

## POLITICAL SERVICES MARKETING FOR PEACEFUL BANGLADESH

Dr. Uttam Kumar Datta<sup>1</sup>

***Abstract:** The aim of this study is that a political organization or strategic alliance is competing with its competitors in providing services to various groups of people after forming government through the election process. These groups of people are called markets from the view point of marketing like the other service marketing profitable or non-profitable organizations. If the political organizations adopt marketing knowledge, they will be able to provide services for the nation in a peaceful competitive environment. This study has examined that basically political organizations are attempting to serve the nation in a competitive environment, through a competitive process. The conducted interviews on some political leaders from distinguished political organizations found political leaders confessing that they are involved in service marketing in a political process to the nation without the formal marketing knowledge. This service may be called political services marketing. After getting political services marketing treatment, their traditional political attitude and perception has been changed toward a peaceful competitive environment by positioning superior value of services exchanging with the nation. The voter market also changed their attitudes and perceptions to select the best political marketer and the political organizations. The findings of the study has concluded that through disseminating the new knowledge about political services marketing among all the political leaders and voters, it is possible to make a peaceful political environment and building a better wealthy Bangladesh in a political conflict free atmosphere.*

***Keywords:** Political Process, Non-profit Marketing, Political services Marketing Concept, Peaceful Bangladesh.*

### INTRODUCTION

Basically in a general observation, government of a country is marketing verities of services to satisfy the voter market by establishing a number of ministries and government agencies. But, while providing these services, a political party or party alliance faces a stiff competition through the election process which is a part of politics. This competition should be peaceful in manner as it is found in marketing competitions among different industries of a country. In this regard,

---

<sup>1</sup> Senior Management Counselor (Marketing) & Head of Research and Publication Division, Bangladesh Institute of Management, Dhaka, Bangladesh.

*political services marketing means the non-profit efforts of a political organization to win the voter market and form the government to provide services to benefit the voter market directly or indirectly having superior values through the political process of a country.* So the political competitions to serve the nation should be similar to the competitions prevailing between large number of profitable and non-profitable organizations.

In Bangladesh, all political organizations are non-profit organizations. If they adopt the marketing policies and strategies instead of their traditional political culture it will be easier to build a peaceful political competitive environment. The activities of a political organization and a non-profit organization are more or less the same. Both organizations are selecting, targeting, creating, delivering and communicating services. The main difference is the election process through the election commission. The registration process of political organizations under election commission is comparable with company registration under company registrar and stock exchange commission. These government agencies are capable of controlling the peaceful competition among the profitable and non-profitable organizations. Since, their competitions are based on competitive advantages or superior values, these types of organizations are strictly controlled by the responsible government agencies. In this connection, the competitions among all political organizations should be based on competitive advantages or superior values instead of narrow goals requiring hartal, picketing, firing, show of muscle power, killing of the oppositions like any other anti-social activities. These activities are interrupting the economic growth rate and peace of Bangladesh. At present, the political competition is for the two major ideologies, one is non-communal Bangladesh and another is communal Bangladesh. This competition has turned into civil war that lacks political services marketing knowledge. In this regard it can be said that, only an effective dramatic advertising through the electronic media which showcases the benefits of non-communal Bangladesh and the benefits of the communal Bangladesh is enough to change the behavior of the voter in favor of an organization for vote. Both organizations may communicate with voters in freely. This impersonal communication to influence the behavioral change may keep the society in peace. But, misguiding messages should be strongly controlled by the election commission while campaigning of an organization is underway. In fact lack of marketing knowledge is causing both political parties to establish their ideologies by force which is causing anti-peace Bangladesh. Actually marketing practice is directly involved in problem solution. Problem free society can build peaceful Bangladesh. In this way, marketing practice can eliminate poverty, facilitate high growth rate of education and GDP which would make a poverty free peaceful Bangladesh.

The ultimate mission of every political party is to serve the nation of a country in a competitive political environment. Many political parties having specific missions may exist in a democratic country. But, from the view point of social

marketing concept identified by the world famous marketing expert. These missions should be focused on social benefits and humanity that might be regulated by the election commission of the respective country through hard and fast rule of registration. The commission will have to determine the essential requirements of each political party to be registered which will cover the common social and humanity issues, individual voter can consider the optional leader and organization that will make sure of the superior value or services in respective constituency. All the registered parties will take part in election using their marketing positioning strategies based on political vision; mission and promised services for the nation which will better serve the nation than those of others' through political competition in a country. The majority of a nation should select that political party for vote who has been able to provide better political services for the nation in which the political organization was committed at last ruling period than the other competitive political organizations.

