



# An Empirical Investigation of the Nexus Between Celebrity Endorsement and Political Patronage Among Nigerian Undergraduate Voting Publics.

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## Abstract

*This study aims at investigating the nexus between celebrity endorsement and political patronage among the Undergraduate voting publics in south east, Nigeria. Although, extant literature is gorged with research on celebrity endorsement and patronage behavior, empirical studies that investigate the nexus between celebrity endorsement and political patronage among undergraduates in a typical developing economy like Nigeria are scanty and under-research. Based on the fore goings, survey design was adopted for this study. The study population comprises undergraduate students in selected higher institution of learning in Anambra and Enugu states. The research instrument employed was questionnaire. The research instrument was validated using construct and content validity while the reliability test was conducted using cronbach's alpha coefficient test. Multiple regression was employed to test the hypothesized relationships between the independent variable (celebrity endorsement) and dependent variable (political patronage). The result revealed that trustworthiness, attractiveness, expertise and congruency have positive and significant effect on political patronage. Based on the findings, we conclude that this study provides empirical support for the nexus between celebrity endorsement and political patronage. On the basis of conclusions, we recommend that political class should capitalize on celebrity endorsement as a means of increasing their acceptability and voters' patronage during electioneering campaign. Also, political marketing practitioners should intensify their effort in involving celebrity endorsement as a veritable tool for electorates' acceptability of any political party or candidate in their course of consultation.*

**Keywords:** Celebrity endorsement, Political patronage, Undergraduate students, Voting publics, Nigeria, Developing country.

## Introduction

Marketing has been evolving and developing, with its challenges and critiques. The nature and definitions of marketing over the years have been questioned, hit by controversies, and improving upon. On improving upon the nature and appellation of marketing, Kotler in 1972 reiterated his earlier stand on furthering the nature of marketing beyond selling of goods and services for profit. In his Generic exchange deals, Kotler explains that some marketing management techniques, particularly persuasive communication, can be used in a non-business setting, such as social, religious or even personal causes. That it goes beyond the profit motive or economic value, to encompass any motivations and any values between any parties, including exchanging beliefs, feelings and opinions (Maclaran, Saren, Barbara & Tadajewski, 2012). By extension, political activities and exchanges.

The concept of political marketing began to grow since Kotler and Levy (1969) introduced a new way of thinking marketing, that eventually enlarged the scope of marketing from commercial markets of profit organizations with product or service exchanges, to non-profit organizations and their specific exchange relationships. Many academics recognized this development as the theoretical “birthplace” of political marketing. Political marketing research however has made significant progress in recent years. It has drawn together researchers, students, professional practitioners and involved observers from multiple backgrounds, and has managed to build literature of considerable scales and values (Ugwu, 2018).

The deep comparison between marketing of goods and services, and marketing of political candidates certainly indicate that many concepts and tools are shared by both conventional marketing and political marketing. Shama (1976) considered some well-known concepts of conventional marketing: sellers and buyers, consumer behaviour, market segmentation, image, brand loyalty, product concept, product positioning, market research, media, advertising etc. These concepts are also used in political marketing.

It is visible that both fields face similar problem situations in managerial perspective. Mauser (1983) identifies that a number of organizations (companies or political parties) in both fields are competing with each other for the loyalty of the members of a target audience (consumers/voters). In order to cover a significant share of the market (vote), each company (political party) must develop a particular advantage over its competitors. Moreover, both attempt to achieve their goals under the same kinds of constraints: limited resources of time, money, and skilled personnel. And they can be enhanced in the market through endorsement.

Celebrity endorsement is when a famous person is used for an endorsement. According to Kaur and Garg (2016), celebrity endorsement is a form of brand or advertising campaign that involves a well-known person using his/her fame to promote a product or service. It refers to use of celebrities in order to increase sales of a product.

Celebrity endorsement as a marketing practice can be traced to eighteenth century, to a famous potter Josiah Wedgwood (an entrepreneur) through the use of Wedgwood medallion, the most famous image of a black person in all of eighteenth century art (Kaikati, 1987). Celebrity endorsement nowadays is more pronounced. Our market is flooded with different number of brands, trying to carve out space for itself in the minds of consumers. Every firm is trying to find a hook in their brands that can connect faster to the viewers. Therefore, the challenge before the marketer is to induct all possible measures to influence, motivate and inculcate desire to purchase, in the customer through an effective advertising campaign (Kaur & Garg, 2016).

The likes of P-square (2010-date), D'Banj (2013 - date), Mike Ezuronye(2010-2013) Flavour (2013-date), Burna Boy (2013-date), Korede Bello (2015-date), 2Baba (2017-date), Patience Ozokwor (2015-date), Wizkid (2015-date), Funke Akindele, Omawumi, Waje, Yvonne Nelson, Nedia Buari, Basket mouth, Olamide Timaya etc through their endorsement packages, have thrived and sustained Glo network since its inception in 2003. Endorsing and representing Glo network at different times for its promotion. Glo as at December 2018 was enjoying a whopping

45million subscribers (Ogunfuwa, 2018). Just as other celebrities have helped in promoting other products over the years. Political products included.

Political Product as defined by Butler and Collins (1994) is a bundle that consists three components, political party, political candidate and party ideology or candidate's ideology. Kwesi (2013) sees it as "a mix made up of party image, leader image and policy commitment.

Promotion of political product through endorsement has existed in Nigeria over the years, but has been prominent in recent years. Endorsement through political and non-political celebrities. Deducing from the Oxford Advanced Learner's Dictionary (2010) on definition of endorsement, political celebrity endorsement is endorsement by well-known politicians. During general election in Nigeria for example, prominent politicians tour the country to endorse their preferred candidates.

Non-political celebrity endorsement on the other hand is endorsement by celebrities that are not politicians. Just like political celebrities, non-political celebrities are also engaged during election for endorsement.

The parameter for engaging a celebrity for endorsement could be as a result of the Trustworthiness, expertise, attractiveness, congruency, credibility, etc attributed to such a celebrity.

Trustworthy according to Oxford Advanced Learner's Dictionary (2010) is something you can rely on to be good, honest, sincere etc. Trustworthiness according to Waldt et al. (2009) is the honesty, integrity and believability the endorser possesses. Expertise on the other hand is the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product. Attractiveness is the stereotype of positive associations to a person, Erdogan (1999). While congruent is the suitability of something, that is how appropriate something is, in a particular situation (Oxford Advanced Learner's Dictionary 2010). Deductively, congruent of a celebrity endorser is using an endorser that is suitable for the product to promote the product.

A former Big Brother Nigeria housemate, Khafi Kareem, in May 2020 rejected an eight million Naira endorsement deal to promote a bleaching product, because according to her bleaching is against her personal principles (lucipost.com, 2020). All these factors need to be empirically investigated and confirmed, and that informed this study, to determine how they influence voters' choice of candidates in election is the main objective of this study.

### **Statement of the problem**

Political products are supposedly used to satisfy political needs and reduce political tensions. Political Product according to Butler and Collins (1994) is "a bundle that consists of three segments, political Party, political candidate and Ideology of political party or candidate" Celebrity endorsement is used to promote political products.

Celebrity endorsement and support to political candidates and political parties is on the high trend nowadays. But one thing is to endorse and support a candidate and a political party, and another thing is to sustain the endorsement. Some celebrities have come out recently to express their frustration and regret for supporting political parties and candidates in election. Abolare Akande known as 9ice who supported Buhari in 2015 election came out recently and told his fans to not allow them to deceive them anymore. According to him, "An oracle that cannot help me should leave me the way it met me". Actress, Ronke Ojo, popularly known as Oshodi-Oke said that supporting the current administration is a wound in her conscience. Actress, Iyabo Ojo who supported APC in 2015 and 2019 election under the umbrella of Lagos league of artiste, said that she will 'never' support either of the two biggest political parties in the country— the People's Democratic Party and APC. She wrote on Twitter, "I, Alice Iyabo Ojo, will never support, campaign or vote for any APC or PDP member ever again in my life even if you are my family or friend, we need a New Nigeria Flag of Nigeria, we need to stop recycling universal recycling symbol #EndBadGoverance." (Punch,2020). Rev. Fr. Ejike Mbaka said that he cannot keep quiet while his people are dying.

