



# Political Marketing Planning And Its Relevance: A Descriptive Study Of Political Parties In Yobe State, Nigeria.

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## Executive Summary

Anything an organisation does, be it profit or nonprofit making, if the intention is to convince customer or people, is marketing. The study examines the influence of Political Marketing planning on the Performance of party's candidates at the polls. The research employs the quantitative research method. Data was collected mainly from primary sources through the use of questionnaire. While the target population consists of the two major political party (APC and PDP) leaders in Yobe State. The population of this study comprise of all the two political parties officials in the State. Yaro Yamane sampling formula was used to obtain a sample of Two Hundred and Eighty Four (284) out of the total population of Eight Hundred and Sixty Seven (867). The data generated for the study was analysed using Chi – Square statistical tool. Five calibration model of Likert scaling was used in rating the influence of Political Marketing planning measures. The null hypothesis which states that there is no significant influence of political marketing planning on the performance of political parties in Yobe State was used as measure. The study revealed how political marketing planning is applied by the political parties and the edges it gives in performance and formulation of appropriate campaign promises. The study also revealed that the concept of political marketing is in application but its implementation is not as thorough as it should be. For effective implementation of the Political Marketing planning, the study recommend that parties should plan their propositions based on customer (voters) orientation and competitive differentiation.

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## I. Introduction

In the contemporary organization, business or otherwise the concept of marketing is without any doubt has become an important part of its functions and culture. Marketing is a process by which the demand structure is satisfied through the conception, promotion, exchange, and physical distribution of economic goods and services. In addition to the economic goods and services, the concept of marketing is also expanded to the marketing of persons, organizations and ideas. This requires expanding other marketing concepts whose boundaries were conventionally set to relate only to marketing of economic goods and services. These other concepts include buyers and sellers, product definition, product development, product positioning, marketing Planning, consumer behavior, market segmentation, brand loyalty, promotion and physical distribution among others. The move for widening the concept of marketing has enhanced the scope for cross fertilization between disciplines in the area of social and management sciences.

The application of marketing concepts to the political field has given born to a relatively new phenomenon called “Political Marketing”. Political marketing concepts offers the frame work for analyzing various strategies used by parties in terms of marketing. Similarly, to modern-day marketing oriented philosophy, consumer is at the absolute center of the business world. A parallel can be drawn in electoral politics, where voters will be at the centre of political competition, then parties and candidates revolve around him/her just like companies revolve around the customers. Political marketing is a theoretical framework designed to assist political parties and politicians in improving their images and coordinate election campaign in such a way that will meet up with the global changing electoral campaign which focuses towards the need for

more long-term planning together with the development and implementation of marketing models in a wider sphere of social situations

### **Problem Statement / Justification**

The marketing concept whose boundaries were conventionally seen to relate only to marketing of economic goods and services has over the years widened its horizon to unarguably include nonprofit organizations. It is now a common practice in churches, mosque, and public schools as they now embark on one form of marketing activity or the other. These nonprofit organizations these days could be considered as having product, customers and using the standard tools of marketing mix to achieve their various organizational objectives.

Thus, the challenge facing nonprofit making organizations is not that of embarking or otherwise on marketing activity but on how well to do it, because no organization can avoid marketing. It is on this premise that the case for organizational marketing is basically founded. Organizational marketing assumes that, all organizations are into "product" such as physical products, services, persons, places, organizations and ideas. Consequently, such products need to be promoted and presented to targeted groups. Certainly, the organization's success depends upon whether its product satisfies these groups (customers) or not. The success depends on how well these activities are planned and how the plans are being executed accordingly. It is being argued that Strategic marketing planning could be employed to increase the chances of success. Although most of the political parties do not really engage in serious marketing planning, it is obvious that knowingly or otherwise they use some of the elements of marketing planning in enhancing their party's performances at the polls. It is against this backdrop that this paper focuses on the application of marketing concepts to the area of political parties in general, with a particular emphasis on the influence of Political Marketing Planning on the political Parties' Activities in Yobe State, Nigeria.

### **Objective of the study**

The primary objective of this study is to examine the applicability of political marketing on political parties' activities with particular reference to the influence of political marketing planning on parties' ability to win election in Yobe State, Nigeria.

