

# Mediating effect of Political Parties Performance between Political Marketing Functions and Voters Loyalty

Tahir Khan

[mtmkhan1@yahoo.com](mailto:mtmkhan1@yahoo.com)

University of Central Punjab, Lahore, Pakistan

Professor Fawad Bashir

[farooq.hussain@ucp.edu.pk](mailto:farooq.hussain@ucp.edu.pk)

University of Central Punjab, Lahore, Pakistan

Tahir Masood Qureshi

[tahir@ucp.edu.pk](mailto:tahir@ucp.edu.pk)

University of Central Punjab, Lahore, Pakistan

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## Abstract

Political Marketing is not a new concept it is being used and implemented with different names and shapes since centuries. Political marketing implies usage of marketing tools, techniques and methods in political process. The objective of this study was to find out impact of political marketing functions on the loyalty of voters with mediating role of political party's performance with respect to Pakistani Political environment. Main objectives of study was to answer multiple questions 1) The function of political marketing influence loyalty of voters 2) Function of political marketing influence performance of political parties 3) Performance of political parties influence loyalty of voters 4) Function of political marketing influence loyalty of voters with mediation of performance of political parties.

**Key Words:** Political Marketing Function, Voter's Loyalty, Political Parties Performance

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## Introduction

This is age of implementation of political marketing weather to discuss either it is part of traditional marketing or can political parties call as brand as per lock & P "At the simplest level, the brand is the party name" (Lock & P, 1996). It seems that normally people confusing the concept of political marketing the simplest definition is "Political marketing is a specific form of marketing that attempts to influence public opinion about political candidates, political issues, or even public issues relative to local, regional, and national government" (Direct To Door Marketing). All techniques of marketing can be used in political marketing only difference is that generally marketing is suppose to promotes a product or service where as political marketing promote applicant, party policies or idea, the price objective is to convince people to vote for them. "Now days more parties or candidate in different countries to think that just as in commercial market the greater the market orientation of a party or a campaign the higher its performance in the electoral arena (Stromback, 2007). In plain words political marketing function are part and partial of political parties same as normal marketing.

Political Marketing is not a new concept it is being used and implemented with different names and shapes since centuries. In this age Political marketing is a relatively new terminology in conventional political science literature and consider as this is at developing stage. Political marketing, using a definition of commercial marketing by (GroËnroos, 1990) can be defined as "seeking to establish, maintain and enhance long-term voter relationships at a profit for society and political parties, so the objectives of the individual political actors and organizations involved are met".

The most composite definition of Political Marketing as per (Hughes & Dann, 2009)

*"A set of activities, processes or political institutions used by political organizations, candidates and individuals to create, Communicate, deliver and exchange promises of value with voter consumers, political party stakeholders and society at large,,"*

Basically political marketing implies the usage of marketing tools, techniques and methods in political process. In other words, political marketing is the outcome of the marriage between marketing and politics (Menon & Sudha, 2008)

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.Political parties use marketing tools in their electoral campaign activities. As per (Harris & Kolovos, 2005) the main purpose of political marketing functions is to enable political parties, leaders and voters to make the most appropriate decisions. The use of political marketing offers political parties the ability to address diverse voter concerns and needs through marketing analysis, planning, implementation and control of political and electoral campaigns (O' Cass, 1996).

In political marketing various political advertising like celebrity endorsements, involvement of professional consultants and campaign managers, online campaigning, mobile phone canvassing, segmentation, micro targeting etc are some of the methods extensively used in political marketing (Menon & Sudha, 2008). However, the genre political marketing may be seen to function at several levels like both descriptive and prescriptive. "Political marketing" may now be a recognized sub-discipline, but it is also a recommendation. (O'Shaughnessy, 2001). The use of PM is increasing day by day in democratic systems also in other political set ups as well as per Mannon Political marketing is increasingly used in democratic political systems in which mass support is significantly important to sustain power; military rulers also use marketing strategy to build their branded image (Menon & Sudha, 2008). The influence of professional marketing has affected the working style of political parties. Photo images are a powerful medium that greatly influences the interpretation of past events and the understanding of history. People often learn about events after they occur and depend either on social imagery (Newman B., 1999) or on photography to construct political marketing strategies.

