
EFFECTS OF POLITICAL MARKETING ON POLITICAL ATTITUDE AMONG YOUTHS IN NIGERIA: 2023 PRESIDENTIAL ELECTION IN FOCUS

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ABSTRACT

This study examined the effects of political marketing on political attitude among youths in Nigeria. The study adopted a descriptive research design and adopted questionnaire as instrument of primary data collection. The data collected was analyzed using linear regression. E-view version 22.0 aided the data analysis. The study found that socio-economic factors has a positive and statistically significant effect on youth voting attitude during presidential election in Nigeria; that choice of presidential candidate has a positive and statistically significant effect on youth voting participation during presidential election in Nigeria; that money politics has no significant effect on youth participation during presidential election in Nigeria and that tribal/regional politics has a positive and statistically significant effect on youth participation during presidential election in Nigeria. The study therefore, recommended that Nigerian youths should be encouraged to participate in Nigeria politics as it has been shown that they play very positive significant role in deciding who will govern them through ballot.

Keywords: Political attitude, political marketing, presidential election, youth participation,

INTRODUCTION

Political marketing is an interdisciplinary concept influenced by politics, marketing and communication that examines political parties and voter behaviour (Scammell, 1999, cited in Ozturk & Coban, 2019). According to Ediraras et al. (2013), political marketing entails interactions between political parties and their environment with the aim of positioning the party,

where voters are regarded as consumers who have needs that need to be fulfilled or satisfied. Political marketing concept should be implemented continuously by a political party or contestant to build trust and political image. Building a political image can only be done through long-term relationships, not only during campaigns. Political marketing entails the application of marketing principles and processes in political campaigns, with the aim of positioning political parties and their leaders positively in the electoral market, so that it appeals to the electorate/voters, thereby garnering votes for the party (Newman, 2012).

Oyetade (2003, as cited in Ajibefun et al., 2020) described attitude as how we think, feel about and act towards others and how they think, feel about and act towards us. Attitude to civic and political issues refers to the expression of individuals' feelings or predisposition toward civic and political matters (Ajibefun et al., 2020). The decision of youths to participate or not to participate in political activities depends on their awareness, adherence and internationalization of democratic values; and this has serious consequences on democracy and the general polity.

The United Nations, for statistical purposes, defines youths as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. The Secretary-General first referred to the current definition of youth in 1981 in his report to the General Assembly on International Youth Year (A/36/215, para. 8 of the annex) and endorsed it in ensuing reports (A/40/256, para. 19 of the annex). The African Youth Charter (2006) defined youth as one between the age of 15-35 years while National Policy on Youth Development in Nigeria (2009), considers people within the age bracket of 18-35 years as youths.

In Nigeria as in most democratic nations, government is entrenched through the ballot. Hence, youths of voting age have the right to cast their vote to elect their representative during elections. Many citizens, governments, and representatives of the international community often consider young people as part of the problem and not as part of the solution, particularly in countries that are faced with conflict. In most of these societies, youth are downgraded and have little voice in the political developments. Too often, government and elected officials do not involve young citizens. When young people do try to direct their political wishes, government officials often neglect their concerns (Kofi & Ibanga, 2018, cited in Ajibefun et al., 2020).

The separation of youth and the perception of non-inclusion seem to affect their political attitude. Ayaro (2001) defined democratic values as the fundamental beliefs and constitutional principles which guide the democratic values. Ojobo (2011) opined that lack of development of democratic attitude (values) is one major obstacle that has marred democratic consolidation in Nigeria. Thus, it is the obstacle to youth positive participation in our democracy that both the elites and youths have surprisingly shown weak commitment to basic symbols and values of democracy. Hence, there is serious manifestation of greed, inordinate ambition to win power, thuggery, dishonesty, personalization of political/public offices, insincerity, disrespects for others, intolerance etc. in our national polity.

It is observed that some youths have negative attitude towards political processes. Incidents of electoral violence such as abduction and kidnapping, murder, protests, corruption, intimidation and physical attack as well as poster defacing in the previous elections in Nigeria appears to be as a result of youths' negative political attitude. Antonis (2017) observed that all the electoral violence could be linked to youths who do not have the right political attitude. Youths as a result

of their negative political attitude seems to be ready-made weapons in the hands of political leaders who think less of the development of the state but more of their parochial interest.

