ORIGINAL ARTICLE

Effectiveness of Vehicle Branding Advertisement on Voting Participation in Awka Metropolis

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Abstract

The essence of political advertising is to create awareness that can translate to a positive voting participation. Various communication strategies are used in political communication to achieve voter turnout at elections. The travelling display advertisement is one such approach designed to stimulate voting participation. It becomes necessary to determine if that approach helped in improving voting participation in the Anambra State Governorship election of November 18, 2017 in Awka metropolis. The study was guided by two relevant communication theories: Framing Theory and Uses and Gratification Theory. The survey research method was used to obtain data from 383 adult respondents, selected through the provisions of the Cozby formular and located in eight wards, within the four local government areas in the metropolis. It was found that candidate and party identification was the greatest achievement of the communication format. Political slogans that differentiated candidates were taken to voters for memorization. The voters spent no efforts to access the message since the display was taken to them. The displays served as reminders and depended on other intervening variables to achieve effectiveness. It was recommended that the customized display advertisements should be made more numerous to reach voters outside the towns and cities. Also, the frequency of contact with voters should be increased in order to persuade voting participation at election.

Key words: Traveling display, political advertisements, voting participation, political slogan.

Introduction

Over the years, media and politics have shared close ties. While politics thrives with the media, the media depend very much on politics for sustenance, including funding and content. Political actors utilize the mass media of communication in reaching their various target audiences with information on the political process. Nwabueze (2014) defines communication channels as any vehicle that conveys the message to the receiver. These vehicles of communication include radio, television, films, newspapers, magazines, posters, fliers, bill boards or hoardings, and travelling displays.Others are: below the line channels such as branded shirts, key holders, caps, hats, and so on.The social media channels are also used in canvassing for the support of the electorate in the political process.

The impression of posters used in covering vehicles with either a product or service as car branding stimulated interest as to what such vehicles are designed to achieve. Branding is the promotion of a product by identifying it with a particular image. Branding inculcates the knowledge of a company or an organization such as a political party to the target audience, with identifiable marks of the product or organization which may include logo, slogan, pictures, colour and so on. The aim is to draw the attention of the target audience, client, or customers to the product, idea, service, or organization.

Does it mean, therefore that when a political poster is placed on the body of a vehicle, the message contained promotes the item identified with the particular brand on the vehicle? Is it only products or services that can be promoted by such an advertisement format? It was the desire to unravel why political candidates, in particular, use their posters to cover the body of vehicles, as a political communication strategy that led to this study. The absence of any known study, on why ideas other than products and services should be placed on mobile vehicles, further stimulated the urge to cover the intellectual gap, hence, this study.

Nwosu and Nkamnebe (2006, p.4) define advertising as "a persuasively crafted marketing communication transmitted through the media". Similarly, Ozoh (2013, p.12) sees advertising as "a

promotional tool used primarily to promote the brand to a target market". The author adds that advertising is all about: "communicating the right message at the right time that will predispose its audience towards a brand". This means that there is a deliberate intent to promote an idea, a service or an organization in the eyes of a target audience, which may be a political message with a political intent or motive. Thus, if a member of the target audience responds in the manner desired by the advertiser, then, the advertisement is effective.

Political advertising, according to Kaid (1981, p.250) is "the communication process by which a source (usually a political candidate or party) purchases the opportunity to expose receivers, through mass channels, to political messages with the intended effect of influencing their political attitudes, beliefs and /or behaviors". The import is that there must be a source from which a specific political message emanates, a channel through which the message is presented and a receiver who accesses the message content. It is whether the intended effect of the source, matches the obtained response from the receiver that determines if the communication is effective or not. According to Ozoh (2013, p. 9) the "effectiveness of an advertisement is measured by the positive response of the target audience to the advertisement". This means that message effectiveness is the essence of communication efficiency in political advertising (Clancy and Ostlund, 1976).

However, while communication content is tagged advertisement; the process of producing and distributing the content is advertising. It implies that what is to be evaluated through public opinion is mainly the communication content, which is expected to influence the receiver and not how the content is obtained (Agbanu, 2012). This study investigated how the message content of transit advertising, with particular reference to traveling displays advertisement, whose content is political, influenced voting participation in the Anambra State governorship election of 18 November, 2017. It left content analysis with the receivers' judgment, since they are the ones to say how the presentation influenced their participation in voting at the election.

