A MODEL FOR DESIGNING A DELIVERABLE POLITICAL PRODUCT TO WIN POWER FOR A PEACEFUL DEMOCRACY

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*P*URPOSE
THE main objective of this research is to develop a model for designing a deliverable political product (a package of political services for each constituency and an aggregated package of political services for a nation) by setting formal branch office at each constituency under a formal head office of a political organization and to measure its impact on a deliverable political product to win power for a peaceful democracy.

Design/Methodology/Approach: The author has conducted an empirical research. The population selected for the study was the graduate voters who were studying for obtaining a post-graduate diploma degree at Bangladesh Institute of Management. The sample size comprised of 300 graduate voters from the 800 post graduate diploma participants by using justified sampling technique under non-random method. Quantitative data were collected from the respondents through face to face personal interview. A non-disguised structured questionnaire was made containing 8 key variables for collecting the influencing score out of 100 on a 0- 100 scale for each independent variable on the dependent variable. SPSS has been used for conducting regression analysis to test the hypothesis.

Research Limitations: The sample has been selected from only one country i.e., Bangladesh. It is noteworthy to state that all the respondents were politically conscious and almost equivalent of the other country's voter-market.

Practical Implications: All political organizations in any democratic country would be driven to design a national and local political product strategy in order to formulate a practically deliverable product. Also, the results of the study would guide the political parties to select a popular candidate for MP/Legislator in each constituency/electoral area by using local formal branch office under a formal head office. It would be a new way of democratic politics for a peaceful world.

Originality/Value: This research is an empirical study on the basis of a new concept of political services marketing.

Key Words: Formal Branch Office, Formal Head Office, Marketing Research, Political Product, Winning Power, Peaceful Democracy.

Introduction

The key activity of any branch of marketing discipline is to solve a problem in the society by providing a tangible or intangible product which serves as a problem-solving packet. A product is anything that

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can be offered to a market to satisfy a want or need (Kotler, 2004). Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Basically, a political organization in a democratic country offers an intangible political product to attract maximum votes for winning power. In electoral terms, a product is referred as a "mix" of variables which combines three key aspects namely, "party image", "leadership image", and "policy commitments". (Bulter & Collins, 1994). This definition has no specific model of designing and implementing a political product that should be communicated to the political market for winning power. Previous studies suggest that insufficient attention has been given to the significant differences between political marketing and product marketing. The attention of political organization is not sufficient to differentiate the political offerings. Political parties used two types of political marketing orientation: (1) Product-orientation: the party which follows this orientation argues for its own ideas and politics and assumes that voters will realize that its ideas are the best and, therefore, vote for it. (2) Sales-orientation: the party which follows this orientation also believes in its own idea and policies, but realizes that they must be sold to the public to give people what they want and tries to make people want what the party offers (Lees-Marshment, 2001). A political product reflects the functional and emotional benefits of a political organization's basic principles, past performance, and election manifesto (Datta, 2016). All political organization's communication or political campaign is divided into three parts that are basic principles, past performance, and election manifesto. These are the key offerings that can be compared with product concept because these three components have a large number of direct or indirect functional and emotional benefits in a political market. The basic principles and past performance of the political party are treated as existing political product. The election manifesto is treated as potential political product which will be delivered in a certain period of time by using local and central government agencies of a country. In the political marketing literature, the meaning of political product is established but what should be the mix of a political product and how it would be designed is not yet been revealed in a standard model. There is a model to develop a commercially manufactured product (tangible and intangible). The political product of a political organization is not a single product; it is a bundle of services which combines goods, services, ideas, information, property, place, person, experience, and organization which will be created and delivered in a certain period of time by using the government structure or platform of a country. It is not an easy task to design and introduce a potential political product to attract the local and national political market for winning power. In fact the design and development process of any commercial product (services or goods) involves some standard steps like idea generation, idea screening, concept testing, business analysis, marketing strategy, product development, market testing, and commercialization or launching a new product in a target market. In analyzing these steps, it is found that developing or creating an idea for solving a problem is vitally important. In politics, the aim of an organization is to identify the fundamental problems of a local political market or a national political market and generating ideas to solve the problems. On both sides, the problem-solving activities are common. Therefore, on the basis of these steps and considering the nature of the problems of the local political market and national political market, a conceptual model can be drawn. Product development efforts should be focused on satisfying the needs of target group of the political market. At present in political marketing, there is no clear-cut offer from the political organization; traditionally they offer an election manifesto with a slight modification of past manifesto. There are no remarkable research findings on the execution of election manifesto by the winning political organization. But it is orally observed that the manifesto is not executed exactly as it is committed; there is a gap between the services and facilities promised and actually delivered. There is a need to develop a model for designing election manifesto which is practically implementable. Very often, the political organizations declare its manifesto on assumptions and past practices. In fact, over promise and under delivery has negatively affected the organizational image, which is an important part of a defined political product. Therefore, while developing or designing a political product the problems of the local political market (local voters) and national political market (overall voters in a country) should be considered. Designing a value-based product is one of the major marketing tools to win political market. But it should be differentiated in terms of product features, brand image, political candidates, the behavior of service providing government employees, benefits of basic principles, and the overall functional and emotional benefits of the election manifesto. In this

