

Effect of Political Marketing Mix on Constituents Behavior in Selecting Candidates and Political Parties: Theoretical Studies in Legislative Elections

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ABSTRACT : *This study aims to create a research model about effect of political marketing mix (politics product, political price, placement and politics promotion) on decision to select candidates and political parties. This study is a theoretical study to reveal the relationship between the study variables in the context of legislative elections. Based theoretical studies, it can be seen that theoretically a political product, placement and promotion politics political decisions are related to candidates selection, while the political price is not. Theoretical contributions and suggestions for future research are also presented*

KEYWORDS: *Politic Marketing Mix, Election Decision Behavior, Candidate, Party*

I. INTRODUCTION

Political marketing concept should be implemented continuously by a political party or contestant to build trust and political image. Building a political image can only be done through a long-term relationship, not only during the campaign. Political marketing should be viewed comprehensively. First, political marketing is more than just political communication. Second, political marketing is applied in whole process of political party organization. Third, political marketing is widely used marketing concepts, not just limited to marketing techniques, but also to marketing strategy, from technical publications, offer ideas and programs, and design products to market as well as the intelligent processing of information. Fourth, political marketing involves many disciplines in discussion, such as, political science, sociology and psychology. Fifth, political marketing concept that can be applied in various political situations, from election process to lobby in parliament. Lock and Harris (1996) stated that there are some fundamental characteristics to distinguish political marketing and business marketing. These differences include the selection done simultaneously in same day, at time of transaction there is no direct price in political. Politics is not a real product (intangible), very complex so it is difficult to be analyzed as a whole. Brand and image of political parties generally has been attached to presence of party or individual that it is difficult to change the brand.

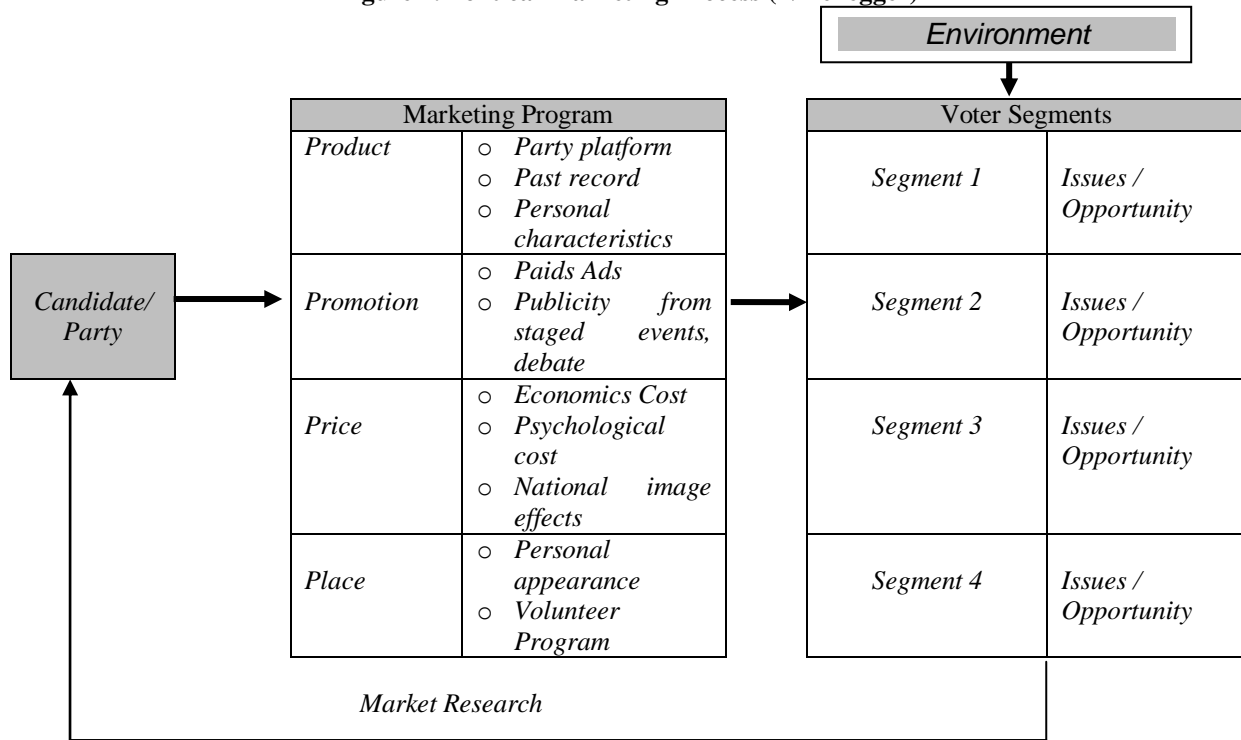
Niffenegger (1989) made a model of political process to shows how political marketing mix directed to specific segments and refers to classic marketing concept of 4P's (product, price, place, promotion). Marketing mix has the capacity to include a broad set of variables to adapt to various situations within business. Although some say the 4P's not enough to respond to development of 21st century, but the search for a new paradigm that is dominant for decisions applicable in a variety of new environments including the political environment is still being debated. It needs long way to find a new and widely accepted as a standard that can replace the 4P's (Dominici, 2009). Niffenegger (1989) stated the political products are party platforms, past records and personal characteristic. Political price includes the economics cost, psychological cost and image. Political distribution includes marketing programs and volunteer programs and political campaign includes advertising, publications and votegetter. The marketing mix become another approach in this study because there are more political studies from different scientific perspective, i.e. sociological, psychological and socio-cultural, but have not found deep research in marketing management. Election activities at 2009 makes Constitutional Court to cancel Article 214 of Law No. 10 of 2008 on determination of selected candidates, that candidate elected of Parliament and Council members by a majority vote require candidates and political parties to use political marketing approach. However, this approach has not been fully used so that parties and candidates, votes/seats less than optimal. Anung (2013) stated that successful candidate to convince the community is determined by party strength to build a communications strategy especially during the phase of campaign. Parties and candidates is a unified campaign organizer who had the same obligation to convince and win most votes in election. Principally, selection and purchasing decisions made by consumers and voters in political world is not much different.

