



EFFECT OF MARKETING COMMUNICATION STRATEGIES ON THE BEHAVIOUR OF VOTERS DURING THE ELECTIONEERING PERIOD IN AKWA-IBOM NIGERIA

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Abstract: The study examined the effect of marketing communication strategies on the behaviour of voters during electioneering periods in Akwa-Ibom State of Nigeria. In order to carry out this investigation, a survey research design was employed which allowed the researcher to select a sample of the entire population to administer questionnaires on them. The data gathered from the respondents were analyzed using frequency counts, percentages and descriptive statistics while the hypotheses proposed were tested using Simple Linear Regression Technique with the aid of Statistical Package for Social Sciences (SPSS) version 20.0. Findings revealed that there is a strong and positive relationship between marketing communication strategies (in the form of advertising, personal selling and Relationship Marketing) and behaviour of voters during electioneering periods in Akwa-Ibom State. The researcher recommends that candidates and parties make relevant use of these tools to achieve their electoral objectives and to maintain themselves in office if they win.

Keywords: Marketing Communication Strategies, advertising, personal selling, Relationship marketing, voter's behaviour, electioneering process etc.

INTRODUCITON

Background of the Study

There is hardly anything done these days without bringing in marketing strategies into it that succeeds. Marketing communication strategy is an aspect of marketing strategy. This particular area of marketing has developed so much so that its relevance has no limit. Even politicians and political parties also employ this strategy in order to ensure that they gather more votes than their opponents. 'Infact, the introduction of Classical method's of marketing communication tools such as advertising, personal selling and relationship marketing have marked the dawn of a new day in electioneering process. Voters need information about the features of the product (candidate) or service, its

price and how they can access it, to make informed purchase decision (Potluri 2008).

What then is marketing communication? Marketing communication is seen as a conglomerate of activities geared towards ensuring that the customers and potential Customers form a favourable behaviour towards a firm's product, institutional idea etc. It can also be seen as the process of employing all strategies, tactics, and activities involved in getting the desired marketing messages to intended target markets, regardless of the media used (McCormick 2007) as cited in (Potluri, 2008). In other words, marketing communication plays a major role in every sector of the economy and the political environment is no exception.

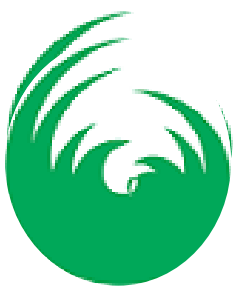
However, the political-communication and, especially, the exercise of media campaigns during the

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pre election period are among the issues that, regardless of their important role in informing (or influencing) the electorate, have escaped precise, unambiguous and legally binding stipulations. Despite that, it could be said that allowing the candidates access to the media, together with creating conditions to provide for a balanced, impartial and fair coverage of an election, in order to provide the electorate quantum of information needed for an informed decision, represents one of the main pillars of the modern democracy.

Political marketing is marketing whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political marketing is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political marketing differs from commercial marketing in that the product is either a person or a set of values rather than goods and services. In addition, the objectives must be met within a specific time frame.

Political marketing carries a clear moral implication, because the results have potentially far-reaching effects on the population at large. The study is therefore set to know the extent of the relationship existing between certain marketing communication tools and voters behaviour in Akwa Ibom State of Nigeria.

Statement of Problem

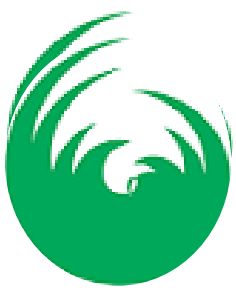
One thing about the world and all that are inside it is the consistency of change that we see inside it. The electioneering process is still part of the areas that is developing rapidly. Prior to independence and immediately after independence, the Nigerian government have organized series of elections and each of these elections come with different strategies which result in different level of turn of both in voters registration and the number of total votes cast. These strategies especially marketing communication strategies are employed by both political parties and politicians in order to ensure that these two objectives are achieved. However, it does not always work out the way it has been planned. For instance, during the election

