

## IS POLITICAL CANDIDATE/LEADER PLAYS AS A BRAND MARKETING TOOL TO BUILD AN IMAGE AMONG THE VOTERS WHICH IN TURN ACHIEVE THE SIMPLE MAJORITY?

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### Abstract

*Political marketing has a wide scope in the coming era. It is a blend of marketing with political science. This paper aims to examine which political behaviour creates brand image among voters and to measure how political behavior related with political marketing for winning the election by the political leaders. This study is conducted in Kottayam District. Cluster sampling method was adopted to collect the samples from the voters. 208 number of samples were collected through questionnaire. Data analysis is done through SPSS in which correlation technique is used for testing the hypothesis to measure the relationship between political marketing and behaviour variables of the political candidate. Mean ranking method also used for ascertaining the most influential behaviour variables of the candidate leads to build the image among the voters. The study concluded that there is a positive moderate relation between behaviour variables of the candidate and the political marketing as a brand to achieve the simple majority. It also found that the social behaviour variables of the candidate is more influences the voters to vote for a particular candidate in the election.*

**Key words:** *political marketing, political behaviour, economic behaviour, Personality behaviour, cultural behaviour, social behaviour*

## **Introduction**

In the current political scenario, it is evident that candidates are competing each other to achieve important positions, directly or indirectly, gained by People's votes. Thus, the process of building desirable images among the minds of the voters will be the challenging task for candidates. To attain the maximum vote shares the candidates have to implement various strategies. Various management and psychological policies are involved that lead and manage this process to achieve this goal and to win the popular vote. Political marketing is the application of marketing principles and procedures in political campaigns by various individuals and organizations. Similar to marketing the product by business, the politicians have to market themselves to win. The procedure of political marketing involves the analysis, development, execution, and management of strategic marketing campaigns by candidates, political parties, government and interest groups that seek to ascertain public opinion, advance their own ideologies, win elections, and pass legislation in response to the needs and wants of selected people and groups in society. Many inferences can be drawn between commercial and political marketing. In political marketing, two parties are forming a provider (politician) and the voter (customer).

## **Statement of the Problem**

During the last decade a number of scholars have argued that political campaigning has become professionalized, and that political marketing has become the new dominant campaign paradigm. There is no much evidence to prove that political marketing plays the crucial role in political campaigning and winning the same. It is difficult to distinguish the political strategy and the political marketing for the electoral candidates. But today Politics all over the world is heavily influenced by the marketing and same sophisticated marketing tools applied by companies to market their offerings is being used by political organizations to market their ideologies and policies. Hence this study is stated as "Is political candidate/ leader plays as a brand marketing tool to build an image among the voters which in turn achieve the simple majority?"

## **Scope and Significance of the study**

Political marketing has emerged as the key factor for the professionalism in the political scenario. Political consulting plays an integral part of politics and campaigning. Seeing that political activity is now mostly about managing the information flow, the foremost purpose of political consulting is to ensure, at the very least, the politician's presence in it, and at best, to present him in the most favorable light possible. Political marketing adopted many of the techniques of commercial marketing such as market intelligence which includes surveys, focus groups, polls, citizen consultations, receiving informal feedback etc and marketing communications such as target marketing, direct mail, direct dialogue. The employment of

these tools helps parties to define voters' preferences, make more informed and responsive political decisions, position themselves and shape their image accordingly. The political marketing will have more scope in the future as it follows the marketing principles such as provider and the customer. A product as political ideology and goals. Buying as voting and vote is consideration. Political system will act as a market place and the political activity is called business.

#### Objectives

1. To examine which political variable creates brand image among voters
2. To know the relationship between political variables and the Political marketing as a brand marketing.

#### Hypothesis

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

#### Methodology

The present study is conducted in Kottayam district. There are seven legislative Assembly in Kottayam District such as Ettumanoor, Kottayam. Pala, Kaduthuruthy, Vaikom, Puthuppalli and Piravam. Each legislative Assembly is treated as cluster. To adopt cluster sampling method Kottayam legislative Assembly was chosen as cluster unit. Primary data collection method was followed to collect 208 samples. A structured questionnaire is given to each respondent to collect their views regarding political marketing in Kerala perspective.