Political parties are now a day's considered as political brands and use of brand image strategies common to influence or attract target consumer's as generally branding principles have been practically applied in such setting where some sort of choice is available to consumers (Keller, 2002). Initially PM concepts are used to introduce to promote Political candidates but with the passage of time this discipline is extended to their areas as well as per (Lock & P, 1996) Political Marketing concepts, methods, and functions, although initially introduced for the promotion of political candidates and parties, have been extended to the public policy field further political marketing methods use to promote innovation policy and in particular innovation culture has the potential to achieve the target of higher innovativeness more efficiently and effectively (Hadjimanolisa, 2010).

Apart from all traditional practices in all most all developed countries internet political Marketing is very important tool to influence on consumerist behavior. Political Internet Marketing is here to stay and it is becoming more powerful by the minute. Ron Paul raises \$6 Million dollars in 24 hours; Barack Obama essentially wins his presidency with aggressive and smart Internet Marketing strategies. You cannot run for office, lobby, fundraise without some sort of aggressive Political Internet Marketing and Social Media Marketing strategy (Patridge, 2010). Further social community sites (Twitter, Face book and YouTube) can matter to create media hype and very helpful and economical way.

## Objective

In Pakistan there is no political instability, political leaders in Pakistan are not well aware about the importance of Political Marketing due to lack of awareness. There is no proper research and no proper systematic developed campaign during election within one party one leader is talking and communicating other things compare to other leader of same party, even we can notice very clearly that same leader is communicating in different way with different theme and objective on different occasions and at different territories there is no harmony between party and it seems no party have clear vision where to go. Awareness of political marketing is required. In this article I will find out impact of Political marketing on the loyalty of voter in scene of Pakistani political environment considering influence of trust on both PM and political parties performance so that effectiveness of political marketing can be highlighted to all political stakeholders as adoption of PM lead to betterment of society. My focus is Pakistan but findings can be further generalized in developing countries of Asia.

## Literature Review

(Bartolini & Mair, 2007) Consumer's behaviors are same as voters as up till now researcher no longer able to draw a major distinction between voting and consumer behavior various explanation are given they view that voters are special type of consumers. In today business world firms and researchers spend a lot of money to getting better market intelligence in order to understand consumer behaviors same is the case of in political marketing a political parties candidate develop marketing strategy to formulate its best position on current public issues well to reach to its intended voters by identify the best media n return receive votes and confirmation from the voters. Business same as political parties use research for further research. Analysis related to voter's preferences is feasible way to predict voter's behavior.

Party affiliation become source of loyalty it has been noticed that if voters is affiliated or attached with party he will be excellent representative of party and source of inspiration in his social circle. With ref to Americans one of the most dominant indicator of American voting behavior is parties affiliation this type of party affiliation is defined as a person's psychological attachment or feeling of loyalty to a political party (Asher, 1992). It is true with the passage of time affiliation will become stronger commitment will increase and voters become loyal. But on the other hand we can not negate that people use to affiliate them self in the early age in this point of time they did not have enough knowledge to make decision or they are unaware of policies and manifesto of political parties in order to choose right political parties . It is very hard to change decision as difficult as change of religion some time. Voter decision making process "A voters decision is a purposeful decision making process from accrual of personnel preferences" (Johnson, 1998). Keeping in view of social class theory which presumes that voters are capable enough to rank and distinguish between nominated candidates (Walker & LAWLER, 1986 ). As per this theory it is presume that candidate have enough knowledge that he can differentiate between that candidate A is better than candidate B white voting instead of B is matter significantly this difference will

give knowledge to voters that. Product Oriented Parties (POP) they usually did not use market intelligence in order to design their manifesto or policies .POP lobby for the support of voter on the ground of ideology they representing is valuable

Political Marketing is very effective for societies if it is implemented in true sense as it required regardless either it is developed or underdeveloped country .Consumer/Voters of this new Era are more power full now as compare to previous elaborate on this phenomenon (Scammell, 2003) argues that :

*“There are parallels in the development of consumer and political markets. Just as the consumer is empowered through increased choice and vastly expanded resources of information, so too is the political consumer. Political interest options and resources await our convenience in astonishing abundance. . . . the political consumer is increasingly the hunter rather than the hunted. In politics as in commerce there is a shift in the balance of market power from the producers to the consumers”*

