POLITICAL SERVICES MARKETING FOR PEACEFUL WORLD

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PURPOSE

THE aim of this research is to find the scope of using non-profit marketing tools and techniques in politics to win maximum voter- market share peacefully for power as it is found in industry competition for becoming a market leader. This peacefully power transfer will enable the winning political organization to facilitate all individual marketers, commercial, and social organizational marketers by using government structure in identifying social problems for creating, pricing, communicating and delivering solutions to ensure the desired states of people's mind and society for problem free peaceful nation and peaceful world in turn.

Design/Methodology/Approach: *This study is a descriptive research under conclusive research. Separate linear regression analyses have been conducted on the two sets of survey data from the respective samples to fit two different conceptual models of political services marketing for a peaceful world and marketing tools for a peaceful democracy.*

Findings : *Two conceptual models have been found fit by regression analyses. In study-1, there is a significant impact of using marketing philosophy in politics on peaceful democracy. In study-2, there is a significant impact of political services marketing on individual, commercial and social marketing for a peaceful world. The attitudes and perceptions of the citizens in the context of study 1 are largely positive in using the political product and its marketing communication for peaceful democracy.*

Research Limitations/Implication: *It was not possible to include foreign executive voters in the selected samples from multiple countries but respondents of similiar standing were included in both the studies. Therefore the suggestions based on the inferential findings may be applicable for a political reformation in order to create a peaceful political completion in a democracy to facilitate the individuals' and groups' marketing.*

Practical Implications: *All political organizations should adopt marketing policies and strategies to design their political products and marketing programs to take the competitive advantage in order to win power without conflict much like an industry competition taking institutional approach as model.*

Originality/Value: *This research is much an innovative concept for creating a peaceful democratic competition among political rivals for political reformation instead of age old traditional political practices.*

Key Words: *Marketing- tools, Voter-market, Political-reformation , Censor-Board, Cross-functional-Marketing, Sustainable development, Standard of living, Peaceful-world.*

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Introduction

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, Approved July, 2013). Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offerings, and freely exchanging products and services of value with others (Kotler, 2003). According to these cited definitions of marketing, various social and commercial institutions or organizations and individuals are marketing globally by offering and exchanging social values. In this context, ruling political organizations are competing with a set of competitors for creating, communicating, delivering, and exchanging offering values for the voters against the revenue and donation to achieve a peaceful society. On the other hand, (Galtung, 1964), a founder of peace studies and peace research, has proposed the important distinction between "Positive" and "Negative" peace. "Positive" peace denotes the simultaneous presence of many desirable states of mind and society, such as harmony, justice, equity, and so on. "Negative" peace has historically denoted the "absence of war" and other forms of large-scale violent human conflict. A peaceful world significantly depends on the nature of political movements, behaviors, philosophies and ideologies of the political organizations employed to win power through a political process and facilitating the social, commercial organizations and individual marketing performance in identifying problems and offering problem solving products in the society by the ruling political organization or alliances worldwide. In fact, quite often the traditional and age-old forces result in creating a political philosophy and process of transfer of power that have led civil wars and wars in the world political environment. This is the most important cause of anti-peaceful world. Therefore, lack of political stability in many countries, the ruling political organization or strategic alliances cannot facilitate all social, commercial organizations and individuals properly in identifying problems and offering problem solving tangible and intangible products and programs to encourage a desirable state of mind in the people and raise the happiness and standard of living in society (positive peace). Holistic marketing philosophy in world politics can ensure peaceful power transfer and political stability (negative peace) to facilitate the cross-functional marketing activities of all social, commercial organizations and individuals who are the major actors in society for standard of living and happiness in a State as well as the world. Marketing philosophy is no more limited to commercial organizations. It is now gradually diversified to all social organizations. Social organizations comprise the ruling and opposition political organizations, local government and all government agencies under all ministries, educational and religious institutes, NGOs, citizen action groups, United Nations (UNs), National Human Right Commission and any other non-profit organizations in society. According to the article "Broadening the Marketing Concept" by (Kotler and Levy, 1969) 10 entities are being marketed. They are goods, services, person, organization, information, idea, experience, property, place and event. All the entities have specific emotional and functional benefits. Therefore, all these are products and an organization is marketing itself here. Hence, any type of organization has a product and a target group of people where it provides problem solving services continuously to keep the society problem free and build a peaceful world. In this context, every political organization just like a social organization, has a target group or market (voter-market or ID holder and potential ID holder of a country) and political product (basic principles, past performance & brand image, and election manifesto/ potential product). All political organizations try to promote this political product to attract voter-market in exchange of their support or vote to win power and draft a contract with the voters through ballot to facilitate all social, commercial organizations and individuals by providing superior public services against revenue and donation. Now this service is called public service, but there is no justification for calling it so because it is generated through a political process. So, services generated through a political process may be termed as political services to differentiate the given services from those of competition to take competitive advantage as a marketing strategy in the next election in strengthening and redesigning the political product offering. Basically, what they are performing are all marketing activities but they have no formal knowledge in marketing in identifying the basic problems of the voter market, designing attractive and competitive political product and programs, pricing (any type of cost) and communication with the voter market and deliver it effectively and efficiently. As a result, the political organizations in many countries are in conflict to win power and

the ruling political organizations are interrupted in delivering political services for socio-economic development goals by using the public and private level of social and commercial organizations and individuals in a country as well as the world to contribute to building a peaceful world. They should follow how the competitors in an industry or non-profit social organizations are competing to win the maximum market share to be a market leader in a quiet peaceful environment by using marketing philosophy, policies and strategies. Winning maximum market share and winning maximum voter-market to become a ruling political organization to arrive at a government platform to serve the society are quite similar. Therefore, an institutional approach of the registered political organizations in a country and practicing marketing policies and strategies to win power can reduce the probability of a civil war as compared to the traditional forces and create political practices to continue facilitating the socio-economic actors in building a peaceful world. In fact, achievements created by force are not sustainable in traditional politics but marketing can change the voter markets' beliefs, attitudes and perceptions for behavioral changes in the society for peace for example, in Syria, there is a war to achieve the goal 'Islamic State' by force through terrorism. In this context, marketing philosophy can help them in achieving the goal by using salesmanship. Instead of taking up arms, the offers can be presented personally through door to door marketing in order to convince the voter market to bring about a change in the current beliefs and attitudes. Similarly, a secularist ideology can be established by using personal communication and effective marketing communication because it can bring about the social change for peace. This achievement would be sustainable and peaceful. On the other hand, instead of ideologies, a healthy competition based on the quality of services among the political organizations can create a peaceful environment for power. The core concept of marketing is voluntary exchange. The market in turn enjoys freedom in exchange of the offerings without directly criticizing the competitors' offerings to maintain a peaceful competition under a censor board and regulatory body. Similarly, a special commission or a wing under election commission can control the marketing communication in creating a peaceful competition to avoid civil war. This commission can introduce a hard and fast rule for all the political organizations to offer their political products using media as the marketing communication of the commercial organization. Every political organization should establish a formal office and branches throughout the country by appointing full-time employees to identify local problems and re-design the political products and appoint socially accepted political candidates to create emotional value and measure the level of satisfaction. While doing so, marketing policies and strategies need to be re-designated to win the subsequent elections. At present the dependability of leaders generated through local proceedings are sometimes out of central control which causes conflicts and injustice. The attempt of this study is to identify a new way of political reformation to create a peaceful political environment in politically conflicted countries by adopting marketing practice as it is found in industry competition to facilitate all socio-economic actors in building a peaceful country as well as the world.

