

# Successful Political Marketing: A Punjab Voter's Point of View

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**Abstract :** This paper aims to study the influence of different factors on successful political marketing. A conceptual model of different factors affecting successful political marketing developed after extensive literature review[76]. Based on Literature the researchers empirically tested the impact of independent variables (Market orientation, Market Research, Market Segmentation and Targeting, Party/Candidate Positioning and Building and Managing Strong and Favourable Image) on dependent variable (Successful Political Marketing) on a sample of 350 voters from Punjab. Finding indicates that market orientation, market research and building and managing strong and favourable Image has positive influence on the political marketing success whereas market segmentation and targeting and party/candidate positioning do not have any influence on political marketing success. The findings have important implications for both political parties and candidates which they may be considered while planning their political campaigns[37][73][82][126].

**Index terms:** Political Marketing, Segmentation and Targeting, Positioning, Image, Market orientation[69][132].

## I. INTRODUCTION

The application of marketing tools in politics has been not given much attention in politics and marketing literature (Mausser, 1983; O'Shaughnessy, 2003). In reality application of marketing techniques has become more frequent and common in developed western countries like USA, Canada and Europe during last 30 Years (Lees Marshment, 2001) and now other countries of the world are not an exception to this[51]. In India majority of the political parties are now using different tools and techniques of marketing to attract the voters. The recent Lok Sabha elections in 2014 have witnessed a tremendous use of marketing tools in political campaigns[67][75][122]. Political parties used integrated marketing communication tools i.e. use of social networking sites, advertisements in all forms of media, promotion through merchandise, public relations, use of latest technology to deliver 3D speeches etc., traditionally used in commercial marketing, to reach and attract all sorts of voters[1][116].

The existence of political marketing had co-existed with the theories of marketing primarily developed for commercial purposes. Political marketing to large extent is the application of marketing theories by political parties, local councils and other groups in the society to achieve their objectives. It also includes conducting of marketing research to identify the problems and needs of the citizens, change their policies to solve those problems and meet the requirements and spread their offerings successfully.

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Political policies are expected to strengthen the democracy of country; they should adopt a system where citizens of a country take part in true spirit in all discussions of important issues like economic development, job creation, security of the country etc. (Osugwu, 2008)[56][77].

## II. PROBLEM STATEMENT

Today Politics all over the world is heavily influenced by the marketing and same sophisticated marketing tools applied by companies to market their offerings is being used by political organizations to market their ideologies and policies.

As the attention in political marketing and its influence on making efficient and effective political product is increasing, the authors strive to study the factors having an influence on successful political marketing. This can be attained by answering to the main research question:

Q1: What are the main components of successful political marketing?

## III. OBJECTIVES

In this entire study, author aims at probing the meaning of political marketing and what are the factors affecting the success of political marketing. To achieve this aim following two are the main objectives of this study:

- 1) Undertake a comprehensive literature review to lay the theoretical base for research and to link the field of political and commercial marketing.
- 2) Study the factors affecting the successful political marketing.

## IV. REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK

### A. Political marketing and consumer marketing

According to Keller and Kotler (2009) Marketing is "organizational function and a set of process for creating, communicating and delivering value to customers and for managing customer relationships in a way that benefit the organization and its stakeholders[39][40][121]".

Marketing discipline is affected by many other disciplines and to reciprocate helps in the development of other bodies of knowledge within the management area. In the context of nonprofit



marketing, social marketing and

political marketing application of the theories of consumer marketing is a recent occurrence (Henneberg, 2004).

Less Marshment and Robert (2005) explained that political marketing is important area in academic study and in politics all over the world[12][29]. Voters are now treated as consumers by the political parties, political systems are now referred as markets, and policies are now considered as a product to satisfy the consumers. There is growing pressure from different groups within the society on achievable promises and need to perform in government[11]. All these things are really important for success in politics market which is very dynamic and unpredictable[85]. The current different insights into the voter attitude and behavior have been quoted by the researcher's areas such as sociology and economics, occupational sociology and political geography (Dunleavy, 1990)[88].

