

## Opinion Poll on the Use of Multilingual Marketing Strategy for Political Advertising in Nigeria: A Study of Nigerian Labour Party 2023 Political Campaigns

Chiomma Ifeoma Agbasimelo<sup>1</sup>, Chinyere Mercy Ignatius<sup>2</sup>

<sup>1</sup>Department of Mass Communication, Nnamdi Azikiwe University, Awka, Nigeria

<sup>2</sup>Department of Mass Communication, Federal University, Oye-Ekiti, Nigeria

Corresponding author's email: [chiomastepup@yahoo.com](mailto:chiomastepup@yahoo.com)

### Abstract

This study examined the use of multilingual marketing strategy for political advertising in Nigeria: A study of Nigerian Labour party 2023 political campaigns. This research employs a survey methodology to sample opinion from respondents of Nigeria citizen of voting age, the study is anchored on Elaboration Likelihood Model (ELM). Findings amongst others showed that audience are aware and were able to remember the Labour party political slogans as a result of the utilization of the multilingual marketing strategy in Political advertising, the study also finds out that the Nigeria voting audience really love it when their languages are being incorporated for political campaigns, particularly the all-round pidgin language widely used in Nigeria which was also deployed by the Nigeria Labour party for the 2023 political campaign. This, to a great extent, according to responses in this study gave structure to the Labour Party against the no structure campaign used by opposition Party and the study recommends that political parties and candidates consider linguistic diversity and the use of multilingual marketing as an essential component of their campaign strategies. Also, the study recommends that Political campaign messages should not be deceptive irrespective of the language used for the transmission.

**Keywords:** opinion poll, multilingual, advertising, labour party

### Introduction

Multilingual marketing strategies have gained prominence in recent years, particularly in the realm of political advertising. Nigeria, as a linguistically diverse country, offers a unique context for studying the effectiveness and impact of multilingual marketing in political campaigns. In the dynamic landscape of political advertising, the strategic use of multilingualism has emerged as a powerful tool for political parties aiming to connect with a diverse and culturally rich population. Nigeria, a nation known for its linguistic diversity and vibrant political scene, offers a compelling backdrop for exploring the effectiveness of a multilingual marketing strategy in the realm of political campaigns. This research delves

into the intriguing case of the Nigerian Labour Party's 2023 political campaigns, shedding light on the profound impact of multilingual marketing on political discourse and voter engagement in this unique context (Kelly-Holmes, 2016; Piller, 2006).

Nigeria, home to over 250 distinct ethnic groups and over 500 different languages, presents a kaleidoscope of linguistic and cultural identities (Ibrahim & Ahmad, 2020). Effective political communication in such a diverse environment necessitates strategies that go beyond conventional, monolingual approaches (Feinberg & Willer, 2019). The Nigerian Labour Party's decision to employ a multilingual marketing strategy in their 2023 political campaigns reflects an understanding of the importance of linguistic diversity in a nation where language is intricately tied to identity and community (T. & O, 2023).

This study embarks on a comprehensive exploration of the intricate interplay between multilingual marketing strategies and political advertising within the context of Nigeria's 2023 general elections. It seeks to unravel the ways in which the Nigerian Labour Party harnessed the power of linguistic diversity to convey its message, connect with voters across linguistic divides, and ultimately influence electoral outcomes.

As we delve into the depths of this intriguing research, we will examine the theoretical underpinnings of multilingual marketing in political advertising, contextualize it within the Nigerian political landscape, and analyze the various linguistic mediums used by the Nigerian Labour Party to reach a diverse electorate. Through this study, we aim to not only contribute to the growing body of literature on political communication but also provide insights into the transformative potential of multilingual marketing strategies in a multicultural democracy like Nigeria. Ultimately, the findings of this research will offer valuable lessons and recommendations for political parties and campaigners looking to navigate the complex terrain of political advertising in linguistically diverse societies. This opinion poll seeks to investigate the perceptions and preferences of the Nigerian populace regarding the use of multilingual marketing strategies in the 2023 political campaigns of the Nigerian Labour Party (NLP).

Nigeria is home to over 500 ethnic groups and languages, making it one of the most linguistically diverse countries in the world. Political campaigns in Nigeria often target various linguistic communities, necessitating the use of multilingual marketing strategies to effectively communicate political messages. The 2023 Nigerian Labour Party campaigns

present an ideal case study for understanding the dynamics of multilingual political advertising in this context.

The use of multilingual marketing strategies in political advertising has become increasingly pertinent in diverse and multicultural societies, particularly in the context of electoral campaigns. Nigeria, often referred to as the "Giant of Africa," stands as an emblematic example of linguistic and cultural diversity, with over 500 distinct languages and a population of more than 200 million people (Ugwu, 2020). The country's political landscape is characterized by a competitive and vibrant democracy, which further underscores the importance of effective communication in electoral campaigns. Against this backdrop, the Nigerian Labour Party's 2023 political campaigns serve as a captivating subject for in-depth analysis (Nwanmuo *et al.*, 2021).

Nigeria's unique linguistic diversity is a defining feature of the nation. With major ethnic groups such as the Yoruba, Hausa, and Igbo each having their own languages, and numerous smaller ethnic groups scattered across the country, effective communication can be a complex challenge for political parties. Understanding the linguistic and cultural nuances of various regions is essential for connecting with voters. Political campaigns in Nigeria have historically relied on a combination of traditional and modern communication methods. These include rallies, posters, radio broadcasts, television advertisements, and more recently, social media. In the 21st century, the digital age has transformed the way political parties and candidates engage with the electorate, opening up new avenues for multilingual communication (Kelly-Holmes, 2016).

The concept of multilingual marketing in political campaigns involves crafting and disseminating political messages in multiple languages to reach a broader and more diverse audience. This approach recognizes that language is not only a tool for communication but also a symbol of identity and cultural connection. It aims to resonate with voters across linguistic and cultural divides (Kelly-Holmes, 2016). The Nigerian Labour Party and the 2023 Elections: The Nigerian Labour Party, known for its focus on labor issues and social welfare, has historically been a significant player in Nigerian politics. The 2023 general elections presented an opportunity for the party to compete for political influence, and it embraced a multilingual marketing strategy as part of its campaign efforts.

