**AN ASSESSMENT OF POLITICAL ADVERTISING ON ELECTORATES IN THE 2015 PRESIDENTIAL ELECTION**

**Abstract**

World over, political aspirants adopt the use of diverse campaign strategies such as political advertising in order to sensitize the electorates to vote in their favor. These advertisements often present an exaggeration of what the society stand to gain by voting for the aspirant, as well as antagonize the opposition party. In view of the 2015 elections in Nigeria, the mass media has been flooded with advertising messages from numerous political parties. It is based on this that this study sought to investigate the influence of political advertising on voting behaviour of residents of rural community’ in Nigerian through a survey of 120 respondents from Iree Community, Boripe Local Government Area of Osun State. The Findings reveal that the electorates perceive political advertising to be deceptive; however, some of the electorates affirm that it informs their voting decision, while the ethnicity and political party to which political aspirants belong determine the voting decision of majority(47.8%) of the electorates. Therefore, it is concluded that political advertising has a positive influence on the voting decision of a fraction of Nigerian electorates, but the ethnicity and political party to which these aspirants belong are of higher influence.

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background To The Study**

Advertising practice has a long history. Frank (2000.p,31) traced this history to as long ago as the creation of man and the sojourn in the Biblical Garden of Eden. Eve was said to have successfully advertised the forbidden fruit to Adam. Modern advertising has however been traced to the activities of media brokers who acted as agents to advertisers in securing space in the media for the publication of their sales messages. Media brokers later took on the responsibility of developing the sales messages for their clients and designing them in the forms they will better attract and persuade consumers. The process of creating sales messages in a fresh and impactful manner such as could compel the attention and desired response from the consumers has remained the role and challenge of advertising practice over the years. The functions of advertising is usually broken into (i) creative and strategy development (ii) media planning, buying and monitoring (iii) media exposure and compliance and (iv) marketing and brand management.

Even today, producers and distributors depend on advertising to sell their products. Without advertisements, buyers would not know about the existence of products and services and continue to remember them. Consequently, the modern industrialized world may collapse (Jefkin, 2006). If factory output is to be maintained profitably, political messages understood and internalized and economic policies interpreted, advertising must continue to be used in the right proportion. Jefkin (2007.p,47) argues that “mass production requires mass consumption, which in turn requires advertising to the mass market through the mass media”. Apart from products, ideas and services also need to be advertised for acceptance. Such ideas could be economic or political. Hence, candidates for elections into different positions, at different levels in all countries of the world, spend a fortune to sell themselves to the electorate.

That the mass media pervades our daily lives, including through advertising, has been well established by various scholars and communication experts. In politics, campaigns have become an essential tool used by candidates contesting for various positions, to persuade people to vote for them. Advertising and public relations occupy the centre stage of promotion of political candidates and parties vying for different political positions during campaigns. In recent decades, political advertising has changed significantly. According to Iyenga (2000) political advertising is increasingly the main element in political campaigns, rendering party machines and grass-root organisations less important than they were in the past. Diamond and Bates (1992.p,51) similarly posited that unlike political campaigns in the past, advances in media technology have streamlined the process, giving candidates more options to reach larger groups of constituents with little effort. According to boundless.com (2015) the growth of political advertising – especially in the United States – can be attributed to cable television networks and the internet. The boundless.com website states that the growth of cable television networks heavily influenced political advertising in the 1992 election between incumbent President George H.W. Bush and Governor Bill Clinton, particularly in reaching new target demographics such as women and young voters.

The 2004 election saw yet another, and possibly the biggest, change yet in political advertising–the growth of the Internet. Web-based advertising was easily distributed by both incumbent President George W. Bush and Senator John Kerry’s campaigns, and both campaigns hired firms who specialized in the accumulation of personal data. This resulted in advertisements which were tailored to target specific audiences for the first time (a process known as narrowcasting). In Nigeria, political advertising has grown immensely in the past two decades. This is probably a result of the growing awareness by political parties and their candidates of the usefulness of advertising to educate the electorate about a candidate as a ‘better brand’, and to communicate their offerings in form of manifestos to the electorate. Olujide (2010) notes that advertising has become the most commonly used technique to create a favourable image for the candidate and a negative image for the opponent. Before now, political parties and candidates channeled most of their resources into political rallies, speeches and direct contact to gather the support of electorates, as noted by (Opeibi, 2004). Between the 2007, 2011 and most recently the 2015 elections in Nigeria, the use of political ad campaigns has expanded with regard to mode of delivery, type of language used, and forms of media used to communicate these messages. The 2007 presidential election saw the overflow of both traditional and new media with media campaigns of the two strongest contenders, who were Goodluck Ebele Jonathan of the People Democratic Party (PDP) and General Muhammadu Buhari of the All Progressive Congress (APC). Because of the popularity of these three candidates amongst the electorate, campaigns became highly competitive. Each candidate tried to outdo the other using political ad campaigns. They came up with various jingles, such as ‘everybody loves Jimi Agbaje’, and slogans such as ‘Ekoonibaje o’. According to Nworah (2011), the 2015 presidential election between former president Goodluck Ebele Jonathan of the PDP and General Muhammadu Buhari of the CPC had its peculiarities. Because Goodluck Jonathan had been elected president during his first term, he was saddled with the responsibility of convincing the electorate that he was a better choice than his strongest opponent. This he did by investing a lot of funds into media campaigns, which included traditional media and the new media.

