

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

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Abstract:

Purpose

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

Problem identification: Political organizations are doing political marketing. But they are not using product strategy for creating a peaceful democratic competition. They are offering a political product (basic principles + past performance + election manifesto) traditionally as an election manifesto. Very often it is conflicted and over promise under delivering after winning power lack of a model of designing a local and national political product. But political product strategy will be practically executable by a winning political organization using a government platform of each and every democratic country.

Nature of the research: This is a descriptive nature of research under conclusive research.

Hypothesis Development:

Ho: There is no significant impact of developing a model for designing a political product and a deliverable political product for winning power for a peaceful democracy. [Rejected]

Ha: There is a significant impact of developing a model for designing a political product and a deliverable political product for winning power for a peaceful democracy. [Accepted]

Population, Sample size, and Sampling technique: The population is the graduate voters who were studying for obtaining a post-graduate diploma degree at Bangladesh Institute of Management. The sample size has been selected 300 graduate voters from the 800 post graduate diploma participants by using justified sampling technique under non-random method.

Type of data and sources of data: Quantitative data has been collected from the post-graduate voters who were the students in PGDs at Bangladesh Institute of Management (BIM), Dhaka. The author has collected data from the classrooms through face to face personal interview.

Questionnaire Development and Data collection: A non-disguised structured questionnaire has been 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 by face to face personal interview from the classrooms [appendix-1].

Data analysis Techniques: IBM made SPSS has been used for graphical presentation and regression analysis to test the hypothesis and fit the conceptual model.

Findings-

Restricted Model	Step no.	Name of the Steps	Functions
	1	X ₁ = P=.045 Research for Marketing for Selecting Candidate Local and identifying Problems by setting formal Branch Office at each Constituency (MRC P)	The branch office will conduct marketing research to search the potential political leaders for Legislator/MP and priority basis local problems that would be transformed into problem-solving plans as a local political product and executed after winning power by the Ministry of Planning and Local Government lead by Local MP from this Branch Office.
	2	X ₂ = P=.006 Making Problem Solving Plans and Programs by Branch Office & Head Office (MPSP)	The chief executive and an engineer will screen and select the politically viable problems to make plans and programs with budget within 1 to 5 years duration (plans for 1 st year + 2 nd year + 3 rd year + 4 th year + 5 th year) on the basis of research findings and evaluating them by the opinions of the local opinion leaders in society.
	3	X ₃ = P =.022 Designing Local Political Product (DLPP), (a package	Branch office of a constituency will make the draft plans to solve the major problems for finalizing and offering local political product (bundle of services) for attracting

	<p>of services creating draft plans and candidate for a constituency offering for a National Political Product.</p>	<p>the local political market (voters) which will be sent to the Head office of a political organization to include it into the national political product targeting the national political market (voters).</p>
4	<p>$X_4 = P = .000$ Aggregating All Local Plans and Candidates for a Bundle of Services with the national political product by Headquarters (ALPC).</p>	<p>Headquarters will sort out all proposed yearly plans and long-term plans for 5 years 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.</p>
5	<p>$Y = R_2 = .43$ Designing Deliverable Political Product to win maximum voter-market share for Power in Democracy $Y = DDPP$</p>	<p>Headquarters will finalize the political product strategy subject to the approval, targeting to local and national political markets in terms of revenue, grants and donations which will be communicated 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.</p>

Research Limitations-

The sample has been selected from the Bangladesh but all graduate voters were politically conscious and the almost equivalent of the other country's voter-market.

Practical Implications-

All political organizations in any democratic country will be able to design a national and local political product strategy and set a popular candidate for MP/Legislator in each constituency/electoral area by using local formal branch office under a formal head office to win power for a peaceful democratic competition like industry competition which will be practically deliverable. 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.

