

# ADVERTISING AND MARKETING STRATEGY OF INDIAN POLITICAL PARTIES DURING ELECTIONS

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## ABSTRACT

Political marketing plays a significant role in changing era of information, revolution and democratic resurgence. The primary function of political marketing is communication and news management. Appropriate communication strategy used by political parties' results into effective branding & positioning in electorates. For political marketing above the line strategy is used to target the mass through various communication channels such as television, newspaper, radio, and various digital platforms. Advertising of political parties plays a major role in brand building of political parties and their candidates during elections. Strategy for political marketing differs according to the segment of society. Parties not just market themselves to win elections but also for sustainability of their party in long run. Political parties' works as a business firm and want returns on their investment made. In this research paper we will describe about various political parties existing in India, their functions, process and strategies and medium used to promote themselves as a successful party, and how their marketing strategies changes according to the changing era. The various medium used by parties to communicate with electorates.

**KEYWORDS:** political marketing, marketing campaigns, integrated marketing communication tools, functions, process, electorates, and elections in India.

## 1. INTRODUCTION

India is a world's largest democracy with a population of 133.92 crores and an electorate of around 900 million (2019). The political party that covers major states in India is BHARATIYA JANATA PARTY (BJP) with National democratic alliance (NDA). The other major political parties existing in India are bahujan samaj party, communist party of India, Indian national congress, and nationalist congress party.

## 1.1 Introduction of Indian political system

India is a federal parliamentary democratic republic where president of India is the head of state and prime minister of India is the head of government. The politics always focuses on different sections of society, and also focuses on different cultures practiced in different region. The core value of politics is based on majority section of society.

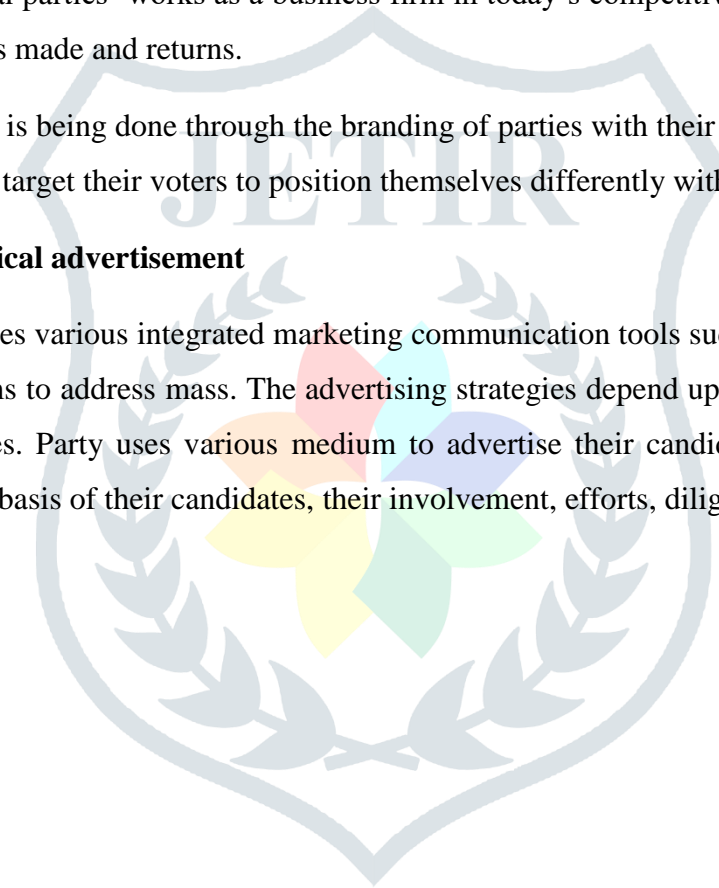
## 1.2 Introduction of Political marketing

At the time of election, political parties focuses more on the need and want of voters. They try to differentiate the need and wants of voters on the basis of educational factors, awareness, economic condition, standard and place of existence. Political parties' works as a business firm in today's competitive world. They always work on the scale of investments made and returns.

Political parties marketing is being done through the branding of parties with their leaders. The branding helps the parties to segment and target their voters to position themselves differently with competitors.

