

Citation: Gitu, S. N. (2022). The Rat Run to Political Power: A Voter Mobilization among *Boda Boda* Operators in Kenya. *Journal of African Interdisciplinary Studies*, 6(9), 17 – 32.

The Rat Run to Political Power: A Voter Mobilization among *Boda Boda* Operators in Kenya

By

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Abstract

The concept *Boda Boda* is derived from the English term “border” hence “*Boda Boda*” or border-to border. The word originated from eastern Uganda adjacent to the settlements near the Kenya-Uganda borders. It implies to persons on motorbikes who used to traffic people and goods across the border. Even as *Boda Boda* initially existed purely in the form of bicycle transportation, the term shortly expanded to incorporate those who offered motorcycle hauling services (Kiprop, et al 2018). The two-wheeled mechanized motorcycles utilized in public transportation for the tenacity of transporting or moving goods and commuters for incentive or letting (Kiprop, et al 2018). An election is an exercise whereby the citizenry picks people they want to lead their government. The citizens are typically an assemblage based on their principles on definite issues for instance education system, infrastructure or even healthcare. These assemblages are basically referred to as political parties. In the recent years, politicians in Kenya have formed a tendency of enlisting the help of *Boda Boda* riders for voter mobilization. The tenacity of this study was to examine contribution of pressure groups in voter mobilization in Kenya. The research embraced the correlation research and descriptive design. The study focused on only four sub-counties of Kiambu county, with twenty-five officers involved in the study per sub county establishing the sample frame. Descriptive statistics, regression analysis and inferential statistics were utilized to study the contribution of pressure groups in voter mobilization in Kenya. The outcomes exposed that there was an affirmative relationship between pressure groups and voter mobilization. The study established that the connection between pressure groups and voter mobilization in Kenya was substantial and positive. The findings implied satisfactory statistically significant suggestion to imply the connection. In conclusion, the findings reckoned that pressure groups contribute a lot to voter mobilization in Kenya. This finding implied that those political actors take advantage of the *Boda Boda* sector to advance their political agendas especially in the villages since the *Boda Boda* operators ride to almost every corner of the village. Through this, political actors are alive to the fact that the *Boda Boda* operators interact with almost everyone from a given village. In the villages, it's very occasional for a citizen to attends a political gathering without *Boda Boda* riders who are mostly youths.

Keywords: *Boda Boda*, electoral process, voter turnout, voting bloc, mobilization

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1.0 Introduction

The rise of pressure groups could be attributed to the clash of interests and the conjecture of conditions favoring one side and disadvantaging another. This view is by its own nature quite limiting since it only views the rise of pressure groups as being the result of clash of interests. (MacIver, 1932).

The form and operational of the British political structure, on the other hand, is centered upon the notion that it will be aided, criticized and counselled by the expert knowledge of concerned groups. These two views give the impression that pressure groups in the American and British political systems always find a ready and favorable response. The truth, however, may be that governments always ensure that the outcome of policy is according to their design and not that of interest groups, but all in all, interest groups in these systems play a profound role in influencing policy and this is recognized by the governments (Conway, 2009).

In developing countries, especially in Africa, it is difficult to find intense pressure groups activity because basic political questions have not been solved and also because the vast majority of crisscrossing of groups existing in more advanced societies do not exist. At the same time, political consensus and social differentiation have not been attained. Nevertheless, it is important to note that in every political system, developed or developing, political choices regarding broad policy decisions have to be made (Mueller and Nwabuzor 1985)

The basic units of pressure group politics exist, but they are too weak or too small to make their voices felt and thus influence policy. The weakness of pressure groups may be due to a number of factors: low literacy, lack of finance, lack of organization and bureaucratic hostility to such associations operating outside their area of jurisdiction. But as indicated earlier on, trade unions have for a long time been quite active and independent in their representations. This was more so in the period of the nationalist struggle when their activities were identified with the wider liberation struggle. Only in the post-independence period and particularly in the last fifteen years have their influence been minimized (Brass, 2013).