Keywords- 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 society and finding the way of solving any problem for creating a problem solving tangible or intangible product because every product is a problem-solving packet. A product is anything that 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 product to attract or to buy maximum votes for power for creating, communication and delivering political services to the political market. In electoral terms, the product, a "mix" of variables in its own right combines three key aspects "party image" "leadership image" and "policy commitments"(Bulter and 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 for marketing political services. An article suggests that insufficient attention has been given to the significant differences between political marketing and product or service marketing (Lock, 1996). The author clearly stated in this article that the attention of political organization is not sufficient to differentiate the political offerings. There are three types of political marketing orientation; (1) Product-orientation party; this party argues for its own ideas and politics; assumes that voters will realize that its ideas are the best and therefore vote for it. (2) Sales-oriented party; this party believes in its own idea and policies, but realizes that they must be sold to the public's to give people what they want, but tries to make people want what the party offers (Lees-Marshment, et.al 2001). A political product is 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 + election manifesto). These are the key offerings that can be comparable 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 are going on in the process of consuming benefits of existing political product by the political market, and election manifesto is the 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, attractive, competitive and deliverable that is not yet been revealed in a standard model. To develop a commercially manufactured product (tangible and intangible) has a model. But 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. So that 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 designing and developing any commercial product (services or goods), there are 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 for undertaking numerous plans and projects to solve those problems. In both sides, the problem-solving activities are common. Therefore, on the basis of these steps and considering the nature of problems of the local political market and national political market a conceptual model can be drawn in this regard. Product development efforts should be focused on satisfying the target group of the political market to attract voters. At present in political marketing, there is no clear-cut offer from the political organization; traditionally they offer an election manifesto with a slide modification of past manifesto. There are no remarkable research findings on the executing 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 as over promise under deliver. Lack of considering the election manifesto as a political product and developing a model of designing a political product that is practically implementable. Very often, the political organizations are declaring it on assumption and past manifesto. In fact, over promise under delivering is negatively affected the organizational image and the record of past performance which is the important part of defined political product. Therefore, developing or designing a political product should be considered the problems of the local political market (local voters) and national political market (current voters in a country). Designing a value-based product is one of the major marketing tools to win political market facing competitors. 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 instead of force creating traditional politics in creating a peaceful democratic competition as it is found in an industry competition.

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 for 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 relation 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 nation of a country in the 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 here. 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 and 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, 2003). The political product consists of three core components (Wring, 2005) party image, leadership image and policy commitments. 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 2001). 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 (Collins & Butler, 2002). There are now a number of well-known world examples of marketing the 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, and pledge ends to suggest delivery, representing a move away from selling ideologically driven policy to use a voter responsive strategy (Bryant, 2008). Cross-country similarities continue in 2007 Australian Labor leader Kevin Rudd's successful campaign was likened to Tony Blair's (Herald, 2007).

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 a less important, if not a redundant. In the article named "Marketing the Political Product" stated that the aim of a political organization marketing the political product. The author has written that the business of vote winning is essentially a marketing problem, and how 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 (Tymms, 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, 1960). 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 and Kotler, 1999)

Many structured models and methods have been explored and developed, with the aim of improving New Product Development (NPD). This includes a 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 (Conway and Steward, 2008), 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 represent what describe as the 'first generation' models of the processes. Many researchers have tried to develop a model that captures the relevant stages of the NPD process (Ulrich & Eppinger, 2011; Wind, 2001; Cooper, 2001; Crawford, 1987; Scheuing, 1974). A number of detailed NPD models have been

developed over the years, the best known of which is the Booz, Allen and Hamilton (1982) model, shown in Figure 1, also known as the BA H model, which 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 it can be developed a similarity model for designing a political product for an electoral or constituency which is followed parallelly at the right side of the figure-1

