Party's Reputation, Image, And Identity In Political Communication: An Analytical Study Of Voting Pattern In Punjab Assembly Election

Ashok Kumar Singh[1], Dr. Pavitar Parkash Singh[2], Dr. Sorabh Lakhanpal[3], Navdeep Singh Thind[4]

[1]*Research Scholar, Journalism and Mass Communication Lovely Professional University Phagwara, Punjab, India*
[2]*Professor, Mittal School of Business Lovely Professional University Phagwara, Punjab, India*
[3]*Head, DSA, Lovely Professional University Phagwara, Punjab, India*
[4]*Sr. Officer, Lovely Professional University Phagwara, Punjab, India*

Email: Pavitar.19476@lpu.co.in

Abstract: This article explores the impact of the political party's reputation, party's image and party's identity on voting behaviour of educated public opinion. The study has been executed after the assembly election of Punjab 2017 to understand important influential factors on voting behaviour of the educated public. Also to highlight, the factors of a political party that determines a distinctive impact on the educated public to vote for in an election in the present political context. Subsequently, this political communication study suggests the perception of the educated public on their voting orientation to those who are politically active; stakeholders of the political parties and political communicators as well.

Keyword: Voting Behaviour, Assembly Election, Party's Image, Party's Reputation, Party's Identity

1. INTRODUCTION:

The Assembly election in Punjab, in early 2017, turned an evidence of the electoral history of the state. In the landscape of the Punjab assembly election the political alliances headed by the Shiromani Akali Dal beneath the management Jat Sikh leadership was lost in the battle by the Captain Amarinder Singh of INC. Domination of SAD in the electoral strength was challenged through an aggregate of recent political management, actors of BJP, AAP and INC. 2017 Vidhan Sobha election in Punjab witnessed mostly fight among three parties where Congress party gave a lead winning 77 seats under the leadership of Captain Amarinder Singh while the new competitor AAP bagged 20 seats. The sitting Shiromoni Akali Dal came in new score of 15 seats. BJP, an alliance to SAD won 3 seats. The independents candidates won 2 seats in the Assembly elections 2017 of Punjab. With a great margin of 52407 votes, Captain Amarinder Singh, leader of Congress party from Patiala, a won 2017 Assembly election and the leader of Shiromani Akali Dal party, Mr. Prakash Singh Badal remain second in the vote margin.

In this article, I explored how the party's reputation, party's image or party's identity of the political parties have influenced on the voting behaviour of the educated public of the Punjab state in assembly election. This is an analytical study of Punjab's electoral politics; from the prospective of voting orientation factors in a considerably altering awareness among a totally diverse electorate who realize to exercising the franchise in a right way.

It is relevant to look in to the nature of political orientation and participation of the educated public of the state Punjab as the literacy rate has increased 69.65% to 75. 84%. The other reason is that the development of marketing concept of the branding, image, reputation, and identity in the political field has affected the educated public of the Punjab state.

And in the context, the political parties are trying to describe features of a political brand through identity, image, and reputation. Indeed, the political parties are active in most suitable methods of communication to promote a specific concept of the image, identity, and reputation in the political context.

Objectives
The general objective of the study is to analyse the impact of the party's reputation, image, and identity on voting orientation of the educated public in Punjab assembly election.

The first objective is to examine the influence of party's reputation, image and identity on educated public voting behaviour in Punjab. The second objective is to analyse the impact in Punjab assembly election.

2. RESEARCH METHODOLOGY

The secondary source was used to review the election result of the 2017. The Google form was used to collect data from the educated public of Punjab. The convenient sampling was used to select the sample of the survey. Specially, those who had the email address were asked to fill the form and within a spectrum of area. The researcher visited different common place to collect the first hand data from the sample. Having an email address of respondent was preferred to administered the data collection and go for an in-depth online survey. The Google form analysis was used for presenting the impact with bar graph and pie chart.

Conceptual Clarification and Literature Review
Let's begin some of the basic understanding of the content of this paper. Some of the concepts reviewed are: the concept of voting behaviour, party's reputation, party's image, party's identity.

Voting Behaviour
Voting behaviour is typically understood as political orientation, because most political activities cope with voting. Goldman (1966) defined on political behaviour, supposed, that in a political approach to voting behaviour, decision making approach determines especially with public, who have voted through the electorate. Deiner (2000), in his work described, vote casting behaviour is essentially related to democratic principles and individual decision. The individual level of educated public on the behaviour has increased and determined by the level of awareness, freedom and decision making capacity to voter for.

