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AN ASSESSMENT OF THE VOTING PATTERN IN THE NORTH EAST SUB-REGION OF NIGERIA IN THE 2023 PRESIDENTIAL ELECTION

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Abstract

The study was designed to investigate voting pattern in the north eastern Nigeria in the 2023 Presidential election. Election is essential for ensuring a good transition government but not necessarily turning to a responsive and representative government. Usually, elections determines people choice from set of alternatives available to them and the way in which they vote is paramount to this study. Few researches were discovered on voting pattern in northeast Nigeria, often characterised by strong party support and regional tie. The study traced the factors that influenced voting pattern in the period under investigation, reasons for the influence and proffer solutions to the negative effect of voting pattern in the study area. Psychosocial theory of voting pattern was adopted for the research work; whose emphasis is on the psychological susceptibility of an individual to explain voter [redacted] choice and decision. Quantitative method was used to investigate the research work; questionnaire was administered to collect primary data, secondary data were as well obtained via textbooks, journal articles, internet materials, magazines to review literature; descriptive statistics was used, where mean of each variable was calculated to determined its acceptance or rejection. The findings revealed that, regional tie and selling of votes characterised the voting pattern in the area

Key words:
Election, Voting - pattern, Northeast, Presidential and Nigeria.

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concern which was influenced by strong party support, regional sentiment and money. Moreso,voter turnout, absence of defined political ideology, unfavourable policies, absence of definite political culture and vote buying were put forth as the key elements that engineer the reasons to the voting pattern in the area of study. The study therefore recommends that, An enhanced electoral law with a stringent penalty be established to cope vote buying. The need to inculcate a political culture that respect rule of law and democratic principles is utmost.

Introduction

Election is an important process in the democratization consolidation of any given state in the world. It is a process toward ensuring peaceful transition of government in a state. It is a vital unit of the country's democracy. Election ensures sustainable democratic government (Bamigbose, 2023). Democratic stability on a global scale is significant to the development of human resources and crucial features of political life in all liberal societies and particularly emerging democracies of Africa, through the electioneering process (George, Agada, & Katampe, 2017). The election institutional mechanism stands out in Africa as a medium of choosing acceptable leaders, even among the aristocratic class or oligarchic. The electioneering process ensures democratic stability, and most of the time, the development agenda reflects the bad leadership character and ideology to the extent that the electoral mandate remains unfulfilled (Ogundare, 2021).

Since the beginning of the Nigerian Fourth Republic, seven (7) elections had been conducted regularly. The way these elections are conducted and the manner in which the electors decide who their representatives becomes, is determined by the nature of political culture and socialisation of the polity which further defines voters behaviour as well as voting pattern (Abubakar, e tal, 2024)

Voting pattern and voting behaviour are forms of electoral behaviour in which studying and understanding them explains and leads to the understanding of the factors that influence decisions made by the electorate during elections (Goldman, 1966). Therefore, the most important issues about an election may not necessarily be who won but to investigate why people voted the way they did or what the implication of the results is to the people.

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In Nigeria, the fourth republic election is essential for ensuring a good transition government but not necessarily turning to a responsive and representative government. Voting pattern and voting behaviour are forms of electoral behaviour in which studying and understanding them explains and leads to the understanding of the factors that influence decisions made by the electorate during elections (Goldman, 1966). Therefore, the most important issues about an election may not necessarily be who won but to investigate why people voted the way they did or what the implication of the results is to the people.
This paper is focused on North east sub-region Presidential election in the 2023.

Statement Problem

Elections in Nigeria usually, have the political culture and voting pattern of ethnicity, religion and regionalism which is part of the issues that are bedeviling the success of good leaders in the country (Abdullahi, 2015). Voting pattern, in the area under investigation is seemingly characterised by individuals or group likeness with regional sentiments and selling of votes; non ideological sophistication was strongly perceived to be the major determinant of electoral outcome in the area concern Further to that, requiring of trust, party sentiment and political dishonesty of the elite group in the area under study sometimes compounded the problems to electorate voting pattern in 2023 Presidential elections.

Objective (s) of the Study:

The paper broadly investigate the conduct of the 2023 Presidential election in the North east region of Nigeria. The specific objectives are to:

1. Investigate the factors that influences voting pattern in the north east sub region in the 2023 Presidential election.
2. Examine the implications of these factors on the politics of North east region of Nigeria
3. Proffer panacea to these factors that have negative influences to the political navigation of the region.

