**PUBLIC PERCEPTIONS OF BILLBOARD ADVERTISING DURING THE 2015 GENERAL ELECTIOM CAMPIAGN PERIOD**

**A CASE STUDY OF ENUGU NORTH METROPOLIES**

**BY**

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**ENUGU STATE**

**JUNE,2016**

**TITLE PAGE**

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**A PROJECT PRESENTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE UNIVERSITY UGWUOMU-NIKE, ENUGU STATE, FULFILMENT OF THE REQUIREMENT OF THE AWARD OF BACHELOR OF SCIENCE (B.SC) DEGREE IN MASS COMMUNICATION**

**JUNE,2016**

**DECLEARATION**

I, Ngwoke Juliet E. hereby declear that this research work was written by meunder the supervision of Mr .Nnamdi and to the best of my knowledge, has not been presentes elsewhere for award of degree.the information provided is authentic.

**--------------------------------- ------------------**

**NGWOKE, JULIET E. DATE**

**APPROVAL PAGE**

This project public perception of billborad advertising during the 2015 general election campaign period (a case study of enugu metropolis) is approved as meeting requirement for the award of bahelor of science(B.sc Hons) degree in Mass Communication, Godfrey Okoye Universty Thinkers Corner Emene, Enugu State**.**

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**---------------------------------- ---------------------**

**External examiner Date**

**DEDICATION**

This project is joyfully dedicated to Almighty God who started this journey with me and ended it with me, and also to my incomparable parents for their love and support throughout my academic journey.

**ACKNOWLEDGEMENT**

I remain indepted to scholars whose intellectualresources have made this rsearch work a dream come through.

My gratitude gose to my supervisour Mr. Nnamdi Nzekwe for his assistance and time for the fruitful turne out of this work. I also wish to recoed my immeasurable and sincare thanks to my incomparable parents and siblings Mr/Mrs Johnson Ngwoke, princess Obianuju Ugwuozor, who have partly set the ball rolling the years of surferings and learning can never be forgotten. Also to share in these acknowledgement are my lecturers, coursemate,roomate etc i thank you for your contributions

Above all I bestow all credits and honor in a special way to God Almighty for bringing me this far after so many trials during this academic pursuit

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**ABSTRACT**

The aim of the study was to asertain the level of relavence attached to billboard as means of political infromation. The review of study was to find out the benefit billborad advertisment was on the public the theorical freawork used was individual diference theory and social relationship. Survey reserch method was adopted as the reserch design. While questionnair were the instrumnet used in fithering data. My population was Enugu North Metropolis. Jusgemnetal sampling technique was used to test the sampling size. Findings also shows that public perception of billborad did not affect candiate choice based on the conclsuion the resercher proved that respondents saw the electional process as credible but thar perception of process did not affect the judgmnetal of billboard.

**CHAPTER ONE**

**INTRODUCTION**

**Background of the study**

Billboard as a method of advertising is one of the most significant media in developing countries. Billboard is a type of outdoor Advertising other forms of outdoor advertising include, banness, flyers, posters placed on auspicious and strategic places to catch the audience attention. It consists of black panels with a standardized size and border anchored on the ground and many are fixed on the walls or roofs. The advertised messages are usually printed on large pieces of paper and firmly mounted by hand on the top.

In our contemporary society, the colourful way billboards are used and the fact that they adorn every traffic passage way makes one wonder the impressions they create on people especially with regard to communication effectiveness. It is only one who did not step out of a room in a day that would not come across billboards which are every where outdoors. Their messages are colourful, competing, dramatic, bold and ambitious promissory notes.

The use of billboards has been around for many centuries. Prior to the advent of motor ‘vehicles, primitive examples of billboards were some times used to alert people travelling on foot, on horse back or by carriage that an inn could be found within a distance up the road. Along with naming the inn and providing an approximation of the distance of the establishment, the billboard would sometimes list some of the amenities such as clean beds, food and presence of facilities to house the carriage or stable the horse (Stanton 2008).

Stanton (2012) notes that billboards are often used for customer goods and has a considerable influence on the purchasing habits of urban dwellers. Orji (2002) agreed too, that billboards catch the attention of Urban dwellers due to their fine and colourful prints and imperative, ubiguitous nature. But just how do these Urban dwellers perceive candidates political advertising on billboards. Flan fan (2012) argues that billboards can deliver teenagers or old ones, noble or Ignoble, literates and illiterates, rich or poor. Billboards he said, “Can reach all of - their o language.

