



Libyan International **MEDICAL** University Faculty of Business Administration

Political Marketing: Theoretical and Strategic Foundations

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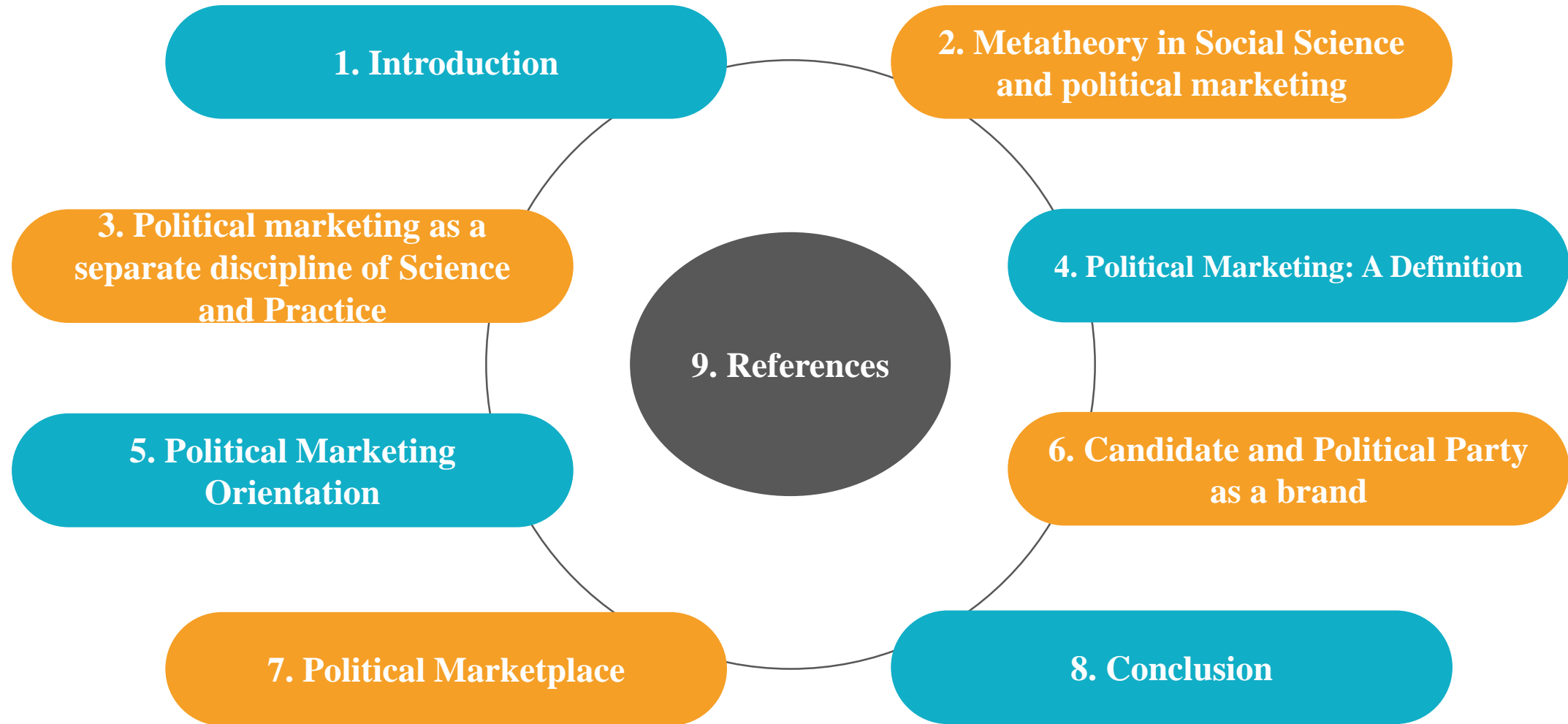
POLITICAL MARKETING

THEORETICAL AND STRATEGIC FOUNDATIONS



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Introduction

- This presentation aims to summarize the first chapter of the book.
- The book was first published in 2011 by the M.E. Sharpe Company and was published again in 2015 by Routledge.
- One of democracy's premises is the freedom of citizens, this enables the creation of various complex marketing strategies that aim to make the voter choose a specific political option.
- Social and psychological mechanisms of the voters are the infrastructure of such sophisticated marketing strategies.

