

## CELEBRITY ENDORSEMENT AND PATRONAGE INTENTIONS OF POLITICAL PRODUCTS IN NIGERIA A LITERATURE REVIEW

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### **Abstract**

*This paper aims at developing an integrative conceptual framework that explains the nexus between celebrity endorsement and patronage intentions of political products in a typical developing country context. Extant literatures reveal that there abounds literature on celebrity endorsement and patronage intentions but few studies have explained the nexus between Celebrity endorsement and patronage intentions of political products in a developing country like Nigeria. Also, the existing frameworks and models developed in advanced economies may not be suitable for developing street political product patronage behavior in Nigeria because of its peculiarities. The major importance of this study is to make available a comprehensive and robust framework for prospective researchers in this area, which will guide and direct their studies. The framework is premised on five key constructs- trustworthiness, expertise, attractiveness and congruency. More so, the proposed CELEBRITY ENDORSEMENT -PATRONAGE INTENTION conceptual framework is capable of providing insight for developing political marketing-related policies.*

**Keywords:** Celebrity endorsement, patronage intentions, political products, Developing country, Nigeria.

### **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; Stern & 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.

Endorsement according to Oxford Advanced Learner's Dictionary (2010) is a public statement or action showing that you support somebody or something. Deductively, any public declaration (verbal or not) in support of anything (human or not) is endorsement. Endorsement can be used to advance individual or institutional cause. According to Seno and Lukas (2007: 121) the use of endorsements do not occur by “accident” – it is a deliberate and strategic act. Organizations use endorsement to advance organizational cause. It could be through created spokesperson or celebrity (DLR van der Waldt, M van Loggerenberg & L Wehmeyer, 2009). Created spokesperson occurs when organization use non celebrity as endorser of its products. According to Waldt et al. (2009), when an organization cannot find a celebrity in unison with the organization's brand image, they can create their own “celebrity” endorser, i.e. a created spokesperson. Celebrity endorsement is when a famous person is used for an endorsement. According to Supreet Kaur and Ankit 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 (Supreet Kaur and Ankit 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.

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 knwn 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 #EndBadGovernance." (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.

Although extant literature on celebrity endorsement and patronage intentions abound in the mainstream marketing literature, studies that did a literature review on the nexus between celebrity endorsement and patronage intentions in a developing country context are very scanty and scarcely reported. Therefore, it is very expedient to develop a robust and comprehensive conceptual framework on celebrity endorsement and patronage intentions that is suitable for a typical developing democracy like Nigeria. The main objective of this paper is to develop a robust conceptual framework on the nexus between celebrity endorsement and patronage intention of political products that is suitable to a typical developing democracy like Nigeria.

### **Concept of Celebrity Endorsement**

Celebrity according to Oxford Advanced Learner's Dictionary (2010) is a famous person, or a state of being famous. Spry et al. (2011) see celebrities as accomplished individuals in respective disciplines who enjoy public recognition by a large share of a certain group of people. For Supreet Kaur & Ankit Garg (2016), a celebrity is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day media. A Person with great popular appeal, prominence in a particular field, and is easily recognized by the general public. It could be an entertainer (comedian), sports person, actor/actress, and among others, known to the public for his or her achievements in chosen area (Kofi et al., 2019).

Endorsement on the other hand is a public statement or action showing that you support somebody or something (Oxford Advanced Learner's Dictionary, 2010). Deductively, any public declaration (verbal or not) in support of anything (human or not)

is endorsement. From the foregoing facts, it is rational to term any public declaration, in support of anything by a celebrity or celebrities "celebrity endorsement".

Based on the Celebrity endorsement is when a famous person is used for an endorsement. According to Supreet Kaur and Ankit Garg (2016), celebrity endorsement is a form of brand or advertising campaign that involves a well-known person using his/her fame to help 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 (Supreet Kaur and Ankit Garg, 2016). According to Waldt et al. (2009), Marketers use celebrity endorsers to build their brand image to ultimately influence the customers' purchase decisions. Celebrity endorsement influences advertising effectiveness, brand recognition, brand recall, purchase intention and even purchase behaviour of consumers (Hollensen & Schimmelpfennig 2013; Spry et al. 2011). This suggests that consumers easily associate themselves with products or service advertisement with celebrities and thus, help them in remembering the message being communicated, which influence them on their purchase intention either in the short or long run Kofi et al. (2019).

