

CORPORATE ADVERTISING IN THE 2019 FEDERAL CONSTITUENCY ELECTIONS: A STUDY OF TARABA SOUTH SENATORIAL ZONE

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Abstract

The study, *Corporate Advertising in the 2019 Federal Constituency Elections: A Study of Taraba-South Senatorial Zone*, was carried out to examine whether corporate advertising was used in the 2019 Federal Constituency Election in Taraba South Senatorial Zone. Survey research designed was adopted with questionnaire used as the data collection instrument. Simple random sampling method was adopted with 400 copies of the instrument distributed in the five local government areas of Taraba South Senatorial Zone. Out of the administered copies of the questionnaire, only 355 were returned and deemed valid. Therefore, 355 copies of the questionnaire, representing 89% were analyzed. Data obtained were analyzed both quantitatively and qualitatively. Findings showed that corporate advertising strategies such as visits to churches/mosques, messages on the media, press conferences, and sponsorship of projects, attending of social events in the constituency, providing scholarship for the youths among other things were effectively used in 2019 federal constituency elections in Taraba South Senatorial Zone to lure electorate in the election under study. Findings further revealed that even though corporate advertising influenced the electorate, there were other factors that influenced on the voting behaviour of candidates in the election under study. The study concluded that political parties and their candidates were not only aware but employed corporate advertising tactics in the elections under study. It therefore, recommended among others, that corporate communication approach by politicians in their efforts to influence electorate positively.

Keywords: Corporate advertising, federal constituency, election, senatorial zone

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1. INTRODUCTION

Before now, politicians were contented with publicity; they were majorly concerned about getting their views reported in the press with their photographs. This illustrates the narrow path which politicians followed before the emergence of corporate advertising practice. Corporate advertising as an aspect of public relations complying with new trends of packaging for political advantages, has come up with a

deliberate and sustained effort aimed at establishing good image, goodwill and mutual understanding between persons, organizations, groups, communities and their publics. Corporate advertising is also known as institutional advertising. Chiakaan and Chile (2015, p.85) hold that this type of advertising does not have its primary aim of selling a product or service of a company directly, but rather indirectly. Its basic concern is to project the corporate identity of an

organization positively to members of the public so that they can perceive it as a corporate and responsible outfit and as such, have no doubt relating with it. Chiakaan and Chile (2015) further observe that organizations embark on this kind of advertising as a public relations gimmick aimed at selling their positive image to members of the public. Corporate advertising comprises a complex set of facets and is therefore, difficult to define in a specific and consistent way.

Politicians before now, as earlier stated, Had little knowledge about corporate advertising as a political strategy that could employed along with other strategies to, not only win elections but maintain good and mutual understanding with the electorate. Incidentally, even in the academic world, it appears corporate advertising, as a political weapon, is a new concept. This belief is based on the fact that there are many studies on political advertising but very few specifically on corporate advertising.

For instance, Iorbee (2016), and many others have variously carried out studies that are inclined to political advertising without making reference to corporate advertising. Significantly, however, advertising is not a narrow field as it is erroneously perceived by some people. Advertising, like mass communication, according to Nwosu (2005) is a field with many faces. Belch and Belch (2001) and Okpoko (2015), have identified many types of advertising. These include regional, local, international, consumer, business, gender, professional and political corporate advertising. This implies that advertising does not exist in one form. It cuts across different classes, one of which is corporate advertising, which many people feel it can only be evident in organizational marketing and creation of good will and, as an image maker of an institution, government or organizational structures alone. But it may interest you to know that corporate advertising has and or can also be applied in the quest for political power or position. Corporate advertising is synonymous with public relations in many ways in that both are two sides of the same coin that are geared towards influencing peoples' decision towards a product or in this regard, it tries to shift peoples'(electorate) attention toward a politician or political party. On this note, Asemah (2011) holds that corporate advertising is an instrument or strategy used by political parties or politicians to lure voters to them by presenting their potential good will messages to the electorate during electioneering campaigns. This of course, has great effects on winning voters' attention towards them.

