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Political Marketing Campaign

Catalina-Gabriela BELGIU (CUREA)[1], Iuliana CONSTANTIN[2]

Abstract: In this article I am referring to political marketing campaign and digital tools as follows:
Research. The research is about the process of collecting valuable information on voters, opposition, and trends. This provides the fullest possible picture of voter behavior;
Data integration: Data sources are combined in order to provide a rich, holistic view of voter behavior. Correct data is the starting point for finding, understanding, and persuading people to vote a certain way;
Audience segmentation: This segment the electorate into distinct audiences using predictive analytics, a form of artificial intelligence that takes into account the behavior conditioning of each individual to create informed forecasts of future behavior. That shows the electorate most likely to respond to the messages and how they might behave in future;
Evaluation is the latest tool and treats the improvement in candidate's performance which is being measured and analyzed during and post-campaign.

Keywords: political marketing, digital campaign, research, data science, digital marketing**.**

Introduction

Marketing theory has been influenced by many different disciplines (Arndt, 1983) but it has also contributed, in a reciprocal relationship, to the development of other academic areas within management studies (Day, 1992; Hunt and Lambe, 2000) and, arguably, beyond. In particular the aspect of 'broadening' the core *explananda* of marketing (Kotler & Levy, 1969; Arndt, 1983; Levy, 2002) has enhanced the scope for cross-fertilisation between disciplines. In the area of social and non-profit marketing (Andreason, 1994) the application of marketing theory to the political sphere constitutes a relatively new phenomenon (Kotler & Kotler, 1999). While there exists a considerable stock of knowledge concerning political marketing, especially in the areas of campaign management, political marketing strategies and comparative political marketing (Newman, 1994;

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Scammell, 1999; Butler & Collins, 1999; Baines and Egan, 2001; Lees-Marshment, 2001), the essence of political marketing theory remains somewhat opaque; crucial elements are still ill-defined in marketing terms, e.g. the 'political market', or the 'political product', and the underlying exchange process (Scammell, 1999; O'Shaughnessy & Henneberg, 2002). This is sometimes explained by the notion that "*traditional marketing frameworks do not fit neatly into a political marketing configuration*" (Dean & Croft, 2001, p. 1197).

Furthermore, no clear understanding of the ontological and epistemological implications of a 'marketing perspective on politics' has been developed due to the research focus on descriptive studies that attempt to explain what political actors *actually do* (Marland, 2003). In order to develop this argument, the appropriate point of departure is provided by a concise overview of the 'state-of-affairs' in political marketing, beginning with applied marketing applications in politics, followed by a discussion of existing research on political marketing. This will be followed by the main section of this paper, tackling the two different facets of political marketing theory: initially with a description and understanding of managerial marketing activities, and next an epistemological stance to gain understanding of political phenomena in general. Finally, the implications of both aspects will be discussed.

Research

Research on political marketing has now established itself as a spirited sub- discipline of mainstream marketing, producing considerable numbers of high quality learned articles and books each year. However, certain stagnation in knowledge development has been identified. Consequently, this paper links this inadequacy to the dominating tendency of focusing research on campaign applications of solely marketing instruments, emphasizing a reactive and managerial orientation. In discussing the core of political marketing theory, two different stances are identified: first, a narrow one, focusing on understanding marketing activities in politics and, second, a wider one, concerned with a more holistic attempt of achieving breadth of knowledge of politics.

An idiosyncratic discussion of the ontology and epistemological implications of this wider stance identifies four concepts as pivotal: the exchange character of political marketing; a 'qualified' market environment; the social embeddedness of the political system in other generic systems; and

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the structural connectedness of political marketing and politics, implying ethical considerations.
While current research limitations in political marketing can be explained by an (implicit) focus on the narrow interpretation of political marketing theory, the wider stance frames a new research agenda for political marketing that provides new directions and less restricted conceptual horizons. The implications of this new research agenda are discussed and the consequences and limitations are outlined. Six main developments of applied applications of political marketing can be generalized for most democratic political systems in the last two decades: an increased sophistication of *communication and 'spin'*; strategies for *product and image management*; *news-management*, the use of 'free' media; more coherent and planned *political marketing strategy development*; intensified and integrated use of *political market research*; and emphasis on *political marketing organization and professionalization.*

