



## Deciding on the Mayor: Political Marketing Strategies

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### Abstract

Political marketing which the politicians apply to find the people's needs, and modify behaviors to meet the people's needs, including communication strategies and approaches to political achievement goals. The research will provide an overview of political marketing Strategies and study the relationship between political marketing Strategies affecting deciding on the mayor. Thus, this paper aims to (1) synthesize the political marketing Strategies of the factors, and (2) analyze the relationship between political marketing Strategies' effect in deciding on the mayor. This research was conducted at Maha Sarakham municipality, Maha Sara Kham Province, Thailand. This research used quantitative surveys with 397 randomly selected participants and qualitative interviews with 30 informants who were purposefully sampled, the study used mixed-method research techniques. With a confidence level of 0.86, the study used semi-structured questionnaires and structured interviews to examine how political marketing tactics affect mayoral decisions. Results: (1) The political marketing Strategies, the factors were (1.1) voter segmentation, (1.2) candidate positioning, (1.3) strategy formulation and implementation, and (1.4) the polling. (2) The relationship between political marketing Strategies' effect in deciding on the mayor has to positive relationship to statistically significant at levels of 0.01. The political marketing Strategies include strategy formulation and implementation, candidate positioning, voter segmentation, and polling

into sort from most to least, respectively. In conclusion, the study discovered that political marketing techniques, particularly candidate positioning, voter segmentation, strategy creation and execution, and polling, have a major impact on the results of mayoral elections. At the 0.01 level, voters' decisions are positively and statistically significantly impacted by these strategies; the greatest impact and lowest polling strategies are developed and implemented.

**Keywords:** Political Marketing Strategies; Deciding on the Mayor; Municipality; Mayor; Marketing Strategies

## Introduction

An important role in the administration of public organizations is to provide public services to the people, emphasizing empowerment in the provision of public services, and constantly reviewing one's capacity to deliver public services to people effectively or not. However, if it is found that there are limitations, different approaches must be considered that can be used to increase the capabilities and strategies of the organization according to the next mission (Agranoff, R. 2006). Although public service arose from ancient times with the emergence of society, the modern-day systematic education of public service had just emerged, with the beginning of sector service education as the academically systematic public was in the mid-19<sup>th</sup> century when it was proposed to Northcote -Trevelyan Report in England (Hughes, Owen E. 2003). This was a turning point from the public service based on the ancient system of patronage and systematic organization to the public service based on the moral system and organizational structure according to the model known as the bureaucracy. After that, alternative models emerged such as New Public Management (NPM) during the last two decades of the 20<sup>th</sup> century (Heinrich, Carolyn J. 2011). And New, Public Governance (NPG) during the first decade of the 21<sup>st</sup> century (Osborne, Stephen, P. 2006).

However, Górecki, M.A., Bartnicki, S., & Alimowski, M. (2021) found that both geographic distance and a place (locality) attachment; voters tend to prefer candidates living close to them and candidates enjoy an additional surplus of votes in their home localities. Our results also tend to echo the sparse previous findings emphasizing the possibility that the presence of a local candidate boosts voter turnout in a given area. While the limitations of our data do not allow unequivocal conclusions about the exact mechanisms driving the aforementioned effects, we put forward several plausible, grounded conjectures as to how such effects may operate. Evans, J., Arzheimer, K., Campbell, R., Cowley, P., (2017) found that although the effect size is smaller than