Ajibefun et al. (2020) observed that, the political (attitude) culture in Nigeria seem to be characterized by intolerance, intimidation, thuggery, assassination, bitterness, apathy, indolence, money and ethnic pluralism. It appears that ill-feelings about politics have maximally promoted the view that politics is associated with bitter struggles that precipitate electoral violence. This valued judgment about politics seems to have eroded and made blurry the inevitability and desirability of politics in human existence. The scenarios of deception, use of force and violence masterminded by political elite prior to, during and after elections have rendered politics as “a-do-or-die-affair.”

Another general election in Nigeria is fasting approaching and Nigerians are preparing and campaigning to elect who will lead them from 2023 till 2027. From all indications the 2023 presidential election will be one of the most keenly and closely contested in the political history of Nigerian presidential elections. Currently, over 33.6 million (16.8%) Nigerians are regarded as youths (Vanguard, 2022). Hence, youths have enormous powers to decide who rule them through a peaceful ballot if they can only register and collect their permanent voters card (PVC) and shun being used as political machinery to cause intolerance, intimidation, thuggery, kidnapping, assassination, bitterness, apathy, indolence, money and ethnic pluralism during presidential election and other elections in Nigeria.

All in all, the future of Nigeria belongs to youths and if they really want to be tomorrow's leaders they hope for, they must do the needful by electing leaders that will help them achieve their potentials otherwise, they will keep on serving the old politicians who do not value their future. If they want to better their lives, to have good quality education, decent employment, secure environment and better tomorrow, time is now, to take back Nigeria as they demonstrated during the End Special Anti-Robbery Squad (ENDSARS) protest saga in 2020.

But if they get it wrong this time, then they should be assured that they and the rest of Nigerians shall continue to suffer until they get it right as poverty, insecurity, poor quality education, massive unemployment, poor healthcare system, bad roads, poor electricity supply, scarcity of petrol, kidnapping, assassination etc. do not know any tribe, state of origin, region, religion, geopolitical zone, senatorial constituency and political friends. The best preparation for tomorrow is to do day's work well.

Previous studies on attitudes and political participation exists (see Ajibefun et al., 2020; Amber & Yphtach, 2019; Ozturk & Coban, 2019; Mikidadi, 2017; Dabula, 2016; Ihejirika et al., 2015; Aerni, 2011). However, these studies are either foreign or were not focused on youths. In view of the foregoing, this study opts to contribute to knowledge by investigating if political marketing can change political attitude among youths in south-east Nigeria during 2023 presidential election in Nigeria.

Hence this study on effects of political marketing on political attitude among youths in Nigeria with a focus on 2023 presidential election seeks to:

- a) Investigate the socio-economic effect of presidential election on youths voting attitude.

- b) Determine if choice of presidential candidate influences youth voting during presidential elections.
- c) Ascertain the effect of money politics on youth participation during presidential elections.
- d) Examine the effect of tribal\regional politics on youths' political participation during presidential elections.

The following null hypotheses are formulated to guide the study:

H₀₁: There is no significant socio-economic effect of presidential election on youths voting attitude.

H₀₂: Choice of presidential candidate has no influence on youths voting during presidential elections.

H₀₃: There is no significant effect of money politics on youths' participation during presidential elections.

H₀₄: There is no significant effect of tribal\regional politic on youths' political participation during presidential election

This study promises to be of immense benefit to Nigeria and Nigerians as its finding will enable Nigerian youths to imbibe appropriate attitudes and mind sets towards voting during elections, especially, presidential elections. The study will also benefit the academic and research community as it promises to drive the process of creating a new theory on political marketing and political attitude in Nigeria.

LITERATURE REVIEW

Theoretical Framework

The study on the effect of political marketing on political attitude among youths is founded on Rational Choice Theory of Election (Downs, 1957) and Self-Determination Theory (SDT) (Dei & Ryan, 1991). Rational Choice Theory is the most promising theoretical framework that underlies this study. The Rational Choice Theory of Election is a political economy approach towards understanding the nature and pattern of voters' choice during election in a particular democratic setting. The theory was proposed by Anthony Downs in his discourse on Economic Theory of Democracy. Another scholar behind the postulation of this theory is Arrow (1986). Rational choice theory of election identifies that political behaviour and voting pattern of electorates is a rational choice based on economic benefit, resources allocation, distribution of goods and services, allocation of juicy political offices and favour (Arrow, 1986 cited in Sule, 2019; Downs, 1957). This view has been consolidated by Farber (2009). Rational choice theory of election is either evaluative or non-evaluative according to Downs (1957) and Arrow (1986). Evaluative rational choice suggests a process of measuring the performances of regimes to determine whether they deserve voters' choice or not and, in this regard, rationality is based on performance measurement. The non-evaluative rational choice is based on *clientelistic* considerations such as favouritism, patronage, ethnicity, religion, regionalism and family.