Literature Review

Political organizations are actually non-profit marketing social organizations. Services are the main offerings of a non-profit organization which benefits the market or target group not the marketer directly. A large number of related studies have been conducted in the context 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 & Levy, 1969) "Broadening the Concept of Marketing" Journal of Marketing, proposed that marketing's methods can and should be "broadened" to more than just commercial enterprises. Forty years later, this vision has been realized. Except commercial profit making organizations, the rest of two organizations are marketing services as social organizations. In this article, the authors said that every organization actively works to build a strong favorable image in the minds of the public. The republican political party (USA) has invested considerable thought and resources in developing a modern look. Hence, (Kotler & Sidney, 1989**)** have included political organizations in their "Broadening the Concept of Marketing". However, they did not consider the fact that a ruling political party or alliance is providing services by using government agencies to commercial organizations, non-profit social organizations and individuals to ensure a certain level of happiness and standard of living in a nation. The services generated through

political processes may be termed as political services. They did not mention the relationship between the level of peace in a country and the level of political services to the society (Kotler & Zaltman, 1971). The authors of this article 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. The objective of World Marketing Summit (2012) at Bangabandhu International Conference Centre, Dhaka proposed by the world famous marketing expert Prof. Philip Kotler and the Government of Bangladesh, was to achieve ways of developing marketing practices that are in tune with global changes whereby an organization grows while helping society as a whole. According to Bhattacharjee & 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 that are diffused across the masses. This enables the party policy planners in assessing the peoples' attitudes and reaction to their ideas and programs. Different media are used in communicating the ideologies and programs of the political parties to the public. Shama (1975) defines political marketing as 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. The concept of marketing has conventionally been viewed by public service professionals as inappropriate in context of organizations concerned with the delivery of public good services. However, the adoption of private sector-based approaches for 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 (Laing, 2003). The efforts of successive governments in the United Kingdom, both conservative and labor, to introduce the management practices and culture inspired from the public sector into key areas of public sector service provision have been central to the renewed public sector interest in marketing, in that marketing has been seen as providing some of the critical tools required by managers and professionals operation in such new environments (Pollitt, 1993), (Kearsey & Varey, 1998). This statement shows the close relationship between the activities of public service provider or political services provider and private services providers. At the core of this evolving new management ethos in the public sectors 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 (Laing & Hogg, 2002**)**. According to Walsh, (1994) Politics is irredeemably a moral undertaking and what is effecting comes second to what is right or good for the social community. The author says that here the politics is a moral undertaking of the nation and comprises of doing the right things for the social communities. Lovelock

& Weinberg (1990) said that 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. 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 same. Using candidates' marketing strategies and tactics, trail-and-error adjustments to marketing strategy are made at an accelerated pace in political campaigns (Niffenegger, 1988). Kotler & Levy (1969) 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 (1969) revealed to the world many of the marketing methods being used in electoral politics in the television age. His second chapter 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. "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" (Lovelock & Wirtz, 2004). According to Kotler, (1975) "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. (Gilboa, 2009) Evolutions in communication technologies have significantly altered the conduct of conflict, warfare and conflict resolution. Evolutions in communication technologies have changed the meaning of power in international political process and the strategies. The author of this article states that developing communication technologies in the new economy has changed the meaning of power. Communication is a major part of marketing in convincing the target groups by highlighting the benefits of the all offerings at all organizational level. Satellite television, FM radio, mobile, e-mail, Internet, digital print of banner, festoon are the major technologies of marketing communication. In this connection, State can practice marketing at all government agencies in providing proposed political services to the domestic and international market for convincing the voters as well as the international agencies affecting the political status of a country. (Andaleeb, 2012) In particular, given the present state of the world today, mired in economic stagnation, joblessness, government debt burdens, income disparities, health burdens, environmental degradation and a plethora of attendant woes, new ideas must emerge to address the travails of the times. Marketing is well-positioned to make these contributions. In fact, marketing has been evolving since its early days, changing with and changing the world around it: from the functionalist paradigm to the marketing management paradigm, thereafter setting into the exchange paradigm and the network paradigm. Marketing has even embraced the idea of social marketing. (Kotler, 2012) "The theme of World Marketing Summit is clearly stated how marketing can create a better world through marketing. Its objective is to bring together global leaders in marketing and branding to discuss how marketing philosophies, ethos and insight can work to find innovative solutions to some of the challenges of the world" In this international summit, Kotler emphasized on creating new ideas for solving problems in the world by using marketing philosophy. Political Science is deeply related to all other social sciences, because knowledge that is gained about any phase of human behavior and attitudes about the institutions that men build, or the ideas to which they respond in the mass, cannot fail to be of use in similar fields of inquiry. In this context, like other disciplines, Political Services Marketing as a Non-profit marketing is a new social science because, most of the political organizations and institutions offer tangible and intangible services for socio-economic benefits of the world not for the benefit of a marketer. (Kapur, 1996) In social life man is selfish and quarrelsome too. This aspect of man and the instinct of living together and cooperating with one another require adjustment of behavior according to some accepted rules. The first and the most important rule of social conduct is realization of this fact is a way of regulating human conduct. But all conduct in society must conform to certain set rules of common behavior. The rules governing a society may be few or many. State is a union of families and villages having for its end a perfect and self-sufficing life, by which we mean a happy and honorable life. According to some scholars, this definition is so comprehensive that it can hardly be improved upon Aristotle (1280 B30 – 1281 A2). This definition communicates the primary objectives of the state however we must study some more definitions of the State. Holland, State is a politically organized people of a definite territory. Wilson (1889) defines State is a People organized for law within a definite territory. Though these two definitions are short, they are inadequate also. Hence we must look at some more definitions. As a concept of Political Science, the State is a community of persons more or less numerous, permanently occupying a definite portion of territory, independent or nearly so, of external control and possessing an organized government to which the great body of inhabitants render habitual obedience (Garner, 1928). 'The State is a territorial society divided into government and subjects claiming within its allotted physical area, a supremacy over all other institutions. If we analyze the two definitions, we can identify four elements which are essential to make a State. These are (i) Population (ii) territory (iii) government (iv) Sovereignty (Laski, 1935).

