The "Brand" of Political Party in Political Marketing

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Abstract— **Brand has special importance in Marketing around the world. Hence it is applicable in Political Marketing field also. The brand in short is an identifier of the seller or services-provider. A brand name consists of word, letters, and/or number that can be vocalized. The brand has value also. The values of govern of a product or services provider are reflected by the brand. The brand has too culture and a brand represents a certain culture. Hence the study has been done of the importance of Brand in Political Marketing. The top leaders of party are assumed as brand and the Voters have been assumed as a consumer even they don't directly purchase product or services. As well as the parties are being treated as seller or services provider. Three / four National and State parties have been taken for study i.e. Indian National Congress(NC), Bhartiya Janta Parti(BJP), Shive Sena(SS) and Nationalize Congress Party NCP). What is the contribution brand (top leaders of party) and how it Impact in achieving goal which is winning of Election, it is discussed. he hypothesis is that the brand works and helps to win election.**

*Index Terms—***Brand, Marketing. Political Marketing. Party, Election.**
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I. INTRODUCTION

As all the Management stream people know, that the brand is very important factor in the field of Marketing and this concept is applicable in political marketing also. But the major part marketing is brand among other parts. Surely consumer will attract to your product / services, if your brand is well known and reflecting your product information.

The political parties are becoming marketing oriented and they are interested to apply "Brand Management Principle" to political marketing. The winning election may be that political parties operate and voters make electoral choices similar to the way in which consumers choose commercial brands.

My main research topic is "Marketing Study of Political marketing and Its Impact on Youth in Amravati Region". It needs a comprehensive approach. It can be applied not just to party-electoral behavior but also Brand, Campaign, legislatures, the media, and manifesto of party with concepts from marketing. To study Political Brand, it is also important to understand the Political Marketing (main stream marketing) as well as political science.

II. LITERATURE REVIEW

Definition of "Marketing":-
Dr. Philip Kotler defines marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential."

Definitions of "Brand":- *"A name, term sign, symbol or special design or some combination of these elements that is intend to identify the goods or services of one seller or a group of sellers. A brand differentiates these products from those of competitors"* (American Marketing Association, Chicago)".

As, the "Political Marketing and its effect on Youth, in Amravati region" is main research topic; the study is being done mainly on youth as a target consumer which are voter here.

Definitions of "Youth":- *"Youth are defined as those aged 15 to 29"* in the national youth policy (2014). This age-group constitutes 27.5% of India's population. But anyone, who has no right to vote unless and until he / she completed 16 years of age. Hence minimum age of youth is treated as16 of years to 29 of years.

The researches have take places on "Political Marketing" and "Political Brand" in foreign countries; comparatively it is less in India. These researches of other countries may partial applicable to Indian Politics because there are many differences in Indian Culture, the pattern of Election, the definition of Democracy, literate people percentage. The focus has not given on political market as it is required. The Hopes, progress, security of nation as well as life style of people are depended on the policy of political party, which is in Government. Hence, it is important to vote correct party to win for that the party is too required apply correct Marketing strategy. In connection of this the brand (top leader of party) plays main role in political marketing; it shows capability and eligibility of party to run government.

*Srinivasan Subramani, Manager Marketing, Idea Cellular, Mumbai, India, Ajit Parulekar, Associate Professor, Goa Institute of Management, Ribandar, Goa, India have taken the Case Study on "*Can Political Brands be successfully extended – The case of the Congress party in India" The objective of this study is to examine the extent to which parties containing the "congress" name (like Nationalist Trinamool Congress, Kerala Congress, Tamil Maanila Congress, Himachal Vikas Congress, and Nationalist Congress Party) share the brand image (set of associations) of the INC party in the mind of the voter/ consumer by virtue of the common 'congress' name and thereby function like extensions of the congress party.

This study took top political leaders as Brand instead of 'congress' word in the name of party, the brand will be more effective and the brand personality will be enough to reflect party's strategy as well as to attract voters.

In the magazine of Business Time Mr. Lea Nathan, Marketing strategists agree that brand awareness in any industry gives that company an edge. He writes in article, Brand awareness accomplishes several objectives for companies and organizations seeking to increase sales and services in the marketplace. Brand awareness

Campaign needs to be flexible enough to grow with the organization and adjust if needed. Here all this is applicable in political marketing also through all angles. According to time and flow of voters, the party has to change its brand. Now it is applied by BJP and made Mr. Narendra Modi as brand face of party for the election 2014. The brand in sentence for Political Marketing is submitted requests to voters to enhance it. The voters found this leader and brand helpful to understand party's strategy towards governing Government. Another way we can say political brand means interaction between leaders, policies and political parties. Brands have become a major player in the modern society. They have penetrated all spheres of everybody's life. It seems that only product and services don't driven the market but they are only the parts of marketing. Even your product or services are quality oriented; it should be reflected in your brand to prove best marketing.

