



The Impact of Celebrity Endorsements on Public Engagement in Environmental Behaviours

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Abstract: This study investigates the role of celebrity influence in shaping public attitudes and behaviors toward environmental sustainability among individuals aged 18–28 years. A quantitative study was conducted using Snowball sampling, with a total of 50 respondents completing the survey from Qatar, India, the United Kingdom, the United States, and Canada. The study aimed to investigate the impact of celebrity endorsements on public perceptions and behaviors associated to environmental sustainability, as well as the role of perceived authenticity in moderating the effectiveness of celebrity-driven campaigns. The findings reveal that while celebrities raise environmental awareness, skepticism about their credibility and personal practices often limits the translation of awareness into concrete behavioral changes. For instance, 56% of respondents found celebrities were influential in shaping public opinion, however 38% adopted sustainable behaviors due to their influence. Additionally, the study highlights the dual role of social media as both an amplifier of advocacy efforts and a driver of performative activism. These insights contribute to understanding the intersection of media influence and environmental psychology, offering implications for designing more effective advocacy campaigns.

Keywords: *Advocacy campaigns, Authenticity, Celebrity influence, Environmental psychology.*

1. Introduction

The urgency of addressing environmental deterioration has catapulted sustainability into the global limelight, with celebrities frequently taking a public role in pushing for environmentally responsible behaviors. According to research, celebrity endorsements have a tremendous reach and persuasive effect,

especially among younger, digitally native audiences who are tuned into social media-driven narratives (Darlius & Keni, 2021). Their capacity to draw attention and legitimate talks about sustainability makes them powerful actors in public discourse. However, a key concern lies in the gap between awareness and behavior. While celebrity campaigns raise awareness for issues like sustainability, their influence on actual behavior change remains less substantial (Johnstone & Lindh, 2017). Studies have indicated that younger audiences, while inspired by celebrities, often fail to adopt sustainable practices consistently due to factors such as skepticism toward the celebrities' authenticity and the lack of systemic reinforcements (Ho & Nie, 2021).

Additionally, the effectiveness of celebrity endorsements in environmental campaigns has been critically analyzed, highlighting the need for authenticity and alignment with broader systemic initiatives (Anderson, 2011; Ajina et al., 2024). For instance, the media coverage of wildfires in Los Angeles has shown that the involvement of celebrities can significantly shape public views on climate change and environmental issues (Romano, 2025).

The possibility of "greenwashing," in which advocacy is viewed as false or theatrical, exacerbates the impact of such initiatives (Dekoninck & Schmuck, 2023). Celebrities who promote eco-friendly items while living lifestyles that contribute to significant carbon emissions, such as frequent use of private aircraft, lose credibility. This discrepancy emphasizes the significance of coordinating public communication with personal behaviors to establish trust.

Several research have investigated the cognitive mechanisms that underpin the impact of celebrity endorsements on behavior. Ho and Nie (2020) found that perceived credibility and emotional resonance had a substantial impact on the adoption of pro-environmental behaviors. Furthermore, the Oxford Encyclopedia of Climate Science (2017) contends that, while celebrities highlight the importance of climate challenges, they frequently fall short of pushing systemic solutions or engaging audiences in significant policy conversations. These gaps highlight the importance of integrated tactics that combine celebrity influence, effective policy frameworks, and grassroots actions.

Recent findings suggest that celebrities' advocacy efforts are more effective when they collaborate with experts and grassroots organizations to deliver scientifically accurate and culturally relevant messages (Anderson, 2011). Additionally, campaigns that involve measurable outcomes, such as funding renewable energy projects, are better received by audiences, as they mitigate skepticism about authenticity (Ajina et al., 2024). The role of celebrities in promoting environmental sustainability has been further supported by studies indicating their ability to influence public attitudes and behaviors through social media and other digital platforms (Darlius & Keni, 2021; Johnstone & Lindh, 2017). For example, Ted Danson has effectively used his celebrity status to promote ocean conservation, demonstrating the potential impact of celebrity advocacy when aligned with genuine commitment and

action (Schonfeld, 2024). Moreover, a comprehensive review of celebrity endorsements in environmental campaigns highlights the need for evidence-based practices to ensure their effectiveness (Olmedo et al., 2020).

Celebrity endorsements can significantly influence environmental behavior as individuals are more likely to engage in environmentally beneficial activities when linked with influential leaders, as per social learning theory. This theory suggests that people tend to imitate the actions of those they admire, and celebrities who promote sustainable practices are more likely to do so (PLOS ONE, 2017). The media significantly influences public participation through celebrity-driven environmental activism. Celebrities' support spreads through television, social media, and news channels, educating the public and fostering debate on environmental issues. However, selective media depiction can dilute the intended impact by emphasizing celebrity power over the cause itself (ABC News, 2024).

The research examines the way young adults, a generation that is heavily involved in social media and digital culture, perceive and respond to celebrity-led environmental initiatives. This study attempts to tackle the primary question of how celebrity endorsements impact public views and behaviors connected to environmental sustainability by investigating the dynamics of consciousness, authenticity, and behavioral change.

1.1 Research Gap

Existing research routinely examines the effectiveness and impact of celebrity endorsements in shaping consumer behavior, particularly in areas such as brand marketing and product sales. However, there is comparatively less emphasis on how celebrity advocacy influences public engagement with pro-environmental initiatives, such as sustainable living, conservation efforts, and climate activism.