The ruling period would be fixed by the people of a country through their representatives elected by votes. According to political science, this period is the legal right of an elected party to serve the people of a country. If the ruling party or parties' alliance fail to serve the nation as they promised before the election, in generally the dissatisfied people will not give their consent for the next term except loyal voters of the organization. In this view point of marketing, competitive advantages are the main tools to win the voter market through election. The opposition parties should criticize only the unfulfilled activities which were promised. They should communicate with the nation properly and honestly with exact evidences through print and electronic media to cultivate favorable relationship for the next election in a peaceful manner. If the opposition could convince the people of a country it would be the plus point for them in the election to win the political market (people who are enjoying govt. services). Through maintaining this marketing competitive strategy and communication campaign like marketing of different types of product and service marketing organizations in Bangladesh, political parties can keep the country peaceful and ensure a good political culture for a good nation and sustainable economic growth. Organizations in an industry are competing with each other to win the same market through creating, delivering and communicating superior value of services or products and continuously trying to build a relationship in a peaceful manner. In this regard, marketing knowledge and its practices can help the political leaders of all political organizations to make peaceful Bangladesh. This scope should be studied in the background of the present political situation of Bangladesh which may at the same time contribute to make the world peaceful too. From the marketing views and observations, political market is the set of present and potential voters who have the needs for political services that can be satisfied through political services and products delivered by a ruling political party or parties' alliances.

Ruling party or parties' alliance normally targets various segments based on some social important variables and identifies the people's needs and wants to create and provide essential services to best satisfy the target markets. But in Bangladesh, the practical scenario is different. Lacking the marketing knowledge, major parties are trying to win the defined market by using some socially unlawful forces. The enforcement of some unethical practices like frequent hartals with picketing that hinders the normal movement of the people throughout the country, firing vehicles, fighting with the law enforcement agencies, misguiding the people through false dialogues by the political services market to win the political voter market causes the social conflicts and socio-economic drawbacks. These also hamper the long term organizational image which is comparable with brand image used by larger commercial business organizations. Actually all the political parties are involved in political services marketing. They are performing all service marketing activities. But they do not perceive these activities as marketing.

The summary of the above background of the study is needed to find out the scope of political services marketing to prevent the political conflicts and make a peaceful competitive environment as different service providing organizations do in Bangladesh. Political Services marketing is a whole new concept for the world which is related with the field of marketing of non-profit organizations, political marketing and social marketing. Many studies have been conducted on non-profit marketing strategies, political marketing and social marketing. But no study has been conducted on Political Services Marketing in the world.

## **LITERATURE REVIEW**

Political organizations are actually non-profit marketing organizations. Service is the main offerings of a non-profit organization. A large number of related studies have been conducted in touch of political services marketing. In this literature review, some studies have been analyzed here. The idea of applying marketing to nonprofit organizations had its "birth" in a series of articles by Kotler and Levy (1969)– proposed that marketing's methods can and should be "broadened" to more than just commercial enterprises, Forty years later, this vision has been realized. All these organizations are marketing services. In this article, the authors said that every organization actively works to build a strong favorable image in the minds of the publics. The republican political party (USA) has invested considerable thought and resources in trying to develop a modern look. Hence, Kotler and Levy (1969) have included political organizations in their broadening the concept of Marketing. But they did not consider specifically that a ruling political party or alliance is providing services by using all government agencies.

Kotler and Zaltman (1971) show how social causes can be advanced more successfully through applying principles of marketing analysis, planning and

control to problems of social changes like brotherhood, safe driving, and family planning.

According to Bhattacharjee and Chowdhury (1988), one of the important facts in political idea marketing process is the constant evaluation of success or failure of the party ideology, programs and decisions those that are diffused among the great mass. This enables the party policy planners in assessing the peoples' attitudes and reaction to those ideas and programs and thereby can take necessary actions accordingly. Different media are used in communicating the ideologies and programs of the political parties to the public.

Shama (1975) defines political marketing is the process by which political candidates and ideas are directed at the voters in order to satisfy their political needs and thus gain their support for the candidate and ideas in question.

According to Laing (2003), the concept of marketing has conventionally been viewed by public service professionals as inappropriate to organizations concerned with the delivery of public good services. However, the adoption of private sector based approaches to the organization of public services in many post-modern western economics has forced a fundamental reconsideration of the potential contribution of marketing to the delivery of public services.

Pollit (1993), Kearsy and Varey (1998) stated that the efforts of successive governments in the United Kingdom, both conservative and labor, to introduce private sector derived management practices and culture into key areas of public sector service provision has been central to the renewed public sector interest in marketing has been seen as providing some of the critical tools required by managers and professionals operation in such new environments. This statement is showing the close relationship between the activities of public service provider in turn political services provider and private service providers.

