

Title of Article: Perception of the Influence of Marketing in Politics: A Cross-Sectional Study of Political parties and electorates in Nigeria

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Abstract: The influence of marketing in politics has been described as power of marketing to affect the character, shape and form of political activities in a nation. (Craven and Piercy, 2003). In this connection, this paper seeks to determine how political parties and their electorates perceive the influence of marketing strategies in our political life. In pursuit of this objective, we hypothesized that there is no significant difference in the way Nigerian political parties and their electorates perceive the influence of marketing in politics.

As a prelude to the testing of this hypothesis, the country was stratified into six geopolitical zones, out of which a sample of 800 respondents was drawn to fill out the questionnaire. 626 copies of the questionnaire were returned and after editing, only 598 were usable. These were analyzed and the hypothesis was tested with a statistical analysis using one-way analysis of variance. The result shows that there are significant differences in the ways political parties and their electorates perceive the influence of marketing in politics.

This tends to suggest that Nigerian politicians lack credibility among the electorate. It is therefore recommended that politicians and parties in Nigeria should engage in image laundering. The best approach is to be people-oriented in their programmes.