Although some scholars agree that political advertising is important to every election campaign, certain political consultants remain divided on the extent to which political advertising influences voting behaviour. In the past, political campaign researchers such as Iyenga agreed that political media campaigns had a great effect on voting behaviour. However, recent studies have shown a better understanding of the effectiveness of political advertising communication in elections. Holbrook (1996) concluded that ‘variations in candidate support during the campaign season are largely attributable to the occurrence of campaign events.’ Iyenga stated that political advertising is persuasive rather than manipulative, and its messages inform voters about the candidates’ positions and allow voters to develop differentiated images of the candidates.

Interestingly, Nigerian voters are becoming ever more exposed to political advertising – a lot more than in the past, which in turn raises awareness about political decisions before they are taken. Voters are becoming more aware about political information, including information on candidates and their manifestos, party policies and election guidelines, through the continual use of political advertising in election campaigns in Nigeria.

**1.2 Statement Of Problem**

The case of the 2015 presidential election in Nigeria exemplifies a situation that different political parties in the race for political power made extensive use of advertising to sell their different political parties and candidates to the electorate. The implication of the above statement is that political parties may have had their chances enhanced through advertising messages persuading the electorate to vote for their parties or failed in realizing their goal because they ignored this or did not do it the right way. However, the process of this message delivery is a complex one.

As a result of this, Schramm and Roberts (1978: 635) argue “… each of the various forms of political power can be characterized in terms of information distribution which it allows, of how communication channels are controlled, of how and to whom information is made available”. Lasswell’s (1936) conception of politics as “a game of who gets what, when and how” still guides the political drives of most Nigerians.

The burden of this study therefore is an assessment of political advertising on electorates in the 2015 presidential election.

**1.3 Objectives Of The Study**

This study is an assessment of political advertising on electorates in the 2015 presidential election. It is also an attempt to find out how the radio political messages determines the voting behviours of the Iree electorates or otherwise.

To determine the extent radio political advertising influence the electorates to vote during the 2015 election.

**1.4 Significance Of The Study**

The result of this study will be useful to policy formulators and implementers for devising viable political campaign policies that will be in line with the socio-cultural and political orientation of the rural residents or electorates.

This study will also help the government and its agencies in making policy decisions on the best way to channel political education to the rural electorates or votes for effective participation in the electoral process.

Besides, the study will immensely enhance media organizations to understand the appropriate way of structuring information for its rural audience and assist them in knowing the most effective medium of political information dissemination available to rural residents.

It will also be useful to Nigerian media practitioners, communication experts, politicians, political science students, as well as other members of the public, to improve their knowledge and skills in the area of utilizing the mass media for the execution of political campaign or mobilization of rural residents.

Finally, it will serve as a veritable reference material for scholars and students of political communication.

**1.5 Research Questions**

Three research questions will be used for the purpose of this study. They are;

1. Does radio political advertising create political agenda among the electorate of Iree Community?
2. Does radio political advertising make a particular political candidate preferable to voters?
3. Does radio political advertising make a particular political party preferable to voters?

**1.6 Scope/Limitations Of The Study**

This research work will be limited to political advertising in Nigeria as well as the assessment. Some of the questionnaires prepared and distributed to respondents were not all returned so that a complete analysis of the respondents be presented.

Finally, a full analysis and access to essential documents articles and soon were not made available to the researcher.

**1.7 Operational Definition of Terms**

a. **Marketing**: According to Kotler in his book marketing management. the millennium edition (2007).

Marketing is a social process by which individuals and groups obtain what they need and what though exchange process.