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Literature Review and Conceptual Frame work

The Concept of Election

Election is what gives birth to the future not the stories of the past This typically means that elections is a new opportunity to either correct or improve the events of the future taking lessons from the past and not living in them. Election is a new opportunity/avenue for citizens to indicate their choice amongst candidates, manifestoes, policies and programmes presented to them by individuals vying for leadership positions (Ayeni-Akeke, 2008). Election is also an instrument for removing unpopular and ineffective leaders as well as forcing elected officials to hearken to the plight of the people, this is because the people hold the power to the renewal or cancellation of the tenure of every elected official. These functions of election are made possible because of the provision of the electoral process; which spells out the method to be used in selecting individuals for political offices (Nnamani, 2014). Ayeni-Akeke and Nnamanis' views on election is adopted and supported by this study. Though, it cannot be said to have been fully accomplished in the Nigerian context yet achievable in the area under consideration.

The Concept of Voting

According to Bromhead (1960) cited in Okolie (2004), voting denotes the means whereby a number of persons are enabled to indicate their agreement or disagreement with some prepositions, or their preferences as between two or more proposals or between two or more candidates for some office. It is therefore a means of aggregating individual preference into collective decisions. As noted by (Stokes, 1963 cited in Okolie, 2004), voting is not the sole means of aggregating individual preferences; other means include market mechanisms and processes of informal interaction in many social and political groups. The term generally refers to the process by which citizens choose candidates for public office or settle on political questions submitted to them.

Most often than not, when a vote is cast the opinion of the majority prevails; for some types of decisions, it may be provided that there must be an absolute majority of those qualified to vote, or some majority greater than half, either of all those qualified to vote or of all these actually voting, for a particular decision to be valid. A voice vote, in which the voters shout "yes or no", is simple and quick,

but acceptable as a final decision only if those declared to be in minority are satisfied that they really are in a minority (Okolie, 2004).

The Concept of Voting Pattern

Scholars have also dealt with the determinants of voting pattern and behaviour in multi-ethnic and developing as well as developed democracies (Hoffman and Long, 2013). In their study, they employed two broad approaches to study voting pattern and behaviour. They observed that a chunk of literature on democracy admits that ethnic affiliation is the most powerful determinant of voting pattern and choice in multi-ethnic and new democracies. They suggest that ethnicity conditions voters' choice in such democracies. For them, two approaches can suffice for this. The first approach offers that: "bonds of identity are strong enough to cause anxiety of out-group members and positive evaluations of in-group members, regardless of what those members do in office". The second approach states that "the distribution of goods, including patronage and services, in poor, multi-ethnic democracies primarily follows ethnic lines" (Hoffman and Long, 2013, p. 128). From the above, Horowitz (1985), cited in Hoffman and Long (2013), noted that voters may vote for candidates from their ethnic group based on common positive evaluations of members from the same ethnic group, thus votes are cast to show electoral support which is a derivative of a social group or ethnic affinity. Similarly, (Dickinson and Scheve 2006) opined that voters may tend to vote for candidates from their ethnic group in order to secure themselves against unfavourable consequences of governance spearheaded by another ethnic group. Again, it has been observed that the choice of voters during an election can be conditioned by voters' expectation of patronage and social goods from candidates from their ethnic group (Dickinson and Scheve, 2006).

The Concept of Voting Behaviour

Several factors that affect voter electoral behaviour have been highlighted in relevant literature. Some of these include broad psychological factors and collective memory of historical and contemporary events. Others are patterns of trust, feelings of efficacy, political engagement and disengagement at individual, group and regional levels (Fawole, 2005).

Voting behaviour is the main form of political participation in liberal democratic societies and the study of voting behaviour is a highly specialized sub-field within political science. The analysis of voting patterns invariably focuses on the determinants of why people vote as they do and how they arrive at the decisions they make In essence, it means the participation and non-participation of the electorate in an electoral process. Studies on political and voting behaviour focus on the determinants of voter choice (Guardado & Wantchekon, 2017. Agomor & Adams, 2014. Bratton et' al 2012, Heywood, 2013, Prysby and Scavo, 1993). These demonstrate that electoral decisions are not just taken overnight but are influenced by certain factors which according to (Heywood 2013) are in cure by short and long term effects. The short-term effects are peculiar to specific elections and can change from one election to the other. Such effects may include the government or regime performance, the charisma of candidates and the condition of the state's economy. Instances of long-term effects may include loyalty to the party which may be stable over a long period (Heywood, 2013). It is important to note that loyalty to the party in some instances can be an element of the short-term effects. This is because in some democracies particularly the new and developing democracies of Africa, party loyalty can be withdrawn in a short time.