The concept of celebrity endorsement could be well explained using the social influence theory (SIT). Social influence theory takes into account how individuals within a certain social network are influenced by others to exhibit certain behaviour patterns (Li 2013; Venkatesh & Brown 2001). Venkatesh and Brown (2001) note that social influence is seen as a perceived pressure to conform to certain behaviours through messages and signals that help form these perceptions. Social influence could be categorised as informational and normative (Deutsch & Gerard 1955). While the informational social influence persuades individuals to accept information obtained from other sources as evidence about reality, the normative social influence relates to the influence of members to conform to the expectations of another person in a group (Li 2013). This suggests that celebrity endorsement sends messages or information about brands that are considered to be credible and real, which could change the individual's perception about the brand resulting from some form of social identification (Hsu & Lin 2008). This also implies that, source credibility, attractiveness, trustworthiness, familiarity and objectivity are critical

in evaluating the kind of information put out to the public domain (Ilicic & Webster 2015; Munnukka et al. 2016; Samu & Wymer 2014).

Drawing on persuasion theory (Lafferty et al. 2005; Ohanian 1990), source credibility and attractiveness are considered critical as these attributes in communication could persuade consumers and have a beneficial effect on message receptivity. According to Tom, Clark, Elmer, Grech, Masetti and Sandhar, (1992: 45) target audiences generally have positive feelings towards celebrity endorsers.

Celebrities are often used by organizations, because they can easily enhance the brands of the organization and save resources in creating credibility through transferring their values to the brand (Byrne, Whitehead and Breen, 2003: 292). This occurs through associative learning principles. Thus, the target audiences' positive feelings towards a chosen celebrity will transfer to the endorsed brand or organisation or products (Till & Shimp, 1998: 67).

If consumers positively support the endorser, they might be more easily persuaded to buy and use the product. This implies that the endorser's qualities must match those that the advertiser tries to link with its brand (Byrne *et al*, 2003: 289).

### **Celebrity Endorsers and perceived credibility**

Organisations make use of celebrities to pursue the intended target market to purchase their products or change their behaviour (Byrne *et al*, 2003: 291; Silvera & Austad, 2004: 1521). Purchase aspirations are created when endorsers can effectively create credibility about their association with the product and are perceived to really like and use the product (Erdogan, 1999: 297; Ohanian, 1991: 46). Petty and Lindsey- Mullikin (2006: 28) maintain that endorsers are effective because they connect with consumers by at least appearing to bring some independent credibility to the advertisement. It is important that the "right" celebrity is selected in order to ensure that it connects with the consumers and interests them in the brand: "Endorsers are effective because they connect with consumers by at least appearing to bring some independent credibility to the advertisement". However, two emerging disadvantages of celebrity usage are identified by *rediff.com* (2003: 3): the credibility of the celebrity is questionable and celebrity endorsement is no longer as credible as a few years ago. Ohanian (1990) created a scale to measure the effectiveness of celebrity endorsers through establishing the endorser's credibility. This is achieved through measuring the expertise, trustworthiness and attractiveness the endorser possesses in the advertisement.

### **Concept of Celebrity Trustworthiness**

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' choice of political candidates in election.**

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

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

### **Concept of Celebrity Expertise**

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' acceptability of political candidates in election.**

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

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

### **Concept of Celebrity Attractiveness.**

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' choice of choosing political parties in election.**

**H<sub>3a</sub>: Celebrity Attractiveness affects voters' choice of choosing party ideology in election.**

### **Concept of Celebrity Congruency.**

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' choice of political candidates in election.**

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

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

### **Concept of Political Product**

Political Product as defined by Butler and Collins (1994) is a bundle consists of three components political Candidate, political Party, and Ideology of party or candidate. Political product according to Alsayyad & Mohammad, (2013) include all the personal and non-personal qualities and characteristics that distinguishing the product from other competitors both within the political organization and the competing political organizations. In particular, personal characteristics include the strength of candidate's character, appearance of the candidate, the ability to manage conversation, the ability to influence and persuade as well as the candidate's patience, and academic and scientific qualifications. In addition, Schoenbach et al. (2001) refer to personal characteristics such as physical attraction and charisma.