Lindberg and Morrison (2008, as cited in Sule, 2019) observed that elections in African countries are mostly considered on *clientelistic* rationalism where the ethnic, religious and regional cleavages are given much consideration. Furthermore, Lindberg and Weghorst (2010) identified what they called "Swing votes" in developing democracies like Nigeria where they analysed that ethnic, religious, patronage and cliental satisfaction of the voters when measured with evaluation of performances of leaders in office can influence the outcome of an election. The theory is

directly applicable within the context of this study since voting is recognized as a rational choice based on performances and cliental considerations.

Self-determination theory (SDT) on the other hand, is a personality theory that includes behavioral factor. It focuses on the motivation behind choice that individuals make. SDT was inspired by research into intrinsic motivation which is the idea of engaging in an activity because it is interesting and satisfying rather being motivated to achieve a goal or receive an external reward. With intrinsic motivation, a person seeks challenges that allow for growth. Intrinsic motivation is linked to a sense of security and relatedness. The need for competency, autonomy, and relatedness motivate self-initiated behavior and allow for optimal function and growth. These needs are not learned; they are innate and transcend gender and culture.

Competence has to do with being effective in dealing with the environment and producing behavioural outcomes. Negative feedback decreases intrinsic motivation while positive feedback increases intrinsic motivation. Relatedness involves the desire to interact with, be connected to and care for others. It involves establishing satisfying relationship with others. Autonomy is the urge to have agency, initiate action, and regulate one's behavior. It is undermined by offering extrinsic rewards and establishing deadlines, but increasing choice increases autonomy. This theory is directly applicable to this study since political participation is recognized as a personal choice based on competence, autonomy, relatedness, and cliental considerations.

Concept of Political Marketing

Several definitions of political marketing exist. Shama (1976) define political marketing as the process whereby political candidates or parties direct their ideas at voters in an attempt to gain their support. Henneberg and O'Shaughnessy (2009) regard political marketing as a fusion of marketing and politics, whereby marketing practices, strategies and concepts are broadly applied to politics. Nielsen (2012) considers political marketing to relate to valuable shared interactions between political parties and their environments. The definition by Lock and Harris (1996) focuses on political marketing's role to communicate with electorates, party members, media and funders while Wring (1997) delineates it as the manner in which a party scans and analyses the market and uses those insights to generate a competitive offering, which aids political parties to satisfy the needs of the electorate, in exchange for their votes. Political marketing is also the process whereby marketing principles are employed in election campaigns by political parties; including analysing, developing, implementing and managing strategic campaigns with the aim of advancing their political ideologies and win elections (Newman, 2012). While these definitions may seem disparate, they converge in the idea that political marketing entails the application of marketing principles to politics (Gbadeyan, 2011; Strömbäck et al., 2010).

It is pertinent to observe that political marketing is not just about political campaigns, rallies and electoral speeches; it deals with the entire process of image building and positioning the political party and its leaders positively in the minds of citizens, so that it can appeal to them and they can, in turn, vote for it. In addition, from a marketing perspective, the above definitions accentuate key issues that are of relevance. Correctly determining the needs of the electorate and meeting those needs; the importance of environmental and market analysis; developing appealing value propositions; and employing promotional tools to disseminate information to the electorate.

In order to furnish a better perspective of political marketing and its resemblance to marketing of products, O'Cass (2001) uses an Exchange Theory model which was developed by Kotler in 1975. The theory states that when citizens vote, that amounts to a transaction taking place, where in return for votes; political parties make commitments about the policies that they will implement when they assume power. When the party fails to deliver on the promises it made during campaigning, distrust and dissatisfaction occurs, which ultimately makes people not to vote for that party again. The same applies to products. When a product fails to deliver on its promise, buyers become dissatisfied and may not buy the product again. Negative word of mouth may also ensue, which will damage the brand.

