

Influence of Political Billboard Advertising on Non-Literate Electorates' Voting Intentions in 2022 Governorship Election

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Abstract:

Political campaigns are planned endeavours by political parties to win over the public. The purpose of a political billboard campaign is to create awareness, persuade and remind voters of the political party's programmes and candidates. Since billboard uses large graphics and pictures, they are on the basis of the findings, the study concluded that, though billboard can serve as a reminder to the non-literate electorates. This study thus sought to find out whether billboard adverts influenced the intention to vote among non-literate electorates in Osun State. This work was anchored on political mobilization, rational choice, and agenda-setting theories. Political mobilization theory explains the strategies political parties use to mobilize electorates, rational choice assumes that individuals have preferences out of available choices of alternatives, agenda-setting theory examines how the media influences the importance and salience of various topics in public discourse, on the basis of the attention paid to them. The survey method was used to gather data from 389 Ede respondents from North and South Osun state. Responses were analyzed using descriptive statistics of frequency counts, and the result was presented in percentages and tables. Findings revealed that the non-literates had a pre-determined candidate of choice on the basis that the candidate was from the same area as the respondents. However, findings further revealed that political billboard adverts reinforce the predetermined choice and constantly remind them of the political party/candidate to vote for. This research recommended to political parties since they are focusing on non-literates that there should be the use of clearer pictures and more visible graphics for easy identification of political parties as this may encourage these non-literates to vote for them when they see the billboard.

Keywords: Influence, Political Billboard, Advertising, Electorates, and Governorship Election

I. Introduction

Billboards are very effective ways to reach a broad audience as they are always present and may be viewed by many people. Billboards can be a potent tool in an advert, but to optimise their Influence, they should be utilised intelligently and in conjunction with other forms of advertising. Various researchers support this assertion by noting that billboards attract, inform and persuade them to act (Vaishili,2013). Billboard is a medium accessible to road users; it presents pictures that can tell a story of more than 1000 words. While billboard is used regularly by advertisers to create awareness for products and services, the trend today is to use billboard for political campaign (Ademosu et al., 2025).

According to Darren (2014), political campaigns are planned endeavours by political parties to win over the public by using persuasive communication to change public policy. This inclusive definition covers all types of campaigns, from neighbourhood associations trying to sway local officials to political parties and candidates running for office themselves. Election campaigns are essential for representation in pluralist democracies.

Campaigns give a voice to such individuals as well as others who support their cause because they are a way for groups of people with a shared cause to express their position and encourage others with related issues to join their campaign (Aondover et al., 2026). Campaigns

can change behaviour as intended recipients engage intellectually and form positive associations between their main disposition and a topic of interest. Political advertising is defined as; "the use of media by political candidates to increase their exposure to the public" (Nott, 2015). This implies that campaign workers and political advisors create the advertising message, which might span several months and spread across various media during the election season.

In 2022, the two ruling parties in Osun state, the All Progressives Congress (APC) and the People's Democratic Party (PDP) employed different campaign strategies across the state in a bid to persuade voters in voting for their respective parties/candidates. One visible strategy employed by the two major political parties (PDP and APC) was billboards. The billboard of governorship aspirants could be seen on major roads, streets and even in remote villages.

Thus, this study sought to, find out whether these billboards were able to influence non-literates' voting intentions during the Osun state governorship elections.

1.1 Problem Statement

While there are many political campaign strategies available to aspirants to use to persuade voters to vote for them, many aspirants have adopted the use of billboards in political campaigns for two reasons: firstly, they can be strategically placed to create awareness about the party and its aspirant(s) and secondly, they serve as a constant reminder to electorates.

Past studies have shown the importance of billboards to electorates' voting intentions. For instance, Odunlade (2013), was able to establish that billboard was effective in the 2011 Lagos state governorship election. Again Abati (2006), established in another study that billboards influenced voters in the Osun governorship election in 2006. However, despite the findings of these studies, there is no study on the influence of billboards for political campaigns among non-literate voters. This is the gap in literature that this study sought to fill.

This study, therefore, sought to find out whether billboard political campaign influences the intention to vote among the non-literate electorate in Ede north and south in Osun state

1.2 Objectives of the Study

Below are some of the objectives of this research;

- a. To find out the voting intentions of the non-literate electorates;
- b. To find out the frequency of exposure of non-literate electorates to political billboard advertising campaigns.
- c. To find out whether political billboard advertising can influence non-literate electorate's voting intention

II. Review of Literature

2.1 The Concept of Advertising

One of the most conforms of commercial communication is advertising strategies utilised by many individuals for various goals, and it has grown to play a significant role in our political system. In the past, advertising was not given much attention, but now it has been given much attention since politicians worldwide gradually realised the advantages of using it to win elections. Over the years, advertising has developed to take on immense proportions both as an economic activity and a social phenomenon, impacting both business and society (Mosopefoluwa et al., 2024a).