Fundamentally corporate advertising as a public relations strategy which is aimed at influencing favourable opinion or views of electorate towards

government, political parties or their candidates. It is a major aspect of political public relations and political advertising in this regard. It does not attract direct payment as the case with advertising. The major concern of corporate advertising as an aspect of public relations is to create good public image and influence favourable opinion towards political products, who in this case, according to Nwosu (2006) are political candidates vying for elective positions.

The belief is that when people, who have the power to make a candidate win election have a good impression about such candidate, they will have no reservation in supporting and giving their votes to such candidates. Of course the ability of a political product to attract followership and support from political stakeholders such as electorate, is dependent on their perceived credible activities or works of the candidate aimed at improving their welfare and that of the society generally, (Keghku, 2006).

Many scholars of public relations including Black (1989), Ajala (2001), Chile (2015), Chiakaan and Chile (2020) attributed the origin of corporate advertising to the Athenians in modern Greece in Europe; these people who incidentally are also associated with modern democracy were said to have made reputation management a key factor in determining the ability of political candidates to do well in elections or not (Jev and Dzoho, 2014). Political candidates were expected to come out, in the built up to elections, point at what and what they had previously done for the masses and their society. Candidates who were not good at public speaking, those who were not eloquent enough in informing people of their good deeds to their constituencies used to resort to contracting people who were called sophists to do the job for them through different forms of media.

The fundamental concern of corporate advertising is to promote the reputation and corporate image of political parties and their candidates in order to influence the behavior of voters towards them positively. Corporate advertising is therefore a major weapon of reputation management which is a key determinant for the success of companies and political candidates. In his contribution to the subject matter of reputation, Dugga (2011, p. 118) posits that: the word "reputation" cuts a clear image in the mind of everyone". Generally, it is associated with the quality of character as seen or judged by others. Literally, it represents a positive endowment which carves a niche for an individual, an institution or in our present case a nation. It has now been insidiously used to refer to character that is negatively displayed as well. Thus, you can have a positive or negative reputation in general, specifically, when reputation management is

discussed, it is the positive side that is been referred to.

Any company, nation, political party, political candidate who cares less about its reputation is doomed to fail. According to Oliver (2010, p. 78) several factors come together to enhance the reputation of a company. Some of the factors include quality and products or services, financial soundness, ability to attract, develop and keep talented people, use of corporate assets, innovativeness, community and environmental responsibility and so on. Incidentally, all these factors are inclined to corporate advertising which is what politicians in advanced democracies hold in high esteem. Corporate advertising is a major tool that guarantees the success and sustenance of democracy. It is a powerful tool in the hands of politicians who are interested in winning elections No wonder, it is the subject matter of this study.

2. STATEMENT OF THE PROBLEM

There are no way political parties and their candidates seeking support and votes from electorate can achieve their aim of winning elections and forming government without employing the weapon of advertising. Corporate advertising is often utilized as a means of persuading people in favour of political parties and their electorates in Nigeria. Studies, in this regard, have been carried out by various scholars of advertising, indicating that even in the days of the military, the various military juntas used to rely heavily on advertising as a persuasive strategy to win the support and affection of the masses. Some of such studies were carried out by scholars such as Tajumaye (2015), Ajakaiye (2011) Dunu (2018), Fidelis (2008). The studies variously held that political advertising is a very powerful tool used by political parties and politicians to woo electorate. Armed with this background, it is pertinent to say that advertising has been a major political weapon in Nigeria and the whole world in the hands of political parties and politicians. Unfortunately, despite the numerous studies in political advertising none of the studies have been specific on corporate advertising which is another aspect of advertising that is very unique, and which is often used by organizations, political parties, government and others to achieve their goals. More so, neglecting this aspect of advertising, especially in this era of unbundling of mass communication to different programmes, an era in which advertising is studied as an entity, does not mean well for the profession as the work could be used for further studies in the field of advertising. Of course, advertising exists in various forms such as consumer, gender, product, political, corporate and so on. All these forms of advertising have to be critically studied. This study therefore,

investigates the use of corporate advertising by political candidates during the 2019 federal constituency elections in the southern part of Taraba State, Nigeria.