Effectiveness of any product is only possible when it is produced and delivered as per customer need same implemented as there is no space for parties which are product oriented parties on other words as per (Lilleker & Lees-Marshment, 2005) MOPs (Market Orient Parties) “do not attempt to change what people think, but to deliver what they need and want” as identified through the gathering and analysis of market intelligence. A very focused approach can be adopted by Political Marketing and alertness in nature of voters can be developed electorate in good conditions to select right candidate as (j Parie & Berger, 2008) Accurate message at accurate time at lifting speed to consumerist. Due to marketing oriented strategies conservative party of Canada update his manifesto and campaign tactics and comparatively portrays his image in better and effective way and gain competitive edge by portraying itself in the mass a political party comparatively more accountable and prospective due to his manifesto. Market Oriented Parties give freedom of decision to individual as Dean stated that a product or service can be choose on the basis of logical selection assuming that every voter decide to support an electoral by considering his/her own self interest along with doing cost and benefit analysis as there is no difference wither to chose a product or service” (Dean & Croft, 2009) Technological revolution and economic upsets forced to change consumerist behavior continuously and those political parties practicing political marketing strategies as conservative party of Canada change their strategies to influence consumer changing behavior within the Canadian context in federal election of 2006 (j Parie & Berger, 2008) it seems rationales as voters are continuously empowered as a political client there will be definitely an impact on product offering of political parties in upcoming years.

It is blessing of political marketing that more information is available to voter to make a right decision as every electoral have to observe politicians based upon collected information along with their own self interest (Dean & Croft, 2009).It is very difficult to change early voters considering their affiliation with emotional attachment but it is conclude that campaign for early voting might have limited efficacy to attract new voters or change their mind (Kropf, Parry, Barth, & Jones, 2008).

To understand customer value for a product or service it is mandatory to have an idea about customer preferences “first-time customers focus on attributes, short-term customers on consequences, and long-term customers on overall goals” (Parasuraman, 1997).voters first time participating in electoral campaign might be attracted by orientation of promises(Deployment of Political Marketing Function) and as short term these promises should be converted to legislation(Political Parties Performance) and long term voters evaluate either there long term life style goal supported by political parties (Brenan, 2004).

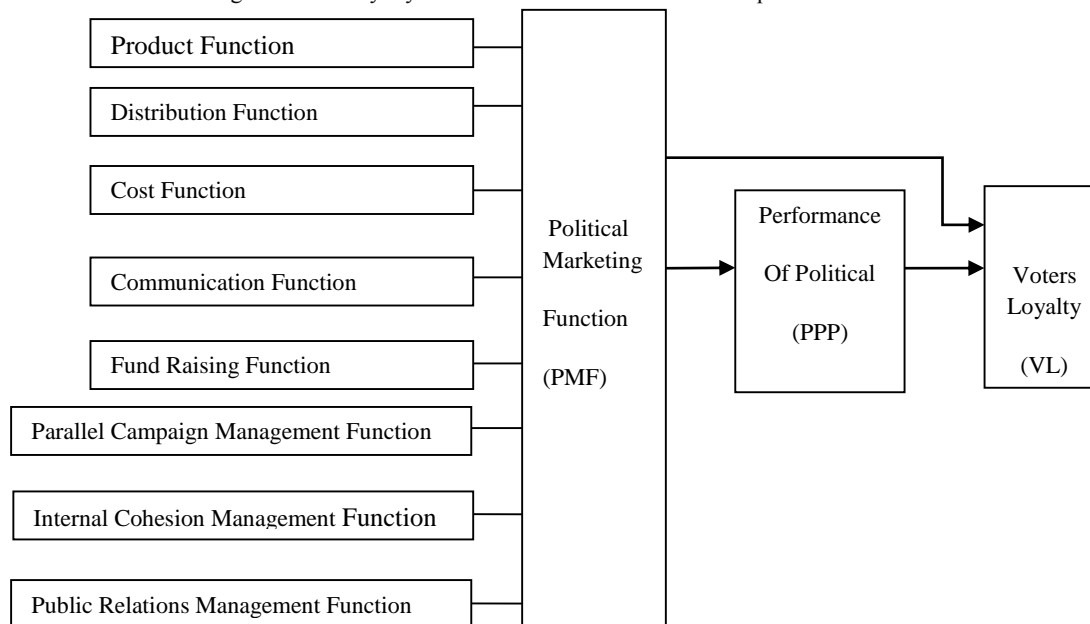
Political marketing function play a very vital role to change preference of voters by incorporating these function properly by effective use of market intelligence a very good example of Canada (j Parie & Berger, 2008) conservative party successfully change voters perception and as result won 2006 federal election.

