

Editorial: Broadening the Boundaries of Marketing: Political Marketing in the New Millennium

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Over the past 20 years, the field of political marketing has grown significantly as an academic discipline. Evidence of this growth has been the publication of several books, journal articles, special issues of academic journals devoted to this subject in Europe, and national and international conferences solely devoted to political marketing (Harris, 2001; Newman, 1994; O'Shaughnessy, 1990). The publication of the *Journal of Political Marketing* represented a major advancement in the field (Newman, in press). However, for those who are not as familiar with the discipline, let me offer a definition of political marketing " . . . the application of marketing principles and procedures in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win elections, and pass legislation and referenda in response to the needs and wants of selected people and groups in a society" (Newman, 1999a, p. xiii).

This Special Issue on political marketing grew out of my desire to follow up on the call to broaden the field of marketing spelled out in two critically important articles published around the turn of the millennium (Bagozzi & Natarajan, 2000; Natarajan & Bagozzi, 1999). Just as professionals in many other industries looked very critically to what the future held for them as they entered the new millennium, so did Natarajan and Bagozzi with respect to the field of marketing.

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As we enter the new millennium, marketing academics and practitioners need to find new and innovative applications of our models and theories if we expect to grow as a discipline in the future (Kotler, Roberto & Lee, 2002). Just as corporations are forced to go global to find new markets for their products and services, we also need to find new markets that extend beyond the traditional boundaries limited by commercial products and services. In this spirit, I hope that this Special Issue on political marketing will serve to both entice and extend the thinking of professionals in our field. In fact, movement into the political marketplace holds opportunities for universities and companies alike as the demand for people skilled in this area increases sharply with the geometric rise in spending on political campaigns at all levels of office.

This Special Issue includes several cutting-edge papers on the subject of political marketing from an international array of scholars. Perhaps what will be of greatest interest to the broad cross section of readers of this journal will be the insight gained from the use of marketing in the political marketplace to the more traditional applications that are made in the commercial marketplace. Whereas politicians and their strategists have relied upon marketing concepts and techniques to sell their candidates and parties over the past 25 years, we are witnessing a reverse trend now, with corporations beginning to hire consultants who have successfully marketed candidates (Newman, 1999b).

The issue begins with a commentary by Phil Harris, Senior Lecturer, Centre for Corporate and Public Affairs of the Manchester Metropolitan University in England, a leading figure in the field of political marketing in the United Kingdom. "Political Lobbying Commentary," defines the scope of political lobbying and its strategic implications and argues that corporate lobbying for strategic advantage is a more covert form of political marketing than electoral campaigning.

The first article is entitled "Trusting Souls: A Segmentation of the Voting Public" and is written by Leon G. Schiffman, J. Donald Kennedy Endowed Chair in E-Commerce, Peter J. Tobin College of Business at St. John's University; Elaine Sherman, Professor of Marketing of the Zarb School of Business at Hofstra University; and Nicole Kirpalani, Doctoral marketing student at the Zicklin School of Business at Baruch College, CUNY. Their article documents a 30-year decline in American voters' trust of political office holders. However, they point out that during the same period, American voters continued to trust the democratic form of government. The authors suggest that politicians use a relational marketing paradigm in their efforts to connect with the voting public.

The following article, "Elections and Public Polling: Will the Media Get Online Polling Right?" by Dennis Johnson, Associate Dean of the Graduate School of Political Management at The George Washington University, takes a close look at the 2000 elections and the use of public survey research carried out over the web during that period. The author

documents the emerging trend in the use of online polls and the pitfalls that exist when using them. The author concludes that if done right, online polls can be more accurate than telephone surveys.

The next two articles look at the role of voter-choice behavior in two different continents. The first article, by Aron O'Cass, Assistant Professor at the School of Marketing and Management of Griffith University in Queensland, Australia is entitled, "A Micro-Model of Voter Choice: Understanding the Dynamics of Australian Voter Characteristics in a Federal Election." The author presents data results collected in an election in Australia for a Federal Lower House of Representatives seat. The data were collected from a sample of registered voters, and the article tests a micromodel that incorporates demographics, voter involvement, political opinion leadership, political knowledge, confidence, and satisfaction. Results from the study reveal that the variables examined in the study do have a significant impact on voter behavior.

The second article on voter behavior is co-authored by Joseph Ben-Ur, Assistant Professor of Marketing at University of Houston-Victoria and Bruce I. Newman, Professor of Marketing in the Kellstadt Graduate School of Business at DePaul University, and is entitled, "Motives, Perceptions and Voting Intention of Voters in the 2000 U.S. Presidential Election." This study seeks to unravel some of the mysteries behind why voters cast a ballot for Bush and Gore in the recent presidential campaign by using a theory of political-choice behavior that proposes five cognitive domains that drive voters' choice behavior. The data used in the study were collected from a cross-section of Democratic and Republican voters at a midwestern university who indicated they planned to vote in the presidential election. The results of the study reveal some unique insights into the election outcome, further verifying the usefulness of the model as a tool that can be used by political marketers to understand why voters make the choices they do.

The next article, by Michael Murray, Professor of Management, DePaul University, also looks at the recent Presidential election with a focus on the Florida recount. The article, entitled "Strategies for Marketing Public Symbols: Analysis of the Florida Recount Case," investigates the convergence of marketing and law in the 36-day recount contest in Florida. The author uses the recount as an opportunity to analyze how symbols are marketed in elections to produce a desired outcome. Rather than use data to analyze the election results, this author uses the substantive context of public symbols to present a very unique examination of the process that played out in the immediate aftermath of the 2000 U.S. Presidential election. In the process of carrying out this analysis, the author compares the marketing of private goods and services with the marketing of public policies and ideas.

The last article, "Toward an Ethical Framework for Political Marketing," by Nicholas O'Shaughnessy, Professor of Marketing at University of Keele, United Kingdom, focuses on the debate centered on the ethics

of political marketing. The author, one of the recognized leaders in the field of political marketing, uses ethical theory as the basis for his analysis. His article introduces the reader to theories in this area and their specific relevance to the study of political marketing. The article concludes with no final answers to the questions raised, but instead with a clarification of the moral issues associated with political marketing, and a review of the importance of each issue raised.

I would like to thank all of the reviewers in the United States and Europe who helped with the laborious process of going over a very heavy load of submissions for this Special Issue. In particular, I would like to thank Michael Sommers, Vironika Vis, Lawrence Hamer, and Zafar Iqbal for the extensive efforts they put forward in an advisory editorial capacity for helping to organize and carry out the reviewing process. However, my deepest acknowledgments go out to Rajan Nataraajan, Executive Editor of *Psychology & Marketing*, for agreeing to support the publication of this special issue.

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