

# **POLITICAL MARKETING AS A TOOL FOR CHECKMATING NEGATIVE POLITICAL VIEWS, POLITICAL VIOLENCE AND PROMOTING PEACEFUL GOVERNANCE IN NIGERIA**

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## **Abstract**

*Elections in Nigeria have been fraught with violence in pre- and post-election periods. This was witnessed in the post-independence periods of early and mid-1960s that led to the termination of the 1<sup>st</sup> Republic by the military and consequent civil war. It took another dimension in the general elections of 2003, 2007 and 2011. Media reports claim that all these are fuelled by the unguarded utterances and attitudes of disgruntled politicians in the country. This study sought to: ascertain the degree of correlation between the negative comments and the incessant pre- and post-election violence in the country; the impacts of the negative comments on governance in the country and the delivery of democracy dividends to the people, and the effect of political marketing tools as antidote for the problem. Opinion survey design was used. Data sourced were statistically analysed. The results show that there is significant correlation between the*

*negative comments of some Nigerian politicians and the incessant pre- and post-election violence in the country; that this has significant adverse impact on governance in the country and the delivery of democracy dividends to the populace and that political marketing tools and strategy would serve as viable antidote for correcting the problem.*

*Keywords: Political marketing, political comments, political violence, peaceful governance, Nigeria*

## INTRODUCTION

Since independence, the Nigerian political landscape has been saddled with one political crisis or the other, which threatened the unity of the country (Bekoe 2011). Some of these crises emanated from Nigerian politicians negative viewpoints or utterances on governance. According to Angaye (2008:3), those politicians hang on the divisive interplay of politics, ethnicity and religion in Nigeria to whip sentiments of nationalism and ignite militancy of various ethnic movements, seeking self-determination, local autonomy, separate identity and true federalism. Accusations and allegations of neglect, oppression, domination, exploitation, victimization, discrimination, marginalisation, nepotism and bigotry are also used to fertilize such ill-feelings. Some good examples could suffice here.

In the post-colonial period, political crises in Nigeria which precipitated into wide-scale breakdown of law and order were ignited by the unguarded comments of some aggrieved politicians, especially those who lost elections, over allegations of election rigging against them. This was the case in the western region in the premiership election between Chief Akintola and Chief Awolowo which set that part of the country aflame (Fani 2013; Agbase 2005). The crisis continued to balloon into unimaginable national proportion until the 1<sup>st</sup> Republic was truncated and Soldiers claiming to salvage the situation took over power in a bloody coup (Njoku 2012; Saharareporters 2013). It was in order to checkmate the crisis-prone comments by politicians that Aguiyi Ironsi promulgated the Defamatory and Offensive Decree No. 44 of 1966 which made it an offense to display or pass on pictorial representation, sing songs, or play instruments the words of which are likely to provoke any section of the country (Uko 2008).

Despite the anti-crisis statutory provisions, acceptance of defeat in election is still an alien culture to most Nigerian politicians, talk less of the theory of good sportsmanship in politics. Hence, when Soldiers decided to hand over power to civilians once again in 1979, allegations of election rigging from Chief Awolowo who claimed that he won Alhaji Shehu Shagari both in the 1979 and in the 1983 elections smirked crisis that finally despatched the 2<sup>nd</sup>

Republic again to the graves (Haruna 2012; Okeke 2007). Thus, the whole nation was shocked when this wild allegation reverberated again, unsubstantiated, on the floor of the on-going National Conference from one of the Yoruba leaders (Fani-Kayode 2014).

The 3<sup>rd</sup> Republic politics and elections were strictly under the tutelage and management of the military, but not without its own politics of bitterness and acrimony. That republic was however shoved aside largely due to some military men greed for power in Nigeria. Then came the 4<sup>th</sup> Republic, which has continued to witness some of the worst negative political comments unhealthy to governance in Nigeria. Some of these crises-centric comments include ex-President Obasanjo's comment that the 2007 general election was going to be "a do or die affair." Many believed this must have contributed to the pre- and post-election violence that greeted that election (Awowole-Browne 2007). Muhammadu Buhari, a presidential candidate, was also reported to have told his listeners at a political rally in Sokoto that Muslims should not vote for a Christian in the 2003 general election (El-Rufai 2013). This was read by many as a support for the introduction of the controversial sharia Islamic law into the country (Emeagwali 2000).

Religious-sensitive comments have continued to dictate the country's political mine field to the extent that majority of political followers in the country today view everything through the narrow prism of religious colouration and see people of different religious persuasion as unacceptable in power (Omoyemi 2014; Oódua 2012). Some politicians were also quoted to have boasted that they would make the country ungovernable for whoever defeats them at the 2011 presidential poll, while others are quoted they would do the same if President Jonathan is not returned in 2015 (Dokubo 2014; Nigerianeye.com 2014; Ojo 2012). Many view the present heightened Boko Haram insurgency in the country as an offshoot of these boasts.

