



MUSICAL CELEBRITIES AS A POLITICAL ENDORSER IN THE NEW NORMAL DURING THE 2022 GUBERNATORIAL ELECTION IN OSUN STATE, NIGERIA

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Abstract

Celebrity endorsement is an emerging marketing tool for the presentation and promotion of goods and services for greater appeal and patronage among consumers. Musical Celebrities are well known musical icons who are hired for political advertising tools in the presentation and promotion of political office seekers during electioneering campaigns. Existing studies on political communication and strategies in the promotion of candidates for elective positions among voters have focused on the influence of party manifestoes, candidates' persuasive communication skills and track records of performance as some of the political factors of the endorsement on the campaign rallies with little attention paid to the endorsement potential of musical Celebrities among voting population. This paper therefore was to examine the roles of Musical Celebrities as political influencers and endorsers in the new normal on the campaign trails during the 2022 gubernatorial election in Osun State, Nigeria. Descriptive survey design was employed, with Source Credibility Model as framework. The voters in the three senatorial districts of Osun State with the total of 3, 416, 959 of residents as the study population. 400 voters formed the sample size using Taro Yamane formular while Multistage sampling technique was used in selecting the participants for the study. Copies of questionnaire were administered to gather quantitative data which were analyzed through descriptive statistics of frequency counts and percentages. Findings revealed that most of the respondents were not influenced into voting for any





of the candidates because it was difficult for voting population to distinguish between Celebrities who were famous for their musical skills and those who are popular for their notoriety. It was further revealed that candidates manifestoes, credibility and popular acceptability determined the voters' decision in 2022 gubernatorial election in Osun State. It is recommended that voters decisions at elections should be based on issues affecting the well-being of voters and not on musical Celebrities.

Keywords: Musician, Celebrity, Political Communication, Influencers, New Normal, Gubernatorial Election.

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INTRODUCTION

In democratic elections, celebrity endorsements are becoming more and more common in the political sphere. Researchers from all across the world have seen an upsurge in the use of Musicians and Celebrities to support political parties, politicians, and causes (Chou, 2014; Stechova & Hajeck, 2015). The motivations behind celebrity endorsements, on the other hand, are clear: political actors use Musicians and Celebrities' renown to urge others to vote for them, as well as to influence their opinions and voting inclinations (Chou, 2015). Musicians and Celebrities act as information conduits for the candidates they expressly support or have publicly supported.

According to Popkin (1991), cited by Wang and Luo (2016), Musicians and Celebrities can use their own name recognition to perform in public on behalf of people campaigning for political office or trying to change an agenda. In most cases, they speak out at open conferences, and more recently, they have the option of tweeting their support to their millions of followers or posting encouraging comments on their Facebook pages.

According to Garthwaite and Moore (2012), "identification" is the process through which people build bonds with famous people and raise their chance of engaging in the activity the celebrity promotes. The persuasive method used by Musicians and Celebrities to persuade audiences is heavily dependent on identification.



Likewise, they note that young individuals are disinterested in and indifferent toward political affairs, viewing voting mostly as a "waste of time." According to Brubaker (2012), politicians and Musicians and Celebrities complement one other in a way that neither can do alone. Musicians and Celebrities are highly appreciated and adored, but rarely have credibility or respectability attached to their identities. Elected leaders have credibility but are frequently not loved. However, cooperation makes it possible for everyone to "win." Musicians and Celebrities are depicted as caring about something bigger than themselves, while politicians are made to seem more approachable by their interactions with Musicians and Celebrities. The influence of famous people on politics may be traced back to the 1920 election, when Warren Harding received support from Musicians and Celebrities like Lillian Russell. Sammy Davis Junior and Dean Martin, two Rat Pack members, supported John F. Kennedy in 1960. (Sable, 2017). A large contingent of famous people supported both Hillary Clinton and Donald Trump. LeBron James, Khloe Kardashian, Beyonce, and Snoop Dogg are a few of Clinton's well-known supporters. Contrarily, some of Trump's admirers include Chuck Norris, Mike Tyson Zubcevic, Hulk Hogan, Tim Allen, and Tom Brady. - According to Basic (2016), Oprah Winfrey's support of Obama in 2008 increased total voting turnout, the amount of contributions Obama got, and the number of votes he earned by an estimated 1 million.