Furthermore, while certain studies touch upon authenticity in advocacy, there is a notable gap in analyzing how perceived authenticity affects public trust and whether it effectively bridges the gap between a celebrity's environmental rhetoric and their personal way of life. This paper seeks to address these gaps by combining survey data with theoretical insights from environmental psychology, climate study and media research. Through this multidisciplinary approach, it aims to provide a thorough knowledge of elements influencing public perception and involvement with celebrity-led environmental campaigning.

1.2 Research Objectives

- a.** To examine the extent to which celebrity endorsements influence public perceptions and behaviors related to environmental sustainability.
- b.** To analyze the role of perceived authenticity in moderating the effectiveness of celebrity-driven environmental campaigns.

2 Methodology

2.1 Survey Design

A quantitative survey was conducted to investigate the impact of celebrity advocacy on environmental behavior among individuals aged 18–28 years. This demographic is highly engaged with social media and influence-driven content, serving as a pivotal audience for examining the impact of celebrity advocacy.

The survey comprised a combination of Likert-scale, multiple-choice, and open-ended questions designed to capture respondents' perceptions of celebrity influence, authenticity, and the impact on their environmental behaviors. The survey aimed to explore the extent to which celebrity endorsements shape public opinions and actions related to environmental sustainability.

The survey included questions such as:

- a) How influential do you think celebrities are in shaping public opinions on environmental issues?
- b) Have you ever changed any of your habits (e.g., recycling, buying eco-friendly products) because of a celebrity's advocacy for environmental issues?
- c) Do you think a celebrity's personal lifestyle (e.g., their travel, consumption habits) impacts the credibility of their environmental advocacy?

The appendix contains the entire set of survey questions for reference.

2.2 Participants

The study was completed by 50 respondents, who were students and working professionals aged 18 to 28. This cohort, which is characterized by high social media involvement and formative views about sustainability, was chosen via snowball sampling. Participation was entirely optional, and participants' identities were kept anonymous. The bulk of respondents were from Qatar, reflecting the study's regional focus, but the sample also included people from the United Kingdom, the United States of America, Canada, and India, offering a wide geographic representation. While snowball sampling proved efficient in reaching participants, it may add bias since people recruit others from their social groups. This might result in a lack of variety in replies, with some viewpoints or demographics overrepresented while others are ignored, limiting the generalizability of the findings.

2.3 Data Analysis

Descriptive statistics were used to detect major trends and patterns in participant perceptions and behavior. Quantitative data, such as response frequencies and percentages, provided a clear understanding of general attitudes toward celebrity advocacy. Qualitative insights from open-ended questions were examined to uncover recurring themes, such as skepticism regarding authenticity and the perceived superficiality of some celebrity-driven campaigns. Additionally, literature from academic

journals served as a theoretical foundation, allowing for a comparative analysis that highlighted consistencies and discrepancies between the survey findings and existing research. This combined approach ensured a robust interpretation of the data, linking individual perceptions to broader trends in environmental psychology and media studies.

2.4 Reliability and Validity

To ensure the reliability and validity of the survey, several measures were implemented:

2.4.1 Reliability

The survey's questions were clear and unambiguous, limiting the risk of misinterpretation among respondents. Precise phrasing and simple question structures were prioritized to ensure that participants could readily understand and reply appropriately to each topic. Avoiding leading or biased questions increased the dependability of the replies.

Although no pilot test was undertaken, the survey was subjected to a thorough review process in which peers with experience in survey design and environmental psychology offered input on question clarity, organization, and overall coherence. This periodic refining conduct helps discover any ambiguities or discrepancies permitting required changes before distribution.

To improve reliability, the study used established answer forms such as Likert scales, multiple-choice alternatives, and structured open-ended questions. Likert scales were very effective in establishing consistency in replies, allowing for consistent evaluation of attitudes and perceptions among participants. Standardized questions also made replies more comparable, improving the possibility of receiving trustworthy and reproducible outcomes.

2.5 Validity

2.5.1 Content Validity: To ensure content validity, survey questions were created based on a thorough examination of prior research on celebrity endorsements, environmental advocacy, and behavioral psychology. This technique guaranteed that the questionnaire appropriately addressed the major characteristics of the issue, such as awareness, authenticity, skepticism, and behavioural effects. By connecting the survey with recognized theoretical frameworks in environmental psychology and social impact, the study guaranteed that the questions were pertinent, representative, and thorough.

2.5.2 Face Validity: To improve validity, the survey was reviewed by academic colleagues as well as environmental psychology subject matter specialists. Their input helped to improve the phrasing, structure, and relevance of each question, ensuring that they were clear, logically organized, and effectively captured the desired components. The peer review process was critical in detecting any biases or ambiguities, resulting in adjustments that increased the overall credibility of the survey.

Furthermore, the inclusion of various question types, such as Likert scales, multiple-choice, and open-

ended questions, contributed to increased validity by capturing both numerical patterns and qualitative insights. Open-ended comments encouraged participants to elaborate on their views, providing context for the numerical data and refining the findings. Future research might benefit from further validation processes, such as factor analysis or pilot testing, to confirm the survey instrument's constructions and validity.