Statement of Problem

Political communication, no doubt stimulates political participation. How to present persuasive information, capable of enhancing voting participation in an election is an issue in political communication. This concern explains why various strategies are used in message presentation, expected to create the desired awareness and arouse political interest in decision making, vital to voting participation in an election, like the Anambra State governorship election of 18 November, 2017.

The traveling display advertisement was ubiquitous among the various election campaign formats, used by political parties, likely: APGA, APC, PDP, UPP, LP, among others, in the 2017 Anambra gubernatorial election, in enticing the electorate to voting participation. The crucial issue, is to know how effective the traveling display advertisement format used as a campaign strategy is in enhancing voting participation. This study therefore, investigated the effectiveness of the advertisement, in facilitating voting participation at that election in Awka metropolis for the PDP candidate.

Study Objectives

Three objectives were set to be achieved by this study as follows:

1. To ascertain the level of awareness created by the traveling display advertisement of the PDP candidate in the said election.
2. To determine the extent of knowledge about the candidate resulting from the traveling display advertisement.
3. To understand if there is any significant relationship between the desire to vote and actual participation at the election, resulting from the traveling display advertisement.

Research Questions

The three research questions designed to guide the study were as follows:

1. What is the level of awareness created by the traveling display advertisement for the PDP

candidate in the said election?
2. How extensive is knowledge about the PDP candidate in the Anambra State election, based on the traveling display advertisement?
3. Does any significant relationship exist between the desire to vote and actual participation in voting the candidate?

Research Hypothesis

One research hypothesis was formulated to direct this study as follows:

H_0: Traveling display advertisement did not enhance voting participation at the Anambra governorship election of 2017.

H_1: Traveling display advertisement enhanced for voting participation at the Anambra Governorship election of 2017.

Scope of the Study

Adults, as voters, resident in Awka metropolis qualified as participants in this study. Registered voters, whether partisan or not, were allowed participation since voting participation is a function of decision-making and party loyalty is not an issue in this study. Adult males and females, particularly those registered to vote in the 2017 governorship election in Anambra state were allowed to participate.

Awka metropolis is the capital territory of Anambra state. The metropolis is majorly inhabited by literate government officials, civil servants, artisans, traders and indigenes. There are seven communities within the two Local Government Areas that comprise Awka metropolis in Anambra Central Senatorial zone, which fall within 15 kilometers from Aroma junction, Awka, the city centre of the capital territory, according to the MD/CEO of Awka Capital Territory Development Authority, (ACTDA) Arc. Mike Okonkwo. The communities are Awka, Amawbia, Amansea, and Okpuno. Others are Nibo, Nise, and Ifite –Awka. The Local Government Areas under study are: Awka North andAwka South LGAs.

Theoretical Framework

Two theories were considered apt in explaining the issues relating to traveling display advertisement as a political communication format. They are: Media Framing theory propounded by Goffman in 1974 and the Uses and Gratification theory propounded by Katz, Blumler and Gurenvitch in 1974.

Framing theory is described as an extension of the Agenda Setting theory. It focuses on the essence of an issue at hand rather than on a particular topic (Asemah, Nwammuo and Nkwam-Uwaoma (2016, p. 80). Goffman (1974) observes that framing facilitates the people's capacity to interpret issues. It is the way a message is shaped and conceptualized by the media (McQuail, 2005).

The traveling display advertisement sets an agenda for the audience by telling them not only what to think about the candidate (McCombs and Shaw, 1972), but also how to perceive him in relation to the content of the advertisement. Thus, it is how the candidate is presented to the voter that is expected to stimulate the desired voting participation in his favour.

As regards the applicability of the Uses and Gratification theory in this study, the motive behind consuming the travel display advertisement is considered in assessing whether the provided message was effective in persuading voting participation in the election or not. It also explains the capacity of the audience to seek for reasons or gratification for their media consumptions. The theory explains what the audiences do with the media and not what the media do to them; hence the reason the message content of the display was sought as need satisfying motive, (Katz, Blumler and Gurenvitch, 1974) shows the relevance of uses and gratification theory in political advertising. It is how the desired political need is satisfied by the presented message in the traveling display advertisement that explains if the content has been effective in persuading voting participation at the Anambra State Governorship election of 2017 or not.