3. OBJECTIVES OF THE STUDY

The broad objective of this study is to investigate whether corporate advertising is used by political parties and their candidates during electoral campaigns. Specific objectives include:

- i. To identify various corporate advertising strategies used by candidates and their parties in the 2019 federal constituency elections in the southern part of Taraba State.
- ii. To determine the extent to which political parties and their candidates used corporate advertising as a tool for winning voters' support in the 2019 federal constituency elections in the southern part of Taraba State.
- iii. To determine the impact of corporate advertising on candidates in the 2019 federal constituency elections in the southern part of Taraba State.

4. LITERATURE REVIEW

Concept of Corporate Advertising

Advertising as an aspect of persuasive communication exists in various forms. Corporate advertising happens to be one form. Other forms of advertising according Okpoko (2018), include local advertising, regional advertising, national advertising and international advertising. Corporate [advertising](#), in a few ways is quite similar to advertising done for [products](#) and brands that a company owns but in many ways different from the mainstream advertising and other marketing strategies. Corporate advertising is the advertising done for an entire institution/company/organization and not for [individual](#) brands or products. This kind of activity is an extension of the [Public Relations](#) (PR) activity done by the company to improve its image in the minds of the general public and increase its goodwill, which is an extremely important [intangible](#) asset. Chiakaan and Chile (2015, p.85) assert that this type of advertising does not have its primary aim of selling a product or service of a company directly but rather indirectly. Its basic concern is to project the corporate identity of an organization positively to members of the public so that they can perceive the organizations as made up of corporate and responsible citizens and as such, have no

doubt about its products or services.

Corporate advertising may be considered as public relations advertising. Chiakaan and Chile (2015) further submits that organizations embark on this kind of advertising as a public relations gimmick aimed at selling their positive image to members of the public. Corporate advertising comprises a complex set of facets, and is therefore difficult to define in a specific and consistent way. McLeod and Kunita, (1994) hold that, companies employ advertising not only for their products and services, but also for themselves. Various forms of corporate advertising, including institutional advertising, image advertising, issue advertising, and umbrella advertising' exist in parallel and are not sufficiently differentiated from one another.

Federal Constituency Elections

Federal constituency is a basic unit into which eligible electors are organized to elect representatives to legislative or other public offices. The registration of electors is also usually undertaken within the bounds of the constituency. Constituencies vary in size and can be a matter of a few thousand or be as large as the country itself. Broom, (2012) holds that, constituency may be represented by one or by several representatives, depending on the type of electoral system employed. All constituencies within a state should, ideally, be equal in population. To achieve this as nearly as possible, periodic alterations of boundaries are made. Federal constituencies are most often formed on a geographical basis, but the basis could also be occupational.

On the other hand, federal constituency elections are the kind of elections done within a constituency normally three to six local government areas in a particular state of a nation. The electorate vote politicians vying for either senatorial position or House of Representatives position to represent them at the National Assembly. Nwosu (2005) posits that, this could be in the green chamber known as the lower chamber or red chamber known as the upper chamber as has been the case with Nigeria which operates bicameral legislature. The two national assemblies all converge on Abuja, the Federal Capital Territory throughout their legislative years except when they go on recess to carry out oversight functions in their respective constituencies or collate the needs and challenges of their respective domains upon which to inform the National Assembly through bill sponsorship.

Role of Corporate Advertising in Organizations

The focus of corporate advertising is on the

company itself, with the attention to the products produced by the organization being a byproduct of the advertising effort. On this note, it is pertinent to say that corporate advertising can be a good political instrument. According to Nwosu (2005), the functions of corporate advertising include: corporate and other communications, persuasion, attitude and opinion management, information management, counseling, corporate strategy and policy formulation, corporate image and reputation management, event management or event marketing, protocol functions, community relations, corporate social responsibility, employee relations, marketing support, financial public relations, research and evaluation, international public relations, planning, publications, publicity, audio-visual productions (e.g documentary films), public enlightenment, corporate identity, issues management, crisis management and a host of others.