#### Tools for analysis

The data were analysed using SPS Statistical program. Correlation technique used to measure the relationship between political behavior and political marketing. Mean ranking was used to identify the most influential political behavior leads to vote.

#### Theoretical framework

##### Political marketing:

Political marketing is the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. As a business marketer, you may think that political marketing techniques and strategies don't apply to you, but while the entity being marketed is different, there are many parallels between political marketing and the marketing of goods and services.

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Both business marketers and political marketers use media outlets to inform, remind, and alter the attitudes and behaviours of potential candidates and voters. The primary and most important difference between business marketing and political marketing is that the latter is used to raise awareness and inform members of the public about critical issues and leadership choices within their community, state, and country.

The present study focuses on the following political behavior of the candidates.

**Economic behaviour:** It is directly involved with financial condition and people's economic power.

**Political behaviour:** A political party can only gain and maintain public support when the time of scheduling and decision on the nomination, it maintains its relationship with the public. Therefore, this indirect political effect of opinions and beliefs of people with direct result of the political situation, which arose from political slogans and titles based on the relationship and policy of reform and restructuring will directly affect public opinion

**Cultural behaviour:** Cultural conditions include common principles and foundations of any society and traditional belief so fany society. In other words, people from different nationalities have definite basic cultural principles they adhere to and value their traditions and values greatly.

**Personality behaviour:** Personality includes identifiable patterns of thinking, emotion, and behaviour that make up the style of the person's personal interaction with social and material environment. Character and personality factors are very important for people.

**Social behaviour:** Social status and conditions associated with it, such as the form of education, percapitastudies, social organization, and soon are of the factors influencing public opinion and their support of the ruling party and the people under their rule or against it. In other words, this component compasses partisan issue more rather than the person himself and people. Therefore, this component is very effective in the attitude of people

**Analysis and Interpretation**

**Table No: I-Showing descriptive Statistics of demographic factors**

		Frequency	Percent
Gender	Male	100	48.1
	Female	108	51.9
	Total	208	100

Age	18-30	87	41.8
	31-42	64	30.8
	43-54	25	12
	Above 54	32	15.4
	<b>Total</b>	<b>208</b>	<b>100</b>
	Educational Qualification	School level	16
Diploma		17	8.2
Graduates		50	24
Post Graduate		125	60.1
<b>Total</b>		<b>208</b>	<b>100</b>
Occupational Status		Govt employee	28
	Private Sector employee	81	38.9
	Public Sector employee	19	9.1
	Business	27	13
	Others	53	25.5
	<b>Total</b>	<b>208</b>	<b>100</b>
	Influence by others in voting	Yes	9
No		173	83.2
Sometimes		26	12.5
<b>Total</b>		<b>208</b>	<b>100</b>

(Source: Primary data)

#### Interpretation

- Majority belongs to Female (51.9%)
- Age between 18 to 30 shows 41.8 %
- Majority belongs to Post Graduate (60.1%)
- 38.9% belongs to Private sector employees
- 83.2 % are not influenced by others in voting

Table No: II- Showing Descriptive statistics of Behaviour variables taken for study

Descriptive Statistics			
	N	Mean	Std. Deviation
<b>Economic Behaviour variables (3.5260)</b>			
Advertising of the candidate regarding the aims of increasing the domestic production	208	3.7740	.78752
Economic slogans and financial welfare affect my vote a lot.	208	3.5529	1.02486

