

**THE IMPACT OF INFORMATION AND COMMUNICATION  
TECHNOLOGY ON POLITICAL MARKETING IN NAIROBI COUNTY**

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## DECLARATION

This research endeavor is wholly original with no submissions to any other examining bodies.

Sign  \_\_\_\_\_

Date 06/06/2023

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### Declaration by the Supervisor

In my capacity as the University supervisor, I have given my consent for this research project to be submitted for evaluation.

Sign 

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## **LIST OF ACRONYMS AND ABBREVIATION**

<b>CCSI</b>	Co-Creative Service Innovation
<b>ICT</b>	Information and Communication Technology
<b>IEBC</b>	Independent Electoral and Boundaries Commission
<b>USA</b>	United States of America

## **ABSTRACT**

In the age of the digital revolution, information and communication technologies are permeating all societal levels and influencing how each nation develops. Today, the effectiveness of the process will mostly depend on the people and the administration of each country. As a crucial step in the development process, this study looked at how ICT affects political marketing in Kenya. The general objective of the study was to examine the impact of ICT on political marketing in Kenya, case of Nairobi County. The specific objectives included: To examine the impact of ICT channels on political marketing in Nairobi County; To evaluate the impact of communication strategies on political marketing in Nairobi County and last but not least to define the influence of information literacy on political marketing in Nairobi County. The study employed diffusion of innovation theory and political marketing theory. Both primary and secondary data were employed in the investigation. With 1 million respondents as the target population, a sample size of 384 was determined using the Krejci and Morgan table. The results of the study demonstrated how ICT influences political marketing. Information literacy was the main study variable, with mean of 3.8750 and standard deviation of .48718. Therefore, the study suggested political candidates increase their use of social media during their campaigns. More resources should be channeled towards ICT infrastructure so as to enable effectiveness and efficiency of internet usage.

## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

Marketing is a vital phenomenon to politicians, political parties and also to the government both globally and locally in pursuit of their political goals. They have gathered data for this interaction from a variety of trustworthy sources. Social networking has a big impact on political advertising from a political perspective (Dabula, 2017). Political advertising is a jungle between politics and marketing, since marketing entails choices made by the consumers, it goes without saying that voters make their choices not only to vote in for a given candidate but also depending on their attitude towards that candidate. To reach the public, politicians and the political parties that follow them use a range of social media platforms, which is why social media is now a component of modern politics (Ndavula & Mueni 2014). Although marketing is used by organizations which want to maximize their profits, also in political environment, candidates incorporate marketing strategies in order to maximize their



votes. Before the 'digital era' politicians would be seen on the roads, meeting their supporters face to face to convince them.

ICT has had a significant impact on how politics are conducted in Africa. Most youngsters across the ages of 18 and 35 have utilization of the internet and are aware of the country's ongoing political campaigns. Online platforms had a big impact on the 2020 presidential elections, claims [www.newsghana.com.gh](http://www.newsghana.com.gh) (2020) , with supporters of the two major political parties extending their political campaigns on social media well after the official campaign period had concluded. On the other hand, technology has become a vital benchmark in the marketing industry. Since marketing is the activity of selling and trading goods or services among humans, technology has a big impact on transitions and how people select their leaders.

For instance, in order to effectively communicate with their constituents, politicians have been forced to use WhatsApp, a popular online tool in Africa. Before the development of the internet in African countries, the only important means of communication were one-on-one conversations and newspapers. Elections were being held in the United States and Ghana in the year 2020, when the global Coronavirus epidemic struck. Therefore, in order to accommodate virtual rallies as opposed to the traditional one-on-one with media coverage, the majority of political parties had to include zoom in their campaign strategy.

Politics is related to provision of services, which is incredibly complicated, illogical, and dependent on electorate, as per the political marketing theory (Pitch et al., 2016). Hennergy and Shaugnessy (2007) claim that party manifestos use policy principles as a compass to guide voters' voting choices. Marketing's objective is to fulfill the requirements and desires of customers. Kotler (2015) asserts goals of political marketing persuade electorate of a political agenda and gain their support. The political environment and its current market developments must be adjusted to by political parties and their respective candidates, according to Worcester and Baines (2006). The success of this approach depends on the party history, ideology and promise delivery. This aspect gives political marketing a mileage as it provides guidance and required framework to reposition itself. Values, philosophies, and programs, as well as a successful and long-lasting election strategy (Pich et al. 2016).

Political marketing theory and the notion of diffusion of innovation served as the study's theoretical pillars. The innovation decision process model, according to Rogers (2009), suggests that embracing an invention is an approach that takes time rather than being a single action. The innovation needs time for potential adopters to learn about and accept it. The political voters need time to understand party manifestoes and vote for the party and candidate, the process involves persuasion whereby potential adopters form a positive attitude.

Nairobi county is characterized by being the capital city of Kenya, the headquarters of government institution, political parties as well as international government and non-government agencies. The county is very diverse in terms of cultural and economic status, it has approximately 2.5 million registered voters.

### **1.1.1 Information and Communication Technology**

Tinio (2002) (ICT) is a group of technical tools used by people to communicate information. Anyone with an idea may rapidly share it with the world when functioning in the internet domain. Given this, a lot of companies utilize what are known as social media influencers to promote their goods and services.

Today's political candidates frequently post updates on their political quests on an array of networking platforms, such as Twitter, Tiktok, Facebook, Instagram, and last but not least WhatsApp. By watching, sharing, and commenting on potential candidates' posts, political candidates and the general public may establish a connection with them. Additionally, the internet makes it easier to disseminate political and news details and gives all users the chance to openly express their happiness or disapproval by creating content and leaving comments on it. When it involves Facebook's shares and likes or Twitter's retweet option, this might be as simple as clicking the remark button. On the other hand, groups and people can also communicate invites to protests, petition signing events, or ways to become more actively tangled in a cause (Lilleker and Koc-Michalska 2017).