Laing and Hogg (2002) said, at the core of this evolving new management ethos in the public sector is a change in the relationship between service providers and users. From being a relationship couched in terms of citizenship with myriad mutual commitments and obligations on the part of citizen, it is increasingly expressed in consumerist terms with emphasis placed on the primacy of the rights of service users, both individually and collectively.

Walsh (1994) defines politics is irredeemably a moral undertaking and what is effecting comes second to what is right or good for the social community. The author said here the politics is a moral undertaking of the nation and doing the right things for the social communities.

Lovelock and Weinberg (1990) stated the justification for tax based services reflects a belief that the external economic or social profit resulting from providing a public service exceeds its associated financial cost.

Niffenegger (1988) explained political campaigns are a form of bloodless but serious marketing warfare, and the various state and national races offer a unique opportunity to study the effectiveness of the using candidates marketing strategies and tactics, trail-and error adjustments to marketing strategy are made at an accelerated pace in political campaigns.

Andreasen and Kotler (2003) defines Marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel, Political contests remind us that candidates are marketed as well as soap; student recruitment in colleges reminds us that higher education is marketed; and fundraising reminds us that “causes” are marketed.....[Yet no] attempt is made to examine whether the principles of “good marketing in traditional product areas are transferable to the marketing of services, persons, and ideas.

McGinnies (1986), the author of the book “The selling of the President 1968” revealed to the world many of the marketing methods being used in electoral politics in the television age. He makes clear in his second chapter that views the use of television advertising as a different technique for an old process. He also saw the trend developing and wrote about how advertising methods were applied to the campaign of Richard M. Nixon.

According to Lovelock (2004), a service is an act or performance offered by one party to another. The process although may be tied to a physical product, the performance is transitory, often intangible in nature, and does not normally result in ownership of any of the factors of production.”

Kotler (1975) defines Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of the target markets’ needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets.

**The Research Gap:** It is clear from the earlier sections of literature reviews that many researches have been conducted in touch of political services marketing concept. For example, studies on Marketing of Political Ideologies of different Political Parties in Bangladesh, Service Marketing, Non-profit marketing, Voter marketing, Political Marketing, The Selling of the President 1968, Broadening the Marketing Concept, Public Service Marketing etc. It is found that no research has been conducted on *Political Services Marketing*. In the one section of the literature reviews, Abraham Shama has stated in the definition of *Political Marketing* that a political candidate is marketing himself. The author of this article has highlighted on the political candidate and the organizational ideologies. But now a days, political organizations are identifying the voters’ needs and wants on priority basis and satisfaction of these needs and wants by

creating, delivering, pricing (monetary cost + time cost + energy cost + psychic cost) and communicating the superior values than those of the political competitors in a country. From this view point, a ruling political organization is marketing services through a *political process in a competitive environment*. In the proposed new concept, this competition should be based on competitive advantages as the declared service package before election not base on traditional ways. The reviews also found that the television and other marketing communicating tools can play an important role instead of traditional practices like hortal, showdown, blocking roads, rail, firing vehicles, bomb blasting, killing of the oppositions etc for creating a peaceful political competitive environment in Bangladesh. The discussion about the above mentioned three definitions of the literature reviews indicates a new definition of Political Services Marketing. *“Political services marketing is the political and societal process of planning and executing of carefully formulated programs designed to satisfy the voter market through creating, delivering, pricing (monitory cost + time cost + energy cost + psychic cost) and communicating superior services which directly or indirectly benefits the nation of a country for the next election.” Political Services marketing always benefits the voter market not to benefits the political marketers.* Therefore, in marketing literature, every product or service is a problem solving package. Hence, problem free society depends on marketing activities. In this context, all most all the reviewed studies and text books, no studies has not stated that a political organization is basically trying to win the voter market to serve the nation through a political process. Even, the researchers here have not yet attempted any worthy study in the world that how marketing practice could be the substitute of the traditional political practices for peaceful Bangladesh. Here is a scope of research on Political Services Marketing for Peaceful Bangladesh.

