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PRICING STRATEGIES AND POLITICAL GOVERNANCE IN SOUTH-EAST NIGERIA

***NWANGUMA KENNETH CHUKWUKA, Ph.D; *AZUGAMA MAXWELL, Ph.D; & **UBAH CHUKWUDI NELSON, Ph.D**

*Department of Marketing, Faculty of Management Sciences, Imo State University, Owerri, Imo State, Nigeria. **Abia State University, Uturu, Abia State, Nigeria

Abstract

This study examined the relationship between pricing strategies and political governance in South-East Nigeria. Survey research design was used and questionnaire served as the instrument of data collection. The analysis was done using Percentages, Mean and Pearson Product Moment Correlation Coefficient (through SPSS version 21.0). It was discovered that there is significant effect of subsidized price on Provision of Quality Education (PQE); there is significant relationship between subsidized price and Provision of Quality Health Care (PQHC); there is no significant relationship between none subsidized price and Provision of Quality Education (PQE); and none subsidized price does not enhance Provision of Quality Health Care (PQHC). This work concludes that effective political governances should focus on subsidizing the basic and essential needs of the people. It was recommended that there is need for the government to reduce price of fees in public educational institutions to make it affordable for citizens. Furthermore, the government should make national health insurance scheme for all Nigerians so as to enhance good health for all citizens.

Key Words: Pricing strategies, Political governance, subsidized price, Quality Education, Health Care.

Introduction

For any society to make progress, there must be a government to run its affairs. But, if the citizens must trust the government, pay their taxes and contribute for the good of the nation, the government must be very committed and effective in solving societal problems. According to Aila (2021), the government must provide essential services and products to the citizens at affordable prices. This means that the government can subsidize the price/cost of education, health care services, electricity and other essential products like petroleum. According to Ubah (2018), the Nigeria government has to subsidized major items and essential services so that people can feel positive impact of the political governance.

The removal of fuel subsidy by the federal government of Nigeria since 29th May 2023 is actually affecting the people of the country hence it has led to high price of other products. There is need for improve government subsidization of educational and heath sectors through the use of affordable prices for such essential services. If that could be achieved, there must be adequate

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funding of educational and health sectors. Apart from the impact of inadequate funding on the quality of the teaching and learning process in our institute of education, student support is now inadequate (Ubogu, 2020). It was therefore, not surprising that different administrations in Nigeria had to be confronted by labour unions in the educational sector with long lists of demand on what should be done to uplift the sector.

Statement of the Problem

The Nigeria people pay high prices to get essential services from the government (Ubah 2018). To him, such indicates that the government is not actually playing positive roles in political governance and development of the nation. More so, there is no general agreement by scholars on the extent to which pricing strategies influence political governance. For instance, Ukaegbu (2019) wrote on high cost of services and poor governance in the developing countries. The work relates to this study because they all covered governance and were done within African. However, the Ukaegbu (2019) differs from this work because it covered developing countries, and not specifically on south east Nigeria.

Dele (2021) focused on political governance and sustainable development in Lagos State using Fashola (2007-2015) as the focal point. The work is inline with this study since both covered political governance and were done within the Nigeria environment. However, the study by Dele (2021) did not cover south east, but only Lagos State using Fashola (2007-2015). Ubani (2020) studied cost of governance and price of essential services in Enugu State. Though the work was done within the south east Nigeria, but did not cover the entire south eastern states. Therefore, it is the gap created by the above studies - Ukaegbu (2019); Dele (2021) and Ubani (2020) – on the basis on subject matter, location and indices that necessitated this study; hence this work focused on the relationship between pricing strategies and political governance in South-East Nigeria.

