Impact of Marketing on Performance of Political Parties in Elections: With Special Reference to Delhi

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ABSTRACT

As one of the most competent and crucial components for the growth of any entity, whether it is a brand, a product, or a person, marketing is regarded to be one of the most vital factors. The same may be said for the political world in which we now live. Due to the rising rivalry among political parties, they have little choice but to market them in such a way that they can defend themselves as the greatest of all. Political parties have been increasingly employing marketing strategies in recent years, which has evolved into what is now known as political marketing. Researchers will shed some insight on the growing significance of marketing as a communication channel for politics and political parties in this study. Despite the availability of internet news coverage, the general population is frequently misinformed about political topics and news that should be covered by political marketing, and as a result, this notion is gaining traction as it aids in analyzing voter behavior. The goal of this study is to comprehend and demonstrate the use of marketing as a powerful tool in the field of political marketing in general. Although various studies have been done on the impact of marketing during the past decade, there are vital possibilities for more research in the future on the marketing impacts in various fields such as healthcare, the food industry, and many more.

KEYWORDS

Elections, Marketing Communication, Political Parties, Political Advertising, Political Marketing.

1. INTRODUCTION

Political parties and politicians typically advertise themselves and the ideas to voters done carefully planned communications goal at winning public support, which is sometimes referred to as political marketing. While the entities being promoted differ, there are numerous parallels among political marketing as well as the selling of products and services incorporate marketing and political marketing [1]. As the business dealer, you may believe that the political marketing tactics and strategies have little to do with marketing communications, yet the two are rather similar in that they both strive to communicate marketing messages. The most significant distinction between corporate and political advertising is that the later is charity to promote public consciousness and enlighten citizens about vital problems and leadership options in their town, state, and country.

It is commonly thought that our voting selections are solely based on how well each candidate's program matches with our own set of ideas and values, but our votes are considerably more likely to be cast depend on the results of highly targeted and enhanced political marketing efforts. "In a democracy, the ignorance of one voter jeopardizes the security of all," stated John F. Kennedy. As a result, marketing has become the fundamental core of politics, and it can be seen everywhere in political campaiging since it speeds up the communication process when directed appropriately. Political marketing is rapidly evolving, and political parties must swiftly embrace new strategies to lure their supporters since voters for political parties are similar to clients for business marketers [2].

Cold calls, direct mail flyers, email campaigns, radio advertisements, television news, social media outreach, and talk shows appearances are all ways to interact with probable voters and affect public opinion in today's political marketing scene. In a casing, the value of political advertising is determined by its effectiveness in disseminating messages and enlightening the public. The campaign ideas and messages are simply shared and absorbed, permitting for the more natural manner of increasing consciousness and creating the call for actions, whether that action is to join the campaign, push for the law, and votes at the polls [3].

The end of the new command is marked by the incidence of political improvement in Indonesia, which enforced the multi-party systems, and the triumph of Functional Group in the general election after 32 years suffered substantial changes. This is consistent with the assertion that political improvement in the Indonesia has altered the terrain of Indonesian party politics. Furthermore, the victorious Functional Group (Golkar) has been continuous for 32 years, and the market structure of a political parties in the new order era is exclusively controlled by the Golkar, United Development Party, and Indonesian Democratic Party [4].

Similarly, the dynamics of political candidates. Now, new parties are rising to continue on the purpose and reform. All of this has altered Indonesia's political system. Several variables influence the political party's ability to wins the general elections, both inside and outside. Political marketing is one of the variables that influence a political party's ability to win elections. Successful marketing in many service industries is related to the approach that applies the auction as "exchange relationship", wherever trust is transferred for the execution of the commitment. Similarly, reputation, images, and judging leadership are essential criteria in eyes on their consumers or constituency in the political sector. According to the last era, political advertising is doing it in the forms of actions such as images development, tracking issues, voter targeting, election timing, and aiding in policy formulation [5].