6.1.Limitations

- a. Sampling constraints:** The use of snowball sampling adds potential choice bias, as respondents are frequently recruited via social networks. This may have also resulted in an overrepresentation of some demographics, primarily those already interested in sustainability or movie star culture. An additional randomized or stratified sample strategy might improve the generalizability of outcomes.
- b. Geographical unbalance:** While the survey included contributions from a few countries (Qatar, India, the United Kingdom, the United States, and Canada), the majority of replies were from Qatar. This geographical focus may also limit the application of results to a larger, global target market with different cultural conceptions of movie star effect and environmental advocacy.
- c. Self-Reporting Bias:** The dependence on self-reported survey results, may be influenced by social desirability bias. To conform to perceived social standards, respondents may have overemphasized their commitment to sustainable behaviours or minimized their skepticism of celebrity promotion.
- d. Limited Sample Size:** With only 50 respondents, the study's findings give insights but lack the statistical power required for wide generalization. A bigger and more diverse sample may enable more detailed subgroup analysis and better empirical results.
- e. Lack of Longitudinal Data:** The study gives a snapshot of public attitudes at a specific point in time, but it does not examine long-term behavioural changes caused by movie celebrity endorsements. Future research using longitudinal approaches should compare whether celebrity-driven lobbying leads to long- term pro-environmental initiatives.
- f.** The study emphasizes the importance of perceived authenticity in reducing celebrity effect but does not account for variations in target market expectations across different celebrities or sectors. Some respondents may also hold leisure figures to different moral standards than environmental campaigners or business leaders, influencing credibility evaluations in ways not completely represented by our research.

3. Results

Key Survey Findings

3.1 Influence on Awareness

- a. 56%** of respondents found celebrities "somewhat influential" in shaping public opinion on

environmental issues, while **32%** rated them as "very influential."

- b. Campaigns promoting eco-friendly products or recycling initiatives were frequently cited as impactful. Respondents noted that celebrity visibility helps "normalize" these topics within broader societal discussions, making sustainability appear more accessible and relatable.
- c. A case study of successful celebrity-led advertisements highlighted the value of individualized message and visual storytelling in increasing audience engagement (Indian Journal of Mass Communication, 2021).

3.2 Behavioral Impact

- a. 38% reported adopting behaviors like reducing waste and purchasing sustainable products due to celebrity influence. Among these, reducing waste (e.g., using reusable items) was the most adopted behavior.
- b. However, 42% questioned the environmental benefits of celebrity-endorsed green products, citing concerns about "greenwashing."
- c. Respondents expressed that while they might try products or habits endorsed by celebrities, maintaining these behaviors often required additional community or systemic support.
- d. Research indicates that campaigns involving long-term partnerships with grassroots organizations can significantly improve the sustainability of behavior changes (Central Bureau for Economic Research, 2019).

3.2 Perceptions of Authenticity

- a. **48%** believed celebrities advocate sustainability "mostly for personal gain," while **32%** felt their efforts were "genuine."
- b. Authenticity was strongly tied to the alignment between a celebrity's public messaging and personal lifestyle. For example, respondents trusted figures who actively demonstrated eco-friendly habits, such as reducing air travel or supporting policy-driven initiatives.
- c. Comments from the survey emphasized that visible and consistent actions by celebrities enhanced their credibility, while discrepancies led to widespread skepticism.

3.4 Themes from Open-Ended Responses

- a. **"Authenticity is key."** Participants emphasized that hypocrisy undermines trust and that celebrities must align their personal practices with their public advocacy.
- b. **"Celebrity involvement raises awareness, but real change comes from grassroots efforts."** Respondents highlighted the importance of community-driven movements in sustaining long-term behavioral change.
- c. **"Celebrities act as amplifiers, not solutions."** This underscores their role in initiating conversations rather than driving systemic change. Participants frequently noted the need for integration with policy

and grassroots efforts to create meaningful impact.

