Election Campaign Strategies of PML-N in 2013

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ABSTRACT

This study brings to light the election campaign strategies of political parties in general election 2013 and unveil the response of the voters of Lahore. Through the study of PML-N it is observed that PML –N used candidate based strategy but 43.59% voters of PML-N of Lahore were not inspired by campaign strategies rather they cast their votes because of the party affiliation.71 % voters were inspired by Shahbaz Sharif's performance in previous Punjab government (2008 to 2013). It is also observed that 60% voters of PML-N did not like the candidate and 65% voters disliked the campaign tools and cast their vote because of party affiliation. Only 52% voters of PML-N focused on manifesto during the campaign.

Keywords: *Election, Campaign, Strategies, tools, vote*

Introduction

This study focuses on the campaign strategies of political parties in elections 2013 in Pakistan and to find the relationship between campaign strategies, mobilization of voters and result of election and to recognize the reality and the mindset that campaign strategy is proposed by political parties for the electorate. But due to time limit and problems of data collection the campaign strategy of PML-N in Lahore is selected, because result of general elections 2013 shows that PML-N as similar to 2008 general election another time emerged as winning party in the Punjab, a major province of Pakistan. In this research work campaign strategy of PML-N for the elections of 2013 is focused thoroughly and explored that how the campaign strategy mobilized the voters.

Campaign strategy has two aspects first is pre-election campaign and second is post-election There are some important campaign strategies of PML-N during post-election campaign (2008 to 2013) and pre-election campaign in 2013

PML-N organized the processions, electoral rallies, corner meetings and door to door campaign. They used properly print media like posters, banners and sticker etc, organizers of party also focused on electronic media as regarding the campaign strategy of election. They also organized campaign on social media like facebook, twitter, you tube and blogs etc. music was also used in form of national and party songs to warm up the crowd. They used previous performance as

campaign strategy during post-election campaign (2008 to 2013), leadership of PML-N to hold protest at Minar-e-Pakistan for electricity and to record protest against load shedding and criticism of Nawaz Sharif and Shahbaz Sharif on the national issues of Zardari government like energy issues and corruption was also used as campaign strategy.

MATERIALS AND METHODS

Research design

In order to explore the campaign strategy and intellectual theme of answers of research question the **mix method** is used in this research

Triangulation

In this research data is gathered by interviewing the organizers of political party. So in order to reduce or eradicate the biasness a cross verification is conducted in this research by interviewing of party organizers and on the other hand response survey data is collected by voters for the sake of triangulation.

This research is conducted as **exploratory research** because exploratory research can diagnose a desired situation according to definition of problem, screening the alternatives. Andrew (2010) argued that exploratory type of research is an investigation into a problem or situation which provides insights to the researcher.

As regarding the mix method there are two parts of research methods which are following:-

      A- Qualitative Method

      B- Quantitative Method

Qualitative Method

Exploratory methodology is used in this research work in qualitative design. Phenomenological interviews are conducted from experienced participants to explore the definition of problem of this research; these interviews are conducted from organizers of PML-N

- Primary Sources
- Secondary Sources

Primary Sources

The manifesto of PML-N in election 2013 is reviewed here as primary sources, and some statements of leaders of party. In this research in depth interviews are conducted from the MNA's, MPA's, party organizers of PML-N and chairman of union councils of PML-N, thoroughly information has been taken from them as regarding the questionnaire. So the primary sources are following:-

Secondary Sources

In secondary sources some articles, journals, and some internal and external reports on election and its strategies are included in this research. For example the report of well-known institution of Pakistan PILDAT and some international institutes like Common Wealth, EU and DFID etc.

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Population

In research a complete set of elements of persons and objects which poses some common characteristic called population, in my work population is the MNAs, MPAs, chairman of union counsels and party organizers of political party of PML-N in Lahore.

Here in the research the unit of analysis is political organizers, as well as leaders of PML-N

In this research according the multistage sampling our population is divided in to four clusters. First stage cluster is consist of MNAs of PML-N, second stage cluster has MPAs of PML-N, third stage cluster has Chairmen and fourth and last stage cluster is consist of party organizers.

