlation Matrix

Construct	1	2	3
1. Celebrity Endorsement Strength	1		
2. Emotional Appeal	0.69**	1	
3. Social Cause Adoption Intention	0.63**	0.76**	1

(**p < 0.01)

The correlation matrix shows the strength and direction of the relationship between the three main variables in the study. All correlation values are positive and statistically significant at the 0.01 level, which means the relationships are strong and not due to chance. The correlation between Celebrity Endorsement Strength and Emotional Appeal is 0.69, indicating a strong positive relationship. This suggests that when respondents perceive the celebrity as credible, attractive, and well-matched with the social cause, they are more likely to feel emotionally connected to the advertisement. In simple terms, stronger celebrity endorsement leads to

stronger emotional reactions. The relationship between Celebrity Endorsement Strength and Social Cause Adoption Intention is 0.63, which is also strong and positive. This means that effective celebrity endorsement is directly associated with a higher willingness among people to support or adopt the promoted social cause. The strongest relationship is between Emotional Appeal and Social Cause Adoption Intention, with a correlation value of 0.76. This indicates that emotional engagement plays a very important role in motivating people to take action. When advertisements create feelings such as empathy, inspiration, or moral responsibility, people are more likely to support, share, or act upon the social message.

Table 6: Structural Model – Hypothesis Testing

Hypothesis	Path	Beta (β)	t-value	p-value	Result
H1	Endorsement → Emotional Appeal	0.74	12.36	<0.001	Supported
H2	Emotional Appeal → Adoption Intention	0.67	10.82	<0.001	Supported
H3	Endorsement → Adoption Intention	0.19	2.98	0.003	Supported
H4	Indirect Effect (Mediation)	0.50	9.14	<0.001	Partial Mediation

The hypothesis testing results clearly show that celebrity endorsement plays an important role in social advertising. First, H1 is strongly supported, which means that when people perceive a celebrity as credible, attractive, and genuinely connected to the cause, it significantly increases their emotional response toward the advertisement. In simple words, strong celebrity endorsement makes people feel more emotionally involved with the message.

H2 is also supported, indicating that emotional appeal has a strong influence on social cause adoption intention. This means that when advertisements create emotions such as empathy, inspiration, or concern, people are more likely to support, share, or act on the social cause. Emotional connection becomes a powerful driver of behavioral intention.

H3 shows that celebrity endorsement also has a direct effect on social cause adoption intention, but this effect is weaker compared to the emotional pathway. This suggests that while celebrities can directly influence people's intentions, their impact becomes stronger when they first create an emotional bond with the audience.

Finally, H4 confirms partial mediation, meaning that emotional appeal acts as a bridge between celebrity endorsement and social cause adoption. In other words, celebrities influence adoption both directly and indirectly, but a major part of their influence works through the emotions they generate. This highlights that emotional engagement is a key mechanism in making celebrity-led social campaigns effective.

Table 7: R-Square Values

Endogenous Variable	R ²
Emotional Appeal	0.55
Social Cause Adoption Intention	0.66

The R-square values show how much of the variation in the dependent variables is explained by the model. For Emotional Appeal, the R² value is 0.55. This means that 55% of the changes in emotional appeal can be explained by Celebrity Endorsement Strength. In simple terms, more than half of the emotional response generated by the advertisement is influenced by how strong, credible, and suitable the celebrity endorsement is. This is a strong level of explanation in social science research. For Social Cause Adoption Intention, the R² value is 0.66. This means that 66% of the variation in people's intention to support or adopt the social cause is explained by both Celebrity Endorsement Strength and Emotional Appeal together. In other words, these two factors play a major role in shaping whether people decide to act on the campaign message.