Apart from being cost effective, billboards also transcend the barriers of technical hitches that affect access to other print media as well as broadcast media. They strike the eyes because of sheer size. Those who have no power supply to power radio and television can be exposed to political advertising through billboards. Even those who have no time, those in transit are invaded by audaciousness, of political messages on billboards, it is a visual medium and their colourful method of advertising is one of the many reasons politicians make utmost use of billboards in reaching prospective voters across towns and cities. Bell observes that the impact of advertising on the consumer is to stimulate wants, to make people work harder and to earn more. It brings style, manners, morals, taste and standard of environment.

Baker billboards accommodate a short copy story to ensure that messages are conveyed quietly. Billboard adverts offer geographical flexiblity as a single site could be used to cover a wide range of audience if placed in a strategic position for example, in Enugu State, the People’s Democratic Party (PDP) billboard in Toscana junction, Mpkokiti junction, Ogyi Junction service some key urban area within Enugu Nortl3 LGA. Measurement of the effectiveness of the outdoor displays will reveal whether voters surveyed had not only noticed such principal theme as “votes Hon Ifeanyi Ugwuanyi, but were able to recall and use them during the actual voting after the campaign.

In Nigeria politics, particularly in Enugu State, the posters from a major portion of political campaign materials and voters get attracted to a well coloured poster showing a clear and large picture of a candidate with a short message carrying a theme, Akpan and Edewor (2005).

The above factors have led to the increase in billboards as means of political advertising. Therefore, the increase in billboards advertising underscores the effectiveness of billboard promotion.

Interestingly, the 2015 elections were widely adjudged free, fair and credible by Nigerians and International observers alike, while it- is speculated that the credibility of the elections came from the manner of their conduct, it remains to be seen if political billboards were helpful in pre-conditioning voters towards being a crucial part of this elections of 2015.

It is thus necessary to public perception to billboards. If you ask a lay man about billboard, he’s likely answer will be we only see billboards and posters on the streets”. The question is: after seeing the billboard, what else? The answer will be the real perception of the billboards and that is the key quest of this study.

**1.2 Statement of the Research Problem**

Anyone who passes a major road in Enugu Urban must come across political billboards, but may not be sure of how people receive them. One may not be sure of the impression they create on their target audience, especially with regard to political communication and 2015 elections in particular.

In addition, political billboards do not only bear colourful messages, their messages are persuasive and they say a lot about what aspirants would do for people if elected as a medium of political communication has such power to arrest the attention of its target audience and influence their voting decision. We do not know if residents of Enugu Urban during 2015 political advertisements on billboards respond to these messages positional election days.

One would wonder whether they see, billboards as influential. Hence this study investigates peoples perception of billboard during in 2015 presidential election companying in Nigeria.

**1.3 Objectives of the Study**

Generally this study aimed at measuring public perception of billboard advertisement’s influence on voter’s attitudes during the 2015 general elections and campaign in Enugu North Metropolis. To achieve this aim the following specific objectives are kept in view:

1. To ascertain the level of relevance attached to billboards as means of political information during the period under investigation.
2. To ascertain whether if residents of Enugu believe political messages on billboards.
3. To ascertain if voters in Enugu North Metropolis were actually influenced by billboard messages during 2015 general election campaigns.

**1.4 Research Questions**

1. What level of relevance did people in Enugu Urban attach to bill boards as means of political information during the period under views?
2. Did residents of Enugu State believe the messages portyed on billboards.
3. How did voter’s perception of billboard political messages affect their actual voting during 2015 general elections?

**1.5 Significance of the Study**

The findings or result of this project will be relevant to politicians in order to know the reaction of the public’s towards the impression they want to create among the people.

Furthermore, this will benefits the media practitioners and us as future journalist because with the findings, we will know the relevance of billboards during political campaign.

Also the whole members of the society are considered the beneficiaries of the findings of this study. This is so because no matter unimportant the findings of this study can be to one it call still be important to those around him/her ie, his/her friends, relative, colleagues at office, classmates etc. the information could be applied in future endeavors such as 2019 general elections

**1.7 Scope of Study**

The scope study centers in Enugu the study focuses on Enugu North LGA It is to see how residents of the already stated region perceive billboard advertisement during the 2015 general election.

**1.8 Definition of terms Billboard**

Outside of a building on the side of the road, used for putting advertisement on.

**Operational:**

It is a structure composed of metal paper or a variety of other durable materials, situated outdoors along roads, in public places and on roof-tops of building for political advertisements.