Nevertheless, despite all the campaign buzz, sensitization and celebrity endorsement (political and non political celebrity) during election, voters are still indifferent about politics and election. In the 2017 governorship election in Anambra state (November 18, 2017) for instance, out of the 2,064,134 registered voters, only 448,771 (21.74 per cent) actually voted (INEC, 2017). The worst was in Idemili North Local Government, that had the highest number of registered voters based on Local Government. According to INEC, out of the 178,938 registered voters, only 25,254 (14.11 per cent) participated in accreditation exercise (not even the actual vote). Even the much touted Edo state governorship election in 2020 had only 25% voter turnout. Owan West Local Government had the highest number of voters that turned out for the election with 53 percent, while Egor Local Government had the lowest with 18 percent (INEC, 2020). The reason for this trend of election boycott cannot be clearly stated.

Some empirical works have actually been done on celebrity endorsement of products, and also on voters' participation in politics and election.

Kofi, Donkor and Owusu (2019) investigated the impact of celebrity endorsement on consumer purchase intention or attitudes in an emerging market in Ghana. Employing a quantitative research design, 500 respondents were surveyed using a structured questionnaire. The findings indicate that a celebrity endorser who has attributes such as attractiveness, trustworthiness and familiarity, has a positive influence on consumer perception of quality, purchase intentions and brand loyalty.

Mahmod and Mohammad (2013) conducted a study on Electoral Candidates and their Influence on Voters' Selection Decision in Jordan. The study sought to identify the most important basic components that influence voters choice decision. The study found that candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management influence voters' selection decision.

Kwesi (2013) investigated the perspectives of tertiary students of a Ghanaian private university in making political choice decisions. It sought to investigate their basis for assessing each component in the bundle - Candidate, Party, and Ideology - and how each component is prioritized to arrive at a political choice. The study concluded that in terms of ranking, these tertiary students vote primarily on the basis of the ideology of the candidate or political party, followed by the candidate as a person and lastly the party itself.

The foregoing empirical works were done outside the geographical jurisdiction of this study. While the empirical works on celebrity endorsement were not on political products, the works on voters' participation in politics and election were not on celebrity endorsement, which this study set to investigate. It is in view of these facts that the researcher considered it necessary to investigate how endorsement of political products by celebrities influence voters' choice in election, in South East. The main objective of this study is to empirically investigate how celebrity endorsement influence patronage of political products in a typical developing country like Nigeria.

## **Hypotheses Development**

### **Relationship Between Celebrity Trustworthiness and Voters' Patronage**

Trustworthy according to Oxford Advanced Learner's Dictionary (2010) is something you can rely on to be good, honest, sincere etc. Trustworthiness according to Waldt et al. (2009) is the honesty, integrity and believability the endorser possesses. Consumers have common attention that celebrities are trustworthy source for advert information (Goldsmith et al., 2000).

The willingness of listener to hear out what the celebrity is trying to convey in the advertisement and accept the message being delivered by the celebrity is referred to as the consumers' trust on the celebrity (Khan, 2018)

This quality of the celebrity to make the consumer agree with the message being delivered is known as celebrity's trustworthiness (Ohanian, 1990). Erdogan, Baker, and Tagg, (2001) stated that trustworthiness is the integrity, believability and honesty of the celebrity which is seen and perceived by the consumers being targeted for the message being conveyed. An experiment was conducted by Miller & Baseheart (1969) in which they stated that consumer and target audiences' attitude towards a brand and their purchase intentions can be changed positively if the target audience considers the source of message as reliable and trustworthy.

In 2015 general election the trust people in Mohammed Buhari's integrity made sway, and made seemingly unpopular candidates to win election. In Benue state for instance, Samuel Orton contested PDP's governorship primary election with Terheme Tarzoor, which he lost. He decamped to APC and became its governorship candidate, and immediately Buhari won presidential election, Samuel orton overnight became popular and won the governorship election. In Niger state, Umaru Nasko (the then chief of staff to Former governor Aliyu Babangida) was selling very high, immediately Buhari was declared president-elect, Abubakar sani Bello (the APC candidate) from nowhere became popular and won the governorship election. The same scenario happened in Plateau state and some other states. Based on the above facts, we hypothesize thus:

**H<sub>1a</sub>: Trustworthiness of celebrity endorsers influences voters' patronage of political candidates in election.**

**H<sub>1b</sub>: Trustworthiness of celebrity endorsers influences voters' patronage of political parties in election.**

**H<sub>1c</sub>: Trustworthiness of celebrity endorsers influences voters' patronage of party ideology in election.**

### **Relationship Between Celebrity expertise and Voters' Patronage Intention**

Expertise is the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product. It is immaterial whether the endorser possesses the expertise to endorse the product as long as the intended target market perceives it to be so (Erdogan, 1999: 298). Daneshvary and Schwer (2000: 204) argue further that the perceived expertise of an endorser is seen as the most important component for endorsement to be effective. Celebrities are chosen as endorsers because of the perceived link that exists between them and the product. Source expertise is specific to each celebrity and product and requires training, aptitude and knowledge in a particular field (Egan, 2007). Consumers do not believe celebrity messages when they do not perceive that they know what they are talking about i.e. that they are experts in the related area of the message that they are passing (Karmarkar and Tormala, 2010).

Expertise refers to the degree or level of knowledge, skills or experience that an endorser possesses (Hovland, Janis & Kelle 1953). According to Ohanian, (1990), the perceived expertise of an endorser in the minds of the consumers is a more significant variable in explaining the consumer purchase intention as compared to the celebrity's attractiveness and trustworthiness. In other words, it can be said that an endorser who is perceived to be an expert by the consumers is more persuasive in comparison to other endorsers who are considered to be attractive and trustworthy but not experts (Ohanianforegoing, we hypothesize thus:

**H<sub>2a</sub>: Expertise of celebrity endorsers influences voters' patroange of political candidates in election.**

**H<sub>2b</sub>: Expertise of celebrity endorsers influences voters' patronage of political parties in election.**

**H<sub>2c</sub>: Expertise of celebrity endorsers influences voters' patronage of party ideology in election.**

### **Relationship Between Celebrity Attractiveness and Voters' Patronage Intention**

According to Oxford Advanced Learner's Dictionary (2010), Attractive is having features or qualities that makes something seem interesting and worth having. According to Erdogan (1999: 299), attractiveness is the stereotype of positive associations to a person. Endorsers who are perceived to be attractive are more likely to lead to purchase

aspiration. It is anticipated that attractiveness is an important factor when evaluating the effectiveness of an endorser. Schlecht (2003: 5) indicates that the attractiveness of the spokesperson is important when creating effective messages.

Celebrity endorsers have always been chosen on the basis of their attractiveness to gain from a dual effect of both celebrity status and physical appeal (Erdogan 1999; Ohanian 1990). The source attractiveness model (McCracken, 1989) highlights that the effectiveness of a message is dependent on the “source familiarity, likeability, similarity, and physical attractiveness to the respondents” (Liu, Huang and Jiang, 2007, p. 359). Familiarity is knowledge of the source through the exposure of the source’s physical appearance and behaviour (Spry et al. 2011). On a whole, attractiveness does not mean physical attractiveness but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser like intellectual skills, personality properties, lifestyles, or athletic prowess (Erdogan 1999; Liu et al. 2007).

Based on the above information, we hypothesize thus:

**H<sub>3a</sub>: Celebrity Attractiveness affects voters’ choice of choosing political candidates in election.**

**H<sub>3b</sub>: Celebrity Attractiveness affects voters’ patronage of choosing political parties in election.**

**H<sub>3c</sub>: Celebrity Attractiveness affects voters’ patronage of choosing party ideology in election.**

### **Relationship Between Celebrity Congruency and Voters’ Patronage Intention.**

Congruent according to Oxford Advanced Learner’s Dictionary (2010) is the suitability of something, that is how appropriate something is, in a particular situation. Deductively, congruent of a celebrity endorser is using an endorser that is suitable for the product to promote the product.

Product and celebrity partnership is the most important factor to develop a good feedback because people take it to prove that the product is used or consumed by the celebrity. If logically, the audience do not accept the celebrity as perfect match with what they are endorsing, the feedback is nothing but only irrelevant prices (Ezeoke, 2019).

A former Big Brother Nigeria housemate, Khafi Kareem, in May 2020 rejected an eight million Naira endorsement deal to promote a bleaching product, because bleaching was against her personal principles (lucipost.com, 2020).