The proposed Political Services Marketing philosophy and model in relation with the State concept states that the State is a territory where people are living under a constitution. Here, territory is a marketplace, and the population is a domestic market because they have numerous needs and wants

and the constitution is the policies, rules, and regulations by which all individuals and groups or organizations are offering numerous products or services (any offering of benefits/value) to ensure certain standard of life or happiness of the population. Marketing system as a societal process is working in a territory to identify the needs and wants of the population to offer products (with any perceived benefits/value of tangible or intangible nature) under the rules and regulations of the State to ensure a peaceful nation. (Kapur, 1996) All States are alike in their nature and all combine the same essential elements – population, territory, organization and unity or sovereignty. The difference in population and territory do not make any difference in their status of State hood. In this section of political science, the population is the main actor of marketing because; all types or markets and its segments are hidden here. The territory of a country is a domestic marketplace or national market for all political organizations and institutions. Ahmed (2014) discussed about the role of middle class people amongst different political parties in the world especially in India, the largest democracy in the world.

Research Gap and Conceptual Model

It is clear from the earlier sections of literature reviews that numerous and varied research have been conducted in the field of political services marketing. 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 peaceful democracy for political reformation as the new solution of present political problems. As has been mentioned and quoted in the literature review, Abraham Shama mentions in the definition of Political Marketing, that a political candidate is marketing himself. The author has emphasized on the political candidate and the organizational ideologies. But nowadays, political organizations are identifying the voters' needs and wants on a priority basis and on satisfying these needs and wants by creating, delivering, pricing (monetary cost, time cost, energy cost, and psychological cost) and communicating values that are superior to their political competitors in the country. From this viewpoint, 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 the election which was not so in the traditional methods. The concept may be explained in the Figure No. 1.