**b. Urban:**

**Operational**: A place where different class of people from different cultures lives in.

**c. Perception**:

**Operational**: The understanding and view of the public about the media performance on disseminating information to the public on billboards performance.

d**. Public:**

**Operational**: Knowledge and responsible members.

**e. Election:**

**Operational**: A time people vote in order to choose some one for a political post or position.

CHAPTER TWO

LITERATURE REVIEW

The researchers got materials for literature review from Newspapers, Magazine, Enugu state independent electoral commission, ([www.enugustategov.com](http://www.enugustategov.com))

* Review of concepts
* Review of related studies
* Theoretical framework

2.1 Review of concepts

During the campaign for the 2015 election, when campaign went into top gear, Enugu metropolises became a sea of billboards, with screaming messages such as transformation “Change” by the APC presidential candidate general Mohammed Buhari. Transformation – President Goodluck Jonathan. “Continuity” by the Enugu State Governorship candidate Ifeanyi Ugwuanyi PDP free education Barr. Okey Ezea (Ideke) APC. Governorship candidate, transformation for change. The Ekweremmadu (Senatorial aspirant for Enugu State).

Billboard has made their mark as a medium of advertising. Billboard advertising has grown popular as a field of professional practice and as an index of modern business. Increasingly, marketers find them as handy tools for business promotion. Their prominent position along major streets makes them instant and compelled eye catch.

Billboard are usually located at points with high vehicle and traffic consequently, uses of such point are regularly exposed to the advertisement on the board. Billboard offers the advantage of very good color production and at the same time. It is an effective reminder medium for buyers who buy on impulse. As an authority put, “They have to be powerfully executed so as to intrude on the passers by consciousness”.

In addition, billboard adverts have the following advantage, over other medium:

1. No seven days a week
2. Billboard advertising is the most cost effectives
3. Market (voters) by location
4. Reach thousands of people daily
5. Billboard messages are delivered with continuity and frequency (bootee and areas 1982

**2.2.1 Important of effective billboard use in political advertising**

Product L (1998.p5) believes the strength of billboards lays in their large prints billboards. Like newspaper use the power of photos to portray their photos to portray their power as effective visual medium. Billboard tap the full communicative effects of color photographs to force the eye of passes-by up on to the boards. Even those in traffic hurry. Unwillingly glance up at boards. Modern billboards are designed with different colours for attractions and variations.

Ban 1992, advises that one must sect a way of blending the main facts of advertising: ideas, colours and lettering. Each billboard, however ought to show originality in the use of the elements of billboard design. This is one way to assure to convert peoples gazes into rapid attention for Bakor (1991 p5). Billboard ought to be bold enough and should pass on their messages clearly and vigorously. This is because complex and over crowded billboards confuse readers and make it difficult for them to understand anything within the spilt second they speed pass. A billboard should try within Its capacity to deliver its messages with simplicity (Bakor 1991 p 15).

Illegibility is caused by small tipe. Wrong use of tipe face too wide lines and too many words on billboard. For a billboard to be devoid of the quality of boldness means that the designer has not only succeeded in straining the eyes of the public but has also attracted the criticism of the masses (Orji, 2001) Good billboards communicate to both those targeted and otherwise interestingly to both those targeted and otherwise can hurry incite at a billboard for non performance. It becomes worse if its competitive product is concerned those who never used or like the product will then have more opportunity to dislike the product.

Udeagwu (2002) believes that political billboard is a powerful medium socialization and education. He urges government to use billboards the way politicians use them. That is using them as signposts or announcements boards to adopt them as tools of political education. This he says is necessary because the formality of other media especially newspapers make the audience feel that they are not the ones being addressed by politically educative. Newspaper content in addition. Limited access to television, together with its transience affords and retention of political messages.

It is north emphasizing that a product is anything that is capable of satisfying human want in an exchange seething. Nkenambe (2003) political parties, candidates and party polices are product that can be sold to the electorates (political consumers) and other political operators in the political market.

2.2.2 Impact of Billboard Advertising in Enugu Metropolis

Billboard advertising has affected the lives of the people in such a way that it has created a good effect on them, like them knowing what is happening around them. These include:

1. Billboard creates awareness of product existence more especially on newly introduced goods and increases the sale.
2. Billboard advertising is more likely to convey that other forms of advertising.
3. Billboard advertising appeal more to advertisement than other forms at advertisement and position good services quicker in peoples mind than any other media.
4. Billboard advertising does complement other means of advertising therefore carrying the same messages on product and services with radio, TV and other media.
5. Billboard generally influence customer decision

The outdoors advertising sphere in Nigerians is growing in leaps and bounds and the future seems to bring the sector with the recent wave of digitalization sweeping across the sector.

Speaking on the future of digital outdoor advertising in Nigerian, MakoAlabi CEO of vimedia outdoor limited. During an interview with CNBC Africa, mentioned outdoor advertising remains Idabel because it creates an opportunity to lend something tangible, physical and visible to brands. Outdoor advertising is one of the oldest medium.

2.3 Review of Related Studies

Since billboard is generally placed at highways and busy street you will be guaranteed that people will see your advert and also unlike the commercials of magazines adverts, you cannot flip the channels to turn the page on a billboard.