4. Visual Data Representation

4.1 Influence of awareness

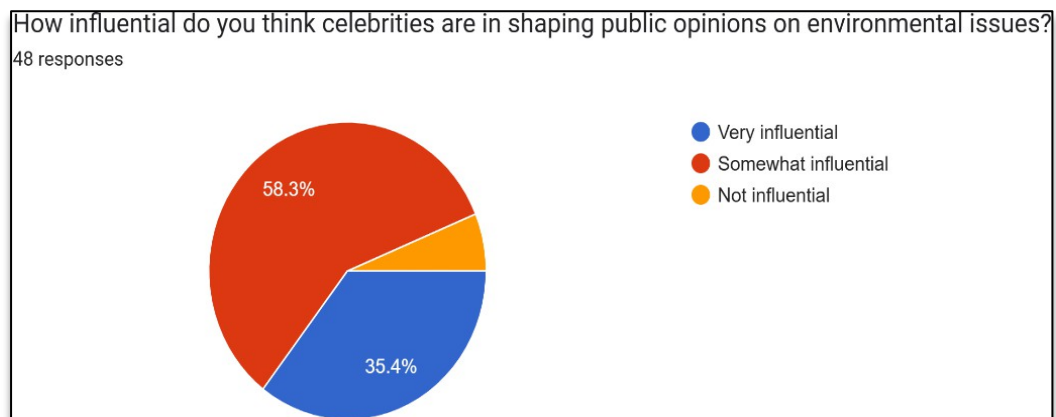


Figure 1: *Celebrity Influence on Public Opinion*

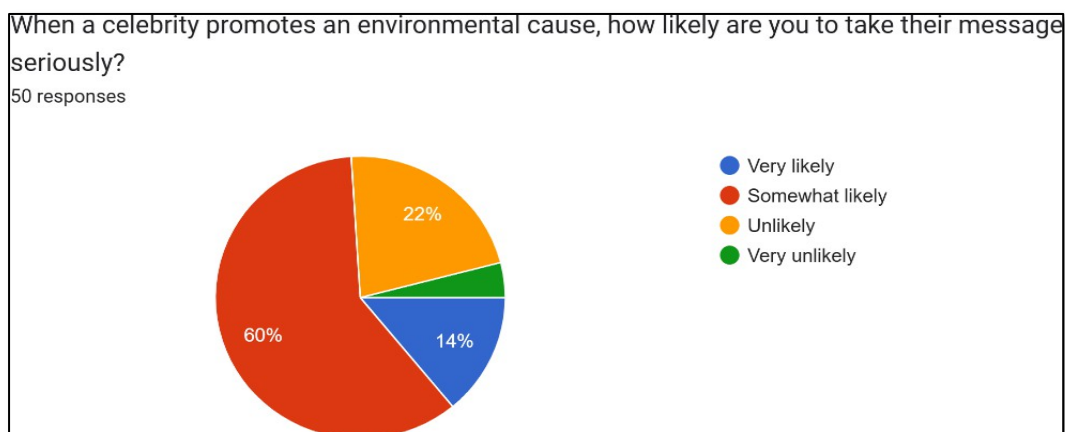


Figure 2: *Public Perception of Celebrity Advocacy*

4.2 Behavioral Impact

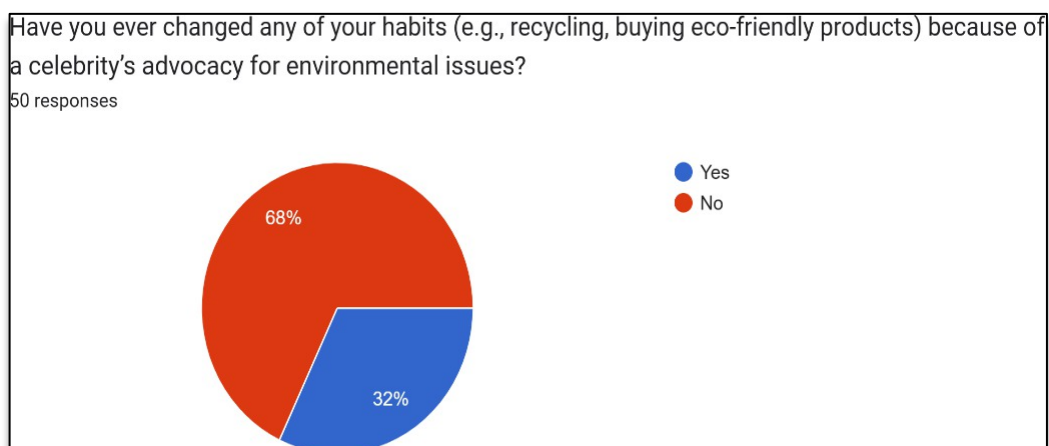
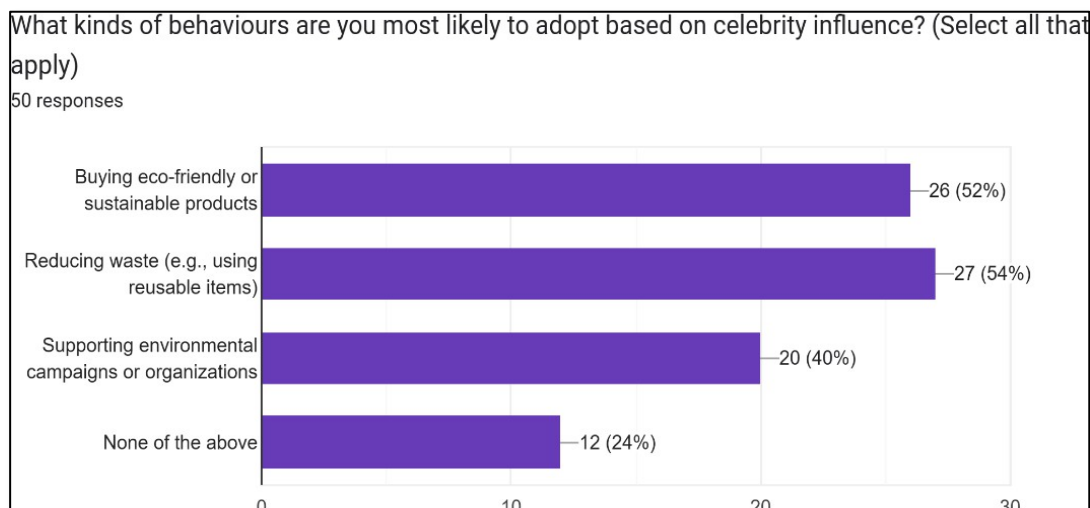