The review also found that the television and other marketing communicating tools can play an important role as compared to the traditional practices like hotel, showdown, blocking roads, rail, firing vehicles, bomb blasting, assassinating members of the opposition etc. to create a peaceful political competitive environment in a democratic country. The discussion about the aforementioned three definitions in the literature review indicates a new definition of Political Services Marketing. "Political Services Marketing is the political and societal process to win power by communicating political product (basic principles, past performance, and election manifesto of a political organization) in a democratic competition to arrive at the government platform to plan and execute carefully formulated programs according to the election manifesto, designed to facilitate the social, commercial organizations and individuals marketing to satisfy the voter-market through creating, delivering, pricing (monetory cost, time cost, energy cost, and psychological cost) and communicating superior services which directly or indirectly benefit the nation in building and maintaining the relationship with the voter market to win power in the subsequent elections." Political Services Marketing benefits the actors of socio -economic development and voter market not the political marketers directly. Therefore, in marketing literature, every product or service is a problem-solving package. Hence, problem free peaceful society depends on holistic or cross-functional marketing activities. In this context, from the reviewed studies and textbooks, none of the studies state that a political organization is trying to win the voter market to serve the nation through a political process. Not much work has been done globally on how marketing practice could be the substitute for the traditional political practices for a peaceful world. Here is a scope of research on Political Services Marketing for Peaceful World. On the basis of introduction and literature review, the political services marketing for peaceful world concept can be explained in the conceptual Figure No. 2.
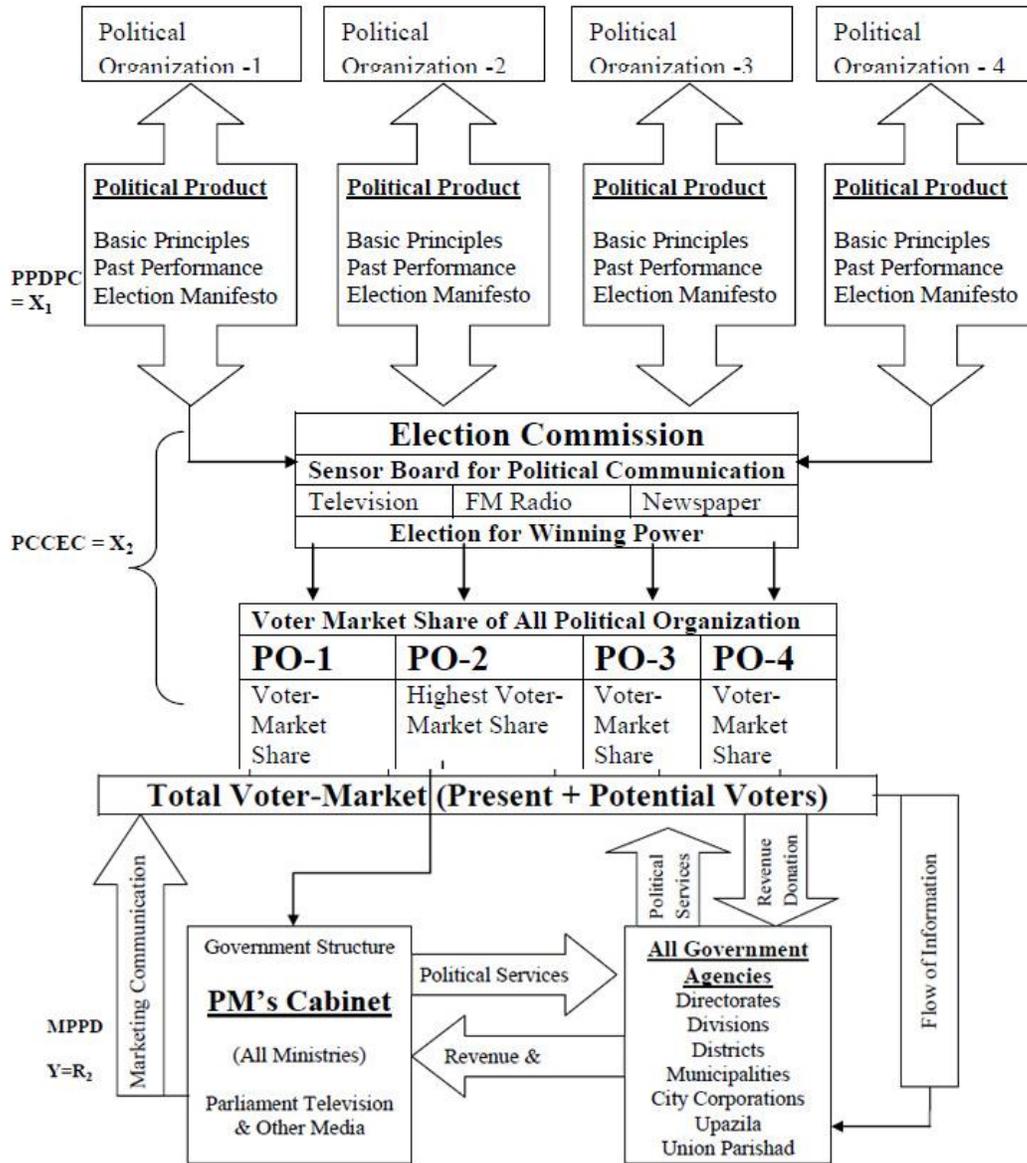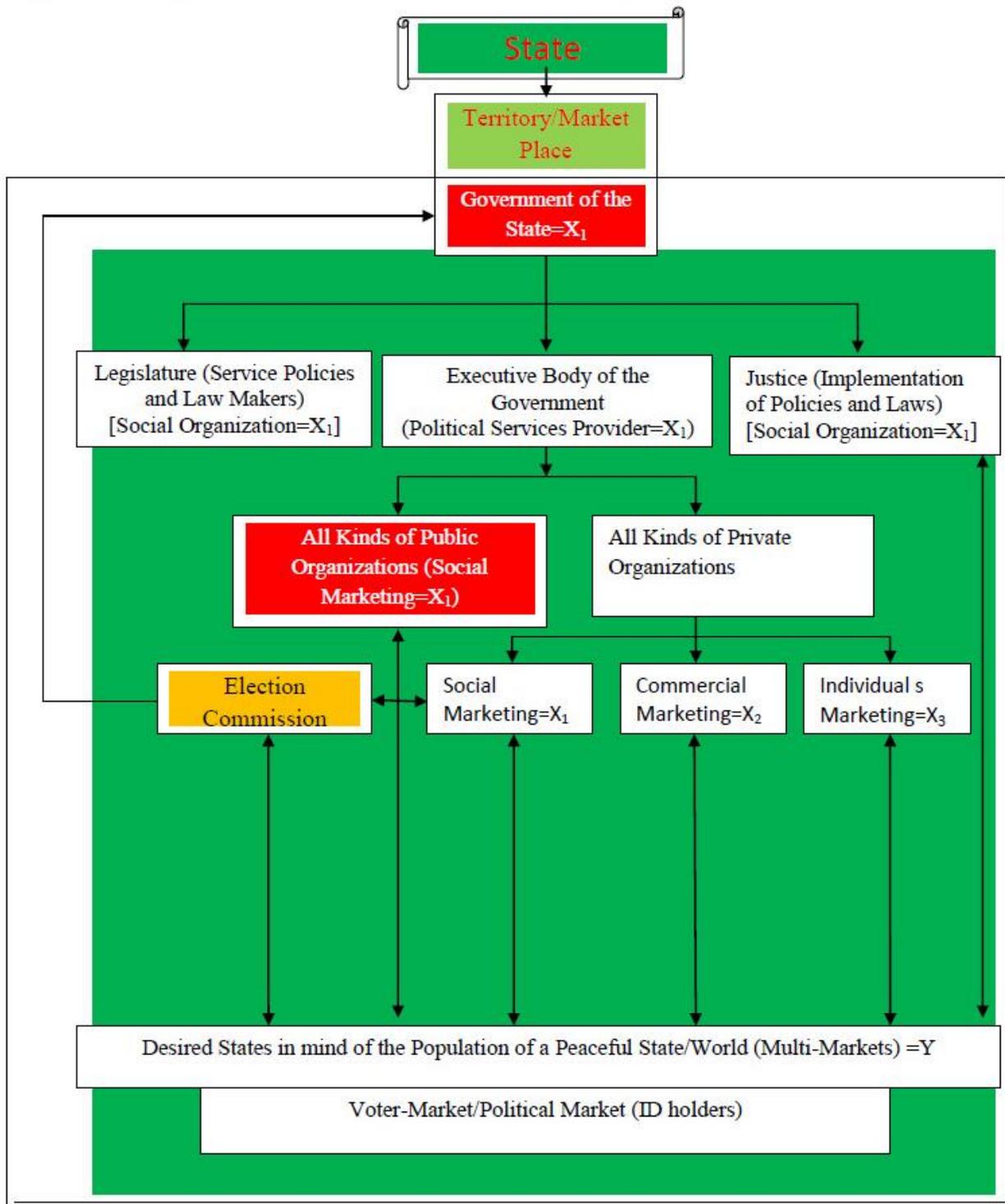
Figure No. 1: Conceptual Model of Political Services Marketing

Methodology of the Research

(a) Problem Identification: Forced creation of political movement and ideological differences in political competition for power transfer to serving the nation by using government platform is the central issue of civil war like Bangladesh, India, Pakistan, Myanmar, Afghanistan etc. that sometimes turned into wars like Syria and interrupted the marketing activities of all social, commercial and individuals in society for peace in traditional politics. But adopting marketing policies and strategies in politics, organization and individuals in society can ensure superior political product based competition for peaceful democracy as it is found in industrial peaceful competition. Thus, cross-functional marketing practice of groups and individuals can build a peaceful world.

(b) Nature of the Research: This is a conclusive research; descriptive research design has been used

Figure No. 2: Conceptual Model of Political Services Marketing for Building Peaceful World

to test the two hypotheses. Two surveys have been conducted on the representatives from the first category executives of social, commercial organizations of Bangladesh as the part of world population and the marketing professionals.

(c) Research Questions: There were two major questions in this research. The first question was how using political product [Figure No. 1] and political communication, under strong control of Election Commission, as it is found in industry competition, can ensure a peaceful democracy in identifying and solving social problems towards building a peaceful society. The second question was how Political Services Marketing can facilitate social, commercial organizations and individuals marketing activities in building a peaceful State and thus all States of the world together can build a peaceful world through cross-marketing functional activities as holistic marketing approach [Figure No. 2].