Advertising is described as "the impersonal transmission of information about things (products and Services) or concepts from recognized sponsors via various media that are frequently paid for and persuasive in character" (Arens, 2011). Public education or persuasions are the main goals of advertising, which can also be used to boost brand recognition or differentiate products. In this case, advertising is used to convince others to take a particular course of conduct or to come to a particular conclusion.

By examining the major components of these definitions, Arens (2011) concluded that advertising is, first and foremost, a form of communication. It is a structured form of applied communication that includes verbal and nonverbal elements. Advertising is a form of communication, and when it communicates, it affects the public. It is a communication type intended to elicit an action (Esimoka, 2011).

Advertising is typically targeted at a group of people rather than individuals, making it non-personal. These individuals could be business people, teenagers, politicians, both male and female. Every type of advertisement is paid for, and it is done by those identified as willing to buy in large quantities. Sponsors support the vast majority of commercials we see, read and hear. However, various definitions above, most advertising is usually intended to be persuasive, that is, to win converts to a good service or idea, and increased advertising is used to sell a wide range of economic, political, religious, and social ideas (Mosopefoluwa et al., 2024b).

2.2 Functions of Advertising

According to Weissman (2014), advertising's three major objectives are to inform, persuade and remind. He explained further that consumer awareness of businesses, their concepts, products, and services are increased via informative advertising. It also informs customers about the features and advantages of new or old items, as well as introduces new programs to change perceptions and improve the image of a business or product, and persuasive advertising aims to persuade consumers that a company's goods or services are the best. Its objective is to persuade customers to take action and change brands, test a new product, or stick with an existing brand.

Weissman (2014), further explained that the reminder aspect of advertising reminds consumers of the benefits and characteristics that a product or service will offer when purchased quickly. Product-focused commercials, or those that highlight an organization's products or services, are frequently the first to come to mind when consumers think of advertising. Institutional advertising promotes individuals, businesses, places, occasions, political figures, and goods (Saint et al., 2025). PSAs are a type of institutional advertising that focuses on social welfare issues like drug use, drunk driving, and maintaining a healthy lifestyle. Non-profit groups and governmental bodies fund Most PSAs with a stake in the issues they support.

2.3 The Concept of Billboard Advertising

The conventional form of advertising is the billboard. The term "billboard" first appeared in the 19th century when businessmen leased space on wooden boards in busy areas to place these "bills". Billboard advertising is marketing a business, brand, item, service, or campaign utilising a sizeable digital or print advertisement. Billboard advertising which falls under the umbrella of out-of-home advertising is a type of marketing in which companies place hoardings, also known as billboards in many European countries, are used to advertise a company's products or services near major intersections or other locations (Hile et al, 2023).

According to a definition provided by Osunbiyi (2002), a billboard is a "big structure placed on highway and roadways for the exhibition of enormous advertising posters." A billboard is a massive board mounted in key locations, left by either attached to a roadside or structure to display political adverts or promotional messages. They are put at a height in strategic locations to seek more attention (Ahmed & Msughter, 2022).

The term "big structures...for the display of enormous advertisement posters" no longer accurately describes billboards. Outdoor advertising has advanced beyond being referred to as a massive structure, particularly in placing billboards. Today, the term "billboard" has a new meaning; nowadays, it is a term for an out-of-home advertisement that is displayed on a metal structure and is visible on walls of skyscrapers, the sides of highways, and the tops of buildings (Osunbiyi, 2002). This demonstrates how dynamic billboards are as an outdoor advertising medium, incorporating technological advancements with their design (Vitalis et al., 2025).

To capture the application of campaign messages that should attempt to their values, attitudes, feelings, desires, and imagination through emotional feelings, propositions told and well crafted, billboards that are erected and serviced by registered practitioners or whose rents are paid periodically by clients make up billboard advertising. As a result, billboard advertisements make great use of the available space while using a few words.

2.4 Benefits of Billboard Advertising

According to Osunbiyi (2002), he states that billboard advertising offers several benefits for advertisers, such as;

Removes the barrier of illiteracy: In contrast to print and electronic media, which call for a certain level of literacy. Billboard viewers need not be educated to understand the advertisement's intended message. The use of demonstrative images in billboard advertisements is distinctive.

Repeat exposure: The creative constraint of billboard advertisements, one of their shortcomings, is made up for by chance of repeat exposure to billboard commercials; this quality is unmatched by other forms of advertising media. The message can be seen and reviewed by the audience multiple times.

Flexibility: A billboard can be erected anywhere. Language, culture, and religion can all be changed to fit a particular environment, culture, or faith. The adaptability of billboards also allows them to be used as a vehicle for transitional messaging.

No investment on the part of the audience: Unlike television, radio, newspapers, and magazines, which all require investments before exposure to inherent advertising messages, billboards intercept the audience while they are moving, motorists and pedestrians alike, as they go about their daily routines, without charging for the exposure. This advantage makes billboards a unique form of advertising.