Metatheory in social science and political marketing

The following **functions** have been used by the book to place a better understanding on how a theory in political marketing is used to comprehend the technopolitical shift in democracies.

- **The Integrative Function:** Combines constructs, propositions and existing models that explain the previously mentioned statement.
 - Considered to be the most important function in testing because it combines multiple constructs that make up a discipline of two different elements, those are politics and marketing.
- **The Descriptive Function:** Uses the integrative function in order to understand and explain how the human behavior is used by a political marketing theory.
 - Such a function is vital because the use of marketing tools and strategies in certain democracies may have different impacts on the campaign outcome.

Metatheory in social science and political marketing

- **The Delimiting Function:** Mentions the limitation of constructs in social science that are being used to describe the phenomenon of political marketing.
 - Limits the use of constructs in the theory because they simply cannot be measured, even though they might be of significance.
- **The Generative Function:** “The ability to test a theory, and parts of it, is a measure of the generative function” (Wojciech Cwalina, Andrzej Falkowski, & Newman, 2011)
 - Has been used globally, for instance, in countries that conceptualized a model but have not tested it or ones that have not been tested but have been compared between countries.
 - This function might have the biggest impact on political marketing, out of all four, due to the fact of continuous testing both locally and globally.

Political marketing as a separate discipline of Science and Practice

“The major challenge to political marketing is to connect a politician’s words, actions, and vision into a realistic transformation of the electorate’s dreams and aspirations” (Newman 1994).

- There are four main challenges to political marketing:

1. Shifting political marketing into political marketing science.
2. Modernizing political marketing.
3. Identifying the relationships between political marketing, lobbying and government.
4. Include changes happening in modern democracies into any political marketing theory and increase citizen involvement.

Political marketing as a separate discipline of Science and Practice

- **Mainstream and political marketing:** The first step taken towards political marketing is the adaptation of basic marketing techniques in political marketing.
 - What caused the application of mainstream marketing into political marketing were concept (e.g. segmentation) and tool similarities (e.g. advertising).
 - A consequence that was seen to have arisen from this was candidates were targeted to the voters as soap was targeted to consumers.
 - Nevertheless, when a consumer buys soap he does not need as much time to pick a brand as he does when choosing a candidate to represent him.
 - To sum things up, political marketing builds on the relationship between people unlike mainstream marketing which is concerned with the interactions between people and products.

Political marketing as a separate discipline of Science and Practice

- **Service marketing and political marketing:** As mainstream and political marketing was briefly discussed, it is somehow clear that political marketing is closer to service marketing.
 - Paraphrasing Wojciech Cwalina, Andrzej Falkowski, & Newman, 2011. Services are intangible, heterogenous (quality may vary), perishable (instant and cannot be stored), inseparable (requires producer presence), nonstandardized (difficulty in consistency) and have no owner (customer only have access).
 - Nonetheless, they are not identical and a main difference is that “the voters are stakeholders in the resources that create political outcomes.” (Lloyd, 2005)