According to Kwesi (2013), in electoral terms, the product, a "mix" of variables in its own right, combines three key aspects: "party image", "leader image" and "policy commitments". Butler and Collins (1994) posit that though the components are distinct they usually, although not necessarily indivisible. A marketing implication of this multi-component offer is that they cannot be offered separately, hence resulting in trade-offs of costs and benefits. Market segmentation and positioning must thus take cognizance of the congruence between the candidate, the party, and the message. This approach has received support from Worcester (1991) and Shaw (1994). Among various electoral groupings it has been found that each of these dimensions of the product carries different weights in voter decision making.

### **THE PARTY**

The party product is said to include many different factors: organisation, symbols, constitution, traditional, ideology, activities, and communication. Lees-Marshment argues that for major parties to win elections, they need to become market oriented: understand the demands of the public and design a product to suit it. They identify reasons why political marketing work or fail: party history, party internal culture, organization and attitude to change, effectiveness of communication strategy to show Party change (when pursuing market-oriented strategy), ability to follow early policy themes to manifesto and

election, extent of party unity, leader popularity, and the leader's ability to manage the Party.

Robert (2008) states that insights from political psychology have identified two models of political partisanship. The first treats party loyalties as emotional or 'affective' attachments which according to Campbell (1960) is "the individual's affective orientation to an important group-object in his environment". Green, Palmquist and Schickler (2002) posits that such affinities typically develop from an early age, as (future) voters learn the same emotional responses, and in turn adopt the same loyalties as their parents or other important socializing. The key implication is that affective loyalties are firm and stable.

The second is 'cognitive' partisanship, which envisages loyalty as a kind of summary, or 'running tally', of positive evaluations of a party. The explanation is that political information available vastly exceeds most people's capacity or motivation to process it. Running tallies obviate the need to recall specific information about parties. This is a cognitive model in that these running tallies are maintained and updated by voters processing information about parties' records, competence, and leaders or candidates.

The relative weight or importance of the two components of partisanship (i.e. affective and cognitive) vary across individuals and across contexts. In other words, some loyalties will be especially cognitive, while others are more affective in nature. The two components are said to be mutually reinforcing.

## THE CANDIDATE

According to Lees-Marshment and Rudd (2003), Christina Dykes, the British Conservative's Head of Development and candidates, noted that candidates are an important part of the product – they are 'who we put up at the public face'.

Political marketers establish the increasing importance of leadership in the political market place as a crucial part of the political product. "Leaders are highly visible, therefore, in an era where parties need to be market oriented to win elections, so must the leaders". The leader needs to be popular in terms of leadership style, party leadership style, characteristics, speaking style etc. Foley (2002, 189) argues that there is a "market leadership" and leaders are now "public commodities that are continually probed, tested, and evaluated for their leadership qualities"

Foley (2002) further states that "leaders have to market their parties by first marketing themselves and their ability to provide national leadership and effective governance". According to Kotler voters vote on the basis of mediated images of candidates since they rarely know or meet the candidates. Ayee (2001) reporting on the Ghanaian 2000 presidential elections states the inability of the majority of citizenry to understand election issues, and is further compounded by high illiteracy levels. He infers

that it is evident that the majority of voters particularly in the rural areas voted for personalities or parties rather than issues. The subject of leader image or personality and ethnicity is of great interest and magnitude in Ghanaian and other sub-saharan African politics.

## **THE IDEOLOGY/ISSUES**

Most pundits believe that the policy platform on which an election manifesto is based underpins the party image. Mensah (2008) associates ideology to be the centerpiece of party politics. Along the same lines, he highlights the brand in politics as manifesting through the traditional left-right ideological leanings as supported by Lilleker and Negrine (2004).

Hence, ideology becomes arguably the common definitive element inherent in the party, the candidate, and the policy. Ideology therefore separates and identifies one party from the other, one candidate from the other, and one policy from the other. Ideology is said to become a firmly anchored differentiated knowledge structure in the minds of electorates (Schneider, 2004, 51). "It drives issue positions and directs political discourse amongst electorates. Ideology is basically 'the essence of the political differences amongst parties especially in the long term as candidates and policies change in frequent pace" (Mensah, 2008, 6). He postulates that a political brand could thus be defined as "an object of political equity (political value) which is managed to advance a political entity's course". For him the object of political equity includes the party itself as an embodiment of certain belief systems (ideology) and other values, the party's candidate presented at elections who is also an embodiment of certain belief systems (ideology), and finally, policy positions as an embodiment of certain belief systems (ideology) and the commitment to public good. In a nutshell, ideology is adjudged the live-wire and carrier of political parties.