Economic: In Nigeria, billboard advertising continues to be a particularly cost-effective medium. Because of its low cost, the popular cost spectrum is efficiently covered. Considering the medium's almost endless effectiveness in advertising goods and services and corporate images, it is simple to understand this benefit.

Colour and size give it attention: Even in crowded metropolitan areas like Lagos, the enormous size, notwithstanding variations, guarantees visibility. The size and the vibrant copy/poster on the board capture the viewer's imagination. A billboard's size and colour make it stand out gloriously and prominently in its area.

High visibility: Billboards are more detrimental to the environment than any other outdoor medium. Billboards have the advantage of being a powerful, attention-grabbing medium due to their enormous size and smart placement. Billboards are a significant outdoor advertising device due to their uneven visibility.

2.5 Innovations in Billboard Advertising

It is becoming more apparent that political parties use creative approaches to spread their views daily. Every advertising message has a creative idea, or "Big Idea," that sets it apart from other communications because it is captivating and enduring. According to Jefkins (1976), as cited by Osho (2004), advertising can be effective depending on how creative and planning skills are employed to accomplish its goals. In advertising, creativity is crucial since it involves more than just being original; it also entails the capacity to think creatively. Originality is also one of the qualities that no one else has thought of before and is the essence of a creative concept.

The communication strategy's creative component includes billboard advertising as the primary feature: it is a medium for people who are continuously on the go and need more time for in-depth information (Usman et al., 2022). As a result, creative artists must use appealing, eye-stopping, and attention-grabbing imagery. The communications' creative principles must be customised for the client and adhere to three standards; they must be straightforward, inventive, and precise (Obasi & Msughter, 2023). Many copywriters have found out that creating billboards is both difficult and much fun because it limits creativity to a few words and illusion and includes puns and wordplay in addition to the visual components. It also includes avoiding awkward typefaces like a script in favour of clear and concise wording.

Senator Ademola Adeleke, the Governor of Osun State, won the election in 2022 partly due to his innovative advertising. His slogan, "IMOLE DE," captivated the attention of locals, who wondered if he concluded that Osun was losing its glory and vibrancy due to its failure to implement policies and programs. However, they soon realised that his phrase was meant to persuade them not to vote for the All-Progressive Congress.

2.6 Electorates and voting intentions

An electorate is a collection of people with the assigned rights to vote in an election. Being a part of the electorate is crucial because it gives you chances to elect or choose whom you want to represent in your government. The ability of the media to influence politics typically results not from their role as watchdogs but rather from the necessity of the media for politicians (Ingham, 1960). Particularly to aid in disseminating appropriate myths, stories, and versions, developing acceptable political identities, creating individual profiles and celebrating status, and promoting policies, belief systems, and points of view. Journalists, advertising professionals, and public relations professionals have a symbolic bond that enables them to spread good political myths, sell the status quo, and promote policies and worldviews; politicians and journalists have a symbolic relationship (Aondover et al., 2025). In their quest for political victories, politicians use a variety of media tactics, with advertising being among them.

Today, political campaigns often include advertising, which has a significant impact on the democratic process as a whole. Political advertising has become more and more significant when

it comes to running, recently for office at all levels (Aondover et al., 2026). Politicians have come to appreciate the advantages of using advertising as they seek reelection throughout the years. Political advertising was created as a result of politicians and some communication experts realising this truth and packaging politicians, political parties, and manifestos for sale to the electorate.

Political campaigning is ultimately intended to persuade viewers to do what the advertiser paying for the advertisement wants them to do: vote for a particular candidate, which means not voting for another candidate. While it may not sway those with strong opinions for or against the candidate, it can be a deciding factor for undecided voters.

The electoral regulations could be more specific, constantly changing, or readily circumvented; the electoral body is fundamentally weak and prone to corruption, and Nigeria is observed to be among the nations lacking in success rates of election administration and results. The political players and agencies behave like gladiators, rendering them ineffectual, while the public is frequently helpless in the face of political and electoral corruption (Aondover et al., 2025).

Voting differs from deciding in the Nigerian context because political oligarchs make choices that defy election norms, laws, and practices. "Winning and losing have often been determined before the contest, and voters simply go through the charade of confirming choices already made" (Fawole, 2015). Every nation's voting system fundamentally impacts the maintenance and shaping of its inhabitants' political conduct (Okolo, 2002). The amount of political engagement, political culture, and good governance in a nation is heavily influenced by how elections are held there.

2.7 Electorates Voting Intention

Voter indecision has unquestionably emerged as one of the most prominent subjects in media coverage of election campaigns, as well as one of the critical areas of interest for voting behaviour (Iyengar, 1994). In many established democracies, (Iyengar, 1994) observed a long-term trend for citizens to delay their voting choice until a later stage of the campaign. Previous work demonstrates that in Western countries, there has been a gradual increase in the percentage of voters who postpone their vote decision until the campaign is underway (Plischke, 2014).