Motorcycle associations are crucial pressure groups which are an important cog in voter/political mobilization. It brings together the everyday tussles of motorcycle operators while making a living and their political struggles to overcome social impediments and while trying to move up the economic hierarchies. The book further observed that sometimes in 2010, the military of the state sent out snipers and heavy artillery to break up the hundreds of Red Shirts dissenters. The dissenters were all over the capital city demanding just polls and while also demanding the end of inequality and unfairness. Significant to this mobilization were motorcycle taxi operators, who decelerated, filtered, and disengaged mobility in that part of the city, ascending to a prominent role in nationwide politics and ownership over the city of Bangkok and challenging the state dominion. Owners of the Map provides insights to these queries central to modern political mobilizations around the world through an ethnographic examination of motorcycle taxi operators in the city Bangkok (Claudio, 2014).

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An examination of power that emphasizes not on the robustness of hegemony or the ubiquity of ordinary resistance but on its possible fragility and the effort required for its preservation. The authority of the state lies in its capability to preserve surveillance over its people. Motorcycle taxi operators challenge the state's authority by being fundamentally invisible. Two central theories attempt to account for state influence: Foucault's observation that the ubiquity of power expunges prospects of liberation and James Scott's idea that state influence is tested by ordinary actors. Both theories fail in accounting for the 2010 red-shirt act (Claudio, 2014).

It's worthwhile to note that thousands of motorcycles taxis, are enlisted in election procession every time, the great Indian general elections commence. It will be worthy to observe the law on the motorcycle rallies, roadshows, public gatherings by political parties and aspirants in India. The country has several laws on elections spread across multiple statutes. Multiplicity of regulations might lead to confusion as well as corruption. In such an environment advantage will be taken, aspirants and parties also go for the election processions and rallies which are generally unlawful, as stressed in the book. Electoral Commission has delegated various procedures, but the book showcases as to how regulation is violated with utmost impunity, and it remains a dead letter. The abuse of Motor Vehicle Act Act, and the other act Central Motor Vehicle Rules 1988 by altered motorcycles taxis, avoidance of classical code of conduct, refutation of authorisation for political rallies, risk to security of VIPs, the commercial loss. It also led to the environment effluence caused are the issues that the book defines (Virag, 2019).

In Lome, Togo, motorcycle taxis appear to be the basis of the development of a "symbolic public space" for dialogue and public debate. Since the work of motorcycle taxis involves taking them to all parts of the city and permits them to meet many individuals, motorcycle taxi operators are outstanding trajectories of information. It's for such reason that they are regularly recruited by political parties, movements, non-governmental organizations, marketing services and multi-national organizations to take part in processions, campaigns and advertising events for populace, semi-populace and private entities as traveling billboards. However political parties normally depend on their supporters to be the lead on the motorcycle taxi processions, this sometimes is not constantly the case.

Operators who decide to don the party t-shirt and join in the procession get a full tank of fuel and a daily stipend of Ksh 400 to Ksh500, or the comparable of their daily rates. These processions are frequently short (less than half a day), the operators' full day pay is assured, as is the gas that will come in handy for the rest of the day's trips. Throughout the legislative and presidential elections, motorcycle operators can sign up in campaign groups for a definite period of time and take time in the nightfall to go shopping to appreciate their free gas. Motorcycle operators are thus discussion boards for political parties: they do an exceptional work of dispersing communications loud and clear to both passers-by and populace. These methods also offer a rich ground for manipulation and the political choreography of the union demands of party-affiliated motorcycle operators. Operators, for their end, will end up associating themselves with the best convincing party or the highest bidder (Agossou, 2004).

In the 2005 presidential polls of Cameroon, the governing CPDM party mobilised each and every motor bike taxis of a town called Tombel to their cause, allocating to them branded reflectors jackets, banners, shirts, sweat shirts, whistles and other appliances of the party. They were 243 used to procession the town and settlements. For their service, they were given money for their fuel spent and a stipend. In Tombel town, the popularity of a main political personality in this town is also judged by his capability to assemble the

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motorbike taxis to their course. Motorbike operators are used not only in political drive gatherings but also when the powers that be want to pass over communications to the citizenry over a subject such as vaccination drives or HIV/AIDS prevention drives. The motorbike operators are given a branded reflector jackets to pass across the communication. In June 2008, the motorbike operators were given the essential gadgets in the combat against aids such as branded reflector jackets, banners, posters, shirts, branded caps and whistles. They held a procession along the streets horning and dispensing condoms.