In 2011, Nigeria followed a similar pattern. Previously, the creative industry had lined up behind former President Goodluck Jonathan in his bid to win the 2011 election. A close examination of the country's political landscape reveals that Musicians and Celebrities have increasingly gained a key position in this regime. Nigerian actors, actresses, singers, and even comedians have been used as political weapons since the 2011 general election campaigns. Most of them are now campaign officials, going about recommending politicians in the belief that their fame and power would compel people to accept whomever they have recommended, even if they do not give grounds for their endorsement.

Musicians and Celebrities are those who are well-known to a huge number of people. A celebrity is essentially any well-known and important individual who is highly regarded and spoken about by the majority of people in a community. Any person who is well-known in the public and who leverages this popularity to promote a product by using their image in an advertising is considered a celebrity endorser (McCracken, 2012). Due to their increased degree of product recall, it has been shown that consumers benefit from celebrity-endorsed goods by standing out and being seen more when shopping (Bowman, 2012). The findings of the study by O'Mahony and



Meenaghan (2014) show that consumers have a generally favorable opinion of influencer marketing.

According to Anazia (2015), popular entertainers and Musicians and Celebrities like Onyeka Onwenu, San Okposo, Stephanie Okereke, Bob Manue, Udokwu, SegunArinze, Felix Liberty, Yinka Davies, Daddy Showkey, D'Banj, Wande Coal, Weird MC Sasha P, and many others helped President Goodluck Jonathan gain support from the public in the run-up to the 2011 election. as an example. While the Francis Durule ensemble joined other Musicians and Celebrities in the Eagle Square in Abuja to perform and declare their support for Jonathan, D'banj got the very unusual opportunity to interview Goodluck Jonathan, the candidate for the People's Democratic Party (PDP).

David Adedeji Adeleke, better known by his stage as Davido, recently participated in a campaign for Senator Ademola Adeleke, a candidate for the People's Democratic Party, during the Osun State governor election that was conducted on July 16, 2022. The appearance of musicians (Davido, Kwam 1, and Portable) at a campaign rally as guests in Osun Gubernatorial election has a lot of political implications. Ibironke (2018) notes that although Davido's effect on the election was widely known, it was first made apparent during rallies organized in states like Iwo, Ilesa, and Osogbo where his presence drew a large crowd, giving the gathering the appearance of a sold-out concert. The singer attended the rallies with his relatives (some of whom are also artists) and members of his record label. He entertained the gathering with musical acts before asking them to vote for his Premium Times Newspaper characterized him as the "star attraction on his node's campaign tour." Senator Ben Murray Bruce also recognized Davido's impact on the Osun gubernatorial election. In a tweet, the Senator stated: "Dear @.iam Davido, anybody with a son or nephew like you does not require Federal power. God has endowed that guy with greater authority than the clueless@officialAPCNg. The@officialPDP Nig has a lot to thank God for because of you and your perseverance".

Additionally, Davido maintained the rally on social media, where he is a force to be reckoned with both within and outside of the continent. He made advantage of the platform to update his large following on political happenings, campaign activity, and election results. Ibironke (2018) claims that of all of these social media initiatives, Davido's election day commentary on social media—particularly on Twitter, where he applied pressure to President Muhammadu Buhari and the Independent National Election Commission (INEC) to be transparent with the election process—may be the most successful. Many feel that Davido's conduct considerably increased interest in the election on a worldwide scale, making it more difficult for any interest group with



questionable intentions to sway the outcome. In their aggressive self branding and micro-celebrities live in a world that's often far from reality: the sole purpose of which is to build social capital, since the social media appears to promise fame and wealth; there is a cheap formula for replicating success

The PDP candidate ultimately prevailed in the first round by a narrow margin. The reason INEC did not proclaim Senator Adeleke the victor was because his margin of victory over the APC was lower than the total number of votes that were invalidated. After that, it mandated a new election, which the APC candidate ultimately won. Despite the part Davido played in the election, the Osun State governor's race has come and gone. According to researchers, Musicians and Celebrities cannot sway voters during electioneering when they are used as endorsement icons. In light of this, this paper explores the usage of famous people as endorsement symbols in political campaigns, paying specific attention to the gubernatorial race in Osun State.