Also, corporate advertising is more efficient in building recall for a company name than product advertising and creation of a good citizen image through consistent and dedicated effort. Frequent corporate advertisers rate better on virtually all attitude measures than those with low corporate ad budgets. Other roles of corporate advertising, according to Spenkuch and Toniatti (2018), include:

Reducing the Perceived Risk, Prompt Buying: In the past most of the reputed companies branded themselves due to usage of very strong advertisement slogans. Those slogans have been designed to influence consumer habits. These types of corporate advertisements are more powerful than the visual product presentations as consumers are more likely to recollect the popular brand messages due to constant media exposure.

Get Rid of Negative Perceptions: If a company or organization is unpopular with or misunderstood by opinion-formers to the extent that it harms its business that can be diminished through proper usage of corporate advertising.

Articulate the Strength/Power of the Company/organization: A good proportion of spending on advertising may also signal to potential customers and competitors that a company is rich and important.

Ability to Generate Corporate Contacts: Corporate

advertising will help to acquire more business consumers due to the popularity and reputation of the company. Business customers are more likely to be wooed by price, product range and personal relationships.

Increase the Trustworthiness: Corporate advertising says, its target audience is much broader than for normal consumer goods advertising. It is aimed at three specific constituencies: business customers, opinion-formers (investors, politicians, activists, the media) who can influence share prices or strategy, and employees.

Cherish subsidiaries and Enter New Markets: Not only to enhance the parent company's image, corporate advertising can be used to permit or encourage subsidiaries, particularly where they are engaged in manufacturing operations-to identify themselves to their own customers, prospects and other important, local publics. Also, this would enable the company enter into new businesses/markets under the same name.

Umbrella Covering: By performing corporate advertising it covers all the products and services associated with the company and its strategy which always aligns with the mission and vision. e.g., General Electric spends 40% of its \$100m advertising budget on this kind of corporate advertising. Its “we bring good things to life” campaign has been running for almost 20 years. (The Economist, 1998)

Enhance the Goodwill: Corporate ads can be used to express their philanthropic, CSR and community idea which will be capable of improving their goodwill. e.g., New York - Toyota launched a new corporate advertising campaign, highlighting the company's economic impact, environmental commitment, and social responsibility. Built around the question “Why Not?”, the campaign will include print and online ads, as well as a new television commercial directed by an Academy-award winning cinematographer, (The Economist, 1998).

Exert a pull for New Hires: Boost both employee management relation & employee morale enabling all members of the internal public to discover a new vitality. Perhaps the best reason for corporate advertising is to reach employees. It can be a good way to attract bright new recruits.

Even though critiques of corporate advertising question its effectiveness as they claim lack of evidence to support the belief that it works, it can be agreed that corporate advertising is advantageous to companies, organizations and political parties.

Advertising as a Political Tool

The place of advertising in politics cannot be overemphasized this because advertising plays a vital role in politicking activities. Without advertising politicians and political parties cannot sell themselves to the electorate successfully. According to Chiakaan and Chile (2015) the ultimate goal of political advertising is to woo and win the interest of the electorate to one's political party or a candidate. This can be achieved by consummating the exchange of political ideology through the instrumentality of the contents in a candidate's manifestoes or reasonable political promises. Arens, in Chiakaan and Chile (2015) advances that political advertising is used as an instrument to inform, persuade and remind the general public about the desired satisfaction of value of the political party and its candidates and how they intend to bring about development that would be beneficial to society if voted to power. Political advertising enables candidates/political parties achieve their political objectives and goals as well as research, sales and promotion of its candidates. Advertising as a communication tool, also enables politicians to reach out to their prospective target audience. In addition Chiakaan and Chile further buttress that creativity that is present in advertising permits the advertiser to create image or personality that is full of symbolic meaning and uses or benefits for the party/candidate's image. According to Okafor (2013) Politicians have always used techniques to court the support of the masses. From Roman emperors holding gladiator fights to European monarchs building city improvements, leaders seeking to gain the favor of the people is not anything new. But because America was established as a democracy, the political game changed. Voters had the ability to support candidates they liked. Some advertising tools as advanced by