Sample Size

For the study multistage sampling technique was adopted. At the first stage all the 186(12 MNAs, 24MPAs, almost 50 chairman, and 100 organizers of PML-N were the total population of the study. At the second stage following statistical formula is used to calculate the sample size from each category:

$$n = \frac{N\,Z^2V^2}{Nd^2 + Z^2V^2}$$

Where

n   =   sample size

N   =   Total number of MNAs, MPAs, Chairman, part organizer

Z   =   Normal variate at 10% precision level

d   =   Acceptable error i.e., 10 percent

V   =   Guessed variability among sampling units for the
.   obtaining maximum sample size.

$$n = \frac{186 \times (1.645)^2 \times (50)^2}{186(1)^2 + [(1.645)^2 (50)^2]}$$

$$n = 50$$

At the next stage, this sample size was proportionally distributed amongst all these categories. Thus, 3 MNAs, 7MPAs, 13 Chairmen, and 27 organizers were selected randomly.

Data Analysis

Data is analyzed in two categories which are following:-

 (A) Interviews analysis (B) Response survey Analysis

As regarding to data analysis the "Content Analysis" technique is selected here because it is the one of the numerous in the research methods of data analysis, and it is widely used qualitative research technique having a long history.

Quantitative Method

In the first part data is collected from interviews of organizers of PML-N and in second part in order to analyze the response of these interviews, a response survey is conducted from voters of PML-N in Lahore.

Variables

(a)Independent variable

"Campaign strategy" is independent variable in this research because it is constant and stable variable and it cannot be affected by other variables which are measured in this research.

(b) Dependent variable

"Voting choice" is dependent variable in this research because this depends on many factors which are measured in this research. Dependent variables can be change as a result of an experimental manipulation of the independent variable or variables.

Data source for quantitative research

Data for response survey is collected from voters who cast vote for PML-N from Lahore.

3.18Population in quantitative research

In response survey all registered voters of PML-N in Lahore are the population. The voters of PML-N are unit of analysis also.

In the quantitative research the sample is taken from registered voters of PML-N in Lahore.

Sample Size

For the response survey the population is total registered voters of PML-N in Lahore, for sample size fifteen voters of every constituency were selected randomly in Lahore for survey.

So 195 voters of PML-N were selected for survey purpose in which ten gents and five female were selected, and handsome data is collected for response research.

Data Analysis

Data is analyzed in two steps which are following:-

A- Data analysis of interviews

B- Data analysis of response survey

Part A

Data Analysis   (Interviews)

All the questions were asked in phenomenological interviews from the experienced persons of PML-N to explore the campaign strategy of PML-N in general election 2013. In these interviews first question has been asked about importance of campaign, many questions are asked about different kind of strategies of election campaign. All the questions were asked in the context of pre-election campaign and post-election campaign.

 All the respondents of interviews are well experienced and capable enough to organize election campaign, therefore sufficient amount of fine data is gathered here. All the data is gathered in the light of three research questions, which are following.

1- Campaign strategies of PML-N and its importance in national elections 2013

Importance of campaign

All respondents gave their opinion that campaign is the basic and most the important thing for election. Campaign is just like back bone for the election, it motivates people to understand the importance of election. Election is nothing without campaign. One of the MNAs of PML (N) describes his views that there are two kinds of campaign: first is campaign during the election and second is very much important to keep in touch with voters after winning or losing the election and he prefers the second kind to the first.

 An MPA of PML (N) said about election campaign that campaign helps the voters to understand the agenda of the party as well as importance of the election. Campaign also makes the party popular. Another MPA of PML (N) puts forth his views that campaign is essential for the party as "Roati ka sath salan ke zarorat ha".

        Election always depends on campaign, better campaign brings better result, with the campaign one who can access will be the winner. With an effective campaign a candidate can mobilize the voters, and campaign enhances political awareness among people. One of the respondents of PML-N described his views that campaign is very good strategy, this also helps the party to advertise its programs of developments, its national level agenda, and through campaign a party also criticizes the opponents, highlights shortcomings, and criticizes its opponent parties and behavior of the leaders, according to him one should not criticize the personal affairs of the opponent. Our leaders often use immoral language and indecent behavior in campaign, it should not happen. Our leaders should keep control over their behavior while criticizing opponents.

 One of the respondents narrated that our campaign is used to be very interesting but sometimes its direction gets negative which is very dangerous. Sometimes political workers lose their control, they do not bear the slogans of the opponent and quarrel among themselves, these quarrels cause enmity and people, harm each

other. It is unbearable attitude and this puts very negative impact on election campaign. We should launch campaign through all medias against the negative attitude of the political workers, through Media we should educate them to turn into polite and adopt mild attitude.

