

# EFFECTIVE MEASUREMENT OF PHILANTHROPISTS APPROACH IN POLITICAL MARKETING FOR GAINING VOTER'S ATTENTION

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**ABSTRACT:** *Politicians are always recognized for their political and social work for common peoples, to strengthen political position politicians strategically communicate their activities that they have conducted for wellbeing of society, in this research we have conducted analysis that how these philanthropic approaches effect voters attentions and they cast their vote on basis of such positioning. By use of closed ended questionnaire comprising of twelve questions we analyze the impact of political marketing and philanthropic approaches on voters attentions, as a result we concluded that strategically conducted political marketing campaign and communication of philanthropy is helpful for positive impact on voters mind and help politicians to get vote casted for them.*

**Key Words:** Political Marketing, Marketing Campaign, Philanthropy, Philanthropic Approaches, Voters Attentions

## INTRODUCTION:

Political marketing is a relatively a new emerging concept, marketer use marketing tools, technique and methods in political process to promote political personality and political parties. Due to increasing competition and involvement of professional marketers working style of political parties & politicians is affected and they are now more market oriented for which they are designing their political activities as per market requirement. In political campaigns ideas and vision of politicians are strategically directed toward audience to satisfy their political needs and get their support. Marketers now design political marketing campaigns in perspective of long term relationship building as per marketing model of relationship marketing, they present politicians as going beyond asking for a vote in election but creating a long term personal relationship between the candidates and potential voters which continue after the end of campaign [1].

Philanthropy are all efforts that are done to help others for their wellbeing, ideally all these efforts are without expectation of any return, high profile and well managed organizations develop philanthropic strategies, such plane are social activities that directly creates significant effect for wellbeing of generations which indirectly creates a positive word of mouth for them. All the activities performed that came under the umbrella of philanthropy are help full to enhance standard of life and further these are indirectly helpful to enhance image of performer of these activities [2], if an organization perform these activities got a positive word of mouth which impacts positively on its corporate image and brand equity. Communications of all the initiatives for public welfare by focusing quality of life are philanthropic approaches.

During political campaigns marketing team of political parties make promotional planes to enhance image of politicians and political parties, these planes are performed strategically to get soothing effect and to communicate positive word of mouth among audience during political campaign. In political scenario voters are key players and political parties do all of their efforts to grasp their attentions and create a positive image of political party and politicians. All these marketing activities are strategically designed with a specific aim to align the voter and to grasp their attentions. Voter's key interest is to get maximum information about politicians through different resources media play an

important role in this regards. Basic purpose of getting this information is to develop an image for politician and political party as he is a selector as well as biggest stakeholder. Political marketing plays an important role; while this image creation process and philanthropist approaches as a part of political marketing tend to turn thinking of voters for political parties and politicians. Research will help us to sort out *is use of philanthropic approaches in political marketing campaign enhance the impact of political campaign on voters mind and help to gain positive voters' attention for casting vote?*

## Literature Review:

Research on political marketing is an emerging trend, many authors are working on this topic and are trying hard to dig out the involvement of marketing in politics, further political marketing have made its own identity as a subject separate from its mainstream marketing [3]. In last decade many authors argued about emerging trend of political marketing and trend of development of proper marketing campaign to promote their party and their political agenda and also about the involvement of professionals for designing of these campaigns [4]. Political parties now use professional marketers to develop proper strategies to target voting public. These marketers utilize their professional skills to design proper campaigns in which they define how to synchronize with the target audience. They define mobilization which include decision about timing and finally craft a message relevant to political agenda of party [5]. These marketing strategies are developed through proper use of marketing tools such as segmentation, brand management or strategic capability management. With all these considerations marketers designs political campaigns as strategic political campaigns. Politicians are implementing these professionally developed marketing strategies in their political campaigns. These marketing techniques are helpful for politicians to improve their image resulting in a strong electorate followership. Marketers designed political campaigns are strategic and divers focusing on current issues to address voter's needs and to attain their attentions and develop politicians as a brand whom people fanaticize and follow [6]. Niffenegger define political marketing similar as marketing mix: product, price, place and promotion. Electorates select a political candidate as per concept of product by consideration of all blends of benefits he is offering [7]. This offering reaches to an electorates through distribution concept and all