There are now a wide range of literatures from different branches of study go after on the marketing concepts of branding into the philosophy of politics (Andrews, 1996; O'Cass, 2001). These concepts create different level of perception on the educated public today.

Political parties design over time, in a specific target period of election to influence in long term activities by creating brand reputation, image and identity of party through the user-friendly political communication. The political parties engage themselves to present and

sustain the political brand image, identity and reputation through a sustainable long-term communication.

Whether USA or Asia, the political actors are in the business of selling hope to people by several means and outlets convincing voters. A certain political party or an individual political actor guarantee; as Lloyd (2005) understood it, it is a successful management of economic growth, social stability and national security on behalf of the voters and citizens. Every party is extremely keen about building their reputation and influencing voters.

Party's Reputation, Image and Identity

Brand image, brand reputation and brand identity are the cognitive components followed in a customer-based process.

Experts like Aaker and Keller (1990) defined that reputation of a corporate as an outlook of quality allied with the corporate name. Brand is a name and (or) symbol (stamp, packaging, logo, symbol) that distinguishes. From the prospective including corporation, Aaker and Keller (1990) defined corporate reputation as an observation of quality connected with the corporate name which could be applied as to the same to the political party.

Kottler (2000) mentioned a company's is boosted with a perceived good brand will. Keller (1993) defined in the work, 'Conceptualizing, Measuring, and Managing Customer-Based Equity' that the brand image perceived on association in the mind of the customers. A manifesto presents the political will of a party. In political context, image of a party is formed with the elements of attributes like service of the party, their manifesto, implementation of policies.

Identity usually or can be defined that when a customer easily identifies a product and also able to differentiate a product or service from other products and relate to. In a political party identity it would be party's vision, political slogan, party logo, colours used in and others. Organizational identity or identity of a brand is the combination organisational history, culture, characteristics, position, structure, and reputation with entrant, clients, and society; it is formed with a link in long period of time (Brown, Dacin, Pratt, &Whetten, 2006). Brand identity has external outcomes (Sen, Bhattacharya, & Korschun, 2006) in opposite to brand image that is the outer presentation of the identity.

3. RESULT AND DISCUSSION

Illustration 1: Gender of the respondent

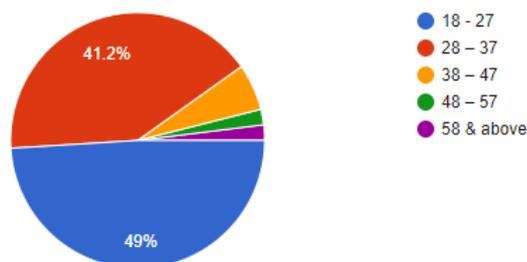1. Gender of the Respond
51 responses
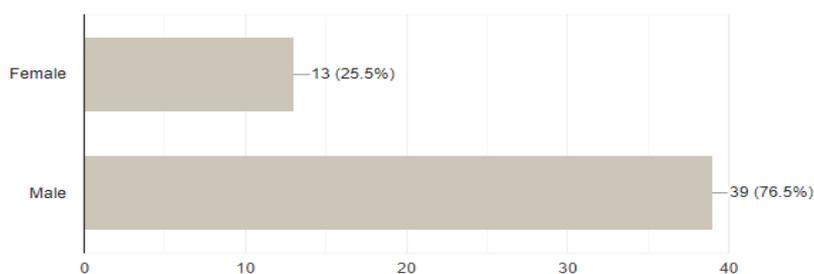
Out of the 51 samples, 39 male and 13 female respondents consented to give their email id along with their opinion in the survey. Those responded having email was selected for survey. There was no limitation to either gender group in selection of Data during the survey

Illustration 2: Your Age

Age group was diveded from 18-27, 28-37, 38-47, 48-57, 58 & above. Out of the total 50 sample, 49 percent of the respondent is of the age group of 18-27 while 41 percent of respondents of the age group 28-37. The age group of the 38-47, 47-58, and 58 & above excused with no time, no email or no interest in politics. Other remaining percentage of educated public have not mentioned their age.