Okafor (2013) include:

Direct Mailing: Despite today's campaigns having a substantial presence online and on social media, they continue to use time-tested strategies like direct mailing. Still effective with older voters, direct mailings and fliers were the second highest cost (behind TV ads) to the 2019 Taraba south election campaigns, according to Daily post. This practice, which goes back as far as 1992, helps candidates reach voters who are not tuned into television or browsing the Internet. APC candidates are more likely to use direct mailing due to its effectiveness among seniors. Mailings can help candidates lay out messaging and platforms in a more concrete way.

Digital Marketing and Politics: Clearly, the Internet has altered political campaigns and marketing. Now campaigns have to maintain a digital presence for their candidate, and they have many new channels to distribute messaging as well as communicate with voters. Both APC and PDP campaigns were considered master classes in digital marketing in an election. He used the Internet in a way that had not been done before and was able to reach previously unengaged voting blocs.

Public Outreach: The Internet offers easy and efficient methods to reach the general public quickly. This especially comes in handy with fundraising and grassroots organizing. Information about supporters can be found online, helping political campaigns engage volunteers and solicit donations. APC and PDP candidates during the southern Taraba elections were committed to digital outreach fueled an extensive grassroots campaign that used the Internet to organize, even in places where there was little campaign presence. Supporters called voters from their personal computers. They revolutionized email campaigning and came up with the "click to donate" button.

Digital Branding: The Internet also provides unique ways for candidates to develop their personal brand and platform. Websites allow for in-depth descriptions of views and issues. Social media offer an easy way to share content for wide distribution. With so many opportunities to spread the word, candidates can build a voters will identify. In 2019, both PDP and APC candidates created a digital brand based upon its message of change. This simple message and its

narrative of being a political outsider truly resonated with the general public. Bwacha used digital media to share the story on his own terms and reached voters who were previously unengaged. He registered massive numbers among young and minority voters. While a host of other political parties like AA, APGA, among others did not.

Social Media: The emergence of social media has helped candidates to not only reach more people, but also target them more specifically. Social media marketing allows candidates to spread their messages both broadly and quickly. It also offers the ability to develop extremely targeted advertising and messaging. Advertising can be tailored to groups by age, location and other demographics. This can go a long way for efficient social campaign teams.

Corporate Advertising Strategies Employed by Political Parties/Candidates to Win Elections.

For a political party or a candidate to be successful in any given election, the party and its candidates must deploy some strategic plans to win in an election. To achieve this therefore, political parties/candidates will have to make use of the following strategies as forwarded by Nwosu, Nkamnebe (2006) to achieve political campaign goals:

- i. Press Release:** This is a very vital strategy used by political parties and their candidates in reaching their publics through the media. According to Eze (2001, p.62) as an instrument of corporate advertising, the information disseminated must be of interest and value to the electorate who must gain something from it. As a matter of policy, the party in, her electioneering campaign, is to give the press the main points it wants to disseminate and if the press find the content news worthy for their radio and television broadcasts, it will be used.
- ii. Feature/Articles:** The political parties/candidates can also inform, educate and entertain the target audience during electioneering campaign by writing features or articles to the press for onward dissemination to the public. According to Nkwazema (2001, p.52), the editor determines the format, size and number of words as it should be well edited by the

publishing media to create the necessary impact.

iii. Press Conference/Briefing: The political parties/candidates invite and organize members of the press to give the background information about developments during the electioneering campaign. Accordingly, in the event of outbreak of any harmful or negative news, the press will be able to write authoritatively on the issue. The journalists are also given the free hand to ask questions on the issues considered relevant during the electioneering campaign (Edeani2003, p. 11).