The American Marketing Association defines marketing as the process of planning and executing the conception, paring production and distribution of ideas goods and services to create exchange that satisfy individual and organization goals. Dictionary of Marketing Terms (1992).

b. **Politics**: Nnoli (2000) in depriving politics has this to say politics is about power influence interest and value. It is refers to all these activities which are directly or indirectly associated with the seizure of state power the consolidation of state power and use of state power.

c. **Political Marketing**: Orsaah (2002) in his article on the emergence of political marketing in Nigeria sees functions and the use of marketing system methods or strategies for attainment of political goals.

He continues that specifically political marketing is the use of marketing techniques in politics to influence the voting (buying) decision of the electorate (consume).

d. **Aspirant:** This is a person or individual seeking political office before and during primaries (Orianwote, 2000).

e. **Candidate:** This is a person or individual nominated after the conduct of primaries to represent a particular political party in the election proper (Orianwote, 2000).

f. **Campaign:** This is defined as a carefully planned and coordinated series of promotional effort build around a candidate.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Conceptual Framework**

**2.1.1 Concept of Political Advertising**

Discussions on political advertising is domiciled in the mainstream political marketing politics literature, which is a branch of social marketing (Achor, 2002; Achor, Nwachukwu and Nkwocha, 2015). The domain of political advertising is eclectic and draws extensively from different disciplines such as political science, management, communication, marketing, public relations, and orthodox advertising, etc (Achor and Moguluwa, 2012; Anyanwu,2012). The common denominator of all the knowledge drawn from these disciplines anchor on the premise that political advertising influences attitude, behavior and acts as a tool for mobilization of the electorate to participate in politics or political processes, for example supporting or voting a particular political candidate during elections. The political advertiser (e.g. political candidate, political party, etc), engages professional political communicators that craft the messages in line with the objective of influencing behavior and attitude or winning voter support. Political advertisements are disseminated via different mainstream advertising media and social media platforms. The received message falls within one of the three voter cognitive compartments: latitude of acceptance, latitude of rejection and latitude of non commitment. The message received in any of the compartment is meant to either influence voter choice of candidate depending on the already held belief, attitude or behavior of an individual voter.

A voter’s evaluation of political message can reinforce his/her already held belief towards ‘‘candidate A’’ or entirely influences it. As such, if the evaluation supports its views in the latitude of acceptance, the voter votes or supports a particular candidate. The reverse is the case if the message reinforces the voter’s view s of being apolitical and this falls within the voter’s latitude of rejection. However, when the message which falls on the latitude of non commitment does not relate to any acceptable views or held belief of the voter, the voter declines voting or withdraws its support for a candidate. This particular scenario calls for deepened approach that could sell leadership qualities of a candidate or his views on contentious national and local issues as well as approaches that de-market alleged negative character of a political candidate, which inhibits voters’ choice.

As the curtain is drawn, the message of this diagrammatical conceptual framework of political advertising and voter choice interface is that behavior change, influence and adoption of the right attitude/character are the core, and the bottom-line of political advertising. Above all the political advertising must be seen as voter or electoratefocused/ driven, and at the same time offering and securing approval of ideas of value with the voter.

Political advertising according to Izuogu (2014, p.4), is the use of media by political parties and candidates to sensitize and mobilize the electorate for election. Robbs (2009) sees it as the use of media by political candidates to increase their exposure to the public. According to him, it provides the platform that links candidates with the relevant groups in the community, as well as communicating the candidate’s stand on selected issues. On his own part Ijeh (2010, p.266) defines political advertising as the application of the principles of advertising to serve political interests, especially during electioneering campaigns. He further stresses that the exercise entails the formulation of advertising theme, identification of target audience, designing of the most appropriate advertising message, selection of the appropriate advertising channels and the most appropriate dosage of dissemination of the advertising message; all for the purpose of attracting votes in elections. It is worthy of note here that political advertising must of, necessity cover verbal and non-verbal statements, including visual presentations such as dresses, make-ups, hair style, logos and every other element that makes up political identity and image (McNair 2003). The simply implies that the ultimate goal of political advertising is “opinion management”. Reason, being that its contents and purpose revolve around the intentions of politicians to influence the political environment (Denton & Woodward cited in Udende 2011). In furtherance of that goal, politicians have come to embrace it as the only instrument to contend with the ever-mercurial and changing citizenry’s political behaviours, attitudes and demands in the complex and dynamic environment of politics (Ezeudu 2003, p. 227).