Voting Pattern in Nigeria

Voting pattern in Nigeria is affected by an amalgam of rival ethnic groups that were set against each other in a fierce rivalry in a struggle for power and competition for control of scarce resources and this has been visible in the political process (Babayo, e'tal: 2015). More so, the noticeable pattern of vote in Nigeria which does not reflect behavioural pattern of voters is that the ruling party rarely looses; especially when the incumbent is contesting the election.

Election in Nigeria is mostly characterised by political apathy because of the attitude of the political office holders who promised earth and heaven to the voters during electioneering campaign and after assumption of power, reneged against their promises and transformed themselves into emperors who enrich themselves from the public treasury at the expenses of developmental projects (Sule et al., 2017).

The Concept of Political culture

Political cultures connect to notions of identity, citizenship and nationalism, that is, what separates "Nigerians" from "South Africans", or how Congo differs from Egypt. These concepts have implications on unilateralism, multilateralism and international relations. Economic development or otherwise can also be rationalized in the context of political culture. (Inglehart. 1988) connected Protestant work ethics to capitalism and economic development, arguing that Western civilization and its attendant global appeal is rooted in a culture that facilitated its emergence.

According to (Haggard and Kaufman, 1995 cited in Victor 2019), politics affects economics to the extent that efficient state institutions, policies and governance significantly affect economic outcomes. Haggard and Kaufman argued further that, if well designed, a country's attitude towards politics can propel its economy towards progress even if natural resources are scars.

Nigeria's political culture largely shapes regime outcomes and has significantly limited the gains that accrue from representative government. Economic reforms, policy and state institutions are important but not sufficient to guarantee modernization; particularly in the absence of a shared democratic political culture. This is especially so as development largely depends upon the orientations that people have of the political process and upon the political system. Almond and Verba, 1963, cited in Victor:2019).

Theoretical Framework of Analysis

The psychological theory of voting pattern was adopted for this work as traced to the research conducted by Campbell who places emphasis on "the psychological variables which intervene between the external events of the voter's world and his ultimate behaviour" (Campbell et al., 1960, pp. 85-86). The main thesis of the psychosocial theory of voting pattern and behaviour is underscored by the concept of partisanship (Antunes, 2010). Partisanship is seen as a psychological identification with a political party. In other words, it is a constant and perpetual identification with a political party which is not defined in terms of registration or constant casting of votes for such political parties during elections (Antunes, 2010). It is described in terms of the sense of belonging to a political party. (Sarlamanov and Jovanoski, 2014) argued that political parties through their

political ideology can secure members and loyalists through which citizens are given a meaningful sense of living. In essence, partisanship connotes adherence to the principles and ideology of a political party embedded in a sense of responsibility to such party which goes beyond the casting of votes for the party when the need arises (Sarlamanov and Jovanoski, 2014). It further connotes the process by which a voter arrives at his or her choice of candidates amidst remote and immediate variables that are capable of influencing a voter's choice during an election. On the one hand, remote variables include socioeconomic and historical factors as well as values, attitudes and membership of social groups. On the other hand, immediate factors include societal or public issues, the charisma of candidates, election campaign, the political and economic situation, the government actions and policies and the influence of peers (Antunes, 2010).

Methodology

The study is been carried out in the three selected states of the north east sub-region of Nigeria thus: Adamawa, Borno and Gombe states.

The research further narrows the scope of the study to a selected Senatorial zones in each of the state selected. Therefore, in Adamawa Northern zone; Borno, the southern zone was selected and in Gombe, the Central zone was carefully selected. To further give credence, the research narrowed the scope to a local government in each of the senatorial zone; thus: in the northern senatorial zone of Adamawa, Guyuk LGA was selected, while in the southern Borno Biu LGA, and Gombe Central Akko LGA was selected

The study uses both the primary and secondary data. The primary data was drawn from the population (Actual voters of the sample size in the North east geo political region) through questionnaire. And the secondary data was collected from the available written document, books, Journals articles, newspapers, news bulleting, internet materials and other related materials concerning voting pattern.

The population of the study includes the actual voters in the forty eight (48) sampled polling units of the twelve (12) selected wards from the three local government areas (Akko, Biu and Guyuk) of the north-eastern zone in the 2023 Presidential election. The population is therefore, Ten Thousand Eight Hundred and Sixty (10,860).