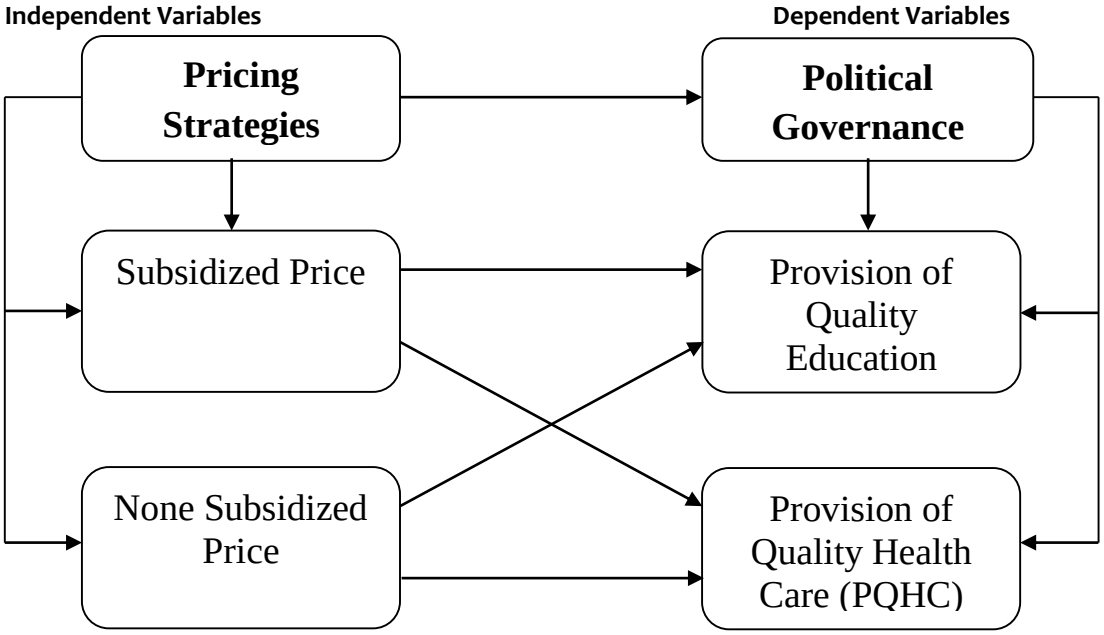


Fig. 1: Operational Conceptual Framework **Source: The Researcher's Desk, 2023**

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Objective of the Study

The general objective of this study is to examine the relationship between pricing strategies and political governance in South-East Nigeria. The specific objectives are to:

1. determine the effects of subsidized price on Provision of Quality Education (PQE).
2. assess the relationship between subsidized price and Provision of Quality Health Care (PQHC).
3. assess the relationship between none subsidized price and Provision of Quality Education (PQE).
4. investigate the extent none subsidized price enhances Provision of Quality Health Care (PQHC).

Research Questions

Based on our study objectives, the following research questions guided the study:

1. What are the effects of subsidized price on Provision of Quality Education (PQE)?
2. What is the relationship between subsidized price and Provision of Quality Health Care (PQHC)?
3. What is the relationship between none subsidized price and Provision of Quality Education (PQE)?
4. To what extent does none subsidized price enhance Provision of Quality Health Care (PQHC)?

Research Hypotheses

We formulated the following hypotheses based on our research questions.

Ho1: There is no significant effect of subsidized price on Provision of Quality Education (PQE).

Ho2: There is no significant relationship between subsidized price and Provision of Quality Health Care (PQHC).

Ho3: There is no significant relationship between none subsidized price and Provision of Quality Education (PQE).

Ho4: None subsidized price does not enhance Provision of Quality Health Care (PQHC).

Conceptual Review

Pricing Strategies

For the purpose of this work, pricing strategy is the nature of pricing or cost adopted by government in the provision of government services or products. Here, price entails the amount charged by government in providing essential social amenities and tax imposed on citizens (Gbadeyan, 2017). It is on record that government cannot provide development projects free of charge to the citizens. For that, there are charges which government imposes on citizens as educational fee (school fees paid by students in government school), electricity bills paid by citizens who consume and utilize power supply, amount charged in government hospitals for health care services and many others. According to Whisky (2017), government could be judged reasonably, effective and considerate if the price charged for the above services are not too much for the citizens. Here, many scholars like Ubah (2018) have emphasized the need for the government to offer free education, provide free health care and security services to people of

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lower socio-economic status. More so, price here covers the rate of tax government coll3ect from its taxable groups in the society.

When the government charges tax that are friendly, it will encourage businesses and citizens to play positive impact in development programmes. Therefore, government will be seen as positive or negative depends on its price of services and rate of taxation. For political marketing mix, price entails the charges which government attach to the service it provides. According to Jain (2014), pricing is the process where a government determines what it will receive in exchange for its product and services offered to the public. According to Kotler (2014), government charges certain amount of money for electricity services, educational services, security services, and many others from the people. The pricing of services are usually determined on the economic viability in the country (Gituma, 2017).