Political parties are experimenting with utilising social media for marketing and promotion in this age of technological transformation, when social media has become the means and end-all of all communication. Political marketing is defined as "a range of people and organisations using marketing ideas and

practises in political campaigns." Candidates, governments, political parties, interest groups and lobbyists, use the procedures to analyze, develop, execute, and manage strategic campaigns to influence public belief, spread their philosophies, pass legislation, win elections, and plebiscites in reply to the need for specific groups and peoples in the society." The Political marketing isn't only restricted to traditional advertising; it's also made an impact on a social media. The Social media is a types of digital media that permits political marketers to build a political marketplaces in which candidates, political parties and government officials, may utilize social media to influence public opinions [6].

Social media has progressed into a strong instrument for expressing thoughts, perspectives, and ideas, and also an important one for shaping the public opinion. According to Wikipedia, Social Media is the online applications platform that allows users to communicate, collaborate, and share material. Online 2.0 technologies deliver users with a web practise based on the buzz, which represents their participation in informations sharing. It's open to not only viewers of the site owners' material, but also vigorous content creators to portion to explain their personal experiences, offer comments, and rapid their feelings in a favorable, negative and neutral manner. Marketing is defined as "the passive or active amplification of original marketing labours by third parties." Consumer buzz, according to Wikipedia, is a user's generated word-of-mouth messages that is the review of a products or service that is freely put on a websites by customers about their practises with the product. Use of social media Tinkle is a phrase used in the viral marketing that may be described as individuals interacting on social media sites about a products, service, or concept, amplifying or altering the original marketing message. This mood, enthusiasm, energy, and expectation can be favorable or negative concerning a product, service, or concept [7].

The function of information and communications technology (ICT) in political marketing necessitates a critical understanding and offers an essential and interesting line of study that will benefit both theories and practices of political marketing. Newspapers, movies, radio, and television have all been strategically used as new technologies in their respective times. The introduction of the World Wide Web, followed by the disposition of websites, blogs, emails, and social networking technologies, has radically altered the communications landscape [8]. Due to the ever-increasing rivalry, political communications has certainly not been more crucial than it is today. Conflicts in the Middle East and global economic crises have pushed ruling parties to defend their actions, and political communication is often utilized to do so, which they also use constructively to establish their constituents' expectations. Governments are scrambling to defend their actions and assuage citizens' worries as a result of international skirmish and the worldwide economic crisis. This paper recounts the findings of a preliminary investigation into the procedure of a political communication. Using a constructed grounded theory technique, it identifies models that need modernisation and intermixes them into a bigger model that represents some analysis of the consequences for not just the area of political marketing communications but for marketing communications as a whole[9].

The political marketing process political marketing examines how political elites, including candidates, parties, governments, and interest groups, use marketing to achieve objectives such as influencing election outcomes and promoting policy change and ideology. It focuses on how they interact with their markets, which include not only voters but all stakeholders, including party members, as well as how the political product they propose and deliver once in power answers to those markets' expectations. The product includes not just policy promises, but also larger factors such as how a party or candidate accommodates, serves, and represents market requirements and wants. Political marketing, as shown in Figure 1, shows a variety of themes and practices. To begin, market research, segmentation, strategies, market positioning, branding, marketing communications, and organization are all techniques that may be used to discover and understand the public and other markets. Market research encompasses not just traditional quantitative and qualitative methods like surveys and focuses groups, but also consultation, role-playing, and discussion. A political group uses these methods to obtain information about the electorate's most pressing needs and desires. What do voters think are the most important political problems of the day? What does the perfect candidate, the ideal political party seem like to them? What are the remedies that that politician or party proposes to today's social issues?

As one of the most competent and crucial components for the growth of any entity, whether it is a brand, a product, or a person, marketing is regarded to be one of the most vital factors. The same may be said for the political world in which we now live. Due to the rising rivalry among political parties, they have little choice but to market them in such a way that they can defend themselves as the greatest of all[10]. Political parties have been increasingly employing marketing strategies in recent years, which has evolved into what is now known as political marketing. The underlying links between marketing and the political process have become more and more evident over time. In terms of the entry of social and mainstream media as information transmission instruments, major changes have occurred in the political marketplace during the last three to four decades.