Another added benefit is that many people travel the same route reputedly such as with their committee to work each day, this means that they will see tour billboard regularly which makes it more likely to stick in there minds.

You can place your billboard wherever you feel it will have the most impact. This can be a very big advantage when you have a business.

2.4 Theoretical Framework

This research work is anchored on the individual theory and the social relationship theory of S. Nnamdi Okenwa (2007). The social relationship theory posits that people’s reaction to the mass media message or messages general will be modified or conditional by their informal social relationship with “Significant Other” relations, friends or social group. We experience this modified reactions especially, during elections (public opinion issues) peoples voting decision may be determined greatly by discussion with other more than by the media campaigns the theory is supported by the step flow theory.

The individual difference theory posits that the audience of mass communication is made up of individual who have various psychological make up. this theory was produced by Harold lass well in 1920

In addition to varying educational, economic, moral religious etc. as such they are bound to react to messages in different ways according to these mentioned differences. This theory which is supported by the selectively factor theory and state that members of the audience selectively choose which media to get exposed how to perceive messages and which message to retain their memory.

Perception is also a function of uses and gratifications another theoretical constrict that postulates the members of the audience consume media messages according to definite benefits they hope to derive from the message. Political apathy may therefore determine how or if members of the audience over at political billboard messages and vice versa. Baran and Davis (2002) and Mcquail (2010).

The relevance of the individual differences theory to this research work is that it is expected that audience perception of the billboard will be a function of the various ways people perceive things owing to differing individual characteristic. Whatever is perceived may not last in the memory according to differences in what various people will want to do with the massages. The social relationship perspective, in contrast will help to explain whether public perception of political billboard was in alliance with the utilizations of people.

2.5 Summary of Literature Review

From the foregoing therefore it is obvious that the medium went a long way to influence the perception of the public towards the performance and ensure that the society react in the intended way.

**CHAPTER THREE**

**RESARCH DESIGN AND METHODGOLOGY**

**Introduction**

This chapter deals with the research methods used in carrying out the research. The researcher used the survey research method through administering the questionnaires. This research method appears appropriate, because the study deals with the public perception on billboard advertising.

* 1. **Research Method**

Research method used for the study is survey because the nature of the study demands primary data. Such new form of experimentation data must be free of any manipulation similar studies done by other scholars used sample method focus on the phenomena through the use of questionnaire or interview to gather information from sample of the phenomena.

Sample survey research method is best used in a large population of this nature. The method of data collection is through questionnaire and observation. The population of study include voters in Nigeria but, the

**3.2 Research Design**

Design is a term used to described a set of decision, which must be taken regarding the collection of data before they are collected. It is the blue print or plan which determines the nature and scope of study carried out or proposed. (Ogbuoshi 201, p.85).The research design adopted for this study is survey method because it is very effective and efficient means of testing the opinions and attitudes of a given population and it provides accurate data which is highly representative of a population and also because it involves the study of human behaviours.

To make this study workable, the questionnaire will be administered to the respondents with their responses fully noted.

**3.3 Population of Study**

The population of this study includes all the eligible male and female voters in Enugu North LGA. Use data from national population census. The current population is 244,852.

**3.4 Sampling Technique/Sample**

The sample size for this study was selected using the Taro Yamane (1967),

formular represented as follows:

n= N

l+N(e)2

Where n = sample size

N = population

E = level of significance or limit of tolerable error (error variance). (5% is often assumed as the limit in most of social science researches) in this case 5% is equal to 5-0.5)



n = 399.951044

:.= 400

n = 3,99.347610 =399

**Sampling Techniques**

The multi-stage sample technique was used for this study. At the first stages cluster sampling was to divide Enugu Urban into 17 clusters, according to the Administrative units, which are also the commercial centers. All the major roads in Enugu are in these areas, Billboards are displayed along the roads. The units are as follows:

1. Abakpa
2. Achara Layout
3. Agbani Road
4. Awkunanaw
5. Artisan Market
6. Asata
7. Coal Camp
8. Government Reserved Area (GRA)
9. Independent Layout
10. Kenyetta
11. New Heaven
12. Obiagu
13. Ogui
14. Okpara Avenue
15. Presidential Road/Rangers Avenue
16. Trans-ekulu
17. Uwani

Using the random sampling techniques, eight administration units were elected to which 50 samples each were assigned, using the systematic sampling technique, a sampling frame of 1/8 was derived from 400/50. That is sample size divided by the quota from each unit.

Therefore every eight house was selected after the first was selected in any area. All the adults in every household where sample unit 50 respondents were reached in each area.

**3.5 Description & Research Instrument**

The questionnaire was used as the instrument. It consisted of close-ended questions designed to answer the researcher question set out in chapter one. The questionnaire was administered directly to respondents by the researcher to ensure guided responses and prompt retrieval of the questionnaire.