The definition of politics in oxford dictionary is "The science dealing with the form, organization, and the administration of the state or part of one" (Rees and Gardner, 2005)

Different authors have given different definitions of political marketing which are summarized in the table below:

Butler and Collins (1994)	The basic purpose of Political marketing is to influence voters during the elections. It is differentiated from the traditional marketing in the sense that in political marketing hopes, dreams and ideology are sold whereas in traditional marketing the sale is of products and services. But political marketing apply same tools such as advertisement, public relations and publicity as used in traditional marketing.
Kavanagh (1995)	Political marketing is application of tools and techniques to get the understanding voter opinion and behavior before and during the election campaign to develop the contents and to measure the effect of campaign.
O'Cass (1996)	Political marketing is building and maintaining mutually beneficial relationship between the voters and political party through panning, implementation and control of political and voter's programs.
Wring (1996)	Political marketing is using of marketing research to design and promote the offerings which satisfies the voters and helps in achieving the organizational objectives.
Newman (1999)	Political marketing is usage of tools and techniques of marketing

	while designing political campaigns by the various political parties and individuals. The process includes planning, management and execution of campaigns by the candidates or political parties, governments or various other organizations that wants to influence citizen's opinion, promote their own philosophies, win political battles and pass legislations to meet the aspirations of voters or certain groups in the society.
Lees-Marshment, (2001)	Political marketing is adapting commercial marketing tools and techniques by political organizations for the achievement of their objectives.
American Marketing Association (2007)	Marketing designed to influence the behavior of target audiences to vote for a particular person, party or proposition.
Osuagwu (2008)	Political marketing can be defined as application of tools and techniques of traditional marketing in political issues by persons, groups, organizations or even nations.
Menon (2009)	The American marketing association embrace the term of political marketing by including the word "idea" while redefining marketing in 1985; giving that: "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfies individuals and organizational objectives."

From the above definitions several common points can be chalked out. First of all majority of the authors agrees that political marketing is linked with political campaigns. It includes identifying the needs of voters which can be served with the help of political product. Secondly the main aim of political marketing is to influence people to behave/vote in a certain way. This means that elections must be without any fear and biasness so to make political marketing meaningful. Thirdly there is agreement between researchers that political marketing applies tools and techniques developed for commercial purposes into political arena. That is way majority of the political parties now talked about voters segmentation based on different criteria. Fourth political marketing is broader than the political advertisement. Political marketing includes many activities



such as identification of needs of voters, segmentation of voters, planning and execution of different marketing programs etc. Political advertisement could be one of the most expensive and important among all those activities but it is not the only one. In nutshell it can be concluded that political marketing is use of marketing tools and techniques by any political setting.

Further, from marketing point of view a politician or a political party is a service provider and voter/citizen must be viewed as a customer in political market place. A politician is different from the other service providers because he operates in a complex environment that includes both controllable and uncontrollable factors[102]. Secondly he/she plays the role of both campaigner as well as the service provider and thirdly the type and level of communication used in politics are different from the one used in commercial organizations.

### B. Political marketing mix

From the literature mentioned previously the political marketing can be defined as:

*The candidate or political party application environment analysis and opinion research to develop and promote a product/offering which will assist to achieve objectives and satisfy voter's in return for their support.*

The core of above definition is model proposed by Niffenegger (1989). Created with the help of marketing model developed by McCarthy (1960), this model throw light on the role of market research, environmental analysis and ultimately marketing mix (product, price, place and promotion) in the planning and development of political campaigns[54][68].

### C. Product

The core of marketing mix is product. From the voter's viewpoint, product comprises of "party image", "leader image" and "policy commitments."

The perceptions about "party image" are developed on the basis of record in office, unity of purpose and recent history (Harrop and Shaw, 1990). The most important in building party image is policies of the party on which party manifesto is based. During last 3 decades researchers has started placing more focus on rational choice belief of voter judgment of the issues and choosing for the political party which is in synchronization with specific policy likings (Himmelweit et al., 1985; Harrop, 1986). Nevertheless the comprehensive scenario is not simple to change from image of the political party to issues based clarification of voter's alternative because leader image also plays an important part, which constructs the third element in product mix.

Active role played by media has assisted mitigating this tendency; as quoted by Philip Kotler "Voters hardly meet or Know the political leaders; they only have transmitted images" (Kotler, 1982; O'Shaughnessy, 2002).

### D. Promotion

Promotion is one of the most crucial parts of political marketing campaign. The promotion mix broadly can be divided into two major parts. One is paid promotion which includes all types of advertisement be it broadcast, print, poster, or the flourishing digital marketing. The other type is free promotion commonly known as publicity that political parties get but do not purchase (O'Shaughnessy, 2002).