The Concept of Political Communication

Communication is key to all human endeavour, including politics. Active participation of the populace in the political process, no doubt, is very

much enhanced with the level of information available to them. This, perhaps, explains why political parties utilize all possible means to advertise their party and political candidates for elective positions, knowing that politics is a game of number. According to Keghku (2003, p.39) "the citizenry must be effectively informed, sensitized and adequately mobilized through mass media channels" to promote the political process and sustain democracy. It is only when the citizens are adequately informed that they can effectively be involved in all stages of the political process. For McNair (2003, p. 24) political communication is simply "communication about politics", while Woodward (1988, p.11) sees political communication as the "strategic use of communication to influence public knowledge, beliefs, and action on political matters". Political advertising, thus, is aimed at influencing the voters in an election. It is the use of the various mass media channels to disseminate, market, advertize, and promote political activities and political actors. The media enhance the capacity of politicians in promoting their course.

Kaid (1981, p. 249), opines that scholars in political communication assert that political advertising is "advertising whose content is political… its unique characteristics is to woo voters during election campaign".Through political advertising, the electorate can be mobilized to be aware of the party flag bearers. Political advertizing can equally motivate the eligible voters to build or cultivate the desired political opinions or attitudes that can translate to voting behaviour.

The implication is that an appropriate strategy needs to be adopted in the presentation of the highly visible form of political communication, designed to influence voting participation at elections and voter participation in political decision-making(Caywood, 1992). Political advertising is constituency related because it targets a particular and known constituency. Political advertising, therefore, is target audience oriented and purposeful (Owuamalam, 2007). This implies that it should speak the language understandable by the electorate therein, as well as align promises and proposals with the aspirations of those expected to vote at elections.

Aliede and Afam (2015, p.139) thus concludes that political advertising helps "to shape the perception of the audience and sway public opinion".The import of political advertising as a concept, deals with how communication content is creatively used to encourage voter participation in making a favorable decision, in favor of a political party or a candidate.

Traveling Display Advertisement

Utilizing the media as tools for political advertising has assumed a new dimension with the increasing interest of political actors to employ mobile advertising strategy such as traveling display advertisement to woo the electorate in participating actively in an election. Ithas been a common strategy designed to market products, ideas, and services. Today, the use of traveling display format has been extended to political campaigns.

Traveling display is one of the formats for out-of-home or outdoor advertising (Wright et al, 1977). It is in the class of transit advertising which serves the dual purpose as both poster and billboard. The messages are placed either in the inside, the tail board,or on the body of public transportation vehicles like buses, trains,aero planes, and even ships, where the presented message is exposed to passengers. Political campaign vehicles also serve the purpose. It could be placed on the body of mobile vehicles, to attract the attention of traffic passed by the vehicle.

The Mass Media and Voting Participation

Voting participation is the final stage of the political process (Odusi, 1992). It is the result of voter participation in an election campaign that explains how effective a political communication is. Voting decision can be rationalized from a point of knowledge, obtained from political communication (Nimmo and Sanders, 1981). Also, Unamka (2003) sees it as a measure of how the various information sources have influenced voting action as a political behaviour. The import is that the traveling display advertisement used by the PDP candidate not only identifies the candidate but also shows the voter

where to vote on the election day, hence the inclusion of the party symbol (Fiske, 1999), in the advertisement.

Empirical Reviews

Empirically, there is no known study on how travel display advertisements have influenced voting behaviour in Nigeria. This intellectual gap needs to be filled by studies like this current one, using the Anambra State governorship election of 18 November, 2017 as its basis for investigation. However, Anibueze (2015, pp.149-160) used the "documentary analysis method" or the library study method in his study on advertising and political communication. His theoretical framework was hinged on "attitude change theory". He found that politics was unavoidable by humans; elections are selection processes which require information for decision-making. It did not show how to determine if provided information is effective or not. This gap specifies needs to be quantitatively filled.