### **1.1.2 Concept of Political Marketing**

Kotler & Levy (1969), who discussed the sphere of marketing from the common commercial markets of profit-making organizations with the exchange of products and services, to that comprising of non-profit organizations and their particular associations, introduced the concept and way of thinking of political marketing. Given the current

state of Kenyan politics, it is clear that politics is all about marketing; politicians must convince voters of their positions on issues in order to win. Thus, according to Milewicz & Milewicz (2014), the primary goal of political marketing is to apply marketing concepts to the political sphere. This is defined as using marketing expertise to convince specific voters' opinions on political problems (Alam & Riva, 2019).

There are six characteristics that define the practice of political marketing. First of all, single topics and candidate focus predominate in today's political elections. Second, because of extensive media advertising, the utility of money is growing, particularly in the pre-nomination of presidential elections. The number of professional communicators using efficient, modern communication technologies has increased, which is the third aspect. In the modern general election, public relations professionals, fundraisers, and opinion leaders implement the strategy. The fourth one is about how social media now serves a greater purpose since it is a highly useful tool for identifying candidates and assessing the effectiveness of their political parties' campaigns. On the fifth, there is a deterioration in the relationship between voters and political parties. Not to mention, there is growing awareness of the effect and actions of consultants. (Ugur, 2012).

Political marketing has gained understanding over the past few years, where scholars are still coming up with variety of studies to secure this area. Since politics is all about exchanging and disseminating of ideas, it is essential in nature that politics is all about marketing. There exists a symbiotic relationship between politics and marketing. Political marketing has been associated with certain importance which includes; public awareness since the citizens are able to elect leaders of their choice depending on how they view their manifestos, political marketing is also important since members of the public are enlightened on certain issues regarding to the government. They are able to access the information about the government and also participate by communicating back. Political marketing management, according to Henneberg (2004), is the "art and science" of efficiently handling the political exchange cycle.

### **1.1.3 Nairobi County**

Majority of Kenya's political parties have their headquarters in Nairobi County. The political class has heavily invested in infrastructure and allied practices and institutions within the county. The political environment is thus county in quite diverse and

complex, as it has a major representation of the 47 county(s) members falling into different political party affiliations. The current political affiliations under the umbrella of Kenya Kwanza and Azimio la Umoja have prominence in the county politics if governed by the county governor and has various members of county assemblies (MCAs) who represent their people / voters from different wards and localities, thus enhances transparency in leadership and governance.

## **1.2 Research Problem**

Information and Communication Technology has greatly influenced how things are done, to narrow down to marketing in different sectors. ICT has played enormous role when it comes to commercial marketing. However, in political marketing less has been documented especially on ICT channels, communication strategies and last but not least information literacy. In addition to uploading, commenting, and sharing videos on these social media channels, prospective voters also handled the customary social media fights amid the two camps (Freelon & Karpf, 2015). Prospective candidates have the opportunity to express their opinions about their candidacy on websites like WhatsApp and other media, and at the same time, their supporters may interact with them by exchanging opinions (Williams, 2017).

Social interaction among internet users does not directly influence how politicians present their positions in order to win votes. Because individuals increasingly prefer using the internet instead of blogging or other forms of communication to gather voter opinion, earlier research only included users of political blogs as the population, however this study includes internet users who may have distinct characteristics. Political candidates can eventually tell how voters feel about them because it's so simple for them to communicate online (Kahne and Bowyer, 2018; Al-Hussein, 2020). The ultimate purpose of marketing in politics in Kenya, according to a research on the subject, is to win, become well-liked, and garner as many votes as you can. Evans (2019) in posited that internet is incorporated by the current generation which is mostly youth, to enlighten themselves on the current affairs especially on information regarding politics. According to Abdullah *et al.* (2021), information density posted on the internet has a great influence on how young people tend to engage themselves in politics.

Understanding political concerns and voting intentions is necessary. Voter preference on political issues has historically led to better voting intentions. Researchers and political marketers need to pinpoint the priming concerns that lead to the consequences of voter retention (Elinder, 2010, Gefer 2000). Austinr (2010) contends even though political marketing concept has not yet had much success in predicting voter intentions, it has the potential to affect voter preferences if political issues are clearly stated and integrated into voters' daily assessments of the effectiveness of political parties (Lee et al. 2004, Velga and Velga 2010).

The practice of politics depends on relationship-based developments in trust. They frequently supported causes that promoted dispute resolution, direct investment, stabilizing inflation, and decreasing the rate of currency depreciation. This enables a political party to exercise impact over voters and develop a strong relationship with them to a level that it may keep them in line and stop them from switching to other party affiliations or political obvious (Pouwes 2011; Hthrigton and Husser 2010). The ICT adoption and political Marketing relationship increase as the ICT develops mechanisms of easy voter communication and reach through social media platforms and direct internet channels. The political marketing gaining competitiveness arises due to the voter's preference and maintenance of strong goodwill. Nairobi county is one with the greatest number of voters countrywide approximated to 2.5 million. The county is divided into 17 electoral constituencies, 85 wards, and 11 sub-counties.

The following are some examples of international studies on political marketing viewpoints Haoghe and Dassonnevalc (2013) conducted research on the intentions of young people in 22 European nations to vote and support candidates in the future. The study's methodology in the majority of the countries was cross-sectional survey. Interviews were also conducted using interview guides. Results showed that the youth were interested in election-related problems and needed more guidance and attention. International IDEA (2016) conducted a poll on global efforts to increase voter turnout. The study adopted electronic survey with a combination of cross-sectional survey and interviews online. Sanders (2003) observed voter turnout in the British general elections, party identity, and economic perspective. The study's survey methodology among the electorate produced findings that demonstrated a strong relationship between party affiliation and voting patterns.

In Ghana's fourth republic, Yobo and Gympo (2015) researched outside forces and electoral politics; the study included both interview and survey methods. This is only one example of regional and local academic research in the setting of Africa. The results showed that third parties had a significant impact on electoral outcomes in African nations. Using social media for political marketing, Dabula (2017) investigated how it affected young people's trust, loyalty, and voting intentions in South Africa. The study used a survey design methodology. According to research, social media significantly influenced voting behavior and political party preferences among South African young. Bukari et al. (2020) investigated Ghana's voter behavior, trust, and loyalty in relation to political concerns surrounding voting and marketing initiatives. The research adopted across sectional survey. The results showed that political issues have a significant impact on voting behavior because the electorate receives promises that are focused on their welfare and economic gains.