Statement of the problem

Celebrity endorsement is an emerging marketing tool for the presentation and promotion of goods and services for greater appeal and patronage among consumers. Musical Celebrities are well known musical icons who are hired for political advertising tools in the presentation and promotion of political office seekers during electioneering campaigns. Existing studies on political communication and strategies in the promotion of candidates for elective positions among voters have focused on the influence of party manifestoes, candidates' persuasive communication skills and track records of performance as some of the political factors of the endorsement on the campaign rallies with little attention paid to the endorsement potential of musical Celebrities among voting population. This paper therefore was to examine the roles of Musical Celebrities as political influencers and endorsers in the new normal on the campaign trails during the 2022 gubernatorial election in Osun State, Nigeria. Descriptive survey design was employed, with Source Credibility Model as framework.

Research questions

- 1) To what extent are voters aware of the use of musical Celebrities as political endorsement tools during the 2022 gubernatorial election in Osun State?
- 2) What is the voter's perception about the use of musical Celebrities as political endorsement tools during the 2022 gubernatorial election in Osun State?

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- 3) To what extent does the use of musical Celebrities influenced voters' political decisions in their choice of candidates during the 2022 gubernatorial election in Osun State?
- 4) What other factors influenced voters' decision in their choice of candidates during the 2022 gubernatorial election in Osun State?

Research hypotheses

H₀: Musical Celebrities endorsers have no significant influence on the voting decision of electorate in the 2022 gubernatorial election in Osun State.

H₁: In the 2022 gubernatorial election in Osun State, voters' decisions were significantly influenced by musical Celebrities endorsers at campaign rallies.

Review of related literature

A vote is cast to select a person or group of persons to hold an official post during an election. Elections, according to Obiyan and Afolabi (2013), are a series of actions that result in the choice of one or more people to hold positions of power. Elections, they said, are effective tools for ensuring representative governance and enhancing democracy, as well as for facilitating leadership change.

Elections are a representation of the people's sovereign will and contribute to give political leadership credibility, as highlighted by Agbaje and Adejumobi (2006). Elections, according to Akindele (2011), are a process that includes actions before, during, and after the election day. This is because elections are not only what happen on election day. He claims that this covers the legal and constitutional framework for elections, the registration of political parties, party campaigns, access to the internet and print media, campaign finance, the actions of the security services, and the actions of the government in power.

The goal of a political campaign is to sway the opinions of a certain set of people (Asemah, Nwamouh, & Edegbon, 2014). Representatives are chosen in political or electoral campaigns, and referendum decisions are made. The most prominent political campaigns in contemporary politics center on contenders for the post of head of state or head of government, often a President or Prime Minister. The topics that the candidate wants to raise with the voters are frequently included in the campaign messages.

Asemah, Nwammuo, and Edgoh (2014) note that campaign communications usually focus on policy problems, provide concise summaries of the key points of the campaign, and are repeated repeatedly to leave an impact on voters. To reach the greatest number of voters, most campaign communications are comprehensive. A political campaign is the actualization of "politicking" during an election (Okoye, 1996, cited in Okoli & Lortyer, 2014). In an endeavor to acquire a political edge in the election process, it comprises making an effort to convince or discourage potential voters (Basse, 2013). According to Chile (2011), campaigns relate to a methodical attempt to coordinate all pertinent efforts over an extended period of time in order to achieve a certain alien compassing target. According to Okoli and Lortyer (2014), electioneering/political campaigns refer to all of the actions taken by politically motivated individuals in order to canvass and garner support for a favored candidate or political party.

The opposition party or parties' partisan efforts aimed at deposing the ruling party through well-planned campaigns and mobilization are also included. This indicates that political campaigns involve political parties taking part in intentional actions designed to win over people' trust and support during an election.

According to Mamah (2009), because of their widespread appeal, superstars have always been the most subdued approach to draw in customers. The target demographic is influenced by celebrity endorsements and becomes devoted to the brand. The defeat of Barack Obama by Hilary Clinton in the 2008 Massachusetts Democratic Primary serves as an example of this type of product statement in which a celebrity serves as the brand's spokesperson and affirms the privilege and status of the product by extending his or her personality, fame, position in society, or expertise in the area to the endorsement. Despite having the support of well-known Musicians and Celebrities there, Obama lost the state by 15%. (Younge, 2008). Another area where American political communication has affected Nigerian political communication is this one. As shown in the general election of 2015, using Musicians and Celebrities at political rallies appears to have become standard practice. Before introducing their political master to the platform, these Musicians and Celebrities amuse the crowd.