The motorbike operators are a crucial element to the political image of numerous aspirants and other personalities. These aspirants use them as escort riders on exceptional occasions such as on weddings or leading a burial convoy, while dress in branded reflector jackets. Their group in the front of such processions gives it a presidential appearance and brings more celebrity status to the person who engaged them. Through this political influence, the motorbike operators have carved out a space for themselves in the political establishment not only of Tombel, but by the same token in the entire country. Friction between motorbike operators and the keepers of law and order are not uncommon. Their indefectible camaraderie in towns such as Douala has made them to impose themselves in the motorways of the Douala while disobeying existing laws regulating their profession (Anzia, 2011).

An election is the practice by which citizenry choose men and women they wish to run their government. The populace typically groups together based on their principles on definite matters such as education, immigration and infrastructure. These groups are recognized as political parties. When the populace vote, for instance a member of county assembly, governor, or member of parliament they are voting directly for that person (Pons, et al 2020).

Political strategists identify individuals who are well-known to them and who are effective when they take an assignment (normally those from the upper strata of society); who are expected to participate (activists); and those who are socially linked. In principle, what will always suffice are individual's resources and characteristics traits, connections one has in the society and previous political contribution. Rosenstone and Hansen's data nonetheless, is based merely on answers from individuals about whether they have ever been enlisted for political participation. They did not interview activists to establish their recruitment policies, and thus were not able to offer suggestion of what actually directs mobilizers' targeting choices. Some gaps were noted since some clues were missing about what is in the minds of coordinators from the community consolidating literature. Rosenstone and Hansen's theory, along with control from the organizing literature will be exploited as a starting background for observing the recruitment literature in the field of political science. Mobilization, in all its practices, causes citizens to take part in the electoral process (Rosenstone and Hansen 1993).

Politicians mobilize the citizenry for electoral processes by developing communications and conveying them to the electorate. Numerous studies observe that African electioneering through a background that differentiates between clientele, programmatic and charismatic appeals. Nearly, but not all, African politicians appeal to the citizenry by embracing particular policy positions, the stringent sense of programmatic appeals. Nevertheless, almost all politicians solicit peoples' support by emphasising their heartfelt intentions and their capabilities to pursue uncontentionous facets of public policy, also known as "valence appeals." Parties' historic archives and their place in government or opposition affect which subjects they can claim to be their own and which they stress in their campaigns (Paget, 2020).

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1.1 Statement of the Problem

Brass, 2013 noted that Kenyans vote on the foundation of ethnic consideration rather than the socio-economic and political problems touching on their lives. Nevertheless, knowledge from earlier polls demonstrates that issues and interests are significant drivers in giving form and countenance to identity politics. Ethnicity is a crucial aspect in Kenya's political ethos and democratic advancement. This is factual of electoral conduct and of everyday discussions and conflicts. Not one person is wanting to appreciate Kenya's contemporary history can abandon the importance of ethnic belonging.

The 'ethnic census' consideration of African elections states that electorates backing co-ethnic political contenders owing to patronage politics and cluster identity. Nevertheless, in certainty, very insufficient assemblages team up flawlessly. What illuminate difference in the inclination to vote as a bloc, mutually over time and amongst dissimilar societies? Borrowing on antique examination, survey statistics, focus groups and elite discussions, a conclusion is drawn in which around four aspects weaken voter to vote as a bloc. The populace which has multiple presidential aspirants are expected to be disjointed. Cosmopolitan electorates are to a lesser extent will vote as a bloc, however those with extreme in-group discrepancy are more expected to do so. Bigger ethnical groups are tougher to evenly rally than lesser ones owing to shared act difficulties, occasioning in disjointed voting. Historical politicization of sub-assemblage variances has condensed some groups additional vulnerable to split cultural polling than any other group. Even where split ethnic voting is perceived, the core dissections within a society can endorse culpability (Brass, 2013).

Mobilization efforts by aspirants throughout the electoral process tend to touch individuals who are more expected to cast their ballot in the first instance. This is believed to be particularly consequential for turnout among the *Boda Boda* association members. In electioneering period, it is expected to observe the commercial motorcyclists in lengthy lines, conveying an aspirant to or from party-political campaign. Kiambu county has several other organized associations for instance, public transport associations (Matatus), taxi associations, small traders' association, business community associations, jua kali associations among others. None is as popular to the political elite as the *Boda Boda* associations.