The aforementioned worldwide studies lead to the conclusion that no study has looked at how information and communications technology affects political marketing on a regional, local, and global scale; so, this study is necessary to determine the outcome. It was also noted that most of these studies have been done in Europe/ America and West African Countries and South Africa. The Kenyan political environment is quite different from the aforesaid regions hence there's a strong need to understand the implications of ICT and Political Marketing. The study topic is "What impact does information and communication technology have on political marketing in Nairobi County?"

### **1.3 Research Objective**

The study's principal goal was to determine impact of information and communication technology on political marketing in Nairobi County.

### **1.4 Value of the Study**

Technology has evolved over time; most business organizations are tapping technology and adopting it in their day-to-day activities. This is because technology reduces the cost of doing things and in the long run increases the output; that is if well utilized. By presenting a Kenyan perspective on the topic, this study surely advances current conversations on political campaigns and the use of ICT in politics. In particular for the two largest political parties, Kenya Kwanza and Azimo La Umoja, the study would be

helpful in determining the most effective and efficient ways to employ ICT for political expediency in terms of sharing information on such platforms.

This study is relevant to Kenya today, since there is disparity in political parties' performance whereby some parties do not even acquire a single seat. Hence this study is supposed to provide solution to the existing problem of inefficiency and low performances, by enlightening the political candidates in various parties on the importance of ICT. Also, to the government of Kenya, it is meant to provide a concrete platform to come up with policies on how elections can be conducted and properly managed with ease due to the technology in place.

To academician and scholars, this study provides in depth understanding of political marketing and how to incorporate ICT in political marketing. Scholars are able to generate knowledge gap from this study hence allow for the contribution of more literature in this area. This study ought to help the political science students in understanding the Kenyan politics at large.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

The study on effects of ICT on political marketing was analyzed in this section. The study used both political marketing theory and diffusion of innovation theory. This section also provided an empirical review.

### **2.2 Theoretical Framework**

#### **2.2.1 Diffusion of Innovation Theory**

Most scholars in field of technology adopt this theory's framework (Rogers, 2003). Researchers have examined the theoretical underpinnings of how novel notions and inventions become commonly used practices extensively adopting Rogers' (2003) theory of diffusion of innovation. (Moseley, 2004). According to this hypothesis, demographic parameters including age, sex, socioeconomic status, compatibility, complexity, and relative advantage influence how well an invention is received and adopted. This idea has evolved and integrated communications over time, allowing people to produce and share knowledge and ultimately reach a consensus.

This theory has generally shown to be quite adaptive when it comes to conceptualizing a wide range of social upheavals and approaches, including governance, social and political discourse, media effect, and civic engagement (Valente, 1996; Moseley, 2004). This study therefore shall adopt diffusion of innovation theory to explain the in-depth effect of ICT tools and channels on political marketing. We will also examine ICT tool traits like intricacy, reliability, relative advantage, and hazards to gauge how much of an impact they have on political marketing as a whole. Therefore, this hypothesis is pertinent to this study since it clarifies how technology is embraced and disseminated in society. Since the youth are the most beneficiaries of technology, the theory explains how political candidates can maximize the use of technology in attracting more voters.

The major criticism of the theory of diffusion of innovation is that the political environment and promises does not largely bring forth any issue of innovation nature. The political issues lack innovative nature. The political issue lacks innovativeness and always result in recycling of early promises and policies. Voters typically support political parties in the belief that they will work to improve their situation (Lee *et al* 2004). Politicians are responsible for the choices and inactions that lead voters to hold them in high regard, since research has shown a connection amid economic conditions



and the share of votes of reigning regimes in presidential elections (Stumpf and Philippe, 1999). The assumption that inheritance and political party reputation are key drivers of partisanship is untrue and will negatively or favorably affect voters' perceptions (Darmfal Narduli, 2010).

### **2.2.2 Political Marketing Theory**

In 1969, Kotler and Levy suggested that traditional marketing strategies could be applied outside of the corporate world and pushed for the expansion of marketing to include non-profit organizations like the government, churches, and public schools. The new marketing notion in politics and marketing also includes the marketing of ideas and people, which sparked opposition from other theorists like David J. Luck, who thought it was harmful for marketing to go outside of the realm of business. To win over voters, a political product must integrate well into both the social and economic milieu. The qualities of the product itself and the art of product promotion decide whether a thing will sell. According to the political party, the political product may be defined in terms of ideologies, philosophies or personalities, policies, past performance, dependability, and brand image, which might affect whether or not the product is acceptable in a certain setting. According to Reid (1988), the marketing challenge is mainly experienced during the time of election.

Since political marketing mainly depends on communications throughout political campaigns, it has therefore become crucial in the development of long-term strategies and positioning for political parties. Because voter behavior is crucial to the effectiveness of political marketing, marketers' expertise of consumer behavior has given them particularly valuable insights. In order to be applied and conceptualized, political marketing theory, which results from widening both marketing and political marketing, required to be an interdisciplinary field. (Henneberg, 2004). Almost all politicians utilize marketing strategies, but they do not publicly acknowledge this (Mauser, 1983). The marketing of ideas and people is included in the new marketing paradigm in the realm of politics and marketing today. This paradigm was condemned by some theorists, such as David J. Luck, who labeled any spread of marketing tactics outside of the commercial sector as harmful.

According to the writers, only companies are permitted to sell goods; political parties and religious organizations are forbidden from doing so, and any activity to the contrary by any of these groups is declared unlawful (Gronroos, 1994). Political marketing is a

distinct discipline that is developing its "own" ideas while taking into account the actions of the political organization as a whole, the application of marketing principles and methods, and the responses of the citizen-consumer. (Wring, 1996). Therefore, it is crucial for the candidates to sell their platforms and tactics in the multiparty environment of Kenya so that voters are happy and select the party of their choice.

