

Understanding the Concept of Political Marketing

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I. INTRODUCTION

Defining Political Marketing as no single unambiguous answer from the field. Every day it is expanding scenario as international research on electioneering and political communications is rapidly growing. Last two decades since early 2000s as seen rapid increasing in interest in the field. The ever emerging breed of political and campaign managers have added the fuel to the growth of research interest.

Definitions

The concept of politics in the Oxford dictionary is "Science concerned with the state or part of one's type, organisation, and administration" (Rees and Gardner, 2005).

Political Marketing: A Harrop (1990) concept perceives political marketing not only as political advertisements, political party broadcasts and electoral speeches, but also as covering the whole sector of party positioning in the electoral industry.

Political campaigning is seen by Kavanagh (1995, 1996) as electioneering, i.e. as a collection of techniques and resources to trace and research public sentiment before and through an election cycle, to build and measure the effect of campaign messages. Scammell (1995) shares a related opinion.

"Maarek (1995) conceptualises political marketing as "a dynamic mechanism, the product of a more global endeavour involving all the variables of the political communication of the politician" and stresses that "'political marketing' is the general 'political communication' tool, one of its ways. He finds the advent of political messaging as an outcome of "the implementation of a programme of political communication ... a global technique of contemporary political communication design, rationalisation and conveyance."

Lock and Harris (1996) find out that "political marketing is concerned with engaging with community stakeholders, media and future

support outlets as well as the public," while Wring (1997) describes political marketing as "the use of opinion polls and environmental analysis by the party or nominee to produce and promote a strategic product that will help accomplish organisational priorities and objectives." O 'Cass (1996) argues that the use of marketing "offers political parties the opportunity, by marketing research, preparation, execution and control of political and electoral strategies, to answer diverse voter interests and needs." "The core goal of political messaging is to encourage political parties and citizens to make the most effective and satisfactory choices," he claims, bringing this one move further. In order to describe political communication, O 'Cass (1996) utilises an exchange model. According to him, a trade takes place as electors cast their ballots. The party / candidate promises stronger government and strategies after elections in exchange for their support. In this way,

O 'Cass claims, since it is primarily interested in how these purchases are made, induced and valued, marketing may be extended to political processes. Commenting on the exchange paradigm, Lock and Harris (1996) claim that it has 'a lot to give as a functioning concept of political messaging'.

Scammell (1999) states that there is still no agreement on the concept of political marketing because of the fast growth and the diversity of this area of research. In her opinion, political marketing shares with tradition the ability to clarify the actions of political figures, shares the desire to comprehend political systems with political science, and shares a curiosity in the art of persuasion with political communication.

Political Marketing System

The selling of proposals and views pertaining to civic or political concerns or to particular candidates is political marketing. Opinion polls and environmental analysis was utilised by the party or politicians to create and

encourage a fair offer that can help realise corporate objectives and satisfy classes of constituents in return for their votes. In political marketing, we need to shift the conventional marketing framework to a political marketing system in which the business consists of a selection of representatives communicating ideas to a set of

voters in the expectation that they can receive votes in exchange and that they will need knowledge regarding the desires and desires of voters through the marketing analysis mechanism to do this. This political marketing scheme is seen in the below in Figure 1.