conducted in the 1979 to usher in the second republic, virtually all political parties employed marketing communication strategies such as personal selling, direct marketing, sales promotion, advertising and so on (Worlu,2010). Adam, Kirsch and Weils (1943) as cited in Staff (2014) observe that the problem with political candidates is that they delegate their conscience to the party they belong, and unconsciously promise the people what they will not do, this has caused supporters to lose interest during electioneering, discouraged voters in the various political parties, and have made the marketing communication strategies somewhat ineffective. For instance, in the 2015 general presidential election in Nigeria, the total numbers of registered voters were 44 percent, compared to previous years, which was higher, for example in (2011) 54 percent, (2007) 57 percent, (2003) 69 percent, and in (1999) 52 percent (Fagunwa, 2015). As a result, Political parties who are known to be election oriented people with primary motives to get their various candidates into office Wayne, Mackenzie, O'Brien, and Cole (1997), ensure that they know the what, how, and when to use the various blend of the marketing communication strategies (Basil et al 2016) and the effectiveness of each, in order to increase and encourage voters behaviour.

However, it might not be possible to say with certainty whether marketing communication strategies help in changing the behaviour of voters during electioneering process or not. Reason being that when election is conducted, different political parties and politicians employ different strategies and at the end election must be won and the same election must be lost by some other people/parties. In other words, as the strategy works for one party, it does not work for other parties. This situation has left many people to wonder whether marketing communication strategies employed by politicians and political parties really have effect on the behaviour of voters. This is what the study is set to find out with particular reference to Akwa Ibom State.

Objectives of the Study

The main objective of the study is to examine the effect of marketing communication strategies on the behaviour



of voters during the electioneering period in Akwa-Ibom State. Specifically, the study has identified the following specific objectives to achieve;

- (i) determine the relationship between advertising and voters behaviour during electioneering process in Akwa-Ibom State.
- (ii) examine the relationship between personal selling in Akwa-Ibom and behaviour during electioneering process in Akwa-Ibom State.
- (iii) ascertain if relationship marketing has relationship with voters behaviour during electioneering process in Akwa-Ibom State.

Research Question

In line with the objectives stated above, the following research questions are put forward;

- (i) What is the extent of relationship existing between advertising and voters behaviour during electioneering process in Akwa-Ibom State?
- (ii) Does relationship exist between personal selling and voters behaviour during electioneering process in Akwa-Ibom State?
- (iii) To what extent does relationship marketing influence voters behaviour during electioneering process in Akwa-Ibom State?

Hypotheses Formulation

In order to achieve the objectives stated above, the following hypotheses have been put forward to guide the study.

H₀₁: There is no significant relationship between advertising and voters behaviour during electioneering process in Akwa-Ibom State.

H₁₁: There is significant relationship between advertising and voters behaviour during electioneering process in Akwa-Ibom State.

H₀₂: There is no significant relationship between personal selling and voters behaviour during electioneering process in Akwa-Ibom State.

H₁₂: There is significant relationship between personal selling and voters behaviour during electioneering process in Akwa-Ibom State.

H₀₃: There is no significant relationship between relationship marketing and voters behaviour during electioneering process in Akwa -Ibom State.

H₁₃: There is significant relationship between relationship between marketing and voters behaviour during electioneering process in Akwa-Ibom State.

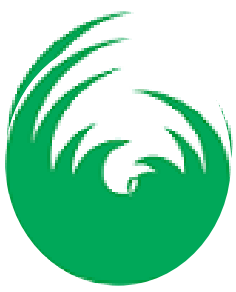
Scope of the Study

The scope of this study is looked at from three different perspectives, namely: content scope, geographical scope and unit scope.

- (a) Content Scope: From the content perspective, the study will dwell on marketing communication strategies and voters behaviour during electioneering process in Akwa-Ibom State. The study looked at marketing communication strategies as the independent variable which voters behaviour depends on. For the purpose of this study, advertising, personal selling and relationship marketing were selected as the indices of marketing communication strategies.
- (b) Geographical Scope: The geographical scope of this work is Akwa- Ibom State of Nigeria with particular reference to Uyo the capital city. Reason for the choice of the capital city is because of the level of enlightenment among the inhabitants. Another reason is the high degree of certainty of the people having access to these marketing communication strategies.
- (c) Unit Scope: The unit scope of this study are all the electorates leaving in Uyo, Akwa-Ibom State.