1.2 Objective of the Study

The purpose of this study was to establish the contribution of *Boda Boda* associations on voter mobilization in Kenya

1.3 Research Hypothesis

H1: *Boda Boda* associations contributes to voter mobilization in Kenya

2.0 Review of Related Literature

2.1 Theoretical Literature: Mobilization theory

Mobilization theory is a theory used in the study of the mobilization of social movements and argues that the centrality of strategic mobilization though they extend and build upon a tradition that focuses upon resources, interest, identification and beliefs of individual citizens. The study employed Rosenstone and Hansen's theory of mobilization. Grounded on the examination of the dynamics of citizenry participation in American politics over the past four decades and recognises who participates in the electoral process, when they participate, and why.

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2.2 Empirical Review

The populace participates based on their personal costs and paybacks of doing so, but that's only the partial story: they also participate when aspirants mobilize them. The aspirants are tactical in determining whom to mobilize. Thus, why we turn out: Aspirants are tactical in who they mobilize thus targeted mobilization. They will mobilize groups that will deliver the most assistance. It is a theory that is used in the research of the mobilization of pressure groups and contends that the centrality of deliberate mobilization though they extend and are built upon a custom that emphasizes upon individual resources, citizens interest, beliefs and identification of individual citizens.

Political mobilizers train their guns on individuals for their efforts strategically in particular, they focus on people who have strong party affiliations, resources, or who are centrally positioned in the social network. Citizens in associations are more probable to be mobilized, rather than just participate. The researcher found the theory as the most appropriate for the study at hand. They mobilize the citizens well known to them; citizens who are centrally placed in social nets; citizens whose activities will make the most transformations (the powerful); and citizens who are better placed to respond that is citizens with resources (Rosenstone and Hansen 1993).

2.3 Conceptual Framework

Politicians mobilize people to vote by devising messages and imparting them to those people. Many studies examine African electioneering through a framework that distinguishes between programmatic, clientelist and charismatic appeals. Some, but not all, African politicians appeal to people by adopting particular policy positions, the strict sense of “programmatic appeals.” However, almost all solicit peoples’ support by stressing their sincere intentions and their abilities to pursue uncontroversial aspects of public policy, otherwise known as “valence appeals.” Parties’ historic records and their locations in government or opposition affect which issues they can claim to own and which they stress in their campaigns (Paget, 2020).

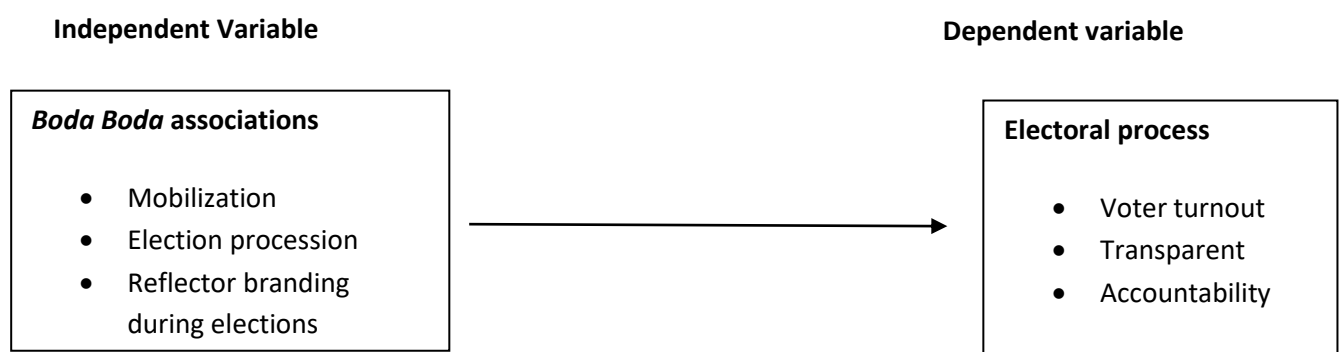


Figure 1: Conceptual Framework

Source: Field Data 2021

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3.0 Methodology

The cross-sectional research design was utilized by the study. A form of study design in which information is collected from numerous diverse persons at a solitary period in time. In cross-sectional study, variables are observed deprived of manipulating them (Yin, 2009).