**3.6 Reliability/Validity of Data Generating Instrument**

Questionnaire was deemed most suitable for this study because it is the most appropriate instrument needed to elicit opinions from test subjects in a survey.

**3.7 Method of Data Collection**

Data was collected by administering copies of questionnaire to the test subjects. The questionnaires were administered on a face to face basis. Out of 400 copies of questionnaires that were distributed, 15 copies were not properly filled.

**3.8 Method of Data Analysis**

For easy understanding and clearly sale, the researcher used tables and simple percentage to analyze and present the quantitative data generated. Each question in the research instrument was presented on bill and analyzed with simple percentage.

**CHAPTER FOUR**

**DATA PRESENTATION AND DISCUSSION OF FINDINGS**

**4.1 Introduction**

In this chapter the statistical data from the respondents are collected, classified and presented in the simplest form to make the study easily understood, interpreted and analysed. They are presented in a table form frequencies and percentage 400 copies of questioners were administered to the respondents 15 copies were not properly filled hence rate of 3.75 per cent was recorded

**4.2 Data presentation and analysis**

The data generated from 400 copies of questionnaire are presented and analysed below. Question 1-4 addressed demographic questions.

**TABLE 1; Gender distribution of respondents**

|  |  |  |
| --- | --- | --- |
| SEX | FREQUENCY  | PERCENTAGE  |
| MALE | 188 | 48.8% |
| FEMALE | 197 | 51.1% |
| TOTAL | 385 | 100 |

 From the table above 188 respondents( 48.8) are male and 197 of (51.1%)are female

**Table2; Age distribution of respondents**

|  |  |  |
| --- | --- | --- |
| AGE | FREQUENCY | PERCENTAGE  |
| 18-25 | 108 | 28.05% |
| 26-33 | 85 | 22.07% |
| 34-41 | 115 | 29.87% |
| 42 AND ABOVE | 77 | 20% |
| TOTAL | 385 | 100 |

The age range of 34-41 had the highest number of respondents followed by those within 18-25 years range. There was an attempt to distribute the questionnaires during the evening when people would be at home, possibly every member of the house or family. The result was that good number of respondents from various age range were included in the sample

**Table3; ACADEMIC QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| EDUCATION | FREQUENCY | PERCENTAGE |
| FSLC/WAEC | 63 | 16.36% |
| OND/B.SC | 190 | 49.35% |
| MBA/MSC | 82 | 21.29% |
| ANY OTHER SPECIFY | 50 | 12.98% |
| TOTAL | 385 | 100 |

The table shows 63 of 16.36% respondents had FSLC/WAEC,49.35% of 190 respondents had OND/B.SC, 82 of 21.29% respondents had MBA/MSC,50 of 12.98% respondents fell into any other.

**Table4; Occupation Distribution**

|  |  |  |
| --- | --- | --- |
| OCCUPATION | FREQUENCY | PERCENTAGE |
| BUISNESS MEN | 125 | 32.46% |
| STUDENTS | 96 | 24.93% |
| CIVIL SERVANTS | 164 | 42.59% |
| ANY OTHER SPECIFY | - | - |
| TOTAL | 385 | 100 |

The table shows 125 of 32.46% are business men,96 0f 24.93% respondents are students,164 of 42.59% respondents are civil servants, while none of the respondents fall under the category of any other occupation distribution.

**Table5; whether respondents voted during 2015 election.**

|  |  |  |
| --- | --- | --- |
| Response | FREQUENCY | PERCENTAGE |
| YES | 63 | 16.36% |
| NO | 322 | 83.63% |
| TOTAL | 385 | 100 |

Many respondents avoided the polls during this election citing fear rather than political apathy as their reason and that is why 63 of 16.36% respondents said voted ,322 of 83.63% respondents did not vote.

**Table6; Respondents choice of parties.**

|  |  |  |
| --- | --- | --- |
| PARTY | FREQUENCY | PERCENTAGE |
| PDP | 121 | 31.42% |
| APC | 87 | 22.59% |
| LP | 62 | 16.10% |
| KOWA | 49 | 12.72% |
| APGA | 54 | 14.02% |
| POC | 12 | 3.11% |
| TOTAL | 385 | 100 |

 Most respondents voted the PDP, while APC came second. The number however are within the confines of 385 who had indicated that they voted during 2015 election.

**Table7: Whether respondent agree that billboard are relevant means of political information during the election**

|  |  |  |
| --- | --- | --- |
| RESPONSE | FREQUENCY | PERCENTAGE |
| AGREE | 181 | 47.01% |
| STRONGLY AGREE | 133 | 34.54% |
| DISAGREE | 44 | 11.42% |
| STRONGLY DISAGREE | 27 | 7.01% |
| TOTAL | 385 | 100 |

The table shows 181 of 47.01% respondents said billboard advert in Nigeria portray credible role while 44 of 11.42% respondents said they disagree, 27 0f 7.01% strongly disagree ,133 of 34.54% strongly agree.