Indeed, fewer and lesser citizens know before the start of the campaign which party they will vote for. A growing segment of the electorate enters the campaign without a firm vote intention and remains undecided until the last weeks before or until Election Day. Over the past few decades, many studies have been conducted to explain why some voters make their final choice even before the campaign starts while others take their electoral decision during the campaign period. Scholars have sought to identify the socio-structural, attitudinal, and contextual factors that delay or precipitate voting choices. The present article reviews this rich literature on the determinants of time of vote decision.

According to Connors (2013), electoral researchers have put forward six main types of individual-level predictors of decision timing: sociodemographic characteristics, partisanship, cross-pressures, political sophistication, political disaffection, and strategic considerations.

Moreover, besides individual-level factors, some contextual factors have also been claimed to affect the timing of voting choice pointed out in this research; he further explained what each of the types of individual-level Sociodemographic factors in previous studies, two

sociodemographic characteristics, namely age and gender, have been argued to influence the time of vote decision. Age is often regarded as one of the main determinants of decision timing (Aondover et al., 2025).

Previous research demonstrates that young citizens are more likely than their elders to vote late in the campaign. Plischke (2015) has unanimously considered one of the most reliable predictors of the timing of the voting choice. Partisanship hastens the vote decision. Party identifiers are much more inclined to decide before the campaign begins than voters who report no partisan attachment.

Plischke (2015) further explained that the time of voting decisions dates back to the pioneering work of the Columbia School focused on the role of political sophistication. While the relationship between political sophistication and decision timing has been intensively studied for over half a century, scholars' opinions still differ on whether or whether a high amount of political expertise increases or decreases the likelihood of postponing one's voting choice.

In this debate, one can distinguish two competing theoretical perspectives on the late decision: a pessimistic view and an optimistic view; the late decision can be regarded as the product of a lack of political involvement, whereas according to the optimistic perspective developed by (Dalton, 1984), late voting decisions tend to be taken by highly sophisticated voters who seek to make thoughtful choices.

III. Research Methods

3.1 Contributing Factors to Voting Pattern

According to Anaeto (2008), extensive research has shown that beyond the media, other factors exist that influence audience behaviour. Anaeto (2008), conducted a survey which reveals that the electorate is more likely to be influenced by conversations with friends and family than by what they have seen, heard, or read in the mass media (Maradun, L. U., & Aondover, 2025).

There are additional elements that affect voting behaviour. The voting behaviour, which (Campbell, 1960) dubbed the "funnel of casualty," was used by (Oates, 2008). These factors can best be explained thus: the vote is filtered through several tunnel sections starting with socioeconomic status (such as age, gender, religion, education, ethnicity, and income) in this model, which helps to establish the various factors influencing voting behaviour. This factor influences the type of candidate an electorate would vote for and identify with. The candidates must use the social elements mentioned above to sway the electorate in their favour. These societal elements would result, in turn, affect the partnership.

The electorate's connection with the political parties is what partisanship is all about. The party the electorate chooses depends on how politically socialised a person is. Political parties can locate voters by ascertaining the variety of public opinion (Oates, 2008). Voting patterns can be influenced by a variety of factors, including individual characteristics, social and economic factors, political ideologies, and campaign strategies. Here are some key contributing factors to voting patterns:

Individual Characteristics: Factors like gender, age, education level, and income can play a role in shaping voting patterns. For example, younger voters tend to lean more liberal, while older voters often exhibit more conservative tendencies. Educational attainment and income

levels can also impact voting choices, with higher levels of education and income often associated with more liberal voting patterns.

Political Ideologies: People's political ideologies strongly influence their voting patterns. Individuals who identify as conservative or liberal are more likely to vote for candidates from their respective ideological camps. These ideologies encompass a range of beliefs and values that shape an individual's political views (Aondover, 2024).

Party Affiliation: Political party loyalty is a significant factor in determining voting patterns. Many voters align themselves with a specific political party and consistently vote for candidates from that party. Party identification is often influenced by family background, cultural or regional factors, and ideological alignment. **Socioeconomic Factors:** Socioeconomic factors, such as income inequality, employment rates, and access to education and healthcare, can influence voting patterns. Voters may prioritize candidates who they believe will address their economic concerns or improve their social welfare. For example, low-income individuals might be more inclined to vote for candidates who promise policies to reduce poverty or provide social safety nets.

Campaign Strategies: Political campaigns and the strategies employed by candidates can sway voting patterns. Effective campaign messaging, advertising, grassroots organizing, and mobilization efforts can shape voter opinions and behaviours. Candidates' ability to connect with voters, resonate with their concerns, and inspire confidence can greatly influence voting decisions.