in previous tests, candidate-voter distance mattered in the 2015 General Election, an effect that is robust to controls not only for party support and incumbency, as previous research had demonstrated, but also measures of voter information, candidate presence, and marginality. We also find that contiguity mattered: candidates living in non-neighboring constituencies have a lower likelihood of vote than those living in neighboring constituencies or in the constituency itself. As well as Lappie, J., Marschall, M., (2018) found that the evidence not only that contextual factors are associated with both turnout and contestation, but the *place* itself matters, independently of the features of its inhabitants, for the health of local democracy. In addition, Fieldhouse, E., Shryane, N., & Pickles, N., (2007) found that approximately 9% of votes cast may have been affected by strategic factors. In keeping with ‘Duvergers law’, the smallest of the three main parties, the Liberal Democrats, were found to be most affected by strategic voting. George Y. Bizer, & et al. (2004) found that the need to evaluate (NE) is a personality trait that reflects a person's proclivity to create and hold attitudes; people high in NE are especially likely to form attitudes toward all sorts of objects. Using data from the 1998 National Election Survey Pilot and the 2000 National Election Survey, NE was shown to predict a variety of important attitude-relevant cognitive, behavioral, and affective political processes beyond simply holding attitudes: NE predicted how many evaluative beliefs about candidates a person held, the likelihood that a person would use party identification and issue stances to determine candidate preferences, the extent to which a person engaged in political activism, the likelihood that a person voted or intended to vote, the extent to which a person used the news media for gathering information, and the intensity of emotional reactions a person felt toward political candidates. Thus, NE appears to play a powerful role in shaping important political behavior, emotion, and cognition. Kirill Borissov, Joseph Hanna, Stéphane Lambrecht. (2019) found the representative-agent version of our model is capable of capturing the interaction between many voting heterogeneous agents only if the heterogeneity is one-dimensional. Shane P. Singh. (2018) found a theory about how compulsory voting affects the behavior of political parties. The theory suggests that parties will pivot toward programmatic vote-seeking strategies and away from clientelistic tactics, such as vote buying, where voting is compulsory. I test my expectations in three separate studies, using several data sources and empirical approaches. In Study 1, cross-national analyses show that parties behave more programmatically under compulsory voting and that vote buying is less common where voting is mandatory. In Study 2, synthetic control and difference-in-differences analyses show that a switch to compulsory voting in Thailand produced an increase in programmatic vote-seeking. In Study 3,

a list experiment conducted in tandem with a natural experiment shows that compulsory voting leads parties to rely less on vote-buying tactics in Argentina. I conclude by discussing the implications of these findings, which together are broadly supportive of my theoretical expectations.

Thus, what has happened in the last 1-2 decades is that there has been some debate about which is probably the best model in public service, by the scholarship of each work to find the merits of the subjects they deem good and find their drawbacks to refute the subjects they consider to be less good or less good and spend time and resources to prove that to the opinions are more accurate than those of other parties. Marketing” refers to the process of exchange. Mainly the principle to sellers, business owners take goods or services in exchange for money from buyers or consumers, and how the trade is done by the seller using a marketing strategy (Bruce I. Newman. 1999). The consists of 4 components (4 Ps) including product or Service, promotion, pricing, and place. The principles of business marketing are not different from political marketing principles. In other words, a successful organization must have a marketing goal by developing a policy, products, and services to meet customer satisfaction, trying to propose ways to improve the quality of life, and maximizing the benefits at the lowest cost. While political parties present their policy ideas and candidates, they try to reassure the elector through the process of marketing to the electorate to make a purchasing decision on the proposed vision and the policies. Rowley, J. defined political marketing as political organizations (e.g., political parties/interest groups/local governments) that have applied business marketing ideas and techniques to find people's needs, modifying organizational behavior to meet the needs of the people, including communicating to effectively present a “political product” to achieve political goals (Rowley, J.. 2001). It is a system of exchange whereby sellers offer representation to buyers in return for the backing of politicians, and their policies are like products in which political parties to branded and voters are consumers of the product. Elections as people's participation in politics by voting for their own opinion, and freely choosing who to represent themselves to exercise power. Sovereignty serves the affairs of the country to which it will be elected. McNair, Brian (McNair, Brian. 2007). Therefore, it is voluntary to present itself to the people for election, and those who are elected by majority vote will be recognized as representatives of the people, having rights as assigned by the people to join as a group of persons to carry out administration and administration. Chaicharn, W. (2000). Elections refer to the most important component of a democratic political system because an election is a decision of the people who own sovereign power that any person or body of persons should be entrusted to exercise sovereignty on behalf of the people. concludes that elections are activities

that demonstrate the participation of the people who own sovereign power by exercising their right to vote through a process of recruiting, electing any person or group according to their opinion of themselves freely to have representatives to act on their behalf, to use democratic powers to manage the country and protect the interests of the people.

Therefore, political marketing refers to the conduct of political activities through marketing methods. An election is a part of the political system which has a wide range of meanings, principles, concepts, and theories in which scholars have presented the meaning of elections. Thongthammachart, K., & et al (1997) defined elections as an activity that expresses the participation of people who hold sovereign power by electing their representatives to serve as a mechanism for the government which expresses the will of the people to demand and support the implementation, making or refraining from any political action and public policy decision that will affect the people. In political marketing, politicians apply marketing concepts and techniques to find the people's needs and modify behaviors to meet the people's needs, including communication strategies and approaches to political achievement goals. However, effective strategies can be remembered by voters as political marketing Strategies. This research will provide an overview of political marketing Strategies and study the relationship between political marketing Strategies affecting deciding on the mayor as the general people in Maha Sarakham municipality, Thailand.