iv. Political Rallies: In classical Greek democracies, the sophists applied rational analysis to the magic of language in order to explain what was persuasive in deliberative assemblies. They were the ones who showed how rhythm, pattern and metaphor engaged the audience and how assonance and antithesis establish a persuasive dynamic in both the sound and sense of the words, Barret in (Achumba 2004, p. 9). Political rallies offer the party and its candidates the opportunity of face-to-face encounter with the electorate (Okafor 2003, p. 17). At the event of rallies, the party leaders present the contesting candidate to the voters. Encomiums are poured on him so as to project the candidate's image and create good impression about him to the electorate.

v. Gifts and Donations: These are tools often used by political parties/candidates in managing a political campaign. The political parties and politicians are encouraged to generate goodwill and win the support of the electorate during electioneering campaign by offering electorate gift items especially the poor, example T-shirts, key-holders, umbrellas, diaries, litter bins, calendars etc. During electioneering campaign contesting candidates appear in the public during special occasions like launching of funds for community projects, charitable

organizations, women organizations etc, and pledge financial and or material assistance to the organizers (Ejiogu 2003, p.19).

Other corporate advertising strategies that have been identifies by Chiakaan and Chile (2015) include events sponsorship, visitations, consultations, commissioning of projects, and so on. In accordance with the forgoing discourse, Chile and Chiakaan (2015, p. 86) have posited that the various forms into which corporate advertising is practiced are equally the various strategies that advertising adopts.

5. THEORETICAL FRAMEWORK

This study is anchored on the persuasive theory of advertising. The theory, according to Chiakaan and Chile (2020) deals with messages which are concerned with achieving changes in the behaviour of recipients of messages. Providing explanation of the theory, Gordon (2022) posits that the theory which is inclined to mass communication, considers the communication process if consisting of a three-phase model involving communication, attitude and behaviour. According to the theory, communication messages seek to persuade their receivers towards changing their behaviour in their favour. The messages, in this regard, one stimulant to attitudinal change, values, belief and motivation are unrelieved key generators of people's attitudes which influence behaviour.

When political candidates sponsor events, when they sponsor educational projects, when they take decisions, when they give gifts, when they pay visits to stakeholders in their constituencies, when they use mass media in reaching people with messages in their activities, these the capacity of making people in their constituencies have a favourable attitude towards them during elections. This is because Nigerians have values for these gestures, they believe in them.

6. METHODOLOGY

Survey research design was adopted for this study. The populations of the study involved all people in Southern Taraba senatorial zone, which include: Wukari, Takum, Donga, Ussa, and Ibi local government areas respectively. The population of the study based on 2006 National Population Census is 682,155. Since higher accuracy is not usually guaranteed by studying the entire population, as noted by Asemah, Gujubawa, Ekharefo and Okpanachi (2012), sampling becomes necessary. The population sampling size formular by Taro Yamane (1967), was used in arriving at a sample size of 400. Adopting simple random sampling

approach, the study proportionally, sampled respondents from the study area. Data were collected through the instrument of structured questionnaire which was administered for five days with the help of four research assistants properly oriented. Out of the 400 administered questionnaire, only 355, representing 89% were retrieved. This implies that analysis of the data was done based on the number of the questionnaire that was retrieved. The collected data were analysed using simple percentage in a tabular form.

7. DATA PRESENTATION

Table 1: Question on the amount of usage of corporate advertising by politicians in the 2019 elections in Taraba South Senatorial Zone.

Response	Frequency	Percentage%
They did not use it very much	62	17%
They did not use it at all	134	38%
They used it very much	159	45%
Total	355	100%

Source: Field work 2021

Table 1 indicates that out of the 355 respondents 62 representing (17%) said politicians and political parties did not use corporate advertising very much, 134 representing (38%) said they do not use corporate advertising at all, 159 representing (45%) said corporate advertising was used very much in the 2019 federal constituency elections but not much. This suggests that corporate advertising was used very much during the election.

Table 2: The strategies used by politicians in the 2019 Federal Constituency Elections in Taraba South Senatorial Zone.