Also, Doghudje (1992, pp.102-110) studied political advertising from a philosophical perspective. He used the descriptive analysis method to review elections in three states in Nigeria and found that while political communication works in an ideal situation, the Nigerian environment is different. Voting pattern, irrespective of obtained information is largely ethnic and religion inclined. He advanced statistics to substantiate his findings. The study was hinged on the agenda-setting theory that showed why political advertising was needed in election campaigns. He recommended a change of the prevailing bad image of politics. He also advised that advertising "practitioners owe it as a corporate duty to help clean the environment of dirty politicking". The study was limited to literate respondents who "belonged to the top executive class". The current study included the electorate of all classes since candidate preference in voting does not discriminate voting participation.

In their study on "the new media and political advertising in Nigeria: Prospects and challenges" Asemah and Edogoh (2012, Pp. 72-82) used the survey method with questionnaire as the instrument for data collection. Guided by technological determinism and agenda setting theories, the paper found that political parties recognize and make good use of the new media for carrying out their political activities occasionally. The paper concluded that political parties in Nigeria use the new media minimally and recommended that political parties in Nigeria should give due attention to the use of the new media for the dissemination of political activities. That study, thus differs from the present one which is evaluating the successful use of the traveling display advertisement effectiveness on voting participation.

Methodology

The survey research method was used in this study. It was not possible to obtain data from all the electorate along the routes passed by the vehicles with the traveling display advertisement in all the three senatorial districts in Anambra State and eleven federal constituencies. It became necessary to study a cross-section of the population as Nwodu (2017, p. 70) asserts that "survey works on the premise that a given population is too large for any researcher to realistically observe all the elements in the population".It serves a dual purpose of obtaining data from a representation of the population and making it possible to complete the study within the required time frame. Besides, the method made it possible for the researcher to go to the field where the traveling display advertisement was used, in order to obtain data, relevant to this investigation (Wimmer and Dominick, 2011). It is the opinion of the electorate on how they have been influenced by the advertisement that determines if the message was effective or not.

Population and Sampling Size

The Independent National Electoral Commission (INEC) Election Stakeholders' Meeting records of the Electoral Data in Anambra State (2017, p.8) reveals that there are 130 polling units in Awka North, while Awka South has 225 PUs. The registered voters in Awka metropolis is the population of interest to this study. It constitutes 56,285 in Awka North in 5 Registration Area Centres (RAC) plus 151,599 in Awka South in 7

Registration Area Centres, totaling 207,883 registered voters according to INEC voters register (2017), as updated for the 2017 governorship election. It was from this population that the Cozby's formular chart (2004), (See Appendix I attached), was used to obtain a sample size of 383, used in this study. This sample size was considered good, based on the advice of Comrey and Lee (1973). The simple random without replacement (Gravetter and Forzano, 2005) was used to select the respondents in this research exercise. It was in the study centres that the determined sample was distributed to respondents, using the availability method (Mojekwu, 1999). Appendix II shows the selected study centres and the sample size allocated to them.

Method of Data Collection

The questionnaire was used as the tool for data collection in this study. A total of 12 questions were asked, including demographic and thematic questions. The questionnaire is made up of both open and closed-ended ones (See Appendix III). Its validity was tested using the level of understanding for asked questions and the ability of obtaining analyzable data from respondents. Owuamalam (2012, p. 128) asserts that validity is the "authentic nature of the measuring instrument in being capable of eliciting the necessary information, applicable to the study". Also, its reliability was established through the pilot study method. A pre testing of the measuring instrument was necessary to ensure that the research instrument was adequately designed(Wimmer and Dominick, 2011). Ten copies of the questionnaire were judgementally tested on a pilot group of adults as eligible voters in Ifite. It was discovered that the respondents understood the questions without any ambiguity. This was validated in the second visit by the researcher for a post test with the same number of 10 copies of the questionnaire distributed to another 10 respondents in the same Ifite areas of Awka metropolis after an interval of two weeks. The result was similar, hence the instrument was considered reliable.