Concept of Political Attitude

The concept of attitude has remained popular debate and discussion in social psychology literature. In marketing, attitude is defined as the tendency or predisposition of individuals to favour or disfavour a particular entity through evaluation. Attitude is formed as a result of psychographic factors, which serves as a motive, due to the result of individuals' stable disposition (Ogba, 2012). Understanding how and why youths engage in or stay away from political activities is necessary to assay the quality of democratic government. Studies in established democracies show that political involvement of youths often varies from that of older individuals (Andrews, n.d). This may present a gap in correspondence among citizenship and decision makers and highlight slow responsiveness of policy to needs of citizens; and these are main considerations for enhancing quality democracy (Vite, 2018; Nkechi, 2014).

Young people are less visible in newer democratic governments compared to mature democratic systems (Vite et al., 2020; Gaby, 2016; Freeman, 2013). This mirrors the poor manifestation of citizenship engagement in post-military populations, wherein it is unclear whether the purpose for non-participation stems from basic political, social-economic modifications caused by democratization or whether it is an underlying contrast with patterns of young people's engagement observed in established democratic systems. This assertion needs to be clarified so that decision makers can respond to the necessities of youth in a newer democratic government system and accordingly enhance the nature and quality of democratic government (Vite et al., 2020; Vite, 2018).

Youth participation in politics is a significant element of democratic governance all over the world. The structure and amount youth in political participation influences quality of government and governance. Quite a number of reasons could be deduced for why many Nigerian youths participate in politics or engage in governance related activities. Vite et al. (2020) and Vite and Dibang-Achua (2019) identified (1) desire to change the structure of leadership and governance (2) desire to influence government policies and programmes (3) desire to participate in decision-making process (4) desire to solicit for leadership roles and representation (5) agitation for development and social well-being and (7) desire for political socialization as some of the reasons youths participate in political activities. Youths in Nigeria also engage in politics not because of economic gains and socio-psychological reasons. Some of them are subjects to charismatic and renown politicians by so doing learn from them, the attitude, principles and secrets of success in politics. Vite et al. (2020) and Vite and Dibang-Achua (2019) also identified (1) fear of detention by the government (2) fear of maiming, killing, and assassination (political hooliganism) (3) blackmail (4) indiscipline and (5) sabotage as some of the reasons youths abstain from political activities.

Empirical Review

Several studies have been conducted in different climes on political marketing and political attitude. Aerni (2011) examined the effects of political attitudes on consumer choice in Switzerland. The study particularly focused on investigating the extent to which consistency between revealed political preference and revealed consumer preference towards GM food by setting up market stands in five locations across the German and French-speaking parts of Switzerland. The results demonstrate that consumer purchase decisions are determined by contextual factors not captured by general political attitudes.

Ihejirika et al. (2015) in their study examined the use of social media by political parties in Nigeria with a view to establishing the number of political parties in Nigeria that are registered on the social media, ascertain their followership and how active they are on the social media, as well as to document how they use social media in their communications. The study found that political parties in Nigeria have not fully integrated social media networks in their public communication campaigns; and enjoined political parties to actively embrace digital communication in their interactions with their publics. Ihejirika et al. (2015) held the view that although traditional means of communication continues to play a prominent role in political campaigns in Nigeria, social media will compliment and play an ever increasing role in future campaigns.

In a study on the influence of social media political marketing on trust, loyalty and voting intention of youth voters in South Africa, Dabula (2016) contends that South Africa has witnessed a decline in youth voter turnout; and advances that political parties should integrate social media in their political marketing strategies in order to appeal to youth voters. Dabula (2016) reported that the relationship between social media political marketing and voter trust, social media political marketing and voter loyalty, voter trust and voter loyalty, voter trust and voting intention and voter loyalty and voting intention are all positive and significant.

Mikidadi (2017) examined the attitude of voters towards elections in Tanzania and revealed that 73% of respondents perceived participating in election was important. The study recommends that initiatives should be taken to cultivate positive attitudes of citizens to motivate them to turn out to vote. In other studies, Ozturk and Coban (2019) showed that political marketing, word of mouth communication and voters' behaviour are intertwined. Sean et al. (2019) demonstrates that the quality of a democracy is in part, determined by citizens' attitudes. Ajibefun et al. (2020) revealed that youths are not encouraged to participate in democratic processes except when they are financially induce; and that youths' political attitude differs based on their educational status

