

## Political Marketing in Romania

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### Abstract

*This paper aims to highlight how global political trends have affected the perspective from which individuals perceived their condition within the society, socially acceptable responses and dominant traits associated with the set of statuses and roles assigned to them.*

*The presence of a wide spectrum of collective political actors and a wide range of options on the well-being of the individual embodied in political doctrines, ideas or strategies has determined the appearance of specific behavioral typologies and even of strategies of analysis and selection by response from human communities. The electoral dimension of human existence is perhaps the one that has undergone the most powerful transformations with the evolution of human culture and civilization during this millennium end.*

**Key words:** marketing, electoral, voter, dimension

**J.E.L. classification:** M3

### 1. Introduction

According to a general definition, Ion Boboc evaluates political marketing as "the managerial process of identifying, anticipating and satisfying the political market actors"(Boboc, 2004).

The managerial approach of political marketing is confirmed both in the theory and practice of relations between political parties and in the research of this process (Marshment, 2003).

Taking into account the objectives of political marketing, it can be defined, from an operational point of view, as a methodology for streamlining an electoral campaign or the image of a political organization or persons from the sphere of politics.

In this operational definition, the key concepts that characterize political marketing are those of "set of methods" and "efficiency".

Like management, interdisciplinary science, process and methodology from which the essence of the action is extracted, political marketing can be conceived as a synthesis science, managerial process and specific methodology, through which the "political causes" are better valued and by this they acquire more credibility in the public opinion.

### 2. Theoretical background

Philip Kotler says the same thing when it comes to social marketing: "The concept of social marketing argues that the task of an organization is to determine the needs and interests of the target markets and to deliver the expected satisfaction more effectively than its competitors, so that to maintain or increase the welfare of consumers and society".

However, marketing efficiency must be understood differently in the case of political organizations (which are non-profit organizations) than in the case of private (profit-centered) organizations.

Political parties, which employ marketers (professionals in political marketing) and carry out extensive political marketing actions, do not have the type of profit and loss (P&P) relationship that serve as a criterion for determining efficiency (as in the case of business firms). , as is the case of the companies where the marketers come from), but of their equivalent in the value of the services provided in addition and in their quality (according to their political programs), compared to those of other competing political parties on the political market - in the case of "profit". Or in the loss of elections and the deterioration of the public image - in the case of "losses").

Ion Boboc believes that the P&P system can be used in the political marketing component called "fundraising", where the "cost-income" (from the private sector) relationship is synonymous with that of "collected-cost of collected funds" (from organizations). political), compared between managers from the same party or marketers from the same political consulting firm or between competitors on the market of political services of the same kind (Boboc, 2006).

The managers of parties and marketers from political consulting firms must therefore find ways to substitute the P&P relationship and which can be identified in formulas specific to the planning functions (for example in forecasts, or forms of budgeting of special programs), of staffing ( better recruitment and training of candidates and managers, with reduced costs, using specialized volunteer staff). "The nature of the voluntary sector, says specialist David E. Mason, does not allow the use of the entire arsenal of sector-specific tools for profit, but the management of these organizations, based on the understanding of the role that this tool plays in business, can discover ways to grow the efficiency of their organization. However, the most obvious substitute remains, clearly specifying quantifiable objectives, fulfilling the same role as the P&P relationship of business firms" (Mason, 1984).

There are specialists, on the one hand, who argue that marketing in general and political marketing in this case would be a science, but also an art of selling political causes.

Philip Kotler will present the following arguments in this regard: "A political party will frantically sell its own candidate, presenting it to the voters as the most suitable person for that position. The candidate goes from one constituency to another, shaking hands, kissing babies, making donations, giving speeches full of humor.

A lot of money is spent on radio and television advertising, printing electoral posters, etc. The weaknesses of the candidate are carefully hidden, the purpose being to sell, the subsequent satisfaction of the customers less interest. After its election, the new officiality retains its commercial style in its relations with the electorate. Less importance is given to the real wishes of the citizen and great pressure is made to persuade the citizen to accept the measures envisaged by the politician or his party".

In the quotation above it is obvious that "shaking hands" or "speeches" may represent natural abilities, which are based on the intuitive skill of politicians, who often rightly suspect that such popular gestures or spoken words will it brings more votes, which means "the art of political marketing" (the soft aspect of the discipline), while the relationship with the radio and television stations or the market studies can only be realized on the foundations of the "science of political marketing" (the hard aspect of the discipline).