Data Analysis

The simple percentage method was used in analyzing issues related to the research questions. Also, the weighted mean or Likert scale approach was used to test the only hypothesis formulated for this study (See Appendix IV).The three research questions posed for this study were answered, using the simple percentage approach. Details of made findings were as follows:

Research Question One

What is the level of awareness created by the traveling display advertisement, used by Oseloka Obazeof the PDP in the 2017 Anambra State governorship election?

Item 6 in the questionnaire tried to find if respondents had seen the traveling display advertisement used by the PDP candidate in the election. Obtained data were recorded and analyzed as follows:

Table 1: Have you seen the PDP candidate's poster on campaign vehicles?

Response	Frequency	Percentage
Yes	220	57.44
No	63	16.45
Can't remember	100	26.11
Total	383	100.00

Source: field survey, 2017.

The finding above shows that whereas more than half of the respondents (57.44%)claimed to have seen the displayed advertisement, about one-quarter (26.11%) could not remember seeing the advertisement, while less than one-fifth (16. 45%) did not see it. It means that 3.5 times of those who saw the display were actually attracted to the traveling display. This shows that majority of the respondents, saw the advertisement since the value of those who did was more than those who either did not see it or were confused if they ever saw it. The import is that the traveling display advertisement attracted a reasonable attention from the electorate.

Again, item7 in the questionnaire was used to determine if the respondents actually remembered what they saw on display as studied. They were asked what they saw onthe traveling display advertisement, used by the PDP candidate. Obtained data were analyzed as follows:

Table 2: Content recall of used display advertisement

Response	Frequency	Percentage
OselokaObaze's photograph was used to cover the body of his campaign vehicles.	173	45.17
Toyota Sienna cars that took party membersaround were covered by large photographs of the PDP candidate.	69	18.02
The PDP candidate and his running mate were seen on the body of vehicles at campaign rallies.	74	19. 32
Can't really remember the PDP candidate's picture on the body of the vehicles passing the road.	67	17.49
Total	383	100.00

Source: field survey, 2017.

Findings from the table above shows that more than four-fifths or 82.51% of the respondents claimed to have seen the traveling display advertisement and could explain what it contains and what medium it used for transmitting the message to the receivers. It was thus, clear that majority of the respondents were attracted to the pictures on the transit advertisement of the PDP candidate.

However, the study realized that those who had not seen the traveling display were incompetent to discuss its effectiveness as a political advertisement format. The researcher, therefore, decided to exclude the 63 or 16.45% who at table 1, said they did not see the political advertisement, hence leaving 320 valid copies as relevant for the analysis, as applicable to the details below.

Research Question Two

How extensive is knowledge about the PDP candidate in the Anambra State election, based on the traveling display advertisement?

Item 8 in the questionnaire was used to answer the above question. It tried to find if respondents obtained any information from the message content of the transit advertisement. Obtained data were analyzed as follows:

Table 3: Obtained relevant information from the advertisement

Response	Frequency	Percentage
Yes	187	58.44
No	68	21.25
Can't say	65	20.31
Total	320	100.00

Source: field survey, 2017.

The above finding shows that more than half of the respondents (58.44%) said they obtained relevant political information from the traveling display advertisement while about one-fifth (21.25%) said they did not and the other one-fifth (20.31%) held no specific opinion on the issue. It means that majority of the respondents obtained useful knowledge relevant to the Anambra State governorship election of 18 November, 2017, in Awka metropolis.

Again, item9 was used to ascertain the nature of information that could make them take voting decision at the election. Obtained data were analyzed as follows:

Findings from the below table shows that whereas more than three-fifths or 64.76% of the respondents used the traveling display advertisement to know that Obaze was a governorship candidate for the PDP at the election; one-quarter or 25.62% learnt that the candidate was pairing with a female as his running mate while the other one-tenth or 10.62% saw the display as the usual political advertisement used for campaigning by politicians. It means that the traveling display helped the electorate to identify the PDP candidate

for the election as well as knew who he was running with and the party he represents. Such needed information was necessary for political decision-making at the election, in relation to voting participation.