**Table 8: whether the way the respondents perceive the electoral process affected their attitude towards political billboard**

|  |  |  |
| --- | --- | --- |
| Response | Frequency | Percentage |
| YES | 256 | 66.49% |
| NO | 129 | 33.50% |
| TOTAL | 385 | 100 |

The table shows that 256 0f 66.46% of respondent said, the way they perceive the electoral process (mostly credible) did not affect their attitude towards political billboard.

**Table 9: Do you agree that billboard are better than other media as tools of political advertising.**

|  |  |  |
| --- | --- | --- |
| RESPONSE | FREQUENCY | PERCENTAGE |
| AGREE  | 190 | 49.35% |
| STRONGLR AGREE | 95 | 24.67% |
| DISAGREE | 64 | 16.62% |
| STRONGLY DISAGREE | 36 | 9.35% |
| TOTAL | 385 | 100 |

The table dhows that 190 of 49.35% respondents agreed that billboard are better than other media as a means of political advertising. While 36 of 9.35% respondents disagreed that billboard are better than other means of advert

**table 10: do you think billboard political information attracted your attention during the 2015 election**.

|  |  |  |
| --- | --- | --- |
| RESPONSE | FREQUENCY | PERCENTAGE |
| TO A GREAT EXTENT  | 189 | 49.09% |
| TO AN EXTENT | 90 | 23.37% |
| NOT AT ALL | 60 | 15.58% |
| PARTIALLY | 46 | 11.94% |
| TOTAL | 385 | 100 |

The table shows 60 of 15.58% respondents do not think billboard political information attracted their attention during the election.

**Table1:1 How dense was thee placement of billboard**

|  |  |  |
| --- | --- | --- |
| RESPONSE | FREQUENTLY | PERCENTAGE |
| EVERYWHERE | 180 | 46.75% |
| TOO MANY | 99 | 25.75% |
| FAR AND FEW BETWEEN | 60 | 15.58% |
| I DID NOT OBSERVE ANY | 46 | 11.94% |
| TOTAL | 385 | 100 |

 THE TABLE SHOWS THAT 180 OF 46.75% observed billboard everywhere without doubt Enugu metropolis was a sae of billboard during the election.

**Table12: People in Enugu attached relevance to billboard as a means of political information during the election.**

|  |  |  |
| --- | --- | --- |
| Response | Frequency | Percentage |
| True | 321 | 83.37% |
| False | 64 | 16.62% |
| total | 385 | 100 |

The table shows 321 of 83.37% respondents attached relevance to election while 64 of 16.62% respondents did not attaché relevance as a means of political information during the election

**Table13 whether respondents desire to vote candidates is based on the promise of their message and manifesto**.

|  |  |  |
| --- | --- | --- |
| response | Frequency | Percentage  |
| yes | 290 | 75.32% |
| no | 95 | 24.67% |
| total | 385 | 100 |

The table shows 290 of 75.32% respondents desire to vote candidates is based on the promise of their message and manifesto while 95 of 24.67% respondents desire to vote candidates is not based on the promise of their message and manifesto

**Table14: Which of the contributed in the way you consumed billboard messages.**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage** |
| You religion | 154 | 40 |
| The view of close friends | 100 | 25.97% |
| Your ethnic origin | 50 | 20.77% |
| The view of relations | 51 | 13.24% |
| total | 385 | 100 |

The table shows that 154 of 40 respondents consumed billboard based on religion, says view of friends contributed in the way they consumed billboard messages

**Table 15: What struck you about the billboard.**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage** |
| Bold clear message  | 266 | 69.09% |
| Clear portray of advancement  | 70 | 18.18% |
| In production of colour photo fewer but power words | 44 | 11.42% |
| Extra large billboard  | 5 | 1.29% |
| total | 385 | 100 |

 The table shows that 266 of 69.09% respondents said was struck with bold clear message70 0f 18.18% respondents said is clear portray of advancement in production of colour photo,5 0f 1.29% respondents said is large billboard that struck them

**Table16: What put you off about the billboard**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage** |
| Obstructed traffic | 57 | 14.80% |
| Reminder of empty promise  | 99 | 25.71% |
| Some billboard were smart insult on other politicians  | 114 | 29.61% |
| Showing faces of insincere | 115 | 29.87% |
| total | 385 | 100 |

The table shows 57 of 14.80% respondent said what put them off was about the billboard is obstructed traffic,99 of 25.71% respondents said reminder of empty promises,114 of 29.61% respondents said some billboard were smart insult on other politician,115 of 29.87% respondents said showing face of insincere men.