Differences were dominant factor of candidates, as statement of Bergman and Wickert (1999) in Nursal (2004), "The man is message" or "the leading candidate is platform". Because in 2009 legislative elections, voters allowed choose the symbol or name of candidate and party or both candidates that plays a very important or mediate constituents to choose a political party. Elfriza (2012) said that decision to exchange their vote with a particular preference is same party as consumer's behavior to exchange money to buy goods/services specified. One approach is theory of reasoned action. This theory is able to measure the factors that affecting the desire to choose a political party. Application of this theory in field of politics allows parties to know what effect the desire to choose a political party. According to this theory, desire to choose a political party significantly affected by attitudes towards political parties and interpersonal subjective norm. Effect of attitudes toward political parties is important because people identify with party, not the leader. Effect of attitudes toward political parties directly higher than the indirect effect. This suggests that voters do not pay much attention to party attributes such as vision, mission, programs and issues. Voters more emphasis on feelings of sympathy, happy and proud of a political party. Subjective norms significantly effect interpersonal because society emphasizes harmony and closeness between members of public. Reasoned action theory is also used by Alie (2010) to measure the behavior of voters in decision-making to choose a political party. However, this theory continues to be developed in accordance with Fishbein and Ajzen (1991) to theory of planned behavior by adding the variable of perceived behavioral control. It is main factor which shows the behavior of this theory is concept of an individual's intention. Based on above theories, researcher is interested to examine theoretically the effect of political marketing mix on constituent's behavior to select candidates and political parties.