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Advertising declining commodity prices and reduction of inflation and improving economic distribution	208	3.4856	.97791
Financial pledges and increased pay or benefits by the candidate attract my attention and affect my vote	208	3.3462	1.12734
Campaign promises to reduce the pressure affect my voting for	208	3.4712	.72174
<b>Political Behaviour Variables (3.6356)</b>			
Advertising for changes in discriminatory rules make me sure to vote for the candidate	208	3.7885	.83606
Activities of political and social groups and public and private institutions supporting the candida	208	3.6923	.86897
Slogan of political relations with other countries has an effect on my vote.	208	3.4808	.93747
Advertising slogans of political and expression freedom influence my vote to the candidates	208	3.5529	.94132
Advertising political justice and getting public positions by capable people influence my vote.	208	3.6635	1.14723
<b>Cultural Behaviour Variables (3.6707)</b>			
The use of cultural and advertising groups aimed at acculturation affects my vote to a particular candidate	208	3.8365	.86934
Advertising, cultural history and intended policies formulated by the candidate has affects my vote	208	3.6442	.97721
Cultural activities of the groups supporting the candidate affect my vote	208	3.4952	.72896
Advertising and cultural-based events for suitable use of resources affect my vote.	208	3.7067	.68493
<b>Personality Behaviour variables (3. 7356)</b>			
Advertising in responsibility and doing previous duties of the candidate affects my vote	208	3.8990	.77047
Advertising and expressing the agility and activity (dynamic, innovative, active and willing to serve.	208	3.6538	.91966
Power of speech, and performing duties with seriousness and perseverance and advertising on it	208	3.6202	.97553
Programs and advertisement in the field simplicity and quiet life of candidate affect my vote	208	3.7692	.94517
<b>Social Behaviour variable (3.8065)</b>			
Advertisement in the field of social and people-oriented programs affect my vote to a candidate.	208	3.9567	.80641
Social attitudes and social foundations of the candidate affect my vote.	208	3.8317	.70578

Advertisement about social relations and social customs and  
 propaganda used by the candidates affect my vote  
 Social status (education and employment) of candidate affects my  
 vote  
 Valid N (listwise)  
 (Source: Primary data)

208	3.7404	.89545
208	3.6971	.99738
208		

Table No:III- Shows the descriptive statistics of Political Behaviour Variables

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Rank
Economic Behaviour	208	3.5260	.58094	5
Political Behaviour	208	3.6356	.70941	4
Cultural Behaviour	208	3.6707	.60069	3
Personality Behaviour	208	3.7356	.69620	2
Social Behaviour	208	3.8065	.65164	1
Valid N (listwise)	208			

(Source: Primary data)

**Interpretation:**

From the above table, it is clear that the most political behavior variable of a political leader or candidate is his social behavior (3.8065) and followed by Personality behavior (3.7356), Cultural behavior (3.6707), Political behavior (3.6356) and economic behavior (3.5260). Based on the mean ranking Social behavior variable of the candidate is influencing more among the voters to give his response to a particular candidate and economic behavior variable is given as last rank.

Table No: IV - showing the correlation between political marketing and the behaviour variables

		Correlations					
		Political Marketing	Social Behaviour	Personality Behaviour	Cultural Behaviour	Political Behaviour	Economic Behaviour
Political Marketing	Pearson Correlation	1	.701**	.809**	.781**	.761**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	208	208	208	208	208	208

\*\* Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary data)

### **Interpretation**

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

As the significant value is less than 0.01 the null hypothesis is rejected. Hence there is a positive moderate level of correlation between political behavior variables of the politician and the political marketing as a brand for building an image among the voters to attain simple majority.

### **Conclusion**

The study is conducted to draw a conclusion about how the marketing concept is blended with political strategies of a politician to win the majority in Kerala Perspective. In the current scenario, the political marketing is one of the emerging concepts in the field of politics. The modern marketing tools are also used by the candidates to reach the voters to influence and thereby getting the votes. The study concluded that the social behaviour of the candidate influences more among the voters in giving their votes. It is also measured that there is a positive moderate correlation between political marketing and the behaviour variables of the candidate to build an image among the voters. The study also suggests to have an opportunity to explore more on the field of political marketing concept and to develop a structural model for the concept.

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