In terms of political marketing, campaign expenses have risen at a breakneck pace. Both commercial and political strategists have begun to utilise media channels to inform, persuade, and persuade potential clients' and voters' opinions and behavior, and they attempt to employ comparable methods in campaign structure, such as statistical analysis and market analysis. We will shed some insight on the growing significance of marketing as a communication channel for politics and political parties in this study [11]. Notwithstanding the availability of 24-hour news channels and 24-hour internet news attention, the general people are frequently under the informed on an political problems and news that should be covered by political marketing, and so this notion is gaining traction as it aids in analysing voter behavior. The goal of this study is to comprehend and demonstrate the use of marketing as a powerful tool in the field of political marketing in general.
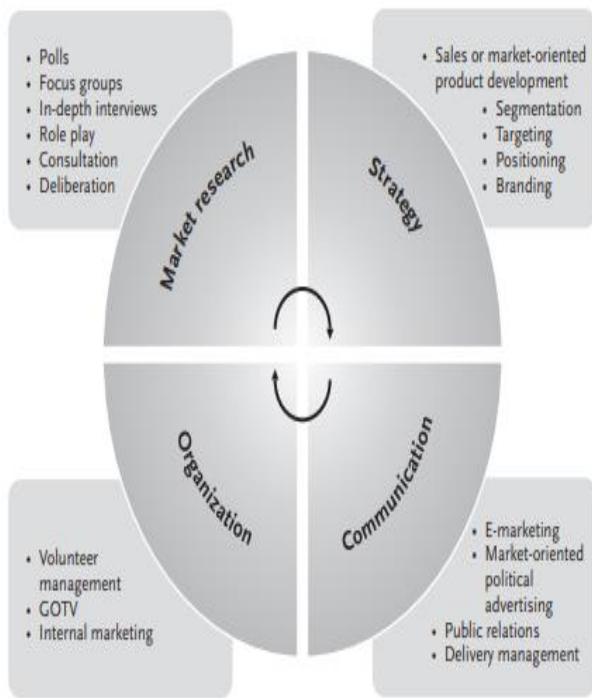
Figure 1: The above diagram shows Political marketing which can be divided into four parts: 1) Market Research, 2) Organization, 3) Communication and 4) Strategy [12].

To develop trust and a positive political image, a political party or candidate should use political marketing principles on a regular basis. Developing a political standing requires a long-term engagement, not just during the election season. The term "political marketing" should be used in a broad sense. For starters, political marketing encompasses more than simply political messaging. Second, political marketing is used throughout the entire process of forming a political party. Third, marketing strategy is a popular marketing term that encompasses not only marketing tactics but also marketing plan, ranging from technical reports to provide ideas and plans, as well as the cognitive information processing. Fourth, political marketing encompasses a wide range of disciplines, including political science, psychology and sociology.

