

## A POLITICAL MARKETING APPROACH REGARDING THE ELECTORAL SYSTEM IN ROMANIA

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### **Rezumat**

*From this systemic perspective, it is revealed once again the importance of voting as a regulator factor of functioning democracy. Loop control are more evident during the election campaign and has become a common fact that in an election year the government, wishing to preserve their status, avoid taking tough measures that might lead to a loss of electoral capital.*

**Cuvinte cheie:** electoral marketing, electoral system, voters, semi-presidential.

**Clasificare JEL:** D72.

### **1. Introduction**

The electoral system, the structure factor of the political and governance system plays an important right, even fundamental. It is hard to say whether it is more important than socio-political factors, but obviously is a necessary factor for the democratic functioning of a company, even if it is not enough because there are other factors influencing political developments. But these findings link market research field to that of science fiction in terms of their implications (Dinu and others, 2010).

The game is much more complicated from a pragmatic perspective, it can lead to paradoxes such as "to avoid a greater evil, making a lesser evil can result in consequences that generates the production of a much higher evil than what you avoided", but even if less visible, they are permanent. That is why, although some authors (Mungiu, 1995) believe that just because the way of exchanging power in Romania, we are in a "permanent campaign", we accept the idea that, from a procedural point of view, things are like this, but in a formal way, the election campaign as political communication species.

To treat the problems studied and consistent support to ensure a proper scientific work, we used some scientific research methods that can be mentioned among the methods of data collection and organization of the interview, questionnaire, observation, information visits and direct observation, statistical analysis the questionnaire, the distribution of values of a variable, numerical procedures for testing normality, univariate statistical analysis of data, the correlation method, regression, testing the difference between two proportions.

### **2. Theoretical considerations**

The election results can easily determine the effects that electoral systems have on the formation of political preferences. Most parliamentary majority obtained by a political party rooted in the transformation of the votes in parliamentary seats. If the transformation is based on wrong basis, can occur disproportion, which can be blamed on the electoral system. The

same kind is the question of which parties represented in Parliament forms the government. Often it is found that not the party with the most votes is the one who forms the Government (which is alone or in coalition with other parties). Electoral systems can support the second or third political party to overcome the strongest in parliament and form a successful coalition against the latter. Furthermore, electoral systems can also hinder accountability by the most powerful political party, giving the highest number of seats to the party ranked the second in terms of votes. The conclusion is that the effect of electoral systems should not be underestimated.

The electoral systems play an important role in the transfer of establishing the political preferences and political power, typically in the form of seats in Parliament (Coman, 2004).

In the beginning situations of democracy, in which was and Romania in 1990, the separately assess of the effects points out that when the party system is "pre-filtered" by electoral constraints, the results can be proportionate, although the electoral institutions undoubtedly have an effect on the number of political parties in Parliament. In such contexts, the most important issue of the electoral law designers is the number of political parties in Parliament, not theoretical problems, belonging to vote and those entering or leaving the party and that is the psychological effect. We are interested in the effects of electoral laws of Duverger: the approach outlined above clarifies us regarding to focus attention where it is most important: on the psychological effect of electoral laws concerning the political parties and participants to vote.

### **3. Practical approach. System analysis**

Consumer behavior is required, we consider a special field of study of marketing as methods of market analysis - with complex issues and continually adapt - requires knowledge of the mechanism of transformation of social needs in bidding policy.

Explanatory models based on existing inventory by then and a comprehensive analysis of factors that could interfere in the electoral decision, we conceptualized a general structure of an ideal explanatory model of electoral behavior: an individual vote is as a result of interactions between political attitudes of the individual on the one hand, and on the other hand, offer effective election (number and characteristics of candidates).

To analyze which political system best suits Romania, I think we should better understand the differences between parliamentary and the semi-presidential model.

Firstly, the parliamentary system involves a close cooperation between the legislative and executive because the existence of government is supported by a majority of parliamentary, which is enough to approve policies proposed by the Government, while the semi-presidential system do not provide a majority within the legislative power, which can lead to blockages.

Second of all, the method of choice is different for the two models. If in parliament, elections are unique because voters vote for a parliament which then subsequently realize the Government, semi-presidential system is voted separately Legislature and President (he was elected in a zero-sum system, which gives a plebiscitary character). In addition, even the convening of elections is different because the head of the Government may call elections at any time, while in the semi-presidential elections sequence is fixed by the Constitution.