Table 4: Nature of obtained political knowledge

Response	Frequency	Percentage
OselokaObazewas a governorship candidate in the election.	126	39.38
OselokaObzewas the PDP candidate at the election.	78	24.38
OselokaObazewas gender friendly since he had a woman as his running mate.	82	25.62
Another campaign approach for vote capturing at the election.	34	10.62
Total	320	100.00

Source: field survey, 2017.

Research Question Three

Does any significant relationship exist between the desire to vote and participation in voting for the candidate?

Item 10 in the questionnaire was used to verify the posed question above. The question wanted to know if awareness of the candidate translated to a desire to vote for him. Obtained data were analyzed as follows:

Table 5: Candidate's Awareness linkage with voting participation.

Item 5	Response						Total	Mean value $\overline{X}$
Awareness of candidature leads tovoting participation decision in an election, like in the Anambra State governorship election.	Code	SA=5	A=4	UD=3	D=2	SD=1	15	$\frac{924}{320}$
	Frequency	32	72	81	98	37	320	
	Code value result	160	288	243	196	37	924	= 2.89
	Percentage	10.00	22.50	25.31	30.63	11.56	100.00	$\overline{X}$ = 2.89

Source: field survey, 2017.

Result from above table shows that those who felt that awareness of candidature translates to voting participation decision were about one-third of the participants while those who disagreed were more than two-fifths. Only one-quarter was not sure of a particular answer. It means that respondents who disagreed were more than those who agreed by a difference of -9.68% or about one-tenth. The import is that awareness of who a candidate is at an election does not lead to voting participation decision in the candidate's favour in an election. Awareness of candidature is not a significant determinant for political decision making in

respect to voting participation.

Also, item11 in the questionnaire was used to find if knowledge of who the candidate is directs decision to vote for such a person at an election. Obtained data were analyzed as follows:

Table 6: Knowledge about candidate's linkage to voting participation

Item 6	Response						Total	Mean value $\overline{X}$
Knowledge about a candidate is essential to voting participation decision at elections.	Code	SA=5	A=4	UD=3	D=2	SD=1	15	$\frac{968}{320}$
	Frequency	42	76	88	78	34	320	
	Code value result	210	304	264	156	34	968	= 3.03
	Percentage	13.13	23.75	27.50	24.38	11.24	100.00	$\overline{X}$ = 3.03

Source: filed survey, 2017.

Result from the above table shows that those who agreed that knowledge about a candidate is essential to voting participation decision at elections were more than one-third at 36.88%, unlike those that disagreed at 35.62 by a marginal difference of 1.26%. It means that although voters need to know the candidate, like through the traveling display, such a knowledge is not a significant determinant for decision to participate in voting at the election.

Research Hypothesis

The only hypothesis formulated for this study was tested as follows:

H_0: Traveling display advertisement was not responsible for voting participation in the Anambra State governorship election.

H_1: Traveling display advertisement was responsible for voting participation in the Anambra State governorship election.

Item 12 in the questionnaire was used to test the hypothesis above, applying the Likert scale method. The question wanted to find if exposure to the traveling display advertisement facilitated voting participation at the election. Obtained data were analyzed as follows:

Table 7: Impact of message content on voting participation

Item 7	Response						Total	Mean value $\overline{X}$
Imessage content of the traveling display advertisement, enhances voting participation.	Code	SA=5	A=4	UD=3	D=2	SD=1	15	$\frac{996}{320}$
	Frequency	38	95	84	71	32	320	
	Code value result	190	380	252	142	32	996	= 3.11
	Percentage	11.88	29.69	26.25	22.18	10.0	100.00	$\overline{X}$ = 3.11

Source: filed survey, 2017.

Findings from the table above shows that the calculated mean value of 3.11 was greater than the decision point value of 3.0. It means that the calculated mean value was more by a difference of 0.11. It implies that X = 3.11 > 3.0. It explains why the null hypothesis, H_0, was rejected and the alternative, H_1, accepted. The study, therefore, agreed that voting participation was enhanced by the traveling display advertisement.