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The sample constitutes the average sampled number of those who voted in the 2023 Presidential elections. This was arrived at by using the multistage sampling technique. A sample size of three hundred and seventy (370) was determined using the Krejcie and Morgan sample size determining table.

Multistage sampling technique was used to determine the sample size. This stage is used to randomly select individual unit from within a cluster progressively smaller and smaller this was in five stages. The first stage the researcher selected North east states of Nigeria, which consist of six state and eighteen (18) senatorial Zones, stage two randomly selected three (3) states from the zone, one senatorial zone was picked from each state, two local governments area was further selected in each of the senatorial zone and two wards was selected from each of the two local government in each of the three zones selected while the final stage selected forty eight (48) polling units from the 12 wards selected to constitutes the sample size of the study.

The study obtains data from the questionnaire which was developed consisting of closed-ended questions; dwelled on information about the respondents' demographic characteristics and questions that relate to the subject matter of the research Three Hundred and Seventy (373) questionnaire were administered house to house, with the help of research assistants in the selected 48 polling unit within the geopolitical zone.

The four point Likert Scale questionnaire was adapted as the main instrument for data collection. The instrument was considered suitable for this research because previous users have made use of the type of questionnaire and found it suitable for carrying out their research (Nemoto and Beglar, 2014). The Four (4) Point Scale questionnaires ranging from Strongly Agree to Strong Disagree allows the respondent express their views in relations to the question asked.

The Research used content validity to ensure the validity of the instrument. A content validity ensures that the research instrument accurately measures all aspects of what it was designed to measure (Kimberlin and Winterstein, 2008). This was done by subjecting it to grounded expertise in the field. A pilot test was also carried out to ensure that the questionnaire was clear to the respondent and that they understood the question asked. Twenty four (24) copies of the questionnaires were administered in the area concern which was not marked for the research but part of the population.

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Method of Data Presentation and Analysis

Data collected was analysed using descriptive statistics. Mean of each variable was calculated for research questions 2-4, while research question1 was analysed using simple percentage. The items was structured using four (4) point rating scale such as, SA; Strongly agreed, A; Agreed, D; Disagreed and SD; Strongly disagreed. Where SA= 4, A = 3, D = 2, SD=1 which when computed is equal to 10. Then 10/4 = 2.5. The mean value equal to or greater than 2.5 was accepted, while the mean value less than 2.5 was rejected.

Data Presentation and Analysis

This section contains result obtained from the field using the four point rating scale questionnaire and presentation of results using tables, analysis and interpretation of the results. It is pertinent to note that, 373 questionnaires were distributed to the sampled population; however, 356 were retrieved while 17 questionnaires were not returned.

The Demographic Characteristics of the Respondents (n = 356)

Table 1: Gender

Variables h	Frequency	Percentage (%)
Male	240	67.42%
Female	116	32.58%
Total	**356**	**100.0**

Source: Authors' Field Work (2024)

The table above indicate that male respondents were 240 constituting 67.72% this was due to the political consciousness of the male gender and readiness as well as willingness to respond to the questionnaires given to them; while the female respondents were 116 left with 32.28% of the total questionnaire returned. This could be due to their wrong perception to politics and political questions posed.

Table 2: Age (Years)

Variables	Frequency	Percentage (%)
18 – 27	58	16.30%
28 – 37	85	23.90%
38 – 47	112	31.50%
48 – 57	75	21.07%
58 and above	26	7.30%
Total	**356**	**100.0**

Source: Authors' Field Work (2024)

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The above table shows that age group of 18-27 is 58 (16.30%), 28-37 has 85 (23.90%) respondents, 38-47 were 112 (31.50%) respondent which is the highest this was due to their politically conscious mind and awareness to political trends, while 48-57 recorded 75 (21.07%) of the respondents and 58 and above were left with the least respondents of 26 (7.30%)

Table 3 Educational Level

Variables	Frequency	Percentage (%)
Non formal	13	3.70%
Primary	08	2.30%
Secondary	105	29.50%
Tertiary	230	64.61%
Total	**356**	**100.0**

Source: Authors' Field Work, 2025

The above table shows that 13(3.70%) constitute those with non-formal educational qualification, 08(2.30%) is the respondents with first leaving certificate, 105 (29.50%) represented those with secondary certificate qualifications and 230 (64.61%) which is the highest of all the respondents, are the ones with tertiary education certificate. This is an indication of good response to the research and was as a result of their knowledge in political issues and a firm grasp of the research questions asked.