III. CASE STUDY

The Political Marketing is new concept entered in the field of Politics. As the brand gives major shape to Marketing, hence the top leaders of parties are used as brand of that particular party. The party can get success / loss because of use these faces of top leaders as party brand and the result will prove the strategy of brand and party's marketing processes were correct or not. The voters are well known that these top leaders of party will govern the party and party will run Government. Hence, it is also importance that the brands are justifying to the party's manifesto declared by party before election. If any brand of party or leader blamed of corruption and the party manifesto is fight against corruption will confuse to voters.

The brand has capable to set consumers mind and divert it to your product or services. Even brand has magic power to rules on the thinking of society. The top brands in market are example of this like Cock, Colgate, Hero, Honda, Tata, Bisleri etc. Some uneducated people call "Biselri" to purified and mineral package water; when it would be Bally, Ganga, Kinley or any other. They mean purified packed water having mineral means "Bislery". This is example of right strategy and impact of brand of product on the consumers' mind.

Same way, Bharatiya Janata Party leader Narendra Modi was election juggernaut in the 2014 Lok Sabha polls; he is an example of how to prepare and successfully implement a marketing and branding campaign. Irrespective of your faith, ideology and voting decision, there was no alternate to Mr. Modi not only in BJP but also all other parties of India in Lok Sabh Election 2014. It is has been told that Prime Minister Mr. Narendra Modi declaring as "BJP Prime Minister Candidate" and his used as a Brand for the last Lok Sabha election by the BJP, was correct marketing strategy and powerful reason of BJP's success. Mr. Modi was the personality to made voters to voting BJP. The Gujarat State developed speedily under his governance, when he was Chief Minister of Gujarat State. It has been kept as a model of working style of Mr. Modi to attract voters. This strategy worked. The magic figure of MP's crossed by BJP; it is happen after a long time in the history of Indian election; that some one party is able to make his own government on his capability and power. The opinion of expert is some Shiv Sena MPs also won election because of Mr. Modi. They (expert) explained, some voters wanted to vote Mr. Modi and there was alliance in BJP and Shiv Sena. Where Shiv Sena has given candidate, there was no BJP candidate, on the contrary BJP's workers and leaders were campaigning for Shiv Sena Candidate. In this circumstance, those who wanted to vote Mr. Modi they have voted to Sena even the Sena and Sena Candidate was not choice of voters.

All stories about Modi's life in the public domain have consistently fed into this new image. And although questions remain about Modi's ability to perform at the national level and his Gujarat model of governance, his personal branding and marketing strategy seems to have worked and voters across the country appear to believe his claims

"He [Mr. Modi] created an impression of being a sincere, credible and committed leader. He convinced people that he could improve their lot," says social scientist Ramadhar Singh, Distinguished Professor, IIM-Bangalore, in his article published in magazine.

Mr. Modi spoke passionately about the need for speed in government decision-making and about the need to improve skills of the youth to accelerate economic growth. That speech won him many young admirers. According to article published in Business Times. One 19-year-old second-year student Sulabh Newatia, from Kolkata who says he decided to cast his vote for the BJP after listening to Modi's speech. "I see him as a visionary who can take the nation forward,".

The efforts have been taken to connect with the youth and urban voters to Mr. Modi. It shows his pro-business character. Some renowned Business leaders from Indian industries like Ratan Tata to billionaire brothers Mukesh and Anil Ambani have praised Modi and his administration in Gujarat. This has allowed Modi to build his **brand** of BJP as a progressive leader in the field of economy.

Against of this, the National Congress Party has used Mr. Rahul Gandhi as brand for the same Lok Sabh Election 2014 and in the very beginning one group of this party wanted to bring Ms. Priyanka Gandhi (Wadra) as parties Brand. But it could not happen. The congress party brand Mr. Rahul has no that much command on speech. Hence the result of this, some voters confused to understand what Rahul wants to do to nation. There were many scam and fraud of crores, publicly opened and some MPs of National Congress Party and alliance parties have been named in scam. The brand of party Mr. Rahul was not directly connected to this but whatever corruption is happened, it is happed in his governance. He has been caught responsible by opposition. This was fertilized to anti Rahul and anti Congress Party wave. The voters have no deep faith about brand, Mr. Rahul and his National Congress Party as well as their governance,

On the Maharashtra State Level Mr. Sharad Pawar is whole and sole of 'Nationalist Congress Party' and always he has been used as party brand but in last election, because of his old age and some anti social statement of Mr. Ajit Pawar, his nephew

and next to Mr. Shard Pawar, party could not get that much success in other parts of state without its own area. Another reason this party was alliance with National Congress Party which has loosed his government in parliament as well as Assembly.