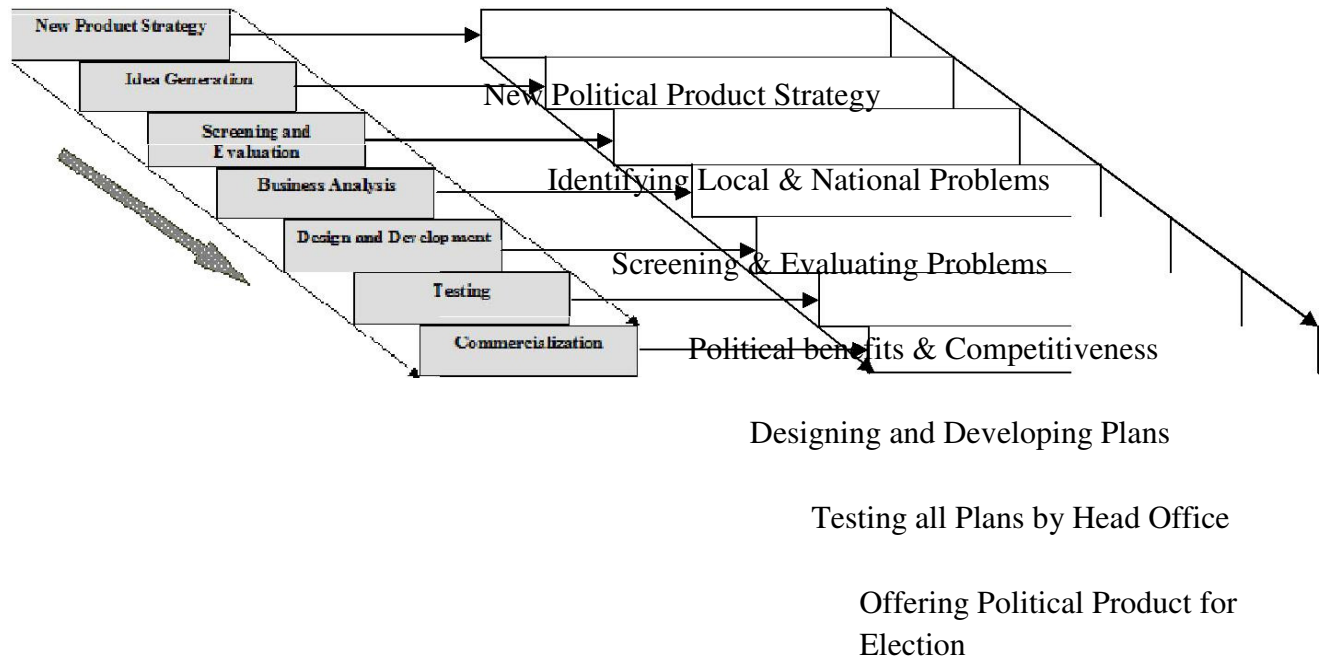


Figure 1. Stages of New Product Development (NPD) (Booz, Allen & Hamilton, 1982)

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 that a large number of articles have been written on political marketing by the famous scholars in the world focusing in 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 of developing, designing and redesigning a political product as they use it in winning political power to arrive on the government platform to serve the political market for creating a peaceful democracy. Here is an incompleteness of political marketing which needs to research in developing a model for designing a political product that the political organizations can use it in winning political power for creating a peaceful democracy instead of conflicting traditional way of politics.

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 for undertaking political services generating plans and programs and selecting a local candidate who will be responsible for delivering this product in the electoral territory and to send it to the headquarter of a political organization for offering the nationally aggregated political product to attract the national and local political market (voters) for winning power. The winning political organization will hand over the national political product to the ministry of planning for yearly assigning goals and budget for each local and central government agencies to execute as it is targeted by the ruling political organization in democratic competition for obtaining benefits for past performance in the next election.”

Figure no. 2 : Conceptual Model of Designing a Deliverable Political Product to Win Power.

Conceptual Model	Step no.	Name of the Steps	Functions
	1	X ₁ = Marketing Research for Selecting Local Candidate and identifying Problems by setting formal Branch Office at each Constituency (MRCP)	The branch office will conduct marketing research to search the potential political leaders for Legislator/MP and priority basis local problems that would be transformed into problem-solving plans as a local political product and executed after winning power by the Ministry of Planning and Local Government lead by Local MP from this Branch Office.
	2	X ₂ = Problem Solving Programs by Branch Office & Head Office (MPSP)	The chief executive and an engineer will screen and select the politically viable problems to make plans and programs with budget within 1 to 5 years duration (plans for 1 st year + 2 nd year + 3 rd year + 4 th year + 5 th year) on the basis of research findings and evaluating them by the opinions of the local opinion leaders in society.
	3	X ₃	Branch office of a constituency will make the

