

THE ROLE OF MARKETING IN KENYAN POLITICS

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DECLARATION

This research project report is my original work and has not been submitted for examinations or award of degree in any other University or Institution of Learning.

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DEDICATION

This project report is dedicated to my wife, Hope Mwandaza, daughter Joy Nyamvula and son Roy Mwandaza.

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ABBREVIATIONS AND ACRONYMS

CIM: Chartered Institute of Marketing

IEBC: Independent Electoral Boundaries Commission

KANU: Kenyan African National Union

MCA: Member of County Assembly

NARC: National Rainbow Coalition

NAK: National Alliance of Kenya

USA: United States of America

UK: United Kingdom

ABSTRACT

This study examines the role of marketing in Kenyan politics. The broad objective of the research focused on the assessment of the role of marketing in the Kenyan politics. The study targeted to establish how the functions of political marketing are applied in Kenyan politics and determine the impact of political marketing in Kenyan political environment. The study employed the cross-sectional survey method of research and data needed for the study were generated from the questionnaire and interviews from 29 MPs and 25 senators selected randomly from parliament and senate. The study focused on elected politicians at the two levels of representation in parliament and senate and the data was analyzed through descriptive statistics and presented in tables and figures. The study findings showed that marketing functions such as product function, distribution function, cost function, communication function, news management function, fund raising function, parallel function and internal cohesion function are applied in Kenyan politics. The study concludes that it is clear that independent and non corrupt free democratic institutions, continuous emergence of people based politicians, continuous use of marketing research, innovative politicians and marketing training for the operation of political system are some of the impacts of political marketing in Kenya. Finally, winning election, awareness creation and garnering swing votes are the main role of marketing in politics to Kenyan politicians. The study recommends that to win elections in competitive political environment in Kenya, politicians should not ignore marketing activities to increase their chances to be elected in political offices. Lastly, the researcher recommends that in Kenya, there is need to do more studies on marketing in politics for policy makers to develop institutional guidelines for ethical practices of politics. Institutions such as the Independent Boundaries Electoral Commission (IEBC) would benefit from the studies to prevent unfair competition and political malpractice.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The role of marketing in politics (political marketing) widens the spheres of marketing not to remain restricted to business function. Studies anchored on political marketing have contributed in the existing political marketing literature. The concept and thinking of political marketing was introduced by Kotler & Levy (1969), who broaden the scope of marketing from commercial markets of profit organizations with product or service exchanges to those additionally comprising non-profit organizations and their specific relationships. Political marketing implies the usage of marketing tools, techniques and methods in political process. Lees-Marshment (2001) urges that political marketing is the outcome of the marriage between marketing and politics.

According to Savigny (2008), the discipline is built on the application of marketing management theory and political theory. Marketing management theory rests on the notion of 4 p's that includes product, place, price and promotion whereas political theory deals with power and resource allocation. Maurer (1983) therefore asserts that marketing is not only confined to business firms, but includes the marketing of ideas, people and places. Pound (1993) argues that political theory is an approach where active investor seeks to change corporate policy by developing voting support from dispersed shareholders, rather than simply purchasing voting power or control.

In Kenya, there is need to study political marketing because of increased political competition between candidates from different political parties. Parties use political marketing to increase their chance of achieving their goal of winning general elections.

Political marketing assists in building strong and long term relationship between the voters and parties. Parties alter aspect of their behavior, including policy, membership, organizational structure to suit the nature and demands of their market (Lees-Marshment, 2001).

1.1.1 Political Marketing

According to Nzimiro (1992), politics is about policy and in modern society is expressed through political parties which are created to achieve the goals of society. Easton (1965) stated that politics are the processes through which values are authoritatively allocated for a society. Dahl (1970) argues that politics are social processes that involve efforts to create or to acquire control.

The Chartered Institute of Marketing (CIM) defines Marketing as the process which identifies, anticipates and supplies customer requirements efficiently and profitably. Fine (1992) argues that marketing is a process of planning and executing the primary plans, price, promoting and contributing beliefs and ideas, product and services, in which both sides obtain mutual exchange.

Political marketing provides parties and candidates with a method that facilitates the ability to address diverse voter concerns and needs through marketing analyses, planning, implementation and control of political and electoral campaigns (O’Cass 1996). Kotler (1972) asserts that marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued. Lees –Marshment (2001) and Henneberg (2004) stated that political marketing is a marriage of two social science disciplines –political science

and marketing that describe and prescribe political behavior. Maarek (1995) argues that political marketing is a genuine policy of political communications and strategic global approach to design and conveyance of political messages.

1.1.2 Kenyan Political Environment

Kenya is a country of diversity just like USA. Its political history since independence has undergone through one party political system to enhance national unity and development to multipartism. Then came the era of transition politics and the country was unified under peace, love and unity philosophy. In 1982, there was an attempted coup and its repercussion. This was followed by multi- party democracy that was reintroduced in 1992 but KANU remained in power (Mwavurie, 2010).

In 2003, the era of grand coalition rule was in place and was occasioned through a marriage of convenience by various political parties NARC and NAK. In 2005, the country had a referendum and the government was defeated. Then, the country embraced a devolved system of government (Mwavurie, 2010). Steiner (2005) argues that the level of decentralization of economic resources has been increasing in Kenya in the past decade.

