

## **MARKETING CONCEPT AND THE POLITICAL MARKETING OF POLITICAL PARTIES DURING ELECTIONS**

**Odigbo, Ben E., Ph.D**

Department of Marketing, University of Calabar, Nigeria.  
Email: bodigbo@gmail.com, ben.odigbo@unical.edu.ng

**Enyam Joseph-Kelvin**

Department of Marketing, University of Calabar, Nigeria.  
Email: joekelvin2013@gmail.com

**Iroh, Agwu Kalu**

Department of Marketing, University of Calabar, Nigeria.  
Email: iakalu80@gmail.com

### **Abstract**

Marketing concept is a philosophy which states that the key to achieving goals is to determine the needs of the target customers and to satisfy those needs efficiently and effectively than competitors. The application of this concept in the activities of politics is important to the success of political parties and the government of a nation which describes the application of marketing tools in marketing positive attitude to both politicians and the electorates. Moreso, we considered the process by which political parties and candidates promote themselves and their platform to voters. This was a comparative assessment of the effect of product concept, marketing concept, selling concept and societal marketing concept on political marketing of political parties in the 2019 general elections in Cross River State, Nigeria. However, the main objective was to examine the effect of marketing concept on political marketing of political parties in the 2019 general elections in Cross River State, Nigeria. We adopted a design to allow the use of questionnaire in data collection and measuring the relationship between the variable under the study based on discussion with selected representative of the various political parties that participated in the 2019 general elections in Calabar, Cross River State which will help explain existing problems and draw inferences based on data collected. The result of hypotheses one revealed that product concept and marketing concept significantly impacts political-marketing of political parties in the 2019 general elections in Cross River State. It is also discovered that political marketing is a crucial tool in building a cordial relationship between political parties and the electorate.

**Keywords:** Political Marketing, Marketing concepts, General elections, political communication, Cross River State-Nigeria.

### **Introduction**

The application of marketing concepts in the activities of politics is important to the success of political parties and the government of a nation. This is because the inability of political parties to properly apply or utilize the marketing concept in political campaigns could lead to poor performance or loss of credibility of a political party. It has often been argued that the application of ‘marketing’ tools and instruments in politics is nothing new (Donovan, (2012; Kotler & Armstrong, 2012). However, what certainly has changed in the last 25 years is not (just) the magnitude of political marketing but the belief that political actors (and these include not only political parties and politicians but also governments, single issue groups, lobbying organizations, etc.) not only act out but also ‘think’ in marketing terms and integrate

their use of marketing instruments in a coherent marketing strategy (Newman, 1987; Anyanwu, Anuforo & Odigbo, 2015).

Marketing concept is a philosophy which states that the key to achieving goals is to determine the needs of the target customers and to satisfy those needs more efficiently and effectively than competitors. The marketing concept does not target to maximize profitable sales volumes but to generate profits through customer satisfaction. Therefore, the emphasis is not solely on selling products but on selling satisfaction (Gordon, Lovett, Shachar, Arceneaux, Moorthy, Peress, Rao, Sen, Soberman & Urminsky, 2012; Kotler & Armstrong, 2006; Kotler, Keller, Brady, Goodman & Hansen, 2009). The application of marketing concept in the field of political marketing describes the application of marketing tools in marketing positive attitude or de-marketing negative attitudes to both politicians and the electorates (Luck & Chapman, 2003; Ramin & Ali, 2013).

Political marketing refers to the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. Political marketing is a fundamental part of political life. Presidents and Prime Ministers; politicians and parties; government departments and councils all use marketing in their pursuit of political goals. In addition, political marketing applications have moved from solely a communication tool to an integrated way of managing politics, be it policy development, permanent campaigning (Nimmo, 1999), or even governing to the extent that government has become 'symbolic' in certain circumstances (Newmann & Sheth, 1987). Political marketing has over the years been a tool for marketing politicians, their parties, manifestoes, programmes or projects to the electorates in return for their votes and not the other way round (Buttler & Collins, 1994). It could also be used to get the politicians to toe the line of order, rule of law and constitutional democracy rather than inciting their supporters to resort to violence. This gives the political parties the opportunity to build good reputation and confidence on the masses for continuous earnings of their votes.

To what extent do political parties operating within Cross River State of Nigeria consider the application of marketing concept as a tool for their optimal performance and competitive advantage over competing political parties? Finding an answer to that is the major thrust of this study. However, most political actors in the area are far from having an integrated and sophisticated understanding of marketing concept for their political exchange situations. This non-application of political marketing management in Nigerian politics and indeed other developing countries has caused some 'leading' parties and candidates to adopt a simplistic and populist 'follower'-mentality, contributing to the disenchantment of a good number of the electorate and a resulting cynicism regarding politics in general (Kotler & Kotler, 1981). Therefore, it is on this note that this study proposes to examine the effect of marketing concept on political-marketing of political parties in the 2019 general elections in Nigeria, with special emphasis on Cross River State.

## **Literature Review**

### **Political Marketing**

Political marketing is the blend or combined application of marketing and political principles in a political campaign, electioneering or for the marketing of a politician, political idea, manifesto, ideologies, political party or governmental policies, programmes or projects. This entails the deployment of marketing theories to promote the political elements by influencing voters through political-market research, planning, organizing, implementing, and controlling their political and election campaign processes (Lees-Marshment & Lilleker 2012; Lock & Harris 1996; Wring 1997). That is to say, here, everything about politics will

be fashioned in such a way as to be influenced by marketing principles, theories and strategies (Speed et al., 2015).

*The use of political marketing in influencing electoral behaviour and processes has offered a fresh perspective and insights into voting behaviour and consequent electoral outcome or political parties' performance (Butler & Collins 1994; Kotler & Kotle, 1981; Mauser 1983; Newman & Sheth 1985; Smith & Saunders, 1990).*

#### *The Marketing Concept and Political Marketing*

*It has been proved that the marketing concept can be applied to both commercial and non-commercial organizations (Brownlie & Saren, 1991; Kotler & Zaltman, 1971; Houston, 1986; Webster, 1988; Wensley, 1990). The marketing concept orientation believes that customers' or consumers' satisfaction should be the primary concern of organizations. They ought to, therefore, identify customers' or consumers' needs through research and try to satisfy the identified needs. That is to say, the organizations must be customer-oriented in their planning and operations. Thus, the philosophical basis of this marketing concept is that customers' or consumers' wants, needs and satisfaction becomes the economic and social justification for every organization's existence. That is to say, every political party or political candidate applying this concept must be ready to adopt the wholistic mindset to satisfy voters' needs (Newman and Sheth, 1987; Mauser, 1983; Reid, 1988).*

*Marketing concept is a means of creating and facilitating effective exchanges between producers, marketers and consumers of both products, services and ideas, including exchanges of values and relationships between commercial, non-commercial and social entities (Kotler, 1972; Houston, 1986). Political marketing concepts are meant to direct campaign messages towards achieving a positive shift in voters' behaviour and winning voters' support. To achieve this goal effectively, demands understanding the voters' perceptions, values and perspectives, in order to make decisions that will win them over (Newman and Sheth, 1987; Nimmo, 1970).*

According to O'Cass (1996), politics is centrally captured in marketing's extended domain, because of the exchange process involved when voters cast their votes for political candidates. The process involves a transaction in the exchange of their votes, time and support for the services which the political candidate o promises to offer to them after election. The political marketing processes, then, is specifically concerned with ensuring that these exchange transactions are effectively created and delivered, for maximum value outcome.

Houston (1986) argues that the marketing concept is a managerial element relating to an entity's goals' achievement. The marketing concept ensures that an entity achieves its exchange determined goals very efficiently through a thorough understanding of the target publics, voters or customers, and how best to satisfy them, by designing, producing and delivering offerings in light of the research-ascertained facts (Houston, 1986).

## **Research Methodology**

### **Research design**

Research design is the blueprint for the collection, measurement and analysis of data. The research design that will be adopted for this study is the survey design. Ndiyo (2005) defined a survey as a systematic process conducted on a large scale on a defined population to determine some desirable characteristics of a designed population. The adoption of this design allows the use of the questionnaire in data collection and measuring the relationship between the variable under study. A highly structured questionnaire will be developed based on discussion with selected number of representatives of the various political parties that

participated in the 2019 general elections in Calabar, Cross River State. The design will help the researcher to find out, describe and explain existing problems and draw generalization on the population based on data collected.

### **The study area**

The study area is Calabar metropolis, where the political parties' offices or secretariats are located. It is one of the country's tourism destinations. Calabar is located at 4° 57' 0" North and 8° 19' 0" East. It is the capital of Cross River State. Administratively, the city is divided into Calabar Municipal and Calabar South local government area. It has an area of 406 square kilometers (157 sq mi) with a projected population of the state estimated to be 3,737,517 for 2018.

Politically, Calabar has three principal landlord kingdoms, namely the Qua Kingdom of Ejagham (Ekoi) or Bantu origin, the Efut and the Efik Kingdoms. The Qua Kingdom has the Ndidem of the Qua nation as the Grand patriarch, The Efut have the Muri Muneneas the grand patriarch while the Efik Kingdom patriarch is known as the Obong. The Efik political authority as it concerns the Obong is hinged on a political tripod, Creek Town, made up of Ambo, Cobham and Eyo; Old Town made up of Obutong; and, Duke Town or Atakpa made up of Duke or Archibong, Eyamba, Ntiero, Henshaw and Cobham.

Each leg of this tripod at one time or the other was ruled by a separate Obong. Before the colonial period, Calabar, originally known as AkwaAkpa, was a Kingdom with the City of Calabar as the site of government, the Obong of Calabar as the ruler and the Ekpe Secret Society, as the stool on which the Obong of Calabar sat. The other kingdoms in Calabar are that of the Qua Nation with the Ndidem of the Quas and paramount ruler of Calabar municipality and the MuriMunene of Efut and paramount ruler of Calabar south. The Cross River State annual Christmas festival held every year attracts thousands within and beyond Nigeria. The festival which includes music performance from local and international artists, the annual Calabar carnival, boat regatta, fashion shows, Christmas village, traditional dances and the annual Ekpe festival are yearly events that bring in thousands of tourists at the time of the year.

### **Population of the study:**

The population of a study refers to the totality of the element that forms the basis for the analysis (Ahmad & Warraich 2013). Thus, the population of this study shall be made up of selected representatives of the political parties which participated in the 2019 general elections in Calabar, Cross River State. Therefore, five (5) representatives from the 29 political parties will make up the population of this study. Since the total number of political parties that participated in the 2019 general elections in Calabar, Cross River State is twenty-nine (29), thus the population of the study is 145

### **Sample size determination**

The sample size for the study was determined scientifically with the use of Taro Yamane formula. This formula is used when the population of the study is known or definite.

Taro Yamane formula is given as:

$$n = \frac{N}{1 + N(e^2)}$$

Where n = Sample size  
 I = Constant  
 N = Actual population  
 e = Tolerable error at 5%

Substituting for the formula;

$$\begin{aligned} N &= \frac{145}{1 + [145 \times (0.05^2)]} \\ &= \frac{145}{1 + (145 \times 0.0025)} \\ &= \frac{145}{1 + 0.36} \\ &= \frac{145}{1.36} \\ &= 107 \end{aligned}$$

### Sampling techniques:

A simple random sampling technique was adopted to effectively select the sample for this study. This sampling technique was used in order to avoid bias and for equal change of representation for all population of the study. To effectively select the sample for this study, the list of 107 (one hundred and seven) representatives of the political parties that participated in the 2019 general elections in Calabar, Cross River State, were collected through field survey from the various parties secretariats/offices and the names of each of the party representatives were written on pieces of papers and put in a basket. 145 draws were randomly made and the names of the political parties' representatives on the selected pieces of papers were then used for the study. The representatives of the twenty-nine (29) political parties were contacted through field survey at various party secretariats or offices. In all a total of 145 party representatives of the 29 political parties will be used for this study.

### Source of data and data collection methods

The data gathering method explained in this section is the primary source of data collection.

**Primary data:** These are data that are obtained through first-hand information from the respondents. These data shall be obtained through the use of questionnaire and personal interview. The questionnaire will be administered personally by the researcher. Copies of the questionnaire shall be administered to the selected sample comprising party representatives of the twenty-nine political parties participated in the 2019 general elections in Calabar, Cross River State, Interview will be conducted to help fill in information that will be left out by the respondents.

### Instrumentation:

To collect data for this study, a carefully structured questionnaire was designed by the researcher, using the Likert scale with Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD). The questionnaire will be divided into two sections A and B. Section A contains information regarding respondents' personal details. Sections B contains information pertaining to our subject of study based on the hypothesis to be tested.

**Data treatment technique:**

Data analysis will be performed with the use of SPSS Version 21. To ascertain the causal relationship between the independent variable and each of the dependent variables, the inferential test statistics employed was a simple linear regression analysis. The model specification used is stated as follows:

$$Y_i = \alpha_1 + \beta_1 X_{i1} + \epsilon_i$$

Where:

$Y_i$  = the estimated value of the dependent variable,

$\alpha_1$  =  $Y_i$  intercept,

$\beta_1$  = the regression slope or co-efficient,

$X_{i1}$  = the value of the independent variable, and

$\epsilon_i$  = the error term.

The regression slope or co-efficient,  $\beta_1$ , was calculated using the following formula:

$$\beta_1 = \frac{n \sum_{i=1}^n X_i Y_i - (\sum_{i=1}^n X_i)(\sum_{i=1}^n Y_i)}{(n \sum_{i=1}^n X_i^2 - (\sum_{i=1}^n X_i)^2)}$$

Where:

n = number of observations, and

$\beta_1$  = Regression slope

$X_i$  = dependent variable

$Y_i$  = independent variable

**Presentation of Data:**

A total of 106 copies of questionnaire were administered to the respondents. Out of this number, 106 were properly filled and returned, therefore, a response rate of 100 percent was obtained.

**Table 3.1**  
**Distribution of respondents according to Gender**

	Frequency	Percent	Cumulative Percent
Male	55	51.9	51.9
Female	51	48.1	100.0
Total	106	100.0	

**Source:** Field Survey, 2019.

Table 4.1 above shows that 55 respondents out of 106 representing 51.9 percent were male while 51 respondents out of 106 representing 48.1 percent were female.

**Table 3.2**  
**Distribution of respondents according to Age**

	Frequency	Percent	Cumulative Percent
11 - 20 years	41	38.7	38.7
21 - 30 years	41	38.7	77.4
31 - 40 years	15	14.2	91.5
41 years or above	9	8.5	100.0
Total	106	100.0	

**Source:** Field Survey, 2019.

Table 4.2 above shows that 41 respondents out of 106 representing 38.7 percent fell between the age range of 11-20 years, 41 respondent out of 106 representing 38.7 percent fell between the age range of 21-30years, 15 respondent out of 106 representing 14.2 percent fell between the age range of 31-40years, and 9 respondents out of 106 representing 8.5 percent fell between the age range of 41 years and above.

**Table 3.3**  
**Distribution of respondents according to Marital Status**

	Frequency	Percent	Cumulative Percent
Single	52	49.1	49.1
Married	54	50.9	100.0
Total	106	100.0	

**Source:** Field Survey, 2019

It is very clear that in table 4.1.3 above, 52 respondents out of 106 representing 49.1 percent were still single, 54 respondents out of 106 representing 50.9 percent were married.

**Table 3.4**  
**Distribution of respondents according to Highest Educational Qualification**

	Frequency	Percent	Cumulative Percent
SSCE	23	21.7	21.7
OND/NCE/ND	30	14.2	35.9
HND/B.Sc./B.A./B.E	18	16.9	52.8
M.Sc. and above	50	47.2	100
Total	106	100.0	

**Source:** Field Survey, 2019.

Table 4.4 above shows that 23 respondents out of 106 representing 21.7 percent had SSCE, 30 respondents out of 106 representing 28.3 percent had OND/NCE/ND, 53 respondents out of 106 representing 50.0 percent had HND/B.Sc./B.A./B.E.

**Table 3.5**  
**Distribution of respondents according to Religion**

	Frequency	Percent	Cumulative Percent
Christian	101	95.3	95.3
Muslim	5	4.7	100.0
Others	0	0	0
Total	106	100.0	

**Source:** Field Survey, 2019.

Table 4.5 above shows that, 101 respondents out of 106 representing 95.3 percent were Christians while 5 respondents out of 106 representing 4.7 percent were Muslim.

**Table 3.6**

**Benefits offered to the electorate by politicians or political parties goes a long way to enhance the success of a political party in elections**

	Frequency	Percent	Cumulative Percent
Strongly agree	14	13.2	13.2
Agree	71	67.0	80.2
Undecided	3	2.8	83.0
Disagreed	15	14.2	97.2
Strongly disagreed	3	2.8	100.0
Total	106	100.0	

**Source:** Field Survey, 2019.

From the analysis above, 14 respondents out of 106 representing 13.2 percent strongly agreed that benefits offered to the electorate by politicians or political parties goes a long way to enhance the success of a political party in elections, 71 respondents out of 106 representing 67.0 percent agreed, 3 respondents out of 106 representing 2.8 percent were undecided about the issue, 15 respondent out of 106 representing 14.2 percent disagreed, while 3 respondents out of 106 representing 2.8 percent strongly disagreed to this issue.

### Test of Hypotheses

$H_{01}$ : Product concept has no significant impact on political-marketing of political parties in the 2019 general elections in Cross River State, Nigeria.

**Table 3.7**

**Model Summary showing the impact of product concept on political-marketing of political parties in the 2019 general elections in Cross River State**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.495	.481	1.74497

a. Predictors: (Constant), product concept

**Table 3.8**

**ANOVA<sup>a</sup> showing the impact of product concept on political-marketing of political parties in the 2019 general elections in Cross River State**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110.261	1	110.261	36.211	.000 <sup>b</sup>
	Residual	112.662	37	3.045		
	Total	222.923	38			

a. Dependent Variable: political-marketing of political parties

b. Predictors: (Constant), product concept

**Table 3.9**

**Coefficients<sup>a</sup> showing the impact of product concept on political-marketing of political parties in the 2019 general elections in Cross River State**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.304	1.272		2.598	.013
	Product concept	.743	.123	.703	6.018	.000

a. Dependent Variable: political-marketing of political parties

The tables above report the regression analysis carried out to test  $H_{01}$ . The results show that product concept significantly impact political-marketing of political parties in the 2019 general elections in Cross River State ( $B = 0.743$ ,  $p < 0.05$ ).  $H_{01}$  was therefore rejected. Tables 4.21 and 4.22 further report a significant  $F$  statistic, indicating the model's prediction strength ( $F = 36.211$ ,  $R^2 = 49.5\%$ ,  $p < 0.05$ ).

$H_{02}$ : Marketing concept has no significant influence on political-marketing of political parties in the 2019 general elections in Cross River State, Nigeria.

**Table 3.10**

**Model Summary showing the influence of marketing concept on political-marketing of political parties in the 2019 general elections in Cross River State.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 <sup>a</sup>	.523	.202	1.84012

a. Predictors: (Constant), Marketing concept

**Table 3.11**

**ANOVA<sup>a</sup> showing the influence of marketing concept on political-marketing of political parties in the 2019 general elections in Cross River State.**

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	35.948	1	35.948	10.616	.002 <sup>b</sup>
1	Residual	125.283	37	3.386		
	Total	161.231	38			

a. Dependent Variable: Political-marketing of political parties

b. Predictors: (Constant), Marketing concept

**Table 3.12**

**Coefficients<sup>a</sup> showing the influence of marketing concept on political-marketing of political parties in the 2019 general elections in Cross River State.**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	6.353	1.341		4.738	.000
1	Marketing concept	.424	.130	.472	3.258	.002

a. Dependent Variable: political-marketing of political parties

The tables above report the regression analysis carried out to test HO<sub>2</sub>. The results show that marketing concept significantly influence political-marketing of political parties in the 2019 general elections in Cross River State (B = 0.424, p < 0.05). HO<sub>2</sub> was therefore rejected. Tables 4.30 and 4.31 further report a significant *F* statistic, indicating the model's prediction strength (F = 10.616, R<sup>2</sup> = 52.3%, p < 0.05).

HO<sub>3</sub>: Selling concept as a political-marketing tool did not significantly affect the fortunes of political parties in the 2019 general elections in Cross River State, Nigeria

**Table 3.13**

**Model Summary showing the effect of selling concept on the fortunes of political parties in the 2019 general elections in Cross River State**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 <sup>a</sup>	.596	.277	1.72430

a. Predictors: (Constant), selling concept

**Table 3.14**

**ANOVA<sup>a</sup> showing the effect of selling concept on the fortunes of political parties in the 2019 general elections in Cross River State**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	46.350	1	46.350	15.589	.000 <sup>b</sup>
1 Residual	110.009	37	2.973		
Total	156.359	38			

a. Dependent Variable: Fortunes of political parties

b. Predictors: (Constant), selling concept

**Table 3.15**

**Coefficients<sup>a</sup> showing the effect of selling concept on the fortunes of political parties in the 2019 general elections in Cross River State**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.032	1.257		4.800	.000
Selling concept	.482	.122	.544	3.948	.000

a. Dependent Variable: Fortunes of political parties

The tables above report the regression analysis carried out to test HO<sub>3</sub>. The results show that selling concept has some effect on the fortunes of political parties in the 2019 general elections in Cross River State (B = 0.482, p < 0.05). HO<sub>3</sub> was therefore rejected. Tables 4.27 and 4.28 further report a significant *F* statistic, indicating the model's prediction strength (F = 15.589, R<sup>2</sup> = 59.6%, p < 0.05).

HO<sub>4</sub>: Societal marketing concept does not affect political-marketing of political parties in the 2019 general election in Cross River State, Nigeria

**Table 3.16**

Model Summary showing the effect of societal marketing concept on political-marketing of political parties in the 2019 general election in Cross River State

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 <sup>a</sup>	.523	.202	1.84012

a. Predictors: (Constant), Societal marketing concept

**Table 3.17**

ANOVA<sup>a</sup> showing the effect of societal marketing concept on political-marketing of political parties in the 2019 general election in Cross River State

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	35.948	1	35.948	10.616	.002 <sup>b</sup>
1	Residual	125.283	37	3.386		
	Total	161.231	38			

a. Dependent Variable: political-marketing of political parties

b. Predictors: (Constant), Societal marketing concept

**Table 3.18**

Coefficients<sup>a</sup> showing the effect of societal marketing concept on political-marketing of political parties in the 2019 general election in Cross River State

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.353	1.341		4.738	.000
Societal marketing concept	.424	.130	.472	3.258	.002

a. Dependent Variable: Political-marketing of political parties

The tables above report the regression analysis carried out to test  $H_0$ . The results show that societal marketing concept affects political-marketing of political parties in the 2019 general election in Cross River State ( $B = 0.424$ ,  $p < 0.05$ ).  $H_0$  was therefore rejected. Tables 4.30 and 4.31 further report a significant  $F$  statistic, indicating the model's prediction strength ( $F = 10.616$ ,  $R^2 = 52.3\%$ ,  $p < 0.05$ ).

### Discussion of findings:

This discussion was premised on the data analysis and test of hypotheses results presented above. Political marketing bears a number of similarities to the marketing of goods and services. For example, the same way consumers choose among brands is the way voters choose among candidates or parties. In political marketing the product offered by the candidate is a heterogeneous mix of the many benefits that voters believe will result if the candidate is elected Ravinder & Antriksha (2014). The result of hypothesis one revealed that product concept significantly impacts political-marketing of political parties in the 2019 general elections in Cross River State. Also, marketing concept, significantly influence political-marketing of political parties in the 2019 general elections in Cross River State.

This result is in tandem with the view of Harrop (1990) who opined that "a marketing perspective offers a fresh slant on understanding electoral change and that marketing techniques have improved the quality of political communication in elections". It was also revealed that selling concept has some effect on the fortunes of political parties in the 2019 general elections in Cross River State. In line with this finding. According to Ravinder &

Antriksha (2014) the proper application of this concept in political marketing enables Political parties get launched as a result of social and political developments. The findings of this study have also revealed that societal marketing concept affects political-marketing of political parties in the 2019 general election in Cross River State, Hitesh (2018) opined that societal marketing concept focuses on needs and wants of target markets and delivering value better than competitors that preserve the customers and society's wellbeing. This was tested and proven using a simple linear regression analysis. The findings of this chapter also reveal the fact that political marketing is a crucial tool in building a cordial relationship between an organization political parties and the electorate

**Summary of findings:**

From the analysis of data gathered through relevant sources and test of hypotheses this study reveals the following:

- 1 Product concept significantly impact political-marketing of political parties in the 2019 general elections in Cross River State ( $B = 0.743$ ,  $p < 0.05$ ).  $HO_1$  was therefore rejected.
- 2 The marketing concept significantly influence political-marketing of political parties in the 2019 general elections in Cross River State ( $B = 0.424$ ,  $p < 0.05$ ).
- 3 Selling concept has some effect on the fortunes of political parties in the 2019 general elections in Cross River State ( $B = 0.482$ ,  $p < 0.05$ ).  $HO_3$  was therefore rejected
- 4 The results show that societal marketing concept affects political-marketing of political parties in the 2019 general election in Cross River State ( $B = 0.743$ ,  $p < 0.05$ ).  $HO_1$  was therefore rejected
- 5 In general, this study has attempted to analyze marketing concept and its affects political-marketing of political parties in the 2019 general election in Cross River State. Having identified effect of product concept, marketing concept, selling concept and societal marketing concept on political-marketing, political parties within Cross River State should give full consideration to their political marketing being that it significantly influences the electorates support for a party who chooses to embrace political marketing strategies.

**Conclusion:**

The following conclusions were drawn from the empirical findings of this research; The study commenced by giving the background of the study and what motivated the researcher to conduct the study on the topic, 'marketing concept and political marketing'. We saw that the result of this finding shows that marketing concept affect the marketing of political parties in the 2019 general election in Cross River State, these reveals the unique benefit of product concept, marketing concept, selling concept and societal marketing concept to political parties and other organizations.

This report is as a result of restless and pains-taking efforts by the researcher to provide authentic and well-articulated information on marketing concept political-marketing of political parties in the 2019 general election in Cross River State as well as the entire business world. The researcher hopes that the findings of this research, will provide a sense of direction to all political parties and other business organizations adopting marketing concept as a means to achieve competitive advantage to see the need for the application product concept, marketing concept, selling concept and societal marketing concept being that their future, survival and growth depends on it.

## Recommendations

Political marketing is not just about political advertising, party political broadcasts and electoral speeches but it covers the whole area of party positioning in the electoral market hence, parties should appreciate the benefits of marketing concept as a means of achieving greater competitive advantage over other competing political parties. They should therefore give adequate attention to decisions the success of the political and embark on research and development and to ensure appropriate application of marketing concept in political marketing. Also, political parties should do the following to remain viable:

1. Political parties should constantly adopt the product concept as a strategy to gain competitive advantage over other political parties
2. Marketing concept should be adopted by political parties with strategic focus on the need of the electorate as well as coordination of activities that affect the electorates, and produces profits by satisfying them.
3. Political parties should adopt the application of the selling concept which serves as an easy medium for persuading the electorate towards gaining their support
4. The societal marketing concept should be adopted by political parties as a strategy build a good image in the society by focusing on the needs and wants of the electorate and delivering value better than competing parties that preserve the electorates (customers) and society's wellbeing.

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