

POLITICAL PROMOTIONAL INCENTIVES AND ELECTORATES' CHOICE OF CANDIDATES: SHAPING THE IMAGE

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Abstract

Recently, voters are bewildered with high promises by candidates during their campaign, in order for them to trade off their votes for minor tips they get along the politicking exercise. Political promotional incentives are therefore an attempt to influence electorate's choice. This study examines the impact of political promotional incentives on electorates' choice of candidate in Ilorin metropolis. The study has made use of survey research whereby copies of questionnaire were administered purposefully to a total number of 400 respondents who were selected from 3 local government areas in Ilorin. The sample size was determined by using Taro Yamen's formula for determining sample and a total number of 392 turned the result. Questionnaire was distributed to these individuals. Out of these, 373 were valid and used for the analysis. Regression analysis was used for the collected data. As the p-value of the coefficient of independent variable was less than the alpha value of 0.05, findings revealed that the more political promotional incentives are offered to the electorates, the better they see a candidate and thus can give him their mandate during election period. The study concluded that political promotional incentives such as: foodstuffs, money, motorcycles, grinding machines, caps, umbrella, prizes, gifts, scholarship, books, key-holders, etc, have significant impact on electorates' choice of candidate. The study therefore, recommended that candidates should consider political promotional incentives as a social good which does not necessarily need to be conditioned on the intention of running for a political position. It is further recommended that, instead of trading their vote for money, electorates should support a candidate on the basis of proposition as weighed against their past record, image and other pertinent considerations should be looked into when making choice of political candidates.

Keywords: Promotional Incentives, Electorates, Candidate, Votes, Politics and Image

Introduction

Political marketing is the conception, anticipation and satisfaction of electorate needs by creating political products which are offered through a stream of marketing strategies. It is the outcome of the marriage between marketing and politics (Menon, 2008). In general, Marketing occupies a wide space in politics as it is perceived to provide the core benefits that align with the conditions necessary for participatory governance. Nowadays, political marketers serve people with information so that they can make an informed electoral choice. They have realized the bounties embedded in active customer engagement as it avails them insight into their customers' needs, preferences, and knowledge that will go a long way in

mapping out relevant marketing strategies and communications (Aremu, 2008).

After Nigeria independence, a new dimension was observed as political marketing communications started gaining ground. In 1963 elections, advertising gained reputation as prominent politicians like Chief Obafemi Awolowo of the Action Group, used it to send messages to the public. Sales promotion also had its own slot when Chief Awolowo used helicopters to inscribe campaign messages in the sky (i.e. sky writing) to propagate his promotion messages. It was also not that the series of election conducted in 1979 to usher in the second Republic, deliberate efforts were made by virtually all parties to persuade voters by using marketing promotional techniques such as advertising, sales promotion and personal selling. The trend continued in 1983 with the hiring of advertising agencies by some of the political parties to promote their candidates.

The paramount period for political marketers in Nigeria was between 1991 and 1994 during Social Democratic Party (SDP) and National Republican Convention (NRC). They contested in the series of elections within the period continued the tradition of using professional advertising agencies. The SDP had a foreign team comprising British and American experts that worked with their Nigerian counterparts (e.g. Sunrise Marketing Communications). The NRC also followed suit as it syndicated creative campaign efforts through Nigerian and foreign experts (O'Cass, 2001). The result was that the SDP candidate (MKO Abiola) had a clear victory with 58.6% of all the votes cast, and having at least one third of the votes cast in 29 out of then 30 states in Nigeria (Ibodje & Dode, 2007). The 1993 presidential election gained popularity among Nigerians and generally accepted by the masses (Nnadozie, 2007). It was also applauded by both national and international observers as the most genuine, freest and fairest in the history of elections in Nigeria. The belief of scholars was that Abiola's victory was largely made possible by the massive deployment of marketing strategies, though he never became the President for reasons best known to the military junta at that period (Achumba & Dixon-Ogbechi, 2004; Osuagwu, 2008).

Elections held in Nigeria especially in 2015, testified to the increasing rate at which marketing is pervading politics in the country. The year 2019 witnessed massive use of both traditional media and new media of communication as well as use of political promotional incentives in a bid to attain confidence, loyalty and commitment from the voters. It was apparent that candidates and political parties devoted these strategies in order to inform, educate and gather support from the electorates.

Politics, especially within the Nigerian terrain, has always been interesting, as many Nigerians are giving attention to ethnicity and tribalism in deciding who and who does not receive their mandate. It is now very possible for a candidate's family, community and tribe to turn out to be his staunchest enemy during election, a situation that is totally different from what was obtainable in the nation some years back. It has been however observed that through political promotional incentives, electorates attempt to find the party or candidate that most closely matches their personal idea and value. Depending on what and how much these incentives are, they find one party or candidate to be suitable than another. Like every other consumer, electorates' decisions are influenced by many factors. Sometimes, these factors have positive impact on them in the line of action they take in choice making exercise while in other instances, the case is reversed. This betokens that it is high time electorate

figured out how political promotional incentives influence their behavior and get cues on what should determine their electoral decision-making. This, alongside other issues mentioned earlier in this section, is what this paper primarily seeks to address.