Which of these describes the character of voting pattern in the 2023 Presidential election in the North eastern region of Nigeria? N=356

S/N	ITEMS	SA	A	D	SD	$\bar{x}$	Remark
1.	Religious sentiment	56	54	141	115	2.2	Disagreed
2.	Personality of the Candidate	41	65	162	88	2.2	Disagreed
3	Selling of Votes	99	110	66	31	2.5	Agreed
4.	Issue orientation	42	69	125	70	2.0	Disagreed
5	Regional tie	98	112	86	60	2.7	Agreed
6	Incumbency factor	35	58	173	90	2.1	Disagreed

Source: authors Field work, 2025

From the table above, religion recorded 2.2 mean score below the acceptable value. Personality of the candidate recorded 2.2 mean score which is also below

the acceptable value, meanwhile, selling of votes was accepted with a mean value of 2.5, in contrast, issue orientation was equally rejected with a mean score of 2.0, more so, regional tie was accepted with the highest mean value of 2.7, while incumbency factor was rejected with a mean score of 2.1

This then shows that, selling of votes and regional tie have significantly define the character of voting pattern in the Northeast subregion of Nigeria in the 2023 Presidential elections, in contrast, religious sentiment, personality of the candidate, issue orientation and incumbency factor was considered not to have shaped the character of the voting pattern in the same Presidential election and region.

Table 2: which of these factor influences voting pattern in the 2023 presidential election in the North eastern region of Nigeria? N=356

S/N	ITEMS	SA	A	D	SD	$\bar{x}$	Remark
1.	Religious sentiment	36	70	140	110	2.1	Disagreed
2.	Strong support for political party	136	109	70	50	3.0	Agreed
3.	Regional sentiment	134	102	70	41	2.9	Agreed
4.	Candidate exceptional quality	46	60	142	108	2.1	Disagreed
5.	Money	112	108	86	50	3.8	Agreed
6.	Incumbency factor	56	38	183	80	2.2	Disagreed

Source: Authors Field work, 2025

The table above rejected religion as a factor that influenced voting pattern in the 2023 presidential election in north east region of Nigeria with a mean score of 2.1. Similarly, candidate exceptional quality, and incumbency factor were rejected with a mean value of 2.1 and 2.2 respectively. In contrast, strong support for political party garnered a huge acceptable value of 3.0, likewise regional sentiment was massively accepted as one of the factors that greatly influenced voting pattern in the 2023 presidential election in the north east subregion of Nigeria with a mean value of 2.9. Additionally, money was hugely accepted to have influenced voting pattern in the same election with the highest mean value of 3.8.

The above interpretation indicate that strong support for political party, regional sentiment and money were massively considered as factors that influenced voting pattern in the 2023 Presidential election in the area concern. While, religious

sentiment, candidate exceptional quality and incumbency factors were seen not as factors that influence voting pattern in the same election and area of investigation.

This further suggest that voter choice is determined by material, social and economic gains; which aligned with Eberechkwu and Boris, position that opposition and ruling parties capitalized on the indecisiveness of the electorate to manipulate election result and engage in vote-buying; for obvious fact that electorate are the soul of any electoral processes and actions.

Table 3: what do you consider as one of the reason that accounted for the voting pattern in the 2023 Presidential election in North eastern region of Nigeria? N=356

S/N	ITEMS	SA	A	D	SD	$\bar{x}$	Remark
1.	Poor voter turnout	98	126	86	36	2.7	Agreed
2.	Absence of defined political ideology	99	111	72	74	2.7	Agreed
3.	Absence of definite political culture	95	97	83	81	2.6	Agreed
4.	Unfavorable policies to the region	93	99	76	88	2.6	Agreed
5.	Vote buying	113	97	66	80	2.7	Agreed

Source: Authors Field work, 2025

From the above table, the responses of the respondent shows that poor voter turnout recorded an acceptable mean score of 2.7 as one of the reasons that accounted for the voting pattern in the study area. Similarly, a mean value of 2.7 was obtained in acceptance of absence of defined political ideology to have accounted for the reason for the voting pattern in the area concern. Additionally, 2.6 mean value was recorded in agreement to the absence of definite political culture in the region as one of the reasons for the voting pattern in the 2023 Presidential election. More so, unfavourable policies of government in the region was accepted to have accounted for the reasons to the voting pattern in the study area with a mean value of 2.6 and finally, vote buying was also accepted to have accounted to the reasons of the pattern of voting in the area with a mean score of 2.7.