The causal research design was utilized by the study. A form of study design which is used to acquire the prove of cause-and-effect relationship among two or more variables, whereby some variables would be the dependent and the other variable would be independent variable (Creswel, 2009).

Causal research design can be utilized for both descriptive and analytical tenacities. The research adopted a descriptive study. This is kind of a study that only recaps said conclusion using descriptive data. A descriptive survey defines the features of prevailing occurrence and delivers intuitions into the study challenge by defining the variables of importance (Creswel, 2009).

A descriptive survey defines the features of prevailing occurrence and delivers intuitions into the study challenge by defining the variables of importance (Mugenda and Mugenda 2003).

The research utilized the descriptive review to describe and scrutinise associatory relationships between the pressure groups and voter mobilization in Kenya.

This technique offers valuable and precise material that responses queries concerning who, what, when and how (Kombo & Tromp, 2005).

It was covered by political advisor from the governor office of Kiambu County. Political advisors from Member of Parliament offices for Kiambaa, Kabete, Thika and Kiambu Township Constituencies. Sub-county administrators for Thika, Kiambu, Kiambaa and Kabete sub-counties. Liaison officers for Members of County Assembly in the chosen wards. Ward administrators in the chosen wards. Political activist drawn from the Kiambu business community. *Boda Boda* operators drawn from the chosen wards, whom will be randomly drawn. Nyumba Kumi officials drawn randomly from the chosen wards.

A total sample population for the research was 100 respondents proportionally distributed in the selected nineteen wards of the chosen four sub counties of Kiambu county. It also featured other respondents relevant to the study.

$$Y = \beta_0 + \beta_1 X + \epsilon$$

Where

Y = Electoral process

X = *Boda Boda* associations

β_0 = Intercept coefficient

β_1 = Regression coefficient

ϵ = Error term

4.0 Findings

4.1 Response rate

Information for the research was collected by utilization of feedback form as well as focus group discussion. An overall of 100 questionnaires were dispersed to the respondent in Kiambu county.

An overall of 86 questionnaires were efficaciously finalized, hence more than 86% of the feedback form were reverted. It's worthwhile to note, in her work Mugenda (2003), over fifty percent return of the feedback form is satisfactory.

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The research goals were achieved through the success of the return rate of the questionnaire. The feedback forms were analyzed to establish whether the data in them was reliable. The procedure of editing and cleaning the data was conducted to achieve this. From the procedure a record 72 duly filled questionnaires whose information was obtained and examined to provide findings and results of the research.

The statistical package for social sciences (SPSS) version 17 was utilized to scrutinize the information collected whereby the findings of the research were obtained, prepared and accessible in charts.

Table 3 shows the questionnaire return rate

Table 1: Response Rate

Response	Frequency	Percent
Returned	86	86%
Unreturned	14	14%
Total	100	100%

Source: Field Data 2021

4.2 Descriptive statistics

The research at hand utilized the descriptive statistics, whereby, measures of dispersion (standard deviation), measures of central tendency (means) and frequencies were incorporated.

For the parts A and B, of the questionnaires, the researcher utilized Likert scale questions which is basically a part of descriptive statistics.

The things in associations to every single research variable were ranked on a range of 1-5; where 5= strongly agree (SA); 4= Agree (A); 3= Neutral (U); 2 = Disagree (D) and 1=Strongly Disagree (SD).

4.2 Pressure groups

The research sought to examine the contribution of pressure groups on voter mobilization. The indicators used for this examination included: The *Boda Boda* association constitute the powerful minority force in political influence.