(d) Questionnaire Development: Two sets of questionnaires were used to collect quantitative survey data to support the two separate proposed models fitness. The questionnaires have been used to prove the hypotheses.

(e) Hypothesis development:

1. Ho1: There is no significant impact of using marketing philosophy in politics for peaceful democratic competition. [Rejected]

    Ha1: There is a significant impact of marketing philosophy in politics for peaceful democratic competition. [Accepted]

2. Ho1: There is no significant impact of political services marketing on social, commercial organizations and individuals marketing in building a peaceful world. [Rejected]

    Ha1: There is a significant impact of political services marketing on social, commercial organizations and individuals marketing in building a peaceful world. [Accepted]

(f) Population, Sample Frame, Sampling Technique, Sample Size: In Study No.1, a sample size of 300 has been selected from the marketing professionals by using justified method under non-random technique to identify how the marketing philosophy is fit in peaceful democratic competition as industry competition. In Study No. 2, the population is the first class citizens of the world, who are working in political services providing government organization, social and commercial organizations and individuals. This sample has been chosen by using quota method under non-random technique. A sample size of 400 (four hundred) from four categories of first class officers like; 100 from political services providing public organizations, 100 from the social organization, 100 from commercial organizations and 100 from individual marketers has been selected.

(g) Types of Data Used and Sources of Data: Quantitative data has been collected from both public and private level of the social, commercial organizations and political services delivering public organizations.

(h) Questionnaire Development and Data Collection: The author developed the non-disguised structured questionnaires for collecting **peace-score** and finalized it after conducting a pilot survey on the post-graduate students of Bangladesh Institute of Management, Dhaka, mostly marketing and management professionals from both public and private levels of different social, commercial and governmental organizations of Bangladesh. Data has been collected by face to face personal survey of PGD professionals and trainees of Local Government of Bangladesh at BIM, Dhaka.

(i) Data Analysis Technique and Statistical Tools Used: Different statistical tools have been used to analyze the data by using SPSS software like frequency distribution, percentage method, and multiple regressions, to test the hypothesis no.1 and 2.

(j) Limitations: It was not possible to include foreign professionals in the selected samples from multiple countries but respondents of similar standing are included in both the studies.

Main Objective of the Study

The main objective of this research is to encourage all the political organizations of the world to use marketing philosophy and strategies as a new social science in democratic competition to create a peaceful war free world where all the socio-economic and individual actors can improve their performance enjoying the uninterrupted government supports or political services to ensure the happiness and a certain standard of living of the people and a war-free country in building a peaceful world.

Specific Objectives of the Study

1. To examine the impact of Political Services Marketing concept in politics to create a civil and battle war-free power transformation where the socio-economic actors can improve their performance in building a peaceful world.

2. To identify the impact of using political product strategy, its delivery as election commitments in politics and marketing communication through mass media under a censor board set by Election Commission for peaceful democratic competition to win power to serve the voter market as a new way of traditional force creating politics for political reformation.

3. To measure the impact of political services given by government agencies under a ruling political organization at all levels of organizations and individuals marketing in identifying and offering problem solutions in building a peaceful State.

4. To examine the impact of the cross-functional marketing practice of all public and private levels of social, commercial organizations and individuals to encourage the global community to build a war-free peaceful world.

Findings of the Research (Quantitative Analysis):
Study no. 1

In the first study, the respondents are asked to measure their attitudes on the definition of political product and using it in political communication to win power peacefully to serve the nation. They unaninously accepted political product as an interesting tool in politics. Out of 400 hundred respondents, 49% completely agreed, 41% somewhat agreed, 4% was indifferent, 1.7% somewhat disagreed and 3% disagreed. It is observed that the attitudes on using the political product in politics were positive in majority. **(Table No. 9)**

Table No. 1: Variables Entered

Model	Variables Entered	Method
1	X2: Impact of all Political Communication under the Censor Board of Election Commission through Electronic and Print Media instead of Traditional Political Communication.= (PCCEC)	
	X1: Impacts of using Political Product and its delivery **(Basic Principles + Past Performance + Election Manifesto)** in Peaceful Democratic Competition. ₆ = (PPDPC)	Enter

Model: A regression model was been developed for the purpose of this study. A total of two independent variables were included in the unrestricted model and finally, using the stepwise regression method, two independent variables were found to be significant in the restricted model.

The restricted Model is as follows:

$Y_{MPPD} = a + b_1 \, PPDPC + b_2 \, PCCEC \ldots\ldots\ldots\ldots u_i$

Here,

Y = Dependent Variable: Marketing Philosophy for Peaceful Democracy (MPPD)

X_1 = Political Product and its Delivery for Peaceful Competition (PPDPC)

X_2 = Political Communication under the Censor of Election Commission (PCCEC)

Table No. 2: Model Summary

			Model Summary	
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.637$_a$	0.405	0.401	13.54584

a. Predictors: (Constant),

X2: Impact of all Marketing Communication under the Censor Board of Election Commission through Electronic and Print Media like Marketing Communication, = (PCCEC)

X1: Impacts of using Political Product and its Delivery (Basic Principles + Past Performance + Election Manifesto) for Peaceful Democratic Competition. = (PPDPC)

As per the above model summary we see that the relationship between Dependent and Independent variables is strong (R=0.63).

The table above shows that dependent variable is 54 percent influenced by the independent variables that are included in the model, (Adjusted R Square = 0.40).

Table No. 3: ANOVA

ANOVA$_a$						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	37169.747	2	18584.874	101.286	0.000$_b$
	Residual	54496.450	297	183.496		
	Total	91666.197	299			

a. Dependent Variable: Y : Using **Marketing Philosophy** for Peaceful Democracy in creating, pricing, communicating and delivering superior services against revenue and donation from the voter market by using government structure. = (MPPD)

b. Predictors: (Constant),

X2: Impact of all **Political Communication** under the Censor Board of Election Commission through Electronic and Print Media like Marketing Communication., = (PCCEC)

X1: Impacts of using **Political Product** and its Delivery (Basic Principles + Past Performance + Election Manifesto) for Peaceful Democratic Competition.= (PPDPC)

The ANOVA procedure tests the null hypothesis that all the β (regression coefficient) -values are zero against the alternative that at least one (regression coefficient) is not zero. That is,

H$_0$: $\beta_1 = \beta_2$=.....= β_k = 0

H$_a$: At least one β is not zero.

In the above ANOVA table it can be seen that the null hypothesis is rejected (Since the Calculated value of F > Table value of F). In this case, we can conclude that the equation is statistically significant.

