

NATURE OF ELECTORAL MARKETING IN ROMANIA

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Abstract

A serious analysis of the political market is impossible without studying consumer behavior (or user) offers political, macro-environment is an essential component of marketing that can be influenced by marketing actions of the political structure. The study of human behavior is essential for understanding how people will react - most often very different - methods of marketing of that structure.

The objective of the elector's behavior is to help us understand certain actions and attitude motivations, preferences, self image, social environment, reference groups aiming the family of those whom are going to vote in certain circumstances. As a result of all the influence the elector is exposed to, he exhibits a certain behavior within the elective process.

Key words: voters, candidates, electoral marketing, consumer behavior.

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1. Introduction

Considering the political marketing objectives, it can be defined in terms of operational efficiency as a methodology or image campaign a political organization or person in the political sphere.

Make 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. [1]

The lack of preoccupation in the domain of elector's behavior from our political area, until now, had accomplished as in this period we could not benefit from the result of personal research aiming this domain and to miss the specialized literature written upon this theme. That is why, in the trim of this paper, the examples will be from both the Romanian political area and the American or French one, as well as the bibliographic notes sent from a diversity of specialized literature.

The elector's behavior is a domain of interdisciplinary study focused upon the way that electors behave and upon the motivations of those certain behaviors. The objective of the elector's behavior is to help us understand certain actions and attitude motivations, preferences, self image, social environment, reference groups aiming the family of those whom are going to vote in certain circumstances. As a result of all the influence the elector is exposed to, he exhibits a certain behavior within the elective process.

2. Theoretical considerations

Make 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.

In Romania, political marketing is only the beginning. He is still regarded, unlike commercial marketing, and he recently applied in Romania, with a lot of resistance, both by politicians and by an electorate that fears of manipulation and is about to be saturated by commercial advertising, on the one hand, and political demagoguery on the other.

Marketing election, from this point of view, is a field that requires collaboration of several disciplines. As a logical consequence, it can hardly be claimed by a single domain, as can belong with equal rights, more: political science, management, sociology, communication sciences, social psychology, etc.

To subscribe to the general rules of marketing, the situational context of the analysis is considered a fundamental role to play electoral environment component analysis. These can be grouped into components that are general and have the particularity that can not be influenced by the candidate, because it does not come into

contact with them, such as public bodies, the cultural, economic, social, religious option, components in proximity to the candidate, voters, candidates, campaigners, prescriptors competitors with whom it interacts so that mutual influences occur. First up macroenvironment election and other electoral microenvironment.

As regards market policy organizations, the most important aspects are related to the electoral market. In this regard, there is the temptation to define it by the number of persons having voting rights in a particular constituency.

In the context of electoral offer discusses the potential or actual consumers to evaluate. They are transformed during the election campaign, in true communication goals; for both political communicators and the media, understood as a special communicator, which has its own system of norms, values and representations. The electorate is seen in a quadruple aspect: public, public opinion, political communication and the recipient of the generic presence.[2]

2.1. Electoral marketing in Romania

Also in the differences between the political and electoral marketing we went minus electoral marketing, to not make visible the mechanisms of political communication, politics conflict, negative show, which lead to a perverse effect on the voting behavior, and namely, increased absenteeism due saturation that exposes the often incongruous messages, confusing.

Among the concepts implemented in theory have emphasized the strategic elements related to the marketing mix, product policy, pricing policy, investment policy and promotion. [3]

The first element of the marketing mix product is electoral politics. Product, the marketing concept of election is the candidate or party, its ideology and doctrine. In close correlation with segments of the electorate who has become targets voters should determine the major themes of the campaign (which causes the product to become politically communicate, on the one hand, and the range of products to be launched election voters, on the other hand.

In 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.

The essence of distribution policy is the physical presence of the candidate in all places where something important is happening (problems, events, meetings, prominent public places, etc.). Product being the candidate and his ideas, the most convincing form of distribution is direct contact between the product (candidate) and its beneficiaries (voters).

What distinguishes the two policies essentially is that voters are more volatile products and their image is the vehicle of another type of intermediate (opinion leaders, formal leaders, zvoners, party militants, volunteers, media) that can however, had a major influence on the results of distribution policy.

The develop strategy of promoting must start by understanding the strategic thinking of all the activities and its implementation. Marketing plays an important role in the elaboration of this strategy by providing the required information to develop the strategic plan. However, in Romania , the place that is occupied by marketing in the structure of a business differs from one case to another, so, in some cases, marketing is lacking or is only “with the name”. [4]

Strategies of the campaign are analyzed in terms of promoting the interaction of all the political interpretations that make sense and are focused on the political context.

Common to different definitions of political promotion is intentionality: political communication is understood as an action-oriented purpose designed for specific political purposes. Another element that attracts attention in these definitions is the heterogeneous conditions that facilitate production of political communication. This is why some authors and subscribe to this view, associated with an area or field of political communication relations.

It should be remembered that the success of any business is dependent on consumers, that it must attract and the loyalty of customers, that it is in constant competition with other firms. [5]

2.2. Electoral behavior of Caraseni

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.

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.

By studying the literature, 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).

Therefore, we highlight a pattern of behavior on voter cărășean. Area voters are not informed. Regarding turnout, are not influenced to come to vote. Before deciding to vote, some of them consult with family, some friends, but most still rely on their own preference. When you want to choose a political product of a positive impression that appeals to information, but above all, retain their option to vote. Caras-Severin county residents vote based on culture, group membership or preference. Cărășenii also considers that the standard of living is closely linked to success in political candidates. They are aware of the lack of communication between candidates and voters after the elections, behave as true supporters of party supporters.