## **II. Literature Review**

### ***Concept of marketing***

American Marketing Association (AMA) defined marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfies individuals and organizational objectives. The marketing staff of the Ohio State University in 1965 suggested that marketing be considered as "the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, pricing, promotion, exchange, and physical distribution of goods and services.

Kotler and Levy in 1969 suggested that the concept of marketing be broadened to include non-business organizations as they observed that churches, police departments, public schools and other nonprofit entities have products and customers, and that they use the normal tools of the marketing mix. They therefore conclude that these organizations perform marketing, or marketing-like activities and called for a definition of marketing that recognized the discipline's expanding societal dimensions. Kotler (2001), Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging product of value with others, He further explained that it is not only goods and services that are marketed but other values like experiences, events, person, places, properties, organizations, information and ideas. Marketing has earned a special status among academic circles over the past few decades. Since last quarter of the twentieth century, commercial marketing concepts and theoretical frameworks have been applied to politics with growing sophistication (Henneberg, 2004).

### ***Concept of Politics***

Politics is the theory and practice of influencing other people (Omari, 2004). More narrowly, it refers to winning and exercising positions of government, organized control over a human community, particularly a state. Politics is the study or practice of the distribution of power and resources within a given community as well as the inter relationship exist among these communities. Politics is a process by which different interest within a given unit of rule is conciliated by given them a share in power, in proportion to their importance to the welfare and survival of the whole community. At its broadest sense, politics is concerns with the course of social existence (Andrew, 2007).

A political system is a framework which defines acceptable political methods within a given society. History of political thoughts can be traced back to early antiquity, with seminal works such as Plato's Republic,

Aristotle's politics and works of Confucius. Politics may be formal or informal depending on its operational structure and the constitutional boundary. Formal politics refers to the operation of a constitutional system of government and publicly defined institutions and procedures. Political parties, public policy or discussion about war and foreign affairs would fall under the category of formal politics. Many people view formal politics as something outside of themselves, but that can still affect their daily lives. Informal politics is understood as forming alliances, exercising power and protecting and advancing particular ideas or goals. Generally, anything affecting one's daily life such as the way an office or household are managed, or how one person or a group exercise influence over another. Informal politics is typically understood as every day politics, hence the ideas that "politics is everywhere" (Andrew, 2007).

### ***Political Parties***

At the beginning there were no real political parties as has revealed by the history, but only groups with opposing interests. Over the years the parties were consolidated as groups of individuals with the same views, ideology and convictions intended to influence the power and governance. The political parties are an essential element of political life.

The political parties are not phenomena that have emerged in the modern era. There are authors who argue that political groups were in existence since the ancient times even though they were not in an organised form of political parties as nowadays, particularly in Greece and Rome. Also it is mentioned that the birth of two traditional English parties, *Vige* and *Tore* in the Seventeenth century or the emergence of political clubs in France before and during the French Revolution in the Eighteenth century forms the history of political parties (Omari, 2004). In the classical liberal period they have been treated as parliamentary groups such as: "The Right" or "The Left", and were deprived of a real stability in the country. Later on, this era was accompanied by the expansion of voting and transformation from organising groups to real political parties. All this brought about the necessity of constitutional recognition of political parties as an important social formation which occurred for the first time in Italy with the Constitution of the Second World War (Omari & Anastasi, 2008).

The French constitutionalist Benjamin (1965) defined the political party as "a group of people who adhere to the same political doctrine." He added that in the Albanian law of political parties, it was provided that: "The political parties are voluntary unions of citizens on the basis of ideas, opinions or beliefs or of the common political interests, who seek to influence the life of the country through the participation in elections and representation of people in the elected organs of power. The political parties were not only established within the territory of Albania, but also in the Albanian Diaspora in the world. For instance the U.S. was created the Autonomist Party and Skopje was established the party of Hoxha.

Political party is a political organisation that typically seeks to attain and maintain political power within government, usually by participating in electoral campaigns, educational outreach or protest actions. Parties often espouse an expressed ideology or vision bolstered by a written platform with specific goals, forming a coalition among disparate interest.