**2.1.2 Political Marketing**

According to Nzimiro (1992), politics is about policy and in modern society is expressed through political parties which are created to achieve the goals of society. Easton (1965) stated that politics are the processes through which values are authoritatively allocated for a society. Dahl (1970) argues that politics are social processes that involve efforts to create or to acquire control. The Chartered Institute of Marketing (CIM) defines Marketing as the process which identifies, anticipates and supplies customer requirements efficiently and profitably. Fine (1992) argues that marketing is a process of planning and executing the primary plans, price, promoting and contributing beliefs and ideas, product and services, in which both sides obtain mutual exchange. Political marketing provides parties and candidates with a method that facilities the ability to address diverse voter concerns and needs through marketing analyses, planning, implementation and control of political and electoral campaigns (O’Cass 1996). Kotler (1972) asserts that marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued. Lees –Marshment (2001) and Henneberg (2004) stated that political marketing is a marriage of two social science disciplines –political science and marketing that describe and prescribe political behavior. Maarek (1995) argues that political marketing is a genuine policy of political communications and strategic global approach to design and conveyance of political messages.

**2.1.3 History of Political Advertising**

Etymologically, political advertising as a concept could be traced to the United States of America (USA) in the year 1956.In that year, Dwight Eisenhower was recorded to have taken his presidential campaign to the medium of television. Taking advantage of the potency and importance of television, Eisenhower was able to position himself as the best candidate to occupy the White House then. In his gentle and jovial nature, he called for questions from American electorate and answered them in his characteristic ‘‘no bull” way. Eventually, those questions and their answers were designed into political advertisements and campaign slogan entitled ‘‘Eisenhower answers America”. From that question and answer forum, the radio city music hall was able to film and produce forty (40) spots of twenty-second television commercials for Eisenhower in just one day. It could be recalled that those political advertisements were ultimately responsible for his winning the presidential election then. Onuorah (2008,p.7)notes that ever since then, there had been a steady increase in the use of political advertising in presidential campaigns in the United States of America (USA). Four years later, precisely in the year 1960, the phenomenon of political advertising had found its way into the United Kingdom, where it was embraced by British politicians. There, it was reported that the Conservative Party hired the services of a leading London-based advertising company, Saatchi & Saatchi to handle her electoral campaign advertising. Expectedly, the Conservative party emerged victorious at that election.

In Nigeria, the phenomenon of political advertising, first manifested itself in the year 1979. The presidential candidates of the defunct Unity Party of Nigeria (UPN), in the person of Late Chief Obafemi Awolowo and his National Party of Nigeria (NPN’s) counterpart – Alhaji Shehu Shagari engaged in some form of political advertising. According to Onuorah (2008) the National Party of Nigeria (NPN) was said to have engaged the services of Saatchi & Saatchi of London to promote her party and its presidential flag-bearer. Eventually, the NPN was declared winner of the 1979 presidential election. The impact of political advertising could not be felt by Nigerians, until the year 1993. In that year, Nigerians were awakened to the full impact of political advertising in electioneering campaigns. The highly creative political advertisements then were designed to promote the presidential candidature of Late Chief MKO Abiola of the defunct Social Democratic Party (SDP) and Alhaji Bashir Tofa of the National Republican Convention (NRC). The outcome of that election, no doubt reflected the impact of political advertising on the popularity of the two candidates (Izuogu 2008, p.29).

**2.1.3 Classifications of Political Advertising**

Political advertising can be broadly classified under three headings thus: Advocacy, Attack and Contrast.

**Advocacy:** This is a type of political advertisement that makes a case for the sponsor/candidate, but no explicit mention of the opponent

**Attack:** An attack political advertisement makes a case against an opponent but does not make a case for the sponsor.

**Contrast:** It makes a case for the sponsor and makes a case against the opponent. It commends the sponsor and condemns the opponent. (Lau & Lee 2000; Jamieson & Campbell 2001; Goldstein & Freedom 2002; Opeibi 2006).

**2.1.4 Generic Functions of Political Marketing**

The main focus in political marketing literature is how actors employ marketing instruments. Political marketing functions as requirements or conditions for successful political management are the (desired) output of organizational behavior. The following eight functions which are concerned with the main exchange relationships between political parties and the electorate in the ‘electoral market”, according to (Henneberg, 2002) can be classified as ‘generic’ and includes the product function, distribution function, cost function, communication function, news management function, fund raising function, parallel-campaign management function and internal cohesion management function.