connection, a model of designing a political product is imperative as the main tool of a political organization to attract the voter market.

Literature Review

In marketing literature, all marketing activities are concentrated on a problem and its solution which is called a product. All social and commercial marketing organizations keep keen attention on identifying the target market's problems and creating solutions by offering the products. In this connection, many famous marketing scholars have written a large number of articles for creating a new field of marketing practice in democratic politics. Some related articles have been analyzed in order to design a political product for political marketing.

"Political services marketing is the political and societal process of winning power by communicating political product (basic principles + past performance + election manifesto of a political organization) in a democratic competition for arriving on the government platform for planning and executing of carefully formulated programs according to the election manifesto designed to facilitate the social, commercial organizations, and individuals marketing to satisfy the total voter-market through creating, delivering, pricing (monetary cost + time cost + energy cost + psychic cost) and communicating superior services which directly or indirectly benefits the country in a certain period of time in building and maintaining relationship with the voter market for winning power in the next election" (Datta, 2016). In this article, promoting and implementing a political product has been highlighted. Political campaigns have increasingly been compared to marketing campaigns in which the candidate puts himself on the voters' market and uses modern marketing techniques, particularly marketing research and commercial advertising, to maximize voter "purchase" (Kotler, 1975). The marketable candidate is selected on the basis of his brand name, his capacity to trigger an emotional response from the electorate. Marketing styles vary from product to product and time to time, but the marketing problem is always present. Each candidate develops a product concept that he believes is merchandisable to the voters. Each candidate seeks to reach the voters through three major distribution channels: mass and selective media, personal appearances, and volunteer & party workers. A business firm succeeds if it obtains any market share that yields a good return on its investment; the political candidate succeeds only if he obtains a plurality of the votes, that is, the largest market share (Nimmo, 1970). Comparison between marketing of goods and services and marketing of political candidates would readily point out at least one common concept: promotion, viz., the apparent and quite extensive use of media by the seller and the candidate for the purposes of informing, reminding, attitude affecting, and sales-facilitating activities focused on target groups of buyers and voters respectively (Shama, 1976). Politics should be perceived as service marketing or product marketing (Lloyd, 2005). The political product consists of three core components i.e., party image, leadership image, and policy commitments (Wring, 1997). Product oriented party argues for its own ideas and politics; assumes that voters will realize that its ideas are the best and, therefore, vote for it (Lees et al., 2009). The Manifesto Research Group, since its establishment in 1979, has analyzed the main party manifestos after every British general election, so that a clear, over time picture of changing policy priorities has emerged. Other investigations have compared issue saliency within manifestos, giving the parties' "take" on the political situation in relation to voter perceptions of what the most important issues are (Bara, 2006). Political organizations not only need to be voter-centered. They also need to be competitor-centered. There are now a number of well-known world examples of marketing the political product, with the most famous being the transfer and adaptations of the product used by Bill Clinton's New Democrats in 1992 to Tony Blair's New Labor in the U.K. in 1997, to the German SPS and Labor in New Zealand in 1999 with the use of targeting on new markets. In all such cases there appears to be a shift from selling driven policy to a voter responsive strategy (Evans & Bryant, 2008). Cross-country similarities continue in 2007 Australian Labor leader Kevin Rudd's successful campaign was compared to Tony Blair's strategy. According to the above cases, political marketing is employed before the electoral campaign. The aim is to develop a product that people want so that if successfully achieved the campaign itself becomes important. In the article named "Marketing the Political Product", it was stated that the aim of a political organization is marketing the political product. The author has written that the business of vote winning is essentially

