

## Political Marketing Strategies and Democracy in Nigeria

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**Abstract:** Political organizations often want to win election contests. This consequently makes them to work out means through which this can be done. In the process they are faced with the problem of choosing the correct and best means to achieve this result. This paper aims at examining if there is best political marketing strategy political organizations can rely on in winning elections. The study also wishes to examine whether differences exist in the methods through which political organizations maximize voter's support. 1531 respondents were selected from three Local Government Areas which formed Ilorin city and its environs. The Sample units were reached through 15 Research Assistants specifically trained for the research work (5 Research Assistants each for a Local Government), who randomly distributed questionnaire to the selected respondents. Stepwise regression and Chi-square were the statistical techniques used to test the hypotheses raised in the study. Result indicates that Voter's support is the best political marketing strategy used by Political organizations, followed by Positive Publicity to win elections. It was also revealed that the methods used by political organizations to maximize voter's support are in different proportion and variance, for instance, in the study presenting credible and acceptable candidate for election was the method through which political organization maximizes its voter's support. The study recommends that the use of money to influence electorates' voting behaviour should be discouraged and campaign information needs to be reliable and dependable amongst others.

**Key words:** Election, media strategies, Nigeria, politics, political marketing

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### INTRODUCTION

The idea of Political marketing originated with the broadening "debate" of Marketing in the 1970's by Scholars such as Kotler and Levy (1969), Kotler and Levy (1969), Kotler and Zaltman (1971), Kotler (1972), Hunt (1976) and Levy (2002). This made marketing research possible in non-profit entity. The concept of marketing therefore is no longer restricted to the domain of exchange of goods and services alone but the distribution of ideas. The literature on political marketing further experienced increase growth in the 1990's by the work of scholars such as Newman (1994, 1999a, b), Maarek (1995), Lees-Marshment (2001), O'Shaughnessy and Henneberg (2002), Wring (2005) and Ormrod (2004). These scholars offer different definitions of political marketing but resolved that, it is the application of marketing principle to politics (Stromback *et al.*, 2010). In other word political marketing is the marriage between marketing and political science. The literature on political marketing has made possible study of political parties and its relationship to their target groups and other Stakeholders (Stromback *et al.*, 2010). This lead to the understanding of what are the demands of the electorate, how do political parties respond to these demands and satisfy them. In politics it is assumed that there is a

political market, where aspirants seek the electorate's support (Votes) in order to win an election. The various means through which an aspirant seeks the voter's support therefore is political marketing. Harrop (1990) argued in support of this by describing political marketing as not just being political advertising, party political broadcast and electoral speeches but covering the whole area of party positioning in the electoral market. O'Cass (1996) uses an exchange model to further conceptualise political marketing. He explained that when voters cast votes, there is transaction taking place. The party in return for these votes offers better government and policies after election. Scammell (1995) proposed that the application of marketing concept in politics may result in politics becoming more democratic. Thus, bringing about improvement in the quantity and quality of information flows from the electorate to parties and candidate, making them more sensitive and responsive to voters' needs. This improves the channels of communication from politicians to the electorate and even to every specific segment of voters (Kolovos and Haris, 2005; Scammell, 1995). There are researchers especially among political scientist who belief that Political marketing is irrelevant to politics; on the other hand, Henneberg (2007) asserted that Political marketing should be central to the understanding not only of modern elections but also the conduct of government

and democracy itself. Elections and democracy have therefore, been described as a competitive “market place”, voters and citizens are “consumers” (Henneberg *et al.*, 2007). This study therefore, aims at examining the best political marketing strategies employed by political parties in Nigeria to achieve success in the poll.