**2.1.4.1 Product Function**

The main condition for an exchange is the existence of an ‘offering’, such as something that is valued by recipient (a voter or citizen) and produced by supplier (a political party or candidate). In a further progress, the product concept in political marketing is related to the brand images of candidates (Kavanagh, 1995; Kotler & Kotler, 1999). Butler and Collins (1999) also stress the alternative characteristics of the political offer: it can be changed in the post –purchase (delivery) situation. Lees-Marshment (2001) posits a more behavioral –orientated understanding of the political product that states it comprises the activities of all relevant actors in a party However, Palmer (2002) argues that political offering has no practical value per se, for any constituent and is only a symbolic character. Contrasting, Dermody and Scullion (2000) link the ‘consumption experience of political policies as crucial to the product concept. The main political product can be perceived as a service promise. The service characteristic includes personal attributes, certain political issues, and ideological framework.

**2.1.4.2 Distribution Function**

Distribution instruments as part of political marketing have sometimes been linked with the rank and file members of a party (Harris, 2001; Wring 2002). The distribution function is concerned with the conditions regarding the availability of the exchange offer to exchange partner. This function has two aspects, namely the campaign delivery function and the offering delivery. The campaign delivery function provides the primary exchange partner, the electorate, with access to all relevant elements of the political product (Palmer, 2002). This includes, the dissemination of information regarding critical political policies on important agenda points, placing, the candidates in the right ‘channels for instance TV ads or canvassing, party conferences or chat shows, making sure the distribution medium fits the ideological umbrella and more (Harrop, 1990).

**2.1.4.3 Cost Function**

Pricing as well as costs constitute somewhat of a mystery to political marketing theorists (Wortman, 1989) and remain the most elusive political instrument. It is of pivotal importance in economic exchanges where the price of an offering usually constitutes the main that a customer has to make in order to realize the value of an offering. Some suggest that there exist no equivalent to an economic price in political exchange (Farrel & Wortman, 1989). Wring (2002), using a concept developed by Niffeneger (1989), perceives price as a psychological construct. Reid (1988) and Egan (1999) provide similar consideration. The cost function in political marketing refers to the management of actual and perceived attitudinal and behavioral barriers on the part of voters. This suggest redefining price as an element of costs or sacrifice (Henneberg, 2002).

**2.1.4.4 Communication Function**

Communication serves the function of informing the primary exchange partners of the offer seen as defining the essence of political marketing (Harrop, 1990; O’Shaughnessy, 1990, O’cass, 2001; Harris, 2001, Palmer, 2002). While communication is at the heart of many campaigns, the fallacy of this restricted view of political marketing has been argued elsewhere (Scammel, 1994). For political parties this means providing political content, political images and cues but also aiding the interpretation and sense –making of a complex political world (Kotler & Kotler, 1999). Often the communication function involves simplification function of political messages. The communication function prescribes a dialogue with the exchange partners.

**2.2. Theoretical Framework**

**The Agenda-Setting** and **Perception Theories** formed the theoretical framework upon which this study was carried out.

**Agenda-setting theory** postulates that the media set the priority with which the society perceives issues and or events as they occur within the society. It is a process whereby the media deliberately disseminate news information on identified issues and or events within the society, with a view to getting their audiences to pay attention to such issues. According to McQuail (2010 p. 548), agenda-setting as a ‘process of media influence (intended or unintended) by which the relative importance of news events, issues or personages in the public mind are affected by the order of presentation.

McCombs and Shaw (the proponents of the theory), in their analogy of the agenda-setting function of the media opine that it is a process whereby the media gets to tell its audience what to think about. This is done through the abundance of attention showered on specific issues by the mass media over a period of time. Hence, the more electorates are exposed to political advertising through the mass media, the more they are likely to subconsciously think about the electoral process. This also causes memorisation being that electorates are more familiar and can recall with ease names and faces of aspirants with the most frequent display of political advertisements.

**The perception theory** on the other hand postulates that individual differences such as: cultural backgrounds, socio-political environment, experience, and the likes determine how media audience make meaning of media messages. In other words, these variables are responsible for the selection of media messages, the organization of these messages, and interpretation of the message. Although repeated/ constant exposure of media audience to a message can get them to consistently think about that message, the interpretation they make of that message is a product of their perception and not the media’s. Therefore, although electorates are exposed to similar political advertising messages via the media, their discernment of the messages, and political aspirants will differ.

**Political Marketing Management Theory**

The theory rests on the notion of four Ps that includes product, place, price and promotion. It has often been argued that the application of ‘marketing’ tools and instruments in politics is nothing new (Perloff, 1999; Baines & Egan, 2001). Henneberg (2005) argues that this may or may not be the case, but what certainly has changed is not the magnitude of political marketing management but the belief of those political actors. Political marketing management in politics has caused some ‘leading’ parties and candidates to adopt a simplistic and populist ‘follower’-mentality, contributing to the disappointment of the electorate and a resulting suspicion regarding politics in general (Henneberg, 2005).