the efforts done for positive maturity of minds are under concept of promotion and all the cost incurred by electorate to pass through this process of research and selection is under concept of pricing. David Reid developed a model of voter's decision making on concept of customer buying decision making process; starts with problem recognition passes to evaluation and as a final passes to selection. On the basis of services of political parties they analyze outcome. As industrial marketing, in political marketing politician must have to identify political needs and wants of voters and also have to identify that what will be these needs in future. By identifying the needs and wants of voter's politicians will be strategically able to define activities for their political campaigns, and through proper planning and implementation of these political activities politician became able to grasp voter's attentions [8]. as research in marketing is of great importance as it identifies the exact customers relevant to a product or service, by the means of research producer of a product or service became able to define that which changes will make him enable to sale his product or service to a customer group [9]. In politics market segmentation as per industrial marketing concept is used to define the target audience according to their political needs, politicians define different appeals for different segments campaigning to satisfy the political requirements of target audience [10]. After identifying different segments of voter's candidate have to position he as best fit for them. For positioning himself as a best fit candidate have to assess strength and weaknesses of both himself and of his opponent's. Positioning will develop an image of candidate as a best solution for political problems of a specific target audience; this image is crafted through media by emphasizing certain personality traits of a political candidate [11]. After development of an image political parties use ideology as a labeling technique to develop a branded image for their political party, effective marketing techniques are used by marketers to craft a party image and political candidates make decisions for their party image, so we can say that power is in the hands of consultants and marketers for sketching image of a political party [12].

Political parties use different approaches to gain attention of voters and one of the most successful approaches in political marketing which is used as a strategic tool to gain voters' attention is philanthropic approach. Philanthropy means love with humanity by caring, developing and enhancing life by taking a private initiative to improve quality of human's living standards. Politicians as a public representative with his devotion to work for public having emotions to develop and enhance living standards work as a philanthropist. Contrary to that many political parties and politicians use their social work as publicity for them and during electoral campaigns they use philanthropist approaches for their promotion and acceptability in public. Politicians make an emotional scenario in public by using philanthropist approaches, emotions have strongest impact on minds which also reflect it's after effects in political behavior of peoples and these emotions develop interest of voters by ignoring their own interest and behaving irrationally [13]. Politicians using philanthropist approaches develop positive emotions such as enthusiasm, pride and a hope of future success and growth by showing wordy sketches of developed society with

superior living standards for each mortal which make the decision publicized by politicians [14], according to research emotional scenarios created by politicians during the electoral campaigns creates a great impact on mind of voter and their decision making, emotional scenario primarily influence voters decision making indirectly by altering the process by which decisions are made [15].

In Pakistan election for National Assembly and Provincial Assembly are held under "Election Commission of Pakistan" an independent and autonomous body to conduct free and fair elections, Election commission of Pakistan conduct election for National and Provincial assemblies in presence of a caretaker government (Election Commission of Pakistan 2012). In Electoral campaigns of 2013 politicians had campaigned for providing solutions of basic issues to people of Pakistan, they claimed to provide basic facilities like education, facilities for health and medication, construction of roads in rural areas improvement of infrastructure, control on inflation unemployment and poverty; solution of terrorism, and law and order situation. They claim for improvement in international politics and foreign policy of the country for better international relations, solution for political and humanitarian problems in Balochistan and creation of Saraiki province and most importantly compact and economic solution for Energy crisis was identified as the core issue in the political campaigns. Political parties had spent money to use media and modern techniques to get public participation in political activities. Political parties manifesto is basic representative of a political party and also a main differential point from other political parties [16], other than differential point political manifesto is considered as a backbone of success of campaign and a most important source of conveying message of party to public [17]. In Pakistani scenario and political campaigns of 2013 political manifesto was an important ingredient of political campaign but as far the impact of manifesto on voters was comparatively low because of past performance of political parties. Leadership play an important role for political party, political leaders presides as an influencer for people and an important key to achieve political goals of a political party [18], in Pakistan leadership of a political party have the most influencing role and impact on political campaigns, some critics' comments that political parties of Pakistan have an undemocratic culture within the political parties and few individuals have entire control over a party, in 2013 electoral campaign leadership played a dominant role in political campaign, it was mentioned that in Pakistan leader have political parties instead of parties have leaders [19].

Social and economic factors are strong influencing and impact creating factors in and electoral campaign, in scenario of Pakistan factors like money, caste system, sectarianism, opinion leaders, intimidation, media war, propaganda etc. play an important role during electoral campaign. In Pakistan election 2013 politicians and political parties created a strong influence by focusing these factors. Pakistan is politically unstable country last government have completed their tenure but people were highly unsatisfied with their performance, during electoral campaign political parties have defined exact solution of problem and assure best performance on their success. Philanthropic approaches were used to create a

gimmickry for political stability, law and order situation and energy crises was the main stream focused problem that was addressed by the politicians with their solutions.