3.2 Political Advertising

Advertising is a powerful social force that can either develop or tear down societies. The indiscriminate and unchecked use of negative advertising could not be more damaging. Political advertising is a crucial political process element and can be a valuable tool for educating the public about the differences between rival candidates. Most Politicians are now the target of negative political advertising that criticises their policies, character, and behaviour. This prompts counterattacks, which makes negative advertising a popular strategy in many elections. However, some detractors contend that negative political advertising serves only to agitate politicians. The hostility of their content and message are the most striking aspects of contemporary political advertising. With our current campaigns in Nigeria, that is the general tone we have been seeing.

Political advertising serves as a persuasive tool to influence public opinion and shape voter behaviour. These advertisements employ various techniques such as emotional appeals, fear tactics, endorsements, testimonials, and comparisons to sway voters' perceptions and attitudes towards a particular candidate or party. The goal is to generate support, build trust, and convince undecided or wavering voters to align with a specific political agenda. The availability of resources is essential for political advertising, but its propagandist nature also restricts its usefulness. It may have unanticipated side effects, and there is little conclusive proof of the effectiveness of political advertising, even though it may have the desired effect with only a little repetition and attention. political advertising aims to create visibility and raise awareness about candidates or parties.

Through carefully crafted messages, slogans, and imagery, political ads seek to capture the attention of voters and make them aware of the key issues and platforms being promoted. They often emphasize the qualifications, achievements, or policy positions of the candidates or parties being advertised. Political advertising helps in mobilizing supporters and rallying them around a

cause. Advertisements often call on viewers to act, such as volunteering, making donations, or participating in campaign events, by presenting a sense of urgency and the importance of their cause, political ads aim to motivate individuals to actively engage in the political process and support the advertised candidate or party (Ademosu et al., 2025).

Political advertising regulations must be strictly followed in nations that employ them extensively. Political advertising in Nigeria is governed by the Independent National Electoral Commission (INEC) and the Association of Advertising Practitioners Council of Nigeria (AAPCN) through the latter's standard regulating section, the Advertising Standard Panel (ASP).

3.3 Theoretical Framework

The study adopted Political Mobilisation Theory. This theory states; "Many governments attempt to mobilise the population to participate in elections and other voting events. In particular, political parties in any country need to be able to mobilise voters to gain support for their party, which affects voter turnout in general". This paper, however, adopts political mobilisation theory as a theoretical framework. Historically, proponents of political mobilisation theory include (Dalton, 1984; Olson, 1965; Eisinger, 1975; Zald & McCarthy, 1987).

The theory explains the strategies political leaders and groups use to mobilise the electorate for support during campaigns and elections in a given political system. Strandberg (2006) identified that the political mobilisation theory recapitulates several optimistic visions regarding both social media and other methods that help in the ability to affect citizens' political activity. The theory states that social media and door-to-door political mobilisation strategies have the potential to: inform, organise and engage those who are currently marginalised from the existing political system so that these groups will gradually become drawn into public life and civic communities (Mohammed & Aondover, 2025). The theory assumes that social media facilitates the interaction between citizens and political representatives. These communication platforms allow citizens to engage with their political leaders at the local community, municipal, provincial and national levels (Aondover & Ademosu, 2025).

The level of reciprocal communication between representatives of political parties and social media users is still a matter of debate, but despite the contestations, various political entities utilise these platforms to interact with and push information to citizens (Aondover & Obasi, 2023). This is because political parties are institutions guided by rules, norms and procedures in their activities. However, regarding this research, the theory helps us understand how the government can organise and mobilise the people through billboard advertisements.

3.4 Research Design

The research design is the plan, structure or strategy of investigation deemed appropriate to provide answers to the research questions (Guanah et al., 2026). A quantitative research design was adopted for the research. According to Trochim (2010), quantitative research design is an empirical approach that involves collecting and analyzing numerical data to answer research questions and test hypotheses. It focuses on objective measurement, statistical analysis, and generalizability. In quantitative research, researchers use structured surveys, experiments, observations, or secondary data sources to gather data. Quantitative research is used for this study for three reasons; quantitative research aims to be objective by relying on numerical data and statistical analysis. This allows for generalizations to be made to larger populations, increasing the potential for findings to be applicable beyond the immediate study sample. Secondly, it is right for this because it utilizes structured data collection methods and statistical techniques, which can yield precise measurements and replicable results. This contributes to the

rigour and reliability of the research findings. Lastly, quantitative research enables researchers to employ statistical tools to analyze data, identify patterns, relationships, and trends, and draw quantitative conclusions. This can provide a robust basis for making objective inferences and supporting hypotheses.

3.5 Population

The population of this study is the total number of registered voters in the Ede North and Ede South which according to Adekunle, (2022) is 13,301.