a marketing problem. Also the manner in which the knowledge of consumer (voter) behavior can be interrelated with the principles of persuasion and thus utilized in the formulation of political marketing strategies is highlighted (Reid,1988). This study investigates the concept of political market orientation (PMO) in an untraditional setting, namely the 2005 contest for the leadership of the British Conservative Party. Based on a collective case-study method, a content analysis of candidates' speeches and manifestos is provided (Ormrod et al., 2007). Democracy is a competitive political system in which competing leaders and organizations define the alternatives of public policy in such a way that the public can participate in the decision-making process (Schattschneider, 1942). This definition is calling for a product strategy to design a political product in political competition. In political campaigns, candidates dispatch promises, favors, policy preferences, and personalities to a set of voters in exchange for their votes, voluntary efforts, or contributions (Kotler et al., 1999). Many structured models and methods have been explored and developed, with the aim of improving New Product Development (NPD). This includes particularly high level of attention to models examining the process, and particular techniques or methods with which to optimize various stages. The history of NPD literature is largely considered to date back to the 1950s, and the various models to have emerged can be seen to provide a historical guide to the way in which organizational processes of NPD have evolved (Tidd et al., 2001). This began with the early departmental and activity stage models, commonly referred to as technology push and market pull (Utterback,1971), which can be described as the 'first generation' models of the process. Many researchers have tried to develop a model that captures the relevant stages of the NPD process (Ulrich & Eppinger, 2011; Cooper, 2001; Crawford, 1987). A number of detailed NPD models have been developed over the years, the best known of which is the Booz et al. (1982) model, shown in Figure No. 1, also known as the BAH model. It underlies most other NPD systems that have been put forward. This widely recognized model appears to encompass all of the basic stages of models found in the literature. On the basis of this model a similar model can be developed for designing a political product for an electoral or constituency which is followed at par during political product marketing given at the right side of the figure no. 1.
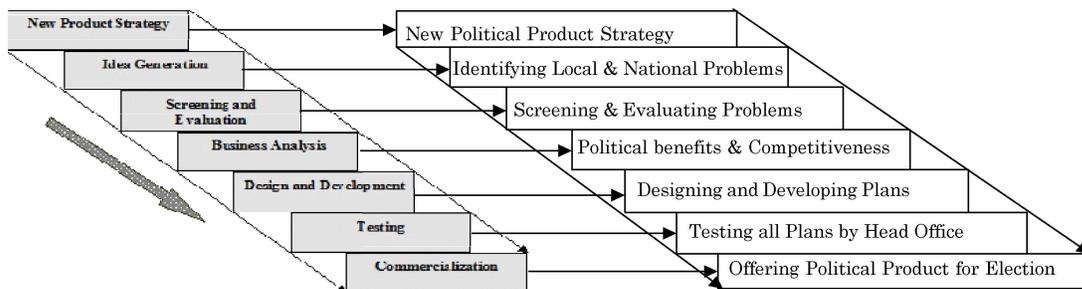
Figure No. 1. Stages of New Product Development (NPD) (Booz et al., 1982)

Another scholar created an outline for describing the process of building the marketing-oriented party: 1. Market intelligence 2.Product design 3. Product adjustment 4. Implementation 5. Communication 6.campaign 7. Election 8. Delivery (Lees-Marshment, 2001). It is observed in the above literature review, a large number of articles have been written on political marketing by the famous scholars in the world focusing on campaigning the political organizational ideology, person, and policy commitments (political product). The aim of all articles and research is to encourage the political leaders and their organizations to use differentiating product strategy apart from non-profit marketing tools and techniques for winning maximum voters for power. But, there is no specific model for developing, designing, and redesigning a political product as they use it in winning political power. There is a scope in the area of political marketing which needs to be researched by developing a model for designing a political product that the political organizations can use it in winning political power for creating a peaceful democracy.

Conceptual Definition: On the basis of above-mentioned secondary data, designing a political product can be defined as "identifying the major fundamental problems of a constituency, screening the identified

problems to select the politically viable and affordable problems, generating plans and programs and selecting a local candidate who will be responsible for delivering this product in the electoral territory. Such a nationally aggregated political product is required to be sent to the head quarter of a political organization for offering the same at the national and political market. The political organization should hand over the national political product to the ministry of planning for yearly assigning goals and budget for each local and central government agencies. Table no. 1 below show the conceptual model of designing a Deliverable Political Product to Win Power.