The theory relevancy is traced in terms of the impact of social media channels to enhance voters' confidence, trust, loyalty in the voting intentions. The theory has been criticized on the ground that it has not captured the other variables other than the voter issues in choice of political candidates' issues like the competency of the political aspirant, and the traits which contributes immensely to the success of the party. Herthrigton and Husser (2010) conclude that there is need to attain voter- politician relationship, a mechanism which political parties can adopt to instill trust and confidence in voters mind through implementation of political issues.

### **2.3 ICT and Political Marketing**

The goal of marketing is to generate and maintain interest in the goods and services supplied by persuading and attracting potential customers. Since businesses must adapt their offerings to match their customers in today's globalized environment, ICT-integrated marketing is essential. Consumers, on the other hand, also need technology to reach the market. Therefore, "organizations" might be referred to as "political candidates" in this study. The dynamics of government have changed as a result of Africa's adoption of democracy over the past three decades. Because of how crucial the media is to a democracy, its influence has grown throughout Africa. Communication has altered since advent of new media technologies, becoming more direct, rapid, and complex. Additionally, access has expanded as the world has shrunk (Rahul, 2016). A communication medium that enables people to share content and information with a big audience is social media. The expansion of information is accelerated by the high quality of information found online (Zhang *et al.*, 2019).

The people who use internet, are often subjected to a number of information and views gathered from different individuals from all aspects of communities (Goyanes *et al.*, 2021). Innovation is a vital perspective when it comes to internet usage for instance WhatsApp which affects socialization on the internet sites (Casal'o *et al.*, 2021). Technology has taken over in the current business environment, but the whole issue

does not really imply that the old methods of communication have been faced out. For instance, radios and newspapers are still dominant although the digitalization of communication channels has led to the growth of ICT channels that are more advanced in technology for instance social media, mobile phones and internet among others. Mobile phones have been the easiest communication channel since candidates are able to convince their ‘customers’ to vote for them through making phone calls. Most political candidates have engaged youths in using the internet to communicate and convince them to vote. Political candidates have really incorporated internet usage when it comes to marketing their views to their supporters so as to garner more votes in the end (Penplusbytes, 2017).

The role of social media marketing has greatly advanced both in importance and popularity, Facebook, which is social media platform, has motivated most businesses to create business profiles (Lewis, 2010). Information and communication technology marketing includes behaviors like sharing content, such as images, videos, and text, for marketing purposes on variety of networking platforms (Okan et al. 2014). Globally, using ICT for political participation has significantly increased in recent years, especially among young people. (Pennington *et al.* 2015). In the Kenyan setting, social media has been crucial to the electoral process during and after the campaigns. When it comes to the usage of ICT, the millennial generation is the primary target audience.

#### **2.4 Empirical Review and Research Gaps**

Social media, which is currently the most important marketing platforms, helps businesses increase brand visibility and recognition so they can connect with more people who might be interested in their products or services. As a result, more sales are generated (Statista, 2021). Evans (2019) in his research posited that internet usage has been greatly adopted by the young generations to obtain various information regarding who the public supports. According to Abdullah *et al.* (2021), information presented on the internet greatly affects the youth decision on their voting during the election period. In a study of determining relationship amid networking and political partaking, two variables emerged most fundamental in bringing out the relationship that is the political knowledge and efficacy (Jung, Kim and De Zuniga, 2014).

The effect of mobile phone technology in inciting ethnic violence is examined by Bailard (2015). She finds conflicting evidence supporting the impact of mobile phones

on both the incentive for group activity and conflict. The idea that the Internet may be used as "Liberation Technology" in authoritarian nations is critically examined by Rd & Weidmann (2015). Findings from their macro-level research of the spread of the Internet reveal governments that have the greatest fear of the free interchange of thoughts are inclined to enhance their online availability, but there is little proof to imply that this growth is linked to democracy. The three most popular websites utilized to display the political candidates' profiles during the 2020 American elections were MySpace, Facebook, and last but not least, YouTube. On the other hand, Twitter wasn't entirely integrated until the 2012 presidential elections.

As an outcome, the Obama campaign in 2008 was able to draw millions of prospective supporters who were utterly lost enthusiasm for politics. Panagopoulos and Francia (2011) and Newman (2016). An essay by Zeitzoff, Kelly, and Lotan (2015) uses the Iran-Israel conflict as an example to demonstrate how Twitter might be used to eavesdrop on policy debates. The analysis shows the effectiveness of this method and how it may be used to sources in Arabic and Farsi in addition to English. Baum & Zhukov's (2015) concluding piece presents a novel viewpoint on reporting bias in news coverage of revolutions and serves as a gentle reminder to read news reports with the necessary caution.

Under contrast to those in non-democratic regimes, outlets in democratic situations place an emphasis on revisionist views. In a study to find out the source of motivation in adopting smart phones among the medical doctors and nurses, the study revealed that due to its importance and portability, motivated the individuals to positively accept (Park & Chen, 2007). Additionally, 507 mobile internet users participated in the study to determine the driving forces behind mobile internet use in China, and the findings showed that individuals are motivated by how well the mobile internet fits their needs and how much its usability alters their view of it (Yang *et al.*, 2012).

In a study to find out what motivates young people to vote, the results indicated that old school communication tools such as television, radios and newspapers could not change the perception of the young voters (Pinkelton and Austin, 2004). It was shown that social media platforms were more successful in motivating young voters, which resulted in their elevated levels of perception (Edwards, 2000). President Obama credits

the structure of his successful social media campaign to Howard Dean's Internet organization model (McGarth, 2011).

Bimber and Davis (2003) discovered that voters were more informed about political issues than those who did not have a connection to online political information through browsing the websites or pages of political candidates. Furthermore, Xenos (2007) deduced from his research that the internet has a beneficial impact on learning. According to a study (Jung et al., 2011) studying the connection between the two, political literacy significantly affected political engagement. Voters who are knowledgeable and engaged in politics are more inclined to participate in politics. (Polat, 2005).