(Marhment & Jennifer, 2001 B) Explain three types of market orientation Parties and describe how each political parties might have to complete a cycle the most successful market orientation of the of party is type of Market Oriented “actively engaging in attempts to identify and to incorporate voters’ priorities and concerns into their product offerings.” On continuous basis adding requirement to product offering might lead to competitive advantage. But the most critical question which political parties are facing in different parties is how to know which campaign to select weather to sales, product or market orientated to which country (Stromback, 2007).One the evident benefit of the of political marketing it encourage political parties to listen what are the demand of voters and this way politicians understand the market effectively, political marketing can be therefore a is a very good practice to considering market intelligence not all but some of the practioners agree that “it is right for politicians to take public opinion into account, not only in their own interests of maximizing their chances of electoral success, but also in the interests of good government”. Ultimate objective of political marketing is not only to win election actually it is about to deliver maximum to society efficiently after winning election and continuously adjust their product offers as per market intelligence data. Kotler develop an “exchange theory” link with politics according to this theory “political parties and candidates exchange promises for votes by a communication process with voters and seek information from them to use in their political strategies” (kotler, 1975) .

Every Political Party candidate have concern for the effective allocation of resources during election campaigning So that voters can be targeted properly and campaign can be effective considering proper segmentation of voters. (APOSORI, AVLONITIS, & ZISOULI, 2010) . Political marketing initiation at party level is more effective to change voter’s preferences as compare to political marketing initiation at candidate level (Newman P. , 2007). It is recommended that political parties consider the market first before deciding to work on their policies. Political marketing should not to selling politics it tends to focus to convince voters in political decision making process manifesto. Political marketing is not about selling actually educating voters so they can be involve in political decision making.

### Schematic Diagram (Figure 1.1)

Impact of Political Marketing on voters' loyalty with mediation of Political Parties performance



**Function of Political Marketing by** (Henneberg, 2003)  
I have taken political marketing functions identified by (Henneberg, 2003) in context of the highly volatile political environment of Pakistan political parties marked by considerable distrust of the voters on the political. Voters Loyalty can be built by focusing on voters needs and if PM strategies accordingly.

**H1** The function of political marketing influence loyalty of voters

**H2** Function of political marketing influence performance of political parties

**H3** Performance of political parties influence loyalty of voters

**H4** Function of political marketing influence loyalty of voters with mediation of performance of political marketing.

### Methodology

Quantitative method used and questionnaire was used to collect data to measure impact of political marketing function on loyalty of voters with mediating role of Political Parties Performance (PMF). I have taken eight political marketing function of (Henneberg, 2003) 18 questions were developed to measure PMF. For voter's loyalty dimension used by Beatty, Kahle and Homer 1988,5; Dick and Basu 1994 was taken. Political marketing consider as brand as per (Keller, 2002) "branding principles have been applied in virtually every setting where consumer choice of some kind is involved, e.g., with physical goods, services, retail stores, people, organizations, places, or ideas". So it is very clear that all political organization can be consider as brand some analysts did not agree that political parties should be consider brand due to difference of commercial, and political markets (Lock & P, 1996) point out that parties are completely differ in their product offering starting from education to health or overseas adds but parties as per

broadening concept of marketing in to social markets purely due to the given range organization and markets where brand can applies everything now like church city traffic police and universities . (Kotler & S.J, 1969). That's why I have used brand performance dimension of (Romaniuk & Gaillard, 2007) (Wong & MERRILEES, 2007 ) (Oubina, Rubio, & Jesus, 2007) (Chaudhari & B.Holbrook, 2001) to measure performance of political marketing 6 questions. For content validity questionnaire is reviewed by 2 PhDs Professor for face validity .Further reliability test shows that cronbach Alpha on aggregate is .927 for all thirty three question and .698 Political Marketing Function so considering aggregate value which is .9227 scales are highly reliable and authentic. For sample population I randomly selected 200 people with minimum age of 25 and at least two times participated in electoral process and minimum education is graduation. I approach sample population randomly and I make my presence while respondent is filling questionnaire so that if he need any support or clarification it can be provided. In sequence first questions regarding loyalty towards political parties were asked than performance of political parties and later own voters perception regarding political marketing function I have use 5 point Likert scale respondent can mark there level of Strongly disagree to strongly Agree.