Congruence/ Match up/ Fit model of celebrity endorsement has been extensively studied in the literature (Choi & Rifon, 2012). Subhadip, 2012 argues that celebrity endorsement deals are more effective when the celebrity fits the product compared to instances where the celebrity and product are unrelated. Congruence can be described as a situation where the “highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand” (Fleck, Korchia and Le Roy, 2012). There has to be a fit between the celebrity and the product being endorsed, the message that is being sent to the audience, the product and the audience receiving the message (Subhadip, Gammoh and Koh, 2012). It is important for the message sent by the celebrity (and their image) and the product message be congruent for effective endorsement campaigns (Patra and Datta, 2012).

Congruence between the audience and the celebrity can be in the form of likability, therefore it is important for the target audience to like the celebrity that is selected to endorse the product/brand (Subhadip, Gammoh and Koh, 2012). Research has shown that the more suited, relevant or matched a celebrity/brand pair is, the more effective the advertisement is in terms of attitude and purchase intention (Fleck, Korchia and Le Roy, 2012).

Based on the above extant information, we hypothesize thus:

**H<sub>4a</sub>: celebrity congruency influence voters’ patronage of political candidates in election.**

**H<sub>4b</sub>: celebrity congruency influence voters’ patronage of political parties in election.**

**H<sub>4c</sub>: celebrity congruency influence voters’ patronage of party ideology in election.**

## Empirical Review

Mahmod and Mohammad (2013) conducted a study on criteria for the Success of the Electoral Candidates and their Influence on Voters' Selection decision in Jordan. The study sought to identify the most important basic components that influence voters choice decision, the study's model was designed based on these criteria taking into consideration previous studies related to political and electoral marketing and extant political science research as well as the nature of the Jordanian environment. The model of the study was divided into five major dimensions which are candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management, and how they influence voters' selection decision.

The design and development of questionnaire was based on an initial pre-tested survey distributed to a sample consisting of sixty (60) individuals who were eligible to participate in the Jordanian election. Six hundred and twenty nine (629) respondents were used to generate data for analysis. The study found that candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management influence voters' selection decision.

The findings of Mahmod and Mohammad (2013) that candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management influence voters' selection decision are arguably true. But their claim that their study sought to identify the most important basic components that influence voters choice decision may not be totally true, especially in Nigeria case. The researcher does not think there is any of the variable they studied that influences Nigeria voters more than how Ethno-religious sentiments and other key variables peculiar to Nigeria such as Gender stereotype, party dominance etc do. The variables they covered may not be the most important components that influence voters in Nigeria situation.

Kwesi (2013) investigated the perspectives of tertiary students (the political consumer) of a Ghanaian private university in making political choice decisions. It sought to investigate their basis for assessing each component in the bundle of political product- Candidate, Party, and Ideology - and how each component is prioritized to arrive at a political choice. Using purposive and convenient sampling methods, a semi-structured questionnaire was used for data collection. The study concluded that in terms of ranking, these tertiary students vote primarily on the basis of the ideology of candidates or political parties, followed by the candidate as a person and lastly the party itself.

Nigeria situation may not agree with the finding that political ideology is prioritize over political parties and political candidates. You will be shocked with the answers you get when you ask Nigeria voters to say the ideology of the political parties in Nigeria. Political ideology in Nigeria situation virtually does not have a known shape. How the components of political products are prioritized in Nigeria based on the empirical evidences does not agree with the findings of Kwesi (2013) that voters consider ideology first, candidate second before political parties.

Toril and Todal (2007) investigated Gender Stereotyping of Political Candidates in Norway, An Experimental Study of Political Communication. They investigated whether Gender-stereotype influences how the electorate views the communication skills of the candidates. They asked whether the gender of politicians affects the way citizens evaluate various aspects of the qualities of a political speech, and thus their support for political parties. The experiment used in this study was based on a pre- and post-stimuli questionnaire. Stimuli were videotapes of genuine political speeches (originally given by party leaders in October 2000) performed for the experiment by one female and one male actor. Their main finding was that the male "politician" was believed to be more knowledgeable, trustworthy and convincing than the female "politician" even though they presented the same speech verbatim.

To rate a male politician more than female counterpart after delivering the same speech verbatim is an advanced stage of gender discrimination. What parameter did they base their argument on, how did they determine trustworthy in exact speech of two persons. The researcher believes when given equal opportunities, no gender has monopoly of knowledge and credibility. Men can deliver and women can also deliver.

Brett (2014) studied political marketing and the British labour party 1994-2010: applying the product life-cycle model to a political party. He explored the merits of applying a marketing model, the product lifecycle model, to a political party. The product life-cycle model details a product during its introduction, growth, maturity and decline cycles. He applied this model to the British Labour Party between 1994 and 2010 under the leadership of Tony Blair and Gordon Brown. The product life-cycle model, adapted to political science from the political marketing literature, shows that a political party does go through an introduction, growth, maturity and decline phase. To avoid moving into the decline phase, a political party must learn how to rejuvenate during the maturity cycle. The New Labour case study shows that the product life-cycle model does have application for political parties. Labour journeyed through the model's classic phases: New Labour's development through introduction, growth, maturity and decline phases were all seen in the study. Over the period of the cycle New Labour lost its hardly acquired market-orientation, as well as its strongest assets such as its leaders. Also, its perceived economic strength during its ascendant phases later became one of its chief weaknesses during its decline phase. He concluded that the product life-cycle model does have merits when applied to political parties.

The researcher agrees with Brett (2014) that political parties should be rejuvenated to avoid going into decline. It should be noted that nothing lasts forever and the extent to which anything lasts depends on how it is being managed. Political party can last as long as its members are sincere to the people and ready to bring the desired change.

Kofi, Donkor and Owusu (2019) investigated the impact of celebrity endorsement and the moderating effect of negative publicity on consumer purchase intention or attitudes in an emerging market. a quantitative research design, 500 respondents were surveyed using a structured questionnaire. The findings indicate that a celebrity endorser who has attributes such as attractiveness, trustworthiness and Employing familiarity, has a positive influence on consumer perception of quality, purchase intentions and brand loyalty. However, celebrity endorser's negative publicity had no moderation effect on consumer purchase intention.

Subhadid et al (2012) conducted a research on the factors that affect celebrity endorsement on consumer purchase decision in India. Respondents were chosen from students studying in private educational institutions in India. The research approach adopted in the study was a survey method using purposive sampling and the data was collected from the 207 valid responses. The findings of the research revealed that trustworthiness, expertise and likeability of the celebrity positively affect the consumer purchase decision.

In a study carried out by Kofi et al (2015) on impact of celebrity endorsement on consumer buying behaviour that had 348 valid responses, the result indicated that attractiveness, likeability and familiarity entertainment are the main factors that influence consumer buying behaviour.

Quarat and Ahira did a study on the impact of celebrity advertisement on customers brand perception and purchase intention in the year 2012 in Parkistan. The research showed that physical attractiveness, credibility and congruence of a celebrity with reference to the endorsed advertisement have impact on the customer's perception about the advertised product.

Celebrity Endorsement's Impact on Brand Image and Sales (Byberg, 2015) explores celebrity endorsement and whether it has a positive impact on brand image or not, the findings and analysis supported previous research in the



area indicating on positive outcomes. It supported that celebrity endorsement can make a great impact especially attractiveness factor when it comes to impulse goods or products.

Roshan, Sudath, Ravindra and Manoj (2017) in their research “Celebrity endorsement and consumer buying intention with relation to the television advertisement for perfumes” This research identified factors from the influence of the consumer buying intention in relation to celebrity endorsement advertising in Sri Lanka. The study was limited to the TV advertisements; only five attributes of celebrities were taken into consideration. These five attributes are likability, credibility, personality, attractiveness, and expertise. The study tested five hypotheses based on the independent variable and its core components to examine the influence of the consumer buying intention. The data were collected through structured questionnaire. Samples of 100 respondents were selected for the survey from Colombo and Gampaha. The respondents were selected according to the random sampling method. In the data analysis related to above hypotheses, it was revealed that the likability to the celebrity used in the perfume brand was highly significant in the perfume buying intention. However, the other factors of familiar face and life style of the celebrity used in the perfume brand have not been significant in this research study.