## LITERATURE REVIEW

Political marketing it will be recalled has several definitions by different scholars, but few of these definitions is assumed will suffice to explain its meaning. Stromback *et al.* (2010) consider political marketing as a field that builds on a merger between marketing and politics. In other word, it is the application of marketing techniques, strategies, and concept to politics in a broad sense (Henneberg, 2002; O’Cass, 1996; Lees-Marshment, 2001). Political marketing is also perceived as related to Political campaign and final stage in the evolution of Political campaigning (Farrell, 1996; Plasser and Plasser, 2002; Farrell and Webb, 2002; Norris, 2000). Newman (1999) argued that political marketing is the application of marketing principles and procedures in paid campaigns by various individuals and organizations. There are scholars that said that a deeper understanding of political marketing must include theories regarding political communication and Public Relations (Stromback *et al.*, 2010). This position was supported by Kavanagh (1995, 1996) and Scammell (1995) who explained that political marketing is electioneering, that is, a set of strategies and tools to trace and study public opinion before and during an election campaign, to develop campaign communications and to assess their impact. Lazarsfeld *et al.* (1965) add that “The first thing to say is that some people were converted by the campaign propaganda but that they were few indeed”. This assertion was correct when people have stronger party identification; electoral volatility and lower political distrust, people had more respect for authorities, and media coverage was characterized by compliance rather than skeptical questioning (Dalton and Wattenberg, 2000; Dalton, 2002; Klingsmann and Fuchs, 1995; Pharr and Putnam, 2000). However, these circumstances no longer exist, the stakes are much higher and political organizations need to develop strategies that would make them respond to changes in the environment and build sustainable relationships with various target groups and stake holders. These can only be achieved by ensuring that the political organizations are market oriented (Stromback *et al.*, 2010). Lock and Harris (1996) pointed out that “Political marketing is concerned with communicating with party members, media and prospective sources of funding as well as the electorate”.

Wring (1997) defines political marketing as “the party or the candidate’s use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes”. The above two definitions underscore the importance of communication and promotion in political marketing. Therefore, for political marketing strategies to be effective there is need for a balanced communication between the political organizations and its stakeholders. Stromback *et al.* (2010) write that political marketing is an “exchange process by which political organizations choose to build their actions and their products upon the needs and wants among chosen target groups and stakeholders in a manner seeking to balance the strategic goals on several different arenas or markets” “The products of political parties consist of policy commitments, party image, leadership image and a mind set of voter centredness while target groups include: Party member, key constituencies, interest group, donors and the media (Wring, 2005; O’Cass, 1996; Lees-Marshment, 2004; Stromback *et al.*, 2010). Kotler and Kotler (1999), Speak of five different markets candidates face in political campaign and this include the media, voters, contributors, party organization and finally, interest groups, issues activists and organized constituencies. The above discourse on political marketing as a concept involves the application of marketing to political science.

It attempts to explain that political processes are based on exchange theory in which marketing thrives on. In other words Political organizations seek voters support in exchange for good governance. Exchange as a core concept of marketing involves obtaining a desired product from someone by offering something in return. Transaction that takes place between political organizations and voters further espouse the principle that there is a trade of value between the two parties involved in exchange process. Kotler (2001) remarked that two parties are engaged in exchange if they are negotiating, that is reach an agreeable terms, this is when transaction takes place. Kotler (2001) added that in most generic sense, marketers seek to elicit a behavioural response from another party, for instance political candidate want good governance. According to Stromback *et al.* (2010) marketing essentially is about identifying, responding to and satisfying the needs and wants of selected groups and people in society. Thus, it is not only about political campaigns. Political marketing and market orientation is about the relationship between political organizations and their target groups and stakeholders. Kotler and Kotler (1999) in distinguishing between politics and business, argued that the political arena unlike the commercial world, is highly charged with ideas, emotions, conflict and partisanship.

**Marketing and political marketing:** Marketing is often described as “selling of product”, but the fact is that marketing entails more than this. Kotler (2001) offers a definition that presents a comprehensive meaning of marketing as “a process by which individuals and groups, obtain what they need and want through creating, offering, and freely exchanging products and services of value with others”. The American Marketing Association (1995) also described Marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals”. The above definition clearly shows that marketing involves more than selling of products but entails its distribution, pricing and promotion. Kotler (2001) further explained that it is not only goods and services that are marketed but other entities like experiences, events, person, places, properties, organizations, information and ideas. Hence, Kotler’s ideas form the basis for most of these works that relates to Political Marketing. Lock and Harris (1996) in their own contributions identify seven main differences between mainstream marketing and political marketing which are briefly discussed below:

- In political marketing, all voters are assumed to make their choice on the same day, this makes it different from other purchasing decision taking place under mainstream marketing.
- Voting choice, unlike any other purchasing decision has no direct or indirect individual costs attached to it. This is not the case with the mainstream marketing where there is purchase cost for every purchase decision made.
- Voters must live with the collective choice even though it may not have been their preference. This does not occur in mainstream marketing where choice preference for individual is different.
- In elections winner takes all. In other words majority rules carry the day.
- Political parties and candidates are complex intangible product which the voters cannot unbundle. In mainstream marketing products can be separated from the buyer.
- It may be difficult to form a new and successful party most especially in countries like America and Britain where there is developed democracy. In mainstream marketing there are successful new products.
- In most mainstream marketing situations, brand leaders tend to stay in front. In election new leaders may emerge and not necessary old ones winning an election.

There are four basic arena identified by prominent scholars in political marketing, in which political parties are active:

- The Parliamentary arena- The primary actors in this arena are members of parliament from different parties. The strategic goal that political parties want to achieve is to maximize the parliament influence.
- The Electoral arena- The primary actors are the voters and strategic goal is to maximize voter support.
- The Internal arena- This include the members and the activists of the party while the strategic goal is the maximization of the internal cohesion of the political organizations.
- The Media arena- The primary actors are journalists, editors and gatekeeper within the media. The strategic goal is to maximize positive publicity and downplay negative publicity (Sjolblom, 1968; Nord and Stromback, 2003; Stromback, 2007).

**Political marketing and democracy in Nigeria:** Nigeria became Federal Republic in 1963 with Dr. Nnamdi Azikiwe as its first President; this was shortly after the nation got her independence from British colonial government in 1960. The democratic rule was short lived and was truncated by the Nigeria soldiers in 1965. This subsequently made the military to remain in power till 1979 when Obasanjo returned power to the civilian. This second republic was very brief (between 1979-1983) with the military leaders taking over power in 1983. This led to a prolong military rule which came to an end in 1999 with Obasanjo elected as the new President of the country. President Umaru Musa Yaradua came to power in 2007 after President Obasanjo’s 8 years rule. President Yaradua later died in power in 2010 after a protracted illness which brought almost the machinery of power to a halt. The Vice-President Dr Jonathan Goodluck was immediately sworn in as the President. This paper therefore considers the various political marketing strategies employed by political organizations and its members between the periods of 1999 up to date and highlight its effect on the polity and the nation as a whole. There are a lot of issues that made the polity to be over heated during this political dispensation, out of which the following are going to be briefly discussed:

**Shariah phenomenon:** This event serves as one of the critical challenges that faced the 4<sup>th</sup> republic. There was bloodbath and bizarre wanton destruction of churches by Muslim fundamentalist in the North and the reprisal killings in the South East. Zamfara, the first State Government to declare Shariah rule, was said to have imported amputation machines to facilitate limb cutting for petty thieves. This crisis would have degenerated to a more bloody situation and even affected the collective existence of the nation if not have been tactically arrested. The brain behind Shariah has been described as insincere.

Obasanjo was reported at the peak of the crisis, to have said “What we have now is what I call political shariah. I am not afraid of it because it will fizzle out and shariah will be welcomed because it has been part of us”. This crisis might have served as one of the strategies by the opposition and anti government forces to cause confusion and make states look ungovernable or difficult to control during the period (Ekwowusi, 2001).

**The Niger Delta crisis:** This issue has continued to be one of the serious problems threatening the stability and unity of the nation. There are move by concerned Nigerians that there should be an amnesty between the government and the militant groups to resolve the unending crisis in the Niger Delta region. There are those who are opposed to this view and agreed that amnesty is not the end to the problems in the Niger Delta. They argued that the amnesty probably was an attempt to win political currency for the ruling party in the Niger Delta ahead of the 2011 elections. The Obasanjo government had amnesty agreement with the militants in 2004 but this agreement did not last long due to some of the factions amongst the militant groups accusing others of profiting from disarmament at their expense. The Yaradua government made another move in 2009 which had to certain extent reduce the instability in the region and save the nation billion of dollars lost from oil revenues each year (Africa Newsblog, 2009; Shamang, 2009; Ajayi, 2000).