This research intends to investigate the Nigerian Labour Party's use of multilingual marketing in its 2023 political campaigns. The overarching goal is to understand how and to what extent multilingual marketing strategies were employed, the specific languages and mediums used, and the impact of this approach on voter engagement, party visibility, and electoral outcomes. By examining the intersection of linguistic diversity, political advertising, and the Nigerian political landscape, this study seeks to provide valuable insights for political practitioners, scholars, and policymakers. It aims to offer a nuanced understanding of the complex relationship between multilingual marketing and political success in a country as linguistically diverse and politically significant as Nigeria.

**Statement of Problem**

The research problem centers on whether the use of multilingual marketing strategies in the 2023 political campaigns of the Nigerian Labour Party resonates with the diverse linguistic communities in Nigeria and contributes to their engagement in the political process. The Nigerian Labour Party (NLP) participated actively in the 2023 presidential election in Nigeria. The party, in a context of a linguistically diverse nation like Nigeria, employed a multilingual marketing strategy in its political advertising. However, there was a lack of empirical research on the effectiveness and potential challenges associated with implementing such a strategy in the Nigerian political landscape. Therefore, the problem addressed in this research article is to examine the opinion of the Nigerian population regarding the use of a multilingual marketing strategy in political advertising, specifically focusing on the Nigerian Labour Party's 2023 political campaigns. The study aims to identify the perceived advantages, disadvantages, and potential implications of employing a multilingual approach in political advertising, considering the diverse linguistic and cultural backgrounds of the Nigerian electorate. By addressing this problem, the research seeks to provide valuable insights and recommendations to the Nigerian Labour Party and other political entities on the feasibility and potential impact of multilingual marketing strategies on political campaigns in Nigeria.

## Objectives of the Study

This opinion poll aims to achieve the following objectives:

1. To assess the awareness of multilingual marketing strategies in political campaigns.
2. To gauge the effectiveness of multilingual marketing in conveying political messages.
3. To understand the influence of multilingual marketing on voter engagement.
4. To identify linguistic preferences in political advertising.
5. To examine the perceived impact of multilingual marketing on political campaign success.

## The concept of Language: Meaning and Functions

Language has been defined variously as the means of human communication Onuoha (2017) cited in Patrick et al (2022) defined language as a means by which humans communicate ideas, desires emotions... through complex vocal or written symbols which speakers have acquired. Track (1995) cited in Patrick et al (2022) also observes that language is a tool for showcasing and maintaining identity. In his words, 'Every person needs to maintain an individual identity. One of the most important aspects of that identity is membership of a group, and language provides a powerful way of maintaining and demonstrating group membership. For instance, when one uses the word "*Ndewo*" to greet an acquaintance in a meeting or gathering, the acquaintance being Igbo, automatically assumes the greeter to be a member of the Igbo ethnic group. The same applies to "*Sannu*" for Hausa and "*Ekuse*" for Yoruba, therefore showing that language, aside functioning communicatively, can be used for various reasons such as identity expression, solidarity and peace making (Onuoha, 2012) cited in Patrick et al (2022).

Although it has been impossible for linguists to come to a generally acceptable definition of language, one re-assuring factor is that language is the key for human interaction and association. As Onuoha (2017) pointed out, language is indispensable to man. Aside the communicative function of language, it is also a veritable means for human socialization i.e. transmission of culture. Omoniyi (2012) cited in Patrick et al (2022) posits that at the

societal level, language functions appear to be more fixed ... especially in multilingual contexts. It includes roles relating to official use of languages being used as a national language, media language (language for wider communication, national identity, solidarity and for cohesiveness of citizens).

It is therefore important to note that language, if not properly harnessed, also has the ability to destabilize people. Language can make or destroy a people, group or a nation at large. For instance, in Nigeria, language is one of the major reasons determining the behavior of different people in the political affairs of the country. Some languages, sometimes regarded as “major languages” are rated above others, such that it is believed that the leadership of Nigeria should only come from specific ethnic groups, while others, widely regarded as “minority languages,” should be only followers. Language can be a tool for unification as well as diversification. It can be used to calm tension, as well cause chaos. Language is a two-edged sword which impact is determined by the users.

## **Politics**

The term ‘politics’ like ‘language’, has no generally acceptable definition. This, according to (Modebadze, 2010), makes politics a loaded term. There are many definitions of politics. Heywood (2007) cited in Patrick et al (2007) conceptualizes politics as follows:

**Politics as Art of Government:** Here, politics is the activity of making and enforcing collective decisions. The enforcement is done through state structures and officers. The state has the monopoly of power to compel reactions. In these circumstances, it was natural to understand politics as the study of the state. Until the Second World War, the state served as the chief organizing idea of politics.

**Politics as Public Affairs:** The meaning of politics can be stretched beyond the narrow realm of government to a broader conception of ‘public life’ or ‘public affairs,’ because of its ‘public’ character.

**Politics as Compromise & Consensus (Study of Interaction among Interest Groups):** According to this, politics is seen as an act of conflict and cooperation among individuals

and various groups in the society to secure values like liberty, equality, justice, welfare etc., and to organize and use a public power for this purpose. Politics is therefore an interaction between man and society in resolving conflicts through conciliation and negotiation instead of violence. Both the liberal and Marxist views of politics study it as a part of this social process. As a result of this, non-formal institutions like pressure groups, public opinion, interest groups, political parties etc. became the subjects of politics.

**Politics as the Study of Power:** After rejecting politics as the study of state as insufficient, modern thinkers tried to find the axis of politics and they found it in the concept of power. The new understanding of politics was that it is a struggle to share or influence the distribution of power, whether between states or among the groups within the state. There are two advantages accrued by studying politics from the point of view of power. Firstly, it focuses attention on process rather than on legal abstractions of the state, and it pays greater attention to man as the basic unit of analysis. Politics became directly concerned with the needs, interests and goals of men that give rise to power-relationship among them and ultimately lead to a public policy.