## **Concept of Consumer patronage**

Patronage is the support that a person gives a shop/store, restaurant etc. by spending money there.(Oxford university, 2010, 1076). According to the New Webster Dictionary (1994) cited in Grewal and Levy (2010), patronage can be said to mean "the material help and encouragement given by a patron, in this instance the patron is seen to be a customer in an exchange transaction. It could also mean "the act of being a regular customer to a shop. In other words encouragement and supports given to political parties and their candidates to achieve their objectives is referred as political patronage. In a highly competitive industry, satisfying the customers should be the primary focus of firms that wish to sustain patronage (Johns & Tyas, 1996; Kivela, Inbakaran, & Reece, 1999; Sulek & Hensley, 2004). Political industry is highly competitive and this principle applies there.

## **Patronage Intention**

Service organizations can enhance customers purchase behavior by creating value in product offerings to meet customers' expectations and satisfy their needs. Fishbein and Ajzen (1975) view consumers purchase intention as an important indicator for predicting consumer behavior. Patronage intention describes the likelihood that the consumer will be willing to buy a specific product in the future. Zeithaml (1988) notes that merchandize value perceptions drive purchase intentions and purchase behavior in organizations. Literature on regulatory focus theory abound (Wirtz & Lwin, 2009; Brockner, Higgins, & Low, 2004; Grewal et al, 2010). Consumer research has examined the influence of merchandise value perceptions on consumer behavior (e.g. Zeithaml, Berry & Parasuraman, 1996) and shown that consumers' evaluations of merchandise or product value impact their patronage intentions in traditional stores. Therefore, purchase intention is found to be influenced by product value. Consumer intention to purchase can also be seen as a connection between their attitude towards a product and its actual purchase. In a sane society patronage of political products has direct relationship with the value of the products. Political products can add value through many factors including proper advertising, product positioning and differentiation.

## **Patronage Action**

It is important to note that purchase action by a customer entails psychological principles that have been developed to harness an understanding of consumers' needs so that products can be developed, designed, and communicated in a rightful manner that can reflect the relevant and important needs of consumers. Consumer decision making is a process consisting of five stages that people go through when deciding on what products or services to buy or patronize, practitioners have traditionally described consumer decision making as a series of five progressive stages namely: **need recognition, information search, evaluation of alternatives, purchase decision, and post purchase processes** (Grewal & Levy, 2010). A decision is the selection of an action from several other factors; consumers make decision every day and every time. Sometimes less thought is given to this decision making process, the decision made by the economic man is quite different from those made by passive, cognitive or emotional man. Every decision-making whether to purchase or not is affected by basic and emotional state of being.

Individuals choose to initiate and conclude a purchase action depending on the perceived value of the products. Hence, Baker, Parasuraman, Grewal & Voss (2002) found that, consumers "choice influenced shoppers" perceptions of merchandise (product) value and hence their intention to initiate an action to purchase.

## **Repeat Patronage**

Repeat purchase can be described as the placing of order after order by a consumer from the same organization. It can also be seen as the buying again a product or services by a consumer of the same brand. Repeat purchase customers are customers who are satisfied emotionally, intellectually, physically by an organization offering which could be in form of a product which meets or exceeds their expectations. Repeat purchase in another context could be referred to as "re-patronage intentions". According to Wirtz and Lwin (2009) it is the willingness of an individual to re-patronize a services organization. In a relationship built on trust commitment is engendered and then becomes a major predictor of future purchases. Customers regularly visit a particular firm based on their perception of trust, they believe that the company has their best interest at heart when providing a service (Caudill & Murphy 2000). A repeat purchase is often a measure of loyalty to a brand by consumers, higher repeat purchase value means a well retained, satisfied customer, also higher repeat purchase value drives higher customer value, which means a better top line in the loyalty ladder. Higher purchase value can mean higher profitability as it does not include new customer acquisition costs; organization can take some actions to ensure repeat purchase of either their products or services by listening to customer comments, suggestion, feedback, complaints, about the product or services they are offering, by also providing value adding services to the customer experience. Customer repeat purchase is a good indicator of a long term business sustainability and profitability of an organization; this is because it points to customer satisfaction and retention (Nwulu and Asiegbu, 2015).