The influence of celebrity endorsement on the buying behaviour of the Ghanaian youth: a study of fan milk Ghana ads by Nyarko, Asimah, Agbemava and Tsetse, 2015). The objective of the paper was to explore the impact of celebrity endorsements on the buying behaviour of the Ghanaian youth. A qualitative enquiry approach was adopted to investigate the perceptions of the consumer, attributes and its subsequent impact on purchase intention. Data was collected with a structured questionnaire and analyzed using the data analysis using frequency tables, charts, and chi-square analysis. It was proven revealed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. The results of the study also indicate that celebrity endorsements positively impact the purchase intention of the Ghanaian youth.

Klebba and Unger (1983) uses multiple regression analyses to examine the impact of positive and negative source information on the credibility of the advertising source and on audience perceptions of the company and advocated product. The results of their study indicate that the cognitive and affective dimensions of credibility are influenced differently by negative information.

Wenqian Gan (2006) explored the Chinese consumer’s behaviors toward celebrity and non-celebrity commercials. The results show that Chinese consumers prefer celebrity commercial and respondents collectively like celebrity who have more professional career skill, even though there are other different reasons existing such as good appearances, good disposition, and good career spirit.

Erik and Davidsson (2008) studied negative information’s impact on celebrity entrepreneurship in Australia. There results shows that negative information about the celebrity might leads to negative attitude towards the new venture and promotion, new ventures can potentially reduce damage to their brand by distancing themselves from the celebrity, however, such a maneuver may not be as effective when the new venture is run by a celebrity entrepreneur.

Schlecht (2003) examines the relationship between celebrity endorsements and brands in Colombia, by applying a selection of widely accepted principles of how consumers’ brand attitudes and preferences can be positively influenced. Thereby the concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and the principles of multiple product and celebrity endorsement were used. A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategies can under the right circumstances indeed justify the high costs associated with this form of advertising. Several failures show, it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement.

Bruce, Shimp and Tomoaki (2006) studied the impact of negative information of celebrity on brand. They conducted comparative study in the US and Japan to investigate whether the form of negative information about a celebrity (other- or self-oriented) results in differential evaluations of the brand endorsed by the celebrity. Surprisingly, the authors find that both Japanese and Americans view endorsed products more positively in the presence of self-oriented negative information, a possible suspension of the famous fundamental attribution error in human judgment.

Jennifer and Bettman (2010) studied consumers appropriate brand symbolism that comes from celebrity endorsement to construct and communicate their self-concepts. Study 1 finds that celebrity endorsement enhances self-brand connections when consumers aspire to be like the celebrity, but harms them when consumers do not; this effect is more pronounced when the brand image is congruent with the celebrity's image. This effect is further moderated by the degree to which a brand communicates something about the user, with more symbolic brands having stronger effects than less symbolic brands. Study 2 finds that the effect of celebrity endorsement on self-brand connections is augmented when consumers' self-esteem is threatened. Consumers self-enhance by building connections to favorable celebrity images or distancing themselves from unfavorable celebrity images.

Silvera and Austad (2004) examined characteristics of advertisements that make them effective are especially valuable. The present experiments represent a first step in identifying what makes endorsement advertisements effective based on work in attribution theory within social psychology. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers' inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an association between a popular endorser and their product with the hope that the endorser's positive image will somehow "rub off" on the product. The present research suggests that advertisers should put more effort not only into choosing endorsers who are well match with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

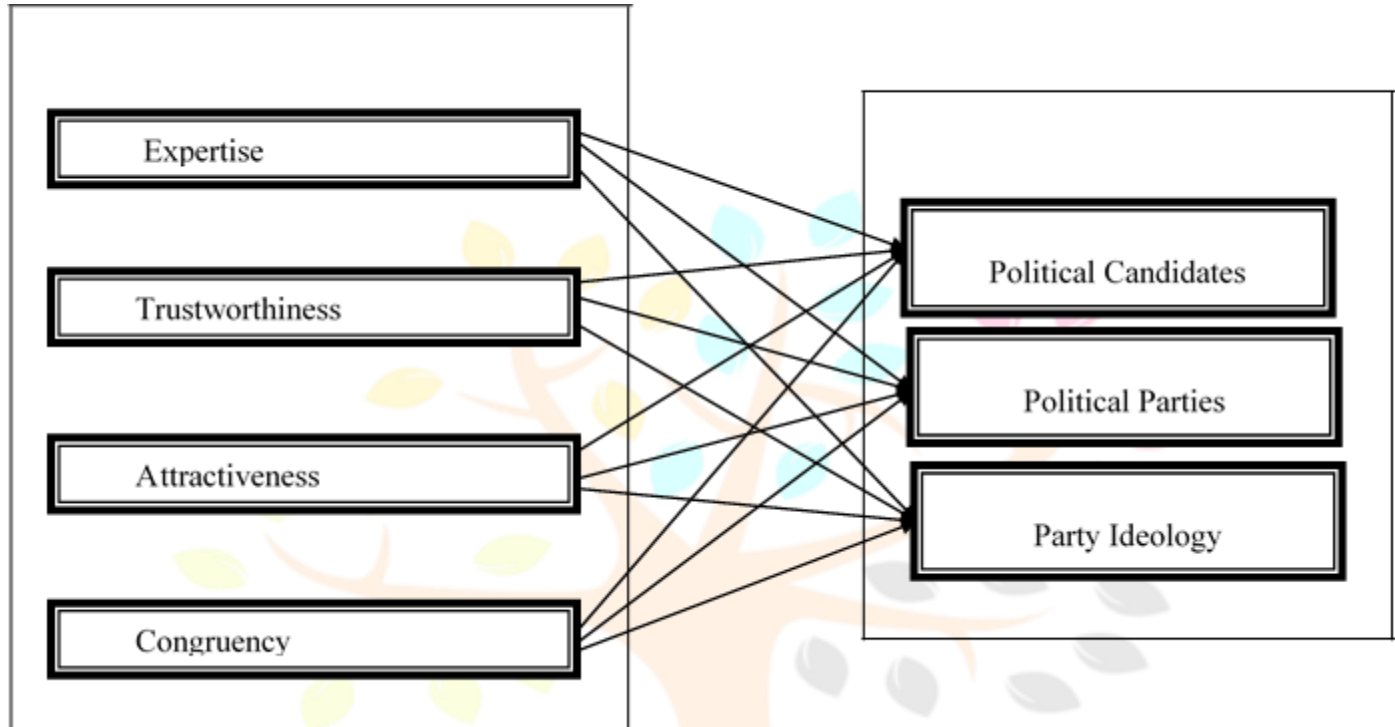
Mukherjee (2009) this paper is an effort to analyze the impact of celebrity endorsements on brands. Objective of this article is to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. This paper proposes a 20point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to this paper, is the foundation of the impact of celebrity endorsement. Celebrity endorsement is always a two-edged sword and it has a number of positives-if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

Farida (2007) Celebrity endorsement is becoming very prominent nowadays. Marketers use celebrities in ads when there is no or very little product differentiation. When marketers have to target more diverse market, multiple celebrities endorsement (more than one celebrity in a single ad) could be an answer. The purpose of the current study is to explore the perceptual difference of young adult toward single celebrity ads and multiple celebrities' ads. Questionnaires were administered on a sample of 300 university students to asses if there is any difference in young adult perception about single celebrity endorsement and multiple celebrities' endorsement. Four print media ads, two containing one celebrity in them and two containing three and five celebrities in them were used as stimuli. The results showed that the attitude toward ad and purchase intentions are more positive for multiple celebrities ads compare to single celebrity ads and there is no significant difference in the attitude toward brand for multiple celebrities ads and single celebrity ads.

## 2.4. Gap in Literature

Literatures and theories guiding this study revealed that many studies have been conducted in an attempt to examine the influence of celebrity endorsement on patronage. Based on the extant information from the literature reviewed, the researcher observed the following gap. To the best knowledge of the researcher, the works done on celebrity endorsement were on based on political products and political patronage. While the works done on political products and political patronage were not based on celebrity endorsement. To bridge this gap is among the objectives of this study.