Literature Review

Political Marketing

There is a growing research interest in what has been described as the marketing–politics interface. Thus a wide range of academic literature has concentrated on the application of marketing concepts and principles to politics (Andrews, 1996; O'Cass, 2001). In this vein, the marketing concept, as a general management philosophy and overarching principle in marketing, has been noted to be a useful philosophy relevant to profit and nonprofit organizations (Brownlie & Saren, 1991; Kotler & Zaltman, 1971). According to Menon, (2008), Political marketing is a fairly new terminology in mainstream political science literature. Political marketing indicates the usage of marketing tools, techniques and methods in political process. As an activity and method, it reflects the penetration of the political space by marketing. The influence of professional marketing has affected the working style of political parties. Parties became more market oriented and began to frame the programs and policies in tune with opinion polls and market surveys.

Political marketing is also perceived as related to Political campaign and final stage in the evolution of Political campaigning (Farrell, 1996; Plasser & Plasser, 2002; Farrell & Webb, 2002; Norris, 2000). Newman (1999) posited that political marketing is the application of marketing principles and procedures in paid campaigns by various individuals and organizations.

Forms of Political Marketing

a. Internal Marketing

The emphasis of internal marketing is for the party to train and effectively motivate its voter-contact employees and supporting members to work as a team to provide voters satisfaction. This group of persons exerts direct encouragement on voters' perception of the product in the political market (Owusu-Frimpong, & Martins, 2010). In Germany, political parties recognize the importance of internal market. While citing Sparrow (1996), German parties encourage local activists and that party leadership place high premium on members' activities as outreach workers, representatives of the party in broader society and even in casual conversation. Effectively, they are part time workers of the party (Achumba & Dixon-Ogbechi, 2004). Abandonment of internal market (party members and staff) will most likely result in less commitment to and diminution on the value or even prospect of face to face contact with the electorate.

b. Interactive Marketing

This means that perceived service quality depends heavily on the quality of the buyer- seller

interactions. For instance, the voter judges the ability of a political candidate to perform after election not just on his rhetorical prowess or on the persuasive dexterity of his campaign manager but also on his functional ability to show concern to the electorate and inspire their confidence. Thus, all politicians need to have a great mastery of interactive management skills in order to win the mind of the electorates (Worlu, 2010). This approach has not been adequately adopted in Nigeria.

c. External Marketing

According to Worlu (2010), external marketing emphasizes the normal work of preparing, pricing (valuing), distributing and promoting the political product to the electorate. For the politician, the high point is the voting day and beyond. It is the ultimate delivery of the political product for adoption by the electorate. Once this happens, relationship marketing skills begin to count. The Nigeria politician and other politicians must understand that merely securing the mandate of the electorate does not end the transaction. There is need to aspire for electorates loyalty which brings about relationship marketing.

Political Marketing Strategies

Mintzberg (1977) posted that formal plans do not determine whether an organization has a strategy or otherwise. This is also applicable to political parties. Strategies do not need to be in one written document, as strategies can to some extent be “fragmented, evolutionary, and largely intuitive which tend to evolve, as internal decisions and external events flow together to create a new widely shared consensus (Quinn, 1978).

Strategy is a considered as pattern in a stream of decisions and series of decisions related to some aspect of an organization which exhibits some consistency over time (Mintzberg, 1977, Narayanan & Fahey, 1982). It was further argued that political parties adopting a political marketing orientation would not necessarily have a formal plan. Thus, as long as there has been within apolitical party a series of decisions that point to a political marketing ethos, then it can be proclaimed that political parties are adopting a political marketing strategy. This is where matters however become slightly more intellectually challenging, as there is actually limited evidence that political parties adopt the terminology of political marketing on a regular basis. According to Charter (2005), there is inherent weakness of political marketing academics, arguments in that critics could declare that there is very limited evidence that political parties are actually adopting political marketing strategies. Although, in Nigeria political scene it is clear that they are adopting a political marketing approach. Political marketing strategies have not been so well apparent, recent research has shown that political party actors are willing to acknowledge that they adopting political marketing strategies, although this tends to be conflated with notions of political campaigning (Reeves, 2007).

Electoral Behaviour

This is similar to consumer behavior in mainstream marketing. Manoj (2014) defined consumer behaviour as the decision processes and acts of people involved in buying and using products. In addition, it is defined as the study of the processes involved when

individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon & Bamossy, 2006). Electoral behavior would therefore mean the acts of people or their disposition before, during and after the process of voting.

Factors Affecting Electorates Behaviour

The factors or variables that affect the electorate behavior are not different from those of consumer behavior in mainstream marketing. Electorate behaviour could therefore, be affected by factors such as cultural, social, personal, and psychological factors.

Cultural Factors: Culture is the way of life of a people. Basically, culture is part of every society and is the important cause of person's wants and behavior (Manoj, 2014). The influence of culture on electoral behavior is therefore significant. An electorate's subculture such as religion greatly affects his electoral disposition. In Kwara for instance, indigenes (majority of who are Muslims) are staunch in their insistence to stand against any candidate that affiliates to a religion besides Islam simply because they consider it abomination for a non-Muslim to rule over a state that is regarded as 'Ilu Alfa'.