**2.2.3 Political Marketing Theory**

Kotler and Levy (1969), argued that classical marketing tools could be used in areas other than business and called for expansion of marketing to embrace non-commercial entities, such as police, churches and public schools. In marketing and politics, the new marketing concept also include the marketing of idea and individuals, which caused resistance from other theorists, such as David J Luck, who considered any expansion of marketing techniques into domains other than business as evil. The authors argue that only business firms ‘sell’ products: churches do not sell religions and political parties do not sell specific services unless corruptly committing illegal acts (Gronroos, 1994). Reid (1988), states that the problem of getting elected is essentially a marketing one. Almost all politicians use marketing techniques and ideas, but few wish to admit openly (Mauser, 1983). According to Wring (1997), the American Marketing Association “adopted” the concept of political marketing by incorporating the crucial word “ideas” in its redefinition of marketing in 1985. As a separate discipline, political marketing is developing its 'own' concepts that include the total behavior of the political organization and the application of marketing concepts and techniques as well as the responses of the citizen-consumer (Wring1996). This broadening of both political marketing practice and the theorizing of political marketing has necessitated that political marketing emerges as an interdisciplinary subject (Henneberg, 2004).

**2.3 Empirical Literature**

SCHOLARLY debates about political campaigns often focus on topics like “negative advertising” and campaign finance. Although these are important issues, attending to them before one has developed a comprehensive and systematic critique of campaigns is tantamount to putting the cart before the horse. In other words, it is necessary to identify the values one believes campaigns should uphold, and the kind of “information environment” that is required to promote these values in the period preceding an election, before one begins to make claims about specific campaign funding schemes and the way candidates should campaign.

Political advertising as defined by McNair (2003 p.97), is the purchase and use of advertising space, paid for at commercial rates, in order to transmit political messages to a mass audience. It is the use of various mass media to disclose the intentions of political aspirants to get elected into government. Irrespective of the level of election (federal, state, or local), politicians engage the use of political advertising to reinforce their chances of emerging victorious at the polls. These advert messages are disseminated via print media such as: newspaper tabloids, magazines, handbills, flyers, posters placed at points were pedestrians can site them, outdoor media such as billboards for the viewing of commuters, Radio jungles, television adverts, bulk SMS, and the internet.

The internet has become a major platform for political advertising through: emailing, Pop-Up adverts, and social media: Youtube, and Facebook. It has revolutionised the electoral process around the world by increasing political awareness and amplifying the right of speech. It also serves as a more participatory source of communication which makes the political process more democratic and less elitist (Aronson, 2011 p.4).Although political advert messages are targeted at media audiences of voting age (18 years and above), it is designed to appeal to every strata of audience. This is because there are people who are not eligible to vote but have the ability to inform the voting decision of electorates. Presently, the audience of political advertising stands at 68,833,476 registered Nigerians for the 2015 elections, out of which Lagos State leads with 5,822,207 voters (Independent National Electoral Commission, 2015).

Various areas of investigations have been carried out in the past on political advertising. In a survey of which sought to examine the effectiveness of political advertising on Nigerian electorates, using ten of the sixteen councils in Ekiti State, Olujide, Adeyemi and Gbadeyan(2011), found that 52% of the respondents did not find political advertising believable. This is no surprise as political aspirants often make exaggerated promises of: economic transformation, provision of employment, constant social amenities, security, better health care, free education, benefits for retirees, and a host of other areas of development all of which have been point of political campaign from years, yet no incumbent government has been able to record success in any of these areas of need in Nigeria.

According to Konkwo (2011), political advertising (especially through the broadcast media) is merely a method of outright deception. The power of the broadcast media is such that politician can capitalise on the use of music and various techniques that easily appeal to the audience to derive a favourable response from the electorates. Edegoh,Ezebuenyi and Asemah (2013),in their study sought to find out if political advertising on television had an influence on the electorates’ preference for an advertised candidate using a sample size of 400 electorates in Anambra State of eastern Nigeria. Majority (79%) of the respondents acknowledged that television is a prominent tool in disseminating political advertising messages and political advertising via television can influence respondents’ preference for advertised candidates.