**The boko haram killings:** This was a violent sectarian crisis in the Northern part of Nigeria, most especially in Borno, Yobe, Bauchi and kano states in 2009. This crisis was perpetrated by Boko Haram, the Islamic sect that is opposed to western education. This sectarian clash resulted to death of several people and loss of properties worth billion of Naira in the affected states. This crisis was quickly brought to an end with the extra judicial killing of the sect leader, Mohammed Yusuf by the government. The death of the sect leader was criticized and seen as the act of denying Nigerians the opportunity to unravel the mastermind of such heinous crime, financiers, foreign accomplice and network profile (Abiodun, 2009; Manah *et al.*, 2009).

**Jos crisis:** This crisis has become a protracted one, with political and religious undertone. There was substantial loss of lives and Properties in Jos and other parts of Plateau States. The victims were mostly defenceless women and children. The crisis reached an unprecedented level during Obasanjo’s Administration; this consequently led to a State of emergency being declared for a Period of 3 month, before the situation returns to normal.

**Elections problem:** There were several allegations of rigging and irregularities at the poll in the 2007 General elections, this culminated in the breakdown of law and order in some states in Nigeria. The Governorship election results were overturned by the law court and fresh elections were ordered to be conducted in states like Kogi, Cross Rivers, Sokoto, Ekiti and Edo. The court also overturned Governorship elections in States like Ondo and Rivers and ordered new candidates to be sworn in as Governors. The Anambra state election crisis seems to be the worst due to the protracted nature of the problem but this political logjam has been seen as normal. There was attempted “coup” against Governor Ngige, with the Assistant Inspector General of Police Raphael Ige involved in the abduction saga. The Federal Government’s complacency in the matter became obvious when it merely retired the offending Police officer, who subsequently died of heart failure (Ololade, 2009; Adibe and Amaechi-Musa, 2009). The election crisis no doubt serves as one of the challenges facing democracy in Nigeria. According to Ololade (2009) the 2007 election in Nigeria was regarded as a milestone, marking the first civilian to civilian transfer of power in Nigeria’s history.

**Obasanjo-Atiku face off:** The tail end of the Obasanjo’s second term witnessed a bitter rivalry between the President and his Vice President due to the later seeking to succeed as the next President. This led to factionalisation in the ruling party, resulting to the Vice President decamping to a new party, Action Congress. This face off degenerated to Intra party crisis that nearly mar the 2007 election. The face off was reported to be probably a ploy by the President to extend his tenure, after the failed third tem bid. The opposition parties were able to take advantage of this situation to further weaken the internal cohesion and influence of the ruling party. This no doubt affected the ruling party’s performance in the 2007 general election in state like Lagos which was a stronghold for the Action Congress, the party which Atiku Abubakar was later the Presidential flag bearer (Anonymous, 2006; Ajani and Aziken, 2006).

**Yaradua’s health and subsequent death:** The opposition employed the issue of President Yaradua’s health to score a political point. The matter about the President’s health was shrouded in mystery; most Nigerians were put in the dark about his health. This made the civil society and the opposition to ask for the President’s clean bill of health. Yaradua’s Personal doctor consequently had to present a report to the then Acting President indicating that Yaradua was under intensive therapy. This matter generated a lot of controversy for a long period during President Yaradua’s tenure in office. He was later taken to a Saudi Arabia Hospital and

hurriedly brought back home after a long unsuccessful stay in the hospital. The President died on 5<sup>th</sup> May, 2010 putting to an end all the controversies. There was standstill in governance during this period and the nation found it difficult to move forward. The prolonged absence of Yaradua during this period threatened the election, the reform and democracy in Nigeria. This was because the President did not hand over power to his Vice President. This further compounded the situation on the ground. The then Attorney General of the Federation in defending the situation said that “the President can rule from anywhere”. This portends the hopeless situation the country was during the time (World News Forecast, 2010; Igbokwe, 2009; Azania and Affe, 2010; Awolusi, 2010).