### **Multilingualism as a concept**

A critical demarcation of the concept of multilingualism is not an easy endeavor. Multilingualism in society and politics does not simply refer to people speaking multiple languages, or even being able to speak these languages confidently. Such definitions of multilingualism conflate its individual and social dimensions. They are also monolithic and pre-suppose that languages are bounded and finite entities that can be acquired. The porosity of language is crucial in the creation of regional, urban, generational varieties and variations. Indeed, studies in language and the use of languages increasingly consider sociopolitical contexts of language use and adopt this broader understanding of language (Becker 1991; Jorgensen, 2008) as cited in (Katerina, S., 2020).

Multilingualism is not something that people have or can acquire because it refers to language practices rather than language competency (Heller 2020; Blackledge & Creese 2020; Blommaert *et al* 2012), cited in (Katerina, S., 2020). This includes a fascinating and dynamic interplay of sociopolitical contexts where the communication of the self and of groups takes place.

Multilingualism is not static but dynamic and contingent upon power differentials that affect the status and legitimacy of languages and their speakers. As “a product and process of economic activity” (Duchene & Heller 2012), cited in (Katerina, S., 2020) multilingualism is “what the environment, as structured determination and interactional emergence, enables and disables them to deploy” (Blommaert *et al.* 2012,), cited in (Katerina, S., 2020). Someone’s language can be promoted, demoted, ignored, challenged or systematically rejected. Moreover, multiple languages representing multiple cultures signify multiple competing rationalities in essentially agonistic public spheres (Katerina, S., 2014; McDermott *et al.* 2016), cited in (Katerina, S., 2020). In this sense, multilingualism is an inherently political matter and an inherently political process in terms of motivations, practice and impact.

### **Empirical Review**

Multilingual marketing in political campaigns is a dynamic and evolving aspect of political communication, gaining increased prominence in diverse and multicultural societies across the globe. This literature review delves into the existing research on the use of multilingual marketing strategies in political campaigns. Multilingualism in political campaigns is grounded in the recognition that effective communication goes beyond language as a mere medium of expression. It acknowledges language as a symbol of identity and a crucial element in fostering a connection with diverse voter communities (Pietikäinen & Kelly-Holmes, 2013). While the use of multiple languages in political campaigns is often driven by local linguistic diversity, its significance extends beyond national borders. In multicultural societies like Canada, for example, political parties recognize the importance of multilingual marketing to engage with diverse communities, including immigrant and non-native English or French speakers. This global relevance underscores the growing recognition of linguistic diversity as a common thread in political campaigns worldwide (Spernes & Ruto-Korir, 2021)

The role of language in political branding and identity is particularly pronounced in regions with historical linguistic diversity. Catalonia in Spain provides an illustrative example. Here, the Catalan independence movement has not only used language as a means to connect with the electorate but also as a potent symbol of regional identity and aspirations



This case underscores how language can be instrumental in shaping political ideologies and affiliations (Perales-García *et al.*, 2022) .

In the contemporary era of digital communication, political campaigns have harnessed the potential of social media and online platforms to engage with diverse linguistic communities. The use of multilingual marketing on these platforms enables parties to broaden their outreach and foster engagement. Research highlights the growing significance of digital media in the implementation of multilingual strategies on a global scale (Stieglitz & Dang-Xuan, 2013).

The use of multilingual marketing in political campaigns is not devoid of challenges and controversies. In countries with historical linguistic tensions, such as Belgium, the issue of language has been a source of political division (Ebileeni, 2022). This helps to highlight the importance of navigating the complex terrain of linguistic diversity in political communication.

Gowon & Ade (2020) examine language as a propaganda tool of electioneering in Nigeria. Language, and in fact, words have different functions and according to the speech act theory of J. L. Austin, utterances, whether written or spoken, have a particular effect on the listener. Many researchers have written on political campaign speeches and a universal trend in them - propaganda in Nigeria. The language use on the aspirants and the electorate with regard to campaign of calumny (propaganda) is yet to be fully studied. Politicians all over the world embellish their language in a unique way to give extra effect and force to their message, while striving to achieve their objective of winning more votes. This can be embodied in rhetoric or propaganda, and involves repetition, promise, colloquialism, word coinages, pidginized and figurative expressions. The denotative and connotative meanings of the figurative expressions are analyzed. It is argued that propaganda, as an aspect of this register, is characterized by exaggeration, rhetorical questions, and abusive utterances.

The paper concludes that language in any society serves as ingress to development, since it is a vehicle which conveys the identity and culture of the people from one generation to another. Political language is an aspect of language often used by active political players to persuade and influence the electorates to support and champion their political interest. These political languages are employed for various reasons; to educate the electorate on

policies and programmes of a political party, to deceive, manipulate, sway the electorate with propaganda and half-truths, in order to malign and vilify the opposition to attract more votes from the electorate. To this end, certain languages are used by political actors to convey meaning and give credibility to information meant for public consumption, it becomes imperative to note that speeches delivered during electioneering campaign is one of the deciding factors that influences the result of the election.

Naz Rassoll, V.E. & Carole, B. (2006) examined *Language and Development in Multilingual Settings: A Case Study of Knowledge Exchange and Teacher Education in South Africa*. This study focuses on some of the major human-resource development issues that surround the implementation of South Africa's policy of multilingualism in education. It begins by discussing the relationship between knowledge, language, and human-resource, social and economic development within the global cultural economy. It then considers the situation in South Africa and, in particular, the implications of that country's colonial and neo-colonial past for attempts to implement the new policy. Drawing on the linguistic-diversity-in-education debate in the United Kingdom of the past three decades, it assesses the first phase of an in-service teacher-education programme that was carried out at the Project for Alter? Native Education in South Africa (PRAESA) based at the University of Cape Town. The authors identify key short- and long-term issues related to knowledge exchange in education in multilingual societies, especially concerning the use of African languages as medium for teaching and learning.