Figure 3: *Change in Public Behavior Due to Celebrity Advocacy*



Graph 1: *Common Behaviors Influenced by Celebrities*

4.3 Perceptions of Authenticity

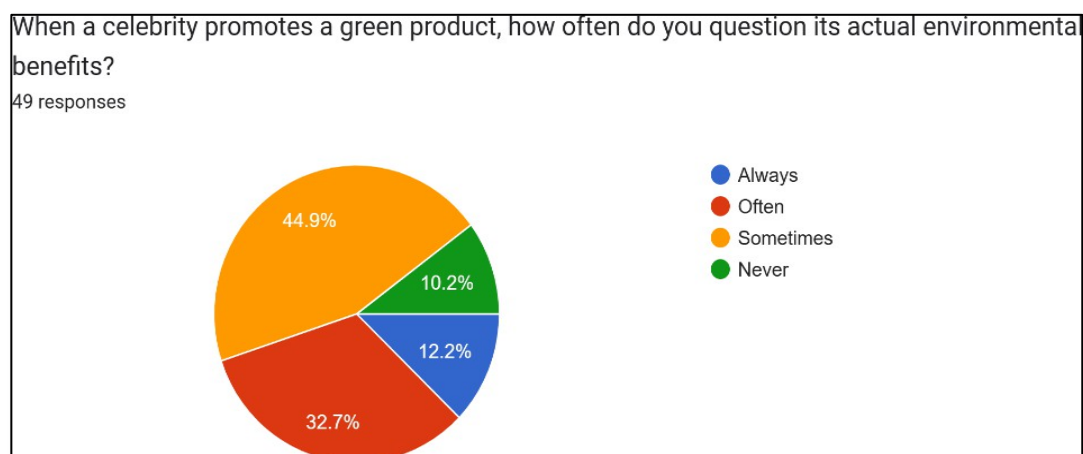


Figure 4: *Skepticism Toward Celebrity-Endorsed Green Products*

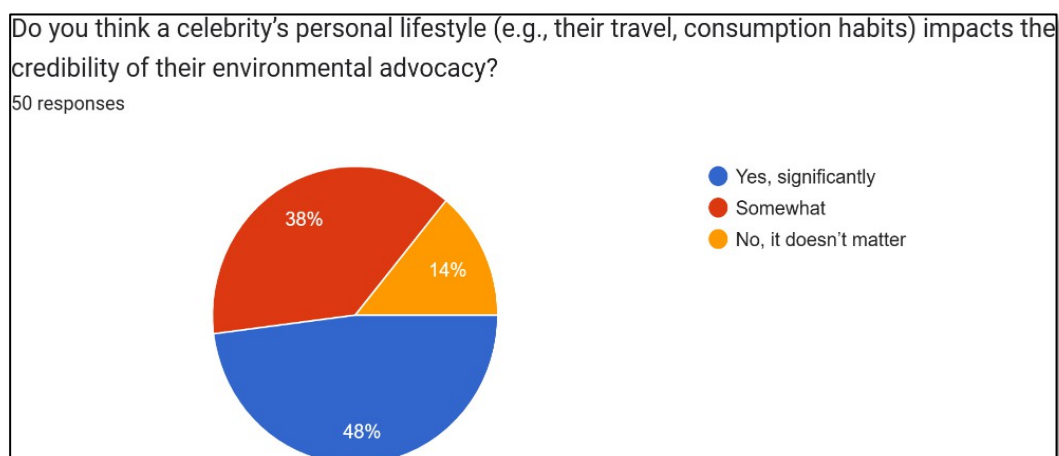


Figure 5: *Impact of Celebrity Lifestyles on Credibility*

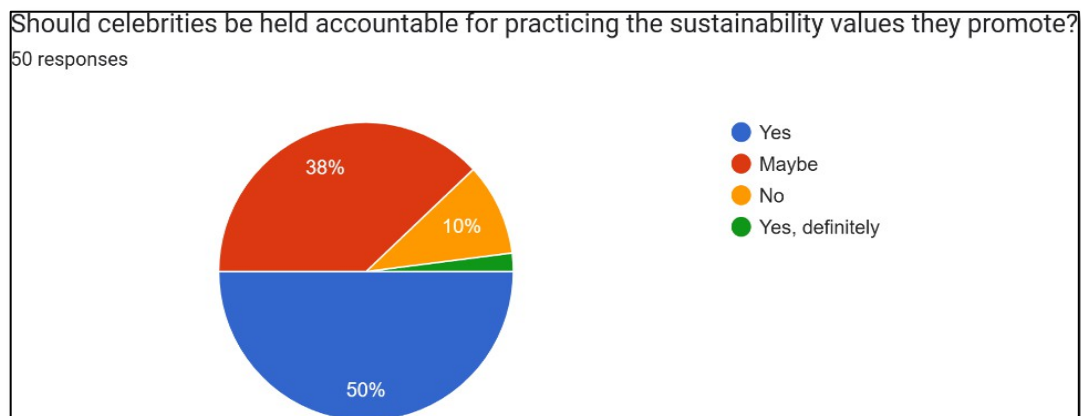