The whole of these events discussed above have affected the polity either adversely or positively. The events have served as strategies used by either the ruling party or the opposition forces to heat up the polity, thus putting to test the workings of democracy in Nigeria. It therefore provides a good signal, indicating that the Fourth Republic has been able to come out stronger and recorded the present level of stability. This clearly suggests a better future for democracy in Nigeria and Africa as a whole.

## METHODOLOGY

The research methodology is generally based on field data collected in September 23-25, 2010; from respondents at Ilorin, Kwara state Nigeria. The respondents are aged 18 years and above. The period coincided with when different Political Parties were conducting their Primaries in preparation for the 2011 general election and hence the political scene was highly charged. This is done in order to get the view of respondents who are majorly eligible voters about the political situations unfolding in the country. The questionnaires used for the survey were developed on the basis of existing literature. These questionnaires were initially reviewed for ambiguities; a pretest was later conducted to discover if there is likelihood of unforeseen problems in the construction and administration of the questionnaire. The instruments were found to be objective and reliable for the study. The questionnaire contains 31 items, with the following sections relevant to the topic of the present study:

**Biographical data:** This includes information about the respondent’s profile. This consists of six items which include: sex, age, marital status, educational status, religion and ethnicity.

**General questions on political marketing:** This has 16 Item questions bothering on various issues relating to

Political marketing. The instruments used consisted of 5 Point Likert Scale: 1 = Definitely disagree, 5 = Definitely Agree.

**Political marketing strategies:** This includes 9 Item questions on the various Political marketing strategies used by Political organizations and the various means through which these political strategies are achieved.

The respondents were selected from three Local Government Areas which formed Ilorin city and its environs. The Local Government Areas are Ilorin East, Ilorin South and Ilorin west. The Study Location was chosen for its importance as both the administrative and commercial nerve centre of the state. The Sample units were reached through 15 Research Assistants specifically trained for the research work (5 Research Assistants each for a Local Government), who randomly distributed questionnaire to the selected respondents. The research assistants were University graduates and also familiar with the topographical terrain of Ilorin city. The target Sample size was 1548 people but the final sample consists of 1531 people. This represents 98.9% response rate for the study.

**Hypotheses and method of analysis:** The research design of the present paper is based on the following hypotheses:

**Hypothesis 1:** Political organizations often employed Political Marketing Strategy to win an election.

**Hypothesis 2:** There is no significant difference in the manner through which Political Party maximizes voter’s support.

The Stepwise Regression analysis was used to determine whether there is any Political Strategy that Political Organisations employ to win an election. The Chi-square Statistics on the other hand was used to test whether there is significant difference in those methods through which Political Organisations maximize voter’s support.

## RESULTS AND DISCUSSION

The demographic distribution of the sample is shown in the Tables in the Appendix. The study reveals that more people (47% Vs 45%) identify with their Party’s Programme and agreed that party need to embark on rigorous campaign in order to win an election. There is need for rigorous campaign probably to attract a significant member of undecided and or floating voters. This is in agreement with Yannas (2005) position that parties actively sought the advice of campaign strategists

to map out the political landscape and design campaign strategies in order to attract the undecided. Identifying with party's programme also result to members building stronger party relationship and loyalty. These are some of the political strategies that Political organization need, in order to respond to the changes in environment and maintain sustainable relationships with target groups and stakeholder (Stromback *et al.*, 2010). The people also considered more important the need by party to orientate its member about her candidate (67%) and present most especially credible and acceptable candidate for election (87%). Party orientation of members about its candidate has become an important phenomenon in Nigeria. Party members are made to know about their Party symbols, emblems and other insignia so as to be able to vote for their party in any election. A party that present credible candidate for election also have advantage over others with less credible candidate. This is why most parties during their elections primaries screened out candidates with bad record or reputational problem. In Nigeria the Economic and Financial Crime Commission and the State Security Service screen candidates and must find them to be suitable before giving the candidate final approval to contest. Furthermore, greater proportion of the people (76%) suggested that the political candidates should have strong personality and be caring. Identification of party symbols by members (85% vs 13.6%) is considered very important by the respondents. Many did not believed that party campaigns are fabricated (54% vs 46%) and therefore agreed that Campaign information might be reliable and dependable (54% vs 38%) while 8% neither agree or disagree about the reliability of campaign information. In respect to political campaign, people sometime tend to believe some of the information got from it despite the fact that it contains negative information about the opponent. With regard to party having good publicity, 63% of the respondents agreed, while 85% of the respondents surveyed agreed that any party with internal strife and problem may find it difficult to do well in the Poll. In other word Party squabbles and factionalisation can affect Party's internal cohesion, if not well managed. The fact that people believe the politician, both the elected and those given political appointment are well and better remunerated than their counterpart in civil service in terms of Perks, salaries and other allowances, make seeking for elective and political appointment attractive to the people. Politics is no longer seen as avenue to serve the people but means of acquiring affluence. Hence many see politics as "a do or die affairs" and this consequently result to crisis when Party attempt to impose wrong or unqualified candidate on the people. Most people (54% vs 46%) are not voting on the basis of what benefit they hope to get from their Party but did not see the use of money in Politics as one of the major