As regarding to lab top scheme and scholarship of students the participants were of the view that it was a non- political job but this brought lot of positive results among the youth, and it was refreshment for them. These incentives proved helpful to create healthy competition among youth. Government provided the laptops even to the grass root level each and every thing was transparent and based on merit, whoever student got 80%marks won the rewards. This program brought sympathy for the party on all levels, these programs enhanced the popularity level of PML-N among youth, even the opponent party chanted the slogans of youth, but they did nothing for them.

The role of processions and rallies during election campaign

All the respondents are unanimous on these tools for campaign, that rallies and processions both are integral parts of campaign; these alluring activities bring motivation among the voters. Through rallies and processions candidates seduce voters, and they highlight the successful projects of party and they aggrandize their leadership and party. Processions and rallies are both most important source for the political mobilization among the citizens in campaign. But 100% a party cannot rely on rallies and processions. For example Pakistan Tehreek-e-Insaf (PTI) and Pakistan Awami Tehreek (PAT) demonstrated and campaigned with big rallies and processions but could not get positive results.

Importance of corner meetings and door to door campaign

All of these things used in campaign as tool of election campaign in general election 2013. These tools are used at local level in streets and "Mohalas", by using these tools politicians try to gain confidence of voters. If the candidate does not emphasis on these tools, it may damage the result.

The use of electronic media in campaign

The entire respondent think that electronic media is the most important tool of election campaign**,** to advertise one's successful projects and the shortcoming or the abortiveness of the opponents. Electronic media is very affective source to observe the performance of party directly. It is also very useful source of information.

The use of social media and campaign

Social media is latest invention in the world today. Its users are increasing rapidly even in Pakistan. Social media is accelerating awareness in voters and making their mental approach in accordance with the modern time. Social media is admirable source of political mobilization.

Social media is vast, most effective, a cheap and easy source of advertisement as well as propaganda. The entire respondents think that most of the people are illiterate, they are not aware of the social media so they do not use it frequently and messages cannot be conveyed to them because of ignorance. According to

them just a peculiar group can enjoy social media and get constructive and concise information and debate through social it.

Candidate's base campaign strategies

Most of the respondents claimed that PML-N depends on candidate base campaign strategy. As concern to strategy to nominate the candidates, it is very important issue, sometimes party faces difficulties and hurdles to choose the candidate. Party has to keep careful attitude during this phase. PML N specially focused on party workers and they awarded the tickets according to will and wish of the party workers to prove that the real right stays with the party workers, thus the party went to the grass root level to choose the candidate

Such and the like traits of the candidates have been described by some of the respondent of PML-N but keeping in view the prevalent trends of selecting the candidates speaks against it. As it has been a common practice of our political system to have the rich and influential persons to be elected for running the government. Honest and well behaved people can be found anywhere but not at least in politics in our region.

Charismatic Leadership

Charismatic leadership is the major factor of candidate base strategy in Pakistan. Most of the respondents of PML-N have very affirmative approach about their leadership they think their leader is very skillful political figure, he is aware with all kind of domestic and international problems of Pakistan; he can pull out Pakistan from all difficulties which Pakistan is facing with the help of his team. Respondents think Nawaz Sharief selected the candidate with a very competent selection comity of the candidates of the constituencies. Respondents argued that central leadership and comity select very talented, intelligent and hardworking candidates.

These supposed candidates have the qualities like maturity, humanity, compassion, confidence, positive body language listening skills, self-monitoring and self-improvement etc, but unfortunately in our part of the world, the candidate having such qualities are hardly found.

Opponent based campaign strategy

The criticism of the Nawaz Sharif and a Shahbaz Sharif on energy crises and corruption against Zardari government

There is no doubt in it, it is the job of the opposition to criticize the government for its misdeeds, and drew its attention towards the shortcomings of the government and sometimes to compel the government to do something against its will and wish; for the betterment of the country and nation. Another respondent argued, of course, opposition has to observe the performance of the government, what government is doing; opposition tries to make performance of government better for the country and nation and if corruption and mismanagement are being done, bring all the things before nation to give awareness to the people about bad performance of government.