### Theoretical Frame Work:

**Political Marketing Campaign:** Political Marketing is an emerging concept of new era and for political marketing politicians use strategically strong marketing personals to design their political marketing campaigns, theoretically considering political marketing campaigns are used to distribute a political message to audience to change attitude of peoples and reminding them their past political working and concepts about better future by providing all the economic and political solutions for the country as a package by governance of their political party, all these concepts and messages are delivered through political media campaigns and processions;

**Effective Media Campaigns:** Political parties for their success in clutter of political parties define an effective media campaigns, these media campaigns of a political party are designed by professional marketers and for distribution of a positive fame in audience marketers organize political press conferences, media interviews, defining and distribution of party manifesto & getting positive publicity as being a part on news.

**Processions:** Marketing team of a political party during political campaigns organize procession in different areas of country, these procession are organized by defining different stations which covers the maximum audience of country. Specially designed political debates considering all the aspects like political background of region, performance of other political parties and personal political party in region, political and economic problem of the region and definition of exact solution for problem of peoples in this region are part of debates.

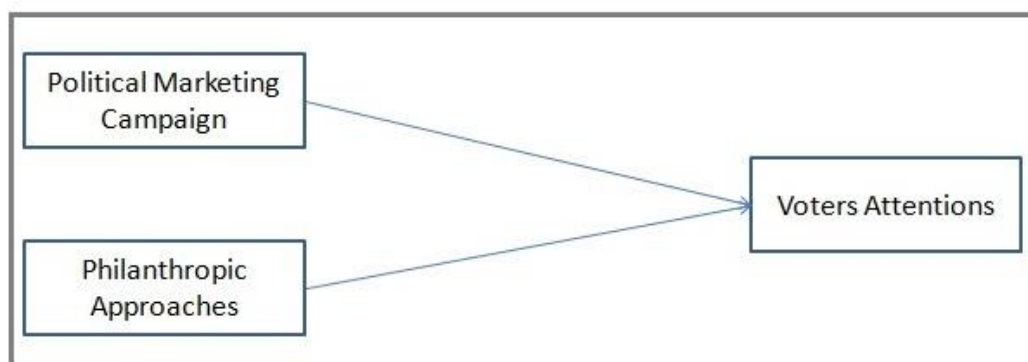
**Philanthropic Approaches:** These approaches are part of political campaigns in which politicians are used to define

their political passion toward wellbeing and benefit of peoples, politicians define all their positive activities that had being performed by them in past political session and define new dreams of a positive future, these dreams are used to define exact political and economical solution for people of country. Media campaigns, paid TV commercials, press conferences, positive publicity in news and charismatic debates of procession are used for demonstration of these approaches.

**Voters Attentions:** Voters are the core factors of all the efforts of politicians and whole political marketing scenario circulate around positive attentions of voters, during elections political parties divert all their efforts to gain attentions of voters. In elections scenario electorate's decision for casting its vote to select a political personal for defining exact solution of his political need and driving economic conditions in a well manner is of great importance and their decision is driven by political parties through marketing campaigns. Voter's attentions provide following results to politicians;

**Voter mobilization:** after an electoral process most of the electorates become busy in their social life and politicians start working on their political activities only the critical issues and extraordinary political performances are highlighted during a political party governing or opposing session, so it is of a great importance to mobilize voters before election and it is only possible by highlighting all the political activities during past interval of time. Political campaigns designed by marketers are specially designed by focusing electorates and ways to mobilize them.

**Vote Casting:** basic goal of politicians is to alter or refine political vision of electorates to cast a vote to elect a political party to govern as a leading party for next governing interval, vote casting decision for a political party is highly appreciated by politicians though political campaign and positive marketing activity during a political campaign.



Conceptual Model:

### Hypothesis:

Based on Literature review and in order to answer the research questions the following hypotheses are constructed. It is to be examining that impact of philanthropic approaches on decision making for selection of political party/ politician;

**H<sub>1</sub>:** There is a significant effect of political marketing on voter's intentions.

**H<sub>2</sub>:** There is a significant effect of philanthropy on voter's intentions.

### Methodology

The study aims to find out the impact of philanthropic approaches on voters intentions during political marketing campaigns. It explores how political parties propose peoples by using positive possibilities of future with disseminating their future planes by referring their past social projects. The

citizen of Lahore, Rawalpindi & Islamabad were the population of this study. The chosen sample of the study 147, non-probability purposive sampling technique is used in this research. It is defined as the form of sampling based on the convenience of the researcher as to which subjects are taken for the survey. Survey method is used as a research design. This study involves Descriptive Survey through which data is collected. The survey conducted in two week time period goal of the survey was to collect data from 147 respondents who are registered voters and have cast their vote. Total of 15 question were imposed- 12 of which, concentrated to evaluate the respondents' opinion for impact of political marketing and use of philanthropy during political marketing to gain voters' attention for making political decision.