## **Theoretical Review**

For theoretical guide, the study was anchored on two theories. Source credibility theory and product congruence theory, also known as match up theory.

### **Source credibility theory**

By way of definition, source credibility can be seen as a situation where message believability is dependent on the credible status of the sender in the minds and eyes of the receivers (Umeogu, 2012). That is how the message receivers believe that the source of the message is genuine and sincere.

The concept of source credibility was developed by Aristotle in a text of his works, called *The Rhetoric*. From the book, it became evident that Aristotle divided the means of persuasion into three categories: ethos, logos and pathos.

According to Aristotle, the rhetorician ethos plays the most important role in influencing the audiences thought and beliefs. It is what makes the speaker in the first place. Such an ethos implies the communicators' knowledge and understanding of the

message coupled with moral authority and expressed goodwill of the message sender. This is where understanding and perceived expertise comes into play. It is the known contributing factor for the credibility and trust vested in the communicator. Baudhin and Davis (1972), and McCroskey (1958) also affirm that the communicator's ethos plays an essential role in effectively persuading message receivers.

The source credibility theory as propounded by Hovland, Janis and Kelly (1963) stated that people or receivers are more likely to be persuaded when the source presents itself as credible. Furthermore, Hovland (1963) and Weiss (1974) later studied the influence of sources in persuasion. The study was done by comparing credible and noncredible sources using same persuasive message to test if the sources seen as credible could influence opinions change in the message receivers more than the non-credible source. The study confirmed the assumption that credible sources tend to create the desired impact on the audience.

According to Dholakia & Sternthal, (1977) in Levine & Stephenson (2007) credibility can be seen as a mixture of expertise, trustworthiness, and attractiveness. Expertise refers to the knowledge, experience, or skills possessed by an endorser as they relate to the communication topic (umeogu, 2012). That is the extent the audience believe that the message sender knows what he or she is doing. 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.

Trustworthiness according to Shimp (2000) refers to the honesty and believability of a source. An endorser's trustworthiness depends primarily on the audience's perception of his or her endorsement motivations. If the audience believes that an endorser is motivated purely by self interest, he or she will be less persuasive than being perceived as having nothing to gain by endorsing the product or as being completely objective.

Source credibility in advertising is also influenced by source attractiveness. The more attractive a celebrity looks, the more likely consumers are to buy whatever he/she is selling. In other words, the level of appeal to the eyes influences the impact on buying behaviors, brand preferences and attitudinal changes (umeogu, 2012). According to Shimp (2000), attractiveness exceeds physical attractiveness to include intellectual skills, personality properties, lifestyle characteristics, athletic prowess and so on.

Empirical evidence suggests the notion that physically attractive endorsers or models tend to produce more favourable evaluation of advertisements and advertised products than the less attractive endorsers.

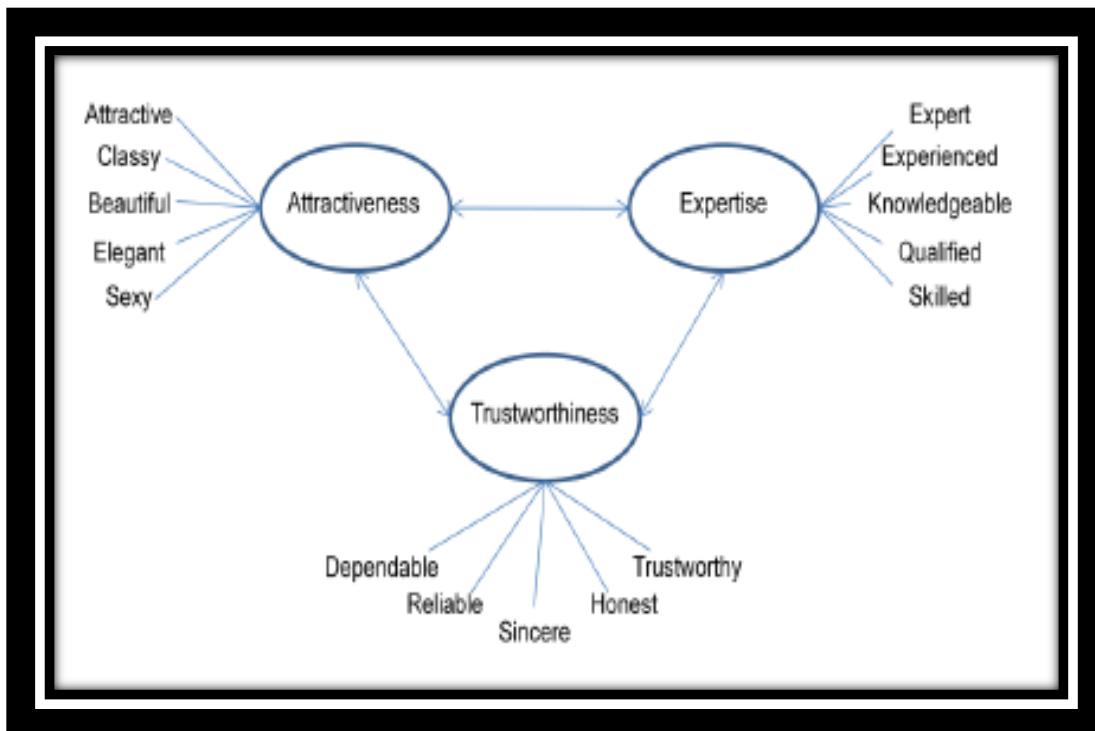
## **Relationship between Source Credibility and Politics**