Figure 1: Proposed Research Model



Source: Authors' own Conceptualization

## Materials and Methods

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Onyeizugbe, 2013). It is a blue print or road map that specifies exactly how study will be carried out. Based on the nature of this study, cross-sectional survey design was used to conduct the study, which involves asking questions and recording responses of the respondents at a giving point in time to address the objectives of the study

**Positivism** is based purely on facts, gathered through direct observation and experience and measured empirically using quantitative methods – surveys and experiments - and statistical analysis (Mkansi and Acheampong, 2012). The ontology of positivist stance is that reality is external and objective and that knowledge is significant if it is based on observation of external reality. Epistemologically, the positivist entails working with measurable and observable social reality to produce law-like generalizations. The axiology of positivism is that the researcher must be detached, neutral and independent of what is being researched as well as maintain objective stance. The methodology is typically deductive and highly structured. Large samples survey are conducted and quantitative methods of analysis (Saunders, Lewis and Thornhill, 2007; Eriksson and Kovalainen, 2008). This study adopted the positivist stance. This is because the study sets out to use existing theory to develop hypotheses that would be tested in order to look out for causal relationships to create law-like generalizations. Since positivists place great emphasis on quantifiable observations that lend themselves to statistical analysis, this paradigm seems particularly suitable for this study.

The population is the totality of items which the researcher is interested in. it is the universe of items under study (Onyeizugbe, 2013). In this study, the population comprises students of University of Nigeria Nsukka, Nnamdi Azikiwe University Awka and Chukwuemeka Odimegwu Ojukwu University Igbariam who are eligible to vote.

**Table 3.1 Population of the students of Nnamdi Azikiwe University, Awka**

<b>FACULTIES</b>	<b>POPULATION</b>
AGRICULTURE	1836
ARTS	2850
BASIC MEDICAL SCIENCES	1043
BIOLOGICAL SCIENCES	3379
EDUCATION	3318
ENGINNRING	3114
ENVIRONMENTAL SCIENCES	1791
LAW	1097
MANAGEMENT SCIENCES	2232
MEDICINE	637
PHARMACEUTICAL SCIENCES	702
PHYSICAL SCIENCES	2019
SOCIAL SCIENCES	2328
<b>TOTAL</b>	<b>26346</b>

Source: Nnamdi Azikiwe University, Awka (2020)

**Table 3.2 Population of the students of University of Nigeria Nsukka(UNN).**

<b>FACULTIES</b>	<b>POPULATION</b>
AGRICULTURE	2487
ARTS	3864
BASIC MEDICAL SIENCES	232
BIOLOGICAL SCIENCES	3616
BUSINESS ADMINISTRATION	2043
DENTISTRY	387
EDUCATION	5414
ENGINEERING	2732
ENVIRONMENTAL STUDIES	984
HEALTH SCIENCES & TECHNOLOGY	3638
LAW	1458
MEDICAL SCIENCES	1686
PHARMACEUTICAL SCIENCES	1631
PHYSICAL SIENCE	2357
SOCIAL SIENCE	4699
VETERINARY MEDICINE	449

PHARMACEUTICAL SCIENCES	315
PHYSICAL SCIENCES	746
SOCIAL SCIENCES	678
<b>TOTAL</b>	<b>7808</b>

Source: Chukwuemeka Odimegwu Ojukwu University, Igbariam (2020)

**Table 3.3 Grand Population of the study**

INSTITUTIONS	POPULATION
NNAMDI AZIKIWE UNIVERSITY	26346
UNIVERSITY OF NIGERIA NSUKKA(UNN)	38532
CHUKWUEMEKA ODIMEGWU OJUKWU UNIVERSITY	7808
<b>TOTAL</b>	<b>72686</b>

#### 4 Sample and Sampling Technique

This refers to the statistical and research means used to arrive at the sample size. It is the strategy a researcher adopts in order to arrive at a good representativeness of the population (Onyeizugbe, 2013). Taro Yamane formula for finite population was used to arrive at sample size.

The formula is thus stated:  $n = \frac{N}{1+N(e^2)}$

Where n= sample size,

N= population figure and

e = error margin.

Therefore  $n = \frac{72686}{1+72686(0.05^2)} = \frac{72686}{1+181.715} = 398$

Bowley's proportion allocation was adopted to arrive at the sample sizes of the institutions under study, and faculties within each of the institutions. The formula is thus stated:  $nh = \left[ \frac{N_h}{N} \right] \times n$

where nh = sample size for stratum h

Nh = population size for stratum h

N = Total population size

n = Total sample size.

Sample size for Nnamdi Azikiwer University =  $\left[ \frac{26346}{72686} \right] \times 398 = 144$

Sample size for University of Nigeria Nsukaa(UNN) =  $\left[ \frac{38532}{72686} \right] \times 398 = 211$

Sample size for Chukwuemeka Odimegwu Ojukwu University =  $\left[ \frac{7808}{72686} \right] \times 398 = 43$

Kothari, Gaurav and Garg, (2014) argue that proportional allocation is considered most efficient and an optimal design when the cost of selecting an item is equal for each stratum, there is no difference in within-stratum variances, and the purpose of sampling happens to estimate the population value of some characteristic.

**Therefore, with respect to faculties sample sizes: Faculties sample sizes in Nnamdi Azikiwe University are as follow.**

$$n_{\text{Agriculture}} = \left[ \frac{1836}{26347} \right] \times 144 = 10$$

$$n_{\text{Arts}} = \left[ \frac{2850}{26347} \right] \times 144 = 16$$

$$n_{\text{Basic medical sciences}} = \left[ \frac{1043}{26347} \right] \times 144 = 6$$

$$n_{\text{Biological sciences}} = \left[ \frac{3379}{26347} \right] \times 144 = 18$$

$$n_{\text{Education}} = \left[ \frac{3318}{26347} \right] \times 144 = 18$$

$$n_{\text{Engineering}} = \left[ \frac{3114}{26347} \right] \times 144 = 17$$

$$n_{\text{Environmental sciences}} = \left[ \frac{1791}{26347} \right] \times 144 = 10$$

$$n_{\text{Law}} = \left[ \frac{1097}{26347} \right] \times 144 = 6$$

$$n_{\text{Management sciences}} = \left[ \frac{2232}{26347} \right] \times 144 = 12$$

$$n_{\text{Medicine}} = \left[ \frac{637}{26347} \right] \times 144 = 3$$

$$n_{\text{Pharmaceutical sciences}} = \left[ \frac{702}{26347} \right] \times 144 = 4$$

$$n_{\text{Physical sciences}} = \left[ \frac{2019}{26347} \right] \times 144 = 11$$

$$n_{\text{Social sciences}} = \left[ \frac{2328}{26347} \right] \times 144 = 13$$

**Faculties sample sizes in University of Nigeria Nsukka (UNN) are as follow**

$$n_{\text{Agriculture}} = \left[ \frac{2487}{38532} \right] \times 211 = 13$$

$$n_{\text{Arts}} = \left[ \frac{3864}{38532} \right] \times 211 = 21$$

$$n_{\text{Basic medical sciences}} = \left[ \frac{232}{38532} \right] \times 211 = 1$$

$$n_{\text{Biological sciences}} = \left[ \frac{3616}{38532} \right] \times 211 = 19$$

$$n_{\text{Bus Admin}} = \left[ \frac{2043}{38532} \right] \times 211 = 11$$

$$n_{\text{Dentistry}} = \left[ \frac{387}{38532} \right] \times 211 = 2$$

$$n_{\text{Education}} = \left[ \frac{5414}{38532} \right] \times 211 = 29$$

$$n_{\text{Engineering}} = \left[ \frac{2732}{38532} \right] \times 211 = 14$$

$$n_{\text{Environmental studies}} = \left[ \frac{984}{38532} \right] \times 211 = 5$$

$$n_{\text{Health sc. \& Tech}} = \left[ \frac{3638}{38532} \right] \times 211 = 19$$

$$n_{\text{Law}} = \left[ \frac{1458}{26347} \right] \times 211 = 8$$

$$n_{\text{Medical sciences}} = \left[ \frac{1686}{38532} \right] \times 211 = 9$$

$$n_{\text{Pharmaceutical sciences}} = \left[ \frac{1631}{38532} \right] \times 211 = 9$$

$$n_{\text{Physical sciences}} = \left[ \frac{2357}{38532} \right] \times 211 = 12$$

$$n_{\text{Social sciences}} = \left[ \frac{4699}{38532} \right] \times 211 = 25$$

$$n_{\text{Veterinary medicine}} = \left[ \frac{449}{38532} \right] \times 211 = 2$$

$$n_{\text{Vocational \& Technical Edu}} = \left[ \frac{855}{38532} \right] \times 211 = 4$$