## Objective

This paper aims to (1) synthesize the political marketing Strategies of the factors, and (2) analyze the relationship between political marketing Strategies' effect in deciding on the mayor. This research was conducted at Maha Sarakham municipality, Maha Sara Kham Province, Thailand.

## Literature Review

The official advent of the Traditional Public Administration model (TPA model) was in 1854 when the Northcote-Trevelyan Report was proposed in England. The Report was the beginning of merit system appointment, bureaucratic organization, and the gradual decline of the patronage system in public administration. After that, in 1883, the United States passed a Civil Service Act (the Pendleton Act) which was the starting point of concrete merit system appointment, bureaucratic organization, and gradual deterioration of the patronage system in this country (Hughes, Owen E. 2003). The TPA model was heavily influenced by the ideas of Woodrow Wilson in the United States and Max Weber in Europe. Wilson proposed the concept of strict separation between politics, with

the politicians making public policies, and administration, with the permanent public officials implementing public policies. Weber proposed the concept of a bureaucratic system in the public sector. The main components of the bureaucratic system are (1) control by designed rules, (2) hierarchical command, (3) personnel recruitment according to merit system and professional expertise, (4) full-time work, and (5) resources belonging to the organization instead of individuals working in the organization, and (6) officials service for public interest instead of personal gain. When combining the idea of Wilson on politics and administration dichotomy with the idea of Weber on bureaucracy, provides four distinctive characteristics of the TPA model: (1) command and control from the central, (2) hierarchical organizational structure, (3) performance under a fixed set of rules, and (4) separation between the policymakers and policy practitioners (Robinson, Mark. 2015). System and mechanism are 2 central assumptions of the TPA model. Firstly, the state is a unitary unit in which policy formation and policy implementation are vertically integrated within a closed-system government, and secondly, for effective public administration, public officials have to implement policies formulated by democratically elected politicians. Because the TPA model has a vertically integrated nature, thus hierarchy command is a key mechanism for resource allocation and a means to ensure that the public budget is properly spent. Public policy implementation under the TPA model is based value on command and control and is dominated by the public sector. The role of people is patronized receiver under the concept of the welfare state (Hughes, Owen E. 2003). In short, the TPA model is based on the assumption that hierarchical structure and strictly centralized command and control are the best tools and methods for public policy implementation and public service delivery with the government as the main actor and the people as patronized receivers without any role. The TPA model began in the mid-19th century and dominated most of the Western countries with hardly change until the late 20th century when governments in various countries abandoned it and turned to a new model. The TPA model has lost its popularity for two main reasons. Firstly, the TPA model adheres to a rigid bureaucracy system instead of being flexible to match the environment making it technically inefficient and cannot solve the problems of a rapidly changing world. Secondly, the TPA model focuses on processes and procedures instead of focusing on the results making it unable to meet the growing needs of people effectively. The key criticism of the TPA model comes from the New Right or the Neo-liberals (Larbi, George A. 1999). Scholars in this group have attacked the size, costs, and roles of government and pointed out that the welfare state is a monopoly service system. It does not care about the customer and does not focus on the outcome. Bureaucracy does not produce efficiency. High-ranking civil servants lack incentives to cut costs and try to expand their roles continuously for the power and benefits that they and their agency will receive. This situation leads

to the endless expansion of the bureaucracy on the hierarchical power structure. But over time, the ability to control from top to bottom decreases when the expansion of the bureaucratic system reaches a point that it cannot control thoroughly and finally leads to bureaucratic failures. Political marketing is the formulation of strategies and tools that politicians use to study public opinion before and during an election campaign to develop an electoral campaign and assess its impact, and political communication to the public, while at the same time is the process of bringing people's demands and needs to the planning and making of public policies into the election campaign. It is a communication process to persuade voters to vote in conjunction with elections that are at the heart of democracy, giving people the opportunity to decide who will serve as their executive. In addition, the election campaign gives citizens the right to determine policy trends that affect their private and public lives.

### Conceptual Framework

Research frameworks for this study in deciding on the mayor of political marketing Strategies such as the general people in Maha Sarakham municipality, Thailand is shown in figure 1.