Then, when Late President Yar'Adua openly confessed that the election that brought him in was flawed and went on to inaugurate an election reform committee, some of the political parties spoke seriously against it. The Action Congress (AC) avowed that government would teleguide the committee while its report may be subjected to doctoring later (Eme 2008). The Conference of National Political Parties (CNPP) equally rejected the panel and described it as a political deceit and a diversionary tactics by the ruling Peoples' Democratic Party, PDP, (Oladesu 2008). Eme (2008) and Nwosu (2008) also alleged that the reform was being championed by people who did not win election, people that usurped government powers, arguing that the panel would end up serving the agenda of the government that set it up (Ugborgu 2008).

The same type of criticisms from politicians greeted the on-going constitution amendment by the National Assemblies and the National Conference inaugurated by President

Jonathan to fathom the best way forward for the country. All such negative comments and more impede effective governance in Nigeria, and oftentimes ignite political conflicts and crisis in the country. Hence, the motivation for this study aimed at ascertaining the potency of political marketing tools for checkmating negative political views, political violence and promoting peaceful governance in Nigeria.

Meanwhile, political marketing is the usage of marketing tools, techniques and methods in political process. In other words, political marketing is the outcome of the marriage between marketing and politics. As an activity and method, it reflects the penetration of the political space by marketing. Political advertising, celebrity endorsements, involvement of professional consultants and campaign managers, online campaigning, mobile phone canvassing, segmentation, micro targeting and many more are some of the methods extensively used in political marketing (Menon 2008; O'Shaughnessy & Henneberg 2008; Ormrod & Henneberg 2008).

### **Statement of the Problem**

Governance in Nigeria has proved a daunting task in recent years, due to what some observers see as the negative viewpoints and attitudes of some Nigerian politicians. Media reports suggest that such viewpoints and attitudes often sway the Nigerian masses on the side of pre- and post-election violence. This was witnessed in the 2003, 2007 and 2011 general elections in Nigeria where hundreds of innocent citizens lost their lives. The prevalent Boko Haram crisis and insurgency problem are also being speculated to have been fuelled by such negative viewpoints. Even the current global alliance to help Nigeria rescue the over 200 girls from Government Secondary School, Chibok, kidnapped by Boko Haram was kicked against by some politicians. All these discordant viewpoints from Nigeria's political leaders cast a dark cloud on governance in the eyes of both local and international watchers.

Meanwhile, some social commentators and political pundits are of the view that a well-articulated and professional application of political marketing tools in educating the Nigerian politicians and populace could serve effective antidote to this problem. However, another school of thought argues that political marketing has over the years been a tool for marketing politicians, their parties, manifestoes, programmes or projects to the electorates in return for their votes and not the other way round (Menom 2008). But other authors like Akroush (2013), argue that political marketing could also be used in marketing positive attitude or de-marketing negative attitudes to both politicians and the electorates and was indeed used extensively in the on-going Arab revolution. Political marketing could also be used to get the politicians to toe the

line of order, rule of law and constitutional democracy rather than inciting their supporters to resort to violence, they asserted.

What then are the correlations between political marketing tools and the stoppage of negative political comments and attitudes that fuel political violence by Nigerian politicians, and what impacts will that make on effective governance in the country? Finding answers to that was the major thrust of this study.

### **Objectives of the Study**

- i. To ascertain the degree of correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country.
- ii. To examine the impacts of the negative comments on governance in the country and the delivery of democracy dividends to the people.

### **Research Questions**

- i. Is there's a significant correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country?
- ii. What are the impact of the negative comments on governance in the country and the delivery of democracy dividends to the people?

### **Research Hypotheses**

- i. There's no significant correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country.
- ii. The negative comments of some Nigerian politicians have no significant impact on governance in the country and the delivery of democracy dividends to the people.

### **Scope of the Study**

This study covers a survey of the opinions of Nigerian publics on the effect of negative comments and attitudes by some politicians in the country on governance, social peace and order in the country, especially in pre and post-election periods. For the area of study, three (3) States were selected in line with the former three regional structures of the country. The three States selected were Abuja in the Northern region, Lagos State in the Western region and Enugu State in the Eastern region. Note that Abuja is treated as a full State in this study, for

ease of administration of the research instrument, since most of the other States in the North are under threats of Boko Haram, and hence, not quite accessible now security-wise. Again, further justification for the choice of these three States is because they are currently the political capitals of the three major regions and Nigerians of all political persuasions also live and work there. Hence, they could serve as true representative sample of the entire country.

## **REVIEW OF RELATED LITERATURE**

### **Conceptual Framework**

The concept of political marketing entails the applications of marketing principles, theories and practice in politics and the use of marketing theory as a means of explaining political phenomena (Brennan & Henneberg 2008). Political marketing can be defined as the application of marketing principles and procedures in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win elections, and pass legislation and referenda in response to the needs and wants of selected people and groups in a society (Newman 2010). Political marketing is not just about political advertising, party political broadcasts and electoral speeches but it covers the whole area of party positioning in the electoral market (Hoegg & Lewis 2011). The central thesis is that political marketing isn't just about slogans and posters in the lead-up to an election, but is instead an approach that employs wholistic marketing elements and strategies in shopping for votes (Progressonline 2011). According to Menom (2008), political marketing manifests itself in such diverse activities as focusing a campaign on the salient political issues of swing voters, through the application of sophisticated segmentation techniques, for a consequent voter-customer orientation, through the application of marketing strategies like celebrity endorsement, as part of an integrated political marketing communication programme. It could also be achieved through the institution of powerful Directors of Communication (Henneberg 2004).