**Faculties sample sizes in Chukwuemeka Odimegwu Ojukwu University are as follow**

$$n_{\text{Agriculture}} = \left[ \frac{122}{7808} \right] \times 43 = 1$$

$$n_{\text{Arts}} = \left[ \frac{550}{7808} \right] \times 43 = 3$$

$$n_{\text{Clinical medicine}} = \left[ \frac{184}{7808} \right] \times 43 = 1$$

$$n_{\text{Basic medical sciences}} = \left[ \frac{937}{7808} \right] \times 43 = 5$$

$$n\text{Education} = \left\lceil \frac{459}{7808} \right\rceil \times 43 = 2$$

$$n\text{Engineering} = \left\lceil \frac{1641}{7808} \right\rceil \times 43 = 8$$

$$n\text{Environmental sciences} = \left\lceil \frac{144}{7808} \right\rceil \times 43 = 1$$

$$n\text{Law} = \left\lceil \frac{718}{7808} \right\rceil \times 43 = 3$$

$$n\text{Management sciences} = \left\lceil \frac{1205}{7808} \right\rceil \times 43 = 6$$

$$n\text{Natural sciences} = \left\lceil \frac{108}{7808} \right\rceil \times 43 = 1$$

$$n\text{Pharmaceutical sciences} = \left\lceil \frac{315}{7808} \right\rceil \times 43 = 1$$

$$n\text{Physical sciences} = \left\lceil \frac{746}{26347} \right\rceil \times 43 = 4$$

$$n\text{Social sciences} = \left\lceil \frac{678}{7808} \right\rceil \times 43 = 3$$





**Table 3.4. Proportionate Distribution of Sample size among faculty Strata**

<b>FACULTIES</b>	<b>SAMPLE SIZE</b>
<b>NNAMDI AZIKIWE UNIVERSITY, AWKA</b>	
AGRICULTURE	10
ARTS	16
BASIC MEDICAL SCIENCES	6
BIOLOGICAL SCIENCES	18
EDUCATION	18
ENGINNRING	17
ENVIRONMENTAL SCIENCES	10
LAW	6
MANAGEMENT SCIENCES	12
MEDICINE	3
PHARMACEUTICAL SCIENCES	4
PHYSICAL SCIENCES	11
SOCIAL SCIENCES	13
<b>UNIVERSITY OF NIGERIA NSUKKA(UNN)</b>	
AGRICULTURE	13
ARTS	21
BASIC MEDICAL SCIENCES	1
BIOLOGICAL SCIENCES	19
BUSINESS ADMINISTRATION	11
DENTISTRY	2
EDUCATION	29
ENGINEERING	14
ENVIROMENTAL STUDIES	5
HEALTH SCIENCE & TECHNOLOGY	19
LAW	8
MEDICAL SCIENCES	9
PHARMACEUTICAL SCIENCES	9
PHYSICAL SCIENCE	12
VETERINARY MEDICINE	25
VOCATIONAL & TECHNICAL EDUCATION	4
<b>CHUKWUEMEKA ODIMEGWU OJUKWU UNIVERSITY, IGBARIAM</b>	

<b>CHUKWUEMEKA ODIMEGWU OJUKWU UNIVERSITY, IGBARIAM</b>	
AGRICULTURE	1
ARTS	3
CLINICAL MEDICINE	1
BASIC MEDICAL SCIENCES	5
EDUCATION	2
ENGINNRING	8
ENVIRONMENTAL SCIENCES	1
LAW	3
MANAGEMENT SCIENCES	6
NATURAL SCIENCES	1
PHARMACEUTICAL SCIENCES	1
PHYSICAL SCIENCES	4
SOCIAL SCIENCES	3
<b>GRAND TOTAL</b>	<b>398</b>

Source: Researcher's computation (2020).

Structured questionnaire was the major instrument for data collection. The questionnaire comprised of two sections; section A and B. Section A was based on the personal information of the respondents, while section B was based on the construct of the study, that is, influence of celebrity endorsement on patronage of political products. A four point Likert scales, ranging from strongly agree to strongly disagree was used in designing the questions. The instrument was pre-tested to establish its validity. By validity we mean the ability of an instrument to correctly measure the concerned variables to which it applied (Asika, 1991).

To validate the instrument, the researchers conducted a pilot test using 50 respondents randomly selected outside the population. The instrument was administered to the respondents who filled and returned them. A careful analysis of their responses convinced the researcher that the instrument validly measured the variables concerned. In the analysis the researchers looked out for indicators like: whether the respondent understands the questions, whether the questions were logically presented, whether the respondents were interested in the questions and responded accordingly, etc. Test of reliability determines how consistence an instrument would be in measuring the variables to which it is applied (Asika, 1991). Reliability of a research instrument is said to have been proven if the researcher pre-tests the instrument and confirm its consistency. 50 respondents outside the population of the study were selected to test the reliability of the instrument using Cronbach Alpha. The results for the reliability coefficient are as follows; Item A=0.74, Item B =0.73, Item C =0.80, D =0.8 and E = 0.79. The high values obtained above confirmed the internal consistency of the instrument, and therefore highly reliable. The ultimate goal for analyzing data is to treat the evidence fairly, to provide compelling analytical conclusions to rule out alternative interpretations. With the aid of SPSS-Version 20, dimension reduction was done using factor analysis, while Multiple Regression analysis was used to assess the effect of the independent or predicting variables on the dependent variable (Political patronage).

According to Okeke, Olise and Eze (2010), regression analysis is a basic statistical tool used in research both in management and social sciences. It is used to estimate a regression equation that expresses the explicit relationship between a dependent variable and independent variable. However, a regression analysis where the movement in the dependent variables is caused by several independent factors uses multiple regression models. Thus, it is a model that incorporates several independent variables (Lucey, 2002). The equation is thus stated: Estimated political patronage  $PP = \alpha + b_1EXP + b_2TRU + b_3ATT + b_4CON$ .

Where PP= Political Patronage

$\alpha$  = constant

EXP = Expertise

TRU = Trustworthiness

ATT = Attractiveness

CON = Congruency

The b1- b4 are the regression coefficients, which indicate the amount of change in political patronage given a unit change in any of the independent variables (Predictors).

**Table 4.7: Descriptive statistics of Celebrity endorsement of political products.**

	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity Trustworthiness1	398	1	4	3.11	.726
Celebrity Trustworthiness 2	398	1	4	3.16	.665
Celebrity Trustworthiness 3	398	1	4	3.16	.678
Celebrity Trustworthiness 4	398	1	4	3.17	.641
Celebrity Expertise1	398	1	4	3.19	.627
Celebrity Expertise2	398	1	4	3.17	.675
Celebrity Expertise3	398	1	4	3.14	.675
Celebrity Expertise4	398	1	4	3.20	.653
Celebrity Attractiveness1	398	1	4	3.18	.673
Celebrity Attractiveness2	398	1	4	2.79	.869
Celebrity Attractiveness3	398	1	4	2.71	.920
Celebrity Attractiveness4	398	1	4	2.60	.947
Celebrity congruence1	398	1	4	2.58	.926
Celebrity congruence2	398	1	4	3.06	.848
Celebrity congruence3	398	1	4	3.18	.757
Celebrity congruence4	398	1	4	3.24	.711
Political patronage1	398	1	4	3.27	.715
Political patronage2	398	1	4	3.29	.698
Political patronage3	398	1	4	3.31	.693
Political patronage4	398	1	4	3.11	.657
Political patronage5	398	1	4	3.25	.860
Valid N (listwise)	398				

Source: SPSS Version-20 output

$$\text{Grand mean} = \frac{\sum \text{mean}}{\sum \text{items}} = \frac{64.87}{21} = 3.09$$

$$\text{Grand SD} = \frac{\sum \text{SD}}{\sum \text{items}} = \frac{15.61}{21} = 0.74$$

From table 4.7 above, it could be observed that the spread of data distribution is good for the study. According to Wachs (2009), standard deviation checks how much an individual measurement should be expected to deviate from the mean. It measures the spread of data distribution or how measurements for a group are spread out from the average. The more spread out a data distribution is, the greater its standard deviation. While a standard deviation close to zero indicates that the data points tend to be close to mean.

According to Kothari, Gaurav and Gary (2014) factor analysis is a technique applicable when there is a systematic interdependence among a set of observed or manifest variable and the researcher is interested in finding out something more fundamental or latent which creates this commonality. Factor analysis helps in dimension reduction by contracting observed variables into factors. In this study sixteen(16) manifest variables were contracted into four(4) factors based on rotated factor loading.