The new 2010 Constitution promotes devolution such as administrative, fiscal and political decentralization. It constitutes 47 county governments that replaced 157 current local authorities and will administer 15 percent of the national revenue to provide public services (GOK, 2010).

1.2 Research problem

The role of political marketing can be used to benefit parties to increase their chance of achieving their goal of winning elections. Political parties alter aspects of their behavior, including policy, membership, leadership and organization structure to suit the nature and demands of their market (Lees – Marshment, 2001). Political marketing is used because of the competitiveness of politics in the country.

In Kenyan political market, political marketing is extensively used where advertising on newspapers and billboards across the country is done by parties and candidates. This development of voter persuasion technique has an impact on voter turnout (Willis 2008). In 2013 elections, political marketing was practiced a notch higher during the campaigns, a televised presidential debate was hosted by media houses that brought the 8 presidential candidates in two major debates on the glare of studio cameras (O’Hare & Moss, 2014).

Studies in political marketing have been done. For instance, Ormod (2011) studied political marketing in Eastern European in Bulgaria. The findings revealed the political choice behavior in Eastern European context and linked it with marketing on the strategic level for building a campaign. Dmitricenko (2009) studied the perspectives of the development of political marketing in Latvia. The study objective was the theoretical models of a new conception of political marketing with the aim to bring to light the view about political marketing of the country’s practitioners. The results showed that the theoretical models of political marketing are practiced within the political environment in Latvian by parties and candidates. Valkova (2011) carried out a study to examine political marketing in Eastern European. The study in Finland focused on the factors that

are believed to influence the political choice behavior of European voters and revealed that most respondents vote out of conviction and believe that voting is their democratic right.

Henneberg (2003) studied the generic functions of political marketing management by functional analysis, to describe the requirements for successful political marketing activities that fulfilled by using certain political marketing instruments. The findings imply that the functional analysis of political marketing management provides an alternative perspective to managerial typology of marketing instruments. Lees – Marshment (2012) carried out a study to establish market research in politics. Revealing the contribution consultants make when advising politicians in UK, US, New Zealand, Australia and Canada. The results identified rules of the game using a range of methods of analysis –polling, focus group, qualitative and quantitative research, segmentation, voter profiling ,targeting and consultancy as well as how to make the relationship between the consultants and client work.

Though, studies have been done in the political marketing in various environments, there is still need to conduct a related study in the Kenyan environment to add into the existing knowledge and establish more on the role of political marketing in a political environment in Kenya. Hence the study seeks to answer the question: What is the role of political marketing in Kenyan politics?

1.3 Research Objectives

The overall objective is to assess the role of political marketing in the Kenyan political environment. The specific objectives are:

(i) To establish how the functions of political marketing are applied in Kenyan politics.

(ii) To determine the impact of political marketing in Kenyan political environment.

1.4 Value of the study

The findings of political marketing to theory will be valuable as a reference source for scholars and academic researchers interested in political marketing discipline. The findings will lead researchers in the field politics and marketing to use the information as a foundation for further research.

For policy makers, the study will provide guidance to formulate regulations that will facilitate the recognition of political marketing as a discipline that can be included in marketing education programs at the University for the undergraduate and Post graduate students. The government, electoral and democratic agencies will have an informed platform to formulate policies for the fair conduct of elections and practice of political marketing.

In practice, political marketing will enable parties and candidates to find out who the voters are and what voters want the candidates to stand for. To candidates, political marketing will be used for feedback from voters in the political market place. Through opinion research by pollsters in Kenya, parties will develop marketing strategies against competitors and influence the electorates.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of literature on the theoretical foundation of the study, political marketing, generic functions of political marketing, empirical studies, and finally a summary and the Research gap.

2.2 Theoretical Foundation of the Study

Earlier theories of political marketing originated, to a large degree, from theories of marketing developed for the consumer goods market (Reid 1988). However, in the course of time, important differences emerged between the practice and efficiency of marketing theories used for political and economic purposes. Political marketing, to a larger and larger extent, drew from disciplines such as sociology, political science, and psychology (Newman 2008).

That led to defining political marketing as a separate branch of science, with its own subject matter and methodology of research (Lock and Harris 1996). Among the theories covered are political theory, political marketing management, political marketing theory, and relationship marketing theory.

2.2.1 Political Theory

Pound (1993) argues that political theory is an approach where active investor seeks to change corporate policy by developing voting support from dispersed shareholders, rather than simply purchasing voting power or control. The political theory suggests that both the government and corporate sector determine the delegation of power and authority to managers of a particular organization and their relationship towards other stakeholders. According to Hawley and William (1996), the political model highlights the allocation of power, profit, rights that are determined through the favor of government. The model therefore can have enormous power on governance structure. For a long period the government of a country has been seen to have strong influence on parties and institutions (Hawley & William, 1996).

According to Held (1989), political theory is a network of concepts and generalization about political life involving ideas, assumptions and statements about the nature. Gould and Kold (1969) define political theory as moral theory of politics and a historical study of political ideas. Coker (1936) argues that when political government and its forms and activities are studied not simply as facts to be described and compared or judged in reference to their immediate and temporary effects, but as facts to be understood and appraised in relation to the constants needs, desires, and options of men, then we have political theory.

