

Title of Article: Electorates' Rating of Political Marketing Effectiveness In Nigeria..

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Abstract In political marketing literature, there appears to be two main streams of research on the determinants of a political party's effectiveness. One is based on the economic tradition which stresses the importance of external marketing factors. The other stream builds on the behavioural and sociological paradigms of marketing strategies as the prime determinants of effectiveness. It is in this sense that this paper identifies asymmetries among political parties within a democracy as acting to limit the contraction of differentials and equalization of votes which constitute the basic tool provided for the electorate to indicate their preferences for the marketing approach of political parties. Thus the objective of this paper is to determine from the viewpoint of the electorate the effectiveness of marketing strategies in enhancing the competitiveness of Nigerian political parties. In pursuit of this goal, Nigeria was stratified into seven clusters (including Abuja) for the purpose of generating data through quota sampling techniques. 400 copies of the questionnaire were administered on the electorate in these clusters, and their responses constituted the data which were analyzed to crystallize the findings. The findings show that the Leader Party (PDP) was the most effective on each of the criteria used. This does not mean that the party conformed to the best practices in democratic culture. It is therefore recommended that they should seek to comply with the best practices in democratic culture such as internal democracy.