### ***Concept of Political Marketing***

The first use of the term "political marketing" was in Stanley Kelley's pioneering study on the increasing influence of professional persuaders in politics that named "professional public relations and political power" (1956). He used political marketing more or less interchangeable with propaganda. To him, the purpose of political marketing activity was the same as propaganda, which is persuasion. Indeed, propaganda can be considered to be forthcoming of political marketing. Shaughnessy (1990) stresses that, "Comparing propaganda with contemporary political marketing would yield superficial resemblances but ultimately be misleading" because propaganda is more of biased assertions. Political marketing is a theoretical framework designed to aid political parties and politicians in improving their image and coordinating election campaign in such a way to reflect the changing electoral campaigning in the whole world towards, the need for more long-term planning together with the development and implementation of marketing models, in a wider sphere of social situations.

Political marketing as an academic discipline is relatively new and embryonic area. Political marketing as described by Cass (2009), as the analysis, planning, implementation and control of political and electoral programme designed to create, build and maintain beneficial exchange relationships between a party and its voters, a government and its citizens, and between government and third-party interest groups including lobby groups, industry associations, companies and the likes. Hughes and Dann (2006) defined political marketing as "a set of activities, processes, or political institution used by political organization, candidates and individuals to create, communicate, deliver and exchange promises of value with voter consumers, political party shareholders and the society at large". Political marketing is a fundamental part of political life. Political marketing is a process by which political candidate and ideas are directed at voter's needs and thus gain their support for the candidate and ideas in question.

Marketing and democracy provide similar benefits (Katherine 2008). For example, marketers give consumers information and choice they seek to engage them to earn their loyalty, they try to bring quality and innovation to the masses. Marketing also provides social glue via successful exchanges, and improve living standards and customer wellbeing. Similarly, democracies depend on informing citizens participating in the political process and making choice among political alternatives. In line with these statements, the central focus of marketing and democracy are towards satisfying the needs of customers and voters respectively

### ***Political Marketing Planning***

Marketing Strategic planning is a way of thinking, acting and learning that can enable organizations to better achieve their goals and secure their survival alongside with the uncertainty and complexity of their internal and external environments. The strategic planning process allows organisations to develop and determine their long-term vision, direction, activities and performance. It usually takes a comprehensive view by looking at the big picture of the what, the why and the how of an organisation, but it also leads to specific targeted actions.

Political marketing planning aims to determine how to generate and retain public support for party policies and programmes. The creation of competitive advantage occurs through the determination and conduct of the party's positioning strategy and the consistent communication of this strategy in defined key areas of the country in the local context, as well as nationally through the broadcast channels (press, radio, television) A political marketing planning framework needs to take into account the realities of the environment and allow for rapid change (e.g. partisan allegiance, changes in public opinion). The framework should incorporate the detail of the various political phenomena (e.g. tactical voting, traditional voting, personal voting, the importance of bye-elections, defections, deselection and immigration/emigration patterns) in order to reflect the reality of the campaigning process.

**Table 1 Political Marketing Planning Process**

#### **Marketing planning functions in Political Parties context**

Market position analysis	This requires a determination of how voters perceive the Parties and individual candidates in different areas of the electoral battleground. It may be that the parties' competitive positions and are different in different regions of the country.
Objective Setting	The party needs to determine which issues it will compete on and which voter and citizen groups it will try to resonate with and whether or not this is possible within the constraints of the organization
Strategic alternative evaluation	Which segments of the electorate should parties communicate with, using which messages? Should multiple segments be targeted with multiple messages? Public opinion polling and qualitative research can be used to guide and develop message development and receipt, and measure and assess segmented groups' stability, accessibility and substance
Strategy implementation	The political strategist needs to allocate the necessary resources to the targeting process involving message dissemination through press, radio, television (both adverts and publicity) and direct mail. In political campaigns, one major problem occurring is one of uncertainty regarding the flow of donations that will be received by the party. Thus, parties have experienced financial difficulties in the past (e.g. the British Conservative Party's sizeable overdraft after the 1992 British General Election). This largely depends on the system of public financing which is operating in the country concerned
Monitoring and Control.	Since the marketing planning process attempts to match Organisational resources with market opportunities and threats, whilst considering the organization's strengths and weaknesses, the process of monitoring the external environment and evaluating a particular strategy's impact upon that environment is paramount. In the political context, there is a need to

determine whether or not segmented voter groups have been targeted properly with the correct messages. In the UK, the Labour Party conducted large numbers of focus groups after its failure in the 1992 election (Gould, 1998) whilst Bob Dole, the failed presidential candidate in the USA, also had one of his consultants conduct a post-mortem” (personal interview with US political consultant, Washington DC, January 1998). Bob Worcester (1999) recommended conducting post-election analysis to British Prime Minister Harold Wilson in 1974.