Table No. 4: Coefficients

Coefficients a					
Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.859	3.799		4.438	0.000
	X1: Impacts of using Political Product and its delivery (basic principles+Past Performance + Election Manifesto) in Peaceful Democratic Competition.	0.386	0.049	0.403	7.926	0.000
	X2: Impact of all Political Communication under the Censor Board of Election Commission through Electronic and Print Media instead of Traditional Political Communication.	0.380	0.057	0.338	6.660	0.000
a. Dependent Variable: Y: Using Marketing Philosophy for Peaceful Democracy in creating, pricing, communicating and delivering superior services against revenue and donation from the voter market by using government structure.						

$\beta_1 = 0.386$, i.e., 100% change in the political product using in politics leads to 39% change in a dependable variable.

$\beta_2 = 0.380$, i.e., 100% change in censored Political Communication leads to 38% change in dependable variable.

Study No. 2

In question no. 1, the respondents are asked to cite the acceptability of the conceptual definition of the political services marketing in building a peaceful world. They responded in a positive way. Out of 400 hundred respondents, 53.3 % fully agreed and 38% somewhat agreed. It is observed that 91.3% positively accepted the given definition. 4.3% respondents were indifferent, 3.5% somewhat disagreed and 1% fully disagreed. It is found that only 4.5% negatively accepted the definition. Therefore, it is inferred from the positive attitudes that the definition is well accepted. (Table No. 10)

In question no.2, the sample respondents are asked whether the public services can be renamed as political services in support of using non-profit marketing philosophy in politics. 52.5 % respondent fully agreed, 35.8% somewhat agreed and 6.5% were indifferent. On the other hand, 4.3% somewhat disagreed and 1% fully disagreed. It is observed that only 5.3% responded negatively. Therefore, it can be concluded that public services may be renamed as political services. (Table No. 11)

In question no. 3, respondents are asked to measure their attitudes on how Political Services Marketing concept is a cross-functional marketing activities as the blending of social, commercial organizations and individuals performance in building a peaceful world. 62.8% respondents fully agreed, 29.8% somewhat agreed and 3.8% were indifferent. On the other hand, 3.0% somewhat disagreed and 0.8% fully disagreed. It is observed that 92.5% respondents responded positively and only 3.8% responded negatively. Therefore, it may be concluded that there is a strong impact of Political Services Marketing concept in building a peaceful world by using the performance of social, commercial organizations and individuals (Table No. 12).
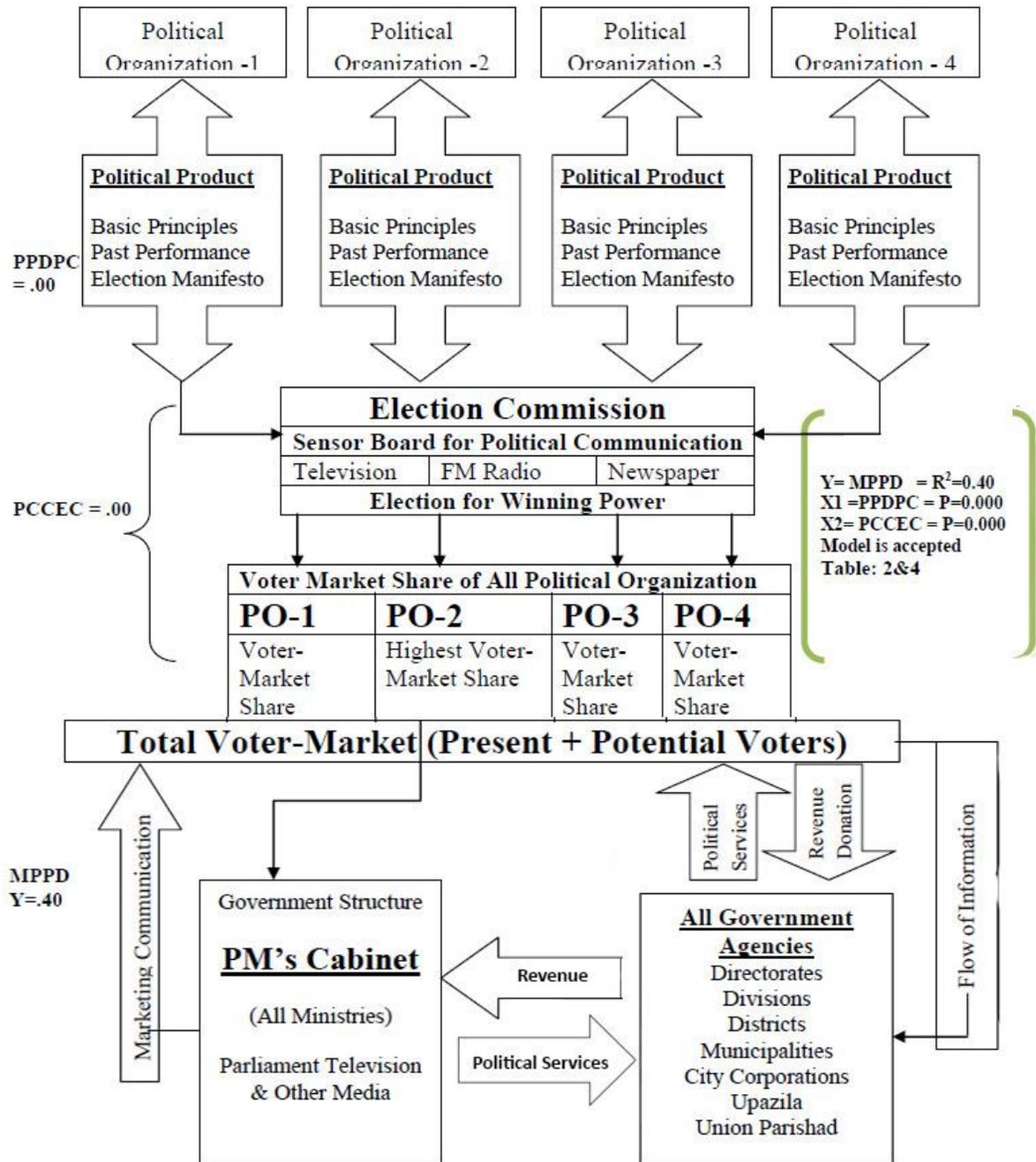
Figure No. 3: Restricted Model of Political Services Marketing

The proposed unrestricted model of the research is; **Y = f (**X_1, X_2 X_3 **)**

Y = Dependent Variable: Political Services Marketing in Building Peaceful State (PSMBP)

X_1 = Impact Factors of Social Organizations' Marketing in Building Peaceful World (SOMBP)

X_2 = Impact Factors of Commercial Organizations' Marketing in Building Peaceful World (COMBP)

X_3 = Impact Factors of Individual Marketing in Building Peaceful World (IMBPW)

Table No. 5: Variables Entered

Model	Variables Entered	Method
1	X1: Impact Factors of Social Organizations' Marketing in Building Peaceful World, X2: Impact Factors of Commercial Organizations' Marketing in Building Peaceful World b X3: Impact Factors of Individual Marketing in Building Peaceful World,	Enter

Model: A regression model was developed for the purpose of this study. A total of 3 independent variables were included in the unrestricted model and finally, using the stepwise regression method, 3 independent variables were found to be significant in the restricted model.