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Table 2: Descriptive Statistics on Pressure groups

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std Dev
Statements							
The <i>Boda Boda</i> association constitute the powerful minority force in political influence	9.5 %	10.7 %	0.0 %	57.0 %	22.7 %	4.1 0	0.7 3
The <i>Boda Boda</i> associations apply political pressure to the disadvantage of the greater part of the society	4.2 %	2.6%	0.0 %	66.0 %	37.3 %	4.5 4	0.7 7
More citizens belong to pressure groups than to political parties	1.7 %	14.2 %	2.0 %	72.0 %	10.1 %	4.3 9	0.7 0
The <i>Boda Boda</i> association exists to further the economic interests of their members	4.2 %	9.0%	0.0 %	55.0 %	31.8 %	4.4 8	0.6 9
The <i>Boda Boda</i> association targets the people they already know for voter mobilization	6.0 %	8.2%	0.0 %	56.3 %	29.5 %	4.7 8	0.4 1
Average						4.4 6	0.6 6

Source: Field Data 2021

From the above table the results indicate that 22.7% of the respondents strongly agreed with the argument that the *Boda Boda* association constitute the powerful minority force in political influence. Another 57% agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. Only 10.7% of the respondent disagreed with the statement. Lastly 9.5% of the respondent strongly disagreed with the statement that the *Boda Boda* association constitute the powerful minority force in political influence.

The results show that 37.3% of the respondents strongly agreed with the statement that the *Boda Boda* associations exert political influence to the detriment of the majority of society. Another 66% of the respondents agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. A partial 2.6% of the respondent disagreed with the statement. Lastly 4.2% of the respondent strongly disagreed with the statement.

On the other hand, 10.1% of the respondents tended to strongly agree with the statement that more citizens belong to pressure groups than to political parties. 72% of the respondents agreed with the statement. A partial 2% of the respondents were neutral with the statement. Another 14.2% of the respondents disagreed with the statement. Lastly 1.7% of the respondents strongly disagreed with the statement.

The feedback demonstrates that 31.8% of the respondents strongly agreed with the statement that the *Boda Boda* association exists to further the economic interests of their members. Another 55% of the respondents agreed with the statement. None of the respondent

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was neutral with the statement since the results shows 0.0%. Another 9% of the respondent disagreed with the statement. Finally, 4.2% of the respondents strongly disagreed with the statement that the *Boda Boda* association exists to further the economic interests of their members.

From the above table the results indicate that 29.5% of the respondents strongly agreed with the statement that the *Boda Boda* association targets the people they already know for voter mobilization. Another 56.3% agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. A partial 8.2% of the respondent disagreed with the statement. Lastly 6.0% of the respondent strongly disagreed with the statement that the *Boda Boda* association targets the people they already know for voter mobilization.

The overall mean of the responses was 4.46 which indicates that majority of the respondents agreed with the statements on pressure groups. The standard deviation of 0.66 indicates that the responses were closely varied. The study is consistent with that of MacIver (1932) who posits that Pressure groups may epitomize an influential minority strength in society and employ political impact to the disadvantage of the majority of society. It's the same argument frequently aimed at business assemblages and trade unions. In some instance pressure groups employ influence for the reason that of their financial position, membership or association. The rise of pressure assemblages could be attributed to the clash of interests and the conjecture of conditions favoring one side and disadvantaging another. This view is by its own nature quite limiting since it only views the rise of pressure groups as being the result of clash of interests.

4.3 Voter mobilization

The research sought to establish the contribution of pressure groups on voter mobilization. The indicators used for this examination included the *Boda Boda* processions, The *Boda Boda* voting bloc, the branded reflector jackets, the availability of *Boda Boda* operators and finally the ethnicity factor of *Boda Boda* operators. The influence of *Boda Boda* operators on voter mobilization was measured by 6 statements. Respondents were asked to rate on a scale of 1 to 5; where 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

The analysis is on Table 5.

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Table 3: Descriptive Statistics on voter mobilization

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std Dev
The <i>Boda Boda</i> operators' processions during campaigns enhances the voters' mobilization.	2.3%	1.3%	0.0%	73.0%	23.4%	4.5	0.75
The <i>Boda Boda</i> operators voting bloc is significant on the voters' mobilization	3.5%	1.1%	0.0%	74.0%	21.4%	4.67	0.81
The reflector branding by <i>Boda Boda</i> operators plays a role in the voter mobilization.	2.5%	10.0%	0.0%	66.0%	21.5%	4.39	0.70
The <i>Boda Boda</i> operators are the most convenient to involve amid other pressure groups in voter mobilization	12.0%	19.0%	1.2%	55.0%	12.8%	4.4	0.49
The inclusion of <i>Boda Boda</i> operators in voter mobilization is not affected by their ethnicity	3.0%	42.0%	0.0%	11.0%	44.0%	4.78	0.42
Average						4.55	0.61

Source: **Field Data 2021**

The results show that 23.4% strongly agreed with the statement that the *Boda Boda* operators processions during campaigns enhances the voters' mobilization. 73% of the respondent agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. Only 1.3% of the respondent disagreed with the statement. Lastly 2.3% of the respondent strongly disagreed with the statement.

