Title of Article:  Game Theory as another Philosophical Foundation of Political Marketing: Evidence From Nigeria’s Electoral Process.

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Abstract:  A number of scholars in political marketing have noted that political marketing is a concept originating from a set of philosophical foundations. These foundations are marketing, political and stakeholder theories (Banes 1996, Lees-Marshment, 1999; Scammel, 2003; etc). But our present study captures game theory as another critical foundation of political marketing practice. Confirmatory factor analysis and structural equation modeling are used to clarify the relationship between game theory and political marketing. The research findings which is based on a survey of political marketers, suggest that game theory explains a significant proportion of the variance in the degree of political marketing programme implementation. The paper concludes with respect to the explanatory power of game theory in the context of political marketing strategy.