2. DISCUSSION

Advertising has the three important goals: convince, to inform, and remind people. Educational advertising raises the brand, service, product, and the concept awareness. By publicising new goods and projects, it may enlighten customers about the characteristics and advantages of new or existing things. Political difficulties can have a direct influence on the market, limiting a company's ability to do business in that area. Political interpretation can make a marketplace less conducive to business. Figure 2 depicts a political and commercial effort.
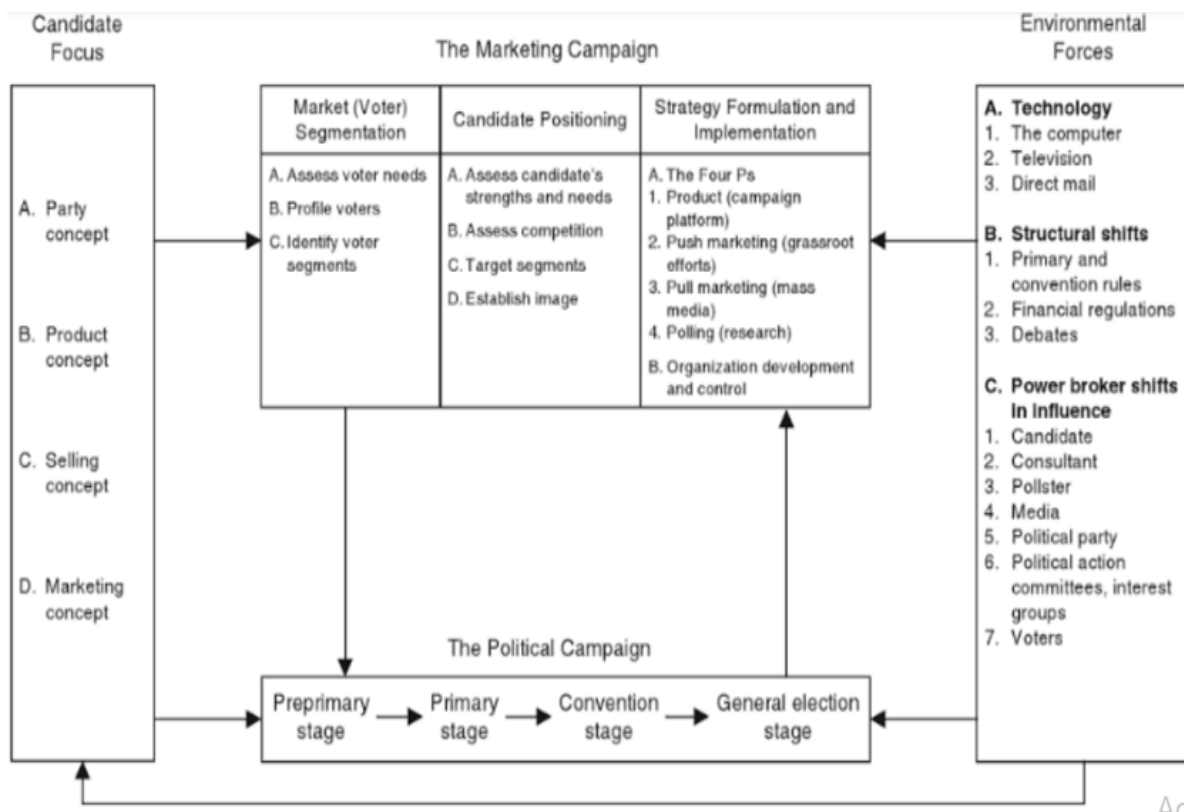

Figure 2: The above diagram shows the Candidate focus, Marketing Campaign, Political Campaign, and Environmental [13]

The use of a media advertising to impact a political conversation and, ultimately, voters in politics is known as political ads. Political operatives and campaign staffers develop these advertising. Many nations make it illegal to broadcast government propaganda over the radio. The political environment includes all laws, government agencies, and organisations that affect or restrain other organisations and individuals within a community. Because these constraints can be complicated, marketers must be aware of them. State and federal laws both apply to some items.

2.1 Evolution of Political Marketing

Political marketing dates back a few decades, but it has come a long way and has a bright future ahead of it. Various political researchers and academics have backed this up in their studies. Claire Robinson examines the link between political market orientation and the attainment of electoral objectives using the example of New Zealand elections in "Political Advertising and the Demonstration of Market Orientation." Robinson examines the influence of political marketing on voters by analyzing advertisement material and attempting to determine if political parties' electoral aims are met or not [14]. Political marketing has evolved over the previous two decades from an obscure concern of a small number of academic marketers with a political interest to a prominent topic of worldwide research in current marketing. Academics and practitioners have made significant contributions to both modern and political marketing. Political scientists have also acknowledged that political marketing has much to contribute beyond the dark arts of propaganda. Cross-cultural influences and voting methods have also affected political marketing throughout the world.

This phenomenon is also influenced by the fragmentation of conventional media and the emergence of new ones. While political marketing's greatest obvious impact has been in electoral campaign communications, it has grown in importance in the establishment of long-term political strategy and positioning for parties. The study of consumer behavior by marketers has offered particularly useful insights into voter behavior, which is a critical component of political marketing success. It has gone a long way as a theory and will continue to play a main role in the future.