To measure pricing, we used subsidized and none subsidized pricing. They are discussed thus:

1. **Subsidized pricing:** Subsidized price is a price for a product or service that is reduced because the government has paid part of the cost of producing it (Ubah 2018). When the government allows citizens or some of them to pay less, not actual price of education, health care, petroleum, and electricity and so on, it means subsidized pricing. Some public schools pay less than the actual price, some people in Nigeria benefits on health subsidy called National Health Insurance Scheme (NHIS); and some countries still offer fuel and electricity subsidies. A subsidy is a benefit given to an individual, business, or institution, usually by the government (Zike, 2021).
2. **None Subsidized pricing:** None subsidized price means that the government is not paying part of the service or products charge (Gituma, 2017). The consumers or receivers of such products pay in full without any form of assistance from the government. a none subsidy is a type of pricing where one pays the exact worth of the service or products received. none Subsidies not only promote long term economic stability but also help governments to respond to economic shocks during in a country. According to Aila (2021), it help government to save money for economic growth, especially for capital projects.

Political Governance

Political governance is all about the leadership or government of the country, states, and or local government elected in line with democratic principle. Here, we are not interested with political governance that is not democratic because such did not have approval and acceptance of the people. According to Ubah (2018), governance is incomplete without the people support. For him, political governance is the authoritative allocation of values, promotion of development, encouraging popular participation so as to make the society a better place in line with acceptable democratic standard. According to Okpata (2017), the need for political governance is informed by the realities that individual differ in ability, experience, and basic wants. Given that human need cannot be adequately satisfied because of limited resources, the presence of aggressive competition for the available resources cannot be ruled out since every individual or group would want to make ends meet.

Measuring Political Governance

To use political governance and achieve development of the country, the government focused on specific areas of development. Some of the areas are discussed in this study, thus:

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1. **Education**

   According to Ayoride (2013) education by its very nature is a universal practice engaged in by societies at all stages of development and it is an essential process in human development. To him, education is all about inculcation of societal principles, ethics, and norms to the learners in formal or non-formal school setting. In September 1976, the National Education Policy came into force by changing the school calendar, which used to run from January to December, to now commence from September to August. In addition, the school system which used to be majorly 8-5-4 (eight years of pre-primary school, 5 years of secondary school and 4 years of university education) now changed to 6-3-3-4 system.

   This means 6 years of primary education, 3 years of junior secondary and 3 years of senior school and 4 years of university education (Babalola, 2007). In this case, education is inevitable for the development of any nation, as it plays a vital role in human capital formation. This can be achieved through acquired knowledge from university (Imhanlahimi & Maduewesi, 2006). The importance of the university system of education cannot therefore be over-estimated. To achieve the above laudable goals, there is need for the populace to have free access to higher education.

2. **Health care**

   The provision of adequate health care is paramount to the overall development of Nigeria. However, it remains scary how health care is poorly and scantly provided in different parts of Nigeria. In Nigeria, most rural dwellers sought for medical treatment in the cities because of lack of adequate medical provisions in the rural communities. Many doctors who work in the rural areas live in cities and could not answer emergencies in the night due to insecurity and poor road network. Onwujiariri, Nwachi and Nkwocha (2017) strongly assert that the goal of the National Health Policy (1987) was to provide a comprehensive health care system based on health care that is promotive, protective, restorative and rehabilitative to all citizens, within available resources so that individuals and communities can be assured of productivity, social well-being and enjoyment of living.

Theoretical framework

System Theory

System theory was propounded by Von Vantalanfy in 1940s. When a political leader promote and encourage the affordable prices of its products and services, it means that the people will be happy and enjoy good political governance. If the Nigeria system must be very effective, the systems (education, health care, the economy etc) in the country must work very effectively. , the country will achieve sustainable price reduction in public institutions and economic growth.

Empirical Review

Ames (2016) researched on effect of political governance on performance in Kitengela Township, Kajiado County. It used direct interview through survey and T-test. It was established that most leaders and managers do not consider cost and that affect them for improved performance.

Micah and Obah (2016) investigated the relationship between government administration and educational financing in Nigeria. The study used a simple random sampling to select 108

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respondents for the study and subjecting to Pearson Products moment correlation. The result shows that there is relationship between government effectiveness and return on economic and educational social infrastructural financing.

Ayodele (2019) researched on pricing strategies of the educational institutions. The study used mix research design and data were collected through oral interview and likert questionnaire. Data analysis was done using mean and chi-square. It discovered that educational institutions use fee, infrastructure, and courses offer as marking strategies.

Aila (2021) researched on administrative cost and performance of government in Kisumu City, Kenya. It used secondary data through documents. Data were analyzed using regression. It discovered that there is high cost of governance in the study area.

Zike (2021) focused on government educational policies and school fees in Lagos as focal point. Survey research design was used and questionnaire served as the instrument for data collection. The data collected were presented in tables and analyzed using Pearson correlation coefficient. The findings revealed that government has not made good policies favour public schools in the Lagos State.