Table 4.8: Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
Celebrity Trustworthiness1	.776			
Celebrity Trustworthiness2	.772			
Celebrity Trustworthiness3	.762			
Celebrity Trustworthiness4	.748			
Celebrity Expertise1				.681
Celebrity Expertise2				.743
Celebrity Expertise3				.609
Celebrity Expertise4				.518
Celebrity Attractiveness1		.573		
Celebrity Attractiveness2		.774		
Celebrity Attractiveness3		.755		
Celebrity Attractiveness4		.721		
Celebrity Congruence1			.730	
Celebrity Congruence2			.726	
Celebrity Congruence3			.586	
Celebrity Congruence4			.751	

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Source: SPSS version20 output

Table 4.8, indicates the relationship between manifest variables and latent variables (factors). Generally 0.5 and above indicates good relationship. According to Grande, (2015), there is no one generally accepted threshold for everybody. Different people setting different threshold, but for him, anything .3 and above is acceptable. Based on this information, the manifest variables in table the 4.8 above have a good factor loading. That is, manifest variables having good relationship with their latent variables(Factors).

**Table 4.9: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	2606.417
	Df	120
	Sig.	.000

**Source:** SPSS version20 output

Table 4.9 indicates that sample for the study was adequate (KMO=0.845) and the overall test of sphericity was significance (p-value=0.000). According to Korthari et al (2014) KMO test the suitability of factor analysis. The measure varies between 0 - 1 and values closer to 1 are better.

**Table 4.10 Communalities**

	Initial	Extraction
		n
Celebrity Trustworthiness1	1.000	.670
Celebrity Trustworthiness2	1.000	.701
Celebrity Trustworthiness3	1.000	.780
Celebrity Trustworthiness4	1.000	.582
Celebrity Expertise1	1.000	.732
Celebrity Expertise2	1.000	.754
Celebrity Expertise3	1.000	.783
Celebrity Expertise4	1.000	.812
Celebrity Attractiveness1	1.000	.655
Celebrity Attractiveness2	1.000	.730
Celebrity Attractiveness3	1.000	.892
Celebrity Attractiveness4	1.000	.871
Celebrity Congruence1	1.000	.819
Celebrity Congruence2	1.000	.816
Celebrity Congruence3	1.000	.836
Celebrity Congruence4	1.000	.796

Extraction Method: Principal Component Analysis.

**Source:** SPSS version20 output

Communalities According to Kothari et al (2014) is the proportion of each variable's variance that can be explained by the factors. Table 4.10 indicates that reasonable amount of each variable's variance was accounted for by the factors. Generally, anything 0.5 and above indicates good account.

**Table 4.11: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.726	35.785	35.785	5.726	35.785	35.785	3.240	20.252	20.252
2	3.270	20.439	56.224	3.270	20.439	56.224	3.219	20.117	40.369
3	1.995	12.468	68.692	1.995	12.468	68.692	2.512	15.700	56.069
4	1.238	7.735	76.427	1.238	7.735	76.427	2.353	14.709	70.778
5	.649	4.057	80.485						
6	.473	2.959	83.443						
7	.420	2.626	86.069						
8	.391	2.446	88.515						
9	.374	2.339	90.854						
10	.302	1.889	92.744						
11	.281	1.756	94.499						
12	.224	1.400	95.899						
13	.211	1.317	97.215						
14	.167	1.042	98.258						
15	.148	.922	99.180						
16	.131	.820	100.000						

Extraction Method: Principal Component Analysis.

**Source:** SPSS version20 output

Table 4.11 indicates that the extracted four factors guiding the study explained 70.78% of the variance in the dependent variable.

Table 4.12 below shows the model summary results which sought to establish the explanatory power of the independent variables (Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness and Celebrity Congruence) in explaining and predicting the dependent variable (Political Patronage).

**"R"** is the multiple correlation coefficient, (i.e the linear correlation between the observed and model predicted values of the dependent variable), a value of .748 indicates a strong positive correlation.

**R-square:** is the coefficient of determination (i.e the squared value of the multiple correlation coefficient). It means that 0.560 (56.0%) of the variation in the dependent variable (Political Patronage) is accounted for by the independent variables (Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness and Celebrity Congruence) guiding the study. This is overall measure of the strength of association, and does not reflect the extent to which any particular independent variable is associated with the dependent variable.

**Adjusted R-square:** is the improvement in R-square. It is an adjustment of the R-squared that controls the addition of extraneous predictors to regression model. The value of the Adjusted R is 0.548. It means that precisely 55% of the variations in political patronage is accounted for by the included independent variables guiding the study, after

the coefficient of determination(R-square) has been adjusted to be sensitive to the number of included variables (predicting variables or predictors) and insensitive to extraneous variables.

**Dubin-Watson statistics (D<sub>w</sub>):** tests autocollinearity - characteristic of data in which the correlation between the values of the same variables is based on related objects, which violates the assumption of instance independence. According to Kothari, Gaurav and Garg, (2014), Durbin-Watson statistics value between one and three (ie 1-3) is within the acceptable range. The model summary table below has D<sub>w</sub> = 2.082, which signals absent of autocollinearity

**Table 4.12: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.748 <sup>a</sup>	.560	.548	.93141606	2.082

a. Predictors: (Constant), Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness and Celebrity Congruence.

b. Dependent Variable: Political Patronage

Source: SPSS version 20

**Table 4.13: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.793	6	9.632	11.103	.000 <sup>b</sup>
	Residual	339.207	391	.868		
	Total	397.000	397			

a. Dependent Variable: Political Patronage

b. Predictors: (Constant), Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness and Celebrity Congruence.

Source: SPSS version 20

The Anova table 4.13 above tests the overall validity of the model. F-statistic and p-value were associated. The f-statistic is mean square (Regression) divided by the mean square(Residual):  $9.632/0.868 = 11.103$ . The p-value (F-Significance) is compared to some alpha level in testing the null hypothesis that all of the model coefficients are zero. The p-value (.000) is smaller than 0.05 (alpha value). This means that at least one explanatory variable is significant, and therefore the validity the model.

The coefficient of f-statistic (11.103) is significantly different from zero (0) because its p-value is 0.000, which is lesser than 0.05. This can be interpreted thus:  $F=11.103, P = .000 < .05$ , we accept the alternative hypothesis that the joint influence of all the tested independent variables is significant, and therefore cannot be ignored in explaining variations in political patronage.

**Table 4.14: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.189	.047		46.574	.000		
Celebrity Trustworthiness	.696	.063	.696	11.048	.002	.545	1.836
Celebrity Expertise	.590	.064	.590	9.219	.016	.540	1.850
Celebrity Attractiveness	.471	.060	.471	7.850	.014	.613	1.632
Celebrity Congruence	.610	.071	.610	8.952	.000	.435	2.301

a. Dependent Variable: Political Patronage

In table 4.10 above, the “**B**” coefficients are the values for the regression equation for predicting the dependent variable from the independent variables.

The regression equation is stated thus: Estimated political patronage  $PP = \alpha + b_1CTWD + b_2CEXP + b_3CATT + b_4CCON$ . Where  $PP$  = Political Patronage,  $\alpha$  = constant,  $CTWD$  = Celebrity Trustworthiness,  $CEXP$  = Celebrity Expertise,  $CATT$  = Celebrity Attractiveness,  $CCON$  = Celebrity Congruence. The  $b_1$ -  $b_4$  are the regression coefficients, which indicate the amount of change in political patronage given a unit change in any of the independent variables (Predictors).

**Celebrity Trustworthiness** - The coefficient for Celebrity Trustworthiness is .696. So based on the findings of this study, for every unit change in Trustworthiness of Celebrity endorser, a 0.696(69.6%) unit change in voters’ choice of party candidates in election is expected, holding all other variables constant.

**Celebrity Expertise** - The coefficient is .59. It means, for every unit increase in Expertise of Celebrity endorser, a 0.59(59%) unit increase in voter’s choice of political party in election is expected, while other variables are held constant.

**Celebrity Attractiveness** - has coefficient of .471. If other variables are held constant, a unit increase in Attractiveness of Celebrity endorser leads to a 0.47(47.1%) increase in voters’ voting choice in election.

**Celebrity Congruence** – When other variables are not considered, every unit increase in Congruence of Celebrity endorser causes a 0.61(61%) increase in voters’ acceptability of party ideology in election.