II. THEORETICAL STUDY

Marketing Mix Concept and Political Marketing : Marshment (2009) stated that political marketing is result of a marriage between "political" and "marketing". Harris (2001) defines political marketing as a general desire that is equated with techniques to entice voters in a campaign to promote both politicians and policies. Application of political marketing mix in politics is something that can not be abandoned. Political parties must be able to recognize constituents, sympathizers and continuously observe what competitors do. Political marketing mix makes political parties and candidates will be able to formulate the desired target market and focus on desired target. In addition, concept of political marketing mix strategy will support the political communication creation process between political parties or candidates with character of people who become target. Hughes (2006) stated that "In politics, the application of marketing centers on the analysis of needs centers on voters and citizens; the product becomes a multifaceted combination of the politician himself or herself, the politician's image, and the platform the politician advocates, which is then promoted and delivered to the appropriate audience." It can be concluded that political marketing together with marketing general is centered on voters needs. Voters needs become center of attention in fostering long-term relationships between political parties and voters. Knowing these constituents needs make political parties need to do research to identify the constituents in context of political consumer. Politicians should adapt and applying marketing concept into policy development and communication to provide input selector in political process and voters need to obtain satisfaction from the results of election were held. It makes politicians aware of importance of political marketing. Niffenegger (1989) classifies political marketing mix concept into 4P's namely: product (party platform, past record, personal characteristic), price (pays ads, publicity from staged events, debate), place (economics cost, psychological cost, national images) and promotion (personal appearance, volunteer program), as shown in figure 1 below.

Figure 1. Political Marketing Process (Niffenegger)



Source: Niffenegger (1989)

Voting Decision Behavior

Voting behavior is in a person's decision to vote for a particular candidate in both the legislative and executive elections (Gaffar, 1992). To analyze the voter's behavior, then there are two approaches, sociological approaches (also known as Colombia school) and psychological approaches (Michigan school). Sociological approach states that political preferences, including meeting preference votes in city election, is a product of socio-economic characteristics such as profession, social class, religion, and other. In other words, background of someone or a group such as gender, social class, race, ethnicity, religion, ideology and origin are variables to affect decision to choose. Psychological approach revealed that decision to choose the political party or candidate based on psychological responses, such as the personal qualities of candidates, performance of current government in power, issues developed by candidate, and loyalty to party (Gaffar, 1992)). Contestants in a multi-party system of election are faced with a reality that competition to be able to win, satisfy and convince voters increasingly stringent. Final goal in competition between parties and contestants are to bring voters to polling stations to make a selection at a party or contestant.

Firmanzah (2004) found a competitor in Indonesia elections can use the concepts, methods and techniques contained in science of marketing in building relationships with contestant's voters, i.e. during the period before, during and after the elections. This statement is also corroborated by Butler & Collins (2001) and Bohnet (2001) that political marketing should not only be done during the campaign period, but it must be done on an ongoing basis, in order to build public confidence for a long period of time. In electoral arena, contestants compete each other to get voters. According O'Cass (2001), competitors would not want to make the voters as subjects and not as objects. This is because the electoral victory of contestants is very dependent on voters (voters). To that end, contestants are vying with each other in political promises that are packed in work program. Work program is a good program of work that is able to solve real problems faced by people who packed into framework of a particular ideology (O'Cass, 1996). Thus, voters can determine the decision of party or candidate. Decision making to choose a political party in future elections make contestants is required to understand characteristics and behavior of voters. Such understanding is useful to know how to communicate effectively with public (Smith & Hirst, 2001). In addition, it increase delivery effectiveness of political messages to public (Elebash, 1984), and strategy of party in position itself than its competitors (Butler & Collins, 1996).

