

## MANAGEMENT LESSON LEARNING FROM POLITICAL ELECTION CAMPAIGN – A CASE STUDY

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### **ABSTRACT**

*The acceptance of a product in the market or among the people is not easy since it needs creative thinking and use of various marketing techniques for the, introduction, promotion and growth of the product. In the similar manner different marketing techniques were used by the campaigners of Narendra Modi. The drive begin by introducing Modi as a brand and face of BJP for 2014 elections after which this brand was promoted among the people of the country. The main focus was on the strengths of Modi and the weakness of the competitors.*

*The present study is based on secondary data which has been taken from different sources like newspapers, blogs, websites etc. The results of the present research reveal that the campaign carried out to build the brand and image of Modi was a success. The radiant strategies were undertaken as a result of which Modi became the national brand which was seen in the results of final elections of 2014.*

**KEYWORDS:** *Narendra Modi, Election Campaign, Marketing Techniques*

### **INTRODUCTION**

#### **Narendra Modi**

Shri Narendra Modi, in full Narendra Damodardas Modi, born September 17, 1950, Vadnagar, India, Indian politician and government official who rose to become a senior leader of the Bharatiya Janata Party (BJP). In 2014 he led his party to victory in elections to the Lok Sabha after which he was sworn in as prime minister of India. Prior to that he had served as chief minister of Gujarat state in western India from 2001-2014. As a child, Modi is said to have helped his father sell tea at the Vadnagar railway station, and said that he later ran a tea stall with his brother near a bus terminus. Modi completed his higher secondary education in Vadnagar in 1967.

#### **Largest Outreach to Mass Campaign**

The election campaign of Narendra Modi's in the year 2014 Lok Sabha polls was unexpected in the way it reached to the people of the nation as well as in the terms of creative thinking used by the team to create the image of Modi. Narendra Modi was able to deliver his message of development and good governance to the people of the country in a much better way and for this purpose various mods has been used like holding rallies, social media etc.

The rallies were conducted in buggar sates in which crowd of around 4 lakh people was seen. The crowds in the Northeast and Goa were also unparalleled. 38 rallies in 21 states were conducted which was attended by almost one crore people.

The Bharat Vijay Rallies were also conducted which began from 26th March 2014 from Jammu and Kashmir where a bigger rally was conducted by Narendra Modi in Udhampur. These rallies were conducted in different 25 states, which covered about 200 places.

Other rallies and events were also performed during the campaign in which 52 rallies were addressed in the states of Chhattisgarh, Madhya Pradesh, Rajasthan and Delhi. The results were clearly in the favour of BJP.

### **Objectives of the Election Campaign**

The main objective of the campaign was to create the brand and image of Modi. This brand and image was created by Shri Narendra Modi himself and by his team members by using different platform like media, social media, advertisement etc. Like any other business brand this brand become very famous and popular among the people of the nation. Modi focused on all the economic and non-economic objectives of the country which include social, national and global objective.

### **Social Objective**

This objective means the welfare and development of the general public and society as whole. Narendra Modi worked for fulfilling the social objective of the country for which he introduces and implemented different schemes like Swachh Bharat Abhiyan.

### **National and Economic Objective**

National and economic objective includes the development of the country in terms of revenue GDP etc. Since 2014 the government is working on these objectives by increasing the revenue and economic status of the country and for fulfilling these objectives the government has taken various initiatives like Make in India, Passport on arrival scheme etc.

### **Global Objective**

The third objective of the government is global objective which means to maintain the good and healthy relations with different countries and signing different agreements and MOU's with them so as to increase the revenue as well to have peaceful relations with different countries.

## **STRATEGIES OF MARKETING USED IN ELECTION CAMPAIGN**

The role of marketing is very important in any business as it decides the future of the business. It helps in spreading awareness among people regarding the product as well as it gives attention regarding the product to the customer. It also makes aware regarding the strength and weakness of the product to the people. In the similar manner the marketing team of Narendra Modi used very innovative and different marketing techniques to create the brand and image of Modi. The different marketing strategies used by his team are:

### **Using Experienced People**

The marketing team of BJP government used the experience of best people of marketing like Sam Balsara, Prasoon Joshi, Piyush Pandey. These people have the wealth of experience due to which they successfully ran various campaigns and the same was used by the BJP.

### **Combined Communication Channels**

This is marketing technique in which multiple methods of media are used but the message which is being sent to the people should be unique. This technique of marketing was utilised by the BJP in a very significant and effective manner in their campaigns. The various social media platforms like Facebook, YouTube and Twitter was used for this purpose. They targeted different type's audiences and segments to give their message for which they used TV, Newspapers and News Channels etc. in urban areas and for the rural segment various road shows and rallies have been conducted by Modi throughout the country.