In today's political marketing scenario, cold calls, direct mail brochures, email campaigns, social media outreach, radio commercials, and appearances on talk programmes and television news are just a few of the methods to contact with potential voters and influence public opinion. Factor analysis, discriminant analysis, conjoint measurement, and multidimensional scaling are just a few of the technologies that may be used to collect voter information and build campaigns. Political advertising is the procedure through which political contenders use well-prepared communications to advertise themselves and their policies to voters to obtain public support. While the organization being marketed differs, there are many similarities between political communication with service and product marketing. You may assume that political communication methods and techniques do not applicable to you as a commercial marketer. Both corporate and political marketers utilize comparable tactics when building crusades, such as statistical analysis and market research to inform, the change of attitudes and actions of potential voters and clients (respectively). The most significant distinction between corporate and political advertising is that the concluding is used to promote public awareness and enlighten citizens about vital problems and leadership options in their town, state, and country. Figure 3 shows that marketing helps political parties in elections.
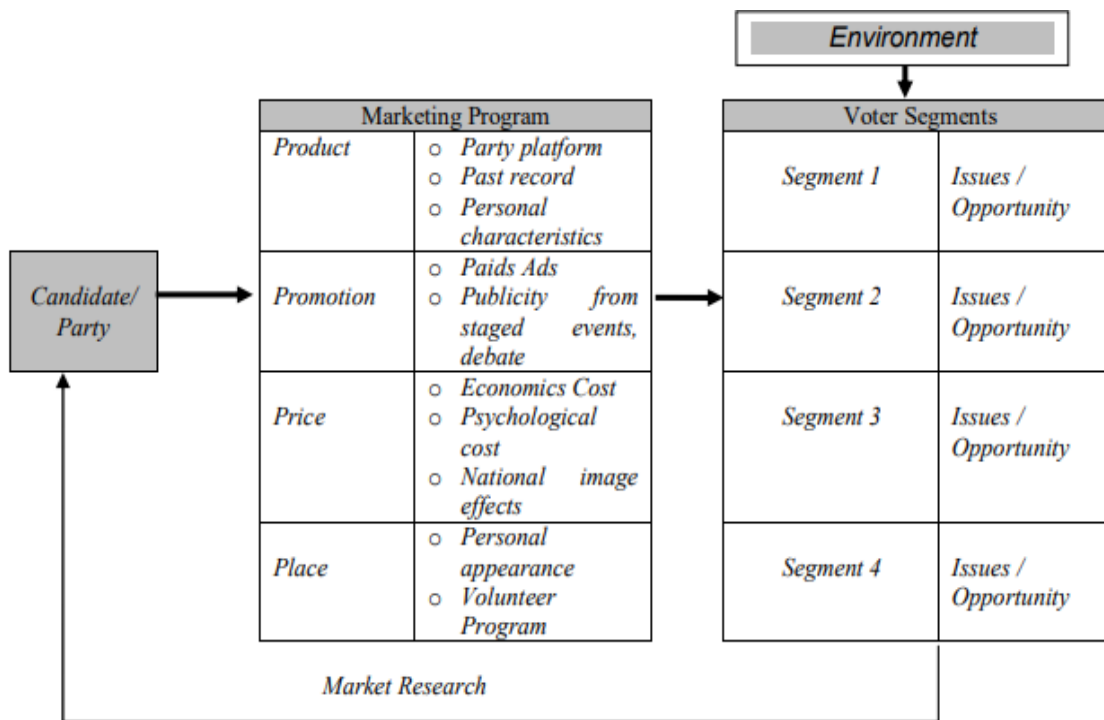

Figure 3: This flow chart shows how marketing helps political parties in elections [15]

2.2 Delhi Election 2020: How the capital's economy performed in the last 5 years

Since 2014-15, the Delhi government's expenditure on subsidizing residential energy tariffs has increased nearly sixfold; the state's tax collection is a proportion of the Green Skill Development Programme (GSDP), which has been declining for the previous five years, is the lowest among its neighbors. Around 1.4 percent of India's population will vote on Saturday to choose who deserves a chance (or a third

opportunity) to lead the National Capital Territory for the next five years. While you won't have to wait long for the results, which will be announced on February 11, a brief health check of the state under the ruling Aam Aadmi Party (AAP) can help you make a better educated decision.