Figure 6: *Accountability for Celebrity Sustainability Advocacy*

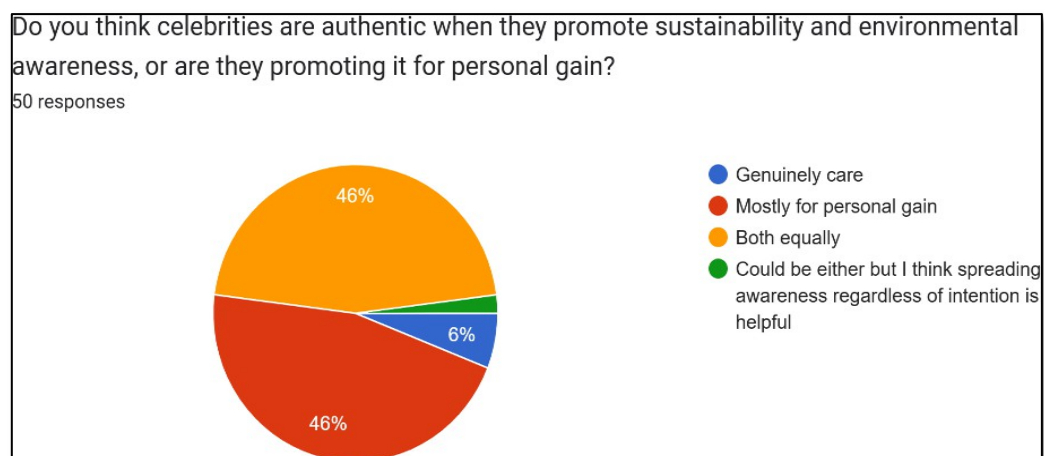


Figure 7: *Authenticity of Celebrity Participation*

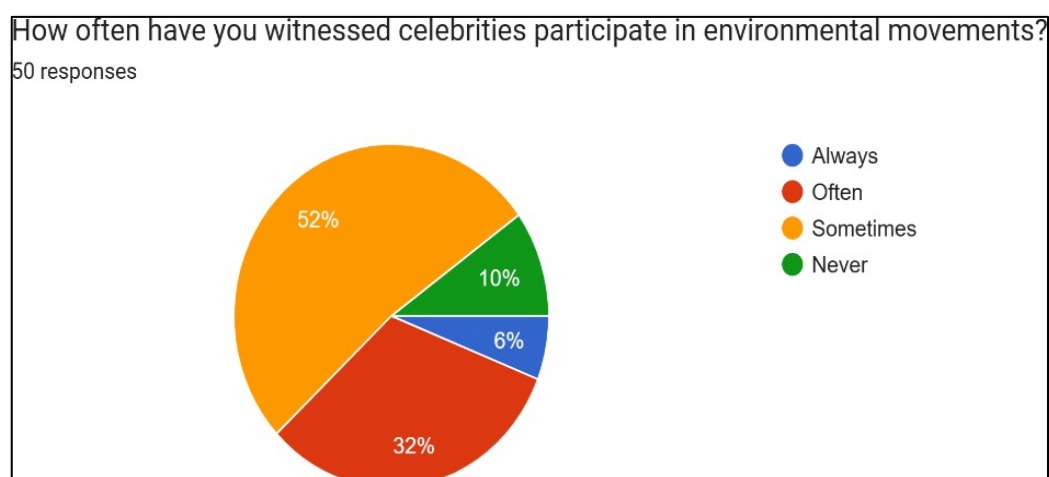


Figure 8: *Public Opinion on Celebrities' Involvement in Environmental Movements*

4.4 General Perceptions and Impact

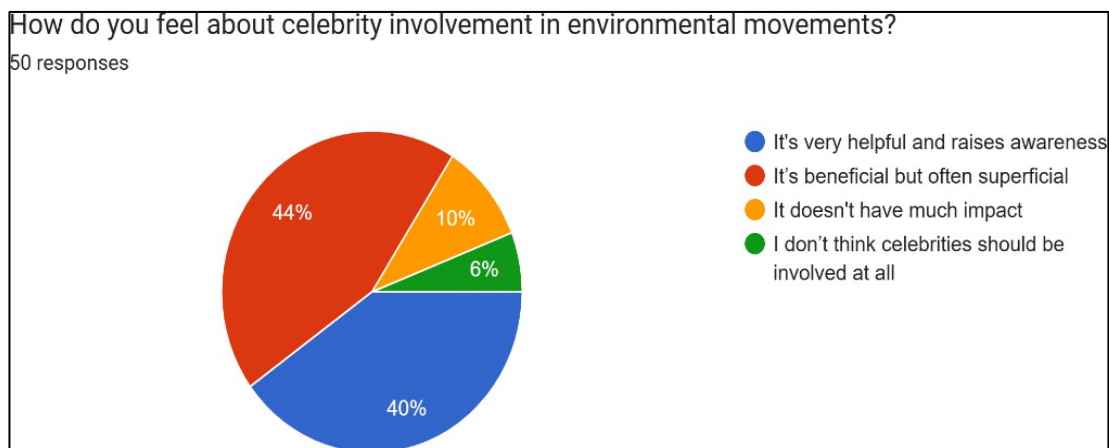
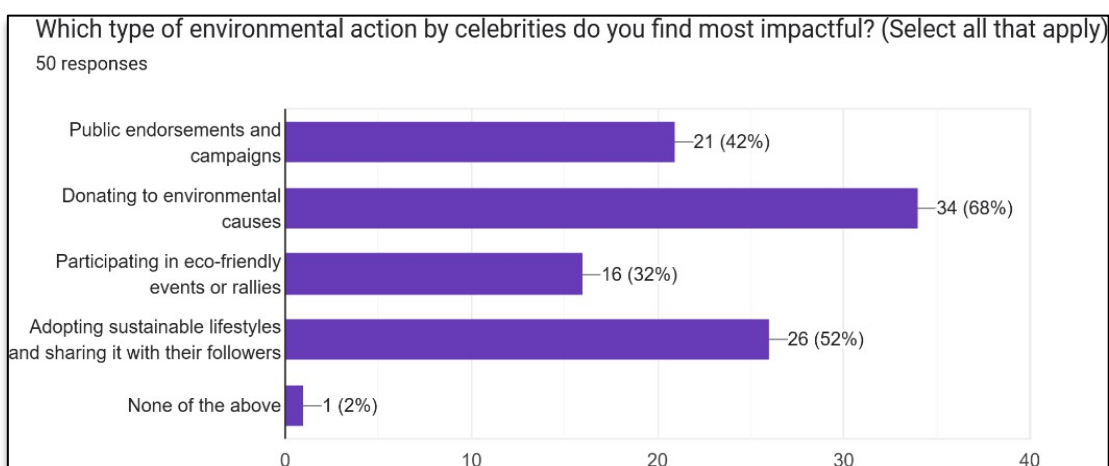