2.2.2 Political Marketing Management Theory

The theory rests on the notion of four Ps that includes product, place, price and promotion. It has often been argued that the application of 'marketing' tools and instruments in politics is nothing new (Perloff, 1999; Baines & Egan, 2001). Henneberg (2005) argues that this may or may not be the case, but what certainly has changed is not the magnitude of political marketing management but the belief of those political actors. Political marketing management in politics has caused some 'leading' parties and candidates to adopt a simplistic and populist 'follower'-mentality, contributing to the disappointment of the electorate and a resulting suspicion regarding politics in general (Henneberg, 2005).

2.2.3 Political Marketing Theory

Kotler and Levy (1969), argued that classical marketing tools could be used in areas other than business and called for expansion of marketing to embrace non-commercial entities, such as police, churches and public schools. In marketing and politics, the new marketing concept also include the marketing of idea and individuals, which caused resistance from other theorists, such as David J Luck, who considered any expansion of marketing techniques into domains other than business as evil. The authors argue that only business firms 'sell' products: churches do not sell religions and political parties do not sell specific services unless corruptly committing illegal acts (Gronroos, 1994).

Reid (1988), states that the problem of getting elected is essentially a marketing one. Almost all politicians use marketing techniques and ideas, but few wish to admit openly

(Mauser, 1983). According to Wring (1997), the American Marketing Association “adopted” the concept of political marketing by incorporating the crucial word “ideas” in its redefinition of marketing in 1985.

As a separate discipline, political marketing is developing its 'own' concepts that include the total behavior of the political organization and the application of marketing concepts and techniques as well as the responses of the citizen-consumer (Wring1996). This broadening of both political marketing practice and the theorizing of political marketing has necessitated that political marketing emerges as an interdisciplinary subject (Henneberg, 2004).

2.2.4 Relationship Marketing

A relationship-based approach to understanding the way in which commercial organizations in business-to-business markets interact with their stakeholders was first proposed by Grönroos (1990) and has since developed into the new (service) dominant logic of marketing (Vargo & Lusch,2004). The role of relationship marketing is to identify, establish, maintain, and enhance relationships, with customers and other stakeholders at a profit, so that the objectives of all parties are fulfilled (Gronroos, 1990).

However, despite an increased focus on the relationship and network interaction aspects of commercial exchanges, this approach has been slow to influence political marketing literature and practice (Bannon, 2005).

Henneberg and O’Shaughnessy (2009) stated that a relationship-based approach has the potential to influence political marketing on two levels: the micro-level with its focus on interaction and exchange relationships between the political actor and individual

stakeholders. Henneberg and Ormrod (2013) focused on the electorate, the concept and practical manifestation of political relationship marketing can be equally applied to stakeholders in general.

2.3 Generic Functions of Political Marketing

The main focus in political marketing literature is how actors employ marketing instruments. Political marketing functions as requirements or conditions for successful political management are the (desired) output of organizational behavior. The following eight functions which are concerned with the main exchange relationships between political parties and the electorate in the ‘electoral market’, according to (Henneberg, 2002) can be classified as ‘generic’ and includes the product function, distribution function, cost function, communication function, news management function, fund raising function, parallel-campaign management function and internal cohesion management function.

2.3.1 Product Function

The main condition for an exchange is the existence of an ‘offering’, such as something that is valued by recipient (a voter or citizen) and produced by supplier (a political party or candidate). In a further progress, the product concept in political marketing is related to the brand images of candidates (Kavanagh, 1995; Kotler & Kotler, 1999). Butler and Collins (1999) also stress the alternative characteristics of the political offer: it can be changed in the post –purchase (delivery) situation. Lees-Marshment (2001) posits a more behavioral –orientated understanding of the political product that states it comprises the activities of all relevant actors in a party.

However, Palmer (2002) argues that political offering has no practical value per se, for any constituent and is only a symbolic character. Contrasting, Dermody and Scullion (2000) link the 'consumption experience of political policies as crucial to the product concept. The main political product can be perceived as a service promise. The service characteristic includes personal attributes, certain political issues, and ideological framework.

2.3.2 Distribution Function

Distribution instruments as part of political marketing have sometimes been linked with the rank and file members of a party (Harris, 2001; Wring 2002). The distribution function is concerned with the conditions regarding the availability of the exchange offer to exchange partner. This function has two aspects, namely the campaign delivery function and the offering delivery. The campaign delivery function provides the primary exchange partner, the electorate, with access to all relevant elements of the political product (Palmer, 2002).

This includes, the dissemination of information regarding critical political policies on important agenda points, placing, the candidates in the right 'channels for instance TV ads or canvassing, party conferences or chat shows, making sure the distribution medium fits the ideological umbrella and more (Harrop, 1990).

2.3.3 Cost Function

Pricing as well as costs constitute somewhat of a mystery to political marketing theorists (Wortman, 1989) and remain the most elusive political instrument. It is of pivotal

importance in economic exchanges where the price of an offering usually constitutes the main that a customer has to make in order to realize the value of an offering. Some suggest that there exist no equivalent to an economic price in political exchange (Farrel & Wortman, 1989). Wring (2002), using a concept developed by Niffeneger (1989), perceives price as a psychological construct.