3. Method and results

In the actual political society, it becomes a necessity to analyze the behavior intake, especially because the financial resources, both material and human, are most of the times rare and with alternative utilization regarding all the unused compartments.

The ones that the political parties dispose are limited and so, they could not afford the luxury of producing biddings that are not sellable, but only the ones that satisfy social needs in realistic quantities, process that cannot be done without the detailed acknowledgement of the human nature.

Ignoring the option of the consumer's behavior or the non-consumer, it can produce dangerous loss of equilibrium in the political market within the redundancy of some offers in against of others that could be of great necessity.

One of the less used name tag that we all wear without counting the educational level, the political appurtenance or our obligations is that we are the consumers. That meaning that we consume or use ,frequently, food, clothes, shelters, transport, education, brooms, dishes, luxury objects and even ideas with political features.

A study made in 2011 had highlighted certain aspects regarding the features of the carasean elector. The way people behave in the political environment is the result of acknowledging life experiences that can be exposed, in any moment, on the market. In Romania, the political quakes are far from being closed.

The parties continue to proliferate and that makes the citizen have more offers than he could process regarding the selection of a doctrine and still knowing the actual situation. It is time to see what are the guiding marks that elector's take and how the decision to select a product from the political area is made taking into account the distinctiveness of the political market in Romania, and so that the political offer is bigger than the request.

After four and a half years of dictatorial regime, the Romanians have been put in a situation of choosing a political course (that was not political executed), a life style, the change of the working place (through the appearance of new workplaces in private companies), a personal and social chain of command regarding values (fundamentally others than the ones assumed in the anterior period, characterized many times by dissimulation) and, last but not least, the Wright to chose their leaders.

An important component of this analyze regards the fact that the most of the carasean people do not know information about the programs of the political parties. Also, the citizens of the county consider that the level subsistence is very close related with the success of the candidates at the elections, although the results obtained in the study are tight.

They would like to keep the communication between the candidate and the electorate even after the elections, and they tag this postdecembrist minus of the Romanian politics, considering that the relationships built before the election do not have the same intensity after the election act is over.

An aspect that highlighted from the simple reading of the study conclusions is that the majority of the subjects have not been influenced to come to the election. Before taking the decision to vote, some of them ask their family, others ask their friends, but they mostly rely on their personal favorite. When they want to choose a certain political product about they have a positive impression, they use additional information, but above all, they maintain their option to vote.

From the responses at the questionnaire, we relieved that the people who are living in Caras-Severin vote depending on their culture, preferences or a membership group. The people who are living in Caras-Severin, also consider that the standard of life is closely linked to the success of parties in elections, although the results obtained in the study are very close.

Regarding the satisfaction with candidate's activity to whom they granted the vote, the people who are living there are less objective, behaving like real supporters of the character they like more.

The alternative voting variants, such as electoral vote, are reluctantly embraced by the electorate, about three quarters of respondents disagreeing with this version, or they don't have enough information.

Mass-media is considered modeling (in a leaser or greater extent) of civic behavior, public agenda, electoral behavior, the process of calculating the option to vote by citizen, and the list goes on.

It's well-known the information madness that accompanies an election campaign. Although Romania joined later this sign, before 1989 there was no need for any campaign, being able to say that Romanian specialists have adapted quickly to this trend and from campaign to campaign were observed real professional growth.

A consequence of the fluid Romanian electoral market is the impossible adaptation of foreign experts.

The electoral campaign influences the image of political actors, especially if it is ambiguous and if it is not well defined at the beginning of the campaign. Classic studies about voting behavior indicates that, in fact, the campaigns influence, at least on marginal routes, through activation, strengthening or changing vote intentions.

In general Romanians and especially the people who are living in Caras-Severin have their own electoral behavior, unpolished and not very specific. We did not arrived yet at that ideological arrangement, arrangement that can lead to a clear political model and to a political debate easily integrated into a matrix. The electoral campaigns have been, and probably will be, dominated by emotions rather than programs and will be more negative than constructive.

Therefore, we can highlight a behavior model on the people who are living in Caras-Severin. The area voters are not informed. Speaking about the participation at voting, they are not influenced to participate at voting. Before taking the decision to vote, some of them ask their family, others ask their friends, but they mostly rely on their personal favorite.

When they want to choose a certain political product about they have a positive impression, they use additional information, but above all, they maintain their option to vote. The people who are living in Caras-Severin vote depending on their culture, preferences or a membership group. They also consider that the standard of life is closely linked to the success of parties in elections. They are aware of the lack of communication between candidates and voters after the election, behaving like real supporters of the party they like more.

4. Conclusions

For Romanians, the behavior becomes a more important subject in the daily life. From a theoretic point of view, the elector's behavior is characterized by numerous aspects regarding personality, motivations, cultural aspects, social statement, reference groups and family.

The consumer's behavior is implied, I assume, as a special domain of the marketing study, because the methods of analyzing the market, with complex and continuous adaptive aspects, need the recognition of the mechanism regarding the transforming the social needs in political biddings.

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.

I have highlighted only those aspects closely related to voting behavior, attitudes and attitudinal changes, the behavioral manipulation and psycho handling rumors. But we must not forget the fact that all this involves finer customizations, depending another favorite themes of social psychology, such as conformity and compliance, conflict and cooperation, the pro social behavior, the aggression, the minority behavior and the group behavior.

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