Figure 9: *Most Impactful Environmental Actions by Celebrities*



Graph 2: *Perceived Authenticity of Celebrity Environmental Advocacy*

5. Discussion

5.1 Theoretical Insights

The study's findings are consistent with current social influence theories, in which celebrities function as opinion leaders, increasing attention for environmental concerns and influencing public conversation. According to the two-step flow theory of communication, individuals have a greater probability to be persuaded by opinion leaders, such as celebrities, who serve as intermediates between the media and the public (Katz & Lazarsfeld, 1955). While celebrities play an important role in raising awareness, their capacity to promote long-term behavioural change is restricted owing to a variety of variables, including skepticism about authenticity and a lack of structural support for long-term environmental commitment. This phenomenon is consistent with the intention-behavior gap, a theory in environmental psychology that describes how increasing awareness does not necessarily result in equivalent behavioural changes (Kollmuss & Agyeman, 2002).

5.2 Influence on Awareness: According to the study findings, 56% of respondents believe celebrities have "somewhat influential" power over public opinion on environmental issues. This supports earlier research findings that stress the importance of celebrity endorsements in boosting awareness and validating environmental discourse (Johnstone & Lindh, 2017; Anderson, 2011). According to research, younger generations, particularly those who use social media, are more likely to be sensitive to environmental messages conveyed by celebrities due to their digital engagement habits.

In addition, studies show that celebrities help to mainstream environmental discourse by promoting sustainability projects through their platforms (Ho & Nie, 2020). This tendency may be observed in high-profile efforts such as Leonardo DiCaprio's climate activism, which has considerably raised worldwide attention to environmental concerns. While these initiatives raise public awareness, they frequently fail to result in direct behavioural change, emphasizing the symbolic rather than substantive impact of celebrity influence (Olmedo et al., 2020).

5.3 Behavioral Impact: Regardless of high levels of concern raised by celebrity advocacy, only 38% of respondents in this survey reported engaging in sustainable behaviors as a result of celebrity influence. This demonstrates a significant drawback of celebrity-led environmental campaigns: people recognize the necessity of sustainability but do not actively change their behaviors. The value-action gap describes this discrepancy, in which people show care about environmental concerns but fail to take consistent action. Furthermore, the absence of systemic reinforcing reduces the behavioural impact of celebrity promotion. According to research, environmental behaviors are more likely to be maintained when they are encouraged by institutional mechanisms including government legislation, corporate responsibility efforts, and community involvement programs (Ajina et al., 2024). This result is consistent with research showing that solitary celebrity endorsements, without meaningful, long-term policy integration, seldom result in significant behavioural adjustments (Dekoninck & Schmuck, 2023).

5.4 Perceptions of Authenticity: Authenticity is a vital factor in celebrity impact. According to the poll, 48% of respondents feel that celebrities promote sustainability largely for personal gain, undermining their credibility. This result echoes larger worries about performative activism, in which celebrities engage in high-profile advocacy initiatives without making significant adjustments to their personal consumption patterns (Jacobo, 2024).

According to the parasocial interaction hypothesis, viewers form one-sided emotional ties with public figures, making their recommendations more persuasive (Horton & Wohl, 1956). However, its influence is strongly based on perceived credibility. Celebrities who fail to integrate their personal lives with their advocacy messaging risk undermining public confidence and encouraging cynicism about environmental movements (Olmedo et al., 2020). For example, celebrities supporting sustainable fashion businesses while continuing to advocate fast fashion corporations with questionable labor practices have sparked

public outrage and charges of greenwashing (Dekoninck & Schmuck, 2023).

Furthermore, research indicates that openness and long-term commitment are critical for resolving these credibility challenges. Celebrities who actively practice sustainability in their daily life, such as minimizing air travel, investing in renewable energy, or participating in grassroots activities, are viewed as more trustworthy and influential (Ho & Nie, 2020). These findings underscore that celebrity influence is most effective when it is integrated in genuine, long-term engagement rather than short-term advertising activities.

5.5 Authenticity as a Determinant

One of the study's most important conclusions is the function of authenticity in limiting celebrity impact. Respondents questioned celebrities whose personal behaviors contrasted their environmental activism, citing instances such as advocating eco-friendly companies while living high-carbon lifestyles (e.g., frequent use of private planes, luxury consumption, and extensive travel). This imbalance between public rhetoric and personal behavior raised widespread concerns about the genuineness of celebrity endorsements, exacerbating a larger trust gap between public personalities and environmentally sensitive viewers.

This conclusion is consistent with earlier research on influencer credibility, which emphasizes the significance of perceived openness and consistency in building trust (Dekoninck & Schmuck, 2023). According to research, audiences are more likely to adopt environmentally friendly behaviors when they see real dedication from the endorsing person (Ajina et al., 2024). Celebrity activists, such as Ted Danson, who has persistently pushed for ocean conservation through long-term alliances with environmental groups, are thought to be more credible than celebrities who participate in infrequent or superficial advocacy activities (Schonfeld, 2024).

Furthermore, social media influences views of celebrity authenticity. The growth of digital openness allows viewers to quickly uncover discrepancies in celebrity behaviour, resulting in heightened scrutiny. According to research, performative activism, in which celebrities participate in sustainability campaigns for brand image rather than genuine commitment, can have negative consequences, potentially harming both the individual's reputation and the credibility of the environmental movement (Olmedo et al., 2020). This implies that authenticity should be promoted by tangible, long-term acts rather than symbolic words or short-term endorsements.