Gaston Bouthoul's work, called "Political Art", published in 1962, represented a first collection of texts on the art of political management and marketing at national and international level, starting with the treaty concluded, in 1278 BC, between Pharaoh Rameses of II and Hattousilis, king of the Hittites and even the writings of German sociologist Max Weber (Bouthoul, 1962).

### **3. Research methodology**

Romanians associate the idea of non-governmental organization with apolitical groups of people, with philanthropic purposes, often opposed or acting as a counterweight to political associations (in particular political parties). However, there is a very large percentage of people (58%) who do not know anything about NGOs. Almost nine out of ten people are not members of any association, mainly due to lack of information on them (23%), lack of time (23%) or interest (25%). Only 11% belong to different associations.

In Romania, the political earthquakes are far from over, the parties continue to proliferate, the citizen suddenly waking up with a much larger offer than he could process in order to choose a doctrine, but knowing the cause. It is time to see what are the markers that voters are taking and how the decision to choose one or another of the offered political products is built, taking into account the specificity of the political market in Romania, namely that the political supply is greater than the demand.

In order to get out of the "glacial" commentary of the explanatory models of electoral behavior, two famous paradoxes used in the analysis of the electoral atmosphere will be introduced shortly (Bratucu, 1995).

The first is the so-called "Condorcet effect" (Bratucu, 1995), which can be presented in the following way: 15 voters must decide on 3 candidates: A, B and C; The individual preferences are as follows:

A > B > C for 2 voters

A > C > B for 4 voters

B > A > C for 3 voters

B > C > A for 2 voters

C > B > A for 4 voters

So: B is preferred to A by 9 of the 15 voters (absolute majority); A is preferred to C by 9 out of 15 voters (absolute majority); C is preferred to B by 8 out of 15 voters (simple majority). Voters are required to nominate a single candidate, in a poll, with the following results:

A - 6 votes

B - 5 votes => A is the first

C - 4 votes

Voters are asked to proceed to a second ballot, because after the first ballot no candidate won the simple majority (8 out of 15), but the results of the first ballot are maintained. The following results are obtained:

I II

A - 9 votes (6; 3)

B - 11 votes (5; 6) => A is eliminated!

C - 10 votes (4; 6)

Following the third round of elections the following results are obtained:

B - 7 votes

C - 8 votes => C is the first one, although, after the first round, he was the last one in the option of the same 15 voters!

#### 4. Results

Based on this effect, in 1963 the mathematician KJ Arrow (double winner of the Nobel prize for mathematics, in 1952 and for economics, in 1972) drew a paradoxical conclusion (hence the name of the "Arrow paradox"), namely: "For to satisfy the fundamental logical principles of a rule of law, the government of a country must decide, and the society permanently adopts the opinion that a member is chosen to decide for all" (Arrow, 1963).

He admits as axioms of rationality:

1. universality;
2. isotomy;
3. independence from irrelevant variants;
4. the sovereignty of the group;
5. the non-dictatorial character of the collective ordering.

From these axioms of rationality, the famous Arrow's theorem also shows that "there is no formal algorithm of aggregation (of all imaginable) that simultaneously satisfies the above conditions".

Subsequent research (Debreu) has shown that the paradox does not disappear even if other sets of axioms are adopted.

With the advent, ascension or decay of new, evolved political systems, human communities have developed political values, norms or ideals in a wide, diverse range, adapted in accordance with the economic evolution of the society.

## 5. Conclusions

Today, the art of political marketing means how those who lead the parties know how to exercise their skills to use the expertise of others, first of all, the teams of political consultants / marketers, so that they can obtain and retain. power and develop it.

Markets, industries, and businesses are being transformed (Dinu&Dinu, 2014).

In conclusion, we can say that the electoral market is that discontinuous public space, of known dimensions and which adopts an extensive development model, in which four main actors meet: the voters, the candidates, the parties and their electoral offers and the media it factors in. mediation of the relationship between supply and demand.

The political society is just as immature, taking into account the instability it shows, by migrating politicians between parties, splitting some parties with tradition and forming new parties, etc. However, political society is more publicly visible than civil society. Its offer is, or seems to be, richer, more diversified.

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