When old communication channels like television and the telephone were put side by side with more recent communication channels like the internet, the results showed that the internet gained 25% more ground in 7 years than television had in 26 years and the telephone had in 35 years (Singh, 2002). Internet access and exposure to online political content, according to Kenski and Stroud (2006), are important determinants of political knowledge. In contrast to more conventional channels, Twitter and Facebook use significantly affect political engagement, according to research by Strandberg (2013). However, Polat (2005) asserted that because the net allows viewers to engage in political activity, political involvement may increase as a result.

According to Okutoyi (2013), Kenya has become a significant news source on Twitter with over 2.5 million tweets, ranking second in Africa only to South Africa for tweet volume. In order to comment on political and social concerns, promote involvement, and share information, voters and candidates have used blogs and twitter (Kushin, 2010). (Kushin, 2010).

According to Okan's (2014) social media study, social media marketing can significantly boost organizational or commercial success if social media methods are properly applied. He added that the sharing of links on social media websites is another benefit of social media marketing, which can snowball traffic to a company's website. Another study that looked at how social media affected Kenya's 2013 election came to the conclusion that it encouraged political engagement (Obare, 2013).

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This section provides an overview of the study's methodology, target audience, sample size, sampling technique and information gathering techniques.

### **3.2 Research Design**

A plan, strategy, or scheme for conducting research is known as a research design (Orodho, 2005). Since a small population will be employed to represent the wider group, descriptive analysis will be used in the research study. This guarantees that the data from the chosen sample will accurately reflect the entire population without the need of manipulative variables. To get a variety of replies from the respondents and to clearly comprehend the major aspects under investigation, the descriptive survey research design will be used. This shows that the survey would enable the researcher to look into the impact of ICT on political marketing in Kenya.

### **3.3 Target Population**

Curvery et al. (2003) asserts that population is a collection of objects or people who share one or more characteristics. Orodho (2003) defined a population as a larger group from which a sample is taken. The majority of country's social media users are located in Nairobi County, where this study was conducted. Nairobi's population is 2.5 million registered voters as per the last August 2022 elections (IEBC, 2022). Hence the target population for this study was 1 million registered voters.

### **3.4 Sample Size and Sampling Design**

The general consensus is that a bigger sample size is necessary to accurately represent the population that the researcher eventually wants to study, and that this should be more economical in terms of subject (Herman, 2009). A table created by Krejcie and Morgan (1998), which Wachira (2012) cites, was employed to calculate sample size. According to the methodology created by Krejcie and Morgan table (Appendix II), the study's sample size of 384 was considered to be sufficiently represent the population of 1 million voters in Nairobi County, in Kenya. Below formula informed the sample size

$$S = \frac{X^2 NP(1-P) + X^2 P(1-P)d^2(N-1)}{}$$

S = needed sample size.

$X^2$  = the chi-square value from the table for one degree of freedom at the chosen level of confidence (3.841).

N = is the number of people.

P = is the population proportion, which is estimated to be .50 because it would result in the largest possible sample size.

D = is the accuracy level given as a percentage (.05).

### **3.4 Data Sources and Collection Instruments**

The researcher's research technique for gathering data was a structured questionnaire. Due to its simplicity and the type of information that needs to be gathered, the questionnaire was chosen. Questions were created based on the research goals. With a goal of registered voters who actively utilize social media, the researcher employed the "drop and pick later" strategy. The study's objectives were met by categorizing four questionnaire sections. The respondent's demographic characteristics was the main topic of the first part. The impact of ICT channels on political marketing in Kenya were discussed in the second section, and the impact of communication techniques was discussed in the third section.

### **3.5 Validity and Reliability of Research Instruments**

#### **3.5.1 Validity**

The study ensured content validity by undertaking thorough literature review, which made sure that a variety of viewpoints were represented. How successfully you operationalized (converted) a construct, a notion, idea, or behavior, into a functioning reality is known as "construct validity" (Trochim, 2006). The researcher created a table that describes how variables were measured and used in order to conform to construct validity.

#### **3.5.2 Reliability**

The research instrument's consistency when used with respondents from various groups who share similar traits is measured by its reliability. In a pilot study, participants who weren't part of the sample were provided the research tools by the researcher, who used it to evaluate the validity of data collection techniques. Pilot study was done with a total of 10 respondents to ensure the validity of the instrument. The testing procedure

produced two scores for the pilot test data. Using Cronbach's method, the two scores from the pilot study data were utilized to calculate the consistency value. For each of the data sets, a value greater than 0.7 was frequently considered to be adequate.

### **3.6 Data Analysis and Presentation**

To statistically examine gathered data, descriptive and inferential statistics were applied. Using tables, rates, and proportions, a descriptive analysis of the data was performed. Using linear regression models, inferential analysis of the data was carried out. Since each predictor and the dependent variable (political marketing in Nairobi County) (ICT channels, communication methods, and information literacy) were assumed to have a linear relationship, the researcher utilized a linear regression model. The coefficient values of predictor variables and degree to which each one impacts dependent variable were determined by evaluating the regression at a 95% confidence interval. The following models were used to explain the connection.

The regression equations that were adopted:  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$

Where:

Y = Political marketing

X1= ICT Channels

X2= Communication Strategies

X3= Information Literacy

$\varepsilon$ = error term

$\beta_0$ = constant in the equation

$\beta$  = Coefficient of X

While  $\beta_1$ ,  $\beta_2$ , and  $\beta_3$  were coefficients of determination and  $\varepsilon$  is random error term.

### **3.7 Ethical Considerations**

The research ensured that it conformed to the required research ethics both academically and professionally. The research ensured that consent letter was availed



to the respondents for them to be able to participate willingly. Permission from the relevant authorities was acquired so as to comply with the stipulated rules. The entire research purpose was explained to the respondents so that they will be assured of confidentiality of their answers.

## CHAPTER FOUR: PRESENTATION OF FINDINGS, INTERPRETATION AND DISCUSSION

### 4.0 INTRODUCTION

This section gives outcomes of collected data to accomplish the goals of research on "the impact of information and communication technology on political marketing in Nairobi County." The section opens with summary of demographic information about the respondents before undertaking a thorough analysis of their responses in light of the objectives of study using descriptive and inferential statistics.