Political marketing bears a number of similarities to the marketing of goods and services. For example, the same way consumers choose among brands is the way voters choose among candidates or parties. Consumers display brand preferences, while voters display party loyalty and party identification; consumers are exposed to mass media advertising, while voters are exposed to campaign advertising, both employ direct sales, all of which may rely on various emotional appeals and social influences (Henneberg, Scammell & O'Shaughnessy 2009; Lett 2012).

While political science or other related disciplines have little to say about topics such as segmentation, brand management, or strategic capability management, they fit easily into an explanatory scheme that is based explicitly on management and marketing theory. As such, political marketing is a necessary if not sufficient way of getting to grips with some modern developments of Western democratic life. Furthermore, as part of the established tradition of marketing theory political marketing theory exhibits a descriptive understanding of political marketing management with a prescriptive theory, that is helping political actors to apply marketing management techniques effectively and efficiently in achieving their political goals and objectives (Menom 2008).

Political marketing is therefore a set of strategies and tools used to track down and study public opinion before an election campaign, in order to develop better campaign communications messages and during an election campaign, in order to win more votes than your competitors develop campaign and to assess their impact in post-election periods in order to map out strategies for the future (Kaid 2007; Lees-Marshment 2011).

Political marketing is also a complex process that encompasses all the activities of the politician's political communication that emphasizes the application of marketing strategies in the general political process. Political marketing according to some literature draws a parallel between a company's consumer products with a political party's political communications. But Menom (2008) argues that such a parallel cannot be drawn, as a party's "product" consists not of its political communications only but of: a) its ideological platform and its set of policy proposals, b) the party leader, the candidates and party officials and c) party members in general. Thus, political marketing has become an integral and vital component of political communication. It encompasses the entire marketing process, from preliminary market study to testing and targeting.

One of the main areas of application of political marketing is image-making campaigns and election campaigns. Wring (1997) defines political marketing as the party or candidate's use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes. It offers political parties the ability to address diverse voter concerns and needs through marketing analyzes, planning, implementation and control of political and electoral campaigns. So, the central purpose of political marketing is to enable political parties and voters to make the most appropriate and satisfactory decisions in their electoral competitions (O' Cass 1996).

O' Cass (1996), uses an exchange model to define political marketing. This is because when voters cast their votes, a transaction takes place. In return for their votes, the party/candidate offers better government and policies after election. This way, O' Cass (1996)



argues, marketing can be applied to political processes as it is specifically interested in how these transactions are created, stimulated and valued (Lilleker 2005). Political marketing studies on the other hand is concerned with the desire to explain political actors behaviour in the political processes, especially in the area of political communication and in the art of political persuasion for votes (Robinson 2010; Savigny 2007).

The American Marketing Association defines political marketing as the process of applying marketing principles and tools in planning and executing campaign programmes through the conception, costing, promotion and distribution of manifestoes and programmes to create exchanges that satisfy the electorates. Some literatures also say there are similarities between political marketing and services marketing (Lee & Chang 2011). For Lees-Marshment (2001: 693) political marketing is the outcome of the marriage between marketing and politics and, empirically, it represents the permeation of the political arena by marketing. It is also identical with the use of persuasive techniques in campaigns to promote both politicians and their policies. The borrowing of professional communication tools, such as advertising and public relations is believed to epitomize the concept of political marketing (Lees-Marshment 2001).

In political marketing, parties are like businesses seeking to promote their products: one seeks votes, the other sales. However, political marketing goes deeper than that. It includes evaluation and re-design of policy and electoral strategy in the light of studies of the electorate's concerns (Weiss 2011; Robinson 2010). It encompasses the entire marketing process, from preliminary market study to testing and targeting by employing the 4Ps (products, price, promotion and place) and other marketing elements as articulated by Menon (2008).

### **Concepts of Marketing and Political Marketing Compared**

Marketing is not just about selling, or, in political terms, campaigning (Henneberg 2004). According to Menon (2008), there are certain differences between political marketing and mainstream marketing practices which include:

1. Unlike every other purchasing decision, all voters make their choice on the same day. Moreover, although there are similarities between opinion polls and brand shares' tracking methods, the latter are based on actual purchasing decisions while the former are based on hypothetical questions.
2. Voting choice, unlike any other purchasing decision, has no direct or indirect individual costs attached to it.



These authors, however, beg to disagree with Menon (2008) on this point. There are certainly incidental direct and indirect costs associated with voting choice. For one, a good choice of candidates by voters in an election translates to good government, while a bad choice of candidates translates to bad government and all its attendant negative consequences.

3. Voters have to live with the collective choice even though it may not have been their preference.

4. In elections winner takes all, especially in countries such as the UK where the electoral system is “first past the post.”

5. Political parties and candidates are complex intangible products which the voters cannot unbundle and thus they have to decide on the totality of the package.