Table No. 1: Conceptual Model of Designing a Deliverable Political Product to Win Power

Step No.	Name of the Steps	Functions
1	X_1= Conducting Marketing Research for Selecting Local Candidates and identifying Problems by setting formal Branch Office at each Constituency (MRCP).	The branch office would conduct market research to search the potential political leaders for Legislator/MP and align local problems on priority basis that would be transformed into problem solving plans as a local political product and executed after winning power.
2	X_2= Making Problem Solving Plans and Programs by Branch Office & Head Office (MPSP).	On the basis of research findings of step 1, the chief executive and an engineer would screen and select the politically viable problems to make plans and programs which can be delivered within 5 years duration (1st year+2nd year+3rd year+4th year+5th year). Such programs are then discussed with the local leaders in society.
3	X_3= Designing Local Political Product (DLPP).	Branch office of a constituency would make the draft plans for offering local political product in the voters market. The plan would be sent to the Head office of a political organization to include it into the national political product targeting the national political market (voters).
4	X_4= Aligning All Local Plans and Candidates for a number of Services with the national political product by Head Office (ALPC).	Headquarters would sort out all proposed yearly plans and long-term plans on the basis of assigning the related ministry's responsibility and adding some national problem-solving policies and plans within yearly national budget up to 5 years subsequently.
5	Y = Designing a Deliverable Political Product to win maximum voter-market share in a peaceful democracy Y = DDPP	Headquarters would finalize the political product strategy after considering factors relating to revenue, grants and donations which will be collected for attracting voters for power in peaceful democratic competition. This political product will be handed over to the Ministry of Planning after winning power for implementation.

The Conceptual Model is $Y= f (X_1, X_2, X_3, X_4)$

The Key Variables are:

Y =   Designing a Deliverable Political Product to win power in democracy (DDPP)

X_1 =   Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)

X_2 =   Making Problem Solving Plans and Programs by Branch Office (MPSP)

X_3 =   Designing Local Political Product (DLPP), (a package of services creating draft plans and selecting candidates for a constituency)

X_4 =   Aligning all Local Plans and Candidates for a number of Services by Head Office (ALPC).

Objectives

The main objective of this research is to develop a model for designing a deliverable political product by setting up of a formal branch office at each constituency under a formal head office of a political organization and measuring its impact on a deliverable political product to win power for a peaceful democracy. The specific objectives are:

1. To identify the fundamental problems in voter market and select a popular candidate for Member of Parliament (MP) or legislator in a constituency, by conducting market research with the help of a formal political services marketing branch office.

2. To measure the impact of screening the identified problems on designing a politically viable and practically executable political product by a political organization in order to win power.

3. To measure the impact of proposed local political product (a package of political services) of each and every constituency on offering a deliverable political product to attract overall voter-market in a country.

4. To measure the impact of aligning all local political products and assigning roles and responsibilities among candidates to deliver the proposed services in the national political market.

Methodology

a) **Problem identification:** Political organizations are doing political marketing. They are offering a political product reflected in election manifesto. Very often it is found conflicting and political parties over promise and under deliver after winning power. There is lack of a model, lack of designing a local and national political product which will be practically executable by a winning political organization using government platform of a democratic country.

b) **Nature of the research:** This is a descriptive research design.

c) **Research Question:**

   RQ1: Does an election manifesto reflects the level of delivery of facilities to the voters in traditional politics?

   RQ2: What are the perceptions of the voters about setting up a formal branch office of a political organization in each and every constituency under a formal head office?

   RQ3: What is the way of developing a model for designing a political product by a political organization for attracting voters for power in a peaceful democratic competition?

d) **Hypothesis Development:**

   Ho: There is no significant impact of developing a model for designing a deliverable political product on gaining power by winning elections in a democracy.

   Ha: There is a significant impact of developing a model for designing a deliverable political product on gaining power by winning elections in a democracy.

e) **Population, Sample size, and Sampling technique:** The population for the study is the graduate voters in Bangladesh and the sample consists of students who are studying for a post-graduate diploma, major in marketing management, financial management, industrial management, and human resource management at Bangladesh Institute of Management. The sample size of 300 participants has been selected from 800 participants by using justified sampling technique under non-random method.

f) **Types of Data and Sources of Data:** Quantitative data were collected from the graduate voters who were studying Post Graduate Diploma at Bangladesh Institute of Management. The author has collected data from the classrooms through face to face personal interview.

g) **Questionnaire Development and Data Collection:** A non-disguised structured questionnaire has been made consisting 3 multiple questions for RQ-1, RQ-2 and RQ3 and 5 key variables for collecting the influencing score out of 100 for each variable on the dependable variable by personal interview for testing the hypothesis. [Appendix-1]

h) **Data Analysis Techniques:** SPSS has been used for table, graph, and regression analysis to test the hypothesis.