### Data Analysis

The number of questions were thirty three had the Cronbach's alpha was .927 so the reliability of Instrument has been tested both empirically and through face Validity. It is highly reliable and more than normal requirement which is .7 Cronbach Alpha of independent (Political Marketing Functions) dependent (Voter's Loyalty) and mediating variable (Political Party's Performance) is well above requirement only Independent variables having Alpha is .698 when we round than it is .7.

Cronbach's Alpha	N of Items
.927	33

The cronbach alpha of questionnaire overall is very favorable and is said to be very authentic .927

Correlations					
	Means	SD	VL	PMF	PPP
VL	3.6922	0.74332	1		
PMF	3.8175	0.58269	.505**	1	
PPP	3.588	0.66264	.552**	.521*	1

\*\*Significance=.01

\*\*\* Significance= .001

Voter's Loyalty is said to be positive when taking means Political Marketing Functions is also more tilt towards positivity and Political Party Performance is also tilt toward positivity.

The Correlation Shows that all correlation between PMF (Mean=3.8175, SD=.58269) and VOTERS LOYALTY (Mean=3.6922, SD=.74332, Correlation=.505) is highly significant (Significance= '.000'). The relation is very strong and positive as mean of PPF (Mean =3.817) and PPP (mean=3.69 is more than three).

The Correlation between Political Party Performance (Mean=3.5880, SD=.66264) and VL (Mean=3.6922, SD=.74332, Correlation=.552) is highly significant (Significance= '.000'). The relation is very strong  
The Correlation between PMF (Mean=3.8175, SD=.58269) and PPP (Mean=3.6922, SD=.74332, Correlation=.521) is highly significant (Significance= '.000'). The relation is very strong and we found that there is a strong positive correlation between the all variables

### Regression

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.231	.429		2.866	.005
	PPP	.645	.111	.505	5.800	.000
2	(Constant)	.642	.421		1.525	.131
	PPP	.382	.121	.299	3.170	.000
	PMF	.444	.106	.396	4.187	.002

a. Dependent Variable: voter loyalty

This table shows that partial mediation exist as significance level before mediation is .000 and after mediation changes to .002. It is moving towards insignificant level after mediation. Beta of Independent variable PMF is .396 after mediation whereas before mediation beta of PMF is .505 in

and PPP will increase voter's loyalty. The collected data is signifying that all responses are tilting towards Agree and strongly agree. So that Hypothesis H4 Function of political marketing influence loyalty of voters with mediation of performance of political Parties.

#### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.231	.429		.005
	PMF	.645	.111	.505	.000

a. Dependent Variable: VL

It shows that the relation between VOTERS LOYALTY and PMF is highly significant (.000) and is huge (.645) where Voter's Loyalty is dependant and PMF is independent so

**Hypothesis H1** function of political marketing influence loyalty of voters is accepted.

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.472	.345		.000
	PPP	.619	.095	.552	.000

a. Dependent Variable: VL

It shows that the relation between VLand PMF is highly significant (.000) and is huge (.619) where Voter's Loyalty

is dependant and PMFis independent so the hypothesis (H3) that is Performance of political parties influence loyalty of voters is accepted.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.326	.379		3.502	.001
PMF	.593	.098	.521	6.044	.000

a. Dependent Variable: Political Parties Performance

It shows that the relation between VLand PPP is highly significant (.000) and is huge (.593) where PPP is dependant and PPP is independent so that Hypothesis H2 Function of political marketing influence performance of political parties is accepted.

### Conclusion

All four hypothesis accepted H1 there is significant and strong relationship of political marketing with loyalty of voters as correlation shows same is H2 there is positive and highly strong relation of political marketing function with performance of political parties so my second hypothesis is also accepted my third hypothesis H3 there is strong relation of Political parties performance with voters loyalty so my third hypothesis also accepted.... My fourth hypotheses is also accepted as Political parties performance partially mediate between Political Marketing functions .Hence independent variable positively correlated with depends variable and partial mediation exist between independent variable and depended variable.

### Practical Implication

Voters are more powerful as compare to past due to emerging social networking Findings of this research can be practically utilized by political parties.Parties should have to understand the importance of PMF as research proved that there is highly positive correlation between PMF and VL.So if political marketing functions properly implemented along with improved PPP voters loyalty will increase and end up with winning election and public support.

### Future Research

I have taken sample of 200 people by increasing sample population and can be generalized to at least developing countries. Further research can be conducted by taking celebrity endorsement as moderator.

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