III. DISCUSSION

Research Model Development

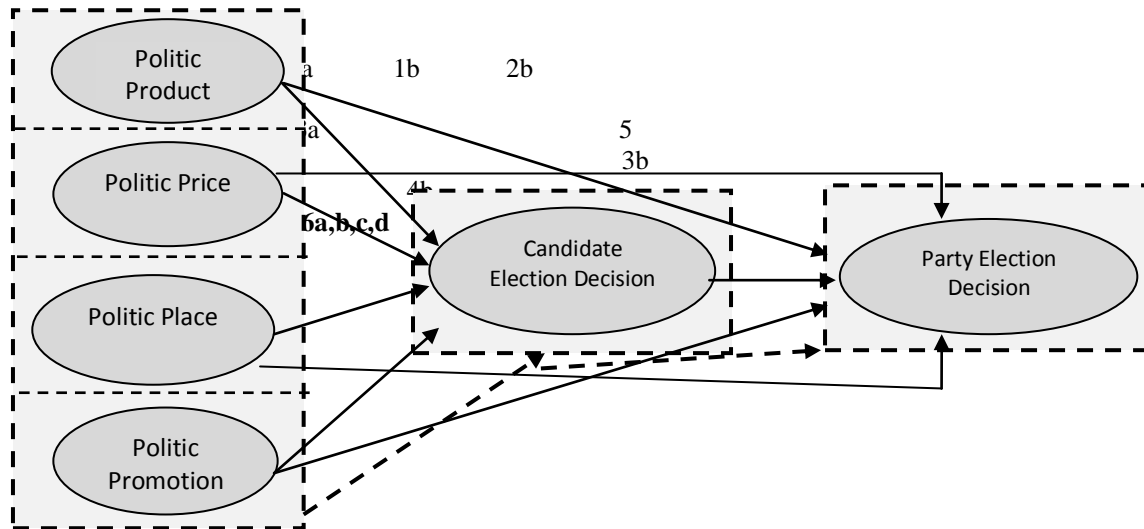
Approach to marketing concepts commonly used in marketing of products and services in business world can be used as an approach in political science, or commonly known as the marketing concept of political (political marketing). There is a fundamental difference between political marketing with marketing of goods/services, either in form of exchange mechanism and nature/characteristics of products being offered to prospective buyers/voters. These differences include five kinds, namely: (1) Election conducted on same day and simultaneously nationwide, so that whole community together to do a vote in same day; (2) before the elections conducted various political promises made by candidates and parties that effect the decision to choose on election day; (3) the voting public should accept the election results in majority, although it was not the result of election, and there is no nominal price that must be paid for any disappointment due to a mismatch in choosing; (4) due to lack of clarity about the product being sold, a political party or candidate is not a real product (intangible) where voters have to analyze the concept of politics or political appointments offered, and will know the results after they won election, and (5) relating to brand of political parties is measured based on capacity and quality of a leader. Brand attached to a party and a leader identity can not be separated (Alie, 2013). Furthermore Niffenegger (1989) states that want real political product offered and sold by political parties to potential voters have three categories, namely: (1) Platform party (party platform) which contains the concepts of party, ideology identity of each party and work program of party, (2) the past record of a party (past records) i.e. what has been done and that political parties have been able to be realized in past; and (3) individual characteristics (personal characteristic), which is characteristic of a leader (Chairman of party or political party behind the figures) or candidate (legislative candidates) which can provide images, symbols and political credibility of a product.

Products offered political ideologies and political parties in form of promises and work programs that can not be proven real by prospective voters, before they won election, it will be difficult for voters to analyze intact so that voters will interpret political parties and candidates of messages they receive. In other words, voters will make informed choices based solely on hope given by candidate or political party that will be implemented when a candidate or political party can win election. Decisions voters will make informed choices can be affected by various factors. Political price according Niffenegger (1989) stated that political price includes: (1) cost economics; (2) psychological costs; (3) national image. Economics is cost of all expenses paid during the campaign period, including the cost of organizing the team. Psychological costs refer to psychological perception of price (usually associated with a sense of security and comfort with ethnic background, religion, education, etc.). National image being related to whether the candidate is able to give a sense of pride or not. Political placement according Niffenegger (1989) is present or distribution means a political institution and its ability to communicate with prospective voters. Political placement includes personal appearance and volunteer programs. While the political campaign is an activity that is conducted continuously to communicate program candidate or party. Assael (1992), one an expert in consumer behavior states that decisions of consumers (consumer's decision making) choosing a product or service is effected by three factors, namely: (1) individual factors, meaning that option to purchase a product with a specific brand (names of parties and politicians) is effected by things that is in consumer (voter) such purposes, perception of brand characteristics (name of party) behavior, and personality characteristics of individuals; (2) environmental factors that affect consumers, meaning that consumer choice will be a party or member of legislature is also effected by surrounding lingkungan and social interaction; and (3) Stimuli-marketing stimuli such as advertising (campaign) and like. In addition, Mowen (1995) in Firmanzah (2007) suggested that level of consumer involvement (community) in a purchase (choose politicians and parties) are effected by perceived personal interests posed by a variety of stimuli. In addition, voters in determining the choice is not much different from its choice are not much different from the consumer's decision to buy a product. Consumers in determining the choice of a product based on rational and irrational factors or emotional. Consumers are rational conscious consumers understand products that will be bought. While consumers are irrational or emotional they buy a product more affected by psychological factors.