The party has to choose correct person as brand of party, in the case of Shiv Sena (SS), Mr. Uddhav Takare has got politics and 'Satta' in heritage from his father and suprimo of Shiv Sena Party Mr. Balasaheb Thakare. Mr. Uddhav had no caliber and experience to handle such a big party of state established by taken lot of efforts of Late Mr. Balasaheb Takare. The party has been stood for Hinduism as well as the *Marthi* vote in Mumbai. Mr. Balasaheb has tough politics and all strategies of Politics to Mr. Raj Takare, Mr. Raj learned many '*davpech'* from his uncle but like "Mahabharat" love of son came in the way and Balasaheb's son Mr. Uddhav has been declared as head of SS party and also next to Mr. Balasaheb, when Mr. Uddhav was so away from Politics. This incident has given birth to another party named 'Maharashtra Navnirman Sena (MNS)' which has attracted the maximum voters of Shiv Sena Party. This party was established by Mr. Raj Thakare and 13 MLAs went to Assembly at very first election.

Hence Mr. Uddhav Thakare is not that much success and eligible candidate to the party's brand, he got success in limited area like Western Maharashtra and Mumbai because of his father's grace and secondly his decision to alliance with BJP. Analysts didn't observe Mr. Uddhav as success Brand of party in Lok Sabha Election 2014.

In above study, since BJP is most successful party in last Lok Sabha Election of 2014, the focus has been given to study its brand and strategy in political marketing without any personal interest. These examples of **"Brand"** as Top Leader of Political Parties and their effect on Political career of Parties on State and National Level are shown that 'The Political Parties have Brand (top leaders of party) and brand plays important role in election.

IV. RESEARCH METHODOLOGY

To study the importance of Brand in Political Marketing and Strategy, the survey has been taken under this case study with the following Questionnaire and sample size was 250.The positive answered and filled questionnaires have been analyzed to find out the object of this study. Out of these 250 only 17 questionnaire have not received back, hence 233

V. QUESTIONNAIRE

Questionnaire (Sample Size 250)

Sn	Head / Question		Options (Tick √)
❖	Name of Despondence? _____	:	Male / Female
❖	Age : ……………………………………………………………….	:	16 to 25 years/ and above twenty five
❖	Belong to : ………………………………………………………….	:	City / Urban / Village
❖	Educational Status ……………………………………………………	:	under Graduate/Graduate
❖	Can the Top Political Leaders be Brand of Political Party? …….	:	Yes / No
	(If Yes)	:	
1.	Do you agree that party's Top Leaders are the Brand of Party?..	:	Yes / No
2.	Would you attract toward Brand of Party?...................	:	Yeas / No
3.	Does the Party's Brand represent Party's ideology, strategy and capability…………………………………………………….	:	Yeas / No
4.	Can the brand responsible to successful of Political Marketing?	:	Yes / No

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FiguresandTables

In connection to above survey, samples size was 250. The following chart – A shows that out of 250, 17 respondents have not responded and 18 respondents went against this survey; they are not agreed to this concept. Whereas 119 respondents were Male and 96 Respondents were Female.

The following Chart – B shows only Male respondents data with Under Graduate and as well as belong to City, Urban area and Village. Total 199 were male respondents out of 59 belong to city, 45 belong to urban area and 15 belong to Village