Social Factors: According to Kotler and Armstrong (2012), these factors include groups (reference groups, aspiration groups and member groups), family, roles and status. Social factors are among the factors influencing electoral behavior significantly. For example, the religious group to which a person belongs shapes his/her electoral behavior. An inference can be drawn from the eve of 2015 general election which saw a popular catholic priest, Father Mbaka, dissuading members of his church (and Nigerians at large) from voting for the then presidential aspirant, Goodluck Ebele Jonathan. Therefore, the pastor in mention was like an opinion leader whom Kotler and Armstrong (2012) described as a person within the reference group who exerts social influence on others because of his special skills, knowledge, personality and other characteristics. Another social factor that can affect electoral behavior is the family i.e family members can significantly influence electorate behavior. As is the case in Nigeria, a good number of people have become loyalists of a candidate or party just because their families are.

Personal Factors: This includes such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept (Kotler & Armstrong, 2012). Economic situations exert a great influence on electoral behavior. For instance, in hard times, electorates tend to trade their mandate for monetary offers. Similarly, the opinions of other people around an electorate can shape his electoral thinking and have influence on electoral decision. Also, the lifecycle phase of an electorate informs how reacts to some electoral stimuli. For instance, an electorate in the pre-marital phase of his lifecycle struggling to advance his career will be more receptive to a candidate that proposes youth empowerment, in contrast to the candidate whose program borders on security and fight against corruption.

Psychological Factors: Kotler and Armstrong (2012) divided this into motivation, perception, learning as well as beliefs and attitudes. Perception is the process by which an electorate selects, organizes, and interprets information inputs to create a meaningful picture

of the party, candidate and other political products. Kotler and Keller (2009) divided the perceptual process into selective attention, selection distortion and selective retention. Thus, when electorates are exposed to information about candidates or their programs, say manifestos, they only give attention to information that is of interest to them. This is what constitutes selective attention. The process by which electorates decipher the message and try to make meaningful interpretation thereof is selective distortion while the retention of only information that is relevant to their interest is called selective retention. It is on basis of the information retained in mind that subsequent electoral behaviors are formed. Learning is also another psychological characteristic that affects electoral behavior. Learning is the change in behavior due to experience. This goes in line with common axiom that *Experience is the best teacher*. Therefore, the experience of a people camps heavy weight on their electoral behavior. For instance, if an electorate sees that a politician or political party to which he was loyal in the past failed to deliver as expected, he may decide to terrorize such a candidate or party by simply spreading negative words of mouth to other citizens.

Sales Promotion and Political Promotional Incentives

There seems to be little work that has precisely checked the concept of political promotional incentives in application to political marketing in Nigeria. This confirms the assertion that the application of marketing to politics has been somewhat neglected in both the marketing and politics literature (Aremu, 2008). It is against this trend that available literature on political marketing were assessed to provide a link to political promotional incentive and how it impacts on consumer behavior and electorates choice of candidate, respectively. Political promotional incentive is a short-term benefit to encourage the electorates towards supporting a candidate or party. Politicians in a bid to persuade the voters offer them free gifts, bonuses, free training among other political promotional activities. These political promotional activities according to Yeshin(2006) create a greater level of immediate response than any other marketing communication activity. Brassington and Pettitt (2000) defined sales promotions as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the 'normal' offering in order to achieve specific sales and marketing objectives. Sales promotion consists of a variety of incentive tools, mostly short term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales (Kotler& Armstrong, 2010).Promotion strategy therefore is the direct way an individual or organization tries to reach its audience (*Onyejiaku, Ghasi, & Okwor, 2018*).

Blythe (2006) describes sales promotion as any activity intended to generate a temporary boost in sales. This according to him, includes several communications activities pursued in an attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. It is not uncommon to see political actors majoring into this sphere of marketing. For instance, a candidate or perhaps, political party may prepare certain catchy incentives to cajole a set of electorates. Such efforts will be made towards stimulating their interest in him, trial, or eventual vote in his favor. Promotional incentives are specifically designed to boost immediate voting response from the electorates and ultimately create loyalty.

Kotler (2003) posited that Sales promotion/promotional incentive has distinctive characteristics which include communication, incentives, and invitation. According to him, communication gains attention and usually provides information that may lead the electorates to know about the candidate or party. The political incentive incorporates some concession, inducement, or contribution that gives value to the electorates. However, invitation characteristic means a distinct invitation to engage in the favorable disposition now (Sam & Buabeng, 2011). Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers. Statistics for packaging companies show that sales promotion comprises nearly 75% of the marketing budget (Neslin, 2002). Schultz and Robinson (1998) says that sales promotion generally works on a direct behavioral basis rather than affecting awareness or attitude. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm's consumers. It is continuously said that most types of sales promotions affect the decision-making and purchasing stages of the buying process directly that is affective in the long-run since it leads to increased sales and profit (Kwok & Uncles, 2005).

Political promotional incentive is normally specific to a place, time or electoral group. A candidate, having discovered that a local community suffers from lack of water supply, may provide a bore hole in order to surmount the problem he has identified. Likewise, some politicians go as far as organizing short-lived programs that are geared towards youth empowerment, poverty alleviation, and computer literacy. These consist of numerous communications activities engaged in an effort to induce electorate, party members and other stakeholders. Such efforts are normally devised in politics towards motivating electorate interest in a candidate/party. They are specifically designed to enhance immediate trial of a candidate/party probably at the polling point and eventually create loyalty. It suffices to say that the responses which promotional incentive is likely to generate, include encouraging the electorate to accelerate their trial of a candidate, switch commitment in favor of, and shape image about a candidate or party. Political parties must therefore ensure that they use political marketing strategies and political incentives that will influence the electorates' choices (Reeves, 2009). Thus, there is an important connection between promotional incentive and performance or success of a candidate or party. Promotional incentive can improve candidate/ party preference, which then improves their performance in terms of electorate trust, high vote count during election and subsequent commitment.