Sample Size

For this study, to get our sampling size Taro Yamane formula was adopted $n = \frac{N}{1 + N(e)^2}$

n = Sample

N = Total population of the area under study

e = error limit or margin of error. It is usually accepted at 5% or 0.05

$n = \frac{N}{1 + N(e)^2}$

$n = \frac{13,310}{1 + 33.275}$

$n = \frac{13,310}{34.275}$

$n = 388.33$

$n = 389$

Therefore, the sample size for this research work was 389.

3.5 Sampling Technique and sampling procedure

Since the respondents are non-literate electorates, the study adopted the convenience sampling technique. The convenience sampling method was chosen because there was no systemized register of non-literate electorates of each local government/council area. Thus, the research used a research assistant from both areas who was able to ask the respondents if they could read and write. Respondents that could not read and write were automatically included in the study, while those who could read and write were excluded from the study.

3.6 Data Collection Procedure and Instrument

A self-administered questionnaire was used to gather primary data for the study with the aid of a research assistant. Asika (1991) defines the questionnaire as a set of questions designed to gather information/data for analysis; the results are used to test relevant hypotheses. Similarly, Babbie (2000) defines the questionnaire as an instrument designed to elicit information useful for analysis. He goes on to say that the systemised questionnaire is helpful because it ensures the same observation techniques are used with every respondent in the study. The questionnaire was designed into four sections, with the first section seeking data on the demographic variables of the respondents.

3.7 Methods of Data Analysis

Data gathered from respondents were analyzed using descriptive statistics of frequency counts. The result was presented in percentages and table.

IV. Result and Discussion

4.1 Demographics of Respondents

This section of the questionnaire asks about the basic characteristics of the respondent by asking about their gender, age, religion, and the political party they belong to. This section offered a series of options for the respondents to pick from in answering the question.

Table 1: Respondent's Demographic

Characteristics	Variables	Frequency	%
Gender	Male	153	39.3
	Female	236	60.7
	Total	389	100.0
Age Respondents of	18-28	64	16.5
	29-39	144	37.0
	40-50	133	34.2
	50 and above	48	12.3
	Total	389	100.0
Religion	Christianity	105	27.0
	Islam	279	71.7
	Other	5	1.3
	Total	389	100.0
Political Party	APC	109	28.0
	PDP	141	36.2
	AA	12	3.1
	NNPP	23	5.9
	APGA	10	2.6
	YPP	11	2.8
	LP	60	15.4
	ADP	16	4.1
	A	7	1.8
	Total	389	100.0

Source; Research field survey, 2023

Table 1 shows the gender distribution of the respondents for the research. According to the data, there were 389 respondents in total, out of which 153 (39.3%) were male and 236 (60.7%) were female. The data indicate that female respondents were more than male respondents in the sample. Also, data reveals that the majority of the respondents (37%) were between 29 and 39 years old, followed by those between 40 and 50 years old (34.2%).

The least represented age group was 50 and above (12.3%). This suggests that the non-literate electorates in Osun State are mostly young and middle-aged adults who may be more exposed to and influenced by billboard advertisements. The data also indicates that only 16.5% of the respondents were between 18 and 28 years old, which is lower than the national average of 23.3% for this age group, according to the National Population Commission. This may imply that the non-literate electorates in Osun State have a lower level of education and economic opportunities than their counterparts in other states.

Furthermore, data revealed that Islam is the dominant religion among the respondents, with 279 (71.7%) identifying as Muslims. Christianity is the second most common religion, with 105 (27.0%) identifying as Christians. Only 5 (1.3%) respondents belong to other religions. Table

4.1 shows the frequency and percentage distribution of political party affiliation among 389 respondents. The most popular party is PDP, with 141 respondents (36.2%), followed by APC (All Progressives Congress), with 109 respondents (28%). The least popular party is A (Accord), with only seven respondents (1.8%). The data also shows the percentage of each party, which indicates the proportion of respondents who belong to that party or any party above it in the table. For example, 82.8% of the respondents belong to LP, APC, PDP (People's Democratic Party), or AA (Action Alliance).

Table 2. Respondents' voting intention

Characteristics	Variables	Frequency	Percentage %
1. Did you vote in the last election?	No	166	42.7
	Yes	223	57.3
	Total	389	100.0
2. which political party did you vote for?	APC	129	33.2
	PDP	133	34.2
	NNPP	76	19.5
	AA	9	2.3
	YPP	8	2.1
	LP	20	5.1
	ADP	7	1.8
	A	3	.8
Total	389	100.0	
3. Why did you vote for the aspirant of the party?	Performance	118	30.3
	Manifesto/Programs	131	33.7
	Campaign gifts to People	140	36.0
4. which other political party would you have voted for?	APC	76	19.5
	PDP	271	69.7
	AA	8	2.1
	LP	18	4.6
	YPP	4	1.0
	NNPP	4	1.0
5 Why do you like the political party billboard advertisement?	Son of the soil	210	54.0
	Billboard is colourful	88	22.6
	Message is simple	59	15.4
	Language Use	24	6.2
	Picture Use	8	2.1

Source; Research field survey, 2023

Table 2 shows respondents who voted in the last election. According to the data, 42.7% of the respondents said they did not vote, while 57.3% said they voted. Item 2 in Table 4.2 revealed the political party respondent voted for in the 2022 governorship election. The result indicates that the voted party most was PDP, with 34.2% this, followed by APC, with 33.2%. The least-voted party was ADP, with only 0.8%.