	<p>=</p> <p>Loca</p> <p>Designing l Political</p> <p>Product (DLPP), (a</p> <p>package</p> <p>servic</p> <p>of es creating draft</p> <p>plans and candidate for</p> <p>a</p> <p>constituenc offering</p> <p>y) for a</p> <p>National Political</p> <p>Product.</p>	<p>draft plans</p> <p>to solve the major problems for finalizing and</p> <p>offering</p> <p>local political product (bundle of services) for</p> <p>attracting</p> <p>the local political market (voters) which will be</p> <p>sent to the</p> <p>Head office of a political organization to include</p> <p>it into</p> <p>the national political product targeting the</p> <p>national</p> <p>political market (voters).</p>
4	<p>X₄</p> <p>=</p> <p>Aggregating All Local</p> <p>Plans</p> <p>and Candidates for a</p> <p>Bundle</p> <p>of Services with the</p> <p>national</p> <p>politica</p> <p>l product by Head</p> <p>office (ALPC).</p>	<p>Headquarters will sort out all proposed yearly</p> <p>plans and</p> <p>long-term plans for 5 years on the basis of</p> <p>assigning the</p> <p>related ministry's responsibility and adding some</p> <p>national</p> <p>problem-solving policies and plans within yearly</p> <p>national</p> <p>budget up to 5 years subsequently.</p>
5	<p>Y</p> <p>=</p> <p>Designing a Deliverable</p> <p>Politica</p> <p>l Product to win</p> <p>maximum voter-market</p> <p>share for Power in a</p> <p>peaceful</p> <p>Democrac</p> <p>y</p> <p>Y =</p> <p>DDPP</p>	<p>Headquarters will finalize the political product</p> <p>strategy</p> <p>subject to the approval, targeting to local and</p> <p>national</p> <p>political markets in terms of revenue, grants</p> <p>and</p> <p>donations which will be communicated for</p> <p>attracting</p> <p>voters for power in peaceful democratic</p> <p>competition. This</p> <p>political product will be handed over to the</p> <p>Ministry of</p> <p>Planning after winning power for</p> <p>implementation.</p>

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)

X₁=Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)

X₂=Making Problem Solving Plans and Programs by Branch Office (MPSP)

X₃=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)

X₄= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).

Objective

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. The specific objectives are;

1. To measure the impact of identifying the fundamental problems and a popular candidate for Member of Parliament (MP) or legislator in a constituency by conducting marketing research set by formal political services marketing branch office under a formal head office of a political rival in designing a political product.
2. To measure the impact of screening the identified problems for undertaking political services generated projects on designing a politically viable and practically executable political product by a political organization using government structure.
3. To measure the impact of voter-market oriented proposed local political product (a package of political services) of each and every constituency in designing a national political product (election manifesto) on offering a deliverable political product to attract overall voter-market in a country.
4. To measure the impact of aggregating all local political product and assigning candidates for a bundle of services delivery on the national political product by Head office.

Methodology

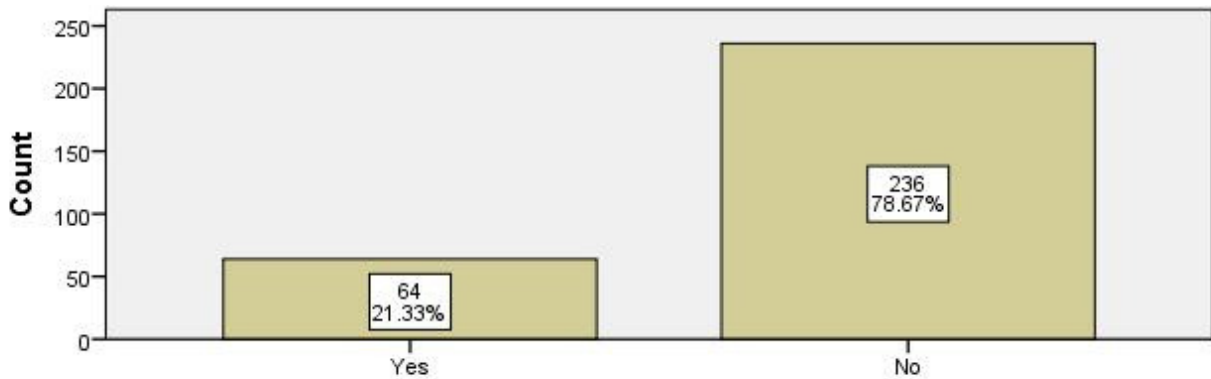
- a) Problem identification: Political organizations are doing political marketing. They are offering a political product (basic principles + past performance + election manifesto) traditionally as an election manifesto. Very often it is conflicted and over promise under delivering after winning power lack of a model 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 nature of research under conclusive research design.
- c) Research Question:
RQ₁: Is an election manifesto equal to the level of delivery in traditional politics?
RQ₂: What are the perceptions of the voters to set 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 of designing a political product by a political organization for attracting voters for power in a peaceful democratic competition as it is found in industry competition?
- d) Hypothesis Development :
Ho: There is no significant impact of developing a model for designing a political product and a deliverable political product for winning power for a peaceful democracy. [Rejected]
Ha: There is a significant impact of developing a model for designing a political product and a deliverable political product for winning power for a peaceful democracy. [Accepted]
- e) Population, Sample size, and Sampling technique: The population is the graduate voters and the sample 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 has been selected 300 from 800 participants by using justified sampling technique under non-random method from the classroom who were the graduate voters and first class citizen from the different constituencies or electoral of Bangladesh.
- f) Type of data and sources of data: Quantitative data has been 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 and RQ-2, 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 and fit the conceptual model of developing a political product.

