

## Political Marketing: A New Dimension in an Era of Globalisation

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### Abstract

Political Parties use different marketing strategies as a part of their electoral campaign activities to attract more people at a time which convert into positive voters for specific party. The National parties and State parties of India like Bhartiya Janta Party (BJP), Bahujan Samaj Party (BSP), and Indian National Congress (INC), Aam Aadmi Party (AAP), Samajwadi Party (SP) etc. are involved in political marketing these days in different forms to acquire the vote at large extent. Political marketing is not only about advertising parties, broadcasting political party and speeches but positioning their positive image in the whole area of electorate market. Political marketing is now a vital strategy for the political communications. Political marketing implies the usage of marketing tools, methods and techniques in political process. The research paper highlights the different political marketing instrument which is necessary and required for successful activities of political marketing for maintaining positive political image and also it will focus on eight generic function of political marketing. The paper also reflects on the functions of political marketing which will effectively applied on the electoral market and government markets. Research is desirable to find out how to position that is positioning of their image or brand of the political party in the electorate area and to select and place different advertising strategy in the relevant media.

**Keywords** - Electorate Market, Political Image, Political Marketing, Political Marketing Instrument

### Introduction

In India political marketing came as a new terminology and in process like in developed countries. Nowadays political marketing strategy becomes a face of political parties to come up in front of people in a positive manner and turn voters towards individual's party. Political marketing is a process by which political parties endorse themselves by implying marketing tools, techniques and methods of marketing strategy like Political advertising, Celebrity endorsements, online campaigning, television advertisements, print advertisements, Radio advertisements, professional consultants and campaign managers, Rally speeches etc. are some of the methods used in political marketing. Political marketing mostly focuses on his advertising strategy which focuses on marketing of ideas, attitudes, and concerns about public issues. The main objective of political marketing is to achieve the confidence of the people in favor of particular political party for the acceptance of their ideas and the

existence of themselves. The reason behind using political campaign marketing is to influence their vote. Political marketing includes a mass communication used for the purpose of appealing for the votes directly or indirectly and for financial support in the name of donation or for becoming a party member with the minimum amount of registration or degrading the opposition political leaders. Political marketing is different from commercial marketing. As in political marketing the product is person itself who is trying to sell himself on behalf of party in terms of getting vote instead of money and the objective must be met within a specific timeframe. Political marketing is a strategy where parties try to endorse themselves and promote individual to gain the attention of whole population in different region or areas or whole population. They try to gain the popularity in a positive way through the advertising mode where people start trusting on individual party to get more and more vote and long lasting benefit from the targeted group so that they can become the strong party and enjoy the political and constitution power in the state. The aim of political party is to determine how to generate and retain public support for party policies and programmes. Political marketing also raises many controversial and social questions which highlight the parties in to media so much foe concerning the funding of political campaigns, claims of political parties candidate whether the truth or fake. The idea behind using political marketing strategy is to spread the messages of political parties to mass population at one time. Political marketing is ongoing process whether the election is on or off. Political party always updates them and spread their messages throughout. But when the election time is there then we can see lots of activities of political marketing go on for highlighting political parties. The strategy or media they use for advertising or marketing themselves are -

#### **Newspapers**

Newspaper has a wide range and it allows the political parties to communicate with a large number of people and it's a low cost medium to spread large extent.

#### **Radio Marketing/ Advertising**

As many people are radio savvy these days parties are taking opportunity of this by passing their messages on radio to highlights strong point of one selves and weak point of other party to grab the attention of listeners.

#### **Television Advertising**

Television is the fastest medium for passing the messages as every household have T.V facility so there is opportunity of showing political parties views on regular basis in different channels in the form of live telecast of rally, speeches, campaign etc.

#### **Cinema/Film Advertising**

Short films are prepared on particular theme like Beti Bachao Beti Padhao, Swachh Bharat Abhiyan etc. of BJP party and showed on Cinemas during starting and intermission. So this is also an acceptable political marketing approach which is enjoyed by people.