Musician/celebrity influence on consumers and voters: an empirical review

A celebrity's appearance in a commercial is probably going to affect whether or not someone buys the goods. To some extent, a celebrity's endorsement and the persuasive value ironically provided by that



celebrity may influence the buyer to buy the goods. Musicians and Celebrities are hired by product companies to promote their goods in order to capitalize on their influence. Well-known people may draw attention to a product in a manner that no other kind of advertising can since they are instantly recognizable and pique customer curiosity. As long as the celebrity can be trusted, they may help a product appear trustworthy and have an impact on how people view it.

Many customers think that a product must be good enough for a celebrity in order to be good enough for them. According to Cooper (1984) and Dean and Biswas (2001), commercials with Musicians and Celebrities attract more attraction, attention, recall, and perhaps even purchases than those without Musicians and Celebrities. Dolan (2018) discovered that positive celebrity perceptions can affect how people feel about particular political issues on which the celebrity has taken a stand. He adds that in the increasingly fragmented world of Musicians and Celebrities, some are only well-known and popular with a small portion of the population, and it is among this group that we might expect them to have political impact.

According to Rumble and Young (2018), a study from the University of Maryland attributes Barack Obama receiving more than a million votes from Oprah during the 2008 Democratic Primary for President. Hultin (2018) adds that famous people have a significant impact on how their admirers feel. When a fan respects and idolizes a celebrity, they often esteem their viewpoints and prefer to concur with them. Musicians and Celebrities' capacity to draw attention might be equally as significant as the image they provide to the public. McCracken offered an intriguing viewpoint on celebrity endorsements and their effects on consumers (1989). This approach contends that the socially integrated meaning a celebrity brings to the endorsement process determines how effective they are as an endorser. Each celebrity carries a variety of meanings, such as rank, class, gender, age, charisma, and way of life.

Numerous studies have shown that voters exposed to political advertisements on mass media retain knowledge and information about the candidates, such as their names, stances on issues, or image attributes. Political advertising has the potential to serve as a reliable source of information about the candidates during a political campaign. According to Opeibi (2006), Nigerian politicians have used political advertisements as a major compelling approach in soliciting support during elections ever since they learned about their strength and effectiveness in 1990. He claims that among other things, factors like the level of education of voters, political literacy, the substance and organization of the advertisements, and the personality of the sponsor may have an impact on political campaigning or electorates.

In a similar vein, Olatunbosun (2007) investigated how voters of voting age perceived gubernatorial campaign advertisements in Oyo State, South West Nigeria, and discovered that radio advertisements influenced voters' voting decisions and helped voters remember their candidates, as well as that demographic factors like education were related to how listeners perceived radio advertisements. Researchers have become increasingly interested in the rise of political advertising, according to Spencer and Weaver-study Lariscy's from 1993. The majority of study has attempted to determine the impact of "cognitive, emotional and conative components of voters' responses, but the research's findings are not consistent.

Udeze and Akpan (2013) investigated the impact of political advertising messages on the electorate's choice of governorship candidates in Imo State, South East Nigeria, during the 2011 governorship election in the state. They discovered that the electorate in Imo State was well exposed to political advertising, that radio was the most effective channel for political advertising, and that the respondents' choices of candidates were influenced to the extent that they perceived this influence to be. The study's findings revealed that 83% of the 120 questioned respondents had a good exposure to political advertising and that 58% of them had been impacted in their selection of the gubernatorial candidate.

(2016) Uzochukwu, Ugwoke, and Obi looked at how particular Nigerian publications framed the 2015 election campaign's concerns. The study's objective was to determine which subjects, among the many campaign messages from various politicians and political parties, were given precedence by the print media throughout the 2015 election season. The study discovered that the topics the papers espoused were bad for democracy and national development using the content analysis technique. Both overt and covert campaign messaging were largely centered on ethnic feelings, political rivalries, opposition politics, and hate speech against issue-based political discourse, according to the manifest and latent contents. The report suggests that media reevaluate and give greater weight to topics that help voters decide which candidates have the best chances of becoming leaders and serving the interests of the country.

In their world, there is a real life, the one they invest heavily to show the followers and the real life which should be far more accurate measure of their street credibility.