Politicians have long engaged in marketing themselves by employing distinct speaking styles to signal social standing, competence, or a shared background with their audience. What effect does this use of different language appeals have on voter opinion? Utilizing a survey experiment in Thailand, I test a set of hypotheses about the effect of language on respondent opinions. Relying on three distinct treatments, a formal language register, an informal language register, and an ethnic language, I demonstrate the multiple effects of language on political appeal. The use of a formal register has mixed effects, signaling both high education as well as preparation for national office while also creating social distance between the speaker and audience. An informal register and the ethnic tongue both signal kinship ties to listeners, with the ethnic tongue having a much more profound effect. The

results also show that an ethnic overture has greater electoral appeal than formal speech. These findings highlight the causal effect language has in shaping political opinions and illustrate the varied impacts of linguistic hierarchies on political appeal (Jacob, 2020).

### **Theoretical Framework**

This study is anchored on Elaboration model theory

#### **Elaboration Likelihood Model (ELM) Theory**

The world of political advertising has evolved significantly over the years, with political parties and candidates constantly seeking innovative ways to connect with voters. The use of multilingual marketing strategies in political advertising has gained prominence, especially in diverse countries like Nigeria, where multiple languages and cultures coexist. To effectively understand how these strategies impact voter behavior, we can turn to the Elaboration Likelihood Model (ELM). The ELM provides a valuable framework for comprehending the cognitive processes behind persuasion in political advertising.

The Elaboration Likelihood Model, developed by Richard E. Petty and John T. Cacioppo in the late 1970s, is a dual-process theory of persuasion that seeks to explain how individuals process information and form attitudes. The ELM suggests that there are two primary routes to persuasion: the central route and the peripheral route. These routes represent different ways in which individuals evaluate persuasive messages and make decisions (Ho & Bodoff, 2014).

The central route processing involves the systematic and thoughtful evaluation of a persuasive message. When individuals engage in central route processing, they invest cognitive effort to critically analyze the content of the message. They assess the message's arguments, the quality of evidence presented, and the logical reasoning. Central route processing is typically triggered when the message is personally relevant, and the individual has both the motivation and the cognitive resources to engage in deep information processing (Petrocelli, 2021).

In contrast, peripheral route processing is characterized by quick, heuristic-based thinking. Individuals following this route do not engage in an in-depth analysis of the message content. Instead, they rely on peripheral cues or shortcuts, such as the speaker's credibility, the message's length, or emotional appeals. Peripheral processing is more likely when

individuals lack the motivation or cognitive resources to engage in central route processing (Pietikäinen & Kelly-Holmes, 2013).

Understanding the ELM is particularly relevant in the context of political advertising, where persuasion is a fundamental goal. Political campaigns rely on various forms of advertising, including television commercials, billboards, social media, and speeches, to influence public opinion and secure votes. The effectiveness of these campaigns depends on how voters process the persuasive messages presented to them. When political messages are personally relevant to voters, they are more likely to engage in central route processing. For example, if a political advertisement addresses an issue that directly affects an individual's life, such as healthcare, the economy, or education, the individual is more inclined to carefully evaluate the content. In such cases, the effectiveness of the message hinges on the strength of the arguments and the quality of evidence presented (Baigozhina et al., 2020).

Many political ads, however, rely on peripheral cues, particularly in televised debates and speeches. The charisma, confidence, and speaking style of a candidate can significantly impact voter perceptions without requiring a deep analysis of policy proposals or arguments. These cues can substantially influence how voters perceive a candidate's trustworthiness, competence, and likability (Baigozhina *et al.*, 2020).

The use of multilingual marketing strategies in political advertising refers to the practice of crafting and disseminating campaign messages in multiple languages to reach a diverse and multilingual audience. In Nigeria, a country with over 500 ethnic groups and numerous languages spoken, this strategy becomes crucial for political campaigns, as it allows candidates to connect with voters in their preferred languages. However, the effectiveness of this strategy may vary based on how voters process these messages. In the context of the Nigerian Labour Party 2023 Political Campaigns, central route processing can be facilitated by addressing critical issues that resonate with the Nigerian electorate. Messages that provide detailed policy proposals on vital matters such as healthcare, education, infrastructure, and security are likely to engage voters in deep thinking. When voters perceive these issues as personally relevant and the messages as credible, they may be more motivated to process information centrally. For example, a campaign message focusing on healthcare reform in Nigeria may engage voters who are deeply concerned

about the state of healthcare in the country. Such voters may critically evaluate the message's arguments, the quality of evidence, and the candidate's track record in addressing healthcare issues. If the message is persuasive and resonates with their concerns, it could lead to attitude change and support for the Nigerian Labour Party. In contrast, the peripheral route may come into play when voters are exposed to multilingual campaign messages but lack the motivation or cognitive resources to engage in central route processing.

In this context, voters may rely on peripheral cues, such as the candidate's charisma and delivery style, as well as emotional appeals in the campaign messages. For instance, a candidate who exudes confidence and charisma while speaking in a televised campaign event may capture the attention of voters who are not deeply engaged in policy analysis. These voters might be swayed by the candidate's presentation rather than the specific policy details presented in the speech

### **Method**

This study adopted the survey research design with questionnaire as research instrument since it involves studying a large population. According to Ohaja (2003) whenever the major sources of primary data for a study are the view of members of public or any particular group, a survey will be called for. The survey research methodology fits because it 'allows the collection of information from a representative sample of a target population and could also capture group dynamics amongst the various categories of respondents' (Idowu, 2013)The study population is 93,469,000 registered voters, according to the National Electoral Commission (INEC) register as published on their official website, which is the official electoral body in charge of elections in Nigeria (<https://www.inecnigeria.org>,2023). This is important for the study. A sample size of 1000 was drawn from the study population. The samples were selected using multi-staged (probability and non-probability) sampling techniques. This involves the use of several sampling techniques at different stages in a particular study to ensure adequate representation, especially when the population is large and complex like the one at hand. In the first instance, Nigeria will be purposively selected as the study revolves around Nigeria. In the second stage, a simple random sampling technique was used to select 6 states (one representing each of the six geopolitical zones). At this point, all the names of the 36 states

from the six geopolitical zone, was written on paper and placed inside six ballot boxes according to their geopolitical zones, rolled up and reshuffled thoroughly, and six states was picked randomly from the box to the geopolitical zones. Copies were distributed online and offline.