PML-N's criticism was quite constructive and helpful to minimize the corruption. Thus the PML-N got the sympathy of the people through criticism in campaign of general election 2013.

Part B

Analysis of response data

In order to analyze the authenticity of data of interviews, a response survey has been conducted from voters of PML-N, it was also observed that to what extent the organizers of PML-N were successful to acquire the result of campaign in general election 2013. A result of whole response survey is showed in graphs. There are very much interesting results of this response survey because a close ended and structured questionnaire is asked from participants.

Analysis of response data

Q-1   Did PML-N's campaign affect you?
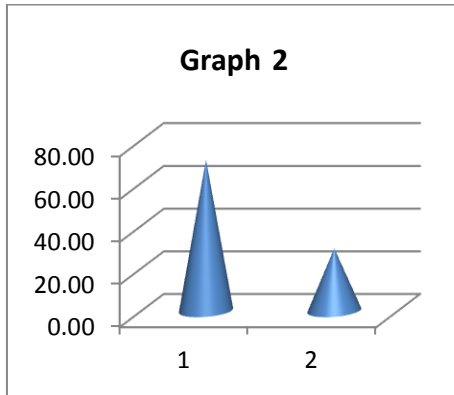

1 = Yes   2 = No
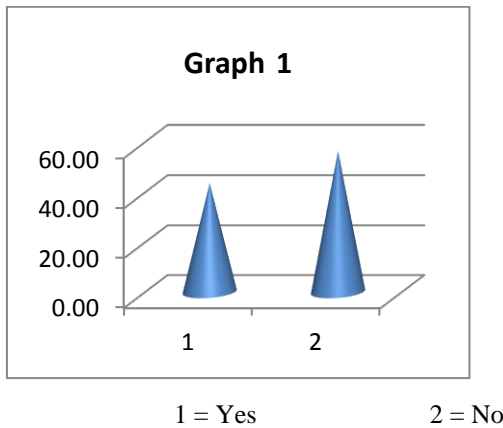
Graph 1 shows that only 43% voters of PML-N explained their views about campaign of general election 2013, according to them of course "yes", they cast their vote to PML-N because through different Media during election campaign, they came to know about the mega projects of national level so they decided to cast their vote to PML-N.

But we can say that majority of voters of PML-N were not impressed by the campaign.

Therefore on the other hand 57% of voters of PML-N in Lahore explain their views, campaign has no importance for us, according to them they are just loyal to their party and leadership campaign does not have any meaning and importance for them.

Q-2   Did the previous PML-N's government impress you in Punjab?

Graph 2

[Graph 2: bar chart with values 80.00, 60.00, 40.00, 20.00, 0.00 on y-axis; categories 1 and 2 on x-axis]
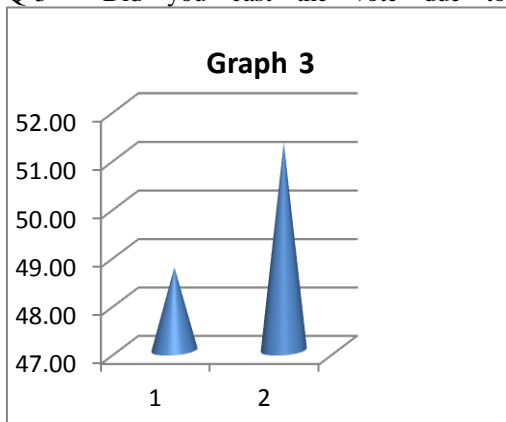
1 = Yes   2 = No

This is the important question in which it was asked from voters of PML-N whether they like the previous government in Punjab (2008 to 2013) and its development projects under the leadership of Shahbaz Sharif, according to the graph 3.3 the answer of 71% of voters of PML-N in Lahore marked "yes", and this is the most highest figure in our response survey of PML-N voters. So it was observed that voters of PML-N liked the performance of previous Punjab government, devotion of Shahbaz Sharif towards nations' service, whenever people of the Punjab need his services, he stepped forwarded and served the nation. During flood days Shahbaz Sharif mingled with common people and helped them whole heartedly.

Q-3   Did you cast the vote due to personality of Nawaz Sharif?