Forms of Promotional Incentives in Politics

Some of the common promotional incentives used in modern politics include the following:

Scholarships: Some politicians awards scholarships for secondary school pupils and school leavers. This is done is through the initiation of scholarship scheme where qualified individuals are allowed to take some educational as well as professional courses on sponsorship. This has played significant role in building positive image and loyalty. Schakel and Romanova, (2018) collectively presented in the first special issue and distil three contributions to the scholarship on regional elections in their work.

Poverty Eradication Program: Many factors were identified in the literature as responsible for the failures of the poverty reduction strategies in Nigeria, these include

inadequate political will to provide holistic approach to the policy on poverty reduction, inconsistency in the macroeconomic policies, political instability, especially during the military era, corruption, inadequate effective coordination and harmonization among the three tiers of government, politicization of poverty alleviation programs and lack of targeted settings at the ministries, agencies responsible for the implementation of the program and exclusion of the targeted poor during agenda setting . Political promotional incentives such as vocational programs are also prepared to attract the electorates. Since poverty is a problem that is widely affecting every corner of the society, individuals who champion any cause to eradicate it tend to get full support from the masses. It is based on this background that politicians use this opportunity to attract electorates support.

Youth Empowerment: Another common way through which political actors dispense their political promotional incentives is youth empowerment. Empowerment refers to the ability of an individual to make choices regarding his or her life. It enhances an individual's or group's capacity to make choices and transform those choices into desired actions and outcome. If a person or group is empowered, they possess the capacity to make effective choices; that is, to translate their choices into desired actions and outcomes (Raheem, 2016). The youth constitute about 40% of the population of Nigeria. This means that a party or candidate who succeeds in winning their heart has a greater chance to triumph in a given election. They therefore, commit a lion share of their politicking to programs aimed at empowering this segment of the society.

Health Care Services: Political actors are observed to act in accordance with the common axiom; Health is wealth. They in their effort to encourage electorates, help create this wealth through by providing services such as free medical checkup, immunization, health talks. All these benefits are offered for free and small scale during the campaign season, but may be monetized and expanded afterwards, however at a low cost. This form of promotional incentive is similar to free trials provides a suitable link by providing consumers with samples of the products for them to test the min small quantities as well as provide consumers with most needed information concerning the product (Ngolanya, Mahea, Nganga, Amollo & Karuiki, 2006).

Free Gifts: This comes in variant forms which include: foodstuffs, T-shirt, umbrella, caps, key holders, mosquito nets, motorcycles, grinding machines, computers, books all of which are targeted at addressing the basic needs of electorates.

Shaping the Image of Political Parties

Party image has become a powerful tool for enticing the electoral society by influencing their behavior with various strategies that would make them loyal to the party come sun, come rain. Party image plays a dominant role on the voter's choice of candidate. The image of a party is a representation of the overall perception formed from information and knowledge on the party which sometimes consequently shapes the electorate attitudes and beliefs towards any candidate presented by the party. Party image can also be assumed as a set of perceptions about the party that are collected in the minds of the electorate. Flowing from the above, the party image is the totality of belief and impression

born in the electorate mind about a party or what they actually think and feel when they hear or see a party brand. In other words, party image is a form or a particular description of a trace of meaning left in the minds of the electoral society (Ijaiya, 2011). This will guide them to behave towards the party or candidate, whether to try and be faithful or just doing 'trial and error' or, they simply do not want to try because of the bad image of the party or because what the party stands is incongruous with their own psychology. Hence, in order to shape the image of the party in an acceptable way, the ideology of the party must be acceptable and maintained by the candidates' behavior. Although, this has not been the case in Nigeria, this is the reason why people swap from one party to another because the candidates did not key in with the party ideology. Otherwise they ought to maintain a particular political party.

Empirical Review

Gbadeyan (2011) anchored a study on political marketing strategies and democracy in Nigeria. The objective of his study was to examine if there is best political marketing strategy political organizations can rely on in winning elections. 1531 respondents were selected by the researcher from three local government areas that make up Ilorin metropolis. Using the Stepwise regression and Chi-square to test the hypotheses formulated for the study, the findings indicated 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, the study claimed that presenting credible and acceptable candidate for election was the method through which political organization maximizes its voter's support. However, the study recommended that the use of money to influence electorates' voting behavior should be discouraged and campaign information should be reliable and dependable.