Case studies: Effects of information types on Voting for Populist Party

The European financial and fiscal crisis created insecurity and doubt about the existing political systems and social organizations, which are closely connected to existing political and state structures. These concerns are being exploited by nationalistic parties and the virulent media. Prejudices against European neighbors and also against our citizens are increasing: southern Europeans are usually presented as lazy people averse to work and unwilling to reform, northern Europeans as lacking solidarity. These problems are a huge challenge to the pillars of the EU. We must take into consideration the fact that populist rhetoric and the presented programmes are gaining more and more support from the citizens who are dissatisfied.

It would be interesting to see the role that the EU plays in the links between voters and populist parties and their political agendas. In this seminar paper, we are also trying to answer the question of how the other parties react to populism and whether they try to exclude the party or accept it as a legitimate party that represents a challenge to some extent. All in all, the most important and interesting part for everyone is the ability of populist parties to influence decision making.

It is undeniably true that the rise of populism is a clear indicator that democratically elected representatives are not responsive to the requirements of a certain segment of the citizens. On the other hand, it is hard to find a clear definition of the term and understand the conditions under which the concept is used.

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Ben Stanley (2008, 102) noticed four core components of populism:

1. The existence of two homogeneous units of analysis: "the people" and "the elite";

2. The antagonistic relationship between the people and the elite;

3. The idea of popular sovereignty;

4. The positive valorization of "the people" and denigration of "the elite".

The crucial component of populism as an ideology is to separate society into two homogeneous and antagonistic groups: "the common people" versus "the corrupt elite". Politics should be an expression of the general will of the people. In populist democracy, nothing is more important than the "general will" of the people (Mudde 2004, 543).

Table 1: Effects of information types on Voting for Populist Party (Baseline = Daily)

	(1)	(2)	(3)
VARIABLES	populist	populist	populist
Information source: Daily newspaper = 2, Weekly	0.327***	0.260***	0.059
	(0.056)	(0.059)	(0.067)
Information source: Daily newspaper = 3, Monthly	0.556***	0.473***	0.245**
	(0.088)	(0.091)	(0.100)
Information source: Daily newspaper = 4, Less than monthly	0.398***	0.312***	0.160**
	(0.068)	(0.071)	(0.078)
Information source: Daily newspaper = 5, Never	0.361***	0.283***	0.048
	(0.071)	(0.074)	(0.081)
Information source: TV news = 2, Weekly	-0.093	-0.063	0.025
	(0.072)	(0.075)	(0.081)
Information source: TV news = 3, Monthly	-0.321*	-0.328*	-0.199
	(0.186)	(0.189)	(0.204)
Information source: TV news = 4, Less than monthly	-0.254	-0.271	-0.174
	(0.180)	(0.183)	(0.188)
Information source: TV news = 5, Never	0.138	0.140	0.259
	(0.158)	(0.160)	(0.169)
Information source: Radio news = 2, Weekly	-0.001	-0.004	0.001
	(0.065)	(0.066)	(0.073)
Information source: Radio news = 3, Monthly	0.060	0.055	0.018
	(0.113)	(0.114)	(0.124)
Information source: Radio news = 4, Less than monthly	0.059	0.014	0.032
	(0.079)	(0.080)	(0.085)
Information source: Radio news = 5, Never	0.057	0.038	0.034