### **Appealing Slogans**

The slogans which were used by the Modi government was very catchy i.e. 'Ab ki Bar, Modi Sarkar' or 'Aache din aayenge' as they were very easy to say for everyone and even those people who could not speak or understand Hindi very well were able to use such slogans easily and they were able to communicate them very well.

### **Word of Mouth**

In marketing word of mouth is a very effective marketing strategy and same was in the case of Modi campaign. He has a positive word of mouth which has a widespread perception that there was a policy paralysis with the previous government. Modi and his team took advantage and leveraged his image as an active person. There are a lot of migrant laborers from Bihar and Uttar Pradesh worked in Gujarat and when they went back home, they spread positive word of mouth about Narendra Modi and his team.

### **Database Marketing**

The states like Uttar Pradesh and Bihar, the campaign managers collected a huge database and they worked on reaching out directly to the people. It also greatly helped that the opposition ran a very monotonous campaign run by the opposition party.

### **Understanding Consumer Perception**

The understanding of consumer perception i.e. what the consumers want is very important for any business and the same technique was used by the BJP in their election campaigns by doing research on the perception of the voters of the country. The research team of the BJP found that the brand and image of Modi is much bigger than that of BJP and due this reason the BJP projected Narendra Modi as the face of the party instead of projecting NJP or NDA for all their election campaigns.

## **FACTORS WHICH HELPED MODI AND BJP TO WIN THE ELECTIONS**

In 2014 the brand Modi won the election and the few major factors that helped the Modi and BJP to win the elections.

### **Fixing the Economy**

India's once-impressive economic growth, averaging above 8 per cent over the last decade, slowed to below 5 per cent in the last year while inflation rocketed into double digits. The BJP and Narendra Modi maintained a laser focus on the economy throughout the campaign, hammering the Congress party for stalled development projects while touting Modi's state of Gujarat as a model of success. In fact, Gujarat's growth has been mediocre compared with others of India's 28 states.

### **Fight against Corruption**

The other factor which helped Modi to win the elections is to work as 'chokidaar' or watchmen against the money of the general public. There were many scams and corruptions practices which were going in pervious government's tenure which Modi government promised to combat and for this purpose he took various measures to reduce corruption like by promising to bring black money back etc.

### **Youth of the Country**

The government which was elected in India was majorly done by the Youth or Young generation of the country. As per the census 2011 81 crore of the people who are voters in India are under the age of 35 years. As the promise was made to the Youth for their employment generation and also to create jobs for them. The youth of the country also not followed the traditional pattern of voting which is based on caste, community, religion etc.

### **Use of Technology**

The other factor which helped the BJP government to win the elections is the use of the technology. The campaign which run by the government were high-adrenalin and tech-savvy as they have drawn the attention of the general public through social media. Modi also used the concept of selfie campaigns which also gone viral among the public in which he snapped himself and used holograph and different technological methods for his promotion and also various social media platforms.

### **Improving Infrastructure**

The various infrastructural problems like roads, ports, inadequate electricity supply etc. were the major problems that were listed by the campaigners of Modi. The importance also given to the voters who lives in cities as they counted for 1/3 voters of the country. As Chief Minister in Gujarat Modi made very infrastructural improvements in Gujarat by making buildings, thousands of kilometres of highways etc. and the same he promised to do in the country if he is elected as the prime minister.

## **SWOT ANALYSIS OF MODI CAMPAIGN**

### **Strengths**

Narendra Modi's biggest strength is his popularity. His second strength is his oratorical skills. His governance and administrative skills are also his greatest strength. Modi has been Chief Minister of Gujarat and has much to show for it. There have been major road and power reforms and there has been a great buzz around the Gujarat industry. He is also a master strategist and has panned out his Gujarat vision and his personal national ambition with a combination of intelligence and marketing. Finally, he is a decisive leader. He offers a clear and strong leadership style and such leaders usually bring about a change and are extremely successful. That is his biggest strength and he has leveraged it well so far.

### **Weaknesses**

There were certain weakness also in the camping like Modi did not talked or focused regarding the local issues at a lower or regional level as well as he also ignored the governance at this particular level. The rate of inflation was also one major challenge which was faced by him.

### Opportunities

The nation was in a mess and the country is totally fed up of Congress rules with its scams and misgovernance. So far whatever opportunities have come his way, he has grabbed with both hands. He worked his way to the CM's chair and went all out after that. He literally grabbed the choice of PM candidate and maximized his opportunities via social media and election speeches.

### Threats

Fissiparous tendencies among ruling party members creates poor image and will affect administration. Delay in implementation in business policies will hurt FDI. Delay in taking action against those involved in corruption will be a breach of promise made during elections.

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