Okpara, Anuforo and Achor (2016) conducted a study on the effect of political Advertising on electorate choice of candidate in IMO state. The scope of their study was constricted to the 2015 general election in Imo state precisely between the candidates of All Progressive Congress and People Democratic Party. The study adopted descriptive research design which was approached through survey. The population comprised of all eligible voters in 2014-2015 Independent National Electoral Commission's Voters Register in the three senatorial zones of Imo state. The hypotheses for the study were tested through some statistical techniques which include; ANOVA, Simple two-stage least square analysis, and Kendall's W chi-square test for related samples. Findings from the study revealed that there was significant relationship between voters' exposure to political advertising and voters' choice of candidate; voters' choice of candidate in the 2015 gubernatorial election in Imo State was significantly influenced by unique selling propositions of candidates' political advertising. Additionally, Voters' informed voting decision was significantly attributed to different message delivery patterns used. Also, the difference in message content of some of political advertising and the way they were relayed in different advertising media did not significantly affect voters' choice of candidate in that election, meanwhile voters' choice of candidate for an election significantly changed when presented with more believable facts by opponent's advertising message.

Akbiyik and Eroglu (2014) also carried out a research, which was entitled, “The impact of local political applications on voter choices”. The objective of the study was to measure the effect of political marketing practices realized during local elections campaign on electorates. Their study reached over 580 participants. Using descriptive statistics, Kruskal-Wallis and Mann-Whitney tests, to analyze the data obtained from the survey, the study revealed that election buses, election songs and folk songs, posters and flags which are indispensable tools all together for political parties and candidates in both general and local elections, have been come out not to hold great significance for the voter. Besides, it was observed that the short messages or letters bearing the signature of the candidate and prepared automated phone calls are sent to the voter turned out not to have much importance in the eyes of the voter. All these efforts which are regarded as vote enhancing ones can sometimes create a negative attitude towards the party, as well. On this point, they suggested to both political parties and candidates is that they should especially be sensitive concerning election buses; they should send their short messages timely, and they had better not to make the voter listen to the automated phone calls. Additionally, it was also observed in the survey that the voters determine their vote preferences in the local elections by taking into consideration " Party candidate and the past actions of the candidate". In addition to all these factors, party leader is another prominent factor affecting voter choice. This is apparent in what was witnessed in the recent past between the leaders of the two major dominant parties in Nigeria. Most voters are influenced by the charisma of these two political figures in deciding on whom to give their mandate to during election.

Theoretical Review

Social Exchange Theory

The study adopts social exchange theory. This is a sociological and psychological theory that studies the social behavior in the interaction of two parties that implement a cost-benefit analysis to determine risks and benefits. The theory contains economic relationships, it occurs when each party have goods that the other parties value (Roeckelein, 2018). Social exchange theory suggests that these calculations occur in romantic relationships, friendships, professional relationships and ephemeral relationships as simple as exchanging words with a customer at the cash register (Mcray, 2015). Social exchange theory stress that if the costs of the relationship are higher than the rewards, such as a lot of effort or money put into a relationship and not reciprocated this could lead to problems.

Social exchange theory is a concept based on the notion that a relationship between two people is created through a process of cost-benefit analysis. In other words, it's a metric designed to determine the effort poured in by an individual in a person-to-person relationship. The measurement of the pluses and minuses of a relationship may produce data that can determine if someone is putting too much effort into a relationship.

On an interpersonal level, Byers and Wang (2004) reported that people were more likely to stay in a relationship where they found that the rewards were high and the costs were low. The researchers further noted that partner satisfaction and relationship stability benefited from both partners experiencing a balance of rewards and costs. If one partner felt the other was benefiting more, then for this partner, the temptation to seek rewards outside the

relationship increased. This temptation was decreased however, if few or no more appealing alternatives existed. The political environment in Nigeria where vote buying is the order of the day and where electorates exchange their votes for highest bidders call for concern.

Political Marketing Theory

Parties can use political marketing to increase their chances of achieving their goal of winning general elections. They alter aspects of their behaviour, including policy, membership, leadership and organization structure to suit the nature and demands of their market. They can do this by being product, sales or market oriented (Lees- Marshment, 2001).

A Product-Oriented Party argues for what it stands for and believes in. It assumes that voters will realise that its ideas are the right ones and therefore vote for it. This type of party refuses to change its ideas or product even if it fails to gain electoral or membership support.

A Sales-Oriented Party focuses on selling its argument to voters. It retains its predetermined product design, but recognises that desired supporters may not automatically want it. Using market intelligence to understand voters' response to its behaviour, the party employs the latest advertising and communication techniques to persuade voters that it is right. A sales-oriented party does not change its behaviour to suit what people want, but tries to make people want what it offers.

A Market-Oriented Party designs its behaviour to provide voters satisfaction. It uses market intelligence to identify voter's demands, and then designs its product to suit their needs. It does not attempt to change what people think, but to deliver what they need and want. A market-oriented party will not simply offer voters what they want, or simply follow opinion polls because it needs to ensure that it can deliver the product on offer. If it fails to deliver, voters will become dissatisfied and the party will risk losing electoral support in the long term. It also needs to ensure that it will be accepted within the party and so needs to adjust its product carefully to take account of this. Lees- Marshment, (2001) concluded that a market-oriented party is therefore designs a product that will actually satisfy voters' demands; that meets their needs and wants, is supported and implemented by the internal organisation, and is deliverable in government.