**DISCUSSION OF FINDINGS**

According to my findings people attached relevance to the billboard as a means of political information during the election.

Billboard political advertising did not attract people’s attention during the election.

The data presented and analysed in this study, showed that majority of the members of the public are knowledgeable about voting and the use of billboard as means of political information, first it was remarkable that women were Eger than men to fill the questionnaire at most houses visited. This situation tend to prove that in Nigeria, politics is a woman affaire but men appear to be sliding themselves on the matter because even when the children opened the door to the researcher they went on to invite the woman in the house as soon as the intentions of the researcher were let out it happened in about three instance another interesting point was that some people refused to fill the questionnaires even when the researcher assured them to their guidelines that was because they said it is only the educated people who should be concerned with political and billboard. But another unvoiced part was the perception was that the not too educated people see themselves as poor and ignorant and therefore have little to worry about.

 Contrary to views that turned out of voters during election was impressive ,many respondent s said they did not vote during the election ,sitting fear rather than political apathy as their reason ,many of them who voted said they voted for PDP ,the APC came second.

All those who voted were aware of political billboard in Enugu the rest, who did not vote accepted that they saw billboard as their favourite candidate. according to the respondents billboard were everywhere Enugu was a sae of billboard during the election. Similarly it also appeared easy for respondent to agree that the billboard is a better political medium than other media of political advert. Specifically, the respondents attributed and pointed this to the colour pictures, bold message sense of sarcasm in some message, sheer size of some board and hero worshipping, and also as things about the billboard that struck them. For instance in the sarcasm response one of the messages on the billboard of Gen, Mohammed Buhari CHANGE. Also some respondents of candidates identified with either the governor or president. At a point, all the respondents who voted said that if voting were based on billboard advert they will not vote the candidate who had the best billboard by implication, they also had confessed that billboard compellingly attractive but that choice of candidate does not even come into play when they look at or admire billboard rather they voted the popular candidate. What mattered for the respondents is the candidate religion.

Therefore people judged billboard according to certain(people’s) individual differences .but religion, ethnic origin and popular opinion were the factor that came to play in actual votes. Thus the individual differences perspective worked at the level of billboard, while the social relation perspective worked at the level of candidates choice during voting. The respondents admitted that virtually all the parties did a good job of their billboard political advertisement in fact, an over whelming majority of respondents said they would have voted the candidates with the best political advertisement if voting depends on that that means the respondent accorded a lot of respect to attractive billboard.

**CHAPTER FIVE**

**SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

**Summary of Findings**

The project was done in view of voter’s perception of the electoral process in Nigeria during 2015 general election. It was done in view of the place of billboards as a mass medium and in the context which media affects research and political communication. The area study was Enugu, Nigeria.

The researchers proved that respondents saw the electoral process as credible, but said that their perception of the process did not affect the judgment of the billboards. Even though, the process was credible according to the respondents, it was not enough grounds to believe that billboards should be trusted to the extent of converting anyone from one party or choice of candidates to another.

The research design used in this work by the researchers of billboards in Enugu State made them (the boards) draw the public attention. There was so much in the billboards to admire such that some of the, respondents would have been chosen if voting depends on wonderful recall messages they had seen on billboards. We the researchers also found out that respondent’s agreed that billboards were good tools of political campaign and education but they did not believe it could sway them over to any political candidate.

People in Enugu State attach relevance on billboards as means of political information during the period under review: billboards political advertisement portray credibility role in Enugu State general election.

The researchers found out that public perception of billboards did not affect candidate choice. The social categories to which the publics belong as well as the relationships they had with people were the factors that determined candidate’s choice during the election.

**Conclusion**

It has been demonstrated that the publics sees the billboard as a potent advertising medium. They score politicians high on good use of billboards for electioneering campaign. However, perception of billboards does not affect voting behaviours, public belief in the powerful potentials is yet to affect their views about choice of candidate. But no one can rule out the fact that a positive change in the long message are touched can change the way the public perceives billboards. It is not good news for political advertisers that their beautiful messages are only admired, not followed. This reminds us of one of the popular saying in advertising that” if the consumer shouts great about a product, and does nothing subsequently, then your advertising resources have been thrown to the dogs.” Nevertheless, it still appears that perception of billboards still has something to do with perception of the electoral process in Nigeria Prior to 2015, people adjudged the 2015 process as credible, but still appear to view politicians and their messages with the same eye they view them before 2015. To the public, it seemed that candidature and design of billboards are’ different issues. Thus bad candidates can still have wonderful billboards message. Indeed, while the public had good reasons for admiring billboards, they also had strong points in those things that put them off about billboards.