Reid (1988) and Egan (1999) provide similar consideration. The cost function in political marketing refers to the management of actual and perceived attitudinal and behavioral barriers on the part of voters. This suggest redefining price as an element of costs or sacrifice (Henneberg, 2002).

2.3.4 Communication Function

Communication serves the function of informing the primary exchange partners of the offer seen as defining the essence of political marketing (Harrop, 1990; O'Shaughnessy, 1990, O'cass, 2001; Harris, 2001, Palmer, 2002). While communication is at the heart of many campaigns, the fallacy of this restricted view of political marketing has been argued elsewhere (Scammel, 1994).

For political parties this means providing political content, political images and cues but also aiding the interpretation and sense –making of a complex political world (Kotler & Kotler, 1999). Often the communication function involves simplification function of political messages. The communication function prescribes a dialogue with the exchange partners.

2.3.5 News Management Function

This function represents a communication function. However, it is targeted at secondary exchange partners. Wring (2002) and Worthman (1989), calls this free communication activities which are concerned with managing publicity that is not directly controlled by the political organization information –interpretation and agenda –setting aspects are crucial requirements of managing the news. News management includes utilizing distribution channels with essentially high credibility level. However, the communication itself cannot be managed in the sense of controlling it, it can only be influenced (Franklin, 1994).

2.3.6 Fund Raising Function

Fund raising in the commercial world is integral to the price or cost function. Within the framework of the non – economic primary exchange process in the political sphere, no reciprocal pecuniary revenue arrangement exists (Himes, 1995). Therefore, in order to provide the political actor with appropriate resources, a distinct fund raising function – needs to be addressed. Political candidates and parties depend to a varying extent on membership fees, donations, free services for them to undertake political activities (Himes, 1995).

2.3.7 Parallel-Campaign Management Function

This function describes the requirement of coordinating the campaign management activities of a political party with those of parallel organization such as single issue

groups that of aparty. Co-ordinated and synergetic use of managerial activities allows for a more efficient deployment of campaign resources (Henneberg, 2003).

Furthermore, Henneberg (2003) argues that the use of parallel campaigns and the endorsement by other organizations can increase the perceived trustworthiness of political messages. Campaign co-ordination in the political sphere must be seen as a generic function because of the possible network effects of working together with the relevant actors in the political market.

2.3.8 Internal Cohesion Management Functions

Besides outside –orientated exchange process, the internal structure and cohesion of a political party needs to be managed well. The function is concerned with the relationships with party members and party activists, agents of the party (Henneberg, 2003).

This Internal marketing function serves a critical role in securing internal stability and therefore the credibility of the party regarding this outside image, which has implications for their assessment by voters. As such excessive power over others occurs only by satisfying their needs and expectations (Panebianco, 1988).

2.4 Empirical Studies

Most of the theorists on the subject have used an evolutionary model originally devised by Keith (1990), to explain the evolution of marketing as a commercial philosophy. Numerous field studies of political marketing have been identified in the developed countries.

Globally, Ormod (2011) studied political marketing in Eastern European particularly in Bulgaria. The findings explored the political choice behavior in Eastern European context and linked it with marketing on the strategic level for building a campaign. Dmitricenko (2009) studied the perspectives of the development of political marketing in Latvia. The objective was to study theoretical models of a new conception of political marketing with a purpose to bring to light the view about political marketing of Latvian practitioners. The findings showed that the theoretical models of political marketing are practiced within the country political environment by parties and candidates.

Valkovia (2011) carried out a study to examine political marketing in Eastern European. The study in Finland focused on the factors that are believed to influence the political choice behavior of European voters. The study revealed that most respondents vote out of conviction and believe that voting is their democratic obligation. Henneberg (2003) studied the Generic functions of political marketing management by functional analysis, to describe the requirements for successful political marketing activities that fulfilled by using certain political marketing instruments. The findings imply that the functional analysis of political marketing management provides an alternative perspective to managerial typology of marketing instruments.

Lees –Marshment (2012) carried out a study to establish market research in politics. Revealing the contribution consultants make when advising politicians in UK, US, New Zealand, Australia and Canada. The results identifies rules of the game using a range of methods of analysis –polling, the focus group, qualitative and quantitative research, segmentation, voter profiling, targeting and consultancy as well as how to make the relationship between the consultants and client work. In Africa, Mensah (2012)

conducted a study on political brand management, forms and strategies in modern party politics in Ghana. The findings were to offer guidance on how political parties and politicians in emerging democracies may build, organize, manage and maintain political brands and their relationships with target voters.

In Kenya, Tonui (2008) conducted a study on the Kenyan Political Marketing Development of a Political Panacea: A Case of Liberal Party. The study established how political marketing development affected the Liberal Party and its findings are to improve the internal cohesion of parties and embrace democracy in winning elections. Mueni (2013) studied new media and political marketing in Kenya: A Case of 2013. The study concluded that new media has strong contribution to influence voters interaction with their parties and candidates in the campaign.