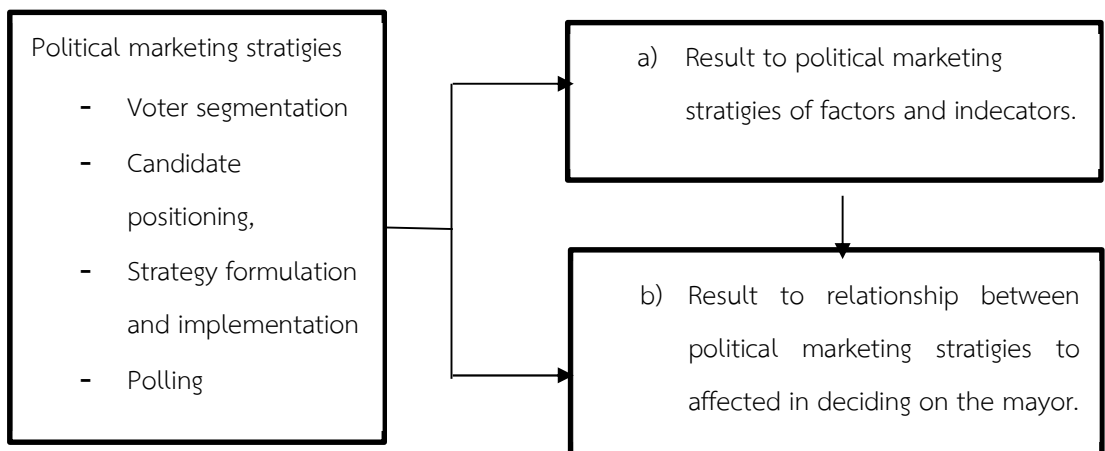


Figure 1. Research frameworks this study in deciding on the major of political marketing Strategies.

### Methodology

Mixed-method research focuses on providing an overview of political marketing Strategies. This research was conducted at Maha Sarakham municipality, Maha Sara Kham Province, Thailand.

### Participants and Instruments

1. To synthesize the political marketing Strategies of the factors. Used the documentary research by studying the literature review concerning the political marketing Strategies of the factors, and interviewing 30 key informants. They all were by purposive sampling this study by structured interview

2. To analyze The relationship between political marketing Strategies' effect in deciding on the mayor. In quantitative research to focus on the relationship between political marketing Strategies affected in deciding on the mayor into 397 participants the general people in Maha Sarakham municipality, Thailand, all by multi-stage random sampling. This study survey is a semi-structured questionnaire with 5- rating scales that have a confidence value of 0.86.

### Data Collecting process

The collection method this study employed first involved synthesizing documentary, and in-depth interviews by interview questionnaire to multi-contextual and cultural perspectives to obtain a variety of information from key informants to result in factors and indicators such as voter segmentation, and candidate positioning, strategy formulation, and implementation, and polling. A second survey by questionnaires on the relationship between political marketing Strategy's effect in deciding on the mayor with the samples to the result of the relationship into the data.

### Data Analysis

1. To synthesize the factors and indicators of political marketing Strategies using three main stages, i.e., data reduction to be able to code to classify qualitative variables for enumerating the frequency, data organization is a classification of variables and grouping of variables to elements or dimensions of conceptual then the elements are grouped into ideas, call this method of the indicator-concept model, interpretation are identifying directions and trends of relationships between concepts, by explaining and interpreting the logical relationship to a conclusion.

2. To analyze the relationship between political marketing Strategies affected in deciding on the mayor quantitative data were analyzed by descriptive statistical analysis including mean, standard deviation, and correlation coefficient by Pearson's Product Moment Correlation Coefficient data analysis.

## Results

Deciding on the mayor of political marketing Strategies into the results of political marketing Strategies and the relationship between political marketing Strategies affected deciding on the mayor as the general people in Maha Sarakham municipality, Thailand was followed:



### 1. Result of political marketing Strategies

Political marketing Strategies of the factors including voter segmentation, candidate positioning, strategy formulation, and implementation, and polling to indicators to shown in table 1.

Table 1 Factors, indicators of political marketing Strategies.

Factors	Indicators
1. Voter segmentation	1.1 Groups the original vote base. 1.2 Geographic segmentation for both inner and outer voters. 1.3 Demographic segmentation based on the policies across all occupations. 1.4 Behavioral segmentation consists of block voters, swing voters, and new voter groups.
2. Candidate positioning	2.1 Positioning candidates with the image of an experienced politician. 2.2 Social Contribution.
3. Strategy formulation and implementation	3.1 Product into the policies that are designed to meet the needs of the voters and under the policies. 3.2 Push marketing and ground war that can reach voters in full through important processes such as local member networks, public communication such as policy posters, campaign parades, brochures on even marketing, and field visits and keynote staging. 3.3 Pull marketing and air war of communication with voters through two channels, 1) media communication as the main channel, and 2) online media, and social networks as the secondary channel.
4. Polling	4.1 Conduct a detailed survey in both the policies and popularities sections. It conducts regular surveys, has its team of popularity surveys, and uses external agencies, for example, educational institutions and private companies to conduct popularity surveys.