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	(0.074)	(0.075)	(0.081)
Information source: Mobile phone = 2, Weekly	0.105	0.141*	0.031
	(0.080)	(0.082)	(0.091)
Information source: Mobile phone = 3, Monthly	0.191	0.205	0.037
	(0.128)	(0.129)	(0.140)
Information source: Mobile phone = 4, Less than monthly	0.146	0.156	0.013
	(0.093)	(0.095)	(0.103)
Information source: Mobile phone = 5, Never	0.342***	0.342***	-0.108
	(0.056)	(0.058)	(0.069)
Information source: Email = 2, Weekly	0.003	-0.000	-0.052
	(0.083)	(0.084)	(0.093)
Information source: Email = 3, Monthly	0.239**	0.242**	0.129
	(0.116)	(0.117)	(0.130)
Information source: Email = 4, Less than monthly	0.079	0.027	-0.230*
	(0.105)	(0.106)	(0.119)
Information source: Email = 5, Never	0.345***	0.316***	-0.039
	(0.084)	(0.085)	(0.097)
Information source: Internet = 2, Weekly	-0.148*	-0.137*	-0.032
	(0.080)	(0.082)	(0.090)
Information source: Internet = 3, Monthly	-0.184	-0.188	0.030
	(0.133)	(0.136)	(0.149)
Information source: Internet = 4, Less than monthly	-0.158	-0.173	0.068
	(0.118)	(0.121)	(0.131)
Information source: Internet = 5, Never	0.230***	0.242***	-0.006
	(0.078)	(0.085)	(0.096)
How often in country's elections: Journalists provide fair coverage of elections = 2, Fairly often		0.276***	0.084
		(0.060)	(0.070)
How often in country's elections: Journalists provide fair coverage of elections = 3, Not often		0.364***	0.213***
		(0.065)	(0.075)
How often in country's elections: Journalists provide fair coverage of elections = 4, Not at all often		0.411***	0.248**
		(0.092)	(0.102)
Age		-0.001	0.002
		(0.002)	(0.002)
Most people can be trusted = 2, Need to be very careful		0.247***	0.160***
		(0.050)	(0.058)
Future changes: Greater respect for authority = 2, DonÂ´t mind		0.001	-0.100*
		(0.050)	(0.058)
Future changes: Greater respect for authority = 3, Bad thing		-0.211**	-0.034
		(0.085)	(0.095)
Country Code = 276, Germany			-0.155

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			(0.110)
Country Code = 528, Netherlands			0.544***
			(0.097)
Country Code = 616, Poland			1.776***
			(0.096)
Country Code = 642, Romania			0.647***
			(0.097)
Constant	-1.722***	-2.205***	-1.956***
	(0.051)	(0.151)	(0.176)
N	6564	6564	6564
r2	.	.	.
Standard errors in parentheses			
*** p<0.01, ** p<0.05, * p<0.1			

Individuals who receive their information from the internet often are more likely to support populist parties than individuals that never receive information from the internet.

Individuals who consume more information from more traditional sources such as newspapers, TV, and Radio will be less likely to support populist parties than if they never obtain information from more traditional outlets.

Results and conclusions:

We only examine support for populist parties in Estonia, Germany, Netherlands, Poland, and Romania. Although it would be better to have more examples, these countries are quite representative for Europe. To examine the effects of different information sources on support for populist parties, we provide the results of analysis with support for a populist party as the dependent variable. Our independent variables are source of information and how often an individual consumes information from that source as our main independent variables, see Table 1.

Model 1 presents the results of voting for populist parties if the election was held today on our main predictors.

Model 2 controls for a host of possibly influential variables such as age, how individual perceives the fairness of journalists, tolerance for immigrants, and if the individual believes more respect for authority is a good thing.

In Model 3, we add our country fixed effects.

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We uncover that we can accept Hypothesis 1 if the traditional source of information is the Newspaper, all else being held constant. This result holds across all three models. Most of the other information types are not significant, however, it would seem that more information, regardless of type, leads to less support for the populist parties across models. We, thus, have to reject hypothesis 2 which states that that the more information that an individual consumes from the internet, the more likely that person will support the populist parties. We observe instead, that individuals who never use the internet are more likely to support the populist parties than those who do daily. This result is significant in Model 1 and Model 2 but washes out when we control for country fixed effects.

However, we do demonstrate some other predictors of support for populist parties. As individuals perceive their journalists as being less fair, they are more likely to support populist parties. Therefore, the perception of journalistic fairness is an important driver of support for populist parties. Individuals who are less trusting are more likely to support populist parties. Furthermore, people who think their needs to be a greater respect for authority are also more likely to support populist parties. However, that result does not hold up when we apply country fixed effects.

To conclude, our results demonstrate that increased information is important for dampening support for populist parties regardless of type of information. In addition, increasing the perception of journalistic fairness and increasing trust amongst citizens could go a long way in reducing support for populist.

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