Usual to commercial market and growingly an important element of political process, public relation, is an important tool applied to get positive attention of media for the organization.

Party symbols, slogan, colours give an added elements to the entire communication mix.

### E. Placement

The core of distribution or placement is chain of retailers or distributors in case of commercial market. In politics the identical form is party workers at grass root level. The political parties can arrange their membership at local or regional basis. The members of these parties provide volunteer labour and crucial inputs during the time of elections[27][31]. In addition this machinery also coordinates with national level network to liaison local happenings and visits by leaders of the party. In India, it is very important to keep in mind that family is very important that plays a very influential role in the voting process (Farrell and Wortmann, 1987).

### F. Price

Pricing can be viewed as how political parties raise funds and attract members. Intention to vote or vote correlates to price in political marketing. To have the large voters base, party needs to match its strategy of communication with voter's reaction accessed by using opinion analysis and votes.

After the comprehensive and extensive review of literature, the authors has extracted the below mentioned factors for effective political marketing strategy.

### G. Market orientation strategy and political marketing

Market Orientation in political marketing attracts great interest as it provides likely perspective to win elections. Sometimes this strategy also increases concerns among party members and other stakeholders having huge investments/ attachments to a specific candidate or party. These participants have their own perspectives of framing policies and may be hesitant in changing party policies as per the research (Lees-Marshment, 2009).

Many researchers (Newman, 1999; Lees-Marshment, 2001; Ormrod, 2005) conclude that a market orientation helps political party/ politician to be in touch with and reactive e to voter concerns.

Ormod (2005) suggested a theoretical framework of market orientation based on behavior and attitude. As behavior, Ormod considered behavioral construct regarding generation of information and its distribution, with reference from Kohli and Jaworski (1990) research and believed them with consistent external communication and



member participation constructs. From an attitudinal point of view, he proposed four constructs as internal orientation, external orientation, voter orientation and competitor orientation[36].

Lees-Marshment (2008) argued that market orientation is all about developing behavior to provide satisfaction to voters. Political parties utilize market intelligence to discover voter requirements, and then develop its product which satisfies voter's demands. Usually political parties do not try to change the thinking of people, but provide solutions as per their requirements[127]. Market-oriented parties will always tries to satisfy voter's needs and wants, failure in which means unhappy voters and risk of losing their support.

Study by Marshment explained that a market oriented political party will do the following four important activities:

1. **Utilization of market Intelligence:** This is same as information in Ormod's model indicates that political parties have to invest heavily in identifying the requirements and voters behaviour. Party can use Quantitative/Qualitative, Formal/Informal or Primary/Secondary research methods with the help of professionals with political and marketing expertise conducting required searches[125].
2. **Modification of behavior:** The political party then will modify its behavior by developing its "product" based on the findings of its market research. This includes the modification in behavior at all levels of party in addition to slogans and posters. Party has to take into account the opposition party areas of strengths and weaknesses to design and differentiate its product.
3. **Implementation:** The political party/ organization will then implement the modified offering in the entire organization/party. The more the modification in behavior is desired the tougher the job is for the leadership to get backing for change. The management needs to be aware of probable issues and then take necessary measures to overcome such issues.
4. **Communication of New Behavior:** Now party will communicate its modified product design to the voters. This will include communication to begin as soon as possible before the elections. The party will showcase the behavior as per new offering at all times and at all levels.

With reference to above discussion, the below mentioned hypothesis can be framed:  
**H1:** *Political marketing success positively influenced by application of market orientation strategy[128].*

#### H. Efficient marketing research

Doing marketing research and conducting opinion polls is quite traditional in politics. There are various types of polls on which political parties rely on. Surveys conducted over time to understand where the voters stands at various stages during a campaign (cross-sectional and panel surveys) and surveys carried out immediately after voters cast their votes (exit polls) (Newman, 1999).

Opinion poll has emerged as a very critical tool of the contemporary elections. In executing a successful political campaign is the inclusion of opposite party week points, obtained through market intelligence. In fact campaign is the time to research ideas, making promises and then tested these in the market place, known as test marketing (Newman, 1999).

Traditionally opinion research was usually conducted using quantitative methods[123]. More recently, political parties have started employing consultants specialized in the "psychological" system of private polling developed to probe more deep rooted attitudes and values (Kleinman, 1987; Worcester, 1991). As a result research in campaigns are now focusing on combining quantitative research with qualitative research[34]. Opinion research feedback is a critical element in the development of an impressive marketing mix (O'Shaughnessy, 2002; Ormrod, 2005; Marshment, 2005).