Again, even though we may agree with Menom (2008) on this to some extent when the bandwagon effect holds way, but not in all cases. Sometimes, notwithstanding the bandwagon effect, voters can unbundle political parties and candidates as was the case in the 2011 general elections in Imo State of Nigeria, where the voters massively voted for Goodluck Jonathan of the Peoples Democratic Party (PDP) in the presidential election and Rochas Okorocha of All Progressive Grand Alliance (APGA) in the governorship election.

6. In many countries it is very difficult to form a new and successful party with the help of marketing alone.

7. In most mainstream marketing situations, brand leaders tend to stay in Front.

8. Political arena, unlike the commercial world, is highly charged with ideas, emotions, conflict and partisanship.

9. The use of negative advertising does not apply to mainstream marketing.

### **Theoretical Framework**

The theoretical construct for this study hinges on the theories of sound image, reputation and identity management as first and foremost the best platform for winning the confidence, acceptance and support of voters and then the theory of reasoned action (TRA) as veritable tool for good decision making by politicians and political parties prior to elections, not the inciting of voters to violence, ballot-box snatching and intimidation of opponents.

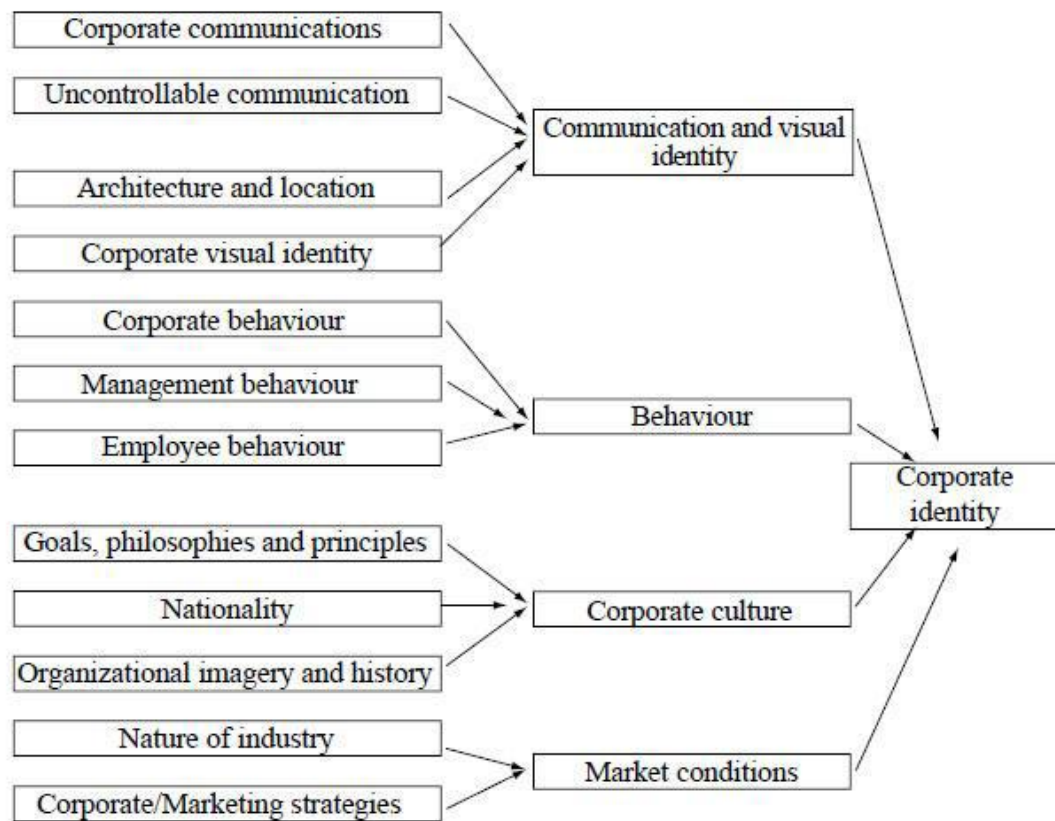
### **Theory of Sound Image and Identity Management**

Image is an outcome of reputation, while reputation leads to identity. There lies the nexus between the three variables. It is generally believed that bad image leads to a dis-reputation while good or favourable image attracts good reputation. In the same vein, Egwu (2007:19) maintains that there is a strong link between character and image. A politician or political party's

character, therefore, determines their image. Thus, image emanates from the totality of history of the politician or political party (Egwu 2007).

Egwu (2007), defined corporate identity as the totality of what an organisation represents to its publics. It therefore incorporates the organisation's communication, design, culture, behaviour, structure, industry identity and strategy. Image, identity and reputation are closely related. The identity contributes to the image and both condition the reputation and are outcome of performance/character, as reflected in figure 1 below:

Figure 1: Corporate identity model

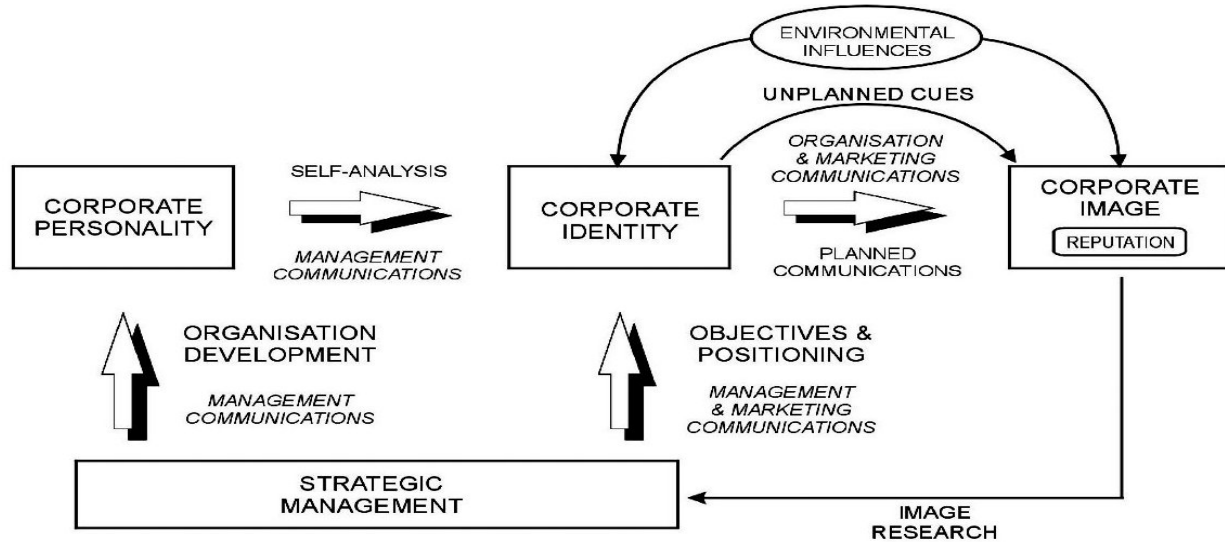


Source: Melewar and Jenkins (2002)

Markwick and Fill (1997), also advised that the corporate personality and by extension, the corporate identity of a firm requires deep management involvement. Thus, it is a matter for strategic management as a separate element that determines or the corporate personality and the corporate identity. For this to work, however, feedback mechanism with the entire publics of the organisation is very important. It is a function of both an organisation's deliberate and non-deliberate corporate communications' efforts, which is usually planned and sustained and responsible for its image amongst the target publics. Hence, the perception of the firm amongst

its target publics must be closely monitored by management such that negative perceptions about the firm, be it a political party, are received early enough by the party's public relations managers and proactively nipped in the bud, as seen in figure 2 below:

Figure 2: Corporate image & identity strategic-management model



Source: Markwick, N., & Fill, C. (1997)

Stuart (1999) also adds that corporate identity is a function of corporate strategy and determines corporate reputation. Corporate behaviour on its part is an aspect of corporate culture since the corporate culture will determine how an organisation's publics respond to it. Encapsulated in this model also is the importance of corporate mission to the formation of corporate image, reputation and identity. The model which agrees in most part with Alessandri (2001) corporate identity management model, also borrows from theories in psychology as a way of explaining how the process of conditioning builds the desired perceptions in the mind of an organisation's publics, in our context voters or electorates.

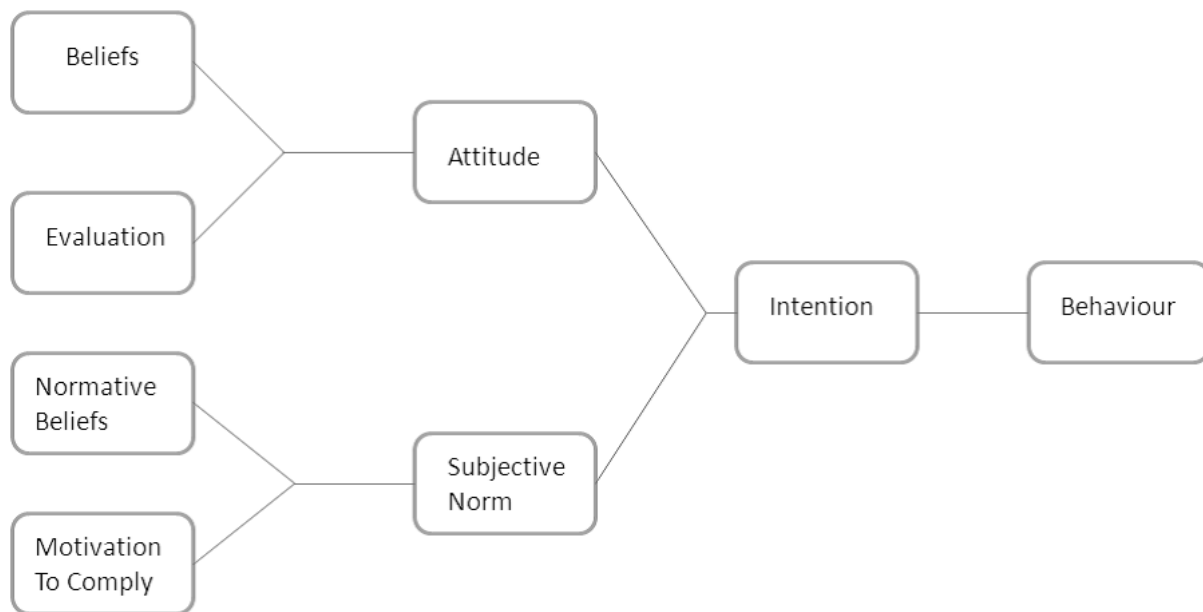
### The Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) was proposed by Ajzen and Fishbein (1980). The components of TRA are three general constructs: behavioral intention (*BI*), attitude (*A*), and subjective norm (*SN*). TRA suggests that a person's behavioral intention depends on the person's attitude about the behavior and subjective norms ( $BI = A + SN$ ). If a person intends to do a behavior then it is likely that the person will do it. Behavioral intention measures a person's relative strength of intention to perform a behavior. Attitude consists of beliefs about the consequences of performing the behavior multiplied by his or her evaluation of these