A third major difference concerns the relationship with the party system. This difference stems from the fact that the parliamentary regime Head of Government as the leader of the parliamentary majority is both the leader of the majority party nationally, so it is a transmission belt between it and the Government, as in the semi-presidential system the President elect it is not necessarily the leader of the majority party nationally, often his chose is the result of personal characteristics, so the parties appear as a secondary element of political life.

The last feature that differentiates the two models comes from the fact that limiting the

number of mandates that may be elected a President (one or two) can lead to the election of its direct regular change of the ruling elite, while in the parliamentary regime can be achieved greater continuity and stability in central government.

The parliamentary regime attaches considerable importance to Parliament, which is actually the true political forum of government. The government - led by a prime minister with broad powers effectively – must report to Parliament, which may at any time withdraw his confidence without not too much difficulty, when he considers that he does not fulfills his mandate.

Semi-presidential system is a combination of the parliamentary and presidential system, borrowing elements from both, which is to be treated not as a different system, but rather as a hybrid (Coman, 2004) . For a better understanding of the model, I will present schematically the parliamentary and the presidential system.

It is considered that France is a typical model in this respect. Unlike Great Britain and the US, France has seen several changes in constitutional regulations, but it can be said that the origins of the current political system it is in the principles proclaimed in the Declaration of human rights and citizens from 1789. The current constitution dates from 1958 . Note that the words "semi-presidential" was first used by M. Duverger, to describe a political system (as is the current French called "of the fifth Republic") in which a president that is elected by universal vote coexist with a prime minister and a cabinet responsible to Parliament (Mihut, 1995). As a result of the coexistence of the two sets of traits sometimes appreciated that this type of political system is characterized by "semi-separate powers".

For noticeable changes the area requires government attention (Dinu and Dinu, 2012), the studies about the consequences of electoral laws treat, usually, electoral laws as exogenous factors that affects the systems of political parties, even when it is recognized that political parties often shape electoral institutions so that they match their own needs.

Duverger's famous sentence, "the simple majority voting system favors the two-party system", (Duverger, 1951) generated a large number of empirical research linking the electoral structure with the number of political parties present in the political system of a nation. The theoretical perspective identifies a dual mechanism through which institutions shape political party systems, "two forces working together: one automatically factor and one psychological factor" (Duverger, 1951). The mechanical effect of electoral systems describes how electoral rules are controlling seats in Parliament, which may be awarded by the distribution of votes, while the psychological effect involves modeling the vote strategies and the party waiting the automatic constraints of the electoral functions. Analysis of the automatic effects believes that the number of parties "that win seats" in parliament is a variable subject (secondary) and therefore it is used the electoral structure (usually represented by the importance of the constituency), with the role of important explanatory variable.

If there is not a clear demarcation between the two effects: mechanically or automatically and psychological evaluation, automatically effect tends to be the preferred approach. But while the psychological effect is derived from the expectations of the automatic effect, a misinterpretation of the automatic effect can deform the psychological effect, which induces consequences on the political actors who want to understand which consequences generates various types of electoral systems to enable them to maximize chances in the election campaign. Especially in the electoral system when the configurations of the political parties can be modeled before the institutions, the ones taking the decisions are interested in how the electoral rules will reduce the number of parties by purely automatic means.

The non-structural empirical assessments of the automatic effect of Duverger will be preferred, giving rise to stronger results than those determined only by the automatic application of electoral rules. This approach is preferred because the effect of electoral

systems on parties that win seats is taking place twice, both on the conversion of votes into seats, and the composition of votes (Benoit, 2002).

The electoral dimension of human existence is perhaps the one that has experienced the most powerful transformations along with the evolution of human culture and civilization during this millennium end.

With the emergence, rise or downshift of new, evolved political systems, human communities have developed broad, diverse, broad-based policy values, norms or ideals tailored to the economic evolution of society. The great global political tendencies have affected the perspective from which individuals perceived their condition in society, the socially acceptable responses, and the dominant features associated with the set of statuses and roles attributed to it.