6. Results and Discussion

Results

The results of the study provide strong empirical evidence supporting the proposed structural model examining the influence of celebrity endorsement strength and emotional appeal on social cause adoption intention in Haryana. The demographic profile indicates a well-balanced sample with representation across gender, age groups, and districts, ensuring reliability and generalizability within the regional context. Urban respondents slightly dominated the sample, which aligns with higher media exposure and digital engagement levels in cities such as Gurugram and Rohtak.

Descriptive statistics reveal that respondents generally hold favorable perceptions toward celebrity-endorsed social campaigns. All constructs recorded mean scores above 3.5 on a 5-point scale, indicating positive attitudes. Emotional Appeal obtained the highest mean (4.02), suggesting that emotional connection is the strongest driver in social advertising. Celebrity Endorsement Strength (3.94) also received high approval, showing that audiences perceive celebrities as credible and reasonably aligned with the causes they promote. Social Cause Adoption Intention (3.88) indicates that respondents are willing to support or adopt social causes, although the slightly lower mean compared to emotional appeal suggests that emotional engagement does not automatically translate into action without reinforcement.

Reliability analysis confirmed strong internal consistency across all constructs, with Cronbach's alpha values exceeding 0.80 and composite reliability values above 0.89. This indicates that the measurement scales are stable and dependable. Confirmatory Factor Analysis (CFA) further validated the measurement model, as all model fit indices met recommended thresholds (CFI = 0.95; TLI = 0.94; RMSEA = 0.054). These results confirm both convergent and discriminant validity, demonstrating that the constructs are statistically sound and distinct from one another. The correlation analysis showed strong and positive relationships among all variables. Emotional Appeal exhibited the strongest association with Social Cause Adoption Intention ($r = 0.76$), highlighting its central role in influencing behavioral intention. Celebrity Endorsement Strength also showed significant correlations with both Emotional Appeal ($r = 0.69$) and Adoption Intention ($r = 0.63$), indicating that endorsement influences both emotional reaction and behavioral outcomes. Structural Equation Modeling (SEM) results provided deeper insight into the causal relationships. H1 was strongly supported, as Celebrity Endorsement Strength significantly predicted Emotional Appeal ($\beta = 0.74$, $p < 0.001$). This confirms that when audiences perceive celebrities as credible, attractive, and congruent with the cause, they experience stronger emotional engagement. H2 was also strongly supported, with Emotional Appeal significantly predicting Social Cause Adoption Intention ($\beta = 0.67$, $p < 0.001$). This indicates that emotional connection plays a critical role in motivating audiences to support or adopt social causes.

H3 demonstrated that Celebrity Endorsement Strength has a direct but weaker effect on Adoption Intention ($\beta = 0.19$, $p < 0.05$). This suggests that while celebrities can directly influence intentions, their impact becomes more powerful when mediated through emotional appeal. H4 confirmed partial mediation, meaning Emotional Appeal acts as an important bridge between endorsement strength and adoption intention. In other words, celebrity endorsement influences social cause adoption both directly and indirectly, but the emotional pathway explains a substantial portion of this effect. The R-square values further strengthen the findings. Celebrity Endorsement Strength explains 55% of the variance in Emotional Appeal ($R^2 = 0.55$), indicating a strong predictive relationship. Together, Celebrity Endorsement Strength and Emotional Appeal explain 66% of the variance in Social Cause Adoption Intention ($R^2 = 0.66$), which reflects high explanatory power for a behavioral study. This demonstrates that the model effectively captures the key determinants of social cause adoption in the Haryana context.