In the political marketing Strategies, the factors were, 1) voter segmentation to indicators of groups the original votes base, geographic segmentation for both inner and outer voters, demographic segmentation based on the policies across all occupations, behavioral segmentation consisting of block voters, swing voters, and new voters groups, 2) candidate positioning to indicators of the positioning candidates with the image of an experienced politician, and social contribution, 3) strategy formulation and implementation to indicators of product into the policies that are designed to meet the needs of the voters and by the policies, push marketing and ground war that can reach voters in full through of important processes such as local member networks, public communication such as policy posters, campaign parades, brochures on even marketing, and field visits and keynote staging, pull marketing and air war of communication with voters such as media communication as the main channel, and online media and social network as the secondary channel, and 4) the polling to indicators of conduct a detailed survey in both the policies and popularities sections, it conducts regular surveys, has its team of popularity surveys, and uses external agencies, for example, educational institutions and private companies to conduct popularity surveys.

## 2. Result of the relationship

The relationship between political marketing Strategies of voter segmentation, candidate positioning, strategy formulation, and implementation, and polling affected deciding on the mayor is shown in Table 2.

Table 2. Correlation coefficient (r) between political marketing Strategies affected deciding on the mayor into sort from most to least.

Political marketing Strategies	Deciding on the mayor	Sig.-2) tailed)	Relationship levels
Strategy formulation and implementation	0.86**	0.00	High
Candidate positioning	0.84**	0.00	High
Voter segmentation	0.81**	0.00	High
Polling	0.80**	0.00	High
Totals	0.83**	0.00	High

\*\* Significant at levels of 0.01.

The relationship between political marketing Strategies' effect in deciding on the mayor has to positive relationship to statistically significant at levels of 0.01. The political marketing Strategies include strategy formulation and implementation, candidate positioning, voter segmentation, and polling into sort from most to least, respectively.

## Discussion

Political marketing Strategies are “Key” to factors such as voter segmentation, candidate positioning, strategy formulation and implementation, and polling. The relationship between political marketing Strategies affected in deciding on the mayor has to positive relationship to statistically significant at levels of 0.01. In political marketing, Strategies include strategy formulation and implementation, candidate positioning, voter segmentation, and polling into sort from most to least, respectively. In addition, the political marketing Strategies of voter segmentation into groups of the original vote base, geographic segmentation for both inner and outer voters, and demographic segmentation based on the policies across all occupations, behavioral segmentation consists of block voters, swing voters, and new voter groups. Strategy formulation and implementation of products into the policies that are designed to meet the needs of the voters and following the policies, push marketing and ground war that can reach voters in full through of important processes such as local member networks, public communication such as policy posters, campaign parades, brochures on even marketing, and field visits and keynote staging, pull marketing and air war of communication with voters such as media communication as the main channel, and online media and social network as the secondary channel, and the polling of conduct a detailed survey in both the policies and popularities sections, it conducts regular surveys, has its team of popularity surveys, and uses external agencies, for example, educational institutions and private companies to conduct popularity surveys.

Loiwirat, T. (2019). it was found that the political context at both national and provincial levels affecting the election of the provincial administrative organization president depends on the patronage system from political parties, national and local politicians, as well as the support of relatives and friends. Another important element is to create a candidate campaign strategy that applies the concepts of political communication, political marketing, market segmentation, and electoral positioning and is appropriately applied to create. It is a strategy in the election campaign, consistent with the research of Wongwangphoem, N., Sakorn, P., and Charoensup, C. (2018) found that the party factors or political group affiliations, and campaign-style factors were significantly