Item 3 in Table 4.2 reveals the reason for voting for the aspirant/party was because of the way the campaign gifts were distributed by the party, due to the economic issues in the country electorates tend to prefer political parties that distributed gifts during campaigns which accounted for 36% of the total responses. The second most common reason was the manifesto or programs of the aspirant, which accounted for 33.7% of the responses. The least common reason was the performance of the aspirant, which accounted for only 30.3% of the responses. According to the data gathered in item number 4, people had the intention to vote for the PDP party 69.7% out of 389. The APC party had second in people having intentions to vote for them, with 19.5% out of 389 respondents supporting this. or 19.5% of the total. The other parties had much fewer electorates ready to vote for them ranging from 4 to 18 out of 389 respondents indicating this, or 1.0% to 4.6% of the total.

The data suggest that the APC and PDP parties are the most popular and visible in the Osun State, while the other parties are less known and influential. This suggests that the voter's had intentions to vote for a particular party were

According to the data gathered in item 5, analysis shows the reasons why people like the political party billboard advertisement. The most common reason is that they identify with the slogan "Son of the soil", which appeals to their sense of belonging and patriotism. The second most common reason is that they find the billboard colourful and attractive, which catches their attention and interest. The third most common reason is that they appreciate the simplicity of the message, which conveys a clear and concise idea. The fourth most common reason is that they like the language used, which is respectful and polite. The fifth and least common reason is that they enjoy the picture use, which illustrates the party's vision and values.

Table 3. Respondents' Exposure to Political billboard advertising campaign

Characteristics	Variable	Frequency	Percent%
Did you pay attention to political advertising?	Yes	131	33.7
	No	258	66.3
2. Did you see the political billboard advertising campaign of the aspirant/party you voted for?	Yes	241	62.0
	No	148	38.0
3. How many types of political billboard campaigns of the aspirants did you see?	1-2	61	15.7
	3-4	111	28.5
	5-6	217	55.8
	Total	389	100.0
4. What do you remember about the billboard (s)?	Picture	302	77.6
	Theme	87	22.4
	Total	389	100.0
5. How do you feel each time you see the	Remember to Vote	173	44.5
	Anger towards the	35	9.0

billboard political campaign?	aspirants		
	I wish he/she would come and give you money/fund	173	44.5
	Campaign to Others	8	2.1
	Total	389	100.0

Source; Research field survey,2023

According to the frequency table, 389 people were asked whether they paid attention to political advertising on billboards. Out of these, (33.7%) said yes and (66.3%) said no. This means that the majority of the respondents did not pay attention to political advertising on billboards.

According to the data in (item 2 Table 3) which shows that 62% of the respondents said yes, while 38% said no when asked if they've seen the political billboard advertising campaign of the aspirant/party they voted for. This means that the majority of the respondents were exposed to the political billboard advertising campaign, which could have influenced their voting decision. Political billboards are a form of out-of-home (OOH) advertising that can reach a large number of voters and drive turnout. They can also be used to educate voters about where and when to vote and to communicate the candidate's views on important issues. However, political billboards also have some limitations, such as being expensive, having limited space for messages, and being subject to vandalism or weather damage.

According to the data in (item 3 Table 3) gathered from the respondent, 55.8% of the respondent see up to 5-6 political billboard campaigns from political aspirants, 28.5% of the respondent see up to 3-4 political billboards, and only 15.7% of the respondent see up to 1-2 of political billboard campaigns from political aspirants. Also, in item number 4, respondents were asked what they remembered about the billboard; 77.6% of the respondents remember the pictures used in the billboard, while only 22.4% of the respondent remember the theme used on the billboard. This shows that the pictures used on the billboard stand out to the audience that the theme used.

Furthermore, in item number 5, respondents were asked how they feel each time they see a billboard political campaign; 44.5% per cent of the respondent feels the billboard political campaign encourages them to vote, and another 44.5% said that they wish that the campaign money should be given to them instead of being used on the campaign, 9.0% of the respondent feels anger towards the aspirants, while 2.1% of the respondent campaigns to others. According to the data gathered in item number 6, respondents were asked if they voted because of the billboard campaign, majority of the respondents, 66.6%, didn't vote because of billboard campaigns.