LITERATURE REVIEW

Advertising: Advertising is a promotional strategy used in creating product awareness in the minds of consumer to fake purchasing decision (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising influences individuals' attitudes, behaviour and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well known brand, they must



invest in their promotional activities' especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising have the potential to contribute to brand choice among consumers. Dunn and Badban (1987) defined advertising as a paid, non - personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform, persuade member of a particular audience. Morden, 1991 (as reported in Zainul-Abideen (2012) opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Ayanwale et al, Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003). Advertising is a non-personal and paid form where ideas, concepts, products or service and information are promoted through media by an identified behaviour (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995).

Relationship Marketing

All marketing efforts directed towards establishing, developing and maintaining successful rational exchanges (Morgan and Hunt, 1994). Relationship marketing is about understanding, creating, and managing exchange relationships between economic partners; manufacturers, service providers, various channel members, and final consumers. (Moller and Wilson, 1995). Marketing is mainly seen as relationships, networks and interaction. (Gummesson, 1994).

However, one of the most frequently cited definitions is that of Gronroos who states that “(the purpose of) marketing is to identify and establish, maintain and enhance, and when necessary terminate relationships with customers (and other parties) so that objectives, regarding economic and other variables of all parties are met. This is achieved through a mutual exchange and fulfillment of promises” (Gronroos, 2007).

Relationship marketing is very much beneficial while seeking to establish a long-term relationship with the customers. The idea behind relationship marketing is to retain regular or old customers. Acquiring new customers is quite difficult as compared to retaining existing customers.

In relationship marketing, the focus is on retaining customers for longer runs. For this purpose, the marketer pays more attention on providing orientation of the benefits for taking those products.

He tends to give, quick and efficient customer service to satisfy the consumer and to make it a point that the consumer comes back. Here, in this stage, it fulfills all the promises or the commitments regarding the after service or anything related to the product made to the customers.

The main point here is that, the quality in which the marketer pays the utmost attention. To retain the customers for a long run the marketer should give the customers the desired quality with all the required features and characteristics and of course, the marketer should be readily available for the customers to provide effective service or products.

The underlying assumption behind relationship marketing is that it maintains an already existing customer when purchase of goods and services are involved. However, when it comes to marketing of political candidates and party manifesto, relationship are first created before marketing and later maintained for another election.

Consumer Buying behaviour: Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desire (Schiffman & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process. Solomon, Bamossy, Askegaard and Hogg (1995) defined consumer behaviour as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas or experiences to satisfy needs and desire. Consumer



buying behaviour is affected by economic factors such as income expenditure pattern, price of products price of complementary products, substitute goods and elasticity of demand (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy. (Arnould & Thompson, 2005).

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behaviour as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015).

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden & Weinberger, 1982).

In this research we shall be likening our product to the candidate contesting election and his manifesto and the buying behaviour to the decision to vote for a particular candidate in the midst of oppositions just choosing a particular product in the midst of competitive products.

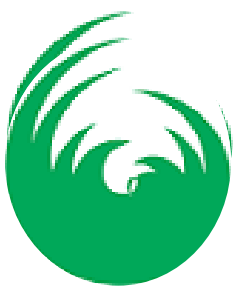
Theoretical Review

1. Media Advocacy Theory

According to Gale (2013:1), the media advocacy is a communication related theory that promotes strategic use of news media to advocate a social or public policy initiative. This is the process of disseminating policy related information through the communication media, especially where the aim is to effect action, a change of policy or to alter the publics' view of issues. Media advocacy may be used for an ongoing advertisement campaign, perhaps to ensure that the people get right information about some products which solve their needs. Media advocacy theory is used because it helps to advocate and promote issues concerning elections. Media advocacy is opportunistic in nature. It exploits opportunities to use the media to convey information to large number of people, especially target groups. This theory is an approach to mass communication (and other issues) that helps people understand the electoral body, political parties and politicians offer, the importance and its unique nature. This theory showcases how the parties mentioned above use different media outlets -radio, television, newspaper, magazine and others to showcase products and procedure to the people. It is the role of the media to play advocacy roles in the society to keep people informed, entertained, and educated.