2.5 Summary and the Research Gap

In Europe, Lees –Marshment (2012) carried out a study to establish market research in politics. The study revealed the contribution consultants make when advising politicians in UK, US, New Zealand, Australia and Canada. The results identifies rules of the game using a range of methods of analysis –polling, the focus group, qualitative and quantitative research, segmentation, voter profiling ,targeting and consultancy as well as how to make the relationship between the consultants and client work.

In Africa, Mensah (2012) conducted a study on political brand management, forms and strategies in modern party politics in Ghana with limitations. The findings were to offer guidance on how political parties and politicians in emerging democracies may build, organize, manage and maintain political brands and their relationships with target voters.

Due to inadequacy of studies, no similar studies have been done on the role of political marketing in Kenyan politics. In Kenya, little work has been done by scholars that include Tonui (2008) and Mueni (2013). Therefore, there is need to undertake the current study to address the gap.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology which includes the research design, population of study, sampling design, data collection, data analysis and presentation.

3.2 Research design

This study design was a cross –sectional survey. A cross sectional survey is a research procedure for collecting a large amount of raw data about a population of interest at one point in time (Hair et al, 2000). The choice of the design for this study was to give unbiased representation of the elected political leadership in the country.

3.3 Population of the Study

The population of the study was the 337 elected Members of Parliament (Mps) and Senators drawn from the National Assembly and the Senate. The population was the presentation of the elected senators and mps in the lower and upper houses in Parliament selected randomly from the regions.

3.4 Sampling Design and Sample Size

The sampling method used was stratified sampling technique. The sample consisted of 54 elected politicians selected from the 337 members. Stratified sampling is a probability technique applied in order to obtain a representative sample. Under the technique the population is divided into several sub population that are individually more homogeneous than the total population and the selected items from each stratum to constitute a sample (Kothari, 2004).

The population was reached by using the rule of thumb; Gay (2003) suggests 10 percent of large populations. Therefore in this study the large sample technique was applied as shown in Table 3.4.

Table 3.4 Sampling frame of the Respondents

Regions	Parliament	Senate	Sample criteria Parliament 10%	Sample criteria Senate 50%	Sample total
Coast	26	6	3	3	6
Eastern	40	7	4	4	8
Nairobi	17	1	2	1	3
North Eastern	22	4	2	2	4
Nyanza	42	6	4	3	7
Rift Valley	76	14	8	7	15
Western	33	4	3	2	5
Central	34	5	3	3	6
Total	290	47	29	25	54

Source: IEBC (2014)

3.5 Data Collection

The study used primary data collected using semi –structured questionnaire and interviews. The researcher administered the questionnaire to the respondents through

e-mails, at their convenient places and made telephone calls for increased chances of response within the stipulated time of study.

The questionnaire consisted of two sections, Section A and B. Section A had the background information to profile the respondents while section B had items focusing on the study. The questionnaires were administered and tested on 5 conveniently selected respondents before actual data collection commenced to eliminate biasness.

3.6 Data Analysis and Presentation

Descriptive statistics was used to classify the frequency of distribution of the data and measures of central tendency – mean and mode, and measures of dispersion – standard deviation. From the results, conclusions and recommendations were made for decision making purposes.

Statistical package for Social Sciences (SPSS) was used to help in the analysis of the data under study. The study results were therefore presented in form of frequency distribution and were summarized in relation to the objectives of the study.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings. The research objective of the study was to assess the role of political marketing in the Kenyan political environment. The study was guided by specific objectives; establish how the functions of political marketing are applied in Kenyan politics and determine the impact of political marketing in Kenyan political environment. The data was collected from a sample of 29 Mps and 25 Senators respectively. The researcher presented the findings in percentages, and frequency distribution, mean and standard deviation.

4.2 General Information

This section covers the general information from the respondents on their institutions, gender and response rates.

The researcher targeted a sample of 54 respondents out of which 44 responses were obtained. This represented a response rate of 81.48% which the researcher felt was adequate for analysis. This is a reliable response rate for data analysis as Babbie (2002) posited that any response of 50 percent and above is adequate for analysis. Table 4.1 below shows a summary of the response rate .

Table 4.1: Response rate of the units sampled

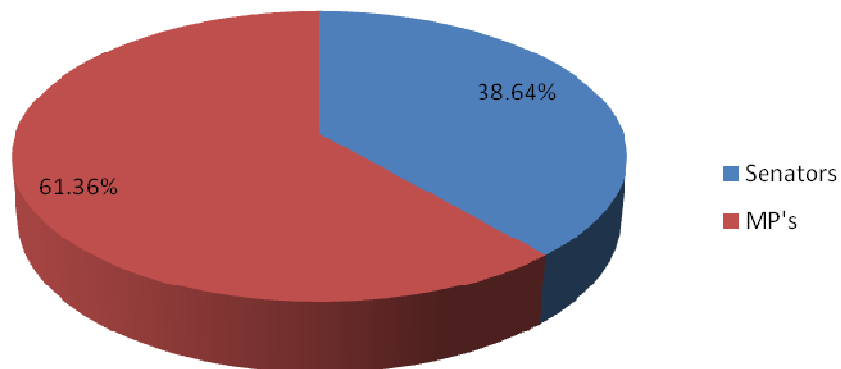
Respondents	Sample	Senators	Mps	Percent
Responses	44	17	27	81.48
Non responses	10	8	2	8.52
Total	54	25	29	100