The restricted Model is as follows:

$Y_{PSMBP} = a + b_1 SOMBP + b_2 COMBP + b_3 IMBPW.................u_i$

Here,

Y = Dependent Variable: Political Services Marketing in Building Peaceful World (PSMBP)

X_1 = Impact Factors of Social Organizations' Marketing in Building Peaceful World (SOMBP)

X_2 = Impact Factors of Commercial Organizations' Marketing in Building Peaceful World (COMBP)

X_3 = Impact Factors of Individual Marketing in Building Peaceful World (IMBPW)

Table No. 6: Model Summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.692a	0.479	0.475	10.43717
a. Predictors: (Constant), X3: Impact Factors of Individual Marketing in Building Peaceful World, = (IMBPW) X1: Impact Factors of Social Organizations in Building Peaceful World, = (SOMBP) X2: Impact Factors of Commercial Organizations in Building Peaceful World = (SOMBP)				

As per the above model summary we see that the relationship between Dependent and Independent variables is strong (R=0.69).

The table above shows that dependent variable is 47 percent influenced by the independent variables that are included in the model. (Adjusted R Square = 0.47)

Table No. 7: ANOVA

ANOVAa						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	39607.948	3	13202.649	121.198	0.000b
	Residual	43138.050	396	108.934		
	Total	82745.998	399			
a. Dependent Variable: Dependable Variable : Political Services Marketing in Building Peaceful World (Cross Functional Marketing Activities of Social, Commercial Organizations and Individuals of the World) = (PSMBP) b. Predictors: (Constant), X3: Impact Factors of Individual Marketing in Building Peaceful World, X1: Impact Factors of Social Organizations in Building Peaceful World, X2 : Impact Factors of Commercial Organizations in Building Peaceful World						

The ANOVA procedure tests the null hypothesis that all the β (regression coefficient) -values are zero against the alternative that at least one (regression coefficient) is not zero. That is,

H₀: $\beta_1 = \beta_2 = \beta_3 = \ldots = \beta_k = 0$

Hₐ: At least one is not zero.

In the above ANOVA table it can be seen that the null hypothesis is rejected (Since the Calculated value of F > Table value of F). In this case, we can conclude that the equation is statistically significant.

Table No. 8: Coefficients

Coefficients ᵃ					
Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.451	3.068		4.059	0.000
X1 : Impact Factors of Social Organizations in Building Peaceful World	0.329	0.054	0.311	6.080	0.000
X2 : Impact Factors of Commercial Organizations in Building Peaceful World	0.304	0.053	0.310	5.790	0.000
X3 : Impact Factors of Individual Marketing in Building Peaceful World	0.161	0.049	0.166	3.265	0.001
a. Dependent Variable: Dependable Variable : Political Services Marketing in Building Peaceful World (Cross Functional Marketing Activities of Social, Commercial Organizations and Individuals of the World)					

β_1 = 0.32, i.e., 100% change in social marketing leads to 32% change in dependable variable.

β_2 = 0.30, i.e., 100% change in commercial marketing leads to 30% change in dependable variable.

β_3 = 0.16, i.e., 100% change in individuals' marketing leads to 16% change in dependable variable.

Conclusion

After analyzing the findings of the two studies, it may be concluded that using political product strategy to create a peaceful democracy, competition is well accepted in the viewpoint of marketing experts' attitudes, because the majority of the sample respondents accepted the definition of a political product (Table No. 9). In the restricted model no.1, it is statically tested that, there is a strong or significant relationship between the dependable variable; Marketing Philosophy for Peaceful Democracy and the independent variables; Offering and Delivering Political Product and Marketing Communication through mass media under a censor board. On the other hand, non-profit marketing philosophy and strategies in political competition to win power in a peaceful manner to serve the voter market against revenue and donation by using government platform backed by a ruling political organization or strategic alliance have been highly accepted. Because, in the study no. 2, majority of respondents as the first class executives of the world have positively accepted the definition of political services marketing and its potential application in politics (Table No. 10). They also agreed to call public services as political services to differentiate the given level of services from those of competitors in reforming the traditional political culture to build a peaceful democracy (Table No. 11). The study no. 2 also establishes that the Political Services Marketing concept directly or indirectly affected the social, commercial organizations and individuals' marketing in identifying social problems and creating, communicating and delivering problem solutions in building a peaceful world (Table No. 12). The two proposed models of Political

Table No. 9: Acceptability of the proposed Definition of Political Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully agree	147	49.0	49.5	49.5
	Somewhat Agree	124	41.3	41.8	91.2
	Indifferent	12	4.0	4.0	95.3
	Somewhat Disagree	5	1.7	1.7	97.0
	Fully Disagree	9	3.0	3.0	100.0
	Total	297	99.0	100.0	
Missing	System	3	1.0		
Total		300	100.0		

Table No. 10: Acceptability of the proposed Definition of Political Services Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully Agree	213	53.3	53.3	53.3
	Somewhat Agree	152	38.0	38.0	91.3
	Indifferent	17	4.3	4.3	95.5
	Somewhat Disagree	14	3.5	3.5	99.0
	Fully Disagree	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Table No. 11: Attitudes on the New Name of Public Services as Political Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully Agree	210	52.5	52.5	52.5
	Somewhat Agree	143	35.8	35.8	88.3
	Indifferent	26	6.5	6.5	94.8
	Somewhat Disagree	17	4.3	4.3	99.0
	Full Disagree	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Table No. 12: Impact of Political Services Marketing on the performance of Individuals, Commercial Organizations, Social Organizations in building a peaceful world.