Stratified random sampling was used to ensure representation across gender, age groups, educational levels, across the state. Based on the strata, the questionnaires will be distributed to 166, each to 6 of the states and 170 to 1 state randomly selected from the 6 geopolitical zones, with Kogi representing North-Central (NC), Bauchi representing North-east (NE), Kaduna representing North-West (NW), Ekiti representing South-West (SW), Anambra representing South-east (SE), and Rivers representing South-South (SS).

**Data Presentation and Analysis**

For the distribution of questionnaire, the researchers, employed both physical distribution and online survey methods. Out of 400 respondents that were evaluated based on either physical issuance of questionnaire or online survey

Data represent the fruit of researchers’ labor because they provide the information that will ultimately allow them to describe phenomena, predict events, identify and quantify differences between conditions, and establish the effectiveness of intervention (Geoffrey, et al., 2005). Hence in this chapter, all information gathered from the field of study for this research work is analyzed and presented in this chapter.

**Demographic variable**

**Gender of respondents**

Gender	Frequency	%	Valid Percent	Cumulative Percent
Male	455	45.5	45.5	45.5

Female	545	54.5	54.5	100.0
Total	1000	100.0	100.0	

*Source: field survey, 2024*

The above table shows that (45%) of respondents are male while (54.5%) are female.

**Age of respondents**

Age	Frequenc y	%	Valid Percent	Cumulative Percent
18-30	285	28.5	28.5	28.5
31-40	320	32.0	32.0	60.5
41-59	239	23.9	23.9	84.4
60 and above	156	15.6	15.6	100.0
Total	1000	100.0	100.0	

*Source: field survey, 2023*

The above table shows that (28.5%) respondents fall between the age of 18-30, (32.0% ) falls within the age of 31-40, (23.9%) falls within the age of 41-59 and (15.6%) fall within 60 and above.

**Section B**

**Objective 1. Awareness of multilingual marketing**

**Table 1: Have you noticed the use of multiple languages in political campaign materials?**

	Frequenc y	%	Valid Percent	Cumulative Percent
Yes	879	87.9	87.9	87.9
No	121	12.1	12.1	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 1 above demonstrates that out of the 1000 respondents, 87.9% have noticed the use of multiple languages in political campaign materials while 12.1% have not noticed the use of multiple languages in political campaign materials.

**Table 2: How often have you encountered multilingual campaign ads?**

	Frequenc y	%	Valid Percent	Cumulative Percent
Very Often	529	52.9	52.9	52.9
Not Often	471	47.1	47.1	100.0
Total	1000	100.0	100.0	

Source: Field survey 2023

Table 2 above shows that out of the total 1000 respondents, 52.9% very often, encountered multilingual campaign ads, while 47.1% do not often encounter multilingual campaigns ads.



**Table 3: Can you recall any specific multilingual campaign slogans or messages?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	551	55.1	55.1	55.1
No	449	44.9	44.9	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 3 above shows that 551 (55.1%) can recall specific multilingual campaigns slogan or messages while 449 (44.9%) cannot recall any specific multilingual campaign slogan or messages.

**Table 4: Do you believe multilingual marketing is an effective strategy for political campaigns?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	516	51.6	51.6	51.6
No	484	48.4	48.4	100.0
Total	1000	100.0	100.0	

Source: Field survey 2023

Table 4 above shows that out of the 1000 respondents, 516 (51.6%) are of the opinion that multilingual marketing is an effective strategy for political campaigns while 484 (48.4%) do not believe that multilingual marketing is an effective strategy for political campaigns.

**Table 5: What languages do you find most appalling in political advertising?**

Response category	Presentation of response category
English	235
Igbo	300
Yoruba	150
Pidgin English	250
Hausa	70

Source: field survey 2023

The above table shows that (23.5%) respondents find English language most appealing, (30%) find Igbo language most appealing, (15%) finds Yoruba language most appealing, (25%) pidgin English most appealing and (7%) finds Hausa language most appealing in political advertising.

**Objective 2: Effectiveness of Multilingual Marketing**

**Table 6: How well do you think multilingual marketing conveys political messages?**

	Frequency	%	Valid Percent	Cumulative Percent
Very Well	479	47.9	47.9	47.9
Not very well	521	52.1	52.1	100.0
Total	1000	100.0	100.0	

Source: Field survey 2023

Table 6 above shows that 479 (47.9%) respondents think that multilingual marketing conveys well political messages, while 521 (52.1%) respondents think multilingual marketing does not convey political messages well.

**Table 7: Have you ever been persuaded by a multilingual campaign message?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	568	56.8	56.8	56.8
No	432	43.2	43.2	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 7 above shows, that 568 (56.8%) respondents have been persuaded by a multilingual campaign message while 432 (43.2%) respondents have not been persuaded by a multilingual campaign message.

**Table 8: Do you find multilingual political ads more memorable than monolingual ones?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	548	54.8	54.8	54.8
No	452	45.2	45.2	100.0
Total	1000	100.0	100.0	

Source: field survey, 2021

Table 8 above shows that out of the 1000 respondents, 548 (54.8%) finds multilingual political ads more memorable than monolingual ones, while 452 (45.2%) do not find it memorable than monolingual ones.

**Table 9: What factors influence your perception of the effectiveness of multilingual marketing?**

Response category	Presentation of response category
<b>Its grassroots nature</b>	450
<b>Native language</b>	250
<b>Economic factor</b>	230
<b>Its efficiency</b>	70

*Source: field survey 2023*

The above table shows that 45% of the respondents believe that its grassroots nature influences their perception, 25% said it is the native language that influence their perception, 23% said it is economic factor, 7% said its efficiency influences their perception of the effectiveness of multilingual marketing.

**Table 10: Would you engage more with a political campaign that uses your native language?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	812	81.2	81.2	81.2
No	188	18.8	18.8	100.0
Total	1000	100.0	100.0	

*Source; Field survey 2023*

Table 10 above shows, that 812 (81.2%) would engage more in political campaign that uses their native language while 18.8% would not engage in political campaign that uses native language.