There appears to be some acceptance of the belief that the characteristics of a communicator influence audience's reception of a message. This belief affects not only the use of testimonials for commercial advertising but also the choice of endorsers for political candidates and social causes. Researchers have found that sources having more of the credibility dimensions induce greater attitude change immediately than do sources having less of those dimensions, Dhokolia (1987).

In politics and public administration, credibility and charisma seems to have become a highly sought-after quality and virtue. What role does source credibility play with regards to politics? For a start, what is it about Obama that made Americans to vote for a black man? For some, it is as a result of his confident and credible appearance; for a few, it is about his organized and coordinated campaign plan; while for those who understood the rules of the game, it is about "additional performative qualities that includes things like rhetoric, timing, appropriateness, charisma, eloquence, responsiveness and vision" ([www.primo-europ.eu](http://www.primo-europ.eu)).

In 2015 Nigerian general election, the perceived credibility of Mohammed Buhari not only made him to win the presidential election, but also made seemingly unpopular candidates in his political party (APC) 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.

Source credibility cannot be ignored when message receptivity is under review.



**Figure 1: source credibility model (Hovland et al., 1953)**

**Source: Ohanian source attractiveness model 1990**

#### **Product congruence theory/ match up theory.**

This is perhaps not a complete model for celebrity endorsement effectiveness, rather a complement for the other models (Hunter, 2010). However, due to its significance it will be viewed and discussed like a model in this section. This hypothesis states that in order for advertising to be effective, the product message and the celebrity image should be congruent (Kamins, 1990).

