

# Political Marketing in India

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**Abstract**— Politics is derived from the Greek word “polis” which literally means city- state. Political marketing is an area of a marketing which focus on political parties, candidates, vote’s ultimate positions of power. Political marketing cover the concept of marketing it includes STP analysis, Branding, Public relations, advertising and selling. In political Campaigns, Candidates dispatch promises, favours, policy, preference and personalities to set voters in exchange their objectives. The main objectives of this paper is explores the relationship and benefits. The emphasis is given on the effectiveness of the political marketing in recent scenario in politics in India. This paper explores the Meaning of political and commercial marketing to see just how and where the two fields merge, and what issues have arise from the new commercial marketing definition that can be addressed in our current knowledge, and what needs to be further explored.

**Keywords**— Political Campaign, STP Analysis, Branding

## I. INTRODUCTION

Political Marketing is the field of marketing which used the concept of marketing. As per the definitions given by the American Marketing Association (AMA) in which in 1935 the AMA defined marketing as “the performance of business activities that direct the flow of goods, and services from producers to consumers.” Then in 1985, they amended the definition of marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.

Politics is derived from the Greek word “polis” which literally means city-state. Corporate, religious, academic and every other polity, especially those constrained by limited resources, contain dominance hierarchy are therefore politics

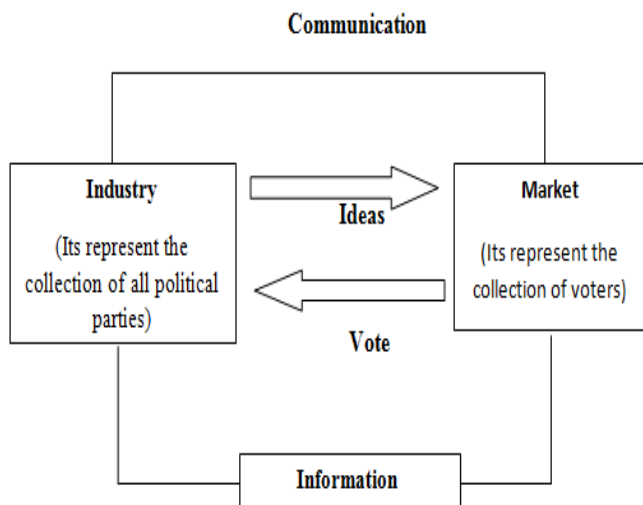
(Rodee et al., 1967). Shuriye (2002) defines politics as “the game played by the politicians. Politics are defined as “the art and science of government” (MWO, 2006). It’s a process by which collective decisions are made within groups. Although the term is generally applied to behavior within governments, politics is observed in all human group interactions, including corporate, academic, and religious institutions. Harold Lasswell (1902 – 1978) a well known American political scientist has defined politics as “who gets what, when, where, and how”. Political marketing provide the bases for analysis it include the ideas and opinions which are directly related to public or political issues to political candidates. Political marketing, however, employs many of the same techniques used in products marketing, such as paid advertising, direct mail and publicity” (c.f. Butler and Collins, 1994).

## II. RELATION BETWEEN POLITICAL MARKETING & FUNDAMENTAL MARKETING

Marketing management is the process of planning, executing, conception, promotion distribution of ideas to create exchange for the value delivery that main motive is to satisfy the individual as organizational concern. In the other words we can say that marketing is the branch of science for choosing target market and getting, keeping, and growing customers through creating, delivering and communicating customer value. On the other hand, political marketing is the marketing of ideas and Views which relate to public or political issues or to specific candidates (Clemente, 1992 c.f. Butler and Collins, 1994). The party use of opinion research and environmental analysis to produce and promote a competitive offering

which will help realize organizational aims and satisfy group of electors in exchange for their votes (Wring, 1997). In political marketing we need to use the concept of marketing system to a political marketing system in which the industry consist of a collections of politicians whereby they communicated ideas to a collection of voters with hope in return they will get voters’ vote and in achieving this they will need information about voters needs and wants through the process of marketing intelligence.

### III. POLITICAL MARKETING SYSTEM



(Adapted and Modified from kotler, 2003)

The political marketing system in figure consists the behaviour responses like vote from target customer. The process depends on the exchange of ideas and votes between the political parties and target audiences. The brand image of the political parties is based on the image of the political parties and the representative of the party. Managerial concerns of political marketing management usually imply an application of a marketing-oriented epistemology while theoretical sense making uses the actual explanation as a check-and-balance’ system regarding it’s appropriates of explanatory efforts. These two elements together, in the dialectical integration as synthesis, provide the core for a holistic theory of political marketing.