## **METHODOLOGY**

The identified problem of this study is anti-peaceful political competition to serve the nation without the formal knowledge in marketing. This is an exploratory research in nature. Qualitative data were collected through focus group discussion with ten regarded professors in the department of marketing at University of Dhaka. This focus group was chosen as they were marketing experts. After ending the discussion the author finalized it in consensus of the concerned participants on the write-up. Five personal interviews were conducted on five leading political leaders from four major political organizations in Bangladesh for more representative opinions. The question was the possibility of applying the *political services marketing concept* in politics to make a peaceful Bangladesh. The author personally contacted with the individual leaders for their opinions on the new concept. Then the qualitative data were collected by a mobile device. Another focus group discussion has been conducted on forty participants from the Bangladesh Institute of Management who were participants

of the Post-Graduate Diploma in Marketing Management course, as the marketing expert representatives of voter market in Bangladesh to add their contribution in the new concept. This group was selected by convenience method because they all had their majors in marketing. The data has been collected using a video camera. The author played the moderator role at the discussion. Theoretical explanation used to analyze the all qualitative data.

## **OBJECTIVES**

The main objective of this study is to examine the perception and attitude toward political services marketing of all the political leaders to encourage them for formal marketing practices highlighting the mutual benefits for both ruling and opposite political parties of Bangladesh which will make a peaceful, political unrest-free and mid-level income generating country in the world. Beside the main objective, the specific objectives are:

1. To make realize the political leaders about the unnecessary and ineffective proceedings on the streets and to prevent political violence, hartals, picketing and misguiding attitudes.
2. To disseminate the new knowledge and to educate the voter market for changing desired behavior to build a better and peaceful Bangladesh as well as the world.
3. To combat the social challenges by applying political services marketing knowledge.
4. To arrange training course on Political Services Marketing for the political leaders highlighting the benefits of this new concept.
5. To facilitate adaptation of the new political concept by all countries of the world for a peaceful world.
6. To ensure the best use of govt. revenue and foreign donations at different levels of project and program by using political services marketing.

## **FINDING AND ANALYSIS**

### **Discussion with the Marketing Experts:**

Political organizations are performing all kinds of marketing activities under non-profit marketing. But they have no formal knowledge about non-profit marketing. In this context it is said that a set of present and potential voters are called the political market and the activities that a political party or alliance is performing to provide the varieties of services for the different segments of the nation is called political services marketing. In fact all political parties are trying to attract the political market to obtain votes in favor of them by using different communicating tools as well as the marketing communicating techniques. On the other hand, all parties or party alliances are competing to win the voter market to

form the government. The focus group said that all ministries and govt. agencies are serving the specific target markets of a broader market which is called the national market. From the secretariat of a ministry to the local government flows the distributing or marketing channel to serve the political services for specific segments of the national market. Each ministry is a strategic unit for political services marketing which is headed by a minister. The concerned minister of each service unit is responsible for the marketing success and failure. The cabinet of inter ministries and the parliament are making marketing policies and strategies. So the parliament is the corporate body of political services marketing. All MPs are assigned as a marketer for his or her market territory. They are collecting information to innovate and extent existing services or create new services to disseminate it in the corporate headquarter or parliament for decision making. The parliament is making a budget based on the political services to be committed for the national market at every next year. The government is collecting revenue from the nation in exchange for the political services.

All the regarded professors, as marketing academicians reviewed the activities of political parties of Bangladesh and government. They compared their activities with non-profit marketing. They noted that the political parties have no formal marketing knowledge. Thus, they are trying to win the voter market in a competitive voter market through hartal, picketing, violence and showdown that are no different than anti-social activities and are generating social and political conflicts in Bangladesh. In fact, the ultimate winning point is voter satisfaction through providing superior political services that the voter needs and wants and the appropriate positioning in the voter market. Government can change some unwholesome demand which is harmful for the society and nation by using better marketing communication procedure based on social marketing concept to keep the peaceful nation.

The political parties in any demographic country should exchange their views, objectives, commitment for political services for the nation, criticism of oppositions and positioning through appropriate marketing communication tools. At another extreme, all political parties should give more emphasize on superior political services than those of competitors and communicate it through effective marketing communication to win voter market by using different medias (electronic and non-electronic) instead of hartal, violence, showdown, force creating and vote purchasing by black money. The Bangladeshi people want a rescue form the continuous political violence and conflicts. If the political leaders at all levels adopt formal political services marketing knowledge they will realize then the ultimate benefit of marketing and gradually Bangladesh will convert into a peaceful country. A large number of non-political organizations are marketing services in the same way like NGOs in steep competitive markets. But there are no conflicts because their competitive advantages are superior services, consumer or beneficiaries' satisfaction, and effective marketing communication for social

marketing. Political parties should follow them to learn how they are competing in a peaceful environment as they are marketing different types of social and economical services for the poor people as well as the political services marketing.