#### Analysis and Interpretations:

We applied correlation analysis on questionnaire on basis of results to depicts the Pearson correlation coefficients and significance values between the variables, analysis shows that significance values is less than 0.05 ( $p < 0.05$ ) and also all Pearson correlation coefficients values ( $r$ ) are not greater than 0.9 which indicate that there is some relationship between the variables. Further the values of communalities after extraction lies in between 0.5 to 0.7 which means that sample

size is appropriate; also cross loadings of the factors shows results as low hence on the basis of all results after rotations and extractions, no variable is extracted and retain all factors for further study.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.648
Bartlett's Test of Sphericity	Approx. Chi-Square	1.918E3
	df	66
	Sig.	.000

According to Kaiser (1974), KMO value greater than 0.5 is acceptable so it is evident from the above table the value is above 0.5 so it shows that sample size is enough for the current study. The Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix that there is no relationship between the variable so this value must be significant ( $p < 0.05$ ). It is clearly shown in the above table that  $p$  value is less than 0.05 which is highly significant. It interprets that there is a significant relationship between all the variables used in the study and factor analysis is appropriate

#### Regression Analysis

##### Model 1

Variables	Adjusted $R^2$	F Value	Beta value $\beta$	Sig. Value
Political Marketing	0.180	32.950	0.198	0.000

a) Independent variable = Political Marketing

b) Dependent variable = Voters Intention

The above table shows the results after regression analysis and model 1 is pointing towards the effect of political marketing on voter's intentions. As per table adj.  $R^2$  is 0.180 that interprets that this variable has an impact of 18% on voter's intentions. F value is equal to 32.950 which mean model is fit for this variable. Beta value in the above table also shows that 1 unit increase in political marketing results in an increase of 0.198 units of voter's intentions.

As  $p < 0.01$ , it proves that there is a significant effect of political marketing on voter's intentions at 0.01 level of significance so this hypothesis is accepted.

Hence our null hypothesis is accepted;

**H<sub>1</sub>:** There is a significant effect of political marketing on voter's intentions.

##### Model 2

Variables	Adjusted $R^2$	F Value	Beta value $\beta$	Sig. Value
Philanthropy	0.49	17.429	0.70	0.000

a) Independent variable = Philanthropy

b) Dependent variable = Voters Intention

Table is showing the results of regression analysis to find out the impact of philanthropy on voter's intention. The F value = 17.429 that interprets that model is good. While the adjusted  $R^2$  which is 0.49 shows that this variable is 49% explaining the model and it has 49% impact on intentions of voters. The beta value signifies that 1 unit increase in philanthropy in context of political marketing, there is an increase of 0.70 units in voter's behavior. This hypothesis is supported as its  $p < 0.01$  in the light of results.

Hence our null hypothesis is accepted;

**H<sub>2</sub>:** There is a significant effect of philanthropy on voter's intentions

#### CONCLUSION:

The core of this research is to find out; how voters interest effected by political marketing campaign and using of philanthropic approaches parallel to these campaign, how liking's and disliking of voters are intervened by politicians by promoting their social activities during political campaign

which results in casting a positive opinion for a politician as a choice of their political representative. In current era political activities are highly intervened by marketing activities, proper marketing techniques are very essential to promote political ideas, publicize a political party and politicians. Political parties are working very strategically, they develops proper plan to reach their goal; which is to gain a positive voter attention for casting a vote for them to be elected as their political representative during an electoral session. Processions are organized in different region of country to define political opinion of a party incremental activity for Pakistani politicians is to develop an effective media campaign and organize their procession in very strategic way. Politician are used to promote their previous preformed social activities as a strategic tool for positive opinion of voting public, these positive performances work as an effective tool for political parties which creates a positive liking for political party and leaders.

This positive knowledge by using philanthropic approaches defined through media campaign and in processions creates a positive impact in mind if electorates and all these arrangements are to develop a positive feeling which ends by casting a vote for a political party to elect them as a representative of problem solver of their political needs. Our research has tried to define that political activities are now very strategic and political parties are focusing on marketing techniques to promote their ideas to gain positive voters attentions

#### Limitations and Suggestion for Future Research:

Future research should admit the importance of the situational context. The effect of political marketing campaigns on electorate's voting behavior is majorly influenced by political views past performances and social factors, depending on a society's norms and values, political habits and ethical rules and personal characteristics such as gender, age and religion, the implications of a political message on voter behavior can differ significantly.

Research have provided a view for marketing of social activities further elaboration will help to understand how social factors and ethical views of people impact political visions of peoples. In this research focus on role of philanthropic approaches to create a political message more strong and effective. An interesting direction for further research is to how de-marketing of other political parties through their less efficient social working will impact on voter's behavior

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