Results of the Research

Table no. 1 shows that 83.3% sample respondents are masters' degree holders and 16.3% respondents are graduate degree holders and voters of Bangladesh. Only one respondent is above master degree holder. [Appendix-2]

Table no. 2 shows that out of 300 non-randomly chosen sample, 39% respondents are selected from the Dhaka Division. 18% respondents are from Khulna, 16% are from Chittagong, 11% are from Rajshahi, 8.3% from Barishal, 2.3% percent from Sylhet, 0.7% from Rangpur, and 5% from Mymensingh. [Appendix-2]
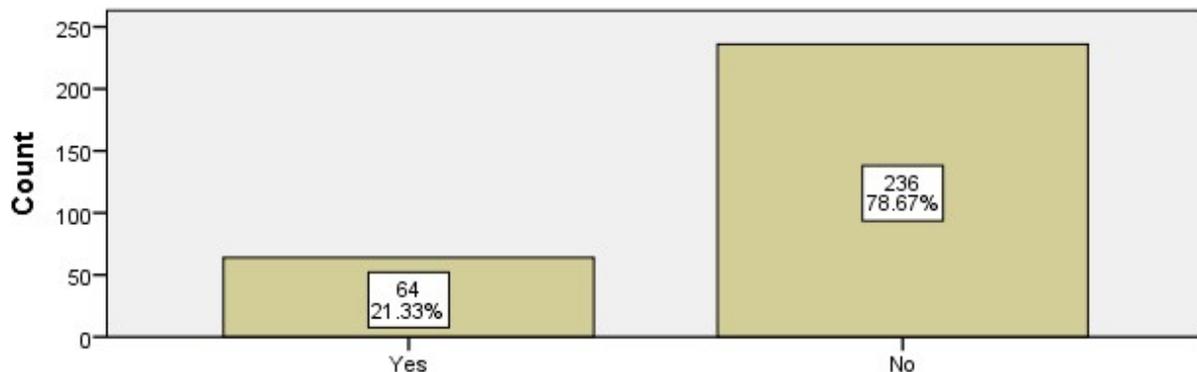

Figure No. 2: Is the Election Manifesto Equal to Delivery in Traditional Politics?

Figure no. 2 shows 21% of the sample respondents, believe that a winning political organization can deliver fully the election manifesto. 79% of the respondents out of 300 sample size believe that the political organization does not deliver election manifesto fully after winning.

Figure no. 3 shows that 41.67% of the sample respondents fully agree, 42% agree, 11% are indifferent, 2% disagree, and 2% fully disagree on setting a formal branch office at each and every constituency. It has been observed that around 84% of the sample respondents agreed for setting formal branch office in each electoral or constituency under a formal head office.

Model: A regression model has been developed for the purpose of this study. A total of 4 independent variables were included in the unrestricted model using the stepwise regression method, 4 independent
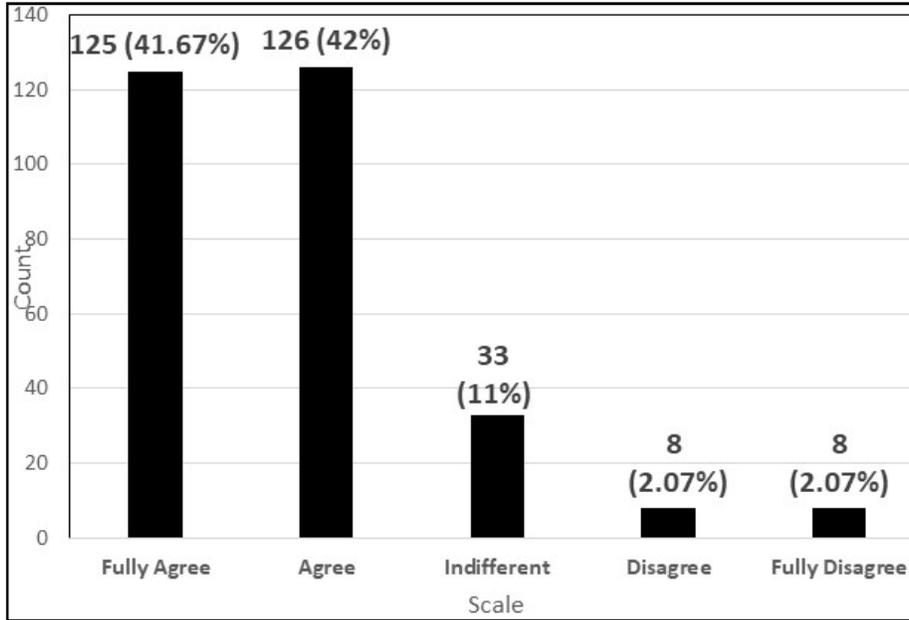
Figure No. 3: Perception of Setting Formal Branch Office at each Constituency under a Formal Head Office