Ukaeze (2022) focused on pricing and good governance in Rivers State. It used 3 objective and hypotheses. It used interview and collected data through telephone interview. Data were analyzed using mean. It found that price of government products and services is lower to that of private sectors.

Research Gap

Many studies have been done in related areas of this work. However, there exist subject, geographical, content, indices, literature, and methodological research gaps. They are summarized thus;

a) **The subject or content gap:** The topic of this work in one way or the other differs from what we have in all the empirical studies. This work focused on administrative cost and qualitative education in South-East Nigeria.

b) **Geographical gap:** This work covers only South-East of Nigeria. There are many gaps on this because most of the past studies used countries outside Nigeria. Some of them covered other zones of Nigeria, not South-East. Few that focused on states in South-East did not use the entire South Eastern states, but used specific one state within the study area.

c) **Gap on the indices of measurement:** The indices of measurement used in most of the past studies differ from what was used in this work. None of the researches used the effects of subsidized price on Provision of Quality Education (PQE); the relationship between subsidized price and Provision of Quality Health Care (PQHC); the relationship between none subsidized price and Provision of Quality Education (PQE); and the extent none subsidized price enhances Provision of Quality Health Care (PQHC).

Research Methods

Research Design

The research design for this study is survey research design.

Population of the study

The study population of this study is made up of the entire 22,565,414 people in South-East Nigeria. The population is presented in the table below.

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Table 1: Population of states in South-East Nigeria.

S/N	STATES	2006 POPULATION	2016 PROJECTED POPULATION
1	Imo	3,927,563	5,408,756
2	Abia	2,845,380	3,727,347
3	Ebonyi	2,176,947	3,490,383
4	Enugu	3,267,837	4,411,119
5	Anambra	4,117,828	5,527,809
	Total		**22,565,414**

Source: National Population Commission, 2016 population projection

Sample Size Determinations

When the population is large, it is good to apply a statistical formular so as to reduce the population to a manageable proportion. For that, Taro Yamane sampling formular, as stated by Alugbuo (2005) was adopted. The formular is stated thus:

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

Where

n = sample size
N = population
1 = constant
e^2 = error of significance

$$n = \frac{22565414}{1+(22565414)(0.05)}$$

$$n = \frac{22565414}{56414.5}$$

n = 399.99

Approximately = 400

Sampling Techniques

In this study, the researcher used both multistage sampling technique and purposive sampling technique. The multistage sampling technique is used because the study involve different segment (states in South-East), and there is need to get a specific number from each states; whereas purposive sampling technique will be used so as to select people of different occupation who can effectively respond to the questionnaire.

Multistage Sampling Technique

The use of multistage sampling technique involves three different stages viz:

Stage one: The researcher will first stratify the sample size into five areas that made up the South-East viz: Imo, Abia, Ebonyi, Anambra and Enugu States.

Stage two: In this stage, the instrument for data collection (questionnaire) will be divided among the strata areas of study in this format.

$$n = \frac{400}{5} = 80$$

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S/N	STATES	2016 PROJECTED POPULATION
1	Imo	80
2	Abia	80
3	Ebonyi	80
4	Enugu	80
5	Anambra	80
	Total	**400**

Stage three: Having statistically split these instruments among the five areas of study, the 400 copies of the questionnaire will be randomly administered to respondents/sample in each of the area respectively. All members of the state who are 18 and above are eligible.

Purposive Sampling Technique

To give justice to the work, the researcher selected people from different occupation including public officers (civil and public servants), legal practitioners, media representatives, traditional rulers and businessmen.

Instrument for Data Collection

In this study, the researcher used questionnaire as the primary source of data.

Validity of Research Instrument

Content and face validity methods were used.

Reliability of Research Instrument

The researcher used test retest reliability method for the study.

Procedure for Data Analysis

The data collected in this study were analyzed using mean statistics. More so, the hypotheses were tested using Pearson Product Moment Correlation Coefficient (PPMCC) at 0.05 level of significance with the aid of Statistical Package for Social Sciences (SPSS version 21.0).

Data Presentation, Analysis and Interpretation

Out of the 400 copies of the questionnaire distributed by the researcher, only 385 copies were properly filled and returned.

Data Analysis

Ho1: There is no significant effect of subsidized price on Provision of Quality Education (PQE).

Fig. 1: To test the hypothesis one, data in table 1 was used.