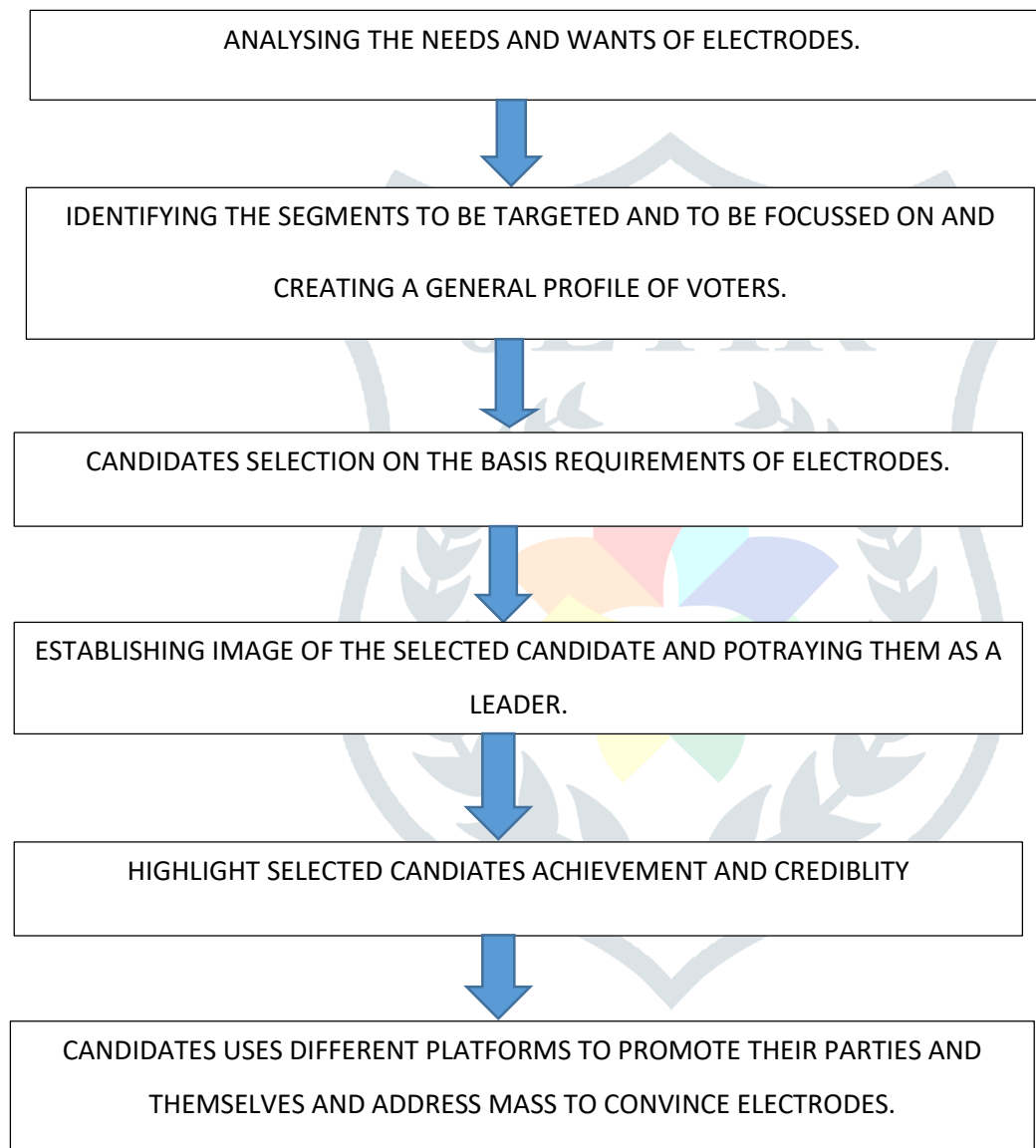
## 1.3. Introduction of political advertisement

Before elections parties uses various integrated marketing communication tools such as print media, broadcast media and digital platforms to address mass. The advertising strategies depend upon functions of their parties and segment of electorates. Party uses various medium to advertise their candidates and their party. They generally advertise on the basis of their candidates, their involvement, efforts, diligence and creditability.