consequences (Miller, 2005). Subjective norm is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations. In other words, the person's perception that most people who are important to him or her think he should or should not perform the behavior in question is critical to his actually performing it (Sheppard, Hartwick & Warshaw, 2006).

Thus, the theory of reasoned action (Ajzen & Fishbein, 1980) provides a model that has potential benefits for predicting the intention to perform a behaviour based on an individual's attitudinal and normative beliefs. The model has been widely used to evaluate a range of consumer behaviours in diverse business sectors including tourism, hospitality or hotel industry. By exploring the variables that are presumed to be responsible for decision behaviour, politicians could get the electorates to behave positively in desired directions as shown in figure 3 below:

Figure 3: Theory of Reasoned Action



Source: Southey, Gregory (2011)

The theory of reasoned action is a model for the prediction of behavioural intention, spanning predictions of attitude and predictions of behaviour. A person's volitional (voluntary) behavior is predicted by his attitude toward that behavior and how he thinks other people would view them if they performed the behavior. A person's attitude, combined with subjective norms, forms his behavioral intention.

In its simplest form, Hale, Householder and Greene (2002) pointed out that the TRA can be expressed with the following mathematical equation:

$$BI = (AB)W_1 + (SN)W_2$$

Where:

- $BI$  = behavioral intention
- $(AB)$  = one's attitude toward performing the behavior
- $W$  = empirically derived weights
- $SN$  = one's subjective norm related to performing the behavior

Politicians could therefore deploy this theory for effective political marketing decisions and actions.

## RESEARCH METHODOLOGY

Survey research design was adopted for this study. For the area of the study, two (2) States and one (1) city considered as the political nerve-centres of the country were selected in line with the former three regional structures of the country. They are Abuja in the Northern region, Lagos State in the Western region and Enugu State in the Eastern region. Another justification for their selection was for the ease of administration of the research instrument, since most of the other States in the North are under security threats from insurgency.

The population of the study were Nigerians, especially people in the voting age range of 18 years and above in Abuja, Lagos and Abuja. According to the 2010 Independent National Electoral Commission (INEC) registration of voters' data, this gives a combined population of 9.6million people. The sample size was statistically computed from the finite population and gave 399. Systematic random sampling technique was used in administering this. The main instrument for data collection was structured questionnaire. The data collected were statistically analyzed with Spearman's correlation coefficient and Chi-square ( $X^2$ ) tools.

## ANALYSIS & FINDINGS

### Respondents' Demographic Profile

The data procured from the field indicate that 55.89% of the respondents were male, while 44.11% were female; 25.31 % were in the age bracket of 18 to 30 years, 28.32% in the age range of 31 to 40 years; 29.32% in the age group of 41 to 50 years, while the remaining 17.04% were 51 years or above. 49.37% were a cross section of selected members of the Nigerian electorates, 19.05% were civil servants, 19.30% were politicians, while 12.28% were government officials including staff of the Independent National Election Commission (INEC).

Table 1: The correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country

Options	Frequency	Percentage
Strongly Agree	122	30.57%
Agree	171	42.86%
Undecided	19	4.76%
Disagree	31	7.77%
Strongly Disagree	56	14.04%
<b>Total</b>	<b>399</b>	<b>100%</b>

Data displayed on table 1 indicate that 30.57% of the respondents strongly agreed that there is strong correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country. 42.86% of the respondents equally agreed with that; 4.76% were undecided; 7.77% disagreed, while 14.04% strongly disagreed with the point. See figure 4 for a graphic display of this result.

Figure 4: A test of the correlation between the negative views and comments of Nigerian politicians and the incessant pre- and post-election violence in the country.