problems facing democracy (54.1% vs 37.9%). However, there are those who vote on the basis of what they will benefit from the party, for example in the study 46% of respondents fall in to this category. In similar vein Apospori *et al.* (2010) argued that voters differ from one another, they attach importance to specific considerations. He further said that unemployed workers may place particular weight on government's record on jobs, while the teacher may place more importance on education policy. For some, a vote may represent a statement of identity while for some others it may be the result of a calculation of personal benefit (Apospori *et al.*, 2010). The majority of the respondents disagreed that the best political party may sometime not win (52.6%) but however, were of the opinion that there is no election that is completely free and fair (76.9%). People further argued that elections in developed democracy are fraught with some irregularities that make it not completely free and fair. Most of the respondents were of the opinion that democracy is greatly being influenced by the judiciary and press (69%). There is no doubt that the media and judiciary have great influence on democracy, most especially with the role the two institutions are presently playing in ensuring a stable society in Nigeria. The public when exposed to information learn a lot, most especially from Television news, Party websites and Newspapers (Apospori *et al.*, 2010). In Nigeria most Politicians currently make use of websites as a platform for their political campaign. They also agreed that democracy is the best form of government (61.2%). In other word, People said they prefer a worst democracy to the best autocracy.

**The test of Hypothesis H<sub>1</sub> with stepwise regression:** In order to determine whether Political organizations often employed political marketing strategy to win an election, Stepwise regression was used to test the hypothesis. There are basically four political marketing strategies that were given consideration in the study. These include: Parliamentary influence (PMS24); Voter's Support (PMS25); Positive Publicity (PMS26) and Internal cohesion (PMS27). The result for Model fit shows that Model 1 has Voter's support as the only best Political Strategy while Model 2 has Voter's support and Positive publicity as the best political strategy employed by political organizations (Appendix, Table 2A). The result of ANOVA (Appendix, Table 3A) also confirms this position for Model 1 and 2. It shows that for Model 1, Voter's support is highly significant at 99% level of confidence, while for Model 2, Voter's support and Positive Publicity are significant at 99% confidence level. The Regression Coefficient also indicated that Voter's support is the best Political Marketing Strategy with coefficient of 0.957 for Model 1, while for Model 2

Voter's support has coefficient of 0.945 and Positive Publicity has coefficient of 0.055. The excluded variables for Model 1 are Parliamentary Influence, Positive Publicity and Internal cohesion (Appendix, Table 5A). The above results have shown that Voter's support has greatest effect on Political organization, followed by Positive Publicity. Political Organisations need to maximize Voter's support for success to be achieved at the Poll. They should also strive to have Positive Publicity to be able to do well in the Poll. Therefore, the Null hypothesis which stated that Political Organisations often employed Political Marketing Strategy to win election is accepted, while the alternative hypothesis that Political Organisations did not often employed Political Marketing Strategy to win election is rejected.