### 4.1 Demographic Information of the Respondents

By examining the respondents' gender, level of education, and age, this component of the study provided information about their backgrounds.

#### 4.1.1 Gender of the Respondents

The researcher asked the participants to provide their gender in response to a query. Table 4.1 below breaks down results of respondents by gender.

**Table 4.1: Gender of the Respondents**

Sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	186	48.4	48.4	48.4
	female	198	51.6	51.6	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

It is evident from the figures above that 51.6% more female respondents than male respondents (48.4%) took part in the study. It suggests that both male and female respondents were included, negating any possibility of gender bias.

#### 4.1.2 Level of Education

The outcomes displayed in table 4.2 below since the study's goal was to determine respondents' greatest level of education.

**Table 4.2: Level of Education**

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate Level	142	36.9	36.9	36.9
	Diploma Level	114	29.6	29.6	66.5
	Degree level	59	15.4	15.4	81.9
	Masters level	42	10.9	10.9	92.8
	Any other	27	7.2	7.2	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

Majority respondents (36.9%) had a certificate level of education, followed by (29.6%) a diploma level, (10.9%) a master's degree, (15.4%) degree level, and 7.2% an unclassified education level, according to the aforementioned data.

#### **4.1.3 Age of the Respondents**

In order to estimate respondents' ages, the study's results are depicted in table 4.3 below.

**Table 4.3: Age of the Respondents**

Age					
Age in years		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	91	23.7	23.7	23.7
	26 - 35	119	30.9	30.9	54.6
	36-40	117	30.5	30.5	85.1
	40 and above	57	14.9	14.9	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

According to data shown above, respondents who were amid ages 26 and 35 made up the majority (30.9%). People over the age of 40 had the lowest percentage (14.9%).

#### **4.1.4 Social Media Platform**

The outcomes displayed in table 4.4 below because the study's objective was to identify which social media platform the participants employed.

**Table 4.4: Social Media Platform**

Social Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	128	33.3	33.3	33.3
	Twitter	32	8.3	8.3	41.6
	Instagram	79	20.6	20.6	62.2
	Linked In	39	10.2	10.2	72.4
	Whatsapp	105	27.3	27.3	99.7
	Others	2	0.3	0.3	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

Table 4.4 research findings showed majority of the respondents (33.3%) used Facebook while (0.3%) of the respondents did not specify. WhatsApp users were represented by the (27.3%) of the population, while (20.6%) used Instagram.

#### **4.1.5 Duration on social media**

The data displayed in table 4.5 below because study's goal was to determine how much time the respondents spend using social media.

**Table 4.5: Duration on social media**

Duration					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30 Minutes	29	7.6	7.6	7.6
	1 hour	119	30.9	30.9	38.5
	2 hours	69	17.9	17.9	56.4
	3 hours	33	8.6	8.6	65
	More than 3 hours	134	35	35	100.0
		384	100	100	

**Source: Researcher (2023)**

The study's findings revealed in table 4.5 indicated majority of respondents (35%) spend more than 3 hours online while the smallest population (7.6%) spends the least amount of time online, with the remainder as shown in the table.

## 4.2 Impact of ICT channels on Political Marketing

The results of the study are shown below because its objective was to ascertain how ICT channels impacted political marketing.

**Table 4.6: ICT channels enhance political marketing**

ICT channels enhance political marketing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	10.2	10.2	10.2
	Disagree	60	15.6	15.6	25.8
	Undecided	11	2.9	2.9	28.7
	Agree	274	71.3	71.3	100.0
	Total	384	100.0	100.0	

**Sources: Researcher (2023)**

The above results, can be noted majority of respondents (71.3%) agreed ICT channels enhance political marketing, while minority (2.9%) were undecided on the issue.

**Table 4.7: Candidates using ICT channels are likely to win**

Candidates using ICT channels are likely to win					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.9	2.9	2.9
	Disagree	124	32.3	32.3	35.2
	Agree	144	37.5	37.5	72.7
	Strongly Agree	105	27.3	27.3	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

As per the aforementioned findings, the majority of respondents (37.5%) believed that candidates who use ICT channels are more likely to win, while only 2.9% of respondents strongly disagreed.

**Table 4.8: Political candidates should target youths in campaigns**

Political candidates should target youths in campaigns					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	59	15.4	15.4	15.4
	Disagree	89	23.2	23.2	38.6
	Agree	203	52.9	52.9	91.5
	Strongly Agree	33	8.5	8.5	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

According to the study's findings, the majority of respondents (52.9%) believed that political leaders should target young people in their campaigns. While just 8.5% of respondents strongly agreed, the majority did not.

**Table 4.9: Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q1	384	1.00	4.00	2.1125	.98075
Q1a	384	1.00	4.00	3.1250	1.14045
Q1b	384	1.00	4.00	1.9625	.84858
Q1c	384	1.00	4.00	2.5625	1.24111
Valid (listwise)	N 384				

**Source: Researcher (2023)**

According to the outcomes of the descriptive statistics in table 4.9 above, the query about how ICT channels improve electoral marketing had the highest mean and the question about whether candidates who use ICT channels are probable to win earned the biggest standard deviation and the lowest mean. The rest of the findings are shown in the table above.

### 4.3 Impact of Communication Strategies on Political Marketing

The results of the study, which aimed to determine how communication tactics affected political marketing, are displayed below.

**Table 4.10: ICT Infrastructure enhances political marketing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2.3	2.3	2.3
	Disagree	113	29.4	29.4	31.7
	Agree	157	40.9	40.9	72.6
	Strongly Agree	105	27.4	27.4	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

The above findings revealed most respondents (40.9%) agreed on the issue that ICT infrastructure enhances political marketing, while minority (2.3%) strongly disagreed on the same issue.

**Table 4.11: Digital devices improves communication**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.8	0.8	0.8
	Disagree	4	1	1	1.8
	Agree	121	31.5	31.5	33.3
	Strongly Agree	256	66.7	66.7	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

According to the study's findings, most respondents (66.7%) strongly agreed that digital gadgets increase communication, whilst only 0.8% of respondents strongly disagreed.