In 1999 general elections there has been a radical change in character of voting behavior. Voter involvement is voluntary (voluntary). Where there is intense involvement of voters in electoral process. This is due to reform euphoria that still perceived a large community and hopes to change. Being in elections of 2004 there is a change of political behavior different again. enthusiasm of voters began to decline and has begun patterned irrational behavior. Even the relatively rational pragmatists tend to perform transactional practices (vote buying) where voters have started counting the rewards of votes cast. This behavior can not be separated from the assessment that people's representatives are expected election result was not able to do much and

meaningful change. This phenomenon is also evident from the continued decline in political participation of election to next, i.e. 92.74% in 1999, 84.07% and 70.96% in 2004 in legislative elections in 2009 in a survey conducted by LSI in various regions other than getting the pragmatic rationalist phenomenon appears also mentions the spirit of regionalism, ethnicity, religion and group. From the description of conceptual framework can be illustrated in Figure 2 as follows:

Figure 2. Research Model Development



Description of previous research to support relationship between variables are explained b

- 1a: O’Cass & Pecotich (2005); Nursal (2004); Fuholin (2001); Alie (2010) and Marsh (2003)
- 1b: Nursal (2004); Fuholin (2001) and Alie (2010)
- 2a: Lidle (2012); Alie (2010); Firmanzah (2007); and Marsh (2003)
- 2b: Liddle (2012); Alie (2010); Firmanzah (2007)
- 3a: Alie (2010); Fuholin (2001); Harrop (1990); Giola & Thomas (1996); Bartel (1988); and Newman & Shet (1985)
- 3b: Romli (2009) dan Ali (2003)
- 4a: Lidle (2012); Alie (2010); Firmanzah (2007); Newman & Shet (1985); Mowen (1995); Lomesky (1987); Seliger (1977); Lijpart (1977); Byrne (1986) dan Down (1957)
- 4b: Lidle (2012); Alie (2010); Firmanzah (2007); Newman & Shet (1985); Mowen (1995); Lomesky (1987); Seliger (1977); Lijpart (1977); Byrne (1986) dan Down (1957)
- 5: Marsh (2003); Barbera (2010)
- 6: Lidle (2012); Alie (2010); Nifenegger (1989)

Theoretical Contributions

This study contributes to academic discourse for model development of science of political marketing. Shortage of political science marketing in Indonesia has become a major consideration for the author to develop this model in Indonesia context. This study can be used as a reference in development of models of consumer decision making on political parties and candidates. Therefore, theoretical benefit of this research is development of marketing mix concept that can be used in political activity, especially in decision-making and choosing candidates or political parties.

IV. CONCLUSION

Based on discussion results, it can be concluded that political product consists of party platforms, past records and personal characteristic can affect on the decision to choose a candidate. While in other parts political product may affect on decision to choose a political party.

Political price consisting of economic costs, psychological costs and image may not affects on decision to vote for candidates and political parties. However, Contribution of candidates selection can be explained by psychological indicators cost that shown in form of a promise will safe feeling and comfortable and able to give hope to the voters.

Political placement consisting of meetings and volunteer programs may affect on decision to choose a candidate and not affect on decision to choose a political party.

Political Promotion consisting of advertising, debates, and votegetters may affect on decision to choose a candidate and may not affect on the decision to choose a political party.

Decision to choose candidate is begun with attitude toward behavior, subjective norms, perceived behavioral control, intention and behavior may significantly affect to choose a political party. While the decision to choose the perfect candidates may mediate the effect of political product, placement and politics promotion to decision to choose a political party. The decision to choose a candidate does not mediate the effect of price on decision to choose a political party. Therefore candidate role may dominate decision-making behavior to choose a political party.

V. SUGGESTION

From conclusion above it can be provided suggestion below.

1. Political parties must be selective in recruitment of candidates who will become candidates for the legislature; main candidates have to pay attention to personal characteristic.
2. Candidates and political parties need to be careful on matters related to political price (campaign cost).
3. Candidates and winning parties should intensify meetings, involving figures as part of a successful team (volunteers) and strengthening of party to grassroots network.
4. Socialization and campaign should use advertising activities. Advertising is used to guide the decision of choosing a candidate and party rather than debate program.

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