Response	Frequency	Percentage%
Visits to Churches, Mosques and homes.	23	6%
Radio, TV, Newspapers Magazines and Messages	16	5%
Sponsorship of community projects	24	7%
Attending social events in the constituency	34	10%
Organizing political rallies to sell their candidates.	58	16.6%
Providing scholarship for youths to go to school.	33	9.3%
All of the above	167	47%
Total	355	100%

Source: Field work 2021

Table 2 indicates that out of 355 respondents, 23 representing (6%) said that politicians used Visits to Churches, Mosques and homes as a strategy to win the hearts of electorate. 16 representing (5%) points out that Radio, TV, Newspapers Magazines and Messages were used as a strategy to woo electorate, 24 representing (7%) agreed that sponsorship of community projects was used as a strategy to convince electorate to vote for them, 34 representing (10%) said that one of the strategies used by political parties and their candidates to win election was attending social events in the constituency, 58 representing (16%) are of the opinion that one of the strategies employed by politicians during the 2019 constituency election was organizing political rallies to sell their candidates, 33 representing (9%) opined that politicians used provision of scholarship for youths to go to school as a strategy to woo voters, 167 representing (47%) said that all the strategies above were used by politicians to convince voters to vote for them. This suggests that different corporate advertising strategies were used during the 2019 senatorial election in southern Taraba.

Table 3: The way political candidates in the 2019 Federal Constituency Elections in Taraba South Senatorial Zone used the strategies above.

Response	Frequency	Percentage%
They used them effectively	209	59%
They did not use them at all	60	17%
They used them but not in an effective way	86	24%
Total	355	100%

Source: Field work 2021

Table 3 indicates that out of 355 sampled respondents, 209 representing (59%) said that political candidates in the 2019 Federal constituency elections in the Southern senatorial zone of Taraba State used corporate advertising strategies effectively, 60 representing (17%) said that they did not use them at all, 86 representing (24%) agreed that they used them but not in an effective way. This implies that corporate advertising strategies were effectively used during the 2019 federal constituency elections in Taraba south senatorial zone.

Table 4: Corporate advertising strategies employed by politicians in the 2019 Federal Constituency Elections in Taraba South Senatorial Zone

Response	Frequency	Percentage %
They influenced me to vote for them.	203	57%
They didn't influence me to vote for them.	152	43%
Total	355	100%

Source: Field work 2021

Table 4 indicates that out of the 355 sampled respondents, 203 representing (57%) said the corporate advertising strategies employed by politicians in the 2019 federal constituency elections in the Taraba South senatorial zone influenced them to vote their candidates, 152 representing (43%) said the strategies did not influence them to vote for the candidates. This implies that corporate advertising strategies were used as influential in the electorate's choice of candidates in the Senatorial election of 2019 in southern Taraba.

Table 5: Other Factors that influenced voters' choice of political candidates in the 2019 Federal constituency elections in Taraba South Senatorial Zone

Response	Frequency	Percentage%
The charisma of the candidate	62	18%
My personal relationship with the candidate	54	15.2%
Political party affiliation	63	18%
Religion	74	21%
Tribe	43	12%
Candidates promises	54	15%
The Threats I was subjected to by thugs	5	1%
Total	355	100%

Source: Field work 2021

Table 5 indicates that out of the 355 respondents 62 representing (18%) said one of the factors that influenced their choice of candidates in the 2019 federal elections in 2019 in the Southern part of Taraba State was charisma of the candidates, 54 representing (15.2%) identified personal relationship with the candidates, 63 representing (18%) pitched tend with political party affiliation, 74 representing (21%) said they were influenced by their religious affiliation with the candidates, 43 representing (12%) identified tribal influence. According to 54 representing (15%) of the

sampled respondents, they were influenced by promises from politicians, 5 representing (1%) said that they were subjected to threats from political thugs and it influenced their choice of political candidates. Analytically, it can be said that there were many other factors, apart from corporate advertising, that influenced the voting behaviour of electorate in the 2019 federal constituency elections in the Southern senatorial zone of Taraba State.