### **Direct Mail Advertising**

In this people get mail from directly to the political party's mail circle to get messages or views of political leaders on behalf of whole party or to add in google circle to get updated with the party's initiation on regular basis.

### **Outdoor Media Campaign**

It consists of posters, banners, hoarding, wall painting, etc. to get highlighted in the mass people and is the easiest way to pass view and messages in front of electorate voters.

### **Review of Literature**

According to Harrop, political marketing as being not just about political advertising, party political broadcasts and electoral speeches but covering the whole area of party positioning in the electoral market.

Kavanagh perceives political marketing as electioneering that is as a set of strategies and tools to trace and study public opinion before and during an election campaign, to develop campaign communications and to assess their impact.

According to Lock and Harris, "political marketing is concerned with communicating with party members, media and prospective sources of funding as well as the electorate"

Lock and Harris conclude that political marketing is at a "craft" stage and they find the assumption that there is direct transferability of mainstream marketing theory to political marketing "questionable". They claim that political marketing has to develop its own frameworks by adapting the core marketing literature and develop its own predictive and prescriptive models.

Wring defines political marketing as "the party or candidate's use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes"

O' Cass argues that the use of marketing "offers political parties the ability to address diverse voter concerns and needs through marketing analyses, planning, implementation and control of political and electoral campaigns". He further argues that "the central purpose of political marketing is to enable political parties and voters to make the most appropriate and satisfactory decisions"

According to Scammell, "political marketing shares with history the desire to explain political leaders' behavior, shares with political science the desire to understand the political processes and shares with political communication an interest in the art of persuasion." He also said, due to the rapid expansion and the diversity of this field of science, there is still no consensus on the definition of political marketing. In her view, political marketing shares with history the desire to explain political leaders' behavior, shares with political science the desire to understand the political processes and shares with political communication an interest in the art of persuasion

Butler and Collins highlight that political science focuses on institutional relationships and the policy-making process, and thus, political marketing can be useful by focusing on campaign strategy and management. The already existing body of marketing knowledge and technical expertise can also broaden the understanding of political motivation and behavior.

According to Philip Kotler, "Political campaigns have increasingly been compared to marketing campaigns in which the candidate puts himself on the voters' market and uses modern marketing techniques, particularly marketing research and commercial advertising, to maximize voter "purchase." It is argued here that the very essence of a candidate's interface with the voters is a marketing one and always has been"

According to Avraham Sharma, "Political marketing is the process by which political candidates and ideas are directed at the voters in order to satisfy their political needs and thus gain their support for the candidate and ideas in question. A cursory comparison between marketing of goods and services, and marketing of political candidates would readily point up at least one common concept promotion. Clearly there is quite extensive use of media by the seller and the candidate for the purposes of informing, reminding, as well as changing attitudes and behavior. Possibly, such a comparison would also indicate that both marketing of goods and services, and marketing of political candidates utilize similar tools such as market research, and various statistical and computer techniques in studying the market."

### **Objectives of the Study**

The basic objectives of my study are:

- To find out role of Political Marketing.
- To find out importance and need of Political Marketing.
- To know its impact on people.
- To find out main Generation-Y electorate voters of next decade.

### **Research Methodology**

My study under discussion is purely based on secondary data which include, Existing Articles, Published books, Articles published in different Journals, websites, online articles and Research Paper published in different journals. Through these secondary data and information available I have done my research on Political Marketing so deeply to meet up with the objective of the study.

### **Generic Functions of Political Marketing**

Political marketing theorist has described the eight generic functions of Political Marketing and that are as follows-

**Product Function-** The product function includes the exchange of goods & services between one and another. In political marketing the product is party image and promise of good governance which main objective is to gain good image to acquire electorate voters. In this the exchange of political party thought views and ideas to the general public to get in exchange more and more vote and to retain them for a long period of time.