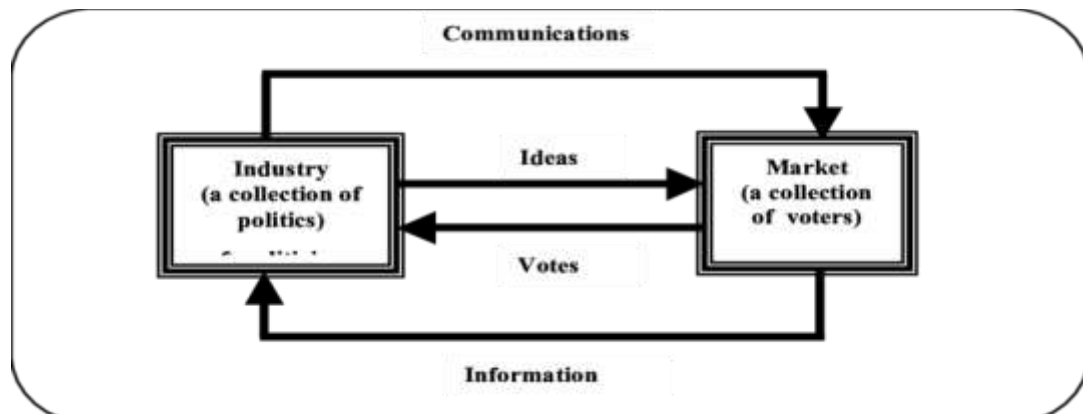


Figure1: Political Marketing Scheme

Marketing consists of acts performed by a specific group to evoke desirable reactions, like behavioural responses, such as voting or encouragement. Marketers analyse what each participant wants from the trade while conducting efficient exchanges. Politicians, for instance, want trust and commitments; brand loyalty and long-

term support or repeat electoral support and maximised electoral support. Voters, therefore, want political data and facts; a prudent, efficient, intellectual and truthful leader; better governance and better strategy. The trade chart for lawmakers and electorate is represented in Figure 3 below.

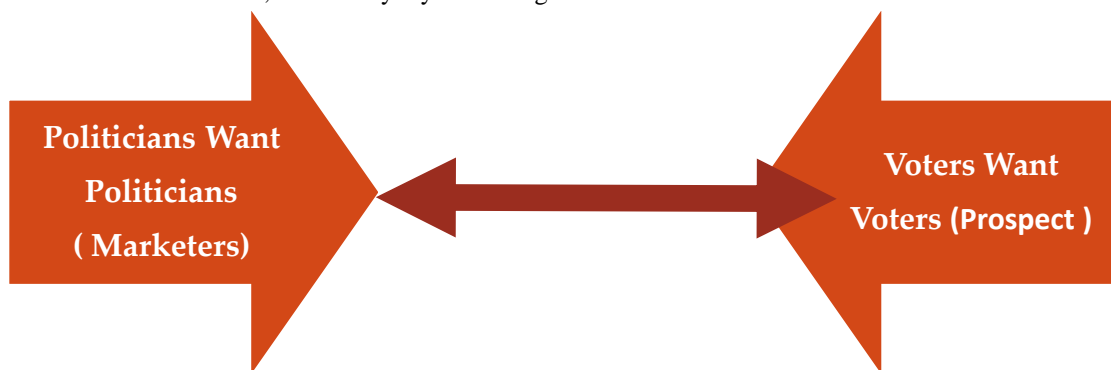


Figure 2 The Exchange Map for Politicians and Voters

Grigsby (1996) claimed that the lead in commercial ads has almost always been preceded by political campaign strategies. Politicians and political advocates are increasingly adopting tactics that in the economic marketplace have proved to be successful. From a party idea to a business concept, election strategies have developed. The most critical element for popular elections was electorate recruitment under the party definition. The advertisement concepts and strategies popularised

by commercial advertisers are utilised in contemporary campaigns. The advertisement concept relies on the desires and expectations of voters. The politician then seeks a portion of the agenda of the movement that conforms to the wishes of citizens. Table 1 shows the similarities between strategic marketing and commercial marketing.

Political Marketing and Consumer Marketing

According to Keller and Kotler (2009), marketing is "an operational function and a collection of processes for consumers to develop, connect and deliver value and to maintain consumer interactions in a manner that benefits the company and its stakeholders."

The field of marketing is affected by other fields of studies and assists with responding in the development of other expert bodies inside the management area. The execution of customer correspondence thoughts is another event in the feeling of non-profit political marketing. (Henneberg, 2004).

Less Marshment and Robert (2005) clarified that political marketing in academic studies and politics around the world is an significant field. Voters are now viewed by political parties as customers, political structures are now referred to as economies, and strategies are now seen as a consumer-satisfying commodity. There is increasing emphasis on realistic promises and the demand for political success by diverse communities within society. All these aspects are very necessary, really competitive and volatile, for success in the political business. The researchers' fields such as sociology and economics, occupational sociology and political geography have cited the latest different perspectives into the mentality and actions of the voter (Dunleavy, 1990).

Mainstream Marketing and Political Marketing

By adding the key term "ideas" in its redefinition of marketing in 1985, the American Marketing Organization "adopted" the principle of political marketing. Marketing is the method of organising and implementing the conception, pricing, promotion and delivery of products, products and services to establish exchanges that achieve person and corporate targets (cited in Wring, 1997). Hence, the AMA meaning of marketing reads:

Harrop (1990) discovers parallels between political marketing and marketing for services; a perception that Scammell (1995) still holds. Political marketing, for Lees-Marshment (2001b), is the product of the union between marketing and politics and, empirically, reflects the permeation of the political arena by marketing.