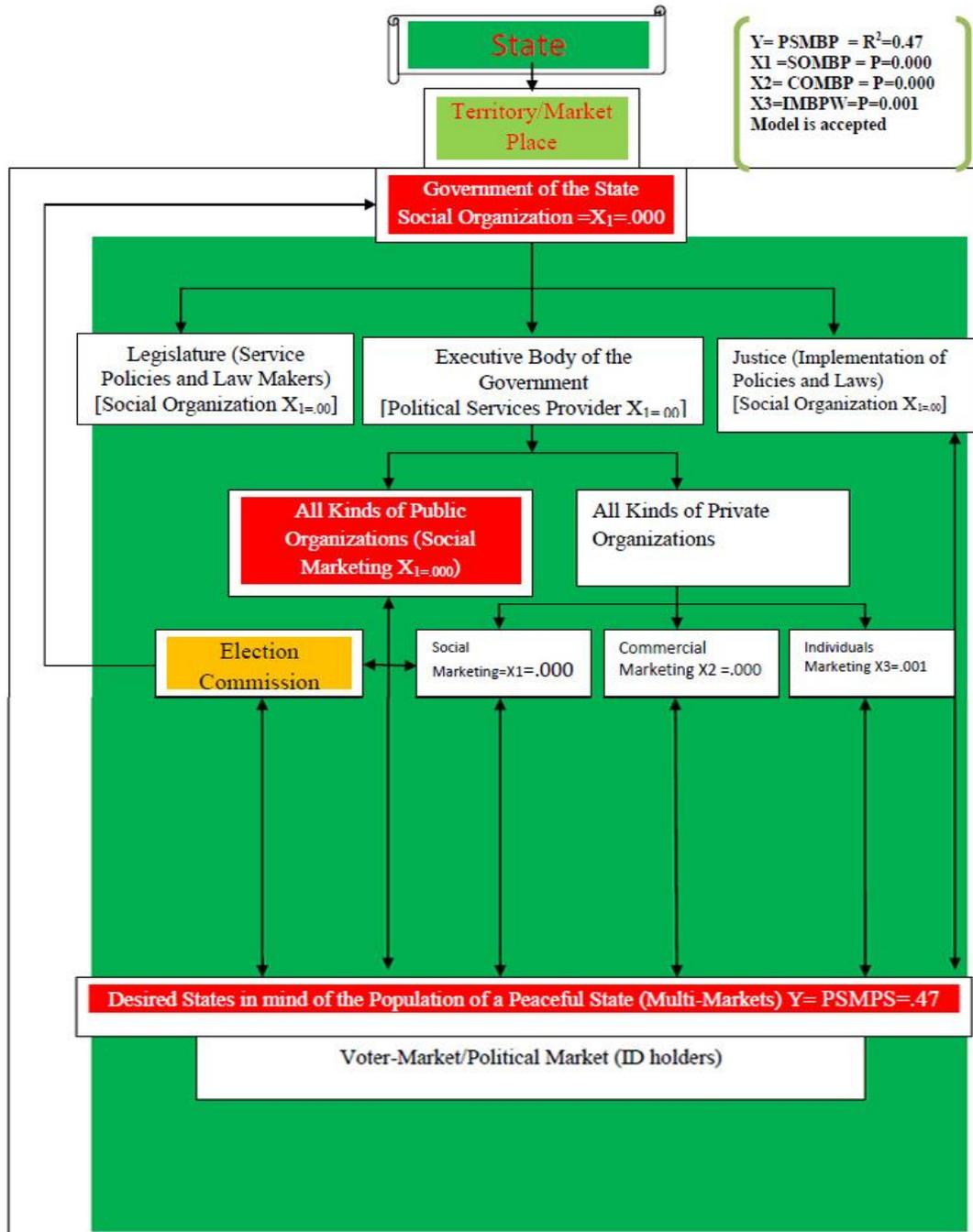|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully Agree	251	62.8	62.8	62.8
	Somewhat Agree	119	29.8	29.8	92.5
	Indifferent	15	3.8	3.8	96.3
	Somewhat Disagree	12	3.0	3.0	99.3
	Fully Disagree	3	0.8	0.8	100.0
	Total	400	100.0	100.0	

**Figure No. 4: Restricted Model of Political Services Marketing for
Building Peaceful World**

Services Marketing concept in creating a peaceful democracy and the relationship of Political Services Marketing on all social, commercial organizational and individual marketing efforts in building a peaceful world have been statistically fit. In fact, there is a significant impact of Political Services Marketing concept in building a peaceful power transformation by using the political product and political communication through mass media instead of traditional conflicting political culture of power transformation to avoid civil and battle war. On the other hand, in the other study, the executive body of a State is winning power through election commission and using government structure to facilitate the public and private levels of social, commercial organizations and individuals in identifying needs and wants of the voter market to offer problem solving goods and services generated projects to encourage the desired states in mind of the people or a nation. Thus all countries can use Political Services Marketing philosophy in politics instead of traditional political philosophy to add a modern feature of democracy as a new social science.

Recommendations

1. Using political product in political competition influences 54% in a peaceful democracy, therefore, all political organizations should adopt marketing policies and strategies in designing their political product and marketing program to take the competitive advantage to win power without any war. Like an industry, competition as an institutional approach, to facilitate the socio-economic actors (Individuals and all kinds of Groups) in solving social problems.

2. Political Communication under censor board by Election Commission influences 26% in a peaceful democracy. The political organizations of the world are using more or less all marketing communication tools without a formal knowledge about how effective marketing communication as used in industry competition can be a better alternative instead of age old, traditional and conflicting communication in building a peaceful democracy.

3. Commercial organizations' marketing influence 30% to build a peaceful State. Therefore, all commercial organizations in each and every State should identify the problem creating needs and wants to offer solutions to ensure a certain standard of living and happiness in the society. They should brand their offerings for lifetime value instead of unethical practice for peace.

4. Social organizations' marketing influence 32% in building peaceful State. Therefore, all social organizations should adopt marketing philosophy in designing any program or service for the society to ensure social welfare. They should identify the social problems and offer problem-solving products or programs to provide appropriate services towards building up a desirable state in people's mind and society. Only the social organizations can bring the behavioral changes for peace because social marketing seeks to influence behavioral changes to benefit the society not the marketer directly.

5. Peaceful society significantly depends on individual behavior and performance. It is found in Study No. 2, that individuals' marketing influences 16% in building peaceful State. Individuals in society are directly or indirectly marketing something for others in a social process to solve others' problems continuously to keep the society problem-free either as a salesman or a marketer. Thus the cross-functional holistic marketing practice at each and every individual and organization level of all countries can come together to build a peaceful world.

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