**Distribution Function-** The distribution functions means the availability of exchange offers to the exchange partner. Here the political party distributes the all relevant information, basic ideas and need of him to the other partner and offers are of providing good governance and fulfillment of promises made by them. The primary distribution is done through rallies, campaign etc. and the other is done by fulfilling the promises.

**Cost Function-** In political marketing cost function means the exchange of all details, ideas and information without spending money from the consumer or voters as done in commercial marketing that is for getting any information or detail of the product consumer need to pay the money but in political marketing under cost function consumer that is voter need not to spend amount for getting any information about products that is political candidate. Generally, it refers to management of behavioral and attitudinal barriers of voters through campaign strategy. The political party do not want monetary profitable but they want positive voters in a huge number.

**Communication Function-** This is the one of the important function of political marketing as it is the one of the part through which the political leader can connect themselves with the voters by providing political content, political ideas, future programs and promises to them with the help of advertising strategy of political marketing like campaign, rally, televisions advertisement, radio advertisement etc.

**News Management Function-** This is closely related to communication function as it is linked with the flow of communication or message to the voter with the help of news or media. It is very important to manage news as it will help maintaining an image of political party. It is the management of publicity of political image in front of voters. News management function includes the management of online advertising, campaign management, rally management, public relation management, television news management etc.

**Fund Raising Function-** This is the integral function of political marketing through which there is some financial rotation in the party for the survival of the political parties. It come up in the form of membership fee, donations etc. in front of the voters. In order to provide the political leaders with suitable resources, a different fund raising function needs to be addressed to get fun in the parties.

**Parallel Campaign Management Function-** This function helps in perceptiveness of the requirement parallel organizations for co-coordinating the campaign management activities of a political party who will manage the campaign during the election time under the advertising strategy. Coordinated and synergic use of managerial campaign activities helps in manage more efficient use of campaign

resources while campaign activities. This function helps in increase the trustworthiness of the political messages and able to maintain good image in front of people.

**Internal Cohesion Management Functions-** Along with external management aspects, internal functions and structure of political party is also needed to be managed efficiently. The management internally is concerned with the party member's relationship and activists as well as the spoke personnel. The internal marketing functions play a crucial role in creating internal stability; trust and fruitful work among the party members which help in make the party strong and maintain a good image from the outside in front of the country.

#### **4Cs of Political Marketing**

As classical marketing have 4Ps of marketing mix same way Political Marketing also have 4 Cs and they can be described as follows:-

**Cause** – Cause implies the reason behind the existence of particular party, particular candidate standing for the nomination for Prime Minister Position etc. There are many causes of offer to voters while promoting themselves like development, provide safety to women's, bringing job opportunities, changes in petrol prices, integrity and good governance.

**Constituency** – Constituency is the same way as of local markets in marketing. It is vital for political parties to reflect in a different way for the Lok Sabha constituencies. The nominated candidate and members need to present themselves the best in the constituency is a blend of optimizing many resources and able to target on micro level. The party should manage those candidates who play spoilers in at least a fifth of the constituencies

**Comparative Advertising-** Comparative advertising is use to portray the idea of opposition part or competitors in an adverse way without being perceived as offensive to them. Political advertising do this by creating FUD that is fear, uncertainty and doubt. It was found that comparative advertising degrade the image of the attacked candidate party without disturbing the image of opposite candidate because voters believe in pessimistic advertising which makes them available with more information about the parties and help in making better decision while elections.

**Celebrity Endorsements** –With the changes of demand of people and rapid growth of media in the last decade, we see celebrity endorsements in the political advertisements and as a candidate like editors, TV anchors, cricketers, former diplomats and government servants all contributing their endorsement for the benefit of the voters and for the political parties. Such endorsements will increase the number of votes during the election as some voters easily get influenced through celebrity endorsements. Political parties will cord in powerful social commentators and make them to convince the voters with captivating points to build preference, brand image especially among undecided voters of the nation.