This mix gives, in her opinion, a more full image of the actions of political parties.

Kotler and Kotler (1999) further add that the political arena is heavily charged with thoughts, passions, confrontation and partisanship, unlike the business world. In comparison, O'Shaughnessy

(1999) pointed out that conventional marketing does not extend to the usage of misleading ads.

Lock and Harris (1996) argue that political marketing is at a "craft level and they make the assumption that conventional marketing philosophy is explicitly transferable to" questionable "political marketing. They argue that, through incorporating the core marketing literature and creating their own statistical and prescriptive models, political marketing needs to establish its own frameworks.

As Kotler and Kotler (1999) point out, "aware marketing just promises to optimise the ability of the nominee ... adapting traditional marketing strategies to political advertising would at least guarantee that the preparation of the campaign is organised, efficient, and electorally focused." Marketing will facilitate the most productive usage of finite capital, produce useful data for both the campaign and the electorate, and encourage greater democratic process responsiveness.

The Usefulness of Political Marketing

Lock and Harris (1996) state that political scientists view political marketing "in the immediate pre-election era in the sense of political communications." Butler and Collins (1996), similarly, claim that political scientists have very loosely described political marketing. Scammell (1999) points out that political marketing is situated in the area of campaign studies from the point of view of political science and, while it gives a valuable vocabulary and typology, they deny that it provides a sufficient analytical context to explain the campaign method.

Harrop (1990), on the other side, suggests that "a marketing viewpoint provides a fresh outlook on interpreting democratic reform and that marketing strategies have ... increased the standard of British election political contact. Political messaging will, in his opinion, be helpful in determining the position of party pictures in electoral choices. Political science, which is generally associated with policy and philosophies, has ignored this element. By focusing emphasis on competing objectives, political science often overlooks the concern of political marketing with the common and collective interests of parties and citizens.

O'Shaughnessy (2001) states that the notion of political messaging has been totally hostile by some political scientists. But, it was adopted by a select number of them by finding out its distinctive qualities that are not available via the philosophy of political science. Lees-Marshment

(2001a) suggests on a related note that the study of political marketing could better understand party activity and forecast its implications. It has the ability, thus, to advance the perception of political behaviour. In addition, as Butler and Collins (1999) emphasise, political science reflects on structural partnerships and the mechanism of decision formation, and therefore, through concentrating on campaign planning and management, political messaging may be useful. A body of marketing information and technological experience that already exists may also extend the perception of political inspiration and actions.

TECHNIQUES USED IN POLITICAL MARKETING

Political messaging requires coordinated political strategies composed of multiple methods:

Direct Marketing: This tool is the oldest tool used by political parties through speeches, rallies, propaganda fliers, messages etc... to reach out the target audience

Competition Research: Here the negativity messaging of the opposition parties will be illustrated with proper research. . It is actually focused on SWOT analysis that stresses that a competitor's vulnerability is one's own power.

Digital Marketing: Digital marketing strategies like social media advertisements, social media influencers, emails, peer group influencers etc.. are increasingly used by political parties.

Market segmentation: Political communications strategists use the market segmentation to target consumers with cultural, demographic, social characteristics, etc. to develop a positive outlook for the parties concerned

Product Development: The product is the group or philosophy, or the candidate, in political marketing. Since voters are very interested in learning about the campaign, the parties prefer to develop the product in the most productive and intricate way, such as developing their candidate's profile by showcasing his life's struggle, his successes, and his social , economic , cultural or political participation, etc.

Market surveys: These surveys are often carried out by political parties in order to objectively assess the candidate's reception and to formulate political campaigns accordingly.

Branding: With their ads, political parties often use branding. As a brand or a sign of prosperity, they represent their candidate.

II. CONCLUSION

Different political parties to impact voting behaviors through various promoting techniques.

Like in the main stream marketing , agencies will help political parties to comprehend voters moods and design campaigns accordingly. Ultimately, it might prompt fostering an feedback loop which becomes a tool for participative democracy, where voters can communicate their priorities to politicians and policymakers.

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