8. DISCUSSION FINDINGS

First, the study wanted to determine the amount of usage of corporate advertising strategies by political parties and their candidates during the 2019 federal constituency elections. Data collected in Table 1 in this regard, held that politicians used corporate advertising in the 2019 federal constituency elections in the Taraba south senatorial zone very well. This implies that corporate advertising was used in the election under study. Also, respondents in Table 2 have pointed out the various corporate advertising strategies used in the 2019 federal constituency elections in southern Taraba to include: visits to Churches, mosques and homes, use of Radio, TV, Newspapers, Magazines and messages, Sponsorship of community projects, attending social events in the constituency, organizing political rallies to sell their candidates, and providing scholarships for youths to go to school. This of course, attested that corporate advertising strategies were used immensely in the election under study. The implication of the findings here is that politicians in Taraba State and Nigeria as a whole are not ignorant of the importance of corporate advertising as a powerful tool of political advertising. They have realized that democracy as a system of government is about the people's wish or choice (Chiakaan and Ahmad, 2020). This is why Abraham Lincoln defined democracy as government of the people, by the people and for the people. In order to impress the electorate and woo them on their side, politicians in the 2019 federal constituency elections in Taraba south therefore applied different corporate advertising strategies discovered by the study.

Politicians and their political parties used corporate advertising to a large extent which is the concern of the second question of the study. Significantly, the second question of the study 209 concerned with finding out the extent to which corporate advertising was used as a tool by political parties and their candidates in the 2019 federal constituency elections for winning voters' support.

The answer to this question was provided by data collected in Table 3 where 167 representing (59%) respondents agreed that political parties and their

candidates effectively used corporate advertising strategies in the 2019 federal constituency election in The Taraba south senatorial zone. This implies clearly that corporate advertising strategies were used in the election under study to a high extent. If the politicians, as discovered by the study, used corporate advertising to a large extent, it then become important to find out the impact of such corporate advertising strategies on the electorate. This concern was addressed by data collected in Table 4.

Data collected in Table 4 therefore show that 203(57%) sampled respondents agreed that the voting behaviour towards candidates in that election was influenced by the corporate advertising strategies employed by those candidates, 152 however, said they were not, in anyway influenced by the corporate advertising strategies in the choice of the candidates. It can be deduced that even though corporate advertising, as supported by Michael, Aleyomi and Ajakaiye (2011) can go a long way in influencing the favourable behaviour of electorate in an election, it is not the only determining factor. This position arises from the fact that the gap between 203 and 152 is not much. These findings inspired the study to probe into the possibility of other factors influencing voters behaviour in the elections under study.

Findings by the study, in this regard, revealed that corporate advertising strategies were not only the only determinant of voters' behavior in that election. According to data collected in Table 5, there were many other factors that contributed to the choice of politicians and their parties in the 2019 federal constituency elections in the Taraba south senatorial zone. Other factors that influenced voters' decision included: charisma of the candidates, personal relationship with the candidates, party affiliations, religion, tribe, promises, threats and been subjected to by the electorate.

9. CONCLUSION

The research findings provide for the basis of the following conclusion to be drawn. The impact of corporate advertising in the 2019 federal constituency elections in the Southern part of Taraba State cannot be over emphasized. Politicians were identified with several corporate advertising strategies in an attempt to persuade the electorate to see them as responsible people, capable of representing them and bringing the dividends of democracy to them. Political advertising generally is aimed at persuading and influencing favourable voting choice for political parties and their candidates. Political advertising in the form of corporate advertising or whatever, can never single

handedly win elections for it can only be integrated with other tools to enable political candidates achieve their aim of winning elections. This has been one of the discoveries of the study.

10. RECOMMENDATIONS

Based on the findings of this research, the following recommendations are made:

- i. Political candidates and their parties should never take corporate advertising for granted as it possesses the capacity of making them to be loved and voted for during elections.
- ii. The study also recommends the use other political communication strategies including mass media, social media, traditional media, small groups sitting (popularly known as parliaments), visitation to village or community squares, and so on, should be hold in high esteem during campaigns and elections.
- iii. The study also recommends that political candidates should always live up to their promises when they are voted into power. It is by honouring the promises they made to the electorate during the period of campaigns that they will be able to deliver the benefits of democracy to the people which can bring about development.

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