**Table 4.12: Candidates who won in 2022 incorporated ICT tools**

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	29	7.6	7.6	7.6
	Disagree	207	53.9	53.9	61.5
	Agree	145	37.8	37.8	99.3
	Strongly Agree	3	0.7	0.7	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

As per the aforementioned results, majority of respondents (53.9%) disputed majority of candidates who won the 2022 election used ICT technologies in their campaigns, while just 0.7% of respondents strongly agreed.

**Table 4.13: Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How does digital devices elevate communication	384	1.00	4.00	3.2875	1.02121
As above	384	1.00	4.00	1.7875	.88151
As above	384	1.00	4.00	3.4625	.95392
	<b>384</b>	<b>1.00</b>	<b>4.00</b>	<b>2.8500</b>	<b>1.17031</b>
Valid N (listwise)	384				

**Source: Researcher (2023)**

According to the results shown in table 4.13 above, the question about how digital devices elevate communication had the highest mean, 3.4625, and the lowest mean, 1.7875, with the highest standard deviation, .95392, and the question about how ICT infrastructure improves political marketing had the lowest mean, 1.7875, and the lowest standard deviation. As a result, the remaining results are shown in the table above.



#### 4.4 Information Literacy and Political Marketing

Results of the study, which aimed to determine how information literacy affected political marketing, are shown below.

**Table 4.14: Use of ICT reduces campaign cost**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3.9	3.9	3.9
	Disagree	34	8.6	8.6	12.5
	Undecided	52	13.5	13.5	26
	Agree	128	33.3	33.3	59.3
	Strongly Agree	155	40.7	40.7	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

The majority of respondents (40.7%) strongly agreed that assertion using ICT lowers campaign costs, according to the survey findings. Following closely behind were responders who also agreed with this (33.3%).

**Table 4.15: Candidates who use social media are likely to win**

Q3b					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	3.1	3.1	3.1
	Disagree	64	16.7	16.7	19.8
	Undecided	39	10.2	10.2	30
	Agree	186	48.4	48.4	78.4
	Strongly Agree	83	21.6	21.6	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

According to the data, 48.4% of respondents agreed with the assertion that candidates who use social media had a higher chance of winning. The second highest percentage (21.6%) of respondents were those who strongly agreed with the same proposition.

**Table 4.16: ICT and political marketing are dependent on each other**

Q3c					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	72	18.8	18.8	18.8
	Disagree	190	49.5	49.5	68.3
	Undecided	18	4.7	4.7	73
	Agree	65	16.9	16.9	89.9
	Strongly Agree	39	10.1	10.1	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

It is evident from the findings the majority of respondents (49.5%) did not agree with the claim that political marketing and ICT are interdependent. While a small percentage of respondents (4.7%) were unsure about the same topic. The table above displays the remaining outcomes.

**Table 4.17: ICT creates awareness on preferred candidate**

Q3d					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	45	11.7	11.7	11.7
	Disagree	54	14.1	14.1	25.8
	Undecided	10	2.6	2.6	28.4
	Agree	198	51.6	51.6	80
	Strongly Agree	77	20	20	100.0
	Total	384	100.0	100.0	

**Source: Researcher (2023)**

The study's findings, which the majority of respondents (51.6%) agreed with, suggest that ICT increases public knowledge of the selected candidate. A tiny portion of respondents (2.6%) were uncertain on the same subject. In the above table are the remaining outcomes.

**Table 4.18: Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Does ICT increase knowledge of a candidate	384	1.00	5.00	3.4250	1.02839
As above	384	1.00	5.00	3.2125	1.03964
As above	384	1.00	5.00	3.6375	1.00937
As above	384	1.00	5.00	3.7875	.70610
As above	384	1.00	5.00	3.8750	.48718
Valid N (listwise)	384				

**Source: Researcher (2023)**

For the question of whether ICT increases knowledge of the preferred candidate, the outcomes are shown in table 4.18 above, having the finest mean being 3.8750 and the lowest standard deviation being .48718, respectively, for the question of whether ICT raises knowledge of the favored candidate. Regarding the question of whether using ICT reduces campaign costs, the lowest mean was 3.2175, and the highest standard deviation was 1.03964. The table above displays the remaining results.

#### 4.5 Indicators of Political Marketing

**Table 4.19: Descriptive Statistics**

Descriptive Statistics					
	N	Mini mum	Maximum	Mean	Std. Deviation
Loyalty and voting intention	384	1.00	5.00	2.8500	1.17031
Confidence and voting intention	384	1.00	5.00	3.6000	1.01383
Election success	384	1.00	5.00	3.4250	1.02839
Increased democratic space	384	2.00	5.00	3.5625	.93921
Acceptance of political issues	384	1.00	5.00	2.7000	1.34447
Trust and voting intentions	384	2.00	5.00	3.4625	.95392
Behavioral change and vote patterns	384	2.00	5.00	3.2875	1.02121
Valid N (listwise)	384				

**Source: Researcher (2023)**

The figures provided in table 4.19 above indicate that the confidence and voting intentions question on political marketing indicators had largest mean of 3.6000 and lowest standard deviation of 1.01383. In the question about whether people take political issues as a sign of political marketing, the lowest mean, 2.7000, and highest standard deviation, 1.34447, were discovered. The table above displays the remaining results.

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.0 Introduction**

The summary, recommendation, and synopsis of the chapter are given. The goal of the study was to ascertain whether political marketing in Kenya was influenced by information literacy, communication strategies, or ICT channels. Additionally, this chapter makes endorsements for further study.

### **5.1 Summary of the Findings**

According to research outcomes, political marketing in Kenya is influenced by ICT channels, communication tactics, and information literacy, among other factors. According to the descriptive analysis, there were 51.6% more female respondents than male respondents (48.4%). The majority of respondents (36.7%) had a certificate as their greatest level of education, and the minority of respondents (10.9%) had a Master's degree. Majority respondents (30.9%) were between ages 26 and 35, while the minority (14.9%) were 40 years of age or older. Most of the respondents (33.3%) were on Facebook while (27.3%) were on WhatsApp. Most of the respondents (35%) stay more than 3 hours on social media while the minority (7.6%) spent less than 30 minutes on social media.