2. Democratic Participant Theory

According to Okugo and Onwuka (2009), It is a common knowledge among communication scholars that there is a mixture of theoretical elements such as libertarianism, utopianism, socialism, egalitarianism, environmentalism and localism in the democratic - participant theory. The theory is an advocate of democratization of communication. It is argued that the theory grew as a reaction against other theories and actual experiences and as a positive move towards new forms of media institutions. Its location is mainly in developed liberal societies. Media institutions constructed according to the theory would be involved more closely with social life than they are at present and more directly in control of their audiences, offering opportunities for access and participation on terms set by their users rather than this theory, its theoretical application to the Nigerian setting is not yet feasible.



Based on the foregoing, it is obvious that when democratic participant theory is adopted, electronic media like radio and television will contribute greatly to economic development of small-scale industries in Nigeria. This is because the electronic media will reach people in the interior and remote areas, educate them and enlighten them on economic development strategies which they can adopt to better their lives and fight poverty. They will also get information on the policies and programmes of government. In all, the issues of poverty, illiteracy, too much reliance on government and unemployment will reduce drastically in our society.

Personal selling

Adetayo (2002) defined personal selling as a direct seller and a potential customer. It is a tool that helps a political candidate communicate with voters in order to get more attention. In other words, personal selling is the interpersonal, face-to-face interaction for the purpose of creating, modifying, exploiting or maintaining a mutually beneficial exchange relationship (Agbonifoh, Ogwo Nnolim, Nkamnebe, 2007). Similarly, Adetayo (2002) opine that, personal selling is quite unique more than other marketing communication strategies because of its ability to adjust and stay in touch with the prospects, voters, supporters, citizens as the case maybe. It requires an individual to be involved in the selling process personally or hire the services of a salesman who can take up the responsibilities, activities of the personal selling process effectively.

Just the way voters require information to know the right candidates; candidates also need information to give voters positive impression about themselves. People hold many stereotypes of sales people including unfavourable ones (Kotler et al 2010) just like voters holds different views of political candidates in every electioneering process.

Empirical Review

Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was

confirmed between the level of familiarity of the songs in the advertising and its amiability.

Oyakhire (2021) carried out research in Nigeria on the effect of marketing strategy on consumers' patronage of business in Nigeria. A survey was conducted with thirty (30) business of which five (5) top management staff were selected as sample from each of the companies using structured questionnaire and analyzed using both mean and standard deviation, while the hypotheses were tested using correlation and multiple regression analysis. The findings showed that marketing strategy have positive effect on consumer's patronage.

Vinod and Ruchi (2009) in their own empirical work, carried out a research on the effect of television advertising on buying behaviour of urban and rural teenagers in Haryana India. The research tried to determine if people's abode or environment has effect on purchase behaviour and decisions. The study was conducted using the tool of Regression Analysis on 866 teenagers of Haryana out of which 440 were rural land 426 were urban residents. Findings suggested that rural teenagers like television advertising more than their urban counterparts.

RESEARCH METHODS

This section of the work x-rayed the procedure adopted in generating data, analysis and presentation of the findings. This situation gave rise to the following approach.

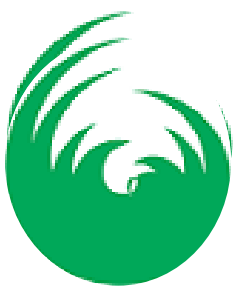
Research Design

The research design adopted for the study is the survey research design which entails administering a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviours or characteristics of the population.

Sources of Data

For the purpose of this study, two sources of data were made use of; primary and secondary. The secondary source of data gave rise to the data in the literature review. The primary data came from the use of questionnaire administered to respondents.

Sampling Design



This, comprises of the following; sample unit, sample size, sampling procedure and sampling method.

Sample Unit

The sample unit of this study comprises of all the electorates in Akwa-Ibom State precisely those who live in Uyo the state capital. The reason for their selection is the assumption that greater percentage of them are enlightened.