## Result and Discussions

Political Marketing is the need of fast moving country where people are more conscious and knowledgeable to decide on the particular rights and make choice of their own without interference from others. The decision making power is the rights of today's generation where they want their freedom and choice to be fulfillment. Even in the area of political while choosing political leaders or political party for the sake of country they are only listening to their own views without interference of their family member too. There were 150 million young voters for general election in 2014 .Therefore, taking this opportunity political marketing is one of the vital tools to come up in front of the people especially the young youth who are playing an important role in deciding their government to rule out. The young youth are the main electorate voters of the country and they are the one who can easily convince others in a friend circle or family members to vote for a particular party as well. For this reason a very well political marketing strategy requires to convince people or to come up in front of voters in an innovative approachable way where political parties can share their ideas, views, future programs, and additional involvement for the benefit of country, job opportunity for youngster and unemployed educated people, promise of good governance, etc. In 2014, election time Prime Ministerial aspirators Rahul Gandhi and Narendra Modi have both campaigned for the youth to attract for vote; Rahul Gandhi have used Television advertisements strategy used in which they depicts youth workers from the Indian National Congress with the tagline "Kattar soch nhi Yuva josh Har hath sakti har hath tarakki" whereas Narendra Modi gone through his rallies strategy for sharing their ideas and views.

The result of political marketing is so effective and powerful that it can change the scenario of current situation. It was discussed that the primary objective of political marketing is to build political good governance image and form the public imminent. Political Marketing constitute of various advertising strategy including internet through social media site, websites and Brand endorsements in the political advertisements. This is the first time where voter are so young, idealistic and actual motivators of his votes. There is almost every political party in country use the best political marketing approach to launch their best strategies to reach out at large population.

Here are some examples of political marketing approach followed by different political parties and they are as follows-

### **Bhartiya Janata Party (BJP)**

#### **Statue of Unity**

Narendra Modi, BJP's PM candidate when announced to create the world's tallest statue of Shri Sardar Vallabhai Patel in India, the whole nation got attracted towards this phenomena and support and looked forward to the completion of this project of world's tallest statue .People believe that Narendra Modi is tried to brought the whole nation together. And decision of making this statue of Shri

Sardar Vallabhai Patel, whom the people of India have strong believe on him as he was the man of unity and this turns into big vote appealing strategy by the Bharatiya Janta Party. The BJP party stated that the Statue of Unity would be made of iron material that will be contributed from the every house from Gujarat, which directly hita the voters to get connected with their sentiments and turn to be a positive voters for a party.

### **Chai Pe Charcha**

Opponent parties try to ruin the image of Modi by commenting on his early life profession as a tea vendor, attempted to make it a reason for the voters to not vote for a *chai walla*, but Modi took it positively, only to launch a *Chai pe Charcha* interaction. The interaction include video conferences all across India , answering to the queries and healthy interaction with the public there on the sets of the news channel, reality shows interaction that deals with the current prominent issues of the nation.

### **NaMo Speech-Making**

For motivating voters, they create the image of a man who will change the impact of inflation, provide women safety, reduce poverty, bring job opportunity, influence clean India and good governance etc. the name of man is Narendra Modi created in the mindset of voters who took it so positively that changes the Lok sabha result and able to win the match of power.

### **Abki Baar Modi Sarkaar**

Narendra Modi has try to motivate and able to convince the voter so passionately that there is only voice of Abki baar Modi sarkaar which has changes the mindset of voters and had a very good impact on nation .Really we had seen a good impact after seeing the voting result as BJP got the seat and Narendra Modi is our Prime Minister.

### **Indian National Congress (INC)**

They spread themselves on Television, digital and manual prints, and social media sites to gain the popularity among people. They focused on youth by promoting Yuva Josh Har Haath Sakti Har Hath Tarakki but then also the loose the votes why? Reason they didn't try to touch the issue of scarcity and rising costs of petrols and foods and also didn't try to touch RTI, the youth who are the main voters didn't felt the motivation and administration through the communication process of party. Indian National Congress party try to portray his image through his Vice President Rahul Gandhi who is shy in front of camera, low confidence and not able to communicate directly with the people through advertisements. Even the television advertisement did not work for them.