**Test of Hypothesis H<sub>2</sub> with chi-square statistics:** There are various methods employed by political organizations to maximize voter's support and these include: better medical and educational services; regular water and power supply, awarding contract to party faithful and loyalist, embarking on ceaseless political campaign war against opponents and presenting credible and acceptable candidate for election. Chi-square Statistics was employed at 99% confidence level to test hypothesis 2 and the result reveals that there were significant difference in the methods employed by political organizations to maximize Voter's support (Appendix, Table 6A). In other word the result indicates that the methods are used by political organizations in different proportion and variance. This depends on what the political organizations feel maximize her voter's support. In the study, presenting credible and acceptable candidate for election was the method employed by the political organization to maximizes her voters support, this was followed by awarding contract to party faithful and loyalist. Therefore, the Null hypothesis is rejected and we accept the alternative hypothesis that there is significant difference in the manner through which political organizations maximize Voter's support.

**CONCLUSION AND RECOMMENDATION**

The study has revealed that political organizations employed political marketing strategy to win election. It is therefore, necessary for political organizations to maximize voter's support and maintain positive publicity not only with the media but the Publics and other major stakeholders. Other political marketing strategy that can be employed by political organizations are building strong internal cohesion and maximizing parliamentary influence. However, there are certain problems that tend to work against effective utilization of these political marketing strategies if appropriate measures are not taken towards addressing the situation. Based on the above the

following are recommended for the effective use of Political marketing strategy:

The use of money to influence electorates' voting behaviour should be discouraged. The idea of "Political god father" and "money bag" should be totally eradicated from partisan politics. Elections should be based purely on merit and party's programme for the people. The popular believe that Politics is a dirty game should be discountenanced, if people that are involved in politics are men of integrity they can make it to be a clean game. Political organizations should try to build strong internal cohesion. The practice of politics with "bitterness" should be things of the past. In a situation where there is internal strife and disputes, this will result to chaos if not properly managed. Therefore, political organizations should encourage dialogue with members, discourage factions within the party, allow grassroots participation, settle party conflicts and disputes and reconcile warring factions.

There is also need for political organizations to present credible and reliable candidates for elections. This should start at intra party level, even before candidate emerges for the party. The emergence of credible leaders within the party brings about harmony and strong internal cohesion for the political organization. A situation where candidates or leaders are imposed on party members breed wrangling and rancour within the party.

Finally, campaign information should be reliable and dependable. Political campaign should address issues and not personality. Therefore, negative campaign should be discouraged.

**Appendix:**

Table 1A: Sample demographic distribution

|                           | Frequency | %     |
|---------------------------|-----------|-------|
| <b>Sex</b>                |           |       |
| Male                      | 706       | 46.1  |
| Female                    | 825       | 53.9  |
| Total                     | 1531      | 100.0 |
| <b>Age</b>                |           |       |
| 18-29                     | 572       | 37.4  |
| 30-40                     | 351       | 22.9  |
| 41-50                     | 140       | 9.1   |
| 51-60                     | 103       | 6.7   |
| 61-70                     | 365       | 23.8  |
| Total                     | 1531      | 100.0 |
| <b>Marital status</b>     |           |       |
| Married                   | 716       | 46.8  |
| Single                    | 815       | 53.2  |
| Total                     | 1531      | 100.0 |
| <b>Educational status</b> |           |       |
| No formal education       | 123       | 8     |
| Primary                   | 231       | 15.1  |
| Secondary                 | 691       | 45.1  |
| Tertiary                  | 486       | 31.7  |
| Total                     | 1531      | 100.0 |

Source: Author's field work, 2010

Table 2A: Model summary (c) - stepwise regression

| Model | R        | R <sup>2</sup> | Adjusted R <sup>2</sup> | SEE     | Change statistics     |           |     |      |               |
|-------|----------|----------------|-------------------------|---------|-----------------------|-----------|-----|------|---------------|
|       |          |                |                         |         | R <sup>2</sup> change | F change  | df1 | df2  | Sig. F change |
| 1     | 0.934(a) | 0.872          | 0.872                   | 0.16964 | 0.872                 | 10380.682 | 1   | 1529 | 0.000         |
| 2     | 0.934(b) | 0.873          | 0.873                   | 0.16862 | 0.002                 | 19.496    | 1   | 1528 | 0.000         |

a: Predictors: (Constant), voter support; b: Predictors: (Constant), voter support, positive publicity; c: Dependent variable: Best political strategy