Sample Size

Given that the population for the study is all electorate in Uyo and the difficulty involved in reaching them is very high, the researcher adopted the proportion method of sample size determination. This entails

$$N = \frac{Pq (Z)^2}{e^2}$$

where n = sample size

p = probability of success

q = Probability of failure

Z = Level of confidence (1.96)

e = significance level or error level (0.05)

To determine the probability of success, the researcher conducted a pilot study to know if marketing communication influences their behaviour on the candidate to vote. From the survey conducted on twenty (20) respondents, 16 of them responded positively while the remaining 4 said marketing communication do not influence them or change their behaviour.

$$P = \frac{16}{20}$$

$$= 0.8,$$

$$q = \frac{4}{20}$$

$$= 0.2$$

$$n = \frac{0.8 \times 0.2 (1.96)^2}{0.05}$$

$$n = \frac{0.8 \times 0.2 \times 3.8416}{0.0025}$$

$$= 245.8$$

$$= 246$$

Sampling Procedure

The research adopted the probability sampling procedure

which requires that the entire area be stratified into three for convenience thereafter simple random sampling procedure was used in reaching the respondents. This made the research use both stratified and simple random procedure.

Sampling Method

The questionnaire which the study used in eliciting data from the respondents were prepared in 5-scale likert form. In the administration, the researcher appointed two leaders or heads in each of the stratum who helped in reaching the respondents. With the help of these heads, both the administration and retrieval were faster.

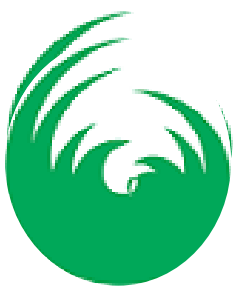
Validity and Reliability of Sampling Instrument

To ensure the validity of the instrument for the study which is questionnaire, the researcher ensured that all the indices were covered in the questionnaire. After that, the researcher took the draft to those who are experts in this field for corrections and adjustments. These corrections and adjustments formed what is seen as the questionnaire of this study.

The test-retest approach was used to show or prove the reliability of the questionnaire used for the study. The 20 drafted copies of the questionnaire were given to 20 supposed electorates in Akwa-Ibom state based on convenience to get their opinion. After two weeks interval the same questionnaire were given to the same set of electorates also to get their opinion. These different responses were compared and using the Cronbach Alpha method, the questionnaire was proved to be 78% reliable.

Statistical Method for Data Analysis

Hypotheses were tested with simple linear regression technique with the aid of 20.0 version of statistical package for social sciences (SPSS) so as to measure the “significance” of the degree of relationships existing between the dependent and independent variables. This implied that it helped to ascertain if the coefficient of the relationship is significant or not. The acceptance or rejection of null hypothesis was based on whether the calculated p-value is less than the level of significance (0.05). Alternatively, the null hypothesis was rejected if the calculated value (i.e. t or F) is greater than the



tabulated value (i.e. t or F), otherwise we accept the null hypothesis.

PRESENTATION OF DATA

INTERPRETATION OF RESULTS

TABLE 1: RESPONSE RATE

QUESTIONNAIRE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE (%)
Returned	217	88	88
Not Returned	29	12	100
Total	246	100	

Source: research field survey (2022)

ANALYSIS OF DATA

TABLE 2: MODEL SUMMARY TABLE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.845 ^a	.752	.712	1.76082	1.603

a. Predictors: (Constant), MKT, PES, ADV

b. Dependent Variable: VOB

Source: SPSS Result (2022)

Table 2 above shows that advertising, personal selling and relationship marketing accounts for about 75.2% (0.752* 100) variation on voters' behavior during electioneering process in Akwa-Ibom State. In other words, advertising, Personal selling and relationship marketing has about 75.2% influence or impact on

voters' behavior during electioneering process in the said state. Hence, other factors outside the above listed account for about 24.8% variation in the dependent variable (voters' behavior during electioneering process).

TABLE 3: ANOVA TABLE

Model	Sum of squares	Df	Mean Square	F	Sig.
Regression	210.340	3	70.113	22.617	.033 ^b
1. Residual	660.402	213	3.100		
Total	661.742	216			

a. Dependent Variable: VOB

b. Predictors: (Constant), MKT, PES, ADV

Source: SPSS Result (2022)

Analysis of Variance (ANOVA) test result revealed that the explanatory variables of the study which consists of Advertising, Personal selling and Relationship making have a joint significant impact on the behavior of

voters' during electioneering process in Akwa-Ibom State of Nigeria. This is because the p-value of F-Stat. is less than 5% (0.05).