Globally, Ormod (2011) studied political marketing in Eastern European particularly in Bulgaria. The findings explored the political choice behavior in Eastern European context and linked it with marketing on the strategic level for building a campaign. Dmitricenko (2009) studied the perspectives of the development of political marketing in Latvia. The objective was to study theoretical models of a new conception of political marketing with a purpose to bring to light the view about political marketing of Latvian practitioners. The findings showed that the theoretical models of political marketing are practiced within the country political environment by parties and candidates. Valkovia (2011) carried out a study to examine political marketing in Eastern European. The study in Finland focused on the factors that are believed to influence the political choice behavior of European voters. The study revealed that most respondents vote out of conviction and believe that voting is their democratic obligation. Henneberg (2003) studied the Generic functions of political marketing management by functional analysis, to describe the requirements for successful political marketing activities that fulfilled by using certain political marketing instruments. The findings imply that the functional analysis of political marketing management provides an alternative perspective to managerial typology of marketing instruments. Lees –Marshment (2012) carried out a study to establish market research in politics. Revealing the contribution consultants make when advising politicians in UK, US, New Zealand, Australia and Canada. The results identifies rules of the game using a range of methods of analysis –polling, the focus group, qualitative and quantitative research, segmentation, voter profiling, targeting and consultancy as well as how to make the relationship between the consultants and client work. In Africa, Mensah (2012) conducted a study on political brand management, forms and strategies in modern party politics in Ghana. The findings were to offer guidance on how political parties and politicians in emerging democracies may build, organize, manage and maintain political brands and their relationships with target voters.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 RESEARCH DESIGN**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 POPULATION OF THE STUDY**

According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

This study was carried out for an assessment of political advertising on electorates in the 2015 presidential election. Iree Community, Boripe Local Government Area of Osun State form the population of the study.

**3.4 SAMPLE SIZE DETERMINATION**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 SAMPLE SIZE SELECTION TECHNIQUE AND PROCEDURE**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of all the entire population of Iree Community, Boripe Local Government Area of Osun State, the researcher conveniently selected 120 out of the overall population as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 RESEARCH INSTRUMENT AND ADMINISTRATION**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 METHOD OF DATA COLLECTION**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD OF DATA ANALYSIS**

The responses were analysed using the frequency tables, which provided answers to the research questions. The hypothesis test was conducted using the chi-square statistical tool, SPSS v.23

**3.9 VALIDITY OF THE STUDY**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 RELIABILITY OF THE STUDY**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 ETHICAL CONSIDERATION**

The study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of hundred and twenty (120) questionnaires were administered to respondents of which 100 were returned. The analysis of this study is based on the number returned.

The results are hereby presented as follows:

Table 1: Gender Distribution of Respondents

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percentage |
| Male | 48 | 48% |
| Female | 52 | 52% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2021

The table above shows the gender distribution of respondents. 48% of the respondents were male and the remaining 52% were female. Thus, female respondents were slightly higher than their male counterparts.

Table 2: Age Distribution of Respondents

|  |  |  |
| --- | --- | --- |
| Age | Frequency | Percentage |
| 20-30 years | 24 | 24% |
| 31-40 years | 47 | 47% |
| Above 40 years | 29 | 29% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2018

The table above shows the age distribution of respondents. 24% of the respondents are between the age bracket of 20-30 years; 47% which constituted the majority are between the age bracket of 31-40 years and 29% are above 40 years.

Table 3: Marital Status of Respondents

|  |  |  |
| --- | --- | --- |
| Marital Status | Frequency | Percentage |
| Single | 13 | 13% |
| Married | 87 | 87% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2021

The table revealed the marital status distribution of respondents. Majority of the respondents, which constituted 87% are married while the remaining 13% respondents are unmarried.

Table 4: Educational Qualification of Respondents

|  |  |  |
| --- | --- | --- |
| Qualification | Frequency | Percentage |
| SSCE | 11 | 11% |
| HND/B.Sc | 80 | 80% |
| M.Sc/PhD | 9 | 9% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2021

The table revealed the educational qualification of respondents. 11% of the respondents are SSCE holders, 80% of them, which formed the majority, are HND/B.Sc holders and 9% are M.Sc/PhD holders.

Table 5: Position of Respondents

|  |  |  |
| --- | --- | --- |
| Position | Frequency | Percentage |
| Manager | 12 | 12% |
| Accountant | 31 | 31% |
| Auditor | 26 | 26% |
| Cashier | 24 | 24% |
| Others | 7 | 7% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2021

Table 5 unveiled the distribution of position of respondents. 12% are managers, 31% are accountants, 26% are auditors, 24% are cashiers and 7% are mostly administrative staff.