From authoritarian, military or totalitarian systems to the pluralist democratic system, ideologies and political doctrines have been the ones that have transformed the individual's lifestyle accordingly and have enabled him to develop a specific behavior designed to provide a response to the values and the rules imposed by the political society.

The presence of a broad spectrum of collective political actors and a wide range of options on the welfare of the individual embodied in political doctrines, ideas or strategies has led to the emergence of specific behavioral typologies and even strategies of analysis and selection by response from human communities.

Directly proportional to the presence of these public policy approaches to which adherence is optional and not compulsory, special influencing techniques have emerged to determine this accession.

In the face of these tendencies, the human individual has had to develop its own attitudinal or behavioral thinking mechanisms, generating selection criteria for these ideas, values or potential norms conveyed by political actors. These are added to those designed to solve everyday problems and coexistence in society, completing the complex spectrum of instruments that the individual has to provide as a member of a modern contemporary society. The architecture of this set of thinking, attitudinal or behavioral tools is flexible and can be characterized as a dynamic structure whose metamorphosis is directly related to the high volume of information the contemporary individual has to appreciate, as well as to his or her own processing capacity and integrating or assimilating them in accordance with their own lifestyle.

The scientific analysis of political behavior is therefore even more difficult because it involves two levels of approach:

- the level of interaction of the individual with the society;
- level of individual mechanism of information analysis, opinion formation, promotion of attitude, adoption of behavior.

The shift from a communist political and economic system that offers a relatively limited and conditioned spectrum of social acceptance of the emergence of such attitudes and behaviors to a democratic pluralist system that allows the development of a virtually unlimited number of attitudes and associated political behaviors, presupposes the complex transformation of individual political ideas and values.

This transition from a lifestyle and from a narrow set of political values and norms to a wider universe that generates greater individual responsibility gives the scholar in social science a unique opportunity to understand the principles of crystallization, and the development of certain political behaviors and social attitudes in a modern society.

#### **4. Conclusions**

Marketing in politics is, first, to apply principles of managerial efficiency in relation to political parties and candidates to voters and electoral environment in general. Because these

relationships are happening in the political market, the instruments will be those in marketing, applied to this market.

Romanian society, like all contemporary societies, is in, let's say, a natural and continuous change, amplified by the news and untimeliness of the transitional period. The pace of change is becoming greater, which makes us believe that it could become downright insurmountable, having already seen the consequences of human behaviors and attitudes that are showing their inability to cope.

Following the events of 1989, the communist state structures were dismantled and was restored the political pluralism. Romanian Communist Party disappeared, reappeared, as amended, the old political parties existing until 1947 and new ones were established (Teodorescu, 2005).

The electoral Act from 2008 and the Constitution of 2003 provided express methods for electing the Parliament, the President of Romania, mayors, prefects and presidents of county councils.

Determining the relationship between electoral pools and the decision on the political actors is one of the basic themes arising from the analysis of electoral processes (Sebe, 1998).

After 1989, Romania was put in a position to take and adapt technologies, information, legislation to ensure the proper functioning of the essential democratic act , election. The transition seems to perpetuate in this area due to difficulties related to jurisdiction and administration of information. It is useless to discuss in the context of this study if the Romanian electoral system is perfect and which are the implications of the insufficient information on the electorate.

Political parties are at the same time producers and products in particular types of markets that we call political markets. We can make the analogy with the marital market, which does not mean there is marital marketing. Political markets are defined as places where political products are exchanged for political, material or symbolic support, and voting. For a political market to function, so in order to make a regular, regular and relatively stable trading structure, there must be political entrepreneurs, ie individuals or organizations that claim and are recognized at the social level to intervene in this type of symbolic competition. It is also necessary for specific goods producers, ie parties, to meet with those consumers or customers who appreciate the products they offer.

If electoral marketing, the price of a candidate is the degree of acceptance of the candidate, which depends on its credibility among voters. Specifically, in marketing mix price election vote, to associate mental action as a product candidate election and acceptance or tolerance provided by its promises.

Are highlighted in the literature a number of differences compared with the market concept as the economic disparities that give specific electoral market both as a tool for analysis and the actual reality through a set of features, such as its size, development model (extensive or intensive), ambition, discontinuous nature of electoral activity, whether the act involved very station or break-even as fixed.

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