With reference to above discussion, the following hypothesis can be framed.

**H2:** *Political marketing success positively influenced by conducting efficient marketing research.*

#### I. Market segmentation and targeting

Segmentation is an important tool of knowing consumers what they want and price customers are willing to pay. Segmentation is also best way to access the customers. Market segmentation can be done on the basis of socio demographic and psychological profile, social groups with different socio economic and behaviors. Segmentation allows the organizations to develop a marketing plan for each segment (Benon, 2004).

Given their almost similar strategic objectives, Strategists in politics have also used segmentation and targeting tools[89]. Research in marketing has highlighted the potential advantages to be acquired from segmenting voters according

to, geographic, psychographic or demographic basis (Yorke and Meehan, 1986; Smith and Saunders, 1990).

In politics, segmentation has been used by almost every party to choose which segment of voters they can target with the policies and Ideologies (Newman, 1999).

Parties before targeting voters should discreetly recognize the segments, its profile and plan the offering at the first step (Lees-Marshment and Roberts, 2005). The next step is to take decision on targeting the segment. Available resources will play a very important role in this decision. .

With reference to above discussion, the following hypothesis can be framed.

**H3:** *Political marketing success positively influenced by market segmentation and targeting.*

#### J. Party/Candidate positioning

In political marketing analysis the concept of positioning has a central place. After segmentation and deciding of targets, the political party/candidate has to create a position in the market place. Positioning involves many steps that starts with candidate/political party

assessing own as well as competitors strengths and weaknesses (Newman, 1999). Positioning is a tool which enables a political

party/candidate to create and communicate his image to the voters in a best possible way. In order to create a favourable image and increase the support political strategists use ideologies, issues, policies and reasoned arguments and style of presentation to win the voter's mind. Positioning is related with many things; the internal strengths and capabilities of political parties/candidates must be evaluated and should be matched with opportunities available in the external environment of prospective target segments; and ultimately, positioning describe the position of party/candidate in the competition (Mauser, 1983; Bradshaw, 1995 ; and O'Shaughnessy, 2002). The image of a candidate/political party is created with the usage of media by highlighting some personality characteristics of the candidate and stressing various issues which are close to the heart of voters (Newman, 1999)[8].

With reference to above discussion, the following hypothesis can be framed.

*H4: Political marketing success positively influenced by party/candidate positioning.*

#### K. Image management

The positioning theory for image management was developed by Schoenwald (1987). In the revolutionary research on political marketing, Mauser (1983) keeps the concept of image at the centre of his work[87].

The process of managing image has been applied by the political parties/candidates to create modified images that more precisely coordinate with their new constituencies. In Marketing ideology can be seen as a labeling process identical in the nature used for branding the products. Majority of the people use ideology to label political parties/candidates and themselves and then establish a relation between them and political party/candidate by using this information. These labels are same as developed for the products by marketers to build an image which describe what they meant for in customers mind (Newman, 1999). Decision on the image of candidate is one of the important decisions in political campaigns that dominate how the organizers of campaign wish people to perceive about the personality of the candidate. Image statement is the base on which political parties/ candidates shape their campaigns. Critical is how to change the core message to distinct target groups. On some occasions, voters are interested in serious discussion on problems, on other occasions they may want to hear slogans and what they want to hear (Juholin, 2001).

With reference to above discussion, the following hypothesis can be framed[32].

*H5: Political marketing success positively influenced by building and managing a strong image.*

### V. RESEARCH METHODOLOGY

Cross sectional research study used to explain the influence of independent variables on success of political marketing.

#### A. Data collection tool

A scientifically structured questionnaire based on extensive review of literature and proposed research model was developed to find the relationship between dependent and independent variables. Five point Likert scale was used to measure each variable. Before the questionnaire was finalized it was pretested. "Expert" pretest was done with the help of ten academicians having in depth knowledge of the subject area. The questionnaire was modified as per the suggestions of experts. After that second pretest comprising 50 respondents similar to the research group was conducted. To check the reliability the Cronbach's Alpha was calculated and found to be .816 which is more than the minimum acceptable limit (Nunnally, 1994). This shows that the consistency between items is adequate and researchers can go ahead with the final data collection.