Source: Primary data (2014)

4.1.2 Designation

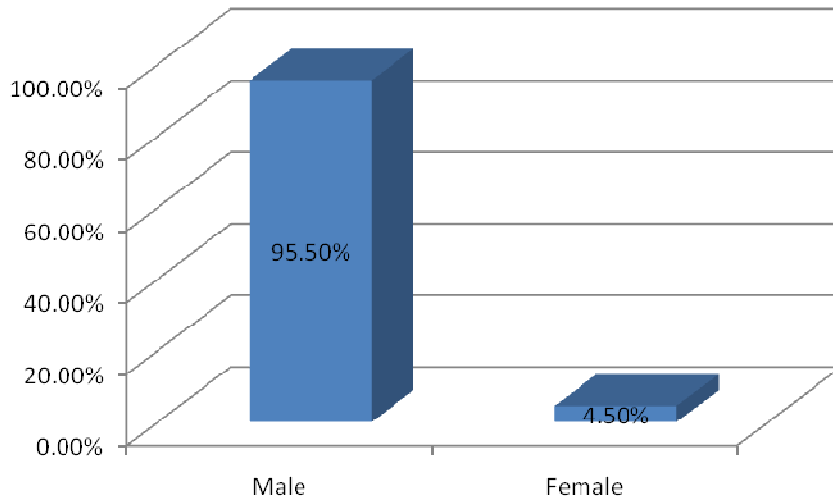
The respondents were asked to indicate the institutions they represented and the result showed that 61.36% were senator's while 38.64% were members of parliament as shown in figure 4.1.2

Figure 4.1.2 Respondents on basis of gender



Source: Primary data (2014)

Figure 4.1.3: Distribution of gender in the role of marketing in politics



Source: Primary data (2014)

Based on gender, respondents indicated that 95.50% were male while 4.50% were female. This implies that there is still gender imbalance in the political environment. Female are therefore advised to take part in political marketing as shown in fig 4.1.3.

4.2 Extent of which application of marketing functions contribute to the role of marketing in Kenyan politics

The respondents were asked to indicate the application of marketing functions contribution to marketing role in Kenyan politics as shown in Table 4.2.

Table 4.2 Respondents score on Product function

Product function	Mean	Std Deviation
Emergence of credible leaders	4.11	.784
Boosting party membership	4.11	.784
Promotes ideals of democracy	4.39	.493
Choose loyal supporters for elective positions	4.32	.601

Source: Primary data (2014)

The study sought to provide summary of forms of product function. Four items were included which in summary were emergence of credible leaders (mean=4.11), boosting party membership (mean=4.11), promotes ideals of democracy (mean=4.39) and choose loyal supporters for elective positions (mean=4.32), the items that received the highest rating were promotes ideals of democracy and choose loyal supporters for elective positions (see Table 4.2).

Table 4.3 Respondents score on Distribution Function

Distribution Function	Mean	Std. Deviation
Boosting party membership	4.59	.497
Improving party	4.57	.625

competitive position		
Increase Vote Share	4.91	.362
Promote party Ideals of democratization process	4.43	.900
Provide avenue for party growth	4.39	.895

Source: Primary data (2014)

The study also sought to provide summary of aspects of distribution function. Five items were included which in summary boosting party membership (mean=4.59), improving party competitive position (mean=4.57), increase vote share (mean=4.91) promote party ideals of democratization process (mean= 4.43 and provide avenue for party growth (mean=4.39), (see Table 4.3).

Table 4.4 Respondents score on Cost Function

Cost Function	Mean	Std.Deviation
Boosting party Membership	4.95	.211
Party Competitive Position	4.95	.302
Provide avenue for party growth	4.98	.151

Source: Primary data (2014)

In the Table 4.4 above is a summary of aspects of cost function which were tested to see what extent they are applied in marketing of politics. The result showed that majority of

(mean =4.95) of respondents agreed that boosting party membership and party competitive position functions are applied in marketing of politics in Kenya. The item that scored the highest was provision for avenue for growth.

Table 4.5 Respondents score on Communication function

Communication function	Mean	Std. Deviation
Improving party membership	4.34	.939
Increase market share	3.64	.967
Promote the ideals of democratization process	3.73	.973
Help create stability in the Political system	4.00	.835
Good governance	3.98	.876
Increase voters share	3.95	.861
Corruption free environment	4.25	.686
Influence undecided voters	4.66	.479

Source: Primary data (2014)

Likert scale was used to answer the question (1 = strongly disagree, 2 = Disagree, 3 = Not sure, 4 = Agree, 5 = strongly agree). Thus, this question was analyzed by using the mean to identify the rank of each attribute. Table 4.5 has a summary of the study findings on

the aspects of communication functions in marketing politics in Kenya. As a result, from the findings, it was established that a large number of the respondents agreed that communication functions applied in marketing politics in Kenya consist of improving party membership, increase market share, promotes the ideals of democratization process, help create stability in the political system, good governance, increase voters share, corruption free environment and influence undecided voters with a mean scores of 4.34, 3.64, 3.73, 4.00, 3.98, 3.95, 4.25 and 4.26 respectively. Influence of the undecided voters scored the highest meaning it is important that communication is directed to this aspect as shown in figure 4.5.