predicted at the .01 level, with a predictive efficiency of 12.90% ( $R^2=.129$ ). Jinaporn, A. (2009) it was found the factors affecting the media mayoral election. Because people receive various media such as billboards, campaign leaflets, and Internet media, they can quickly access information and affect voting decisions. Strategy formulation and implementation, including the candidate positioning to good interaction with voters, influence the decision on the mayor. Sathapanasuphakul, W. (2015) found that the characteristics of political leaders desirable according to people's views were competence, morality, ethics, intelligence, and personality respectively. It was found that the identity factor of the applicant had a high effect on people's decision-making (Udom, N. 2010). In particular, the issue where people's attention is most important is a candidate who likes to contribute to the public has good interpersonal skills, and must have the knowledge to serve as mayor. Polling conducts a detailed survey in both the policies and popularities sections, it conducts regular surveys, has its team of popularity surveys, and uses external agencies, for example, educational institutions and private companies to conduct popularity surveys to affect deciding on the mayor. Also, applicants communicate through social media channels, communicate through local mass media, presenting the applicant's appearance and appearance to create a memorable image, there are campaigning signs that are new and easy to understand, and various activities for the public to know. Pull marketing, nowadays, many new political parties and existing political parties have similar policies that cause people to become confused about political parties (Nilatawong, N. 2009).

In terms of political branding, is the origin of political parties that try to bring political marketing to make their political parties known, remember and build loyalty in political parties, and influence future elections. For the reasons mentioned above, the current political activities are increasingly using marketing factors for political activities to motivate people to comply with their proposals, and for the candidate belonging to the party to receive the highest number of votes or electoral victory, along with making one's party known and accepted by applying marketing to political activities, pull marketing is blended through two main channels which are; The first uses push marketing by disseminating party information through local party mechanisms, This will reach the voters at the local level better because they will be able to contact party members directly. Party Positioning must be determined, and using the marketing mix 4Ps are; political product, push marketing, pull marketing, and poll research. In the marketing process, positioning or creating an image for the party and party leaders and candidates is a very important factor. The concept of creating a political image is an indispensable element in political marketing. Nowadays, many new political parties and existing political parties have similar policies that cause people to become

confused about political parties, In terms, political branding is the origin of political parties that try to bring political marketing to make their political parties known, remember and build loyalty in political parties and to influence future elections. In the marketing process, positioning or creating an image for the party and party leaders and candidates is a very important factor. The concept of creating a political image is an indispensable element in political marketing. All the information is used to formulate campaign strategies, alter tactics, as well as to understand different aspects of voters. Polling is a coordinated effort between research and development that will enable new approaches to campaigning. The success and victory of elections are partly based on public opinion polls. However, with the conduct of individual party surveys, different forms of information were produced (Petcharoon, P. 2010). The future-forward party has a focus group process, which invites public business groups such as youths, and seniors to ask questions or needs, as well as to research the party in all matters (Hannapha, P. 2021). The democratic party has a popularity poll where people's opinions are polled on the popular vote and candidates, as well as people's satisfaction with their performance and social issues, It focuses mainly on overall surveys for use in campaign planning and policymaking. Political marketing Strategies were the formulation of strategies and tools that politicians use to study public opinion before and during an election campaign to develop an electoral campaign and assess its impact and political communication.

## Conclusion

Political marketing Strategies of voter segmentation into groups of the original vote base, geographic segmentation for both inner and outer voters, demographic segmentation based on the policies across all occupations, behavioral segmentation consisting of block voters, swing voters, new voters groups, candidate positioning into the positioning candidates with the image of an experienced politician, and social contribution, strategy formulation, and implementation of product into the policies that are designed to meet the needs of the voters and by the policies, push marketing and ground war that can reach voters in full through of important processes such as local member networks, public communication such as policy posters, campaign parades, brochures on even marketing, and field visits and keynote staging, pull marketing and air war of communication with voters such as media communication as the main channel, and online media and social network as the secondary channel, and the polling of conduct a detailed survey in both the policies and popularities sections, it conducts regular surveys, has its team of popularity surveys, and uses external agencies, e.g., educational institutions and private companies to conduct popularity surveys. The relationship between political marketing Strategies affected in deciding on

the mayor has to positive relationship to statistically significant at levels of 0.01. Ultimately, the political environment, politically affected groups, and technology will influence strategy, and the full presentation of facts will help to make the effectiveness of deciding on the mayor.

## Recommendation

Implementing the political marketing Strategies as a campaign strategy is a process of creating products, e.g., policies that are produced by polling local voters' needs in response to them and have to attract the attention of voters because the policy is like choosing a product that requires satisfaction with the quality of the product that varies when a candidate polls voter needs and results in a policy that is the benchmark and results in a winning candidate. However, in addition to the political marketing Strategies of factors, factors that influence voters to choose a candidate include emotional and sentimental factors, the use of political conflict that results in dividing people into two directly affects the feelings of those in the conflict zone, which can be considered as another strategy in the election campaign. Creating a sense of empathy for political events to give voters a sense of belonging to the candidates, and building electoral engagement in that area has had a tangible effect.

## Recommendation

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