**Objectives 3: Influence on voter engagement****Table 11: Have multilingual campaign messages encouraged you to participate in the political process?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	485	48.5	48.5	48.5
No	515	51.5	51.5	100.0
Total	1000	100.0	100.0	

*Source: Field survey, 2023*

The table 11 above shows, that 485 (48.5%) is the opinion that multilingual messages have encourage them to participate in political process while 515 (51.5 %) says that it has not encourage them to participate in political process.

**Table 12: Do you think Multilingual marketing foster a sense of inclusion among Linguistic Communities**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	547	54.7	54.7	54.7
No	453	45.3	45.3	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 12 above shows that 547 (54.7%), respondents think that multilingual marketing fosters a sense of inclusion among linguistic communities, while 453 (45.3%), think that multilingual marketing does not foster sense of inclusion among linguistic communities.

**Table 13: Have you ever attended a campaign event because it was conducted in your native language?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	574	57.4	57.4	57.4
No	426	42.6	42.6	100.0
Total	1000	100.0	100.0	

Source; field survey, 2023

Table 13 above shows that 574 (57.4%) respondents have attended a political campaign because it was conducted in their native language while 426 (42.6%) have not attended any campaign because it was conducted in their native language.

**Table 14: How likely are you to vote for a candidate who communicates in your language?**

	Frequency	%	Valid Percent	Cumulative Percent
Not Likely	482	48.2	48.2	48.2
Likely	518	51.8	51.8	100.0
Total	1000	100.0	100.0	

Source: Field survey 2023

Table 14 above shows that 482(48.2%) respondents are not likely to vote for candidate who communicates in their native language while 51.8% are likely to vote for the candidate that speaks their native language.

**Table 15: To what extent does multilingual marketing affect your political engagement?**

Response category	Presentation of response category
To a great extent	250
Not much	400
Not really	350
Very well	100

Source: field survey 2023

The above 15 table shows that 25% of the respondents said that multilingual marketing affects their political engagement to a greater extent, 40% said there is no much effect, 35% responded not really, and 10% responded that very well.

**Objective 4: Linguistic preferences**

**Table 16: Which language(s) do you prefer to see in political advertising materials**

Response category	Presentation of responses
All the 3 major languages	100
Hausa	150
Pidgin English	300
Yoruba	245
Igbo	205

Source: field survey 2023

The table 16 above shows that 10% of respondents prefer to see all the three languages in political advertising, 15% prefer to see Hausa language, 30% prefer to see Pidgin English, 24.5% prefer to see Yoruba language, and 20.5% prefer to see Igbo language in political advertising.

**Table 17: Are you more likely to support a candidate who speaks your native language fluently?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	501	50.1	50.1	50.1
No	499	49.9	49.9	100.0
Total	1000	100.0	100.0	



Source: field survey 2023

Table 17 above shows that (50.1%) are likely to support candidate who speaks their native language fluently while (49.9%) are not likely to support candidate who speaks their native language fluently.

**Table 18: Do you believe using multiple languages in campaigns reflects cultural diversity?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	896	89.6	89.6	89.6
No	104	10.4	10.4	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 18 above shows that (89.8%) believe that using multiple languages reflects cultural diversity, while (10.4%) believe that it is not a reflection of cultural diversity.

**Table 19: Does the use of a particular language in political ads influence your perception of the candidate?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	625	62.5	62.5	62.5
No	375	37.5	37.5	100.0
Total	1000	100.0	100.0	

Source: field survey 2023

Table 19 above shows that (62.5%) believe that the use of particular language in political ads influence their perception to the candidate if it's not deceptive, while (37.5%) of the respondents says it does not influence their perception of the candidate.

**Table 20: Should political parties prioritize multilingual marketing to reach a wider audience?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	503	50.3	50.3	50.3
No	497	49.7	49.7	100.0
Total	1000	100.0	100.0	

Source: field survey, 2023

Table 20 above shows, that (50.3%) respondents are of the opinion that political parties should prioritize multilingual marketing to reach wider audience, while (49.7 %) says that political parties should not prioritize multilingual marketing to reach wider audience.

**Objective 5: Perceived Impact on Campaign Success**

**Table 21: In your opinion, does multilingual marketing contribute to a campaign's success?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	587	58.7	58.7	58.7
No	413	41.3	41.3	100.0
Total	1000	100.0	100.0	

Source field survey 2023

Table 21 above shows that (58.7%) are of the opinion that multilingual marketing contributes to campaign’s success while 41.3% are of the opinion that it does not contribute to campaign success.

**Table 22: Have you observed any correlation between language diversity in campaigns and election outcomes?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	516	51.6	51.6	51.6
No	484	48.4	48.4	100.0
Total	1000	100.0	100.0	

*Source field survey 2023*

Table 22 above shows that (51.6%) of the respondents have observed correlation between language diversity and election outcomes, while (48.4) of the respondents have not observed any correlation.

**Table 23: Would you be more inclined to support a party that invests in multilingual marketing?**

	Frequency	%	Valid Percent	Cumulative Percent
Yes	576	57.6	57.6	57.6
No	424	42.4	42.4	100.0
Total	1000	100.0	100.0	

*Source: Field survey 2023*

Table 23 above shows that (57.6%) of the respondents will be more inclined to support a party that invest in multilingual marketing while (42.4%) will not be inclined to support a party that invest in multilingual marketing.

**Table 24: How does the use of multiple languages affect your perception of a candidate’s competence?**

In response to the aforementioned, the following are some themes shared by the respondents. From the one thousand respondents, 637 said the use of multiple languages for political campaign has nothing to do with competency. Another common answered shared is its flexibility nature in which more than half of the respondent shared that it makes them to understand political message. Then 683 affirm that the use of multiple languages brings the political class close to the people and thus make them look credible. And 768 of the 1000 respondents further shared that it promotes cultural diversity.