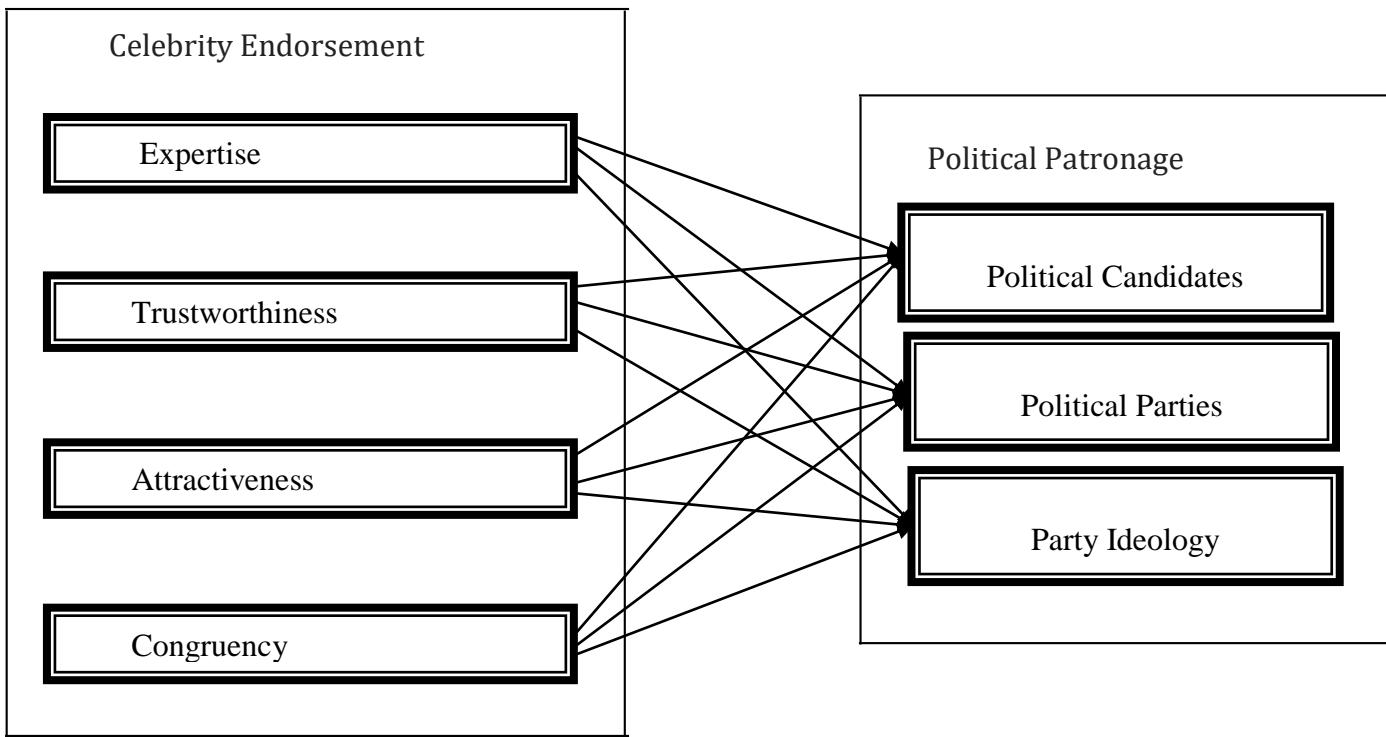
According to umego (2012) another factor that positively or negatively affects source credibility in relation to advertising and celebrity endorsements is the “match up” or a fitting relationship between the spokesperson and the product. Celebrity status will have little or no role to play if a vegetarian celebrity is used to advertise beef products; non smokers to advertise cigarettes; or to use a dark complexioned celebrity to advertise a toning or lightening cream. Contextually, Hill & Busler 1998 in Schlecht (2003) explains that the match up hypothesis specifically suggest that the effectiveness depends on the existence of a “fit” between the celebrity spokesperson and endorsed brand.

It is also argued that consumers expect congruity and a perceived fit between the celebrity and the brand (Erdogan, 1999). If not there is a risk that the receivers of the message will remember only the celebrity and not the product or service being endorsed,

called the vampire effect. The celebrity sucks the life out of the product when there is no distinct relationship between the celebrity image and the product (Evans, 1988).

Furthermore, previous research has found that a close match-up between the brand and the celebrity enhances the believability and attractiveness of a celebrity endorser (Kamins & Gupta, 1994; Hunter, 2010). Hence, Ohanian (1991) stated that emphasis should be put on choosing the right celebrity, with direct connections to the product category in order to be perceived as an expert in the field. 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).

Congruency and match-up between products and endorsers cannot be over emphasized.



**Fig 2: Conceptual model or proposed research schema of the researcher.**

Source: Researcher's conceptual model (2020).

## **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 & 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 Osei-Frimpong, Georgina Donkor & Nana Owusu-Frimpong (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 bahaviour.

Quarat and Ahira did a study on the impact of celebrity advertisement on customers brand perception and purchase intention in the year 2012. 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 (Andreas 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.P et al, 2009) in his 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 (Israel Kofi Nyarko1, Vincent Asimah, Edinam Agbemava and Ernest Kafui Tsetse, 2015). The objective of this 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.

Joanne M. Klebba Lynette S. 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 hunter and Per Davidsson (2008) studied negative information's impact on celebrity entrepreneurship. 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.

Christina Schlecht (2003) examines the relationship between celebrity endorsements and brands, 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.

R. Bruce Money, Terence A. Shimp, Tomoaki Sakano (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 Edson Escalas, James R. 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.

David H. Silvera and Benedikte Austad (2004) examine 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.

Debiprasad 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 Saleem (2007) Celebrity endorsement is becoming very prominent now a day. 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 a stimulus. 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.

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