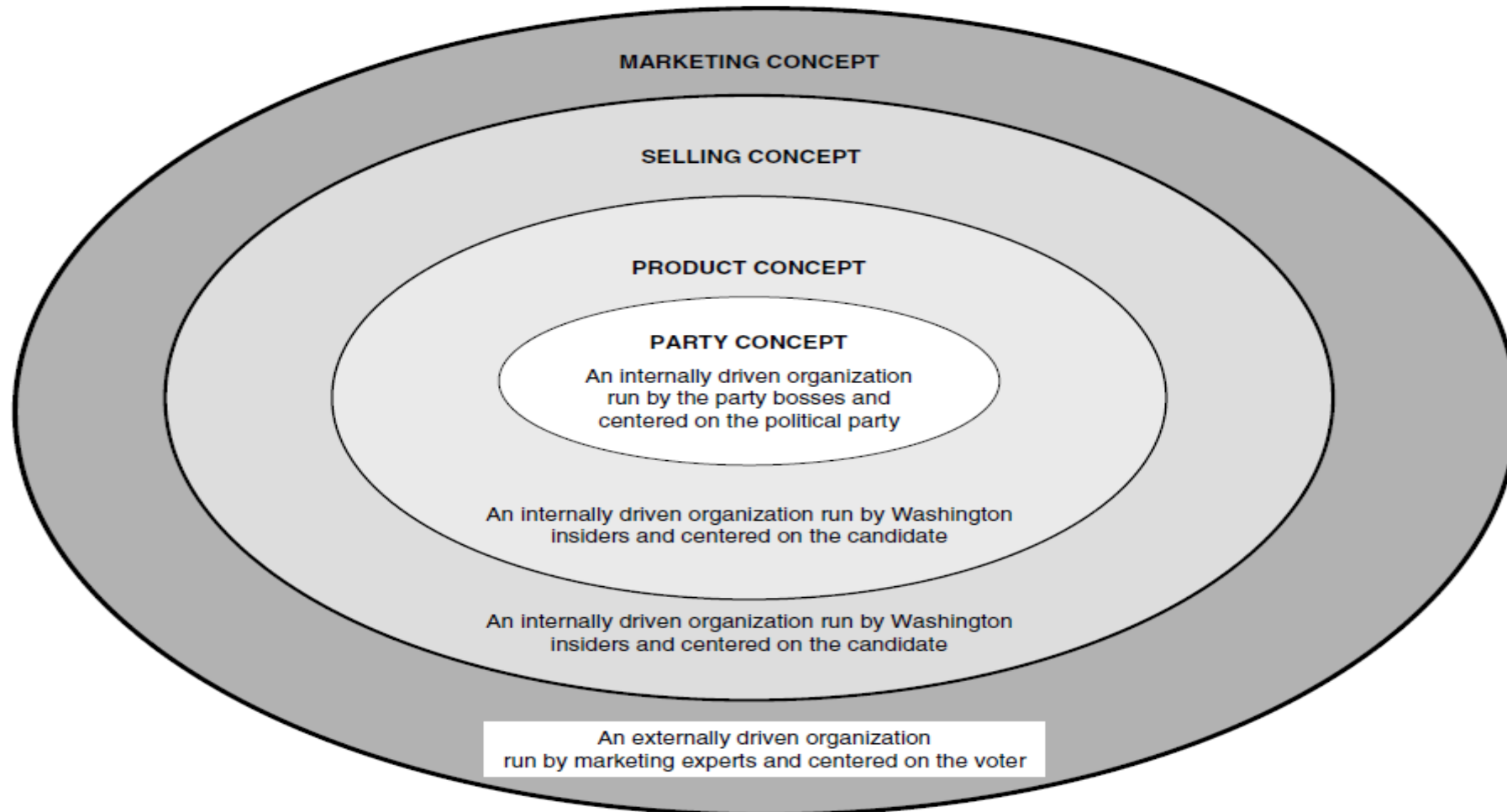
Political Marketing: A Definition

In order to better grasp the concept of political versus mainstream marketing, seven differences were mentioned:

1. Voters choose their candidate on the voting day, whereas consumers purchase depending on their needs, purchasing power and so on.
2. Consumers always know the price of the intended product, but a voting decision ability does not have a price tag.
3. A consumer purchasing decision is an independent choice whilst a voters choice is collective and the final voting result must be accepted.
4. Election winner takes all.
5. The voter cannot unpack the candidate to see what is inside unlike a tangible product, even though there are a few instances where the consumer cannot unpack a product.
6. Introducing a new brand of a political party is remote in time and takes place on a national level whilst a lot of product brands are on an international level, such as Coca-Cola.
7. Brand leaders, in mainstream marketing, stay in front unlike political marketing where parties might lose support after winning due to unacceptable decisions.

Political Marketing Orientation

Figure 1.1 The Evolution of the Marketing Concept



Source: Newman (1994, 32).