Methodology

The research design adopted for this study was survey. To get a better grasp of the impact of political promotional incentive on electorates choice of candidate, purposive and simple random techniques were used. The former allowed for the inclusion of eligible voters while the later ensured that every member had equal opportunity of being selected. The scope of this study was limited to the political promotional incentives determinants of electoral choice in Ilorin metropolis. The selection of Ilorin as the location of this study was borne out of the fact that there reside, major administrative and commercial activities of the state. Although, Ilorin is made up of three local government areas namely; Ilorin west, Ilorin East and Ilorin South, with each comprising 12 wards, 12 wards and 11 wards respectively, only two wards in each of these local government areas were covered in this study. This was due to paucity of time and financial resources. Therefore, based on randomization result, the total

of six wards that were captured in this study are as follows: Ilorin west - Ajikobi and Adewole wards; Ilorin east - Aare I and Aare II wards and Ilorin south - Balogun Fulani I and Akanbi IV.

The sample size was determined by using Taro Yamen's formula for determining sample and a total number of 392 turned the result. Questionnaire was distributed to these individuals. Out of these, only 380 copies were retrieved and 373 were valid and used for the analysis. According to Mugenda and Mugenda (2003), a response rate of 60% and above is a good response rate for statistical reporting. Data gathered from the field were analyzed through Simple linear regression and presented on table using frequency counts, percentages among others. The findings are hereby presented in the tables below according to the research questions and hypotheses stated in the study.

Results and Analysis

Descriptive Analysis of Demographic Data

The researchers deemed it crucial to gather some information about the demographic characteristics of the respondents. This decision was borne out the fact that such information plays a significant role in understanding the logic of the responses given by the respondents. The sample population of this study was composed of eligible voters who reside in Ilorin. However, only 373 out of the total targeted number of respondents correctly filled questionnaire that was used for the analysis. This implies that 93.25% of the questionnaire was retrieved. The study's findings revealed that 56% of the respondents were male while 43.5% of them were female. This implies that even though the male circle takes the larger percentage, the respondents are almost evenly distributed thus, strengthening the validity of the research instrument used.

The study sought to find out the age of the respondents. As illustrated in Table 4.1.2, 51.5% of the respondents were 21-30 years, 25.2% of them were below 21 years, 14.5% of them were aged 31-40 years, 5.9% of them were aged 41-50 and 2.4% of them were above 51 years. The implication is that majority of the respondents fall in the age bracket, 21-30 years. This is because in the course of gathering relevant data for this study, people in that age bracket were found to be most accessible and also possess the wherewithal to fill out the questionnaire.

According to the findings as illustrated in Table 4.1.3 above, 38.1% of the respondents had B.Sc. certificate, 29.8% of them had SSCE, 15.3% of them had OND/NCE, 4.3% of them had M.Sc., 4% of them had HND, and 3.5% had Ph.D. Therefore, a substantial number of the respondents fall in the tertiary levels of education. This is an indication that most, if not all, of the respondents could understand and provide accurate responses to the questions. From the findings, 64.9% of the respondents were Muslims, 31.6% of them were Christians while 0.8% evaded the question. It is obvious that majority of the respondents were Muslims. This may be to the fact that the area of study, Ilorin, is dominated by Muslims.

Table 1: Political Promotional Incentives Strengthen the Image of the Candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	63	16.9	17.2	24.3
	Agree	168	45.0	45.9	70.2
	Strongly agree	109	29.2	29.8	100.0
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

The table 1 above contains the respondents' view on the statement, “political promotional incentives strengthen the image of the candidate”. It is indicated that 45% of the respondents agreed, 29.2% of them strongly agreed, 16.9% of them disagreed, 5.4% of them strongly disagreed, while 1.6% of them are neutral, that the use of political promotional incentives such as money, food stuffs by political actors strengthen their image in the political market. This result implies that the more political promotional incentives are offered by a candidate to the electorates, the better they see such a candidate and thus can give him their mandate comes election period as can be likened to the case of the famous politician-cum-philanthropist who, through his generosity, won the heart of the masses during his time.

Table 2: Political Incentives make electorates build confidence in the candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	3	0.8	0.8	0.8
	Strongly disagree	24	6.4	6.5	7.3
	Disagree	61	16.4	16.6	23.9
	Agree	172	46.1	46.7	70.7
	Strongly agree	108	29.0	29.3	100.0
Missing	System	5	1.3		
Total		373	100.0		

Source: Authors' Field Survey, 2019

Respondents' opinion was also sought on how much the use of promotional incentive make electorates confide in the candidate propensity to fulfill their promises when they get to power. As presented in Table 2, 172 of the respondents representing 46.1% agreed and 108 of them representing 29% strongly agreed with the statement, “Incentives make electorates build confidence in the candidate”. On the other extreme, 61 of them representing 16.4% disagreed and 24 of them representing 6.4% strongly disagreed while just 3 of them representing 0.8% were indifferent about the same statement. It can be deduced from this finding that promotional incentive constitutes an instrumental tool through which a candidate gets himself imprinted in the heart of the electorate. By implication, electorates' confidence in a candidate is higher when they receive incentives from him.