Discussion of Findings

Traveling display advertisement attracts the attention of audience on its route and exposes them to a specific message, designed by its source to facilitate goal achievement (Osunbiyi, 1991). It was established that a significant level of awareness to the transmitted message is achieved as the vehicle moves from place to place and even as a static medium of outdoor advertising (Bel-Molokwu and Obiaku, 1997). The advertisement in the views of Agbakoba (1992, p. 26) explored "consumer demographics, psychographics, attitudes and behaviour, as a key to understand" and meet audience expectation. Its role as a complementary campaign medium (Nzeribe, 1992) was to create an awareness of who the PDP candidate at that election was. The major findings showed that the goal was substantially achieved. The success was largely through frequent and repeated exposure to the traveling display advertisement. Its attractiveness, as Ozoh (2013) opines, was linked to high degree of locational flexibility as an advertisement on transit, with very good colour production and served as an effective reminder of who the PDP candidate was.

How the photograph of the PDP candidate was displayed in the transit advertisement as well as the short and catchy slogans not only set a political agenda for deciding on voting participation (Anibueze, 2015), but also showed how to consider the message as relevant to contemporary issues in Nigerian political situation . The media framing theory (McQuail, 2005) was therefore, at work in persuading the audience to react positively to the candidate's interest as displayed in the advertisement. Again why a high level of exposure to the traveling display was found could be linked to the need for knowing who the PDP candidate in that election is. It is the motive for message content consumption, in a bid to satisfy need expectation for candidates' evaluation in political decision-making, particularly, as it concerns voting behavior, which is explained by the uses and gratification theory, applicable to this study.

However, if the purpose was to create awareness of candidate's participation in the Anambra governorship election, then the travel display advertisement was found to have made a significant impact on the electorate. If, on the other hand, the purpose was to make voters participate in choosing the PDP candidate, the traveling display was not effective in achieving voting participation in the election as was found in the study, in spite of the awareness it created and the knowledge it provided the electorate. This may be attributed to its inability to reach the masses in the hinterland, as Osunbiyi (2009, p.188) argues that "the weakness of the transit advertising is its general lack of coverage of some segments of the society such as sub-urban business and professional people who seldom use mass transportation".

Summary from the Study

Awareness of who represents a political party in an election as well as the knowledge about that candidate does not necessarily translate to voting participation as found in this study. It means, therefore that intervening factors which influence voting participation in an election should be identified and addressed.

Also, issues management should be incorporated into image projection as applicable to transit advertising and travel display advertisement in particular. It is the effectiveness in persuading voting participation that has been evaluated in the traveling display advertisement by the PDP candidate in the Anambra State governorship election of 18 November, 2017, as applicable in this study.

Recommendations from Findings

The study thus recommends among others that:

1. Traveling display advertisement should serve as a reminder medium to the electorate for the identification of political party candidates;
2. Customized displays should be used to create awareness of candidates in an election within the electoral constituencies in particular, so as to also reach out to the rural areas in order to mobilize all segments of the populace;
3. Beyond the mass media channels, political office seekers should increase their contacts with the electorate through rallies and town hall meetings to increase voting participation in election;
4. A further study on the intervening variables that influence voting participation, beyond the traveling display advertisement is also recommended.

Conclusion

Awareness deals with ignorance, like knowing who was to represent PDP in the election. The used traveling display advertisement facilitated candidate identification by the electorate. However, it was not effective in persuading voting participation, since the result of that election saw Mr. Oseloka in a distant 3rd, despite the used format. Thus, a further investigation is required to understand what moves voters to participate in an election, within the Nigerian context, so that political advertisements can become more valuable and influential in persuading effective voting participation.

Contribution to Society and Knowledge

This study has explained a realistic benefit of traveling display in political advertising as strategy for awareness creation. It has shown the candidates in an election need to be identified and known by voters if voting participation is to be expected. Those who want to use traveling display for political advertising are better advised now on what to expect from such a political communication format in their constituencies.

Also, the study has shown that political advertising can use transit displays like is applicable to product and service advertising. It has therefore filled any intellectual gap as to whether travelling display advertisement can be effectively used in political communication, for enhancing voter participation at elections. It has provided empirical evidence on the relationship between awareness creation and voting participation. The study provides an insight for further study on how the traveling display format can be used for issues management, in political advertisements. It has therefore, contributed substantially to political communication literature, within the Nigerian context.

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