**ANSWERING RESEARCH QUESTIONS**

**Question 1:** Does radio political advertising create political agenda among the electorate of Iree Community?

**Table 4.3:**Respondent on question 1

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 60 | 60 |
| No | 19 | 19 |
| Undecided | 21 | 21 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 60 respondents constituting 60% said yes. 19 respondents constituting 19% said no. While the remain 21 respondents constituting 21% were undecided.

**Question 2:** Does radio political advertising make a particular political candidate preferable to voters?

**Table 4.4:**Respondent on question 2

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 56 | 56 |
| No | 21 | 21 |
| Undecided | 23 | 23 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 56 respondents constituting 56% said yes. 21 respondents constituting 21% said no. While the remain 23 respondents constituting 23% were undecided.

**Question 3:** Does radio political advertising make a particular political party preferable to voters?

**Table 4.6:**Respondent on question 3

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 60 | 60 |
| No | 20 | 20 |
| Undecided | 20 | 20 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 60 respondents constituting 60% said yes. 20 respondents constituting 20% said no. While the remain 20 respondents constituting 20% were undecided.

**CHAPTER FIVE**

**SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

**5.1 Introduction**

This chapter summarizes the findings on The assessment of political advertising on electorates in the 2015 presidential election, Iree Community, Boripe Local Government Area of Osun State as case study. The chapter consists of summary of the study, conclusions, and recommendations.

**5.2 Summary of the Study**

In this study, our focus was on The assessment of political advertising on electorates in the 2015 presidential election, Iree Community, Boripe Local Government Area of Osun State as case study. This study is to analyze the influence of radio political advertising on the voting behaviour of the rural residents of Iree Community. It is also an attempt to find out how the radio political messages determines the voting behviours of the Iree electorates or otherwise and to determine the extent radio political advertising influence the electorates to vote during the 2015 election.

The study adopted the survey research design and randomly enrolled participants in the study. A total of 100 responses were validated from the enrolled participants where all respondent are staff of Iree Community.

5.3 Conclusions

With respect to the analysis and the findings of this study, the following conclusions emerged;

Based on the findings, it is deduced that despite the fact that most Nigerian electorates perceive political advertising as deceptive, it has a positive influence on the voting decision of a faction of Nigerian electorates, however, it is not the sole reason why they cast their votes; as the ethnicity, and the political party to which electorates belong have a higher level of influence on the voting decision of Nigerian electorates.

5.4 Recommendation

Based on the findings the researcher recommends that;

1. There is need for the Independent National Electorate Commission (INEC) in collaboration with the Advertising Practitioners Council of Nigerian (APCON) to regulate the use of political advertising by stipulating standards for political advertising in areas of: message content, and time. This will restore some sanity in the manner with which the use of deceptive and antagonistic messages is utilized.

2. Electorates should be not allow themselves get carried away by political advertising messages; rather they should cast their vote for aspirants who have true intentions and have the potentials of developing the country. This they can determine by considering the areas of contributions made by the aspirant especially if he/she has a previous political history, and for such aspirants without political history their response at the Debates can be a good bases for judgment.

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**QUESTIONNAIRE**

PLEASE TICK [√] YOUR MOST PREFERRED CHOICE AND AVOID TICKING TWICE ON A QUESTION

**SECTION A**

PERSONAL INFORMATION

Gender

Male [ ]

Female [ ]

Age

18-25 [ ]

20-30 [ ]

31-40 [ ]

41 and above [ ]

Educational level

WAEC [ ]

BSC/HND [ ]

MSC/PGDE [ ]

PHD [ ]

Others……………………………………………….. (please indicate)

Marital Status

Single [ ]

Married [ ]

Separated [ ]

Widowed [ ]

Duration of Service

0-2 years [ ]

2-5 years [ ]

5 and above [ ]

**Section B**

**Question 1:** Does radio political advertising create political agenda among the electorate of Iree Community?

|  |  |
| --- | --- |
| **Options** | **PLEASE TICK** |
| Yes |  |
| No |  |
| Undecided |  |

**Question 2:** Does radio political advertising make a particular political candidate preferable to voters?

|  |  |
| --- | --- |
| **Options** | **PLEASE TICK** |
| Yes |  |
| No |  |
| Undecided |  |

**Question 3:** Does radio political advertising make a particular political party preferable to voters?

|  |  |
| --- | --- |
| **Options** | **PLEASE TICK** |
| Yes |  |
| No |  |
| Undecided |  |