6. Conclusion

Celebrity campaigning is effective in increasing awareness about environmental concerns, especially among younger, digitally connected audiences. Celebrities, as highly prominent public personalities, have the potential to maintain sustainability talks, raising public interest and normalizing environmentally friendly behaviours. Eco-friendly products and sustainable lifestyles attract customers

to environmentally responsible firms, particularly in the fashion and cosmetics industries. However, the long-term impact of these endorsements depends on ongoing campaigns and customer confidence in the celebrity's commitment to sustainability (Sustainability, 2020). While their influence is significant, this study demonstrates that their success is frequently dependent on sincerity, consistency, and alignment with concrete solutions. When celebrities show true dedication, such as adopting sustainable lifestyles and lowering their personal carbon footprint, their reputation grows, making their advocacy more effective.

Despite this promise, research indicates that knowledge does not necessarily lead to lasting behavioural change. The intention-behavior gap persists, with many people expressing worry about the environment but failing to act. This is consistent with studies showing that for advocacy initiatives to have a long-term impact, they must be supported by structural reforms, collaborative action, and ongoing public participation (Ajina et al., 2024). The study also found that performative activism, in which celebrities preach sustainability without correlating their own behaviours, might lead to mistrust, reducing their capacity to influence actual change (Dekoninck & Schmuck, 2023).

Future study should look at long-term patterns in celebrity-led sustainability programs and how they affect public behavior. Furthermore, comparative research might determine if grassroots initiatives or expert-driven campaigns generate more participation than celebrity endorsements. Another important topic of investigation is social media's changing role in creating public confidence in sustainability advocates, especially in an age of digital transparency.

Finally, while celebrity advocacy is an effective tool for raising attention, its ultimate impact is dependent on genuine participation, transparency, and integration with larger sustainability activities. Effective environmental activism requires more than just symbolic gestures to promote long-term behavioural change.

6.1. Implications for Advocacy Campaigns

- a. ***Emphasize transparency:*** Advocacy campaigns should encourage transparency in goals, progress, and tangible results, with celebrities and influencers sharing tangible outcomes like raising funds, policy changes, or community benefits to counteract suspicion and foster genuine connection with the cause (Georges, N, 2024).
- b. ***Foster collaborations:*** Collaboration with grassroots organizations, activists, and experts, boosts credibility and ensures solution-focused advocacy activities. Celebrities can use their platforms while elevating the voices of individuals with lived experience, making advocacy meaningful rather than symbolic (Jaime Werner, 2015).
- c. ***Integrate advocacy with grassroots initiatives:*** Celebrity advocacy is a significant shift in how prominent figures interact with urgent social issues, bridging the gap between public awareness and real-world change. By actively supporting and combining advocacy with on-the-ground efforts,

campaigns can go beyond rhetoric and build long-term community influence. This strategy ensures that resources are allocated to meaningful solutions (WPAB, 2025).

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Author's Note

The research was designed to provide valuable insights to the field. The study intends to serve as a resource for future research and inspire further discussions. The authors welcome constructive feedback and acknowledges the contributions of respondents.

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Conflict of Interest Declaration

The authors maintain no financial or personal ties in the subject matter, and no conflicts of interest have been identified in the design, data interpretation, or conclusions of the study.

Author Contributions

BH and CB collaborated on this research paper, contributing equally to conceptualization, methodology, analysis, writing, discussion, interpretation of results, and final revisions.

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Appendix

1. How influential do you think celebrities are in shaping public opinions on environmental issues?

- ☐ Very influential
- ☐ Somewhat influential
- ☐ Not influential

2. When a celebrity promotes an environmental cause, how likely are you to take their message seriously?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unlikely
- ☐ Very unlikely

3. Have you ever changed any of your habits (e.g., recycling, buying eco-friendly products) because of a celebrity's advocacy for environmental issues?

- ☐ Yes
- ☐ No

1. What kinds of behaviours are you most likely to adopt based on celebrity influence? (Select all that apply)

- ☐ Buying eco-friendly or sustainable products
- ☐ Reducing waste (e.g., using reusable items)
- ☐ Supporting environmental campaigns or organizations
- ☐ None of the above

2. When a celebrity promotes a green product, how often do you question its actual environmental benefits?

- ☐ Always

- ☐ Often
- ☐ Sometimes
- ☐ Never

3. Do you think a celebrity's personal lifestyle (e.g., their travel, consumption habits) impacts the credibility of their environmental advocacy?

- ☐ Yes, significantly
- ☐ Somewhat
- ☐ No, it doesn't matter

4. Should celebrities be held accountable for practicing the sustainability values they promote?

- ☐ Yes
- ☐ Maybe
- ☐ No

5. How often have you witnessed celebrities participate in environmental movements?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Never

6. How do you feel about celebrity involvement in environmental movements?

- ☐ It's very helpful and raises awareness
- ☐ It's beneficial but often superficial
- ☐ It doesn't have much impact
- ☐ I don't think celebrities should be involved at all

10. **Which type of environmental action by celebrities do you find most impactful?** (Select all that apply)

- ☐ Public endorsements and campaigns
- ☐ Donating to environmental causes
- ☐ Participating in eco-friendly events or rallies
- ☐ Adopting sustainable lifestyles and sharing it with their followers
- ☐ None of the above
- ☐ Other:

11. **Do you think celebrities are authentic when they promote sustainability and environmental awareness, or are they promoting it for personal gain?**

- ☐ Genuinely care
- ☐ Mostly for personal gain
- ☐ Both equally
- ☐ Other: