

Nigerian Electorates' Perception of Political Advertising and Election Campaign

J.O. Olujide, S. L. Adeyemi and R. A. Gbadeyan

Institute of Public Administration and Management (IPAM), Department of Business Administration, University of Sierra Leone, Tower Hill, Free Town, Sierra Leone, West Africa

KEYWORDS Political Advertising, Electorates, Infomercial, Negative Advertising, Polling, Political Campaign

ABSTRACT Political advertising has in recent time become popular in Nigeria. This is in contrast to the past when political strategies such as political rallies, speeches and personal contacts were used. This paper examines the effectiveness of political advertising on Nigerian electorates and problems associated with negative political advertising. The research was conducted through the administration of 1650 questionnaires to respondents in Ekiti State, Nigeria; out of which 1500 were completed and returned. Chi-square, Analysis of Variance (ANOVA) and Descriptive Exploratory Statistics were used. Chi-square was used to determine the difference in the mean age distribution of the electorates. ANOVA was used to determine the level of effectiveness of political advertising on Nigerian electorates while Descriptive Exploratory Analysis was conducted to examine the political behaviour and level of participation of the Nigerian Electorates in Politics. Results indicated that political advertising has significant effect on the electorates; the mean age distribution of electorates is not uniform and most participate in community development and other civic responsibilities. The study concludes that though political advertising is interesting, negative advertising should be totally discouraged.