H_i1	**Pearson Correlation = 0.87** **Sig = 0.05** **N = 385** **Grand mean = 3.5**	VERY STRONG

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The table above reveals that the Pearson product moment correlation is 0.87 which means that there is significant effect of subsidized price on Provision of Quality Education (PQE).

Ho2: There is no significant relationship between subsidized price and Provision of Quality Health Care (PQHC).

Fig. 2: To test the hypothesis two, data in table 2 was used.

H_i2	**There is significant relationship between subsidized price and Provision of Quality Health Care (PQHC)**	**Pearson Correlation = 0.85** **Sig = 0.05** **N = 385** **Grand mean = 3.3**	VERY STRONG

The above table indicates that the Pearson product moment correlation is 0.85 which reveals that there is significant relationship between subsidized price and Provision of Quality Health Care (PQHC).

Ho3: There is no significant relationship between none subsidized price and Provision of Quality Education (PQE).

Fig. 3: To test the hypothesis three, data in table 3 was used.

H_i3	**There is no significant relationship between none subsidized price and Provision of Quality Education (PQE)**	**Pearson Correlation = 0.45** **Sig = 0.05** **N = 385** **Grand mean = 1.8**	WEAK

The above table indicates that the Pearson product moment correlation is 0.45 which reveals that there is no significant relationship between none subsidized price and Provision of Quality Education (PQE).

Ho4: None subsidized price does not enhance Provision of Quality Health Care (PQHC).

Fig. 4: To test the hypothesis four, data in table 4 was used.

H_i4	**None subsidized price does not enhance Provision of Quality Health Care (PQHC)**	**Pearson Correlation = 0.47** **Sig = 0.05** **N = 385** **Grand mean = 2.2**	WEAK

The table above shows that the Pearson product moment correlation is 0.47 indicating that none subsidized price does not enhance Provision of Quality Health Care (PQHC).

Fig. 5: Concise Table Result for Hypotheses Testing.

S/N	Hypotheses	Statistical Tools Applied (Software R studio)	Result
H_i1	There is significant effect of subsidized price on Provision of Quality Education (PQE)	Pearson Correlation = 0.87 Sig = 0.05 N = 385 Grand mean = 3.5	**VERY STRONG**

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H_i2	There is significant relationship between subsidized price and Provision of Quality Health Care (PQHC)	Pearson Correlation = 0.85 Sig = 0.05 N = 385 Grand mean = 3.3	**VERY STRONG**
H_i3	There is no significant relationship between none subsidized price and Provision of Quality Education (PQE)	Pearson Correlation = 0.45 Sig = 0.05 N = 385 Grand mean = 1.8	**WEAK**
H_i4	None subsidized price does not enhance Provision of Quality Health Care (PQHC)	Pearson Correlation = 0.47 Sig = 0.05 N = 385 Grand mean = 2.2	**WEAK**

Discussion of Findings

Test of hypothesis one discovered that there is significant effect of subsidized price on Provision of Quality Education (PQE). According to Aila (2021), there is need for government subsidization of the essential services so as to enhance public benefits in government.

Test of hypothesis two discovered that there is significant relationship between subsidized price and Provision of Quality Health Care (PQHC). It is on record that most Nigerians do not get quality health care because the cost is high (Whisky, 2017).

Test of hypothesis three discovered that there is no significant relationship between none subsidized price and Provision of Quality Education (PQE). Uche (2022) indicated that government proposed removal of fuel subsidy in 2032 will bring economic headship. He called for more subsidies in educational sector.

Test of hypothesis four discovered that none subsidized price does not enhance Provision of Quality Health Care (PQHC). Poor compensation of public sector employees (health sector staff inclusive) is affecting the viability of the public hospitals; hence the need for staff motivation and making every one to enjoy National Health Insurance Scheme (Ubonso, 2020).

Conclusion

The work was carried out to identify the extent price for educational and health services affects governance in the country. Though government charge prices for its services, but such has to be subsidized and made affordable. Government could be judged reasonably, effective and considerate if the price charged for education, health, electricity etc are not too much for the citizens. This work concludes that effective political governances should focused on subsidizing the basic and essential needs of the people.

Recommendations

We recommend here that:

1. There is need for the government to reduce price of fees in public educational institutions to make it affordable for citizens.
2. The government should make national health insurance scheme for all Nigerians so as to enhance good health for all citizens.

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3. Since the citizens wants the government to subsidize education cost, there is need for the government to reduce the cost of tuition fees for tertiary education and make secondary education totally free.
4. The government have to effectively provide subsidized health care services to its citizens by making primary and secondary health care very available and functional.

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