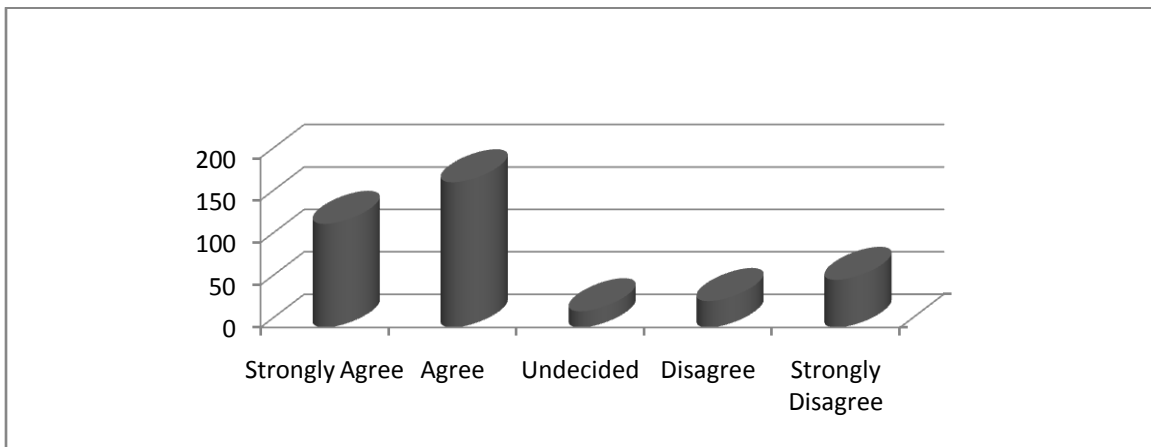


Table 2: On whether the politicians' comments have significant negative impact on governance in the country and the delivery of democracy dividends to the populace

Options	Frequency	Percentage
Strongly Agree	171	42.86%
Agree	151	37.84%
Undecided	33	8.27%
Disagree	23	5.76%
Strongly Disagree	21	5.26%
<b>Total</b>	<b>399</b>	<b>100%</b>

Data displayed on table 2 show that 42.86% of the respondents strongly agreed that the politicians' comments have significant negative impact on governance in the country and the delivery of democracy dividends to the populace. 37.84% of the respondents equally agreed with that; 8.27% were undecided; 5.76% disagreed, while 5.26% strongly disagreed with the point. See figure 5 for a pictorial view of this result.

Figure 5: A test of whether the politicians' comments have significant negative impact on governance in the country and the delivery of democracy dividends to the populace.

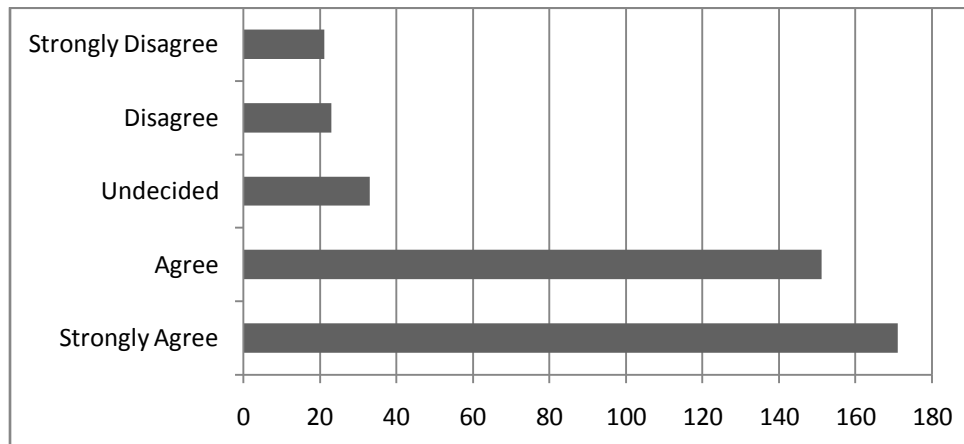


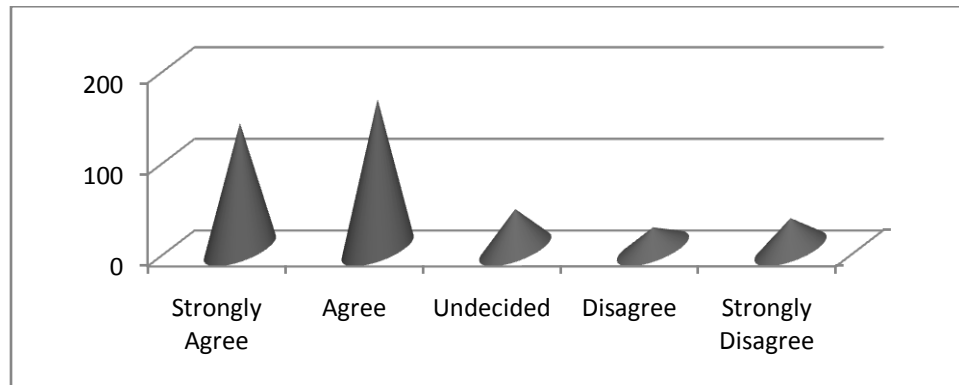
Table 3: On whether political marketing tools and strategy would serve as viable antidote for the problem

Options	Frequency	Percentage
Strongly Agree	137	34.34%
Agree	163	40.85%
Undecided	43	10.78%
Disagree	23	5.76%
Strongly Disagree	33	8.27%
<b>Total</b>	<b>399</b>	<b>100%</b>

Data displayed on table 3 show that 34.34% of the respondents strongly endorsed political marketing tools/strategy as viable antidote for the problem. 40.85% of the respondents equally agreed with that; 10.78% were undecided; 5.76% disagreed, while 8.27% strongly disagreed with the point. Figure 6 gives a pictorial view of the result.



Fig. 6: A test of whether political marketing tools/strategy would serve as viable antidote for the problem



## Tests of Hypotheses

### Hypothesis One

Ho: There's no significant correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country.