**Table 25: Should political parties invest more in multilingual marketing for future campaigns?**

	Frequenc y	%	Valid Percent	Cumulative Percent
Yes	498	49.8	49.8	49.8
No	502	50.2	50.2	100.0
Total	1000	100.0	100.0	

*Source: field survey 2023*

Table 25 above shows that (49.8%) of the respondents said that political parties should invest more in multilingual marketing for future campaigns while (50.2%) of the respondents said that political parties should not invest more in multilingual marketing for future campaigns.

## Discussion

The study obtained data from respondents through a structured questionnaire was analyzed to achieve the study objectives. A total of 1000 thousand questionnaires were administered online and offline, the result of the study as shown in the aforementioned tables indicated the Use of Multilingual Marketing Strategy in Political Advertising in Nigeria. Firstly, the researcher analyzed the various gender, age, and educational qualifications of the respondents.

Secondly, the researcher analyzed the awareness of multilingual marketing in Nigeria, findings revealed that to a greater extent, the audience are aware of multilingual marketing in political advertisement and have encountered multilingual campaigns ads with specific slogan like obedient movement, from consumption to production, take back your country from oppressors, “**kai tsaya a gaba**”, “**Ile te ni oro eto ni bayii ise**”! “**Oru ayin ndi ayin Labour Party**”. “**Stand tall make we run**” Labour party.

Similarly, in the third section, the researcher assessed and analyzed respondent’s opinion on the effectiveness of multilingual marketing, findings revealed that multilingual campaign messages are effective in political advertising as it aids in the sense that the audience remembers it more, and through multilingual campaign, people tend to engage more in political campaign. Moreover, to ascertain the level of influence of multilingual marketing on voter engagement, opinions were sampled and analyzed and findings revealed that multilingual campaign influence their sense of inclusion

Furthermore, to determine the opinion of the respondents on their Linguistic Preferences findings revealed that 10% of respondents prefer to see all the three languages in political advertising, 15% prefer to see Hausa language, 30% prefer to see pidgin English, 24.5% prefer to see Yoruba language, and 20.5% prefer to see Igbo language in political advertising, findings also reviewed that multilingual marketing reflect cultural diversity and influence audience perception. Finally, to determine the Perceived Impact on Campaign Success, findings reviewed that multilingual marketing contribute to the success of election campaign and to some extent there is correlation with outcome of result

findings also reviewed that during Labour party campaign, audience were more inclined to support the party and indicated interest support party who invest in multilingual marketing if it promises non manipulative and non-deceptive. Findings also reviewed that using multiple languages has nothing to do with the competent of a candidate rather multiple languages only shows flexibility and draws candidates closer to the people and expresses cultural diversity.

## **Conclusion**

This study treated the Opinion Poll on the Use of Multilingual Marketing Strategy in Political Advertising in Nigeria: A Study of Nigerian Labour Party 2023 Political Campaigns, with the aim of assessing the awareness of multilingual marketing strategies in political campaigns, to gauge the effectiveness of multilingual marketing in conveying political messages, to understand the influence of multilingual marketing on voter engagement, to identify linguistic preferences in political advertising and to examine the perceived impact of multilingual marketing on political campaign success as part of the study objectives.

With very keen attention on the Nigerian Labour Party 2023 political campaign, the study found out that the audience are aware and were able to remember the Labour party political slogans as a result of the utilization of the multilingual marketing strategy in Political advertising. This supports Ngozi, U., & Emeka, N. (2015), which shared that, language has been identified as a conduit for transmission of culture, idea, thought, etc. from one generation to another. However, this negates Boulton (1978, p.41), which attests to the negative social intend of language from the perspective of its potential for complexity. She also observed that 'language is often used, not to communicate but to deceive.' On the second objective which states that to gauge the effectiveness of multilingual marketing on voter engagement in which the study finds that, the use of multilingual marketing for political campaign makes them participate in the political campaign process. Hence, this reechoed Pietikäinen & Kelly H., (2013) who posits that it acknowledges language as a symbol of identity and a crucial element in fostering a connection with diverse voter communities. Again, this study tries to understand the influence of multilingual marketing on voter engagement and found from the audience

response that it has various degree of influence on the audience, even though some made it categorically clear that it does not clearly determine their voting choice. It was also deduced that audience felt included whenever the Labour party used multilingual political campaign.

The study also identifies linguistic preferences in political advertising and also examined the perceived impact of multilingual marketing on political campaign success as part of the study objectives. The study find that the Nigeria voting audience responds positively when their languages are being incorporated for political campaigns, particularly the all-round pidgin language widely used in Nigeria which was also deployed by the Nigeria Labour party for the 2023 political campaign. This, to a great extent, and according to responses in this study, gave structure to the Labour Party against the no-structure campaign used by opposition parties. This is in agreement with Jacob I. (2020) which shared that an ethnic overture has greater electoral appeal.

This opinion poll provides valuable insights into the use of multilingual marketing strategies in political advertising in Nigeria having utilized survey instrument of questionnaire to gather quantitative data. Being well guided by the study objectives, the study finds that the use of multilingual language for political campaign is of great essence to political campaign as it increases political participation even though it was made clear that such messages should not be deceptive. Like in Nigeria, political parties are already reckoning with the trend of multilingual political campaigns for effective communication with the grassroots and the Labour Party demonstrated this in their 2023 political campaign with slogans like "Obedient movement," "From consumption to production," "Take back your country from oppressors," **"kai tsaya a gaba,"** **"Ile te ni oro eto ni bayii ise!"** **"Oru ayin ndi ayin Labour party,"** **"Stand tall make we run Labour party."**

## Recommendations

Based on the findings, the study recommends that political parties and candidates consider linguistic diversity and the use of multilingual marketing as an essential component of their campaign strategies. Furthermore, investing in effective multilingual marketing can contribute to increased voter engagement and campaign success as this will give voters a

sense of belonging in the Nigeria electioneering process. As also shared in this research, it is imperative to note that Political campaign message should not be deceptive irrespective of the language used for the transmission.