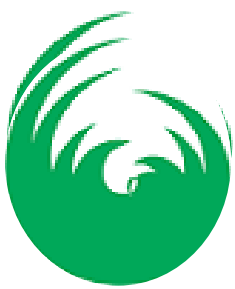
TABLE 4: TABLE OF COEFFICIENTS

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Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.841	1.022		9.629	.000		
ADV	1.032	.065	.034	15.877	.021	.986	1.01
PES	.926	.068	.026	13.618	.006	.999	1.00
MKT	.817	.063	.018	12.968	.040	.986	1.01

a. Dependent Variable: VOB

Source: SPSS Result (2022)

The second column of table 4 above contains the unstandardized coefficients of the estimated parameters of the model used for this study. Accordingly, it shows that each of our explanatory/independent variables (Advertising, Personal Selling and Relationship marketing) has a positive or direct impact on the dependent variable (Voters' behavior during electioneering process). Specifically, a percentage increase in each of the explanatory variables results in about 1.032%, 0.926% and 0.817% increase in voters' behavior during electioneering process in Akwa-Ibom State respectively.

TEST OF HYPOTHESES

Hypothesis 1

From table; 4, the T-cal of ADV is 15.877 while its p-value is 0.021. Since this p-value is less than 0.05, the null hypothesis here is rejected while the alternative hypothesis is accepted. Hence, the conclusion that there is significant relationship between advertising and voters' behavior during electioneering process in Akwa-Ibom State.

Hypothesis 2

As revealed in the above table, the calculated and p values of PES are respectively 13.618 and 0.006. Since the p-value of PES is less than 0.05, HO is rejected while H1 is accepted. We therefore conclude that there is significant relationship between personal selling and voters' behavior during electioneering process in Akwa-Ibom State.

Hypothesis 3

Table 4 puts the p-value of MKT at 0.040, while the tabulated value of this independent variable is 12.968.

The alternative hypothesis in this case is also accepted because the p-value here is also less than 0.05. We then concluded that there is significant relationship between relationship marketing and voters' behavior during electioneering process in Akwa-Ibom State.

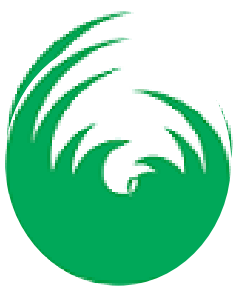
SUMMARY OF RESULTS

1. Advertising, Personal selling and Relationship marketing have positive impacts on voters' behavior during electioneering process in Akwa-Ibom State.
2. There is significant relationship between each of Advertising, Personal selling, Relationship marketing and voters' behavior during electioneering process in Akwa-Ibom State.
3. Advertising, Personal selling and Relationship marketing have a joint significant impact of about 75.2% on voters' behavior during electioneering process in Akwa-Ibom State.

CONCLUSION

The study set out to examine the role marketing communication strategies play in influencing voters' behaviour during electioneering period with reference to Akwa-Ibom State in Nigeria.

From the findings, it became apparent that marketing communication strategies be it advertising, personal selling and relationship marketing goes a long way to enhance the behaviour of voters during electioneering campaigns. This is in tandem with the opinion of Basil et al (2016) that marketing communication is all embracing and the political environment will not be an exception.



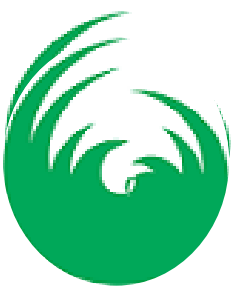
This being the case, politicians should make effective use of the vehicle of marketing communication to achieve their electoral objectives and also use it to sustain themselves in office by maintaining a good relationship between the government and the governed.

RECOMMENDATIONS

- Since marketing communication is an effective tool to enhance voter's behaviour, the parties and politicians must strive to know which marketing strategy suits a given group of voters or electorates.
- Parties should strive to know the marketing strategy that yields better result and make more adequate use of same.
- Personal selling is also vital as it brings the electorates face to face with the candidate for the election.

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