#### B. Sampling and sampling technique

The questionnaire was filled by 350 voters selected from 10 districts of Punjab in the month of April and May 2017 to measure their individual perceptions. The questionnaire was translated to the Punjabi language to become more understandable. Multistage sampling technique was used to choose the sample. In the first stage stratified sampling technique and in the second stage convenience sampling was used to select the respondents.

### VI. HYPOTHESIS TESTING AND RESULTS

Several tests were performed to examine the suitability of the data for multiple regression. To ensure that no multicollinearity exists among variables variance inflation factor (VIF) was used. To test the tolerance vales for independent variable, tolerance test was used. High degree of multicollinearity results in inaccurate estimation of regression coefficients and difficulty in distinguishing the impact of independent variables on the dependent variables (Hair et al., 1998). Any variable with value of VIF above 10 and with a tolerance value below .10 will be correlated more than .90 with other variables, which is indication of multicollinearity problem (Hair et al., 1998). Table II have the result of multicollinearity test.

Table-II

Variable	Tolerance	VIF
Market Orientation	0.634	1.577
Market Research	0.65	1.539
Market Segmentation and Targeting	0.849	1.178
Positioning	0.671	1.491
Building and Managing Favourable and Strong Image	0.794	1.26

The above table shows that VIF value of all the variables range from 1.178 to 1.577 which is less than 10, and tolerance value ranges from .634 to .849 which are greater than .10. The results clearly show the absence of



multicollinearity in the independent variables.

The data was also checked for normal distribution with the help of skewness test. The data is normally distributed if

skewness has a value of less than 1. In other words normality of data is defined as a “range of scores than stretches either side of 0” (Hair et al., 1998). Table III indicates the result of skewness.

**Table III**

Variables	Skewness
Successful Political Marketing	-0.322
Market Orientation	-0.428
Market Research	-0.409
Market Segmentation and Targeting	-0.563
Party candidate positioning	-0.451
Building and Managing Favourable and Strong Image	-0.467

The above results clearly indicate that the data is normally distributed as skewness value is less than 1 in case of all the variables.

**Table IV**

**Fitness of Model for Regressions Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Significance
1	0.49	0.244	0.233	0.63368	21.6	0

The analysis of linear regression model shows that R<sup>2</sup> is .244, meaning thereby that independent variables explain 24.4% variance in dependent variables. This also means that more variables can also be included in the model to allow more explanation to the variance of dependent variable. As p value is .000 which depicts that model is statistically significant meaning thereby in explaining the successful political marketing the fitness of model is high.

After meeting all the assumptions to apply regression analysis, the multiple regression analysis was used to test the hypothesis to find out the effect of independent variables (market research, market orientation, segmentation and targeting, positioning and image) on the dependent variables (successful political marketing). The decision rule followed for accepting the null hypothesis was: Accept null hypothesis if value of p is greater than .5 and reject null hypothesis if p value is less than .5. Following table shows the results of hypothesis testing.

**Table V**

Hypothesis	Beta	t value	Significance	Comment
H1: Political marketing success positively influenced by application of market orientation strategy.	0.163	2.73	0.007	Accept
H2: Political marketing success positively influenced by conducting efficient marketing research.	0.191	3.245	0.001	Accept
H3: Political marketing success positively influenced by market segmentation and targeting.	-0.03	0.536	0.592	Reject
H4: Political marketing success positively influenced by party/candidate positioning.	0.07	1.211	0.227	Reject
H5: Political marketing success positively influenced by building and managing a strong image.	0.252	4.718	0	Accept

Based on the results of hypothesis testing, the following inferences are drawn:

- 1) It was found that applying market orientation has a significant effect on successful political marketing. This result is consistent with; Newman (1999); Lees-Marshment (2001a, b, 2008) and Ormrod (2005) findings. This exhibited that political parties in Punjab successfully applied the rules of recent marketing concept while designing and implementing their campaigns[16]. This also means that voters in Punjab feel that political parties strive hard in understanding their needs and wants. They also believe that political parties' policies discuss their main problems and parties modify their policies to deal effectively with changes in their needs and wants.
- 2) It was found that efficient market research has a significant effect on successful political



marketing. This finding is also in line with what (Kleinman, 1987; Worcester, 1991; Newman, 1999; and O'Shaughnessy, 2002) found in their studies. Results show that people participate in surveys and opinion polls conducted by political parties before election.