Theoretical framework source & credibility model

In 1951, Carl Hovland and Walter Weiss developed this notion. According to the notion, how the receiver would react to the



communication depends on the initiator's alleged dependability. This suggests that, to a considerable extent, the audience's attitude toward a communication depends on how they perceive its source—specifically, how and what they perceive the source to be. The source credibility model is pertinent to this study because, according to the theory, people are more likely to be persuaded if the source establishes its credibility. This is true since many people look up to and trust Musicians and Celebrities as role models and aspire to be like them. This hypothesis explains how consumers are more inclined to buy or utilize products or services advocated by Musicians and Celebrities because they are perceived as reputable members of society.

This hypothesis is guided by various models. The Factor model, the Functional model, and the Constructivist model are the three models. The factor model determines how much the recipient believes the source is reliable. In this scenario, it is up to the customer to determine if the source of the information is trustworthy. One celebrity that is loved and respected by many is the Nigerian artist David Adeleke (popularly known as Davido). Therefore, if Davido urges people to vote for a specific candidate and claims that the politician is excellent and would fulfill their expectations or make them happy, it is apparent that these people will choose to support the candidate Davido has supported since the information came from a reliable source. While the constructivist model looks at what the receiver does with the source's advice, the functional model evaluates how well a source satisfies individual requirements.

Research design

The survey was the research method employed for the study. A study of Davido in the 2022 election in Osun was used to evaluate the employment of Musicians and Celebrities as endorsement icons in political campaigns. The study concentrated on individual voter/electorate perceptions of how celebrity endorsements impact electoral campaigns. Due to the characteristics of the study's population, a questionnaire was utilized to collect statistical data for the study.

Population of study

Osun State has a population of 3, 416,959 people, per the 2006 National Population Census. Consequently, the researcher used Owuamalam's population projection model for the population study (2012).



Sample size

Taro Yamane's formula was used to draw a sample of 400 people. Taro Yamane, a statistician, developed the Taro Yamane technique for calculating sample size in 1967.

Sampling technique

Multistage sampling was used for this study. This gave the inhabitants of Osun State who responded to the survey an equal chance of winning election, and it also allowed the researchers to collect data from 400 respondents. Osun Central, Osun East, and Osun West are the three senatorial districts of Osun State. The state is divided into 30 local governments. The selection process was broken down into three stages.

The first stage of sampling employed cluster sampling. Osun State was divided into three senatorial zones, with Osun Central having ten local governments (Boripe, Boluwaduro Ifelodun, Ila, Ifedayo, Irepodun, Orolu, Odo-otin, Olorunda, and Osogbo), Osun East having ten local governments (Atakumosa West, Atakumosa East, Ife Central, Ife East, Ife North, Ife (Aiyedade, Aiyedire, Ede North, Ade south, Egbedore, Ejiogbo, Irewole, Isokan, Iwo and Ola-oluwa).

In the following phase, one local government representative from each senatorial district was chosen at random. Osogbo local government was chosen for Osun Central, Ife North local government for Osun East, and Ede North local government for Osun West. From each local government, one village was chosen at random for the third stage. Ile-Ife community in Osogbo local government, Ajala community in Ife North local government, and Bara community in Ede North local government were chosen. In the fourth stage, adults over the age of 18 from each community were selected using purposive sampling, and at this stage, 400 copies of the questionnaire were divided into three equal halves with figure (133.333). As a result, the sample includes all of Osun State.

Data presentation, analysis and results discussion of findings

The resulting quantitative data were shown, examined, and debated. Giving meaning to the data that has been gathered and examined is the main goal of the conversation. The debate is conducted in accordance with the research questions posed by the study for the sake of clarity.



Research question one

How much were Osun State voters made aware of the PDP's usage of Davido as an endorsement symbol during the 2022 governor's race? The purpose of this study was to determine whether voters in Osun State were made aware of the PDP's usage of Davido as an endorsement symbol during the 2018 gubernatorial election. According to the data collected, 132 respondents (33% of the total) were exposed to the use of Davido as an endorsement icon by the PDP during the 2018 gubernatorial election to a very large extent, 116 respondents (29.0%) indicated to be exposed to a large extent, 24 respondents (6.0%) said they were exposed to a low extent, 36 respondents (9.0%) said they were exposed to a very low extent, and 92 respondents (23.0%) couldn't say they were exposed

This suggests that the majority of respondents (132) were aware of the PDP's usage of Davido as an endorsement symbol during the 2018 governor's race. According to Ojekwe (2016, p. 18), superstars like Banky W., Skales, Yemi Alade, Desmond Elliot, Flavour, Olamide, and Ice Prince among others played crucial roles in exposing Lagosians to the Ambode 2015 election campaign. "To specifically appeal to the younger voters, these campaigns focused on emotional appeals and celebrity endorsements. Every social class and racial background were represented in the "I believe" video."