Table 4.6 Respondents score on News management function

News Management	Mean	Std.Deviation
Improving party competitiveness	4.68	.471
Increase in voters share	4.36	.487
Encourage democracy	4.32	.518

Source: Primary data (2014)

On the side of news management function majority of the respondents also agreed that improving party competition position, the increase in voters share and encouraging democracy in Kenya politics are also applied to a greater extent. Improving party competitive position scored the highest mean score of 4.68, followed by increase in voters share with a mean score of 4.36 and encouraging democracy in Kenya politics scoring mean of 4.32 as shown in Table 4.6

4.7 Respondents score on Fund Raising function

Fund raising function	Mean	Std. Deviation
Improving party competitive position	3.98	.340
Increase vote share	3.98	.340
Tool to exploit political behavior	3.91	.473
Encourage Democracy	3.93	.334

Source: Primary data (2014)

The study also sought the opinion of the respondents by asking them to indicate what extent they agree on improving party competitive position, increase vote share, tool to exploit political behavior and encourage democracy aspects as applied in marketing politics in Kenya. The result in the Table 4.7 shows that they are applied to a large extent. Improving party competitive position and increase vote share took the lead mean score of 3.98, meaning that they are very important.

Table 4.8 Respondents score on Parallel campaign Function

Campaign Function	Mean	Std.Deviation
Emergence of credible and responsible leaders	4.02	.821

Boosting party membership	3.98	.821
Improving party competitive position	3.39	.538
Avenue for party growth	3.39	.538

Source: Primary data (2014)

The result shown in Table 4.8 established that emergence of credible and responsible leaders got a mean score of 4.02, boosting party membership mean score of 3.98, improving party competitive position mean score of 3.39 and avenue for party growth mean score of 3.39. This means that all are applied to a greater extent because their mean score is above mean score of 3.00. The institution representatives are therefore advised to manage them appropriately.

Table 4.9 Respondents score on Internal Cohesion Function

Internal cohesion function	Mean	Std.Deviation
Tool to exploit political behavior	2.68	1.235
Help create stability in the socio-political system	3.68	1.253
Good governance	3.68	1.253

Source: Primary data (2014)

The Table 4.9 shows that tool to exploit political behavior had a mean score of 2.68, help create stability in the social political system mean score of 3.68 and good governance

also scored 3.68. This means that tool to exploit political behavior is applied to little extent and reason may be its less importance in Kenya politics.

4.4 Extent of which political marketing impacts to the Kenyan political environment

Table 4.10 Respondents score on political marketing Impact

Political marketing Impact	Mean	Std. Deviation
Independent and non corrupt free democratic institutions	3.93	.925
Continuous emergence of people based politicians	3.95	.834
Continuous use of marketing research	4.27	.997
Innovative politicians	4.34	.939
Marketing trainings for the operation of political system	3.66	.987

Source: Primary data (2014)

The results in Table 4.10 showed that the aspect of independent and non corrupt free democratic institutions scored mean score of 3.93, continuous emergence of people based politicians had mean score of 3.95, continuous use of marketing research 4.27 mean score, innovative politicians 4.34 while marketing training for the operation of political

system had a mean score of 3.66. This means that independent and non corrupt free democratic institutions, continuous emergence of people based politicians, continuous use of marketing research, innovative politicians and marketing training for the operation of political system are the result of political marketing in Kenya environment.

4.4 The role of marketing in politics to Kenyan politicians

The respondents were asked to indicate the role of Marketing in politics to Kenyan politicians as shown in Table 4.11

Table 4.11 Respondents score on marketing role in politics

	Mean	Std. Deviation
Awareness creation	4.05	.861
Winning elections	4.39	.970
Garnering swing votes	4.05	.861
Influencing decided voters	4.02	.821

Source: Primary data (2014)

The Table 4.11 indicates some of the roles of marketing in Kenya politics. The respondents showed that winning election is the main role of marketing in politics to Kenyan Politicians having scored mean of 4.39, followed by awareness creation and garnering swing votes having scored mean of 4.05 each and finally influencing undecided voters scored 4.02.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The aim of the study was to assess the role of political marketing in the Kenyan political environment. This chapter therefore presents a summary of the findings, conclusion and recommendations for the study findings.

5.2 Summary

The first objective of the study was to establish how the functions of political marketing are applied in Kenyan politics. As a result, in relation to the application of functions of political marketing in Kenya, it was established that; emergency of credible leaders, boosting party membership, promoting ideals of democracy and choosing loyal supporters for elective positions, improving party membership, increase market share, promotion of the ideals of democratization process, help create stability in the political system, good governance, increase voters share, corruption free environment, influence undecided voters, independent and non-corrupt free democratic institutions, continuous emergence of people based politicians, continuous use of marketing research, innovative politicians and marketing training for the operation of political system are some of functions of political marketing applied to a large extent in Kenya.