Table 4. Respondents' Influence of Political Billboard Campaign

Characteristics	Variables	Frequency	Percentage %
1. Did any slogan or any political billboard advertising content influence your choice of voting?	Yes	130	33.4
	No	259	66.6
	Total	389	100.0
2. Did you vote for a political party based on the political party	Yes	179	38.0
	No	210	62.0
	Total	389	100.0

you saw on the billboard advertising?			
3. How did you feel each time you see the political campaign	Remember to vote	173	44.5
	Anger towards the aspirant	35	9.0
	Wish he or she would come give you money	173	44.5
	Campaign to others	8	2.1
	Total	389	100.0

According to the data gathered in item 1, table 4, respondents were asked if the slogan used in political billboard advertisements influenced their voting choice.

According to the data gathered by the researcher, 66.6% of the respondent voting choice is not influenced by the slogan used in political party billboard campaigns, while 33.3% of the respondents' voting choice is influenced by the use of slogans in political party billboard campaigns. (Item 2 Table 4), respondents were asked if they would vote for a political party based on the political party they saw on the billboard advertising; the majority of the respondent, 62.0%, don't think they would, while 38.0% don't vote based on the billboard.

According to the data gathered in item 3, respondents were asked if they've ever come across any political billboard advertisement with any message they didn't like. 63.5% of the respondents have never seen a political billboard advertisement whose message they don't like, while 36.5% of the respondent have seen a political billboard advertisement with messages they don't like.

4.2 Presentation of Data Based on Research Questions

Here, the research questions of the study are answered based on the data obtained from the field.

RQ 1: What are the voting intentions of the non-literate electorates?

Analysis of the data gathered and analysed in Table 2 revealed that the majority had the intention to vote (see Table 2 item 1). Respondents were also asked what political party they were interested in voting for. The responses show that 69.7% were interested in voting for the People's Democratic Party (PDP).

RQ 2: What is the frequency of exposure of non-electoral electorates to political billboard advertising campaigns?

When asked about the frequency of exposure, 217 (55.8%) in (Table 3 item 3) said they saw it more than five times. One can submit that all the respondents saw the political billboard; however, the frequency of exposure Analysis of the data gathered shows that the non-literates too are exposed to the political billboard advertisement; the respondent was asked if they saw political billboard advertising campaign of the aspirants they voted for. According to the data, 62% of the respondents said yes, while 38% said no. This means that the majority of the respondents were exposed to the political billboard advertising campaign, which could have influenced their voting decision.

Q3: Does billboard advertising influence non-literate electorates' voting intentions?

Analyses in Table 4 indicated that the respondents' voting intentions were not influenced by the billboard political advertising campaign, while 33.3% of the respondents' s stated that their voting choice was influenced by the billboard political campaigns. However, a further investigation of whether the campaign influenced their data showed that respondents were influenced by the fact that the candidate PDP who was the most voted for, was the "son of the soil" and the fact that they received gifts from the political parties. It must be mentioned that parties and pictures only serve to remind them to vote.

4.3 Discussion of Findings

The findings of the study revealed that non-literate electorates can react to billboard campaigns differently and that they are more often than not influenced by other factors outside the political billboard campaign strategies. This is so because the candidate of PDP was voted for mostly (see Table 2 item 2) because he was the "Son of the Soil" (see Table 2 item 7) and because there were insensitive in the form of gifts distributed by the political parties (see Table 2 item 3), The findings also align with the assumption of rational choice theory.

Again, pictures and other colours, which was why even when the billboard was designed in the local dialect, of the respondents 66.3% of the respondent did not pay attention to it (see Table 3 item 1). also, even when asked why they liked the billboard of the political party they saw, language was the least of the reasons (see Table 2 item 5). The simplicity of the messages was not considered over the colourful appearance of the pictures. (see Table 3 item 4)

On the basis that the intention was to vote for the son of the soil and not performance (see Table 2, item 7), the picture,77.6% of the billboard (see Table 3, item 4) was instrumental in reminding them to vote (see Table 3 item 5) on the type of Influence the billboard campaign had on the respondents given by the respondent even though the respondents claimed that they did not vote because of the billboard (Table 3 item 6), the fact that the respondents said each time they see the billboard it reminds them to vote and the fact that only thing they could remember about a billboard is the pictures as stated in Table 3 item 4, revealed that to some extent the billboard served as a reminder.

These findings align with the assumption of political mobilisation theory which assumes that social media and door-to-door. Political mobilisation strategies have the potential to: inform, organise and engage those who are currently marginalised from the existing political system so that these groups will gradually become drawn into public life and civic communities (McCarty, 1987).

V. Conclusion

From past studies, there is this general belief that billboard advertising can persuade and move the target audience to action. However, this study has shown that political billboard advertisements can give exposure to different political parties' programs and candidates, but electorates are not influenced by the choices billboard advertisement. Rather, they are influenced by the political party gifts inform of money. Future researchers can enlarge the scope of the study across states in Nigeria to examine and compare multiple result. Also, while this study examines the influence of political billboard campaign on non-literate electorates, future study can look at influence of interpersonal communication on non-literate voting intention.

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