On the other hand, majority of respondents tended to agree (74%) that the *Boda Boda* operators voting bloc is significant on the voters' mobilization. 21.4% of the respondents strongly agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. Only 1.1% of the respondents disagreed with the assertion and finally 3.5% of the respondent strongly disagreed with the statement.

The feedback demonstrates that 66% of the respondent agreed with the statement that the reflector branding by *Boda Boda* operators plays a critical role in the voter mobilization in Kenya. 21.5% of the respondents strongly agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. 10% of the respondents disagreed with the assertion. Only 2.5% of the respondents strongly disagreed.

The results indicate that 12.8% strongly agreed with the statement that the *Boda Boda* operators are the most convenient to involve amid other pressure groups in voter mobilization. Another 55% of the respondent agreed with the statement. A further 1.2% of the respondents were neutral in their response. 19% of respondent disagreed with the statement that the *Boda Boda* operators are the most convenient to involve amid other pressure groups in voter mobilization. Lastly 12% of respondent strongly disagreed with the assertion.

From the above table the results indicate that 44% of the respondents strongly agreed with the statement that the inclusion of *Boda Boda* operators in voter mobilization is not affected by

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their ethnicity. 11% of the respondents agreed with the statement. While none of the respondent was neutral with the statement since the results shows 0.0%. A further 42% of the respondents disagreed with the statement. Lastly 3.0% of the respondents strongly disagreed with the assertion.

The general mean of the replies was 4.55 an indication that the bulk of the respondents approved the arguments on voter mobilization. On the other hand, standard deviation of 0.61 suggests that the replies were tightly diverse. This research is coherent with that of Paget (2020) who argued that Politicians mobilize the citizenry for electoral processes by developing communications and conveying them to the electorate.

4.4 Inferential statistics

The study basically utilized the inferential statistics, the researcher used the regression analysis and correlation.

4.5 Correlation analysis

To enumerate the power of the connection amongst the variable quantity, the research utilized the Karl Pearson's coefficient of correlation. In short, the Pearson product-moment correlation coefficient is referred to as Pearson correlation coefficient. It's symbolized by r , the Pearson product-moment correlation coefficient, r , can have an assortment of values from +1 to -1. It's a quantity of the power of a rectilinear connotation amongst two variable quantity. A value of 0 designates that there is no nuance between the two variables. Consequently, A value greater than 0 indicates a definite nuance, that is, as the value of one variable rises so does the value of the additional variable. Therefore, A value to a lesser extent than 0 indicates a negative inference, that is, as the value of 1 variable rises the value of the additional variable diminishes. Pearson product-moment correlation coefficient was conducted out and the conclusions observed are available in table 5 below.

Table 4 Pearson's Correlation Coefficient Matrix

	ROA	E
Pressure Groups	1	
Voter mobilization	0.363**	1

** Correlation is significant at the 0.05 level (2-tailed).

Source: **Field Data 2021**

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4.5.1 Connection amongst pressure groups and voter mobilization

After the study was conducted, conclusions showed a substantial positive correlation amongst pressure groups and voter mobilization ($r = .363^{**}$, $P\text{-value} < 0.05$), consequently, suggesting that pressure groups influence voter mobilization in Kenya.

4.6 Regression Analysis

This is a set of mathematical methods that detects the connection amongst two or multiple quantifiable variables: In other words, a dependent variable, whose value is to be projected, and an independent or descriptive variable, in relation to which information is accessible. The method is utilized to understand the equivalence that epitomizes the connection amongst the variables. This is a set of mathematical methods is utilized to appreciate the numerical dependence of one variable on other variables. The method can display what percentage of variation amongst variables is owing to the dependent variable, and what percentage is expected to the independent variables. Essentially, connection among the variables can be demonstrated by equation, or more frequently it can be displayed graphically. The research assumed a modest linear regression steered by the subsequent model:

$$Y = \beta X + \mu$$

Where: -

Y- Pressure groups

X_i - Voter mobilization

β Regulates the connection among the independent variable X and the dependent variable Y

μ Typically spread error phrase

Table 6: Standard Review

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0.363a	0.132	0.101	2.57967

a. Predictors: (Constant), IR

Source: **Field Data 2021**

Basically, for the above circumstance, the coefficient of determination (the ratio variation in the dependent variable being elucidated by the variations in the independent variables) R^2 equals 0.132, that is, pressure groups describe 12.8% of the variation in voter mobilization.