*Adopted from Palmer, (1994)  
Methodology and results*

The study is a research on the relevance of political marketing planning on party’s performance in Yobe State of Nigeria. The research employed the quantitative research method. The population of this study comprises of all the two major political parties leaders in Yobe State. These political parties are APC and PDP. The choice of the two political parties was based on their popularity in the State. APC has twenty five (25) Executives in each of these local government areas, totaling 425. While PDP has twenty six (26) Executives in each of the seventeen local governments which totaling 442. The target population of the study summed at eight hundred and sixty seven (867) executives of the two major political parties of the state, Independent National Electoral Commission INEC (2019). It is from this population that the sample for this study was drowned.

The method of Sampling applied in this study is Multi-stage Sampling. Firstly, Yaro Yamani (1969) proportionate sampling formula was used to obtain the sample size of 284 out of the total population of eight hundred and sixty seven (867). Secondly, Purposive sampling was used in selecting the two major political parties in the state. Thirdly, stratified sampling technique was applied to stratify the respondents according to the Local Government they belong to. To this end, Simple Random Sampling Technique was used to select 140 respondents from the APC and 144 respondent from PDP, this makes the total sample size to be 284 out of 867 target population. *Political marketing planning was measured through the items adapted from the work of Palmer, (1994)*. The study opted for five Likert scales ranging from strongly agree to strongly disagree.

This study uses both descriptive and inferential statistics. The descriptive statistics consisting of tables, frequencies and simple percentage in the presentation of data; while the inferential statistics was guided by the use of Chi-Square statistical techniques for the test of appropriate hypothesis. Data was obtained through questionnaire administration and it dwelled on the Applicability of Political Marketing on Political Parties Activities with particular reference to political marketing planning on party’s ability to win election and remain in power in Yobe State, Nigeria. The data obtained from the respondents was organized, analyzed and presented using frequency distribution table and simple percentage. The analysis was done on the basis of the valid questionnaire retrieved, and computed using the Statistical Package for Social Sciences (SPSS). A chi-Square statistical technique is utilized to achieve the objective and testing hypothesis formulated. Results indicates that has good indicators of fit. The root mean square (RAMSEA) is 0.79 which can be considered as an acceptable level of error of approximation. The incremental fit index (IFI) and the goodness of fit (CFI ) has an overall fit quality of .72 and .72 respectively

**Findings Table 1: The influence of Political Marketing Planning to enhance Party’s Ability to win Election and Remain in Power.**

Variables	Responses				
	SA	A	U	D	SD
Determining voters needs aid political parties to develop and co-ordinate effective and efficient election campaign.	43 (20.5%)	157 (74.7%)	6 (2.9%)	4 (1.9%)	0 (0.0%)
Political marketing planning will help political parties to improve their image towards the need for long-term retention in power.	62 (29.5%)	122 (58.1%)	17 (8.1%)	9 (4.3%)	0 (0.0%)
Wining election is mostly associated with candidate or party that has higher campaign budget.	56 (26.7%)	136 (64.7%)	10 (4.8%)	8 (3.8%)	0 (0.0%)
The use of marketing Research need to be employed in respond to the changes in an environment and maintain sustainable relationships with voters groups and stakeholders.	74 (35.2%)	121 (57.6%)	11 (5.2%)	4 (1.9%)	0 (0.0%)
Political parties must carefully examine their past actions and strategies in order to realize if there exist a discrepancy between their promises and actual performance.	53 (25.2%)	135 (64.3%)	14 (6.7%)	7 (3.3%)	1 (0.5%)