Graph 3

[Graph 3: bar chart with values 52.00, 51.00, 50.00, 49.00, 48.00, 47.00 on y-axis; categories 1 and 2 on x-axis]

1 = Yes   2 = No

Mian Nawaz Sharif is main leader of party, but only 48.72 PML-N voters marked "Yes",   It is observed that the graph of the popularity of Nawaz Sharif dropped down than of the Shahbaz Sharif, according to some of the respondents, federal Government took swear kind of step against non-filer, Federal Government imposed taxes on traders and these kind of some other laws were also made by the Government which people did not appreciate. These were unpopular steps perhaps

these steps were in the larger interest of the country but these steps made Nawaz Sharif unpopular among 51.28 % voters of PML-N in Lahore.

Q-4 Were you impressed from your candidates?

Graph 4

60.00

40.00

20.00

0.00

1   2

1 = Yes   2 = No
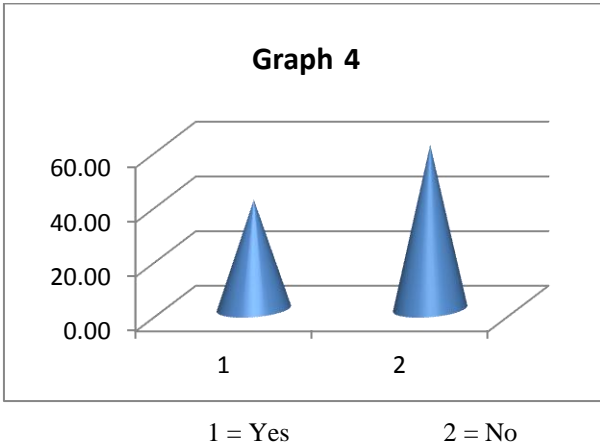
Candidate is the main part of any election but in Lahore only 40% voters of PML-N liked the personality of candidates.   In the interviews of MNAs, MPAs, Chairmen, and organizer of PML-N claimed that of course personality of the candidate do have importance, his performance, his contact, his cooperation and how friendly candidate is with the voters.

But in spite of all these qualities it is observed that 60% voters cast their votes to the central leadership rather than to the candidate. So the main role is played by central leadership and the candidate helps a bit to win the seat. It is a observed that 60% of the voters of PML-N in Lahore mentioned about MNAs and MPAs with hate, they know it that most of their MNAs are gas thief and also steal the electricity, their candidate used his personal influence for some false deeds, people know their candidates are the "Qabza Mafia" they take over the plots of the opponents. Even then they cast their votes to the candidate of their beloved leaders.

Q-5   Did you cast the vote due to yellow cab scheme, laptop scheme, and scholarship of

Graph 5

100.00

50.00

0.00

1   2
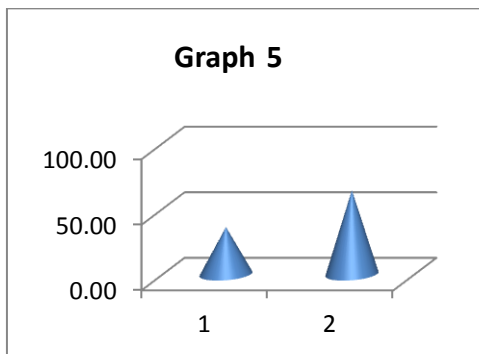
$$1 = \text{Yes} \qquad\qquad 2 = \text{No}$$

It is also observed in this research that 36% voters of PML-N in Lahore were impressed by election campaign with these projects. These are the successful projects of PML-N in Punjab. It is observed that 74% of voters of PML-N expressed their views, they are devoted, they are loyal, and they have great affection for their leader. These schemes have no importance for them. They are faithful to their parties and it does not matter who is the candidate.

Q-6   Do you think it was right step of Shahbaz Sharif to hold protest at Minar-e-Pakistan to record his protest against load shedding?

Graph 6

60.00	
40.00	
20.00	
0.00	
1	2
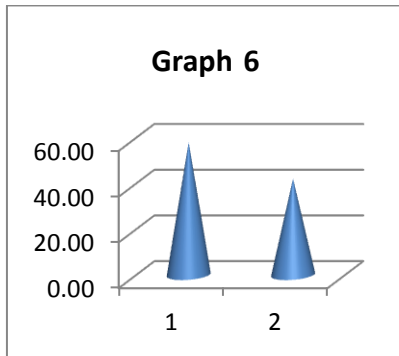
$$1 = \text{Yes} \qquad\qquad 2 = \text{No}$$

As concerning to answer of this question 58% voter of