The principal aim of the study was to investigate the effect of political marketing on ICT channels. The Internet, young people, and last but not least ICT use were used to operationalize this. The study's findings indicated that ICT channels have an impact on political marketing with a mean of 3.1250 and a standard deviation of 1.14045. According to the field findings, most respondents agreed that social media use by political candidates increases their chances of winning elections.

The second objective found out the impact of communication strategies on political marketing. This was put into practice via digital devices, ICT infrastructure, and last but not least, ICT tools integration. As a result of the study's results, which included a mean of 3.4625 and a standard deviation of 0.95392, communication methods had an impact on political marketing. According to the field findings, most respondents agreed that electronic gadgets enhance campaign communication.

The third goal was to determine how information literacy affected political marketing. This was operationalized using; campaign cost, chances of winning and last but not

least awareness of political candidates. The study's results, which had the mean of 3.8750 and a variance of .48718, showed that information literacy has an effect on political marketing. As per the research outcomes, minority of respondents agreed that using ICT could cut campaign costs.

## **5.2 Conclusion**

The goal of research determined the political marketing effects of information and communication technologies in Nairobi County, Kenya. The variables under study were; ICT channels, Communication strategies and last but not least information literacy. From the study findings, information literacy was the leading ICT variable that affects political marketing in Kenya, this was followed closely by communication strategies and last but not least ICT channels. Hence from the study it can be concluded that political candidates should invest more on social media if only they want to win campaigns, in addition the candidates should also collaborate closely with young people since they make up the bulk of internet users and devote most of their time on social media.

## **5.3 Recommendations**

From the study it can be noted that Information and communication technology affects political advertising in Kenya, hence research recommends that political candidates should incorporate internet more while conducting their campaigns. More resources should be channeled towards ICT infrastructure so as to enable effectiveness and efficiency of internet usage.

The study also recommends that youth should be enlightened on the advantages and disadvantages of using internet, so that internet usage should strictly be used for important purpose. In order to encourage more people to use the internet, the government should collaborate closely with internet service providers to lower the per-use fees.

#### **5.4 Limitation of the study**

The study had several limitations that the researcher has highlighted. The cross-sectional survey research design could have led to lack of comparison of the effect of political marketing and ICT over a long period. Hence, longitudinal research design could have been ideal. Further the sample size of 384 to represent over 1 million voters presented a challenge. The study focused on Nairobi County out of the 47 counties in Kenya. This presented the challenge of generalizing the results for countrywide.

#### **5.5 Recommendation for Further Research**

The goal of the study determined how ICT affected political marketing in Kenya's Nairobi County. The study should be conducted in additional counties, the researcher advises. In addition, the researcher urges the use of variables other than those examined in this study.

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## APPENDICES

### Appendix I: Letter of Introduction

I am pursuing a Master of Business Administration at the University of Nairobi's faculty of business and management sciences. I'm presently conducting a study on *“Information and communication technology on political marketing in Nairobi County, Kenya”*. I humbly ask that you answer all of the questions with the utmost sincerity, and please know that no specific identities will be mentioned.

Will highly appreciate,

Yours Faithfully,

Chemosit Justin William

**APPENDIX II: QUESTIONNAIRE**

**TOPIC: THE IMPACT OF ICT ON POLITICAL MARKETING IN NAIROBI COUNTY**

**Instructions**

Please answer the questions as honestly as you can in the questionnaire below.

**GENERAL INFORMATION**

**Instructions:** please provide suitable answer(s) by ticking where required

1. Sex?

Male

Female

2. What is your age bracket?

18-25 years

26-35 years

36-40 years

Above 40 years

3. What is your political affiliation?

Kenya Kwanza

Azimio la Umoja

Any other please specify.....

4. At what level of education did you last enroll?

Certificate level

Diploma

Degree

Masters and above

Describe any more items.....

5. Are you a registered voter?

Yes

No

6. Which of the aforementioned social media sites do you use?

- Facebook

- Twitter

- Instagram

- LinkedIn

- Whatsaap

Other (Please specify) .....

7. How long do you spend using social media?

- a) 30 minutes
- b) 1 hour
- c) 2 hours
- d) 3 hours
- e) More than 3 hours

8. Do you use a mobile device to access social networking sites?

- a) Yes
- b) No

9. As a political; campaigner or strategist, what could be your take in political marketing an ICT interventions. Explain.

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**SECTION B: ICT INFORMATION AND INTERVENTIONS**

Q1. Which of the following claims about how ICT channels affect political marketing in Nairobi County do you agree with?

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
ICT channels enhance political marketing in Kenya					
Political candidates using ICT channels are likely to win					
Political candidates should target youths in their campaigns since they are the ones glued to the internet and other social sites					

Key: (1: Strongly Disagree; 2: Disagree; 3 Undecided; 4 Agree; and 5: Strongly Agree)

Other specify

.....

.....

.....

Q2. Do you agree with the following claims regarding the influence of communication methods on political marketing in Nairobi County, in your personal opinion?

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Improved ICT infrastructure in the country has a way of enhancing Political marketing					
Access to the digital devices improves communication between Political candidates and the voters					
Most political candidates who won in the 2022 election incorporated the use of ICT tools in their campaigns					



Key: (1: Strongly Disagree; 2: Disagree; 3: Undecided; 4: Agree; and 5: Strongly Agree)

Other specify

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Q3. Which of the following claims about how ICT channels affect political marketing in Nairobi County do you agree with?

Statements	1	2	3	4	5
The use of ICT has a way of reducing costs in the political campaigns					
Most political candidates who use social sites in their campaigns are likely to win					
ICT and political marketing are dependent of each other					
The use of ICT has a way creating awareness on the preferred candidate					

Key: (1: Strongly Disagree; 2: Disagree; 3: Undecided; 4: Agree; and 5: Strongly Agree)

Other specify

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