The regarded focus group discussed on the two major political service promises as a competitive advantage to win voter market before election 2008. It was a very good sign of peaceful political environment in Bangladesh because the political competition had been started based on service package by major political competitors. If the elected govt. party or alliance had failed to serve the nation as they committed earlier before election, the general voter would have chosen the next optional party or alliance for the next election even loyal voters of a political party might have changed their mandates. In this connection, the political parties in Bangladesh should work to find and highlight their superior services and form concrete criticisms of the oppositions through news paper, satellite televisions, website or Internet, mobile, public relation, publicity etc. But propaganda, false news, misguiding information should be strictly resisted by establishing a censor board under the election commission, and last of all the Law and enforcing agencies of Bangladesh. The nation must be free from wrong information for peaceful political competition.

From the view point of non-profit marketing, all political parties are performing marketing activities but for the lack of marketing knowledge, they are doing some anti-peace activities. In this context, Government of Bangladesh has to undertake an initiative to disseminate the political services marketing knowledge through conducting training for political leaders of all parties at every level. On the other hand, government employees who are involved in service creating and delivering also need training on political services marketing. Such trainings will help them to improvise on existing political services and create new services to solve the national problems.

People will get their needed services at reduced time cost, energy cost, psychic cost and monetary cost. Then political parties of Bangladesh will change their attitude and perception towards voter-market based on superior value. Nowadays, hartal is damaging our economic growth. Bangladesh is losing around 160 million taka for each hartal each day. So the political violence of Bangladesh is restraining the developing movement in the country and the world as a whole considerably. Therefore, the *Political Services Marketing* practice among the political organizations of Bangladesh will bring about the behavioral change in the political leaders and marketing knowledge will help them to create a peaceful competitive political environment. As a result, Bangladesh will be a prosperous and peaceful country in the world within a very short time.

**Discussion with the Participants:**

The participants in the discussion have acquired knowledge about different field of marketing during the session. The participants agreed that a single political party or party alliance performs all marketing activities without having formal marketing knowledge. They said that all political parties should make voter-market oriented decisions to best serve the nation in Bangladesh. After winning the voter market based on their offered value promises, the elected party or party alliance form the government and provides various services in the different selected target segments by using the structure of government agencies. But very often the victorious political services marketing organizations are failing to maintain their promised service package as they campaigned before winning the voter-market for lack of formal marketing knowledge.

In this context, leaders at all level in Bangladesh need training on political services marketing. They also said that a large number of NGOs are providing services in a competitive market based on their superior services and more effective communication through different print and electronic media than others following the non-profit marketing subject. So, there is no conflict among the competitors to win the market. In the same way political parties can apply the marketing knowledge to ensure a peaceful competitive environment. All companies and NGOs are trying to win the market without creating force, hartal, showdown, killing of the competitors, terrorism. They are using market satisfaction by using methods involving *functional and emotional benefits* at as much as lower a cost. The participants emphasized on the marketing research to identify the needs and wants of the nation and market-oriented election promises which can be practically implemented, not over promises under deliver, it should over deliver under promise. This effort will best satisfy the voter market.

On the other hand, the participants of the focus group discussed about the present communication techniques of distinguished political parties. The traditional communication techniques should be changed. Public gatherings, hartal, proceedings, creating obstacles on rail, roads and high way, false news for misguiding the voters should be avoided. The focus group urges the political organizations to adopt the new communicating techniques as well as the profitable and non-profitable service providing organizations. They said this is the only way to prevent the anti-social communicating activities. Election Commission should strictly control the false information at the time of any election. In this regard, every communicating message generated by the political organizations which will impact on voter market should be censored before campaign. On the other hand the commission should undertake initiative to educate the voter market to change their behavior for a peaceful competitive political environment. The focus group suggested reforming the neutral election commission instead of caretaker government. At the eleventh hour, the focus group said that the development of a country mainly depends on the political

leaders, so this new concept would be disseminated through conducting training course which will enable the decision making capabilities of the political leaders at all level. Finally, they appreciated the new concept and request to write a text book on Political Services Marketing for the Degree of Marketing Management and Political Science courses.

#### **Opinion of Leading Political Leaders:**

**Sayed (2013):** Agreed to apply *Political Services Marketing* concept as a political services marketer. This new concept will help all the political leaders and organizations to create a peaceful political competitive environment. Profitable and non-profitable organizations are trying to win their market in a peaceful competitive environment by using marketing policies and strategies. So that, all political organizations are performing marketing activities and competing to win the voter market to form the government for serving the national market under non-profit marketing. In this connection, all leaders and political organizations of Bangladesh should acquire knowledge about *Political Services Marketing* to create a peaceful competitive environment. Training courses can be arranged to disseminate the new political services marketing concept for the all level of political leaders of all the political organizations in Bangladesh.