variables were found to be significant in the restricted model. The restricted model is as follows:

$$Y_{DDPP} = a + b_{1\,MRCP} + b_{2\,MPSP} + b_{3\,DLPP} + b_{4\,ALPC}$$

Here, Y = Designing a Deliverable Political Product to win power in democracy (DDPP)

X_1 = Marketing Research for Selecting Local Candidate and identifying problems by setting formal Branch Office at each Constituency (MRCP)

X_2 = Making Problem Solving Plans and Programs by Branch Office (MPSP)

X_3 = Designing Local Political Product (DLPP), (a package of services which includes creating draft plans and selecting candidate for a constituency)

X_4 = Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).

Table No. 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.662[a]	0.438888888	0.430	16.93013
a. Predictors: (Constant), X_4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office(ALPC)., X_2= Making Problem Solving Plans and Programs by Branch Office (MPSP), X_3= Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency), X_1= Marketing Research for Selecting Local Candidate and Identifying Problems by setting formal Branch Office at each Constituency (MRCP)				

As per the above model summary we see that the relationship between Dependent and Independent variables R^2= 0.4389

Table no. 3 shows that dependent variable is 43.89% influenced by the independent variables that are included in the model. (Adjusted R Square = 0.43).

Table No. 4: ANOVA[a]

Model	Particulars	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65835.204	4	16458.801	57.42200	0.000[b]
	Residual	84555.632	295	286.629		
	Total	150390.837	299			

b. Predictors: (Constant),

X_4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC),

X_2= Making Problem Solving Plans and Programs by Branch Office (MPSP),

X_3= Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency),

X_1= Marketing Research for Selecting Local Candidate and Identifying Problems by setting formal branch office at each constituency (MRCP) Branch Office at each Constituency (MRCP)

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

H_0: β1 = β2= β3= β4 =…. = βk = 0

Ha: At least one â is not zero.

In the ANOVA table no. 4, 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. 5: Analysis Table of Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.794	4.499		0.621	0.535
X_1=Marketing Research for Selecting Local Candidate and Identifying Problems by setting formal Branch Office at each Constituency (MRCP)	0.173	0.086	0.136	2.011	0.045
X_2=Making Problem Solving Plans and Programs by Branch Office (MPSP)	0.226	0.081	0.185	2.782	0.006
X_3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)	0.183	0.079	0.153	2.304	0.022
X_4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).	0.344	0.070	0.300	4.944	0.000

a. Dependent Variable: Y = Designing a Deliverable Political Product to win power in democracy (DDPP).

$\beta 1 =$ 0.17, i.e., 100% change in designing MRCP leads to 17% change in the dependent variable. The Probability value of X_1 was found to be 0.045 which is significant at 5% level. It means MRCP make significant change in the dependant variable i.e., DDPP.

$\beta 2 =$ 0 .22, i.e., 100% change in designing MPSP leads to 22% change in the dependent variable. The Probability value of X_2 was found to be 0.006 which is significant at 5% level. It means MRCP make significant change in the dependant variable i.e., DDPP.

$\beta 3 =$ 0.18, i.e., 100% change in designing DLPP leads to 18% change in the dependent variable. Probability value of X_3 was found to be 0.022 which is significant at 5% level. It means MRCP make significant change in the dependant variable i.e., DDPP.

$\beta 4 =$ 0 .34, i.e., 100% change in designing ALPC leads to 34% change in the dependent variable. Probability value of X_4 was found to be 0.000 which is significant at 5% level. It means MRCP make significant change in the dependant variable i.e., DDPP.