Table 3A: ANOVA(c) - stepwise regression

| Model |            | SS      | df   | MS      | F         | Sig.     |
|-------|------------|---------|------|---------|-----------|----------|
| 1     | Regression | 298.737 | 1    | 298.737 | 10380.682 | 0.000(a) |
|       | Residual   | 44.002  | 1529 | 0.029   |           |          |
|       | Total      | 342.739 | 1530 |         |           |          |
| 2     | Regression | 299.292 | 2    | 149.646 | 5262.877  | 0.000(b) |
|       | Residual   | 43.448  | 1528 | 0.028   |           |          |
|       | Total      | 342.739 | 1530 |         |           |          |

a: Predictors: (Constant), voter support; b: Predictors: (Constant), voter support, positive publicity; c: Dependent variable: Best political strategy

Table 4A: Coefficients (a) - stepwise regression

| Model |                    | Unstandardized coefficients |       | Standardized coefficients |         | 95% Confidence interval for B |             | Collinearity Statistics |           |       |
|-------|--------------------|-----------------------------|-------|---------------------------|---------|-------------------------------|-------------|-------------------------|-----------|-------|
|       |                    | B                           | SE    | $\beta$                   | t       | Sig.                          | Lower bound | Upper bound             | Tolerance | VIF   |
| 1     | (Constant)         | 0.087                       | 0.013 |                           | 6.669   | 0.000                         | 0.061       | 112                     |           |       |
|       | Voter support      | 0.957                       | 0.009 | 0.934                     | 101.886 | 0.000                         | 0.938       | 0.975                   | 1.000     | 1.000 |
| 2     | (Constant)         | -8.31E-016                  | 0.024 |                           | 0.000   | 1.000                         | -0.046      | 0.046                   |           |       |
|       | Voter support      | 0.945                       | 0.010 | 0.922                     | 97.140  | 0.000                         | 0.925       | 0.964                   | 0.921     | 1.086 |
|       | Positive publicity | 0.055                       | 0.013 | 0.042                     | 4.415   | 0.000                         | 0.031       | 0.080                   | 0.921     | 1.086 |

a: Dependent variable: Best political strategy

Table 5A: Excluded variables (c)

| Model |                       | $\beta$ In | t     | Sig.  | Partial correlation | Collinearity statistics |       |                   |
|-------|-----------------------|------------|-------|-------|---------------------|-------------------------|-------|-------------------|
|       |                       |            |       |       |                     | Tolerance               | VIF   | Minimum tolerance |
| 1     | Parliamentary support | 0.028 (a)  | 3.001 | 0.003 | 0.077               | 0.962                   | 1.040 | 0.962             |
|       | Positive publicity    | 0.042 (a)  | 4.415 | 0.000 | 0.112               | 0.921                   | 1.086 | 0.921             |
|       | Internal cohesion     | 0.028 (a)  | 3.001 | 0.003 | 0.077               | 0.962                   | 1.040 | 0.962             |
| 2     | Parliamentary support | 0.000 (b)  | 0.000 | 1.000 | 0.000               | 0.515                   | 1.943 | 0.493             |
|       | Internal cohesion     | 0.000 (b)  | 0.000 | 1.000 | 0.000               | 0.515                   | 1.943 | 0.493             |

a: Predictors in the model: (Constant), voter support; b: Predictors in the model: (Constant), voter support, positive publicity; c: Dependent variable: Best political strategy

Table 6A: Chi-square test, PMS 28: test statistics

|                | Medical and educational services | Water and power supply | Award of contract to party faithful | Ceaseless political campaign | Credible and acceptable candidate |
|----------------|----------------------------------|------------------------|-------------------------------------|------------------------------|-----------------------------------|
| Chi-square (a) | 1153.652                         | 1085.252               | 446.720                             | 713.276                      | 6.929                             |
| df             | 1                                | 1                      | 1                                   | 1                            | 1                                 |
| Asymp. sig.    | 0.000                            | 0.000                  | 0.000                               | 0.000                        | 0.008                             |

a: 0 cells (0.0%) have expected frequencies less than 5; The minimum expected cell frequency is 765.5;  $p \leq 0.001$

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