The interpretation above clearly denotes that all the variables identified as reasons to why electorate in the northeast subregion voted the way they did was accepted

thus: voter turnout, absence of defined political ideology, unfavourable policies, absence of definite political culture and vote buying with which all had a mean value of between 2.6 to 2.7; this further confirms the researchers' assertion and assumptions to the study.

Table 4. Which of these do you consider as the solution to the factors that negatively affect voting pattern in the North eastern region of Nigeria in the 2023 Presidential election? N=356

S/N	ITEMS	SA	A	D	SD	$\bar{x}$	Remark
1	Defined political ideology	**97**	**133**	**90**	**26**	**2.8**	**Agreed**
2.	Discarding political differences (unity)	**112**	**118**	**66**	**70**	**2.8**	**Agreed**
3.	Mass political participation	**157**	**87**	**52**	**60**	**3.0**	**Agreed**
4.	Inculcating a political culture that enhances democratic principles.(respect for rule of law)	**66**	**144**	**86**	**60**	**2.6**	**Agreed**
5.	Defined Stringent penalty on vote buying be established in the electoral law	**112**	**82**	**86**	**70**	**2.6**	**Agreed**

Source: Authors Field work, 2025

From the table above, the respondents agreed that a define political ideology can cope some of the negative pattern of vote in the study area with an acceptable mean score of 2.8. Similarly, discarding political difference (unity) in the region was accepted as a panacea to factors that affected voting pattern negatively in the study area with a mean value of 2.8. More to that, the respondent views denote that, mass political participation will also help in coping the negative influence of voting pattern in the region with a huge mean score of 3.0. This was seen as a check to votes theft and undue advantages that the overzealous politicians often take where poor voter turnout is observed. Additionally, inculcating a political culture the can enhances democratic principles (rule of law) was accepted as one of the solutions to negative factors that affects voting pattern in the region with a mean value of 2.6. Finally, defined stringent penalty on vote buying be established in the electoral law was agreed by the respondent as one of the

solutions to curtail negative effect of voting pattern in the area concern with a mean score of 2.6.

Discussions of findings

i. The research finds out that, selling of votes and regional tie have significantly define the character of voting pattern in the Northeast subregion of Nigeria in the 2023 Presidential elections, consequently, religious sentiment, personality of the candidate, issue orientation and incumbency factor was considered not to have shaped the character of the voting pattern in the same Presidential election and region.

ii. The research also discovered that support for political party, regional sentiment and money were massively considered as factors that influenced voting pattern in the 2023 Presidential election in the area concern.

iii. Additionally, the research finds out that voter turnout, absence of defined political ideology, unfavourable policies, absence of definite political culture and vote buying with which all had a mean value of between 2.6 to 2.7. Accounted for the reason of the voting pattern the the northeast subregion.

iv. The study also uncovers that define political ideology, discarding political difference (unity) in the region, mass political participation, inculcating a political culture that can enhance democratic principles (rule of law), and a defined stringent penalty on vote buying be established in the electoral law as measures that can mitigate the negative effect of voting pattern in the study area. Support for political party, regional sentiment and money have greatly influenced voting pattern in the study area

Conclusion and recommendations

This paper was designed to investigate the voting pattern in the northeast subregion in the 2023 presidential election, the study navigated to espoused the character of voting pattern in the study area, factors that shapes voting pattern, reasons for the decision and proffer ways of mitigating the negative influence of voting pattern in the area concern. The research finds out that vote selling and regional tie defines the character of the pattern of voting in the area concern in the 2023 presidential elections and jettison religion, candidate exceptional quality

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and power of incumbency. Moreso, in every action, reasons abound, in this research, voter turnout, absence of defined political ideology, unfavourable policies, absence of definite political culture and vote buying were put forth as the key elements that engineer the reasons to the voting pattern in the area of investigation. Conclusively, the research proffers ways to mitigate the negative effect of voting pattern in the study area thus: define political ideology can give a direction and sense of political direction, discarding political difference (unity) in the region would enhance mutuality and team work to attaining the exalted office in the land, mass political participation would also boast voter strength, inculcating a political culture that can enhance democratic principles (rule of law), and a defined stringent penalty on vote buying be established in the electoral law The research recommends the following:

- An enhanced electoral law with a stringent penalty be established to cope vote buying.
- The need to inculcate a political culture that respect rule of law and democratic principles.
- A united front to fight against political differences in the region is highly recommended

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