Title of Article: Perception of the Role of Marketing in Nigerian Politics: The Electorates’ Perspective.

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Abstract: The objective of this paper is to examine how Nigerian electorates perceive the role of marketing in democratic politics. The basis of this objective is that political parties (the major institutions of democratic politics) operate in a complex and uncertain environment, where they consistently reel out manifestoes that are hardly fulfilled. This gives the electorate a reason to suspect all actions and strategies of political actors. Since effective utilization of marketing strategies has the potential of bridging the perceptual gap between political parties and their electorates (Baines, 1996), this paper seeks to confirm this stance by exploring the role of marketing in politics from the perspective of Nigerian electorates. In pursuit of this objective, Nigerian was stratified into six geopolitical zones, out of which a representative sample of 400 respondents was drawn to respond to our questionnaire, 315 copies of the questionnaire were returned; and after editing, only 300 copies were found usable. In measuring the construct and analyzing the data, the paper adopted CETSCALE which was developed and psychometrically validated by Vida and Amitrovic (2001). The findings show that marketing strategies do not play extremely positive role in politics. In fact, only 52% of electoral success in Nigeria is ascribable to marketing strategies while the remaining 48% derives from anti-democratic forces like government interest, godfatherism, ethnicism, and electoral vices. Based on these findings, it is recommended that the electoral reform should equip the electoral umpire to carry out its responsibilities without fear or favour.