**Recommendations**

In view of the findings of this research work, the following recommendations are hereby made:

1. Aside aesthetics, billboards messages should touch on ideology and manifestos or projected by a candidate or party. Perhaps this is why they had not yet see any messages that could convert them over to a political party.
2. Government should adopt billboards as majàr tools for political education. The idea is to make them popular as tools for voter mobilization by government, not just political candidate. For instance, there are not too many billboards promoting political consciousness or campaigning against political party.
3. Relevant government agencies should ensure that billboards do not obstruct traffic or adversely alter the design of cities. It was from• an open-ended question, that the public pointed out the way billboards clutter the entire streets of Enugu, even blocking traffic sign and traffic lights at night.
4. Government can also supervise the construction of billboards. A government agency can be established to build billboards. In one instance a respondent pointed out that some of the billboards are eyesores when they are blown over by strong words, as such, they pose risks to building traffic and pedestrians.
5. Billboards messages can be written in Local dialects. Illustrations can include what the illiterate can identify with. Some of those visited refused to fill the questionnaire for lack of any “Share” from political, or Lack of interest in politics.
6. Women candidates-can stress the greater factors to raise the consciousness of women, who all too fortunately think that politics is for men. Politicians should be mindful of their language. Messages should be devoid of mudslinging. Respondents, for instance found that some messages were sarcastic while other messages midly insulted the opposition.
7. Political parties should make good use of billboards in selling their manifestos and party ideology not merely living it to candidates to talk about. Thus, parties can advert themselves on billboards.
8. Political parties should make relentless else of professionals in designing and placing their billboards. On technical groups; this researcher observed some billboards that passed for painted displays. Over generous use of colour on too big photographs turned such billboards repulsively garish.
9. Messages are too important. Messages ought to be bold, clear and simple. They ought not to be too ambitious to be achievable. It is worth reiterating that politicians need to learn the difference between manifestos and just promises. Everyone can make a promise, but it takes an astute politician to understand the policy and valued oriented issues that ought to be addressed by any government. Without messages that address broad issues of policy, the public will continue to admire the billboards in terms of aesthetic, but have little to influence them in the message content.

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**APPENDIX A**

**QUESTIONNAIRE**

Instruction: This questionnaire is divided into two parts-parts A and B.

Tick good (√) in any of the box provided for the appropriate options or answers.

**PART A: BIODATAS**

1. What is your sex?

3lyrs-40yrs [ ]

4Oyrs and above [ ]

3. What is your highest academic qualification?

a. Male [ ] b. Female [ ]

2. Which age group do you belong to?

a. l8yrs-25yrs [ ] b.

c. 26yrs- 30yrs [ ] d. [ ]

a. FSLC/WACE [ ] b. OND/B.Sc [ ]

c. MBA/M.Sc [ ] d. If any other specify--

4. Indicate your occupation

a. Business [ ] b. Civil servants [ ]

c. Students [ ] d. If any other specify…………..

5. Do you live within Enugu Urban?

a. Yes [ ] b. No [ ]

6. Which party did you vote for?

a. PDP [ ] b. APGA [ ] c. APC [ ]

d. PDC [ ] e. If any other specify…………..

7. Do you think that billboard are relevant means of political information during the 2015 general election?

a. Agree [ ] b. Strongly agree [ ]

c. Disagree [ ]. d. Strongly disagree [ ]

8. Did the way you perceive the electoral process affect your attitude towards political billboard in 2015.

a. Yes [ ]

b. No [ ]

9. Do you agree that billboard are better than other media as tools of political advertising?

a. Agree [ ] b. Strongly agree [ ]

c. Disagree [ ] d. Strongly disagree [ ]

10. To which extent do billboards political information attract your attention during the 2015 general election.

a. To an effect [ ] b. To a great effect [ ]

c. Not at all [ ] d. Partially [ ]

11. How dense was the placement of billboard?

a. Every where [ ] b. Too many [ ]

c. Far and few between [ ]

d. I did not observe any [ ]

12. People in Enugu Urban attach relevance to billboard as a means of political information during the period under review.

a. True [ ] b. False [ ]

13. Your desire to vote candidates is based on the promise of their message and manifesto. a. Yes [ ] b. No [ ]

14. Which of the factors contributed in the way you consumed billboards messages. a. Your religion [ ]

b. Your ethnic origin [ ] c. The view of relative [ ]

d. The view of close friends [ ]

15 What put you off about the billboard? a. Obstructed traffic [ ]

b. Showing face of insincere man [ ]

c. Reminder of empty promises and political rhetoric [ ]

16. What struck you about the billboard?

a. Bold, clear messages [ ]

b. Clear portrayal of advancement in production of colour photos [ ]

c. Fewer but power full words [ ]

d. Extra large billboards [ ]