- 3) Market segmentation and targeting do not have significant effect on the successful political marketing. This result is contradictory with earlier findings (Yorke and Meehan, 1986; Miller et al., 1990; Smith and Saunders, 1990; Newman, 1999; Bannon, 2004; Lees-Marshment and Roberts, 2005). This also means that voters in Punjab do not believe that political parties divide voters on geographic, demographic, psychological or behavioral basis. In addition results was negative ( $B = -.028$ ) meaning there by voters do not know or do not understand the meaning of segmentation and targeting
- 4) Positioning does not have significant effect on the successful political marketing. This result is contradictory with earlier findings (Mauser, 1983; Fletcher, 1984; Smith and Saunders, 1990; Newman, 1999; O'Shaughnessy, 2002). It also means that voters in Punjab believe that political parties/candidates do not make efforts to position themselves in the minds of voters[24]. Political parties must look into it and make all the possible efforts to position effectively in the minds of voters[6].
- 5) Finally managing and building a strong and favourable image was found to have significant effect on the successful political marketing. This result is similar to previous studies (Newman, 1999; Juholin, 2001). Voters appear to be very much interested in party/candidate image. It was also found that voters feel that candidate/ parties make continues efforts in improving their image basically when citizens are more informed and consider image while voting in elections[5].

Many factors are there that influence successful political marketing as felt by voters in Punjab. In explaining variance in the dependent variable these factors are Building and managing a favourable and strong image followed by conducting an efficient market research and applying a market oriented strategy. On the other hand factors that have not any significant effect on successful political marketing are market segmentation and targeting and party/candidate positioning[63].

## VII. DISCUSSION ON FINDINGS

This paper tried to indicate the usefulness of commercial marketing tools political marketing area. A model based on review of literature was used to find out the factors that may influence the successful political marketing. It has emerged as interdisciplinary approach which involves the application of marketing tools in politics. Political marketing is an instrument that helps to develop favorable political campaigns. Connecting with the voters is crucial for political

parties/candidates and political campaigns are basically used by political parties/candidates to make their political "product" more acceptable to target market.

For this political parties should adopt a market oriented approach which involves identifying the target market needs and design their products as per their needs[15]. Also there is need to modify their policies according to the changing needs and wants of the voters. Offerings should be positioned in such a way that their offering can be identified different from the competitors. Further political parties/candidates should adopt relevant tools to attract their target segments. Market segmentation and targeting are beneficial tools to reach voter's effectively but somehow political parties/candidates in Punjab ignore this and people perceive that political parties/candidate segment the voters and target voters with product suitable for each segment. So political parties should pay more attention to segment the voters and design specific products for each segment. Political parties/candidates should use all the opportunities to position in the minds of voters as voters in Punjab believe that they are weak on this aspect. Further parties/candidates should do their best to build and maintain a favourable and strong image in the minds of the voters as it is found that Punjab voters perceive image is a key element for successful political marketing. As creditability is a key for successful political marketing, so political parties/candidates should create image of high credibility among the voters.

## VIII. LIMITATIONS AND FUTURE RESEARCH

There are few possible limitations in the empirical and conceptual work reported in this research paper. The conceptual model (figure 1) mentioned herein was developed from the literature only and empirical testing has not been done. This is obviously the next step and qualitative research seems to be the most pertinent way of testing and improving the model. For example, focus group research may be used to examine whether the model includes all the factors affecting successful political marketing. An identical qualitative approach can be used to examine additional moderating influences on the successful political marketing. For example the role of money and muscle power on successful political marketing not investigated.

Once the model has been fully developed, the influence of independent variables on dependent variable (successful political marketing) may be more fully explored. Of the specific interest is how political party/candidate can create credible image in the minds of voters. Will voters believe the efforts to create or change an image as signaled by leader if the lower level workers and leaders appear largely unchanged? This is an issue faced by political parties in Punjab. In addition, although factors affecting successful political marketing have been identified, we are not sure about the relative importance of these factors in terms of voting behaviour. For example market orientation has a great influence on party/candidate choice then image is? Do different

segments of voters have different influencing factors?

The identified factors that influence successful political marketing needs to be treated with caution as its applicability to the wider Indian electoral scene is yet to be proved. As such further research to test and replicate the factors is still required. Also bearing in mind wider research

opportunities, it is not recommended that factors be used unchanged in other states or countries.

Overall the research paper draws attention to just how much is not understood in this area and the scope of further research in the areas identified above is huge. Given the identified factors influence on voting intention, in future, more sophisticated research into different factors role in politics is justified.

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