Illustration 3: Education
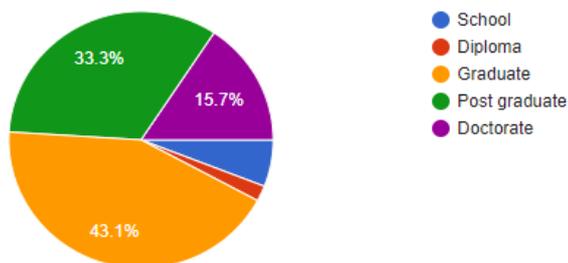
In the survey out 51 respondents, 43.1% of graduate and 33.3 % post graduate and 15.7% are of doctorate who has opined their factors affected them most in the election to vote for. This survey response is to be viewed very carefully from the prospective of the informed educated public.

Illustration 4: Are you currently registered to vote?

4. Are you currently registered to vote?
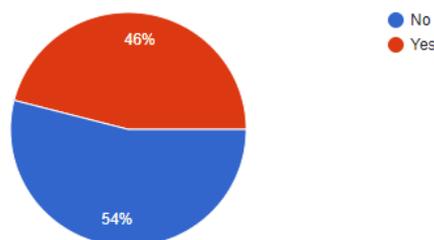
51 responses
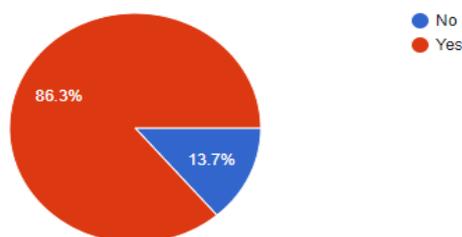
Out of the 51 percent of the respondent 86.3% percent have names in the voters list while 13 percent of the voters have not registered still. It presupposes that they are at the entry of the voting age and registered so far.

Illustration 5: Are you active in politics?

5. Are you active in Politics?

50 responses

There are 54% of people who have active and interest in politics yet the next is "no" holds 46% which seems still people need to join in the political life. As human being born in this world is a political being. Aristotle insists that man is either a political animal (the natural state) or an outcast like a "bird which flies alone" (4thC BC), (Online Library of Liberty).

Illustration 6: Have you voted in any of the following elections

6. Have you voted in any of the following elections

47 responses
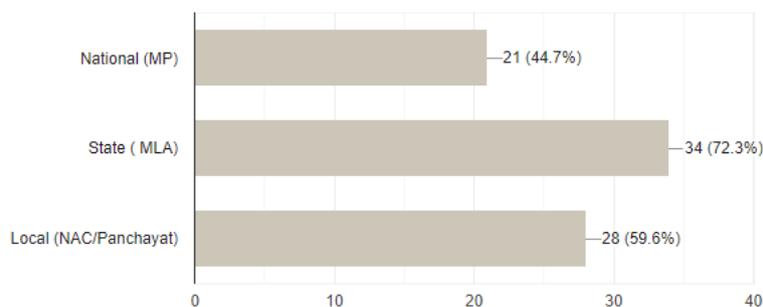
Out of 51 respondents only 47 respondents have given their response. Respondent have voted more than one election. Out of 51 respondent 72% have voted for the State (MLA) election which the priority of the study. This gives strength to the study purpose.

Illustration 7: Your view on the importance of voting

### 7. Your view on the importance of voting

50 responses
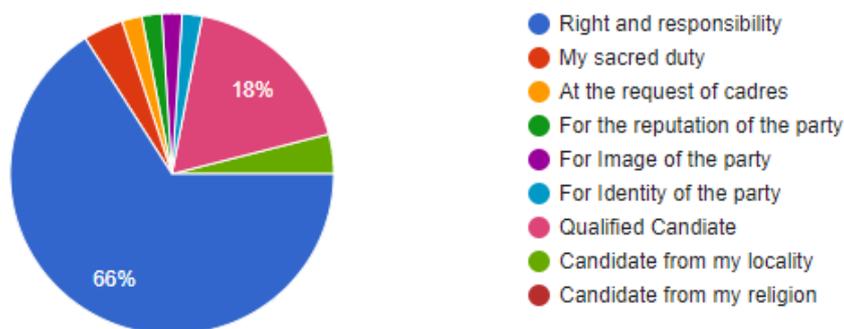
Out of 9 categories of importance of voting, the 'Right and responsibility' is the priority of importance in the voting orientation. The majority of 66% educated public think that franchising voting is a right and responsibility. While other categories are suppressed under the voting orientation about 18 have said they vote because there are some qualified Candidate.

Illustration 8: How did you choose candidate (s) to vote for?