**Beta coefficients:** explain the contributions of each independent variable to the model, when the coefficient variables are standardized. It helps in comparing coefficient variables, and determining which variable has more effect on dependent variable. Based on the findings of this study in table 4.14 above (negative signs not considered here), Celebrity Trustworthiness has more effects on political patronage, followed by Celebrity Congruence, then Celebrity Expertise and Celebrity Attractiveness in that order.

**T-values and P-values:** are used in testing whether a given coefficient is significantly different from zero.

Using an alpha of 0.05:



## Decision Rule

If the probability value (P-value) is greater than the critical level of significance ( $P\text{-value} > 0.05$ ), the null hypothesis will be accepted, but if the p-value is lesser than the critical level of significance ( $P\text{-value} < 0.05$ ), the null hypothesis will be rejected and the alternate accepted.

## Hypothesis one

**H<sub>0</sub>:** Celebrity Trustworthiness does not significantly influence Voters' choice of party candidates in election. The coefficient for **Celebrity Trustworthiness** (11.048) is significantly different from zero (0) because its p-value (.002) is lesser than 0.05. **Celebrity Trustworthiness** ( $t = 11.048, P = .002 < .05$ ), we accept the alternative hypothesis that Trustworthiness of Celebrity endorser significantly influence Voters' choice of party candidates in election.

## Hypothesis Two

**H<sub>0</sub>:** Celebrity Expertise does not significantly influence voters' choice of political party in election. **Celebrity Expertise** ( $t = 9.219, P = .016 < .05$ ), we accept the alternative hypothesis that Expertise of Celebrity endorser significantly influence voters' choice of political party in election.

## Hypothesis Three

**H<sub>0</sub>:** Celebrity Attractiveness does not have significant effect on voters' voting choice in election. **Celebrity Attractiveness** ( $t = 7.850, P = .014 < .05$ ), we accept the alternative hypothesis that Celebrity Attractiveness has significant effect on voters' voting choice in election.

## Hypothesis Four

**H<sub>0</sub>:** Celebrity Congruence significantly influences voters' acceptability of party ideology in election. **Celebrity Congruence** ( $t = 8.952, P = .000 < .05$ ), we accept the alternative hypothesis that Congruence of Celebrity endorser significantly influences voters' acceptability of party ideology in election. The intercept (constant) which is 46.574 is significantly different from zero at the 0.05 alpha level.

**Collinearity test:** Variance inflationary factor (VIF) tests the collinearity of the predictors. Kothari et al (2014) note that VIF less than five ( $VIF < 5$ ) is within the acceptable limit, otherwise not. In the coefficient table above, none of the predicting variables has VIF value greater than five (the acceptable limit). And this signifies absence of collinearity among the independent variables guiding the study.

Tolerance is the reciprocal of variance inflationary factor, ie  $Tolerance = 1/VIF$ . A tolerance below 20% is not acceptable. The implication is that at least 80% of the variance of this independent variable is shared with other independent variables. It means that the multiple correlation of the other independent variables is at least 0.9 (because  $0.9 * 0.9 = 0.81$ ). None of the independent variables in the coefficient table 4.14 above violates this rule. And this confirms again absent of collinearity among the variables.

## Discussion

The findings of the study were based on the four research questions and hypotheses guiding the study.

### *Celebrity Trustworthiness and Political patronage.*

Based on the findings of this study, Trustworthiness of Celebrity endorser has significance effects on political patronage. Information in Table 4.14 indicates that Celebrity Trustworthiness has 69.6% influence in political patronage. This collaborates the finding of the study by Kofi Osei-Frimpong, Georgina Donkor & Nana Owusu-Frimpong(2019), which investigated the impact of celebrity endorsement and the moderating effect of negative

publicity on consumer purchase intention or attitudes in an emerging market. The findings indicate that a celebrity endorser who is perceived to be trustworthy, has a positive influence on consumer perception of quality, purchase intentions and brand loyalty.

In 2015 general election the perceived trust people had in Mohammed Buhari, based on his perceived integrity not only made him to win presidential election, but made many other candidates in his party (APC) that were seemingly not popular to win. In Benue state for instance, Samuel Orton contested PDP's governorship primary election with Terheme Tarzoor, which he lost. He decamped to APC and became its governorship candidate, and immediately Buhari won presidential election, Samuel Orton overnight became popular and won the governorship election. In Niger state, Umaru Nasko (the then chief of staff to Former governor Aliyu Babangida) was selling very high, immediately Buhari was declared president-elect, Abubakar Sani Bello (the APC candidate) from nowhere became popular and won the governorship election. The same scenario happened in Plateau state and some other states. The implication of this is that perceived trust of celebrity endorser give positive values to the endorsed product(s). Just as Kofi et al (2019) observed.

#### *Celebrity Expertise and Political patronage.*

Based on the findings of this study, Expertise of Celebrity endorser has high influence on political patronage. Based on the coefficient table 4.14 above Fifty nine percent influence on political patronage is caused by Celebrity Expertise. This is in line with the opinion of Ohanian (1990) that an endorser who are perceived to be expert by the consumers is more persuasive in comparison with those perceived to be non expert. According to Umego (2012) the extent the audience believe that the message sender knows what he or she is doing increase persuasions. For example, a mother (celebrity or not) endorsing mother care products. There is the tendency to see the source as credible because as a mother, she knows what a mother generally wants. The implication of this is that perceived Expertise increases and stabilizes confidence. Just as Ohanian and Umego rightly observed.

#### *Celebrity Attractiveness and Political patronage.*

According to the findings of this study, Celebrity Attractiveness affect political patronage up to forty seven percent. This indicates that a reasonable number of people consider celebrity attractiveness when making their choice. This agrees with the finding of study by Kofi et al (2015) Celebrity attractiveness is one of the main factors that influence consumer buying behaviour. According to (Erdogan 1999; Liu et al. 2007), attractiveness does not mean only physical attractiveness but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser like intellectual skills, personality properties, lifestyles, or athletic prowess. This implies that celebrity credibility stems from his or varied positive qualities.

#### *Celebrity Congruence and Political patronage.*

Based on the findings of this study, Congruence of a celebrity endorser with the endorsed product has significance influence on political patronage. It influences political patronage as high as sixty one percent. This is in line with the opinion of Busler 1998 in Schlecht (2003) who explains that the match up hypothesis specifically suggests that the effectiveness of celebrity endorsement depends on the existence of a "fit" between the celebrity and the endorsed brand. Debiprasad Mukherjee (2009) in his study found that Celebrity endorsement is always a two-edged sword and it has a number of positives, that if properly matched, it can do wonders for the company, but if not, it may produce a bad image of the company and its brand. A former Big Brother Nigeria housemate, Khafi Kareem, in May 2020 rejected an eight million Naira endorsement deal to promote a bleaching product, because according to her bleaching is against her personal principles (Lucipost.com, 2020). This is in line with the view of over 74.1% respondents interviewed who argued that they have more confidence in celebrities that do what they preach. Celebrity endorser's match with the endorsed product cannot be over emphasized.

## Recommendations

Based on the forgoing findings and conclusion, the researcher makes the following recommendations:

1. It is good for fans to have Trust in the celebrity they support. But the Trust should not go beyond limit. It should not preclude individual curiosity of seeking information for good decision taking. Relying entirely on celebrity endorsers for political patronage without seeking information independently is wrong. People are different, and no two individuals have exact beliefs and ideology. Identify what you believe in and promote it.
2. Believing in the celebrity one supports because of his or her perceived expertise is good. But it is not enough to conclude and believe that every political candidate and political party he or she supports has expertise. The reverse is much possible. It is better to confirm the expertise on personal level to boost the confidence of making good political decision.
3. According to Liu et al. (2007), attractiveness does not mean physical attractiveness but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser like intellectual skills, personality properties, lifestyles, or athletic prowess. It is good that one confirms that the candidate whom the celebrity is endorsing has these virtuous characteristics to bring the desired change.
4. Congruence is match- up between the celebrity endorser and the endorsed product. The era of do what I say but not what I do is over. It does not make sense telling someone that eating egg is good, but you don't eat egg. Just like how it is absurd telling people to be active in politics, for the only way to bring about the desired change is through politics, but you don't engage in politics. Celebrities that are visibly ready to engage in active politics should be used for political endorsement. The saying that action speaks more is truism.

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