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## Correlational Analysis of Marketing Concept and Democratic Governance

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### ABSTRACT

Political parties and their candidates have often claimed to be pursuing the interest of the people when they struggle for power and the control of state resources. Based on this premise, this study seeks to interrogate the interface between marketing concept which is a customer (or people) focused orientation and democratic governance. In pursuit of this objective, 100 politicians were surveyed from four (4) political parties in Nigeria. Eighty five (85) of the 100 respondents responded. After editing, 81 responses formed the data which were analysed with simple descriptive statistics (such as tables, frequencies, percentages) and inferential statistics like Pearson's Correlation coefficient (r) and analysis of variance (ANOVA). The finding indicates a low positive relationship between marketing concept and democratic governance. Again, politicians make promises to the electorates but fail to fulfil most of those promises when they get to power. This means that political marketers see marketing concept as a means to an end i.e. to capture the mandate of the electorate. Based on this finding, it is here recommended, among other things, that electorate should be more interested in the profile, antecedents and reputation of the politicians, rather than their promises.

**Key Words:** Marketing Concept, Democracy, Governance, Electorate, Politics

### 1.0 INTRODUCTION

Democracy is sweeping across the world, and the basic instrument (or institution) of democracy is political party. Thus, the failure of political party is the failure of democracy. An understanding of the interface between the marketing concept and democracy can help politicians and political parties to deepen democratic culture by adhering to the best democratic practices.

Marketing concept in politics, places a demand on political parties and candidates to put voters at the beginning rather than at the end of the policy-production process. This will not only minimise the traditions of electoral rigging, selection, imposition and deselection of candidates; but also reverses the trend in civic engagement, decreasing voter turn-out during elections, and the decline in party membership, and of course voter apathy.

However, democratic governance around the world is forcing political parties to be more organised in their marketing activities as the 2008 and 2009 presidential elections in the United States of America (USA) and Ghana respectively indicated. To catch up with the trend, Nigeria demonstrated an