Table No. 6: Restricted Model

Step No.	Name of the Steps	Functions
1	$X_1 = P = 0.045$ Marketing Research for Selecting Local Candidate and identifying Problems by setting formal Branch Office at each Constituency (MRCP)	The branch office would conduct market research to search the potential political leaders for Legislator/MP and align local problems on priority basis that would be transformed into problem solving plans as a local political product and executed after winning power.
2	$X_2 = P = 0.006$ Making Problem Solving Plans and Programs by Branch Office & Head Office (MPSP)	On the basis of research findings of step 1, the chief executive and an engineer would screen and select the politically viable problems to make plans and programs which can be delivered within 5 years duration. Such programs are then discussed with the local leaders in society.
3	$X_3 = P = 0.022$ Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency) for offering a National Political Product.	Branch office of a constituency would make the draft plans for offering local political product in the voters market. The plan would be sent to the Head office of a political organization to include it into the national political product targeting the national political market (voters).
4	$X_4 = P = 0.000$ Aligning All Local Plans and selecting candidates for a number of Services with the national political product by Head office (ALPC).	Headquarters would sort out all proposed yearly plans and long-term plans on the basis of assigning the related ministry's responsibility and adding some national problem-solving policies and plans within yearly national budget up to 5 years subsequently.
5	$Y = R^2 = 0.43$ Designing a Deliverable Political Product to win maximum voter-voter-market share for Power in Democracy $Y = DDPP$	Headquarters would finalize the political product strategy after considering factors relating to revenue, grants, and donations which will be collected for attracting voters for power in peaceful democratic competition. This political product will be handed over to the Ministry of Planning after winning power for implementation.

Recommendations

On the basis of research findings some important recommendations have been made. A political organization can undertake the following steps in designing a deliverable political product to win the political market in peaceful democracy. The important recommendations are as follows:

1. Figure no. 2 show that the promised election manifesto (political product) is not fully delivered by a winning political organization at local and national electoral area or constituency. Therefore, all political parties need to design and redesign their political product (election manifesto) and offer it for attracting voter-market.

2. Figure no. 3 show that majority of voters want a formal branch office at each and every constituency consisting one executive (Non-profit Marketing) and an engineer with necessary support services under setting of a formal head office containing a managerial team for performing marketing activities effectively and efficiently.

3. The independent variable {X_1=Market Research for Selecting Local Candidate and Identifying Problems by setting formal Branch Office at each Constituency (MRCP)} influences 17% the dependent variable {Y = Designing a Deliverable Political Product to win power in a democracy (DDPP)}. In this context, a political organization can set formal branch office for conducting marketing research in identifying a popular candidate on priority basis and politically viable problems for offering a local political product (plans) to attract the local political market (voters) for winning power in democratic competition.

4. The independent variable {X_2=Making Problem Solving Plans and Programs by Branch Office (MPSP)} influences 22% the dependent variable. Therefore, a political organization should make plans and programs on the basis of market research findings to be more competitive than their political rivals in order to win power.

5. The independent variable [X_3=Designing Local Political Product (DLPP) influence 18 % the dependent variable {Y = Designing a Deliverable Political Product to win power in a democracy (DDPP)}. This is the most important step in designing a local political product. Therefore, a political organization should prepare a list of political services generating plans and programs including the organization's basic principles, past performance, running services, and election manifesto for marketing communication or campaign to attract the local political market to win power in democratic competition.

6. The independent variable {X_4= Aligning All Local Plans and selecting Candidates for a number of Services by Head office (ALPC)} influences 34 % the dependent variable {Y = Designing a Deliverable Political Product to win power in a democracy (DDPP)}. In this context, the head office should align all local political plans and candidates in order to offer a national political product which will be implemented by the Ministry of Planning and Ministry of Finance.

7. Each political organization should establish a formal head office to control all branch offices' activities having a managerial team consisting especially two important positions: Vice- President Political Services Marketing and Vice President Finance. After winning, in the political organization, the Vice-President marketing will be the Minister of Planning and the Vice-president finance will be the Minister of Finance because they will be specially assigned to aggregate all plans and programs from all constituencies or an electoral and execute these plans as a committed political product by using all government agencies.

Conclusions

In the traditional political culture, there is no clear-cut offer by a competitive political organization which will be executed after winning power by using local and central government structure or platform. In the marketing literature, a political organization is performing all marketing activities without any formal marketing knowledge. For creating a peaceful competition in democracy, it is imperative to use

non-profit marketing tools and techniques as found in the competitive corporate world and NGOs. There is no conflict in the corporate world or industry on account of using well designed and superior product strategy as an important tool to fight the competition. Therefore, all political competitors should establish a formal branch office in each and every constituency under a formal head office, containing a managerial organization for an institutional approach for creating, communicating, and delivering political services as per the promised national political product. First of all, a branch office should conduct market research to find out the suitable and popular political candidate and the local problems for applying problem-solving plans and programs as a local political product. Then the branch office should send the local list of plans and candidates to the head office for approval and include it in the national political product to attract the national political market for winning power. The head office should sort out all collected local plans and programs on the basis of implementing ministries and government agencies under yearly national budget up to 5 years duration. The winning political organization after the election will hand over this national political product (election manifesto) to the Ministry of Planning. It is concluded that all political organizations in a democratic country should compete by designing an attractive, competitive local and national political product just like the industry or corporate world. This effort would ensure a new way of politics, avoiding the conflicting age old political systems and it would also ensure that a peaceful democratic environment for building a peaceful world at large is established.