Results of the Research

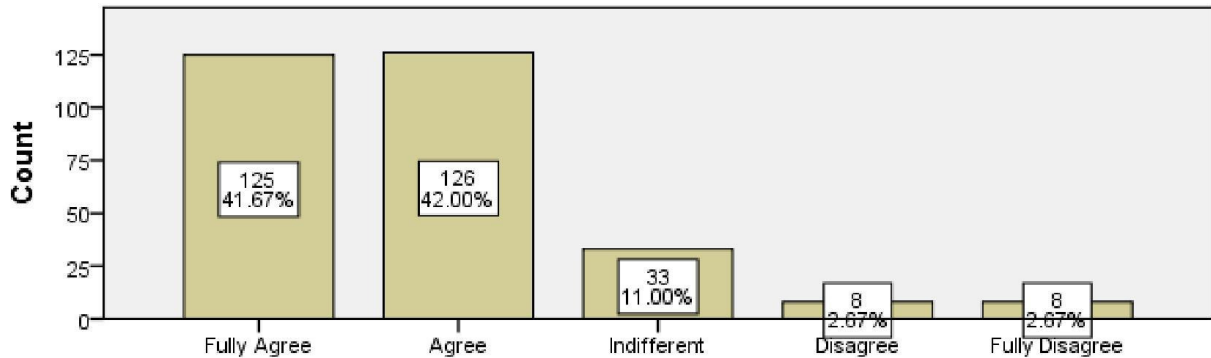
The table 1 shows that 80% sample respondents are the masters’ degree holders and 49% respondents are graduate degree holders voters of Bangladesh. Only one respondent is the above master degree holder. [Appendix-2]

The table 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, .7% from Rangpur, 5% from Mymensingh. [Appendix-2]



Graph 1 : Is the Election Manifesto Equal to Delivery in Traditional Politics

The graph 1 shows 21% sample respondent believes that a winning political organization can deliver fully the election manifesto. 79% respondents out of 300 sample size do not deliver fully the election manifesto as a political product in an electoral.



Graph 2 : Perception of Setting Formal Branch office at each constituency under a Formal Head Office

The graph 2 shows that 41% sample respondents fully agree 42% agree, 11% indifferent, 2% disagree and 2% fully disagree on setting a formal branch office at each and every constituency. It is observed that around 84% sample respondents are agree for setting formal branch office in each electoral or constituency under a formal head office to conduct survey for selecting a

suitable local political leader, politically important local problems for designing and offering a political product, and marketing communication with the local voter-market in delivering political services apart from a political product or election manifesto.

Variables Entered/Removed

Mode	Variables Entered	Variables Removed	Method
1	X4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC), X2=Making Problem Solving Plans and Programs by Branch Office (MPSP), X3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency), X1=Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP) ^b	.	Enter

a. Dependent Variable: Y = Designing a deliverable political product to win power in democracy (DDPP)

b. All requested variables entered.

