

A Study on Concept comparison of Political Marketing and Marketing

Dr. Priyanka Ranga

Research Scholar in Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana.

Rachin Suri

Assistant Professor, Department of Business Administration, National Institute of Technology, Kurukshetra - 136119.

Abstract

The common belief of the modern marketers has led to make everyone believe that campaigning is now marketing. They believe that there can be direct implications of marketing theories and tools on politics. There are number of key differences in the conventional marketing and political marketing. This paper considerably compares the two in order to find out the grounds of similarity and dissimilarity. The components of marketing definition can explain a lot about the application of marketing on politics. So the components of marketing definition have been used to check the applicability. The results put out a picture of a mixture of similarity and dissimilarity based on which the blind application of marketing tools can't be recommended.

Introduction

The area of political marketing is yet to mature in India. Although in U.S and many other European nations' political marketing has been an inseparable part of politics. But in India this concept started not more than a decade back where it got recognized as a separate industry. The amount of research that has been conducted on this industry is less; therefore the need in the area for research is indispensable. Political Marketing in India has undoubtedly gained momentum and so is our interest in researching concept. On the initial level when it started in U.S and other European nations, the studies primarily focused on the defining the concept of political marketing, whether the term Political is even fit to be associated with the generic term marketing or not. Many researchers contributed on the various aspects on the subjects for decades.

Simultaneously the research started on checking the impact of political advertising on elector's behavior and voter's turnout (Newman and Sheth, 1985; Kaid, Nimmo and Sanders, 1986). The empirical component in this study will be to define the term 'Political Marketing' for a country like India.

Applying marketing to politics

Many tools and concepts of marketing of goods and services are shared by political marketing concepts; O'Casey, (1996). Politicians become the products and they apply the same strategy of promotion in their election campaign as in marketing, in order to gain the maximum exposure. The use of marketing offers political parties to deal with diverse voter's concerns and needs. The main purpose of political parties is to make the decision which gains them

utmost exposure and votes and marketing serves the cake in the best possible manner. This political arena unlike the commercial market is exceedingly charged up in nature, the emotional substance is high and so is the impact (Kotler and Kotler, 1999). The time duration for political marketing program is very less, the commercial products and services has continues nature of marketing. Commercial products have time for achieving the objectives and generating numbers but political marketing must create impact in a short duration and hence the need for its effectiveness increases. A very interesting conceptual model was given by Lees and Marshment, (2001), about the manner in which the political parties have evolved over the years. Their orientation has shifted from product orientation to sales and now finally they are reaching on market orientation. This means that earlier the parties presented themselves as brands and had the only intention of announcing their presence. The beginning of this concept was marked by BJP when they successfully launched the 'India Shining' Campaign. Although the campaign was aimed as a tool to win votes but somehow lacked sales and market orientation. In July 2003 when this campaign was introduced, it was effective till exit polls and a majority of votes were falling in NDA's basket. The turnout as we all know was surprising, UPA formed the government. The Campaign had its focus on improving economic condition and rapid progress, the relationship building and bonding with the voters was missing. The congress at the same point started using the negative advertising with 'India Cheated' and 'aam aadmi ko kya mila', the outcome fell in the pocket of UPA (an INC Alliance), and Congress bagged the maximum number of votes. This orientation has now shifted and it has reached to its third form where we

can say a matured style of campaigning can be observed. The orientation in India is also shifting but is it right to term marketing with politics the conditions and environment under which the politics prevail are a lot different. The similarities and dissimilarities are needed to be researched on.

The concept of Political Marketing

Before the study proceeds further there is a need to have a glance at understanding the concept of political marketing. The concept of political marketing as mentioned has been defined by many researchers in the past. Political marketing is a concept which tells us about the application of marketing concepts on the politics. In this technique the political parties in their political campaign market their party as a brand and the candidate as a product to the voters as discussed by kotler and kotler, (1981). To woo the electors in order to support their ideology different political parties implement different methods and to gain the maximum visibility today, mass media is utilized maximum for the purpose; Newman and sheth, (1985). Examining this process of political marketing for studying the electors behavior and voting psychology of the electors will definitely offer new insights. But does the law of marketing truly imply on politics. Let us review the very common accepted definition of marketing and find out the similarities and differences in marketing of a product and marketing of political brands. "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

- **American Marketing Association**

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

- Philip

Kotler

Component from the Definition

The above mentioned two definitions are the widely accepted definitions of marketing in the world. The concept of political marketing also was pioneered by Dr. Philip Kotler in 1969, when Kotler and Levy in 1969 wrote a paper on “broadening the concept of marketing”. They pointed out that the tools of marketing can be used in areas other than business. The expansion of marketing can embrace non-commercial entities, such as police, churches and public schools. In their article entitled ‘Broadening the Concept of Marketing,’ they point out that ‘one of the most striking trends in the United States is the increasing amount of society’s work being performed by organizations other than business firms’ (Lock Harris, 1996).

1. An Activity – For any concept, activity is a general term that defines that some function is performed. Similar in both the concepts activities are a part and these activities are further discussed in the components.
2. Process of Creating – Political Marketing and Marketing both are process of creating a new concept or building up a new brand. Though in building of a new brand the difference is sharp. In both the cases the brand formation is based on

product but in political marketing the product (politicians and party candidates) under the brand are well known. This is more like an established product of one brand is shifting with its market share under a new brand or under the umbrella of another brand (Lovelock and Weinberg, 1984).