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Appendix 1

Questionnaire

Questionnaire for Studying on

Developing a Model of Designing a Deliverable Political Product for Winning Power in

Democracy

"Please note that the information collected through this questionnaire is confidential and will be used for research purpose only."

Profile of the Respondent

1. Cell No :	01	
2. levels of education:	Degree Masters Above	
3. (Please tick mark?): Name of Division:		

Question No. 1: In political marketing literature, election manifesto is one kind of product to attract the voter market which is delivered by a winning political organization. Do you think that the delivery of this political product is being equal to the election manifesto in traditional political competition?

Answer: A. Yes B. No

Question No.2: Do you think that every political organization should have a formal branch office under a formal head office employing marketing executive, engineer, and necessary staff to conduct marketing research for identifying the popular candidate and problems in each constituency for developing a voter-market oriented political product (projects) and its communication with local voter for winning a seat for power?

Fully Agree	Somewhat Agree	Indifferent	Somewhat Disagree	Fully Disagree

Question No.3: Would you please agree that designing a deliverable local and national political product for winning power in a democracy depends on the following independent variables? How would you score in the following boxes out of 100 for each independent variable's (X_1, X_2, X_3, X_4,) relationship on the dependent variable (Y) and how (Y) is influenced by all the variables out of 100 scores?

Name of the Steps	Functions	Relationship Score (100)
X_1= Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)	The branch office would conduct market research to search the potential political leaders for Legislator/MP and align local problems on priority basis that would be transformed into problem solving plans as a local political product and executed after winning power. Weak 0-10-20-30-40-50-60-70-80-90-100 strong	0 - 100

Name of the Steps	Functions	Relationship Score (100)
X_2=Making Problem Solving Plans and Programs by Branch Office (MPSP)	On the basis of research findings of step 1, the chief executive and an engineer would screen and select the politically viable problems to make plans and programs which can be delivered within 5 years duration (1st year+2nd year+3rd year+4th year+5th year). Such programs are then discussed with the local leaders in society. Weak 0-10-20-30-40-50-60-70-80-90-100 strong	0- 100
X_3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)	Branch office of a constituency would make the draft plans for offering local political product in the voters market. The plan would be sent to the Head office of a political organization to include it into the national political product targeting the national political market (voters). Weak 0-10-20-30-40-50-60-70-80-90-100 strong	0-100
X_4=Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).	Headquarters would sort out all proposed yearly plans and long-term plans on the basis of assigning the related ministry's responsi-bility and adding some national problem-solving policies and plans within yearly national budget up to 5 years subsequently. Weak 0-10-20-30-40-50-60-70-80-90-100 strong	0-100
Y =Designing a Deliverable Political Product to win Power in Democracy Y = DDPP	Headquarters would finalize the political product strategy after considering factors relating to revenue, grants and donations which will be collected for attracting voters for power in peaceful democratic competition This political product will be handed over to the Ministry of Planning after winning power for implementation. Weak 0-10-20-30-40-50-60-70-80-90-100 strong	0-100

Appendix 2

Table No. 1 : Educational Qualification of the Sample Respondents

Particulars	Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
	Graduate	49	16.3	16.3	16.3
	Masters	250	83.3	83.3	99.7
Valid	Above Masters	1	0.3	0.3	100.0
	Total	300	100.0	100.0	

Table No. 2: Name of the Division

Particulars	Division	Frequency	Percent	Valid Percent	Cumulative Percent
	Dhaka	116	38.7	38.8	38.8
	Khulna	54	18.0	18.1	56.9
	Chittagoang	47	15.7	15.7	72.6
	Rajshahi	33	11.0	11.0	83.6
Valid	Barishal Sylhet	25	8.3	8.4	92.0
	Rangpur	7	2.3	2.3	94.3
	Mymenshingh	2	0.7	0.7	95.0
	Total	15	5.0	5.0	100.0
Missing	System	299	99.7.	100.0	
Total		1	3		
		300	100.0		