METHODOLOGY

This study adopted a descriptive research design. Descriptive studies attempts to observe and report phenomena the way they currently are. The target population of the study comprise youths in Nigeria. The number of youths in Nigeria is estimated at 33,600,000. The study however, surveyed youths in the south-east as the accessible population. The Taro Yamene's formula was used to derive at simple size of 400. But, only 365 respondents accepted to participated in the survey. The choice of youths was because a lot of youths in Nigeria in recent times have indicated strong interest to participate in 2023 general elections especially in the presidential election. Primary data was gathered through online questionnaire and from among youths in

Nigeria. The items on the questionnaire were drawn based on 5-point Likert scale of Strongly Agreed (SA) = 5, Agreed (A) = 4, Undecided (U) = 1, Disagreed (D) = 3, and Strongly Disagreed (SD) = 2. The questionnaire administered to the youths contained measures of effect of political marketing on political attitude among youths in Nigeria: 2023 presidential as a focal point, used to elicit demographic information. Out of 365 respondents that participated in the survey, only 344 copies of questionnaire were valid for final analysis. For data analysis, the linear regression technique was used. E-views version 20.0 facilitated the data analysis.

RESULTS AND DISCUSSIONS

Table 1: Result of OLS-based regression on socio-economic effect of presidential election on youths voting attitude

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Socio-Economic	0.023570	0.165219	-0.142659	0.0369
	4.554640	0.498582	9.135193	0.0000
R-squared	0.000261	Mean dependent var		4.484625
Adjusted R-squared	0.912556	S.D. dependent var		0.780707
S.E. of regression	0.785593	Akaike info criterion		2.379927
Sum squared resid	48.13823	Schwarz criterion		2.439478
Log likelihood	-93.19708	Hannan-Quinn criter.		2.403803
F-statistic	0.020352	Durbin-Watson stat		1.346572
Prob(F-statistic)	0.886927			

Dependent Variable: Youths Voting Attitude (YVA)

Independent Variable: Socio-economic (SE)

Source: Result of regression analysis using E-views (2022)

From Table 1, it is discerned that Socio-Economic factor have significant positive effect on Youths Voting Attitude during presidential election with 0.03 which is less than 0.05 at 5% level of significance. This implies that an increase in socio-economic factor results in better youth voting attitude during presidential election. The adjusted R^2 value of 0.912 in Table 1 shows that 91.2 % variation in youth voting attitude during presidential election is ascribable to socio-economic factors. The remaining 8.8% change in youth voting attitude is attributed to unexplained variables not included in the model.

Thus, the null hypothesis is rejected. The study restates that socio-economic factors have significant effect on youth voting attitude during presidential election in Nigeria. The implication of this result is that Nigerian youths have realized that poverty, insecurity, poor quality education, massive unemployment, poor healthcare system, bad roads, poor electricity supply, scarcity of petrol, kidnapping, assassination etc. do not know any tribe, state of origin, region, religion, geopolitical zone, senatorial constituency and political friends. Mikidadi (2012) had the same results and contends that of the respondents perceived participating in election was important. It is recommended that initiatives should be taken to cultivate positive attitudes of citizens to motivate them to turn out to vote.

Table 2: Result of OLS-based regression on whether choice of presidential candidate influences youth voting during presidential election

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Choice of presidential Candidate	0.025020	0.111357	0.224686	0.0228
	4.410805	0.340079	12.96994	0.0000
R-squared	0.000647	Mean dependent var		4.484625
Adjusted R-squared	0.842165	S.D. dependent var		0.780707
S.E. of regression	0.785442	Akaike info criterion		2.379541
Sum squared resid	48.11964	Schwarz criterion		2.439092
Log likelihood	-93.18164	Hannan-Quinn criter.		2.403416
F-statistic	0.050484	Durbin-Watson stat		1.338586
Prob(F-statistic)	0.822811			

Dependent Variable: Youth Participation (YP)

Independent Variable: Choice of Presidential Candidate (PC)

Source: Result of regression analysis using E-views (2022)

From Table 2, it is discerned that choice of presidential candidates have significant positive effect on youths voting participation during presidential election with 0.02 which is less than 0.05 at 5% level of significance. The R^2 value of 0.842 shows in Table 2 suggests that 84.2 % variation in youth voting participation during presidential election is attributable to their choice of presidential candidate. The remaining 15.8% change is attributed to unexplained variables. Consequently, the null hypothesis is rejected. Meaning that choice of presidential candidate has significant effect on youth voting participation during presidential election in Nigeria. The implication of this result is that Nigerians youths have seen a new narrative in Nigeria politics and want to get involved. Sule (2019) had the same results and posited that for voting patterns to change in Nigeria, there should be a shift towards evaluation of performance instead of sentimental cleavages. There must be parties with political ideology that can distribute power and resources based on equality and equity instead of clientelism