Table 3: Political Incentives make electorates prefer a candidate to other people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	64	17.2	17.5	24.6
	Agree	171	45.8	46.7	71.3
	Strongly agree	105	28.2	28.7	100.0
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

The table 3 above illustrates the view of respondents in regards to the degree to which incentives received by electorates make them voluntarily spread a positive word of mouth about the sponsor candidate. Just as revealed on the table, 45.8% of them agreed, 28.2% of them strongly agreed, 17.2% of them disagreed, 5.4% of the respondents strongly disagreed with the fact that incentives serve as a motivator for the spread of positive word of mouth by the electorates. However, approximately 2% of these respondents were neutral about the statement. In it all, it is obvious that a larger percentage of the respondents agreed that when an electorate receives a promotional incentive from a candidate, he (the electorate) easily becomes his (candidate's) political evangelist who then takes it upon himself to spread good words about the candidate to others around him.

Table 4: Point of poll incentives known as vote buying influence the electorates to switch their choice of candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	67	18.0	18.3	25.4
	Agree	169	45.3	46.2	71.6
	Strongly agree	104	27.9	28.4	100.0
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

The table 4 reveals that electorates are likely to switch their initial preference for a candidate to another who tips them with some incentives at the polling unit popularly regards to as vote buying. As shown above, 45.3% of the respondents agreed, 27.9% strongly agreed, 18% disagreed, and 5.4% strongly disagreed while 1.6% of the respondents maintained neutrality towards the statement. What this report signals is that an electorate, just like every other customer, is flexible and as such can put up a new behavior within the blink of an eye. More precisely, an electorate's choice direction can be greatly influenced upon receiving a tip at the point of casting their vote. Perhaps, this explains why politicians still take their politicking to the polling unit on the Election Day to induce the electorates through vote buying.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.859	.858	.344
a. Predictors: (Constant), Political Promotional incentives				

Source: SPSS output, 2019

The model summary in table 5 shows that about 86% of variation in the dependent variable (Electorate choice of candidate) could be attributed to the independent variable (Political Promotional incentive) while the remaining 14% is explained by other variables that are not reflected in the model. The correlation coefficient is 0.927. This value therefore, suggests that the relationship between political promotional incentive and electorate choice is very strong. This implies that political promotional incentives should be pursued by the political candidates in order to influence the electorate. The political promotional incentives

Table 6: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	260.820	1	260.820	2209.180	.000 ^b
	Residual	42.975	364	.118		
	Total	303.795	365			
a. Dependent Variable: Electorate choice of candidate						
b. Predictors: (Constant), Political Promotional incentives						

Source: SPSS output, 2019

As represented in table 6, the probability value of 0.000 is less than Alpha value of 0.05. This indicates that the result obtained is statistically significant at 0.05 level of significance. For this reason, the null hypothesis is rejected while alternative hypothesis is accepted. Thus, it can be concluded that political promotional incentive has significant impact on the electorates' choice of candidate.

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.123	.068		-1.822	.069
	Political Promotional incentive	.345	.007	.927		
a. Dependent Variable: Electorate choice of candidate						

Source: SPSS output, 2019

The table 7 illustrates the relationship between Political Promotional incentive and Electorate choice of candidate. The intercept is -0.123 while the slope is 0.345. Furthermore,

the probability and T-statistics value of 0.000 and 47.002 is indicative of a significant relationship between promotional incentive and Electorate choice of candidate since the p-value (000) is less than alpha level of 0.05. The model can be written as $Y = -0.123 + 0.3PI$. This implies that leaving other political marketing tools at 0, an increase in promotional incentive will result in 0.345 increases in the electorates' propensity to vote a candidate. The findings depicted on Table 3 indicates that a larger percentage of the respondents agreed that when an electorate receives a political promotional incentive from a candidate, he (the electorate) easily becomes his (candidate's) political evangelist who then takes it upon himself to spread good words about the candidate to others around him. Therefore, the null hypothesis which states that 'Promotional incentive does not have significant influence on electorate choice of candidate' is rejected while the alternative is accepted.

Discussion of Findings

The study examined the impact of political promotional incentives on electorates' choice of candidate. In a bid to throw light in the relationship between the two variables for the study, relevant questions were put forward to the respondents. The result displayed on Table 1 clearly shows that political promotional incentive has greatly shaped the image which people create of a candidate. This is so because more than 80% percent agreed to the question asked to that effect. Thus, the more political promotional incentives are offered by a candidate to the electorates, the better they see such a candidate and thus can give him their mandate come election period.

The responses of the respondents on their opinion with regards to how promotional incentives can build confidence in electorates, the pattern of their response indicated that about 75% percent of them subscribed to the fact that, when electorates receive incentive, chances are high that they repose confidence in the sponsor of such. As against the attempt to elicit the respondents view on whether the reception of political promotional incentives can drive electorates toward voluntary canvassing for the sponsor candidate, feedback obtained saw about approximately 73% were in total agreement while just 23% countered this opinion.

Furthermore, the study hypothesized that "political promotional incentive does not have significant influence on electorate choice of candidate". The selected critical probability or significance value for this test is 0.05 while the computed probability was 0.000 as illustrated on Table 7. Since the computed probability is less than the critical probability, this study concludes that the use of promotional incentive significantly influences the electorate choice of candidate. It means that the higher promotional incentives used, the more likely is it that electorates will give their mandate to the candidate. Put differently, the more promotional incentives are offered by a candidate to the electorates, the better they see such a candidate and thus can give him their mandate comes election period as can be likened to the case of the famous politician-cum-philanthropist MKO Abiola who, through his generosity, won the heart of the masses during his time. The study of Kihanya (2013) found that patronage speeds up awareness process and therefore enhance performance especially when it involves some type of incentives and motivation that offer clients a reason to buy the company products. Relating this finding to the result obtained in this study, it can be inferred that

political promotional incentive as used in modern politics has a great influence on awareness building and maximization of electorate choice of candidate. This position is in line with Worlu (2010).