**Inu (2013):** The concept *Political Services Marketing* for Peaceful Bangladesh is a theme on time-relevant hypotheses of marketing political services with a view to promote peace in the country. The concept of Political Services Marketing can be materialized by the political parties with cooperation of the Election Commission. There are some ways and means that seem to be an effective method of delivering services to people by the political organization and achieving an ideal image for the organization itself at the same time.

**Rashid (2013):** Political organizations performed all marketing activities without knowing the formal marketing policies and strategies. The profitable and non-profitable organizations tried to win their market through identifying the needs and wants of their market and creating, delivering and communicating superior customer value in a peaceful competitive environment. In this connection, political organizations should follow their marketing techniques. Then it will be possible to create a peaceful competitive environment by applying the Political Services Marketing concept for the socio-economic development of Bangladesh. A training course can be conducted on “Political Services Marketing for Peaceful Bangladesh” for the leaders at all levels of the political organizations in Bangladesh.

**Dudu (2013):** Agreed to apply *Political Services Marketing* concept to build political career and disseminate the concept among the leaders of the Bangladesh Nationalist Party. A competitive advantage (voter-oriented superior political services) should be the only one tool to win political market for forming government to serve the nation. At present political context, all political parties

should follow this Political Services Marketing concept to create a peaceful competitive political environment. The religious sentiments and propaganda are the major problems for political services marketing practices in Bangladesh. Training course can be arranged for the political leaders of all political organization in Bangladesh.

**Rizvi (2013):** Political organizations are performing marketing activities to encourage the voters. But only marketing activities are not enough to attract the voters. In politics, there are some psychological and ethical factors that should be considered to win voter market in Bangladesh. So, Political Services Marketing concept might be applicable in politics to create a peaceful competitive market with special emphasis on the psychological, cultural and ethical issues in politics.

### **RECOMMENDATIONS**

1. Election commission should register those political organizations as it where any voter can consider any political organization or candidate for vote. The mission, vision of any organization should consider the common social and economic issues. The commission should ensure the voters rights and create opportunity to select the best optional candidate of different political parties. Generally for profitable marketing, company registrar never resisters any company which causes socio-economic harms in any country. So the rules and regulation of election commission should be redesigned to build a peaceful competitive political environment as well as the non-profit organizations in Bangladesh.
2. Every political party or party alliance should make a service package based on the voters' needs and wants and communicating these proposed services to attract the voters to win the voter market in the election. This package would be the competitive advantage for a political organization to persuade the voters' market. But this package should be over deliver under promise not over promise under deliver. Over promise under deliver will interrupt the brand image which losses voter market.
3. All political organizations have to establish a marketing department like other marketing organizations to provide best political services to the nation which will be headed by a marketing advisor. The advisor will design an organ-gram and appoint some zonal marketing directors for each division. The divisional director will supervise the marketing departments of the total constituencies in a division.
4. A marketing ministry should be established. The minister of this department will be selected from the advisor of the concern political organization who has a good marketing academic background and practical

experience on non-profit and political services marketing like finance minister. The secretary of this ministry would be appointed from the marketing expert who has a good academic background about non-profit marketing. All the rest assistant secretary, senior assistant secretary, deputy secretary, joint secretary, additional secretary should have marketing academic background especially on non-profit marketing. This minister and secretary will responsible for the political services marketing success and failure.

5. The marketing ministry will make plan for all the ministries of the government and implement the plan under the promised service package which has been declared earlier before winning the voter market. If the delivered services exceed the promised package the government will be succeed in political services marketing which will help to win the next election. But if the delivered services under promised service package the concern political party or party alliance will fail to retain the market share of the voters for the next election.
6. The main function of the marketing department is to conduct a survey to select the acceptable candidate for election. The other function would be conducting another research to identify the major needs and wants of the constituency that would be considered on priority basis. After conducting research, the research report would be sent to the central marketing department of the concerned political party. The party or alliance will design the service plan and budget for each constituency based on research findings. Then the common plans and budgets should be synchronized and a common plan and budget also made as a total service package for the upcoming election. Every individual candidate selected by the local marketing department will communicate his or her local service package which is a part of the total service package of the political services marketing organization by using different communicating tools like advertisement, personal communication, publicity and public relations, internet, mobile phone etc.
7. The government should reform a neutral election commission to hold a free fair and credible election for peaceful competitive political environment to create a level playing field of all political organizations in Bangladesh. Instead of care-taker government concept, a new concept might be added. The members of the commission would be selected by one representative from each registered political organizations. The members then will make three election commissioners by electoral process. Polling agents from each participating political organizations may be associated with the election commission to observe the fairness election.