Test Statistics = Spearman Correlation Coefficient ( $r_s$ ) =

$$r_s = 1 - \frac{6 \times \sum d^2}{n(n^2 - 1)}$$

Table 4: Statistical Test of Hypothesis 1

Options	Data 1	Data 2	Rank 1	Rank 2	d	d <sup>2</sup>
Strongly Agree	122	137	4	4	0	0
Agree	171	163	5	5	0	0
Undecided	19	43	1	3	-2	4
Disagree	31	23	2	1	1	1
Strongly Disagree	56	33	3	2	1	1

Adapted from tables 1 and 2

$$\sum d^2 = 0 + 0 + 4 + 1 + 1 = 6$$

$$\text{So } r_s = \frac{1 - (6 \times 6)}{n(n^2 - 1)}$$

$$r_s = \frac{1 - 6 \times 6}{5(5^2 - 1)}$$

$$r_s = 0.70$$

Decision:

Since the result of the Spearman Correlation Coefficient ( $r_s$ ) = 0.70 indicating significant strong correlation, we hereby reject the  $H_0$  and accept the  $H_1$  which says that “there is significant correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country.”

### **Hypothesis Two**

$H_0$ : The negative comments of some Nigerian politicians have no significant adverse impact on governance in the country and the delivery of democracy dividends to the people.

Test Statistics = Chi-Square ( $X^2$ )

$$X^2 = \sum \frac{O - E}{E}$$

$$\text{Expected Frequency} = \frac{\sum \text{Observed Frequency}}{\text{Number of Observations}}$$

$$= \frac{171 + 151 + 33 + 23 + 21}{5} = 79.8 = 80 \text{ approx.}$$

Degree of Freedom = 4. Hence, Critical Chi-Square at 5% Margin of Error = 9.49

$$X^2 = \frac{(171 - 80)^2}{80} + \frac{(151 - 80)^2}{80} + \frac{(33 - 80)^2}{80} + \frac{(23 - 80)^2}{80} + \frac{(21 - 80)^2}{80}$$

$$= 103.51 + 63.01 + 27.61 + 40.61 + 43.51$$

$$= 278.25$$

Decision:

Since the calculated chi-square ( $X^2_{\text{calculated}} = 278.25$ ,  $p < 0.05$ ) is greater than the critical chi-square (9.49), we hereby reject the  $H_0$  and accept the  $H_1$  which says that: “the negative comments of some Nigerian politicians have significant adverse impact on governance in the country and the delivery of democracy dividends to the people.”

### **Summary of the Findings**

A summary of the findings obtained in this study show that:

- i. There is significant correlation between the negative comments and attitudes of some Nigerian politicians and the incessant pre- and post-election violence in the country.

- ii. The negative comments of some Nigerian politicians have significant adverse impact on governance in the country and the delivery of democracy dividends to the populace.
- iii. Political marketing tools and strategy would serve as viable antidote for correcting the problem.

## **IMPLICATIONS OF THE FINDINGS**

The implication of our number one result is that first and foremost Nigerian leaders and politicians have not been fair to the populace, who entrusts power into their care. The number of innocent citizens that lost their lives in the 2003, 2207 and 2011 general elections attests to this. This type of attitude erodes the credibility of such political leaders in the minds of informed citizens and the international community. Life must be held sacred and should not be preyed at by people who want power at all costs. Politicians who entice violence that take the lives of people they're coming to rule, what's the guarantee for good governance, when such people come into power?

Again, even those that did not win elections are causing more harm in the polity, by behaving like bulls in a China shop. If one didn't win today, he/she could win tomorrow. Hence, no need hiding under any cover to make the country ungovernable for those that won today, because you could win tomorrow and it could happen to you then. Politicians should not sow today, what they would not like to reap tomorrow.

However, it is heartwarming that political marketing tools and strategy could serve as veritable antidote for redressing this problem in the country, in order to safeguard Nigeria's hard-won democracy.

## **CONCLUSION**

In a study by Anyanwu (1997:21-25), the citizens of Nigeria insisted that unstable political structure in the country had affected them adversely and worsened their standard of living. Seventeen year after (i.e in 2014), the situation has not changed, but seem to have even worsened with direct affront on the lives of innocent Nigerians on a daily basis. The contest for power has become bloodier and bloodier by the day. Insecurity has become the order of the day. Something needs to be done and urgently too. However, as this study shows, a professional application of political marketing tools could serve as a saving grace for the problem.

## RECOMMENDATIONS

Based on the findings of the study, it is recommended as follows:

- i. That political marketing strategy should be used to educate Nigerian leaders and politicians not to convert the lives of innocent citizens of their country into theatres of wars.
- ii. Political marketing should also be used to enlighten sponsors of insurgency groups to jettison the use of violence as tools for power negotiation and appropriation.
- iii. A nation-wide political marketing programme should be instituted for a mass enlightenment of Nigerian politicians to play by the rules and respect the rights of the ordinary citizens always.
- iv. The services of experts in marketing and public relations should be solicited in the implementation of the nation-wide political marketing programme.

Political marketing should also be used to enlighten Nigerian leaders and politicians to guard their utterances at all times, and say only things that would enhance the socio-economic and political development of the nation, and not those that would impede national development.

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