3. Process of Communicating – the process of communication in both the concepts are same. The same channel and procedure for transferring the creative message crafted to enhanced the value of brand or product is utilized. Despite of the robust similarity the difference is in presenting and making the audience understand the complex product. The product is complex as it can’t be unbundled. The range and issues in political bundle are very different from a normal product or service complexities which are similarly difficult to unbundle.
4. Process of Delivering – The delivery process has big dissimilarity in both the concepts. In a normal marketing concept whatever is delivered to a customer is delivered immediately but in this case it is scattered over a span of five years. The delivery is by the way of collective payment for a similar product for everyone but the services will vary from person to person in this case. The sharpest point of dissimilarity in this case that the delivery is collective and not individual. The consumer will have to live with the choice made by them with no option to switch and this is for for half a decade (Rees, 1998).
5. Process of Exchange – the process exchange is very important part that defines marketing. The exchange value of the product that the consumer is going to pay for. Indian consumers are well known to be price sensitive and that is why most of the companies market their

product on the basis of price. Price is a commodity that in concept of normal marketing the consumer offers in the process of exchange for goods and services (Lock and Harris, 1996).

- a. Commodity of exchange – There is no price directly or indirectly related to the commodity. In politics the exchange value provided by the buyer is vote. The consideration for money and the consideration for vote of a consumer are two separate concepts.
- b. Period of exchange – There is long term individual cost or regret (economic sense) associated with the decision of exchange. In an electoral choice the vote that they will spend towards the candidate of their choice will have an impact of five years on them.
- c. Exchange product – there is surety of getting product after the payment in exchange but in electoral choice after providing the vote there is no guarantee that the candidate of your choice will win. The whole charade is based on a hunch.
- d. Time of exchange – The time for exchange of commodities is fixed. There is no flexible time available. The exchange of vote for candidate is a fix one and the choice of product also takes place many a times right before voting.
- e. Collective choice – The choice of collective decision will result in to the completion of the process. There is individual vote that guarantees wining of the candidate or choice of product.
- f. Impact of exchange – The exchange of transaction affects large number of people. There no such transaction in marketing in which an individual spending will impact many accept lottery.

6. Satisfaction of Needs and Wants – The satisfaction of need is directly related to the choice and in the process the consumption and satisfaction is not immediate. The satisfaction will be derived over a long period of time (Scammel, 1999).

- a. Option to switch – The regret if so happened in case political marketing, the option of switching to find more reliable suitability is not available. The choice that the voters have made collectively even if unsatisfied will remain from an entire term. The switching from one service or product to another is not an option.
 - b. Time bound – The choice is bound wit time, the choice has a long term impact on the consumers in this case. The candidate winning the election will serve the people for half a decade.
7. Design and Promote Product and Services – the product in this case can't be designed. The product can only be crafted in presentation as the image building will require the marketing team to build a highly acceptable image (O'Shaughnessy, 1990).
- a. Complex bundle – The product that has been offered via political marketing is of complex nature. It is difficult for the customers to unbundle the complexity of the product. The range of concepts and issues makes it different and difficult to unbundle.
 - b. Winner takes all – the final outcome of the political marketing doesn't ensure the receiving of what was ordered. In political marketing the one candidate will win and the situation of winner takes all is applicable more than the marketing process.

Conclusion

The above mentioned analysis presents a key to ascertain that whether the term can be associated with politics or not. There are some strong similarities which were observed and little dissimilarity. The assumption of application of marketing theory on politics seems to be a bit questionable. It can be summarized as the promotional aspect of marketing of a product does have few strong similarities. Though political Marketing in India is not yet that developed that we can call it new phenomena. The results of 2014 election gave promising turn outs due to the merging medium. This strengthened the position of the terminology. The sharp differences yet are making sure that the direct applicability of the theories of marketing on the concept will not work. The field requires antirational implications. It can therefore be concluded that the political marketing has a lot to research and develop itself as a stream.

References

- [1] American Marketing Association. (1985). AMA board approves new marketing definition. *Marketing News*, 1(1).
- [2] Kaid, L. L., Nimmo, D. D., & Sanders, K. R. (Eds.). (1986). *New perspectives on political advertising*. Southern Illinois University Press.
- [3] Kotler, P. and Kotler, N., 1981. Business marketing for political candidates. *Campaigns and Elections*, 2(2), pp.24-33.
- [4] Kotler, P., & Kotler, N. (1999). Political marketing: Generating effective candidates, campaigns, and causes. *Handbook of political marketing*, 3-18.
- [5] Kotler, P., 2009. *Marketing management: A south Asian perspective*. Pearson Education India.
- [6] Lees-Marshment, J. (2001). The marriage of politics and marketing. *Political studies*, 49(4), 692-713.
- [7] Lock, A., & Harris, P. (1996). Political marketing-vive la difference!. *European Journal of marketing*, 30(10/11), 14-24.
- [8] Lovelock, C. H., & Weinberg, C. B. (1984). *Marketing for public and nonprofit managers*. John Wiley & Sons Inc.
- [9] Newman, B. I., & Sheth, J. N. (1985). A model of primary voter behavior. *Journal of Consumer Research*, 12(2), 178-187.
- [10] Newman, B. I., & Sheth, J. N. (1985). *Political marketing: Readings and annotated bibliography*. Amer Marketing Assn.
- [11] O'Cass, A. (1996). Political marketing and the marketing concept. *European Journal of Marketing*, 30(10/11), 37-53.
- [12] O'Shaughnessy, N. J. (1990). *The phenomenon of political marketing*. Springer.
- [13] Rees, P. L. (1998). Marketing in the UK and US not-for-profit sector: The import mirror view. *Service Industries Journal*, 18(1), 113-131.
- [14] Scammell, M. (1999). Political marketing: Lessons for political science. *Political studies*, 47(4), 718-739.