8. Every political services marketing organization should have self television channel for electronic media and news paper for print media. All parties should communicate their new service package which will be implemented after winning the voter market. They should also communicate their past and future activities for the nation by using all electronic and print media as well as different marketing organizations. But all these media will be strictly controlled by election commission to check the wrong information and misleading attitudes of competing political organizations. Commission should have to be empowered to cancel the candidateship if it is proved that he or she has provided wrong information for the nation or the concerned constituencies.
9. The major voters are not so aware to choose the right party and right candidate for the election. Election commission would be responsible to educate the voter market of the country by using dramatic advertising campaign through all popular television channels. Election commission should have a self television channel to educate the voters for bringing about their behavioral changes to choose the right candidate and the best political services marketing organization. This channel should make and exhibit various drama, songs and other recreational program based on patriotism to educate the voter market.
10. Every communicating material should be censored by the ministry of information or the election commission to check the unethical and wrong information that might mislead the voter market. A new established cell of the election commission will monitor and record the communicating message or information campaigned by different political services marketing organizations. This information would be analyzed and identified the wrong information to take preventive actions.
11. The appropriate and development oriented decisions depends on the knowledgeable and honest political leaders at different levels of leaders. So that, in political services marketing organizations, at every level, political leader should be trained up in Political Services Marketing.
12. The political party who has formed the government should treat all the government agencies from the ministry to union parishad as the political services marketing channel structure. District Commissioner Office, Upazilla parishad office and union parishad office are comparable as the government partners of political services marketing. After winning the voter market, government should use these channels properly to distribute the promised political service declared before the election.
13. Government should arrange short training course on “Political Services Marketing” for all government service holders and elected public representatives at all levels of political service distributing channels like

Secretaries, District Commissioners, Upazilla Nirbahi Officers, Upazilla Chairman, Union Parishad Chairman and their subordinates and related other officers.

14. Any voter may change his or her mandate for any candidate of any political party or political party alliance. When a voter will be dissatisfied on his chosen candidate of a political party for political services marketing, he or she can withdraw the support for the next election. Each political party should welcome any switching activist, leader or supporters. Because, he or she has the right to change his or her opinion and choose the right candidate or political organization as a customer does in the purchase of commercial products and services.
15. The television center of national parliament will allow to communicate the performing activities at past of all political parties. All will get the same time to disseminate their developing activities with evidence and comparable statistics of the oppositions. The overall communicating activities must will under the ministry of information to ensure the validity and reliability about their campaigned information.
16. A voter care desk should be established at every service providing stations like union parishad office, all offices at upazilla, all offices at Zilla Parishad, all ministries and government agencies to record the voters complains and suggestions. These findings will help to match the service offerings according to the voters' discretion and help in making short-term and long-term decisions. The people those who are involved in delivering services at different levels of distributing channels, they should acquire knowledge about the qualities of salesmanship to best serve the voter market and keep the voter market share.

## CONCLUSION

This study has identified that all political organizations are trying to provide services for the nation in a country as Non-profit organizations. These political organization's efforts are to win the voter market like other non-profit and profitable marketing process. According to some political leaders and some regarded marketing experts, every political organization or alliance compete to achieve the government power to solve the national problems through analyzing, creating, communicating and delivering different kinds of services in a competitive political market. All these activities are comparable with non-profit marketing. In turn, based on these research findings these activities are called Political Services Marketing. The ultimate objective of every organization is to persuade and convince the voters in favor of the organization or alliance. But at present, all political organizations are trying to win the voter market by using some socially unacceptable efforts like hortal, picketing, propaganda, misguiding

through wrong information, killing the opposition, terrorist activities, showdown etc. Instead of these activities, they can acquire knowledge about political services marketing under non-profit marketing techniques and keep into practice to win voter market in a peaceful competitive political environment. When the political leaders at all level will come under the new concept of political services marketing, there will remain a peaceful political marketing environment. Thus it will be easier to build a peaceful political environment. Including government, all political organizations and government agencies should follow the new concept of political services marketing for the greater interest of the nation to make this country wealthy, healthy and prosperous Bangladesh. This new concept- political services marketing may be applicable for all the countries of the world for keeping world peace. Because marketing means the problem solving activities and problem free world would be peaceful world.