### **Aam Aadmi Party ( AAP)**

The AAP party doesn't adopted any advertisement strategy not on TV but also not through digital or manual prints then also they are able to defeat the Congress in Delhi. The Aam Aadmi Party does not believe in paid marketing and hence go viral through social media and YouTube to communicate with common man of nation.

### **Findings**

Major findings of my Research paper are:-

- Political Marketing strategies have a good impact on people and a way to communicate and share ideas, views easily to the electorate voters.
- Political leaders also go through political marketing strategy to gain the trust of people on them.
- Political parties are going Social media as well to attract the voters and to connect with them in the technological arena.
- Political parties try to attract youth through political marketing strategy as they are the main electorate voters of next decade and the motivators of people.
- Political parties and leaders are coming on Facebook through like page to update the voters on their social media site.
- Television advertisements, Digital and Internet, Radio Advertisement and Rallies are the main political marketing strategies which are followed.
- Narendra Modi came up with 'Maan ki Baat' on radio to connect and to maintain long time relationship with the voters and to motivate them, to convince them, to maintain trust on them etc. is try through this program. This is also a political marketing strategy
- AAP party uses the technology and came up on Mobile platform to connect with voters. The political marketing strategy they used by introducing Anti-Corruption helpline where 5,00,000 calls made by more than 7,000 volunteers in just one week.
- AAP party then uses social media strategy to come in front of voters through Facebook. To reach young first time voters. The campaign able to raise Rs 20 crore through online marketing.
- BJP uses the strategy of building brand name through NaMo that is Narendra Modi, Chai wala, a CM of Gujarat now the Prime Ministerial candidate of BJP for 2014 elections.
- NaMo store came up online for merchandising where we can see lots of product like T-shirts, Mug; Stationeries etc. have the face and name of Narendra Modi. The products inspire people to wear, embrace the change and be the creator of a better tomorrow.

### **Suggestions**

Although Political Parties are doing very good and using almost all the political marketing strategies to spread their views and ideas among the voters to get more and more votes during elections. Then also there are some suggestions after my research which could be taken into considerations. The suggestions are as follows-

- Political parties must choose right leaders for the higher position like Chief Minister or Prime minister so that they can boldly and easily communicate with the nation and able to market their image through political marketing strategy.
- Political Marketing can also be done through the introduction of App on Smartphone's or I-phone as people are now more technological and wanted to find all the information at their hands.
- Campaign and Socialization should use advertising activities as it will guide the decision of choosing a right candidate and right party rather than debate program.
- Political parties can also provide facilities to rural areas through projectors or LCD where rural people can also see advertisements and campaign of political parties as the rural people can also convert to a positive voters or can convert those people who never go for voting.
- Political parties are there on social media site like facebook, twitter, etc. but they never reply on their like page. So making strong relationship with the voters and to leave a good image and impact on them the parties or leaders should reply to the common man questions or query.

### **Conclusion**

It is clear that political parties are strongly using political marketing strategies to reach out to the whole nation. Political marketing is necessary for targeting key voters group within the election cycle if political parties to retain or gain office. Also for maintain and enhance their image and policies outside the election cycle. Marketing Strategies they use for maintain their positive image across the nation and worldwide so effectively through campaigns and co-ordinate themselves with the help of social media so intensely. Political marketing is the need of today's technological arena where people are highly sensitive and the voters are more youngsters. Through political marketing political parties can create their image as they want to do and with the help of highly effective advertisement strategy they can change the mindset of people in favor of them. Only need to choose right strategy and right content otherwise it may have bad effect as well. Therefore, it is very necessary to choose right content which can be true as well to gain the vote and to retain the vote for longer period of time. Political marketing can promote the limited resources available to the political parties, generate and spread valuable information, ideas and views of political party for the candidate and the voters and helps in promoting better awareness

in the political practice of marketing. However, it is not a way to win the elections through marketing only but require a consistent ideology and action plan which will easily convince the electorate market along with good political marketing strategy.

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