Citation: Gitu, S. N. (2022). The Rat Run to Political Power: A Voter Mobilization among *Boda Boda* Operators in Kenya. *Journal of African Interdisciplinary Studies*, 6(9), 17 – 32.

Table 7: Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	28.277	1	28.277	4.249	.049 ^a
Residual	186.331	28	6.655		
Total	214.609	29			

Source: **Field Data 2021**

a. Predictors: (Constant), Pressure groups

b. Dependent Variable: Voter mobilization

In this circumstance, the consequence value of the F number is 0.049 representing that the predictor variable (Pressure groups) elucidates a variation in voter mobilization and that the general model is substantial.

Table 9: Coefficient

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	-10.738	6.853		-1.567	0.128
PG	0.631	0.074	0.56	8.527	0.00

a. Dependent Variable: Voter mobilization

Source: **Field Data 2021**

4.6.1 Regression equation

Grounded on regression coefficients outcomes the regression equation can be transcribed as below;

$$ROA = -10.738 + 0.631 PG + e$$

Regression analysis discloses the degree to which pressure groups suggestively influences voter mobilization. The supremacy in prediction is influenced by a beta coefficient of 0.631. The conclusions submit that the voter mobilization is significantly affected by pressure groups activities.

5.0 Conclusion

After the completion of the study. Several conclusions were drawn, the following were noted: To evaluate the influence of *Boda Boda* processions during campaigns on the voters' mobilization in Kenya. The results showed that 23.4% strongly agreed with the statement that the *Boda Boda* operators' processions during campaigns enhances the voters' mobilization. 73% of the respondent agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. Only 1.3% of the respondent disagreed with the statement. Lastly 2.3% of the response strongly disagreed with the statement.

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To establish the significance of *Boda Boda* associations voting block on the voters' mobilization in Kenya. Majority of respondents tended to agree (74%) that the *Boda Boda* operators voting bloc is significant on the voters' mobilization. 21.4% of the respondents strongly agreed with the statement. None of the respondent was neutral with the statement since the results shows 0.0%. Only 1.1% of the respondents disagreed with the statement and finally 3.5% of the respondent strongly disagreed with the statement.

In the Focus group discussions with *Boda Boda* operators, the respondents felt that political actors take advantage of the *Boda Boda* sector to advance their political agendas especially in the villages since the *Boda Boda* operators ride to almost every corner of the village. Through this, political actors are alive to the fact that the *Boda Boda* operators interact with almost everyone from a given village. In the villages, it's very occasional for a citizen to attends a political gathering without *Boda Boda* riders who are mostly youths.

6.0 Recommendation

The contribution of pressure groups on voter mobilization was studied and analyzed. Following the tendencies observed in the results of the research, the following are the recommendations.

The researcher recommended that based on the preference of political actors for the *Boda Boda* service in voter mobilization. The political actors should set aside funds to cater for operators to wear their branded reflector jackets, in a monthly interval. Since most of the operators indicated that they longer wear reflector jackets branded by political actors. They felt that they should be paid the way they pay for billboards erected in towns. They felt they were helping the political actors with their campaigns.

The researcher recommended the political actors should atleast conduct a trainer of trainer course on some *Boda Boda* leaders. The political actors should clearly tell them their background and agendas. This will help with the *Boda Boda* operators with the mobilization. Since some operators had concerns over the many questions, they have to answer to their passages concerning the names of aspirants printed on those jackets. They are asked about the political actor whose name has been printed on the reflector jacket they are wearing.

Citation: Gitu, S. N. (2022). The Rat Run to Political Power: A Voter Mobilization among *Boda Boda* Operators in Kenya. *Journal of African Interdisciplinary Studies*, 6(9), 17 – 32.

7.0 References

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