Table 3: Result of OLS-based regression of effect of money politics on youth participation during presidential election

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Money Politics	0.152182	0.124389	1.223435	0.2248
	4.033556	0.378819	10.64772	0.0000
R-squared	0.018828	Mean dependent var		4.484625
Adjusted R-squared	0.806249	S.D. dependent var		0.780707
S.E. of regression	0.778264	Akaike info criterion		2.361180
Sum squared resid	47.24419	Schwarz criterion		2.420731
Log likelihood	-92.44720	Hannan-Quinn criter.		2.385056
F-statistic	1.496792	Durbin-Watson stat		1.392817
Prob(F-statistic)	0.224849			

Dependent Variable: Youth Participation(YP)

Independent Variable: Money Politics (MP)

Source: Result of regression analysis using E-views (2022)

From Table 3, it is discerned that money politics have no significant effect on youths voting participation during presidential election with 0.22 which is more than 0.05 at 5% level of significance. This implies that an increase in the money politics will not results in increase in youth voting participation during presidential election. Thus, the null hypothesis is accepted. Vite et al (2020), had the same results and opined that de-monetization of politics through vote buying and exorbitant sales of forms. To them, Politics is very expensive in Nigeria, so indigent but educated youth cannot afford the requirements of standing elections in Nigeria except sponsored. The implication of this result is that Nigerian youths have realise the importance of involving in politics without selling their votes in exchange of money.

Table 4: Result of OLS-based regression of effect of tribal\regional politics on youths' political participation during presidential election

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Tribal/Regional Politics	0.300313	0.149538	2.008269	0.0401
	3.245758	0.622801	5.211548	0.0000
R-squared	0.849165	Mean dependent var		4.484625
Adjusted R-squared	0.036975	S.D. dependent var		0.780707
S.E. of regression	0.766138	Akaike info criterion		2.329773
Sum squared resid	45.78346	Schwarz criterion		2.389324
Log likelihood	-91.19094	Hannan-Quinn criter.		2.353649
F-statistic	4.033146	Durbin-Watson stat		1.329472
Prob(F-statistic)	0.048076			

Dependent Variable: Youth Participation(YP)

Independent Variable: Tribal/Regional Politics (T/RP)

Source: Result of regression analysis using E-views (2022)

Table 4 shows that tribal/regional politic have significant positive effect on youth participation during presidential election with 0.04 which is less than 0.05 at 5% level of significance. This implies that an increase in tribal/regional politic results in increase in youth participation during presidential election.

The R^2 value of 0.849 in Table 2 shows that 84.9% variation in youth participation during presidential election is attributable to tribal/regional politics. The remaining 15.1% change in youth participation is attributed to variables not included in the model. So, the null hypothesis is rejected. This means that tribal/regional politics have significant effect on youth participation during presidential election in Nigeria. This finding supports that of Sule (2019) that voting pattern will take a different dimension in 2023 when the presidency may likely shift to the South where a larger voter turnout may be witnessed and a lesser one in the North. This is so because each region in Nigeria votes massively when a candidate is from that region with similar religion and ethnic group since the politics of manipulation of religion and ethnicity have gained ground in the country beyond redemption for many decades. The implication of this result is that most Nigerian youths still believe in tribal/regional politics which has its roots second republic.

CONCLUSION AND RECOMMENDATIONS

Political marketing is a very important strategic tool to project political candidates or parties, direct their ideas at voters (especially youths) in an attempt to gain their support for the candidate and ideas in question. This study examined the effects of political marketing on political attitude among youths in Nigeria: 2023 presidential election as a focal point. Based on the findings of the study and the discussions that followed, the study concludes that Socio-Economic factors has a positive and statistically significant effect on youth Voting Attitude during presidential election in Nigeria; that choice of presidential candidate has a positive and statistically significant effect on youth Voting participation during presidential election in Nigeria; that money politics have no has a positive and statistically significant effect on youth participation during presidential election in Nigeria and that tribal/regional politics has a positive and statistically significant effect on youth participation during presidential election in Nigeria. The study therefore recommends that Nigerian youths should be encouraged to participate in Nigeria politics as it has been depicted that they can play a very positive significant role in deciding who will govern them tomorrow through ballots.

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