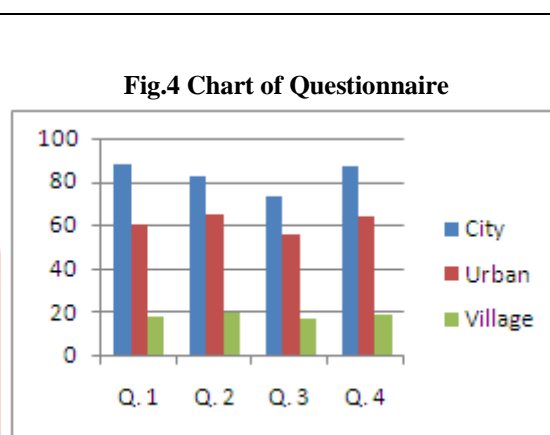| Fig.1 Chart A	Fig.2 Chart B

Fig.3 Chart C

Fig.4 Chart of Questionnaire
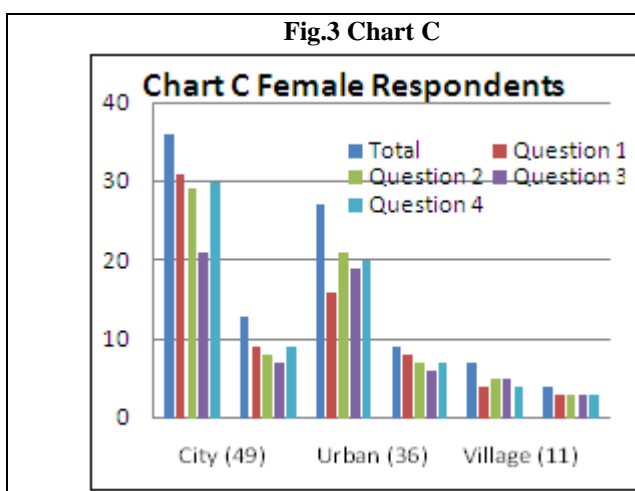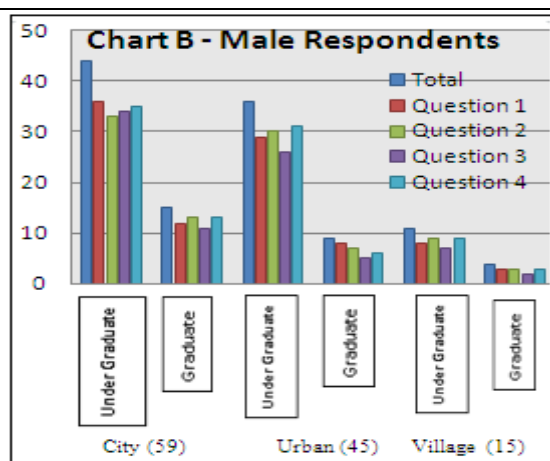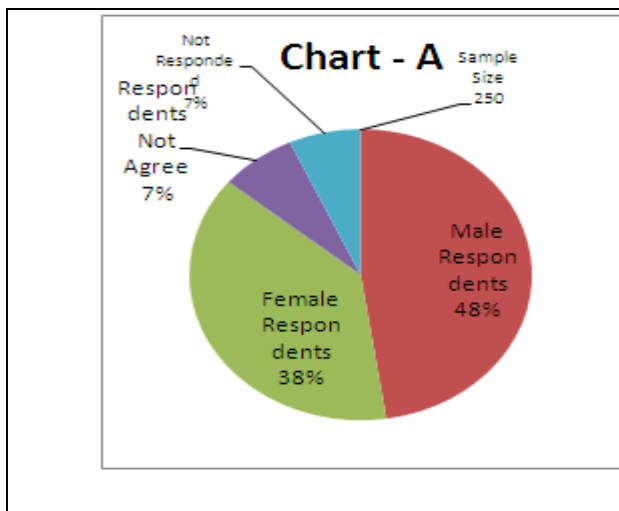
Table 1

1	Total Sample Size = 250 Questionnaire													
2	233 Responded												Out of 233, Negative Responded **18**	Out of 250 Questionnaires 17 not Responded
3	Hence 215 Responded Analyzed as under													
4	*Male Respondents*						*Female Respondents*						*Total*	
5	119						96						215	
6	*City*		*Urban*		*Village*		*City*		*Urban*		*Village*			
7	59		45		15		49		36		11		215	
8	UG	G	UG	G	UG	G	UG	G	UG	G	UG	G	215	
9	44	15	36	09	11	04	36	13	27	09	07	04	215	
Q1	36	12	29	08	08	03	31	09	16	08	04	03	167/77.67	Overall % of respondents said "Yes"
Q2	33	13	30	07	09	03	29	08	21	07	05	03	168/78.14	Overall % of respondents said "Yes"
Q3	34	11	26	05	07	02	21	07	19	06	05	03	146/66.98	Overall % of respondents said "Yes"
Q4	35	13	31	06	09	03	30	09	20	07	04	03	170/79.07	Overall % of respondents said "Yes"

UG = Under Graduate   G = Graduate

Q 1 = Question No. 1   Q 2 = Question No. 2   Q 3= Question No.   Q 4 = Question No. 4

EXPLANATION: TOTAL SAMPLE SIZE WAS 250, OUT OF THESE 17 QUESTIONNAIRES HAVE NOT RESPONDED. HENCE OUT OF 233 HAVE 119 WERE MALE RESPONDENTS OTHER 96 WERE FEMALE RESPONDENTS. WE CAN REFER THIS TABLE FOR MORE ANALYZE THE DATA.

VI. CONCLUSION

The case study and overall survey says more than 65% of respondents male/female agreed to our questions. In details 77.67 respondents said "Party's top leaders are the Brand of that party and 78.14 male/female respondents said that they are attract toward the Brand of party, whereas, 69.98% respondents are agreed that the Brand represents ideology, strategy and capability to run Government. At the last according to 79.07 % thought that Political Party's Brand are responsible to success or loss in Political Marketing. Hence it is concluded, "There is Brand to Political Party and the party uses top leaders as brand of that particular party, it reflects party's ideology and strategy as well as capability. Also the Party Brand is responsible to win/loss Election; it helps and plays major role in modern concept of Political Marketing.

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