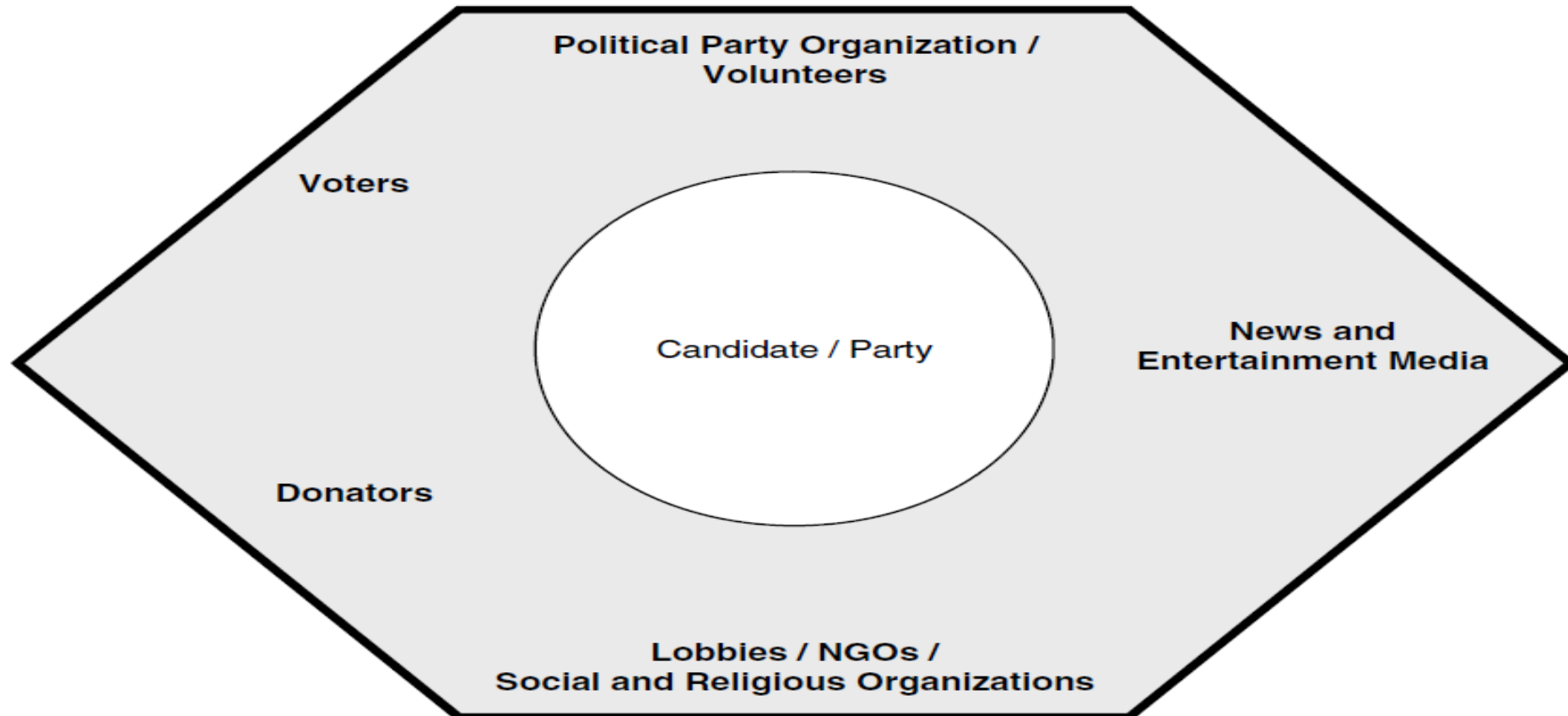
Candidate & Political Party as a brand

- First step is to establish an identity and this, in political parties, means a left or right-wing party. With it, comes creating a name which reflects to the voters the nature of the political party.
- Then, establishing brand meaning which would imply what the voters have in mind when it comes to the party being marketed.
- Next is the brand response, which informs the party of how the voters react to their political campaigns.
- Last but not least, brand resonance that shows how deeply bonded are the voters to the party. For instance, voting for a certain party in subsequent elections.

Political Marketplace

- Five voting market segments that have significant roles in establishing a political market, as stated by Philip Kotler and Neil Kotler (1999):

Figure 1.3 Factors Influencing the Political Voting Market



Conclusion

- Political marketing analysis is impossible without sufficient knowledge regarding the psychology of the voter's behavior. Thus, targeting the voter's psychology with sophisticated marketing techniques makes them not realize that their behavior is shaped by such techniques beyond their conscious control.
- Political marketing strategies are shown to be, after deliberation, examined with reference to the 4ps model. However, it is also related to marketing of services as well as requiring knowledge of psychology and so on.

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Thank You