## References

- Amah, O. E. (2022). The Role of Political Prudence and Political Skill in the Political Will and Political Behavior Relationship. *Journal of Business Ethics*, 176(2). <https://doi.org/10.1007/s10551-020-04696-x>
- Aduradola, R. R. and Chris. C. O. (2013). Language of Political Campaigns and Politics in Nigeria, *Canadian Social Science* Vol. 9, No. 3, 2013, pp. 104-116 DOI:10.3968/j.css.1923669720130903.9650
- Baigozhina, D. O., Ibrayeva, E. E., Duisengazy, S. M., Takhan, S. S., & Zhanysbayeva, A. P. (2020). Modern trends in mediatisation of culture in a digital society. *International Journal of Criminology and Sociology*, 9. <https://doi.org/10.6000/1929-4409.2020.09.385>
- Ebileeni, M. (2022). Being There, Being Here. In *Being There, Being Here*. <https://doi.org/10.2307/j.ctv2djhg6p>
- Feinberg, M., & Willer, R. (2019). Moral reframing: A technique for effective and persuasive communication across political divides. *Social and Personality Psychology Compass*, 13(12). <https://doi.org/10.1111/spc3.12501>
- Gowon, I. and Ade O. (2020) Language as a Propaganda Tool of Electioneering in Nigeria: IAA *Journal of Social Sciences* (i) 6(1):51-55, 2020. Issn: 2636-7289 ©iaajournals
- Geoffrey, M. David D., and David F. (2005): *Essentials of research design and methodology*, New York: John Wiley & Sons, Inc. ISBN 0-471-47053-8 (pbk.)
- Ho, S. Y., & Bodoff, D. (2014). The effects of web personalization on user attitude and behavior: An integration of the elaboration likelihood model and consumer search theory. *MIS Quarterly: Management Information Systems*, 38(2). <https://doi.org/10.25300/MISQ/2014/38.2.08>



Ibrahim, Y. K., & Ahmad, A. A. (2020). Causes of Kidnapping in Nigeria and Proposed Solutions. *The Journal of Social Sciences Research*, 65. <https://doi.org/10.32861/jssr.65.512.517>

The Independent National Electoral Commission (2022). retrieved from <https://www.inecnigeria.org,2023>).

Kelly-Holmes, H. (2016). Advertising as multilingual communication. In *Advertising as Multilingual Communication*. <https://doi.org/10.1057/9780230503014>

K. Strani (ed.), (2020): *Multilingualism and Politics*, (19-22). <https://doi.org/10.1007/978-3-030-40701-8>

Mehmedbegovic, D., & Bak, T. H. (2017). Towards an interdisciplinary lifetime approach to multilingualism: From implicit assumptions to current evidence. In *European Journal of Language Policy* (Vol. 9, Issue 2). <https://doi.org/10.3828/ejlp.2017.10>

Modebadez, V. (2010): the term politics reconsidered in the light of recent theoretical development. IBSU Scientific journal, international Black Sea University, Tbilisi

Nwanmuoh, E. E., Anene, J. N., Okonkwo, L. C. O., & ... (2021). Political Public Relations in Nigeria: Image, Campaign And Competitive Advantage Of Political Parties. *International Journal of ...*, 9(3).

NAZ, R. Viv E., and CAROLE B. (2006). Language and Development In Multilingual Settings: A Case Study of Knowledge Exchange and Teacher Education In South Africa Language and Development in Multilingual Settings: A Case Study Of Knowledge Exchange and Teacher Education in South Africa Review of Education (2006) 52:533-552? Springer 2006 DOI 10.1007/S11159-006-9008-X

Ngozi U.,and Emeka-Nwobia, (2015). The Place of Indigenous Nigerian Languages in National

Development: Research on Humanities and Social Sciences [www.iiste.org](http://www.iiste.org) ISSN (Paper) 2224-5766 ISSN (Online) 2225-0484 (Online) Vol.5, No.12, 2015

- Perales-García, C., Pont-Sorribes, C., Meseguer-Mañá, D., & Xicoy-Comas, E. (2022). Framing the Catalan Conflict: A Decade of el procés in the International Media. *American Behavioral Scientist*. <https://doi.org/10.1177/00027642221118540>
- Petrocelli, J. V. (2021). Bullshitting and persuasion: The persuasiveness of a disregard for the truth. *British Journal of Social Psychology*, 60(4). <https://doi.org/10.1111/bjso.12453>
- Peter, A. K. (2000): Humboldt Universitat (Berlin). *Arch.europ.sociol.,\hli* (2000), 138-163—0003 -9756/00/0000-718 S07.50 per art + So.10 per page© 2000^ .E.S
- Pietikäinen, S., & Kelly-Holmes, H. (2013). Multilingualism and the Periphery. In *Multilingualism and the Periphery*. <https://doi.org/10.1093/acprof:oso/9780199945177.003.0001>
- Piller, I. (2006). Advertising as Multilingual Communication. *Journal of Sociolinguistics*, 10(2). <https://doi.org/10.1111/j.1360-6441.2006.0327h.x>
- Patrick, et.al. (2022). Language of politics in multilingual and multi-ethnic Nations: the Nigeria example *Indian Journal of Human and Social Science* (Indiana publications) vol (110-114).
- Ricks, Jacob I. (2020). Examined the effect of language on voter opinion: Results from a survey experiment in Thailand.
- Spernes, K. I., & Ruto-Korir, R. (2021). Multilingualism and curriculum: A study of how multilingual learners in rural Kenya use their languages to express emotions. *International Journal of Educational Development*, 81. <https://doi.org/10.1016/j.ijedudev.2020.102328>
- Stieglitz, S., & Dang-Xuan, L. (2013). Social media and political communication: a social media analytics framework. *Social Network Analysis and Mining*, 3(4). <https://doi.org/10.1007/s13278-012-0079-3>
- T., A. M., & O, O. O. (2023). Investigating Engagement Strategies in the Presidential Media Debate of the 2023 General Election in Nigeria. *Tasambo Journal of Language, Literature, and Culture*, 2(01). <https://doi.org/10.36349/tjllc.2023.v02i01.011>
- Ugwu, E. O. (2020). Inclusive Democracy in Nigeria: The Roles of the Indigenous Languages. *European Scientific Journal ESJ*, 16(17). <https://doi.org/10.19044/esj.2020.v16n17p48>.