**LITERATURE REVIEW**

**2 .PROCESS OF POLITICAL MARKETING**



### 3. FUNCTION OF POLITICAL MARKETING

#### 3.1 Product Function

##### CORE – PARLIAMENTARY REPRESENTATIVE

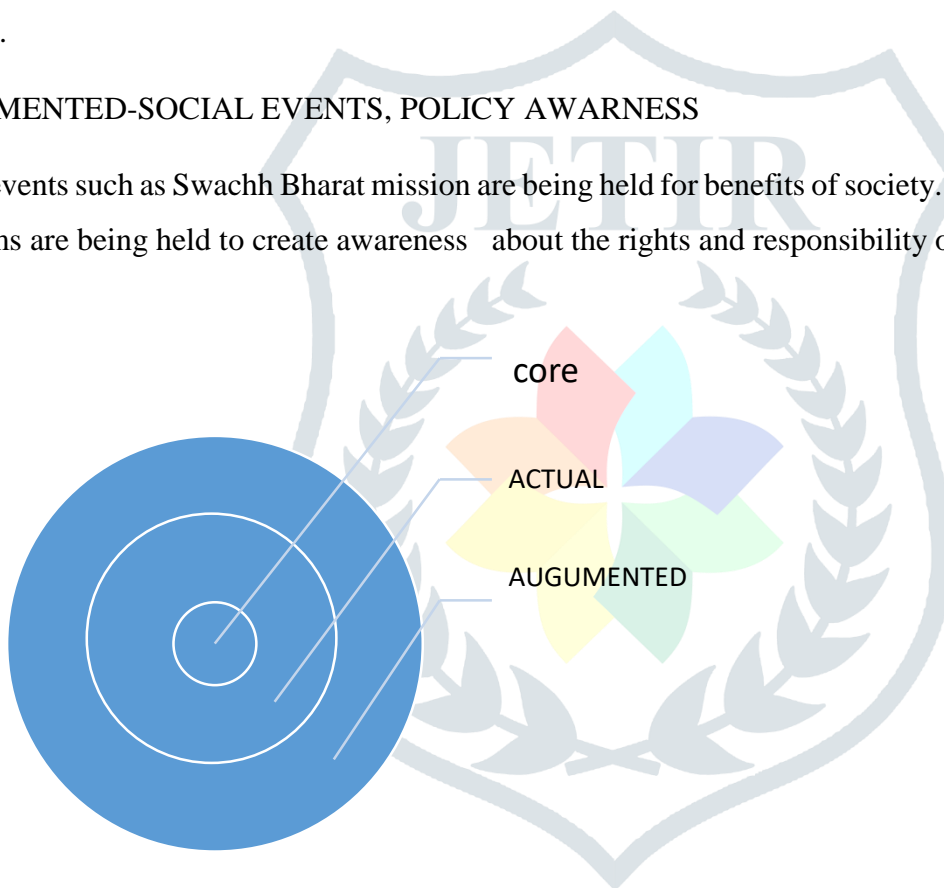
The core product of political party are their representative who work for the welfare of the society. Their social participation and identity plays a major role in future aspect of political marketing.

##### ACTUAL- POLITICIANS, ABILITY TO DELIVER THEIR PROMISES

The creditability of politicians and ability to deliver promises made at the time of election will be their actual product.

##### AUGUMENTED-SOCIAL EVENTS, POLICY AWARENESS

Social events such as Swachh Bharat mission are being held for benefits of society. The policy change awareness programs are being held to create awareness about the rights and responsibility of public.



#### 3.2 Communication Function

This is the most important function in political marketing. We need to communicate the right message with the right information which is required by voters to take a decision about the candidate to be elected. The message communicated should be according to the needs of targeted audience. Proper communication made will result into positive perception of public parties and their candidates. Single miscommunication can lead to failure of whole marketing campaign.

### 3.3. Fund Raising Function

Political marketing also includes fund raising function they use marketing strategies to call corporates to raise funds for carry out their activities.