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 and finally, using the stepwise regression method, 4 independent variables were found to be significant in the restricted model. The restricted Model is as follows:

$$Y \text{ DDPP} = a + b_1 \text{ MRCP} + b_2 \text{ MPSP} + b_3 \text{ DLPP} + b_4 \text{ ALPC} \dots\dots\dots$$

Here, Y = Designing a deliverable political product to win power in democracy (DDPP)

X₁ = Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)

X₂ = Making Problem Solving Plans and Programs by Branch Office (MPSP)

X₃ = Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)

X₄ = Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.438	.430	16.93013

a. Predictors: (Constant),

X4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC),

X2=Making Problem Solving Plans and Programs by Branch Office (MPSP),

X3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency),

X1=Marketing Research for Selecting Local Candidate and 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 is strong (R=.66).

Above table shows that dependent variable is 66 percent influenced by the independent variables that are included in the model. (Adjusted R Square = .43)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65835.204	4	16458.801	57.422	.000 ^b
	Residual	84555.632	295	286.629		
	Total	150390.837	299			

a. Dependent Variable: Y = Designing a deliverable political product to win power in democracy (DDPP)

b. Predictors: (Constant),

X4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC),

X2=Making Problem Solving Plans and Programs by Branch Office (MPSP),

X3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency),

X1=Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)

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

$$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \dots = \beta_k = 0$$

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.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.794	4.499		.621	.535
X1=Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)	.173	.086	.136	2.011	.045
X2=Making Problem Solving Plans and Programs by Branch Office (MPSP)	.226	.081	.185	2.782	.006
X3=Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)	.183	.079	.153	2.304	.022
X4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).	.344	.070	.300	4.944	.000

a. Dependent Variable: Y = Designing a deliverable political product to win power in democracy (DDPP)

- 1 = .17, i.e., 100% change in designing a deliverable political product to win power in a democracy leads to 17% change the dependent variable.
- 2 = .22, i.e., 100% change in designing a deliverable political product to win power in a democracy leads to 22% change in the dependent variable.
- 3 = .18, i.e., 100% change in designing a deliverable political product to win power in a democracy leads to 18% change the dependent variable.
- 4 = .34, i.e., 100% change in designing a deliverable political product to win power in a democracy leads to 34% change the dependent variable.

Figure no. 3

Restricted Model	Step no.	Name of the Steps	Functions
	1	X ₁ = P=.045 Marketing Research for Selecting Local Candidate and identifying Problems by setting formal Branch Office at each Constituency (MRCP)	The branch office will conduct marketing research to search the potential political leaders for Legislator/MP and priority basis local problems that would be transformed into problem-solving plans as a local political product and executed after winning power by the Ministry of Planning and Local Government lead by Local MP from this Branch Office.
	2	X ₂ = P=.006 Making Problem Solving Plans and Programs by Branch Office & Head Office (MPSP)	The chief executive and an engineer will screen and select the politically viable problems to make plans and programs with budget within 1 to 5 years duration (plans for 1 st year + 2 nd year + 3 rd year + 4 th year + 5 th year) on the basis of research findings and evaluating them by the opinions of the local opinion leaders in society.
	3	X ₃ = P=.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 will make the draft plans to solve the major problems for finalizing and offering local political product (bundle of services) for attracting the local political market (voters) which will 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=.000	Headquarters will sort out all proposed yearly

	Aggregating All Local Plans and Candidates for a Bundle of Services with the national political product by Head office (ALPC).	plans and long-term plans for 5 years 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 = R2 = .43 Designing a Deliverable Political Product to win maximum voter-market share for Power in Democracy Y = DDPP	Headquarters will finalize the political product strategy subject to the approval, targeting to local and national political markets in terms of revenue, grants and donations which will be communicated 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.

RECOMMENDATION

On the basis of research findings/results some important recommends can undertake a political organization in designing a deliverable political product to win the political market in peaceful democracy for arriving on the government platform to create, communicate and deliver the political services according to the offering commitments in the election or manifesto. The importance recommendations are as follows;

1. The graph 1 shows 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 designed and redesigned their political product (election manifesto) and offering it for attracting voter-market which is practically implementable and deliverable.
2. The graph 2 shows that maximum 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 a formal Head office containing a managerial organ gram for performing marketing activities effectively and efficiently.
3. The independent variable {X1=Marketing Research for Selecting Local Candidate and Problems by setting formal Branch Office at each Constituency (MRCP)} influence 17% on 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 and priority basis 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 {X2=Making Problem Solving Plans and Programs by Branch Office (MPSP)} influences 22% on the dependent variable. Therefore, a political organization should make plans and programs on the basis of marketing research findings as it competitive than the political rivals to win the power.
5. The independent variable [X3=Designing Local Political Product (DLPP), {a package of services creating draft plans and candidate for a constituency}] influence 18 % on 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 {X4= Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC)} influences 34 % on dependent variable {Y = Designing a deliverable political product to win power in a democracy (DDPP)}. In this context, the head office should collect all local political products including candidates for aggregating and adding some national political products 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 the all branch offices' activities having a managerial organ gram consisting especially two important positions; Vice- president Political Services Marketing and Vice President Finance. After winning a 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 specially assign for aggregating all plans and programs from all constituency or an electoral and executing these plans as a committed political product by using all government agencies.

Conclusion

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 very imperative to use non-profit marketing tools and techniques as it is found in industry and NGO's competition. There is no conflict in industry because of using well designed and superior product strategy as an important tool to fight with the rivals. Therefore, all political competitors should establish a formal branch office in each and every constituency under a formal head office containing a managerial organogram for an institutional approach to creating, communication and delivery political services as per the promised national political product. First of all, a branch office should conduct marketing research to find out the

suitable and popular political candidate and the local problems for offering problem-solving plans and programs as a local political product. Then the branch office should send the local list of plans and candidate to the head office for approval and include it into the national political product to attract the national political market for winning power. The head office will sort out the 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, this national political product (election manifesto) will hand over to the ministry of planning (Datta, 2016). It is concluded that all political organizations in a democratic country should compete by well designing an attractive, competitive local and national political product as like as the industry competition. Of course, this effort would be a new way of politics avoiding the conflicting older-aged political system and it would be ensured also a peaceful democratic environment for building a peaceful world at large.

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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

(Please tick mark):

3. 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 will conduct marketing research to search the potential political leaders for Legislator/MP and priority basis local problems that would be transformed into problem-solving plans as a local political product and executed after winning power by the Ministry of Planning and Local Government lead by Local MP from the Branch Office.	0 -100

X ₂ = Making Problem Solving Plans and Programs by Branch Office (MPSP)	The chief executive and an engineer will screen and selecting the politically viable problems to make plans and programs with budget within 1 to 5 years duration (plans for 1 st year + 2 nd year + 3 rd year + 4 th year + 5 th year) on the basis of research findings and the opinions of the local opinion leaders in society.	0- 100
X ₃ = Designing Local Political Product (DLPP), (a package of services creating draft plans and candidate for a constituency)	A branch office of a constituency will aggregate the draft plans to solve the major problems for finalizing and offering a local political product (bundle of services) for attracting the local political market (voters) which will be sent to the Head office of a political organization to include it into the national political product.	0-100
X ₄ = Aggregating All Local Plans and Candidates for a Bundle of Services by Head office (ALPC).	Headquarters will sort out all proposed yearly plans on the basis of assigning the related ministry's responsibility and adding some national problem-solving policies and plans with a yearly national budget for 5 years.	0-100
Y = Designing a Deliverable Political Product to win Power in Democracy Y = DDPP	Headquarters will finalize the political product subject to the approval targeting to local and national political markets in terms of revenue and donations which will be communicated for attracting voters for power in democratic competition. This political product will be handed over to the Ministry of Planning after winning power for implementation.	0-100

APPENDIX-2

Table 1 : Educational Qualification of the Sample Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	49	16.3	16.3
	Masters	250	83.3	99.7
	Above Masters	1	.3	100.0
	Total	300	100.0	100.0

Table 2 : Name of the 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	25	8.3	8.4	92.0
	Sylhet	7	2.3	2.3	94.3
	Rangpur	2	.7	.7	95.0
	Mymenshingh	15	5.0	5.0	100.0
	Total	299	99.7	100.0	
Missing	System	1	.3		
Total		300	100.0		