**Source:** Field Survey, 2022

Table 1 describes the respondent’s on the effect political marketing planning to enhance party’s ability to win elections. This section sought to find out if political parties engage in determining voters needs or if they aid political parties to develop and co-coordinate effective and efficient election campaign. From the result, the

first variable reveals that 200(95.2%) of the total respondents agreed that, determining voters needs aid political parties to develop and co-coordinate effective and efficient election campaign enhance political party's stake in winning elections, while only 4(1.9%) disagreed to that. Also when asked if political marketing planning helps political parties to improve their image towards the need for long-term retention in power, a total of 184(87.6%) of the respondents agreed (at strongly agreed and agreed levels) to that, while only 9(4.3%) disagreed to that. The result also shows that 192(91.4%) of the total respondents agreed that parties need to orient their members about its candidate and present most credible and acceptable candidate for general election, while only 8(3.8%) disagreed to that; the remaining 10(4.8%) was accounted for undecided. When asked if the use of marketing research should be employed by political parties so as to affect changes in the environment, 195(92.8%) of the respondents agreed, while only 4(1.9%) disagreed to that. Also on political parties' performance and their promises, a total of 188(89.5%) agreed to that political parties must carefully examine their past actions and strategies in order to realize if there exist a discrepancy between their promises and actual performance, while only 8(3.8%) disagreed to that.

From the result, it has been observed that majority (over 87.6%) of the respondents agreed to all the questions concerning marketing planning, which led the study conclude that the respondents are of the opinion that political marketing planning if undertaken by political parties to formulate appropriate campaign and promises will improve their performance at the polls.

: H<sub>0</sub>: There is no significant effect of marketing planning and performance of political parties in Adamawa State.

**Table 2: Chi – Square decision table**

Response	Frequency	df	X <sup>2</sup> calculated	X <sup>2</sup> tabulated	Decision
Agreed	92	4	13.319	9.488	p<0.05Reject
Disagreed	170				

**Source:** Field Survey, 2022

Table 2 shows that, the chi-square computed value of 13.319 and a table value of 9.488 at a degree of freedom and at 0.05 level of significant. The contingency coefficient  $X^2 = 13.319$  is highly significant at  $P < .05$ , since the calculated value is less than the table value 9.488. Therefore the null hypothesis which states that there is no significant effect of political marketing planning on the performance of political parties in Yobe State is rejected.

### III. Discussions

The study revealed that political marketing planning is applied by the political parties so as their performance and formulate appropriate campaign promises. This can be observed in Table 1 as majority (over 85.4%) of the respondents agreed to all the variables concerning marketing planning. It can now be concluded that the respondents are of the opinion that political marketing planning should be applied by the political parties so as to improve their performance and that reliable campaign promises should be formulated based on the marketing plans. This is in line with the study conducted by Gbadeyan (2011) titled 'Political Marketing Strategies and Democracy in Nigeria'; the study has revealed that political organizations employed political marketing strategy to win the election

### IV. Recommendations

The following recommendations were made base on the findings and conclusion of this study.

- i. Since marketing planning is seen to have influence on parties ability to win elections, the planning should be based on customer orientation and competitive differentiation.
- ii. It was also revealed that party's campaign information is most often fabricated and therefore suggests that campaign information should be reliable and dependable. Systems must be defined to ensure the internal integrated communication among party members; external communication should focus on the needs of the voters while considering the competence of the party to fulfill them; and media should be managed carefully to endorse credibility.
- iii. As regards to lack of trust of voters on political parties in particular and the whole political system of the country in general, the effective implementation of Political Marketing planning can ensure the trust of voters which will ultimately lead to a healthy political environment. It will not only ensure success of a party but is also beneficial for the society.
- iv. To address the issues regarding campaign delivery and offerings, parties should avoid raising people's expectations by over-promising and should include media in the co-creation of services.
- v. The use of money to influence electorates' voting behavior should be discouraged. To effectively manage the cost of campaign, parties need to shift the focus from winning the election to build the long term relationship with voters.

Since majority of the voters choose on the basis of the overall political parties package, concept and image, Voters' oriented strategy should be applied by political parties in order to gain and retain brand loyalty.

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