## 4. MARKETING STARTERGIIES ADOPTED BY POLITICAL PARTIES

SEGMENT MARKETING	RURAL: promotion are focused towards providing basic facilities to the rural public such as sanitation and education etc. URBAN: promotion are focused on development of infrastructure and technology.
AGE GROUP	Social media and modern techniques of promotion for youth. Traditional technique of promotion used for middle age people.
BRANDING	party and candidates brand ambassador

## 5. ADVERTISING

The advertising tools used at the time of elections can be proved as an effective way to change the perception of the voters for candidates, parties and work done by them.

The tools can be selected depending upon the type of targeted society, public awareness and the candidates elected by the party.

Channels through which advertisement is done are:

1. Television
2. Radio
3. Newspaper
4. Pamphlets
5. Rallies
6. Speech
7. Hoardings
8. Digital platforms

## 5.1 Media Role In Advertisement

### Print media

Newspapers, pamphlets and hoardings are the proven to be most effective tool in case of political advertisement. The news which are published in newspaper about the parties and candidates makes a perception about that particular candidate or a party. Hence the news published should be very accurate and should not include any misleading contents. Print media tools are one of the traditional techniques used for political marketing which attracts middle age group and rural section.

### Broadcast media

Television, radio are the examples of broadcast media. They target mass and try to apply above the line strategy. They have more visual and effective impact on the mass. The result of these mediums can be measured through tools such as TRP, listenership.

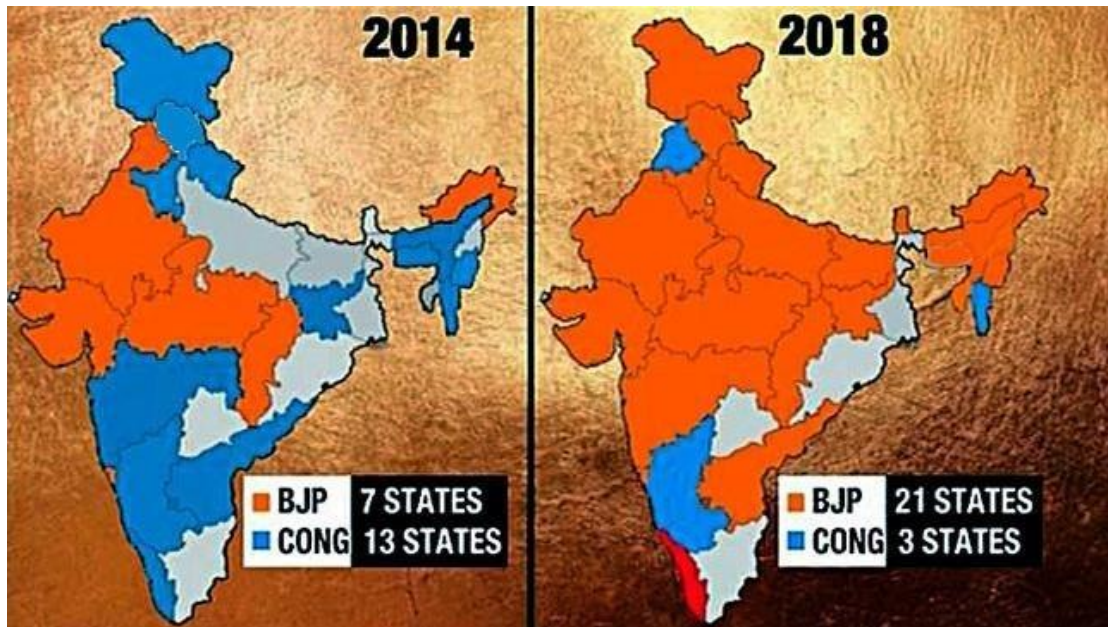
They try to target all section of society. Hence it is preferable to be used for promotion during election and political marketing.

### Digital media

According to the changing era, it is called as media of new Millennial. Now a days it is proved to be an effective tool to communicate message for youth and millennial. In case of digital media targeted audience is first time voters and tech-savvy people.



## COMPARATIVE ANALYSIS OF DIFFERENT POLITICAL PARTIES



- Bjp uses narendra modi as their marketing strategy and positing source
- Congress uses 'Gandhi dynasty' as their marketing strategy

### Conclusion

The result of election would always dependent on the positing of parties and strategies made by them to influence electorates.