On February 14, 2015, Arvind Kejriwal was sworn in for the second time as Delhi's Chief Minister. If re-elected, the administration committed to maintaining the subsidies on water and energy rates in its platform for the next assembly elections. Since 2014-15, the Delhi government's expenditure on subsidizing power tariffs for household users has increased by approximately sixfold. Between FY15 and FY19, the gross fiscal deficit as a proportion of all states' gross domestic product increased from 2.6 to 2.9 percent. During the same period, Delhi's economy grew by only 0.1 percent. In the budgeted projections for FY20, the parameter was predicted to drop to 0.7 percent, compared to a drop to 2.6 percent for all states.

2.3 Types of Elections in India

Elections are used to elect representatives for Indian citizens since India is a Federal Parliamentary Democratic Republic. Members of the Lok Sabha (Lower House), Rajya Sabha (Upper House), Local Governments and State Legislative Assemblies, are elected in India. Lok Sabha (Lower House/House of People) Elections: These are the elections in which India's adult citizens directly elect the 543 associates of the Lok Sabha (Members of Parliament). MPs serve for five years or until the President dissolves the legislature. The party with the most seats obtains the right to form the government, and its leader becomes the Prime Minister of the country.

2.3.1 Rajya Sabha (Upper House)

Members of the Rajya Sabha are not straight elected by Indian citizens; slightly, they are chosen by winning candidates in the Lok Sabha. At his discretion, the President can also nominate members. Each Rajya Sabha member is elected for a six-year term, although one-third of the members are replaced every year.Because it is considered as a second-level review body during the conversion of a bill into an act, the Lok Sabha has greater power than the Rajya Sabha.

2.3.2 State Legislative Assembly

Direct voting is used to elect members of the State Legislative Assembly from specific constituencies. The entire strength of the assembly varies, depending on the size and population of each state. Members of the Legislative Assembly have a five-year term or until the governor dissolves the legislature. Chief Minister is nominated by the party's leader.

2.3.3 Local Government

Corporations, municipalities, cities, and panchayats are all examples of local governance. Local government members are directly chosen by the voters in the relevant geographic region.

2.4 Techniques that Used for Political Marketing

The Political marketing refers to well-organized political movements that use a variety of strategies:

2.4.1 Direct Marketing

It is the most common and traditional approach employed by the political parties. It will communicate their message using e-mail, phone calls, pamphlets, talks, and concerts, among other methods.

2.4.2 Research

Political marketing isn't only about promoting one's own USPs; it's also about publicizing the opposition's negativity, which must be solid and backed up by proof. It necessitates extensive research's on the same subject. It's based on a SWOT analysis, which emphasizes that a contestant's vulnerability is one's strength.

2.4.3 Internet Marketing

The internet marketing is becoming more popular. Political parties sell their political agendas, candidates, campaigns, and parties through internet marketing technologies such as e-mail marketing, social media, pay-per-click advertising, and blogs.

2.4.4 Market segmentation

Political marketers employ market segmentation, or the segmentation of target voters, to craft speeches that take into account their cultural backgrounds, demographic characteristics, and other factors.

2.4.5 Product Development

The product in political marketing is the party, philosophy, or candidate. Because voters are so interested in learning more about the product, political parties try to create it most effectively and comprehensively possible, such as by emphasizing their candidate's struggles, accomplishments, and contributions in the social, economic, cultural, or political sphere.

2.4.6 Market Surveys

Political parties also conduct such polls to critically assess a candidate's approval and, as a result, devise a political strategy.

2.4.7 Branding

Branding is often used by political parties to sell themselves. They portray their candidate as a brand or a prosperous icon. In the 2014 and 2019 Lok Sabha elections, the BJP leveraged Narendra Modi's image as a brand by stressing the Modi wave.

3. CONCLUSION

In the past, political marketing played an important role in policy creation, service delivery, and citizen and voter involvement, and targeting in politics. An increase in substantial-quality research has paralleled the development in political marketing activities and their broader uses. The underlying links between marketing and the political process have become more and more evident over time. In terms of the entry of social and mainstream media as information transmission instruments, major changes have occurred in the political marketplace during the last three to four decades. In terms of political marketing, campaign expenses have risen at a breakneck pace. Both corporate and political marketers have begun to usage media channels to inform, recall, and influence the arrogances and behaviours of potential voters and clients (respectively), and they both strive to use comparable methods in campaign design, such as market research and statistical analysis.

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