Political marketing management has now reached the conceptual level i.e. parties follow a voter approach to a customer approach. In political marketing the focus is given on exchange relationships, a long term perspective and mutual

relationship with key parties. Selling is an important cornerstone for Political Marketers because strategic alliances both with and across the party line is necessary to draw up support. Selling is noticeably prevalent in speeches and interviews by the candidate. One-to-one selling and direct marketing is a strategy visible in and around election time which is usually implemented by team members and volunteers. Political Marketing Management represents one of the most dynamic areas of marketing because it draws upon so many marketing skills, concepts and approach simultaneously.

TABLE I  
POLITICAL MARKETING AND COMMERCIAL MARKETING

Point	Political Marketing	Point	Commercial marketing
Party Concept	Organization run by party leader and centered on the political party	Marketing concept	It is totally selected by distributors and delivered to user on the basis of demand.
Product Concept	An internally driven organization run by selected candidate	Product	Sales are depend on the quality of the product and brand of the product
Selling Concept	Political organization is run by the experts and focus on the candidate. Attempts to create favorable impression of the candidate by the voters	Selling Concept	Companies like Procter and Gamble create market for new product on the basis of experiment and survey or they conducting marketing research
Marketing Concept	It run by experts and centered on the voter	Marketing concept	Companies first identify consumer needs and then develop products to meet those needs

The main feature of the political marketing services can be categorized in following category.

#### A. Core Services

Core services mean such services which is basis services of the organization. In the political organization the core services are the following.

- Parliamentary representation
- Voice in government

#### Actual services

Actual services of the political organization are the following:

- Party policies Values and statement

- Agenda for the work, party commitment and ability to deliver the promise.

#### Augmented Services

Augmented services of the organization are the following

- Commercial sponsorship
- Party conferences
- Party membership and events
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#### B. An Innovative strategies in political Marketing

In India political advertising started by the BJP government by launched an ad campaign on television. The 'India Shining' campaign that marked the beginning of a new age of political advertising in India. It discusses in depth the political advertising strategy of the erstwhile NDA government and examines how the campaign was aimed as a tool to win votes. In the latest elections in India, the winning party was accused of using the principles of marketing. Both the major parties, Congress and the BJP had hired PR firms to manage their campaigns.

- BJP is organizing an on ground promotion strategy called Chai Pe Charcha (talk over tea). This outreach promotion is going to connect their prime ministerial candidate with the common voter and the point of contact is going to be Tea Stalls in various towns across the nation. Reportedly, they target to touch base with 2 Crore voters through this activity.
- BJP is also using the new and innovative methods to cover the entire masses as every person having a mobile phone is given the liberty to listen in on Mr. Modi's rally speeches in real time from anywhere in India.
- The introduction of technology in elections has been initiated by BJP's Prime Ministerial candidate Mr. Narendra Modi who is actively using creative services of Social Media and 3D modern tools in order to persuade

the youth of India. Good Governance and Development of the nation are the agenda's targeted by Mr. Modi and have helped him to gain attention of the elite class of India.

- BJP is the first among Indian political parties to use Google + Hangouts to connect with the masses. Mr. Modi also initiated a talk on Technology in Politics at the Google Big Tent Activate Summit 2013.
- The Another major role player of 2014 elections, Indian National Congress still believes in reaching out to the people and offering a personal touch to their issues.
- AAP has utilized the technologically advanced platforms like Facebook, Twitter, Google+ and Linked In not only to reach out to people but has also initiated the practice of accepting donations through these channels.
- The Other political parties contesting in 2014 general elections such as CPI, CPI (M), Janta Dal and Bahujan Samaj Party are also recognizing the power of technology by using their websites and joining some social media channels. For Example – The website of BSP contains information on its state units, and updates along with some links redirecting to social networking pages of the party. It is also displaying an exclusive on its leader Ms. Mayawati so that people can understand her profile and contributions in an innovative manner.

#### IV. CONCLUSIONS

Political marketing concepts derived from the traditional marketing and it shares many concepts of marketing. In the business marketing, sellers sale goods and services, and communicate the market with the help of Advertisement and earn money and make good relationship with customer.

The primary aim of political marketing is to build preference and shape the public acumen. Marketing in politics is not the classic warfare we've seen through the years. It deals with advertising in various fields including social media and endorsements.

In political Campaigns, candidates make promise, favours, policy preference, and personalities to a set of voters in exchange of the votes. Many concepts and tools of marketing is used in politics. Parties' emphasis on understanding the basis of marketing to be successful in long term. Marketing offers political parties the ability to address the voter needs and how they fulfilled the needs of voters. At the last political marketing is

nothing it is the societal process of political exchange, while political marketing management describes the combination of arts and science which manage the political exchange process.

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