## REFERENCES

- Andreasen, A. R. (2001). *“Intersector Transfer of Marketing Knowledge”*, Handbook of Marketing and Society. Ed. Paul N. Boom and Gregory T. Gundlach. Thousand Oaks, CA: Sage Publications, pp.80-104.
- Berelson, B., Sfeld, L. and MePhee, (1954). *“Voting” A study of opinion forming in a Presidential election Chicago*”, University of Chicago Press. Midway- Reprint. p.416.
- Bhattacharjee, H. and Chowdhury, A. I. (1988). *“Marketing of Political Ideologies of Different Political Parties in Bangladesh”*, Bureau of Economic Research, University of Dhaka, Bangladesh.
- Boulding, K. E. (1970). *“A primer on social dynamics”: History as dialectics and development”*, New York: Free Press, p.153.
- Cambell, A., Converse, P., Miller, W. and Stocks, D. (1956). *“American National Election Studies”* The University of Michigan, ICPSR Archive No. 7252, SRC study S449.
- Cambell, A., Converse, P., Miller, W. and Stokes. D. (1966). *“Elections and the Political Order”*, New York. John Wiley and Sons. Inc.
- Crawford, C. M. (1970). *“Attitudes of Marketing Executives toward Ethics in Marketing Research”*, *Journal of Marketing*, (April), pp.46-52.
- Daniel, J. S. (1972). *“Marketing: Management Technology or Social Process?”* *Journal of Marketing*, October, pp.3-10.
- Dudu, S. (2013). Discussion with Mr. Samsuzaman Dudu, A Leader of BNP, Advisor of the Leader of the Bangladesh Nationalist Party.
- Inu, H. H. (2013). Discussion with Mr. Hasanul Haq Inu MP, H E Minster, Ministry of Information, Government of the People’s Republic of Bangladesh and President and Leader of the Jatio Samajtantric Dal.
- Kotler, P. and Levy, S. J. (1969). *“Broadening the Concept of Marketing”* *Journal of Marketing*. January, pp.10-12.

- Kotler, P. and Roberto, E. L. (1989). *"Social Marketing: Strategies for Changing Public Behavior"*, The Free Press, New York.
- Kotler, P. (1973). "The Major Tasks of Marketing Management," *Journal of Marketing*, October, pp.74-80.
- Kotler, P. (1982). *"Marketing for Non-profit Organizations"*, 2<sup>nd</sup> edition, Prentice hall, Inc, Englewood cliffs, New Jersey.
- Kotler, P. and Zaltman, G. (1971). "Social Marketing: An Approach to planned Social Change," *Journal of Marketing*, July, pp.3-12.
- Kotler, P., Jatusripitak, S., and Maesincee, S.t (1997). *"The Marketing of Nations: A Strategic Approach to building National Wealth"*, The Free Press, New York.
- Laing, A. (2003). "Marketing in the Public Sector: Open University Business School, U.K. Towards a typology of public service", Vol. 3, No. 4, pp.427-445.
- Lane, R. (1965). *"Political Life: Why and How People get involved in Politics."* New York. The Free Press, p.6.
- Levy, S. and Kotler, P. (1969). "Broadening the Concept of Marketing." *Journal of Marketing*.
- Lovelock and Weinberg, (1978) "Public and Nonprofit Marketing Comes of Age", American Marketing Association, Chicago: pp.416-20.
- Lovelock C. H. and Weinberg, C. B. (1977). *"Cases in Public and Nonprofit Marketing"*, Palo Alto, Calif.: Scientific Press, pp.19-30.
- McGinnies, J. (1968). *"The Selling of the President"*, New York Pocket Books, *"The impact of television on Presidential Election"* New York Trident Press.
- Merton, R. (1997). *"Social Theory and Structure"*, New York. The Free Press. pp.5-6.
- Niffenegger, P. B. (1988). "Strategies for Success from the Political Marketing" *Journal of Service Marketing*, Vol. 2 Issue 3, pp.15-21.
- Rasshid, K. F. (2013). Discussion with Kazi Firoz Rashid, Former Minister and MP, Advocate, Bangladesh Supreme Court, Presidium Member, Jatio Party.
- Rizvi, R. K. (2013). Discussion with Mr. Ruhul Kabir Rizvi, Joint Secretary General, Bangladesh Nationalist Party (BNP).
- Sayeed, A. (2013). Discussion with Professor Dr. Abu Sayeed, Former Minister, a Leader of Bangladesh Awami League.
- Shama, A. (1975). "An Analysis of Political Marketing", in SV - Broadening the Concept of Consumer Behavior, eds. Gerald Zaltman and Brian Sternthal, Cincinnati, OH: Association for Consumer Research, pp.106-116.
- Shama, A. (1975). "Applications of Marketing Concepts to Candidate Marketing", in NA - Advances in Consumer Research Volume 02, eds. Mary Jane Schlinger, Ann Arbor, MI: Association for Consumer Research, pp.793-802.
- Shapiro, B. (1973). "Marketing for Nonprofit Organizations", *Harvard Business Review*, September-October, pp.223-232.