Conclusion and Recommendations

Political promotional incentives play a significant and importance on the success of the candidates during elections as revealed from the study. The electorates considered this as reciprocal gestures to compensate candidates during elections. This study has revealed that the use of political promotional incentives such as foodstuffs, T-shirt, umbrella, caps, key holders, mosquito nets, motorcycles, grinding machines, computers, prizes, gifts etc drive electorates to be positively disposed to a candidate. The implication of this is that a candidate who has been philanthropic or sponsoring a number of programme and projects, stands a better chance of winning in an election. It can therefore be concluded from the findings that political promotional incentive is widely used in politics to induce a desired response from the electorates and this tool influences their choice of candidate. The study also concluded that vote buying influencing the electorates in the choice of political candidates. This in the long run may not shape good image for the party.

Based on the findings, the study, however, recommends the following:

- i. The candidates should consider political promotional incentives as social good which does not necessarily need to be conditioned on the intention of running for a political post.
- ii. The study also recommended that vote buying, although influence the electorates on the choice of their candidates; this should be discouraged because it is not shaping good image building for the party.
- iii. They should take a lesson from Moshood Abiola who was known for his unprecedented generosity and kindheartedness towards all and sundry. Thus, it is high time individuals took these almsgiving/incentives as practice that is necessary for promoting goodness in the entire society.
- iv. Finally, the electorates, should not base their choice solely on the political promotional incentives received from candidate(s). This is because ideally, leader sought to be chosen based on their perceived competency by the society and not on the basis of declaration of interest, political promotional incentives or manifesto. Instead of trading vote for money and incentives, electorates should strive to make judgment on selling proposition as weighed against the past record, image and other appropriate considerations before settle for political candidates.

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Appendix
Descriptive Analysis of Demographic data output
Gender Distribution of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	209	56.0	56.3	56.3
	Female	162	43.5	43.7	100.0
	Total	371	99.5	100.0	
Missing	System	2	.5		
Total		373	100.0		

Age Distribution of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 21yrs	94	25.2	25.3	25.3
	21-30yrs	192	51.5	51.8	77.1
	31-40yrs	54	14.5	14.6	91.6
	41-50	22	5.9	5.9	97.6
	51 & above	9	2.4	2.4	100.0
	Total	371	99.5	100.0	
Missing	System	2	.5		
Total		373	100.0		

Educational Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE	111	29.8	31.4	31.4
	OND/NCE	57	15.3	16.1	47.5
	HND	15	4.0	4.2	51.7
	B.Sc	142	38.1	40.1	91.8
	M.Sc	16	4.3	4.5	96.3
	Ph.D	13	3.5	3.7	100.0
	Total	354	94.9	100.0	
Missing	System	19	5.1		
Total		373	100.0		

Religious Affiliation of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	242	64.9	66.7	66.7
	Christianity	118	31.6	32.5	99.2
	Others	3	.8	.8	100.0
	Total	363	97.3	100.0	
Missing	System	10	2.7		
Total		373	100.0		

Political Promotional Incentives Strengthen the Image of the Candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	63	16.9	17.2	24.3
	Agree	168	45.0	45.9	70.2
	Strongly agree	109	29.2	29.8	100.0
	Total	366	98.1	100.0	
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

Political Incentives make electorates build confidence in the candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	3	0.8	0.8	0.8
	Strongly disagree	24	6.4	6.5	7.3
	Disagree	61	16.4	16.6	23.9
	Agree	172	46.1	46.7	70.7
	Strongly agree	108	29.0	29.3	100.0
	Total	368	98.7	100.0	
Missing	System	5	1.3		
Total		373	100.0		

Source: Authors' Field Survey, 2019

Political Incentives make electorates prefer a candidate to other people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	64	17.2	17.5	24.6
	Agree	171	45.8	46.7	71.3
	Strongly agree	105	28.2	28.7	100.0
	Total	366	98.1	100.0	
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

Point of poll incentives influence the electorates to switch their choice of candidate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indifference	6	1.6	1.6	1.6
	Strongly disagree	20	5.4	5.5	7.1
	Disagree	67	18.0	18.3	25.4
	Agree	169	45.3	46.2	71.6
	Strongly agree	104	27.9	28.4	100.0
	Total	366	98.1	100.0	
Missing	System	7	1.9		
Total		373	100.0		

Source: Authors' Field Survey, 2019

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.859	.858	.344

a. Predictors: (Constant), Political Promotional incentives

Source: SPSS output, 2019

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	260.820	1	260.820	2209.180	.000 ^b
	Residual	42.975	364	.118		
	Total	303.795	365			

a. Dependent Variable: Electorate choice of candidate

b. Predictors: (Constant), Political Promotional incentives

Source: SPSS output, 2019

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.123	.068		-1.822	.069
	Political Promotional incentive	.345	.007	.927	47.002	.000

a. Dependent Variable: Electorate choice of candidate

Source: SPSS output, 2019