Research question two

What do voters in Osun State think about the PDP's use of Davido as an endorsement symbol during the 2022 governor's race? The numerical statistics proved that! There were 136 respondents who indicated that the use of Davido as an endorsement icon during the 2018 Osun state election was enriched by the campaign process to some extent, 44 (36.0%) respondents who strongly agreed that the use of Davido as an endorsement icon during the 2018 Osun state election was enriched by the campaign process, and 56 (14.0%) respondents who were unsure of the answer. As for whether the usage of Davido as an endorsing icon during the 2018 Osun state election was enriched by the campaign process, 29 (7.3%) of them disagreed, while 35 (8.8%) of the remaining respondents agreed.

This demonstrates that a substantial majority of respondents (136) thought that the campaign process enhanced the usage of Davido as an endorsement emblem during the 2018 Osun state election. These results back up Alake's (2018) claim that Davido's involvement in the Osun election campaigns enhanced the rallies because he was present in nearly every area of the state campaigning for his uncle. Additionally, it is clear that Davido had an impact on the outcome of

the Osun gubernatorial elections simply by attending most rallies and being active on social media. Although Davido's effect on the election was widely reported, it was first made clear at rallies organized in states like Iwo, Ilesa, and Osogbo where his presence drew a large crowd, giving the rally the appearance of a sold-out concert. The singer attended the rallies with his relatives (some of whom are also performers) and representatives of his record label, entertaining the crowd with amazing musical performances while also encouraging people to vote for his uncle.

Research question three

How much did the adoption of Davido as an endorsement symbol by the PDP during the 2022 gubernatorial election affect the voters' choices in Osun State?

According to the data, a plurality of respondents (56.0%) said they were positively persuaded to support a politician because Davido had backed him, while 44.0% (176) said they were not persuaded to support a candidate because Davido had endorsed him. This indicates that a significant portion of the respondents were persuaded to support a candidate because Davido had backed him. These results are also supported by the hypothesis test. This result supports the study's use of the source credibility model. According to the notion, how the receiver would react to the communication depends on the initiator's alleged dependability.

This suggests that how the audience (Osun voters/electorates) reacts to a message depends, in large part, on how they perceive the communication's source (Davido) and how and what they perceive the source to be.

Research question four

Besides Davido's use as an endorsement symbol during the 2022 Osun State gubernatorial election, what other variables affected voters' choice? The purpose of this question was to determine whether the respondents were affected by any other individuals or factors during the election. According to the data, 56 (14.0%) respondents were influenced by their political party during the election, 116 (26.0%) respondents were influenced by their family, and 228 (57.0%) respondents were not impacted by any other people or causes.

This indicates that the majority of respondents were not persuaded to choose a candidate who was not Davido's endorsement. This result confirms Khatri's (2006) insight that a celebrity may be remembered more than a brand. He went on to say that a survey of cyber-media

revealed that while 80% of the respondents contacted for the research recognized the celebrity, they had trouble remembering the company they had been endorsing.

Summary of findings

The data showed that a majority of the respondents were exposed to the use of Musicians as an endorsement figure by the PDP during 2022 governorship election. The use of Davido as an endorsement emblem during the 2022 Osun State election was reported to have received strong support from the vast majority of respondents. Additional research showed that most respondents were persuaded to support a candidate because Davido had backed him, but they were not persuaded to support a candidate who had not received Davido's support.

Recommendations

The study's findings led the researchers to make the following recommendations:

1. Instead of voting for a candidate based solely on a celebrity endorsement, electorates should take into account the candidate's qualifications and background.
2. Voters should cast their ballots according to their moral convictions and for candidates they believe will uphold democratic principles.
3. To make wiser decisions, electorates should be receptive to new political knowledge.

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