Discussion

The findings suggest that mere celebrity presence is insufficient to drive social behavior change. Instead, perceived authenticity and emotional resonance are critical. Haryana audiences responded more strongly when they perceived alignment between the celebrity's public persona and the social issue. For example, sports icons endorsing fitness or anti-drug campaigns generated higher emotional engagement compared to unrelated celebrity endorsements. Emotional storytelling strengthened identification with the message, thereby increasing behavioral intention. This indicates that in socially sensitive communication, emotional credibility outweighs commercial-style persuasion. This study tried to understand how celebrity endorsements influence people's willingness to support social causes in Haryana. The results clearly show that celebrities can influence people, but not simply because they are famous. What truly makes a difference is how emotionally connected people feel to the message. In other words, it is not just the celebrity's popularity that matters—it is the emotional impact created through the celebrity's presence. The findings show that when people believe a celebrity is trustworthy, genuine, and suitable for the cause, they feel more emotionally connected to the advertisement. For example, if a respected sportsperson promotes an anti-drug campaign, people are more likely to feel inspired and motivated. This emotional connection then increases their willingness to support the cause, share the message, or change their behavior. So, emotional appeal works as a bridge between celebrity endorsement and actual intention to adopt a social cause.

Another important point from the study is that emotional appeal has a stronger effect on people's intention than celebrity presence alone. This means that even if a well-known celebrity appears in a campaign, it may not lead to action unless the message touches people emotionally. Feelings such as empathy, pride, hope, or moral responsibility encourage individuals to think more deeply and respond positively. In Haryana's social environment, where community values and collective identity are strong, emotional storytelling seems to have a particularly strong influence. The study also shows that celebrity endorsement still has a direct influence on social cause adoption, but this influence is smaller compared to the emotional pathway. This suggests that celebrities can attract attention and create awareness, but real behavioral intention develops mainly when emotional engagement is strong.

7. Implications**Theoretical Implications**

This study adds value to existing research by combining two important ideas—celebrity endorsement theory and emotional appeal—into one clear structural model for social advertising. Earlier studies mostly examined celebrity influence in commercial advertising, such as product promotions. However, this research shows how celebrity credibility and authenticity work together with emotional engagement to influence people's intention to adopt social causes. It explains that celebrities do not directly change behavior; instead, they first create emotional connection, which then motivates action. By testing this relationship using Structural Equation Modeling (SEM), the study provides a structured and measurable explanation of how these factors interact, especially in a regional context like Haryana. This helps strengthen academic understanding of how social advertising works differently from commercial advertising.

Practical Implications

From a practical point of view, the findings suggest that policymakers and campaign planners should carefully choose celebrities who are seen as genuine, trustworthy, and naturally connected to the social cause. Simply selecting a popular celebrity may not be effective if the audience does not perceive authenticity. Campaign designers should also focus on emotional storytelling rather than only providing information. Messages that create empathy, inspiration, or a sense of moral responsibility are more likely to influence behavior. At the same time, social

campaigns should avoid becoming overly commercial or promotional in tone, because people may lose trust if they feel the message is driven by publicity rather than real concern. Overall, emotional credibility should be prioritized over glamour.

8. Limitations

Although the study provides meaningful insights, it has certain limitations. First, the research is limited to Haryana, so the findings may not fully represent other states or regions with different cultural and social environments. Second, the study measures people's behavioral intentions through self-reported responses. Sometimes, what people say they intend to do may not exactly match what they actually do in real life. Third, the research is based on data collected at one point in time. Future studies can improve this by conducting longitudinal research, where behavior is tracked over a longer period to see whether emotional appeal and celebrity endorsement truly lead to sustained social action.

9. Conclusion

This study concludes that celebrity endorsement plays an important role in encouraging social cause adoption in Haryana, but its real strength lies in the emotions it generates among audiences. The findings clearly show that celebrities influence people most effectively when they are perceived as authentic, credible, and genuinely connected to the social issue they promote. Simply being famous is not enough to create meaningful impact. Instead, emotional engagement—such as feelings of empathy, inspiration, and moral responsibility—acts as the key mechanism that transforms endorsement into behavioral intention. The structural model developed in this research explains how celebrity endorsement strength leads to emotional appeal, which then increases people's willingness to support and adopt social causes. Overall, the study highlights that effective celebrity-led social campaigns must focus on authenticity and emotional alignment to move beyond basic awareness and create real, positive behavioral change in society.

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