The second objective of the study was to determine the impact of political marketing in Kenyan political environment. As a result, in relation to the impact of political environment in Kenya, the study revealed that the independent and non-corrupt free

democratic institutions, continuous emergence of people based politicians, continuous use of marketing research, innovative politicians and marketing training for the operation of political system are some of the Impacts of political marketing in Kenya political environment.

5.3 Conclusion

It is clear from the findings that to a greater extent product function, distribution function, cost function, communication function, news management function, fund raising function, parallel function and internal cohesion function as applied in Kenyan politics contribute to the role of marketing in politics. Further, the study proved that independent and non-corrupt free democratic institutions, continuous emergence of people based politicians, continuous use of marketing research, innovative politicians and marketing training for the operation of political system are some of the impacts of political marketing in Kenya. Finally, the findings concluded that winning election, awareness creation and garnering swing votes are the main role of marketing in politics to Kenyan politicians.

5.4 Recommendations for policy and practice

To win elections in the competitive political environment in Kenya, it is clear that politicians can no longer ignore marketing activities. To researchers, there is need for more studies to be done on marketing in politics for policy makers to develop institutional guidelines and ethical practices. Institutions such as the Independent

Boundaries Electoral Commission (IEBC) would benefit to prevent unfair competition and malpractice.

5.5 Limitations of the Study

The political market environment is broad and attracts people that are interested in various positions at the county level to the national level in politics. The study targeted particularly Parliament and Senate on elected leaders. The study failed to get responses from all the elected politicians that were voted in to serve their constituents from their regions. The study was confined only to a randomly chosen number of mps and senators from their focused regions. Other limitations were that the respondents were on recess from Parliament and senate and it required lots of resources to be able to reach them to respond to the questionnaires.

5.6 Suggestions for further Study

The researcher on his part suggests that further research should be carried to investigate whether the use of marketing in Kenyan politics influence(s) the voter's behavior in the choice of their leaders. Also further research can be done on marketing strategies that can be adopted locally and globally for parties and individuals politicians to win elections.

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APPENDICES

The Role of Marketing in Kenya Politics

Appendix 1-QUESTIONNAIRE

This questionnaire has been designed for the purpose of information gathering for Senators and Members of parliament in Kenya for academic purposes only. The questionnaire is divided into two sections. Section A seeks to capture a brief profile of the respondents while section B will capture the issues that are concerned with the area of study. Please complete each section as requested by ticking the appropriate response. All information in this questionnaire will be confidential.

SECTION A

General Information

INSTRUCTION: Tick as appropriate and comment where necessary.

Designation

Institution

Sex: **Male** **Female**

SECTION B

This section of the questionnaire focuses on the role of marketing in Kenyan Politics.

Indicate whether the following statements represent your understanding of the role of marketing in the politics of Kenya.

QUESTION ONE: In your opinion to what extent do you agree that the following listed marketing functions as applied in Kenyan politics contribute to the role of marketing in politics.

(i) Product Function

	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Emergence of credible leaders					
Boosting party membership					
Promote the ideals of democracy					
Choose loyal supporters for elective positions					

(ii) Distribution Function

	5 strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Boosting party membership					
Improving party competitive position					
Increase vote share					
Promote party ideals of democratization process					
Provide avenue for party growth					

(iii) Cost Function

	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Boosting party membership					
Party competitive position					
Provide Avenue for party growth					

(iv) Communication Function

	5strongly Agree	4 Agree	3Neutral	2Disagree	1strongly Disagree
Improving party membership					
Increase market share					
Promote the ideals of democratization process					
Help create stability in the political system					
Good Governance					
Increase Voters share					
Corruption free environment					
Influence undecided voters					

(iv) News management Function

	5 Strongly Agree	4 Agree	3Neutral	2Disagree	1 Strongly Disagree
Improving party competitive position					
Increase in vote share					
Encourage democracy					

(v) Fund Raising Function

	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly
Improving party competitive position					
Increase vote share					
Tool to exploit political behavior					
Encourage democracy					

(vi) Parallel Campaign Function

	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Emergence of credible and responsible leaders					
Boosting party membership					
Improving party competitive position					
Avenue for party growth					

(vii) Internal Cohesion function

	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Tool to exploit political behavior					
Help create stability in the socio-political system					
Good governance					

QUESTION 2: To the best of your knowledge. Please tick whether you agree that political marketing has the following impacts in the Kenyan political environment.

	5 Strongly agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
Independent and non corrupt free democratic institutions					
Continuous emergence of people based politicians					
Continuous use of marketing research					
Innovative politicians					
Marketing training for the operation of political system					

QUESTION 3: In your view what is the role of marketing in politics to Kenyan politicians.

	5 strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Awareness creation					
Winning elections					
Garnering swing votes					
Influencing undecided voters					

Thank you for taking time to fill the questionnaire.

END

APPENDICES II

FULL LIST OF REGIONAL POLITICAL REPRESENTATIONS (PARLIAMENTARIANS AND SENATORS) IN KENYA

Regions	Parliament	Senate
Coast	26	6
Eastern	40	7
Nairobi	17	1
North Eastern	22	4
Nyanza	42	6
Rift Valley	76	14
Western	33	4
Central	34	5
Total	290	47

Source: IEBC (2014)