### 8. How did you choose candidate (s) to vote for?

51 responses
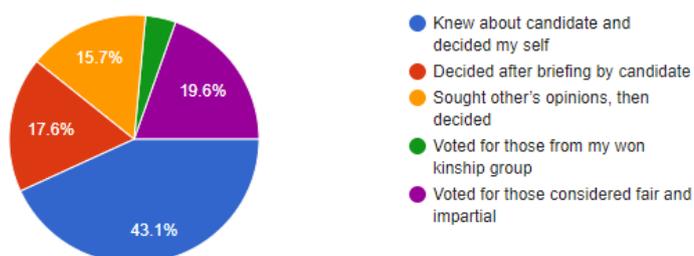
The 43% of the respondent chose the candidate when they 'knew about candidate and decided themselves' while 17% choose candidate 'after being briefed by candidate'. About 16% of them sought for other's opinion and then decided the candidate while 19% respondent chose, those candidate who were considered as 'fair and impartial'. Own kinship group was least among the selection of the candidate.

Illustration 9: Factors influenced most to vote for

9. Whom do you want as a political leader
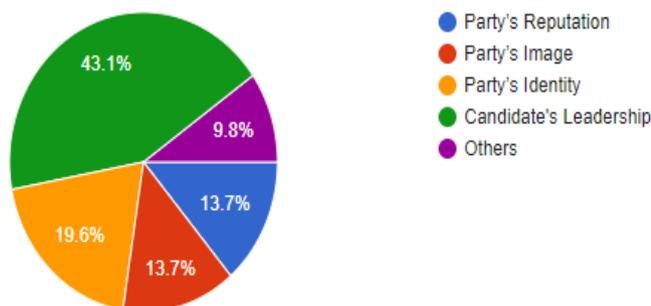
51 responses

2228
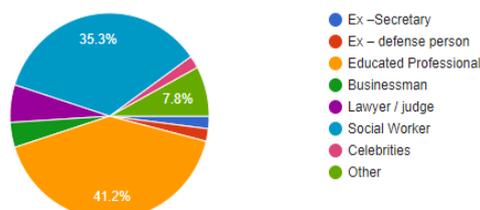
The majority of the educated public opted 'educated professional' as their political leader while 35.3% wanted 'Ex-Secretary'. 7.8% opted for the businessman and rest of the categories remain neglected in the choice.

Illustration 10: In your opinion, what is the important factor to vote for a party


The basic objective of the study was to analyse the impact of the party's reputation, image, and identity on educated public voting orientation in Punjab Assembly election. The Party's reputation and party's image retain same percentage of 13.7% each while the party's image 19.6%.   The most important factor found is that more than the party educated voters look for a leader in the party which has 43.1% response. This remarks tremendously that behaviour of the educated to look for a leader more than the party's reputation, image, and identity.

Illustration 11: Party's Reputation is important for to vote for the party
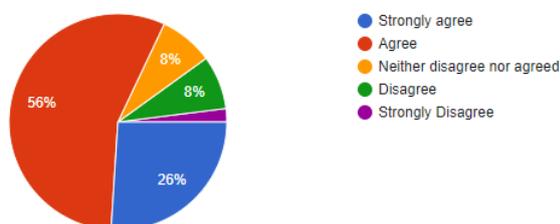
When individual factor was asked for 56% agreed and 26% strongly agree on the reputation of the party.

Illustration 12: Party's Image is important for to vote for the party

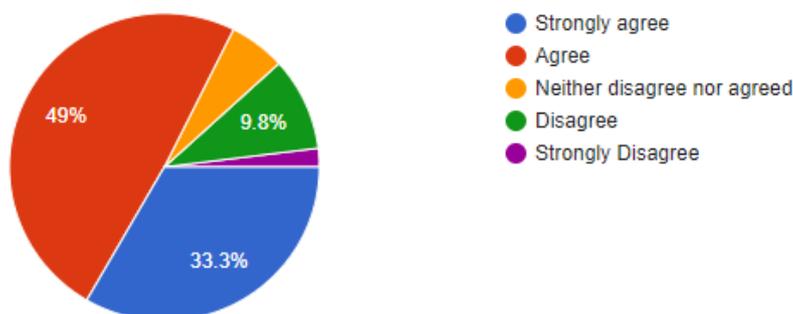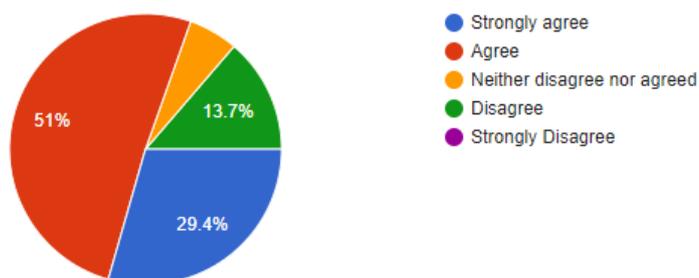## 12. Party's Image is important for to vote for the party

51 responses

Image factor of the party is respondent with 33.3% strongly agree while 49% agree but 9.8% consented to disagree.

Illustration 13: Party's Identity is important to vote for the party

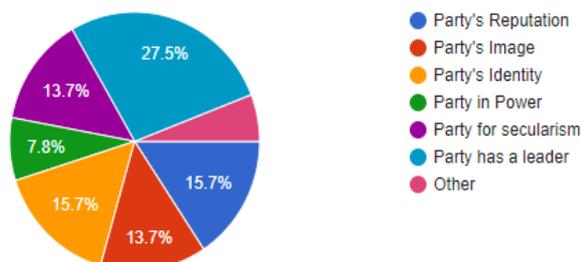## 13. Party's Identity is important for to vote for the party.

51 responses

29.4% of respondent have submitted to strongly agree while 51% agree that is more than half of the sample size of the study.

Illustration 14: which factor influenced you to vote for?

14. Which factor influenced you to vote for?

51 responses

The bigger share in the circle of influence is that party has a leader of 27.5%, more than the party educated public vote for the candidate. Party's reputation and party's identity take same position in the circle of 15.7%. Party image and party in secularism both have 13.7% submission. 7.8% look for party in power to repeat their voting interest. Still there are 13.7% are looking for other than these factors to vote for.

Limitation of the Study

Firstly, the study has limitation on the basis of the restriction to having an email address to select the respondent. Secondly, it has not reached to a huge spectrum of education public of Punjab. There is scope to understand the impact factor of the party's reputation, image and identity from several factors like rural and urban, youth and women and so. However, for an exploratory study we consider these limits to be within acceptable boundaries and stimulus to further research.

2. CONCLUSION

This study is based on two broad objectives to examine the influence of party's reputation, image and identity on public voting behaviour in Punjab. The second objective is to analyze the impact in Punjab assembly election. The respondents are above 18 years and literate of school, diploma, graduate, postgraduate and doctorate level and having an email id of own.
One need to pay heed of the subtle difference in percentage of the three major factors party's reputation, party's image, and party's identity. There is a significant influence of party's reputation and the party's identity in the voting behaviour of the education voters.

REFERENCE

[1] E-book
[2] Kotler, P. (2000). Marketing management: The millennium edition. *Marketing management*, *23*(6), 188-193.https://pdfs.semanticscholar.org/e1ca/76697cf299e0615f681dccc0b51d533f61a2.pdf
[3] Article
[4] Aaker D.A and Keller K. L., (1990).Consumer Evaluations of Brand Extensions. *Journal of Marketing*, Vol. 54, No. 1, (pp. 27-41. https://www.jstor.org/stable/1252171
[5] Andrews, L. (1996). The relationship of political marketing to political lobbying: an examination of the Devonport campaign for the Trident refitting contract. *European Journal of Marketing*, 30(10/11), 76–99.
[6] Brown, T. J., Dacin, P. A., Pratt, M. G., &Whetten, D. A. (2006). Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. *Journal of the academy of marketing science*, *34*(2), 99-106 https://doi.org/10.1177/0092070305284969.
[7] Diener, E. (2000). Subjective well-being: The science of happiness and a proposal for a national index. *American psychologist*, 55(1), 34-43. doi:10.1037/0003-066x.55.1.34
[8] Goldman, S. (1966). Voting behaviour on the United States courts of appeals, 1961–1964.*American Political Science Review*, 60(2), 374-383. doi:10.2307/1953364
[9] Keller, K. L. (1993). 'Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity', *Journal of Marketing*, 57, 1-22
[10] Lloyd, J. (2005). Square Peg, Round Hole? Can Marketing-Based Concepts Such as the "Product" and the "Marketing Mix" Have a Useful Role in the Political Arena? *Journal of Nonprofit& Public Sector Marketing*, 14(1-2), 27–46. doi:10.1300/j054v14n01_03
[11] O'Cass, A. (2001). Political marketing—An investigation of the political marketing concept and political market orientation in Australian politics. *European Journal of Marketing*, 35(9/10), 1003–1025
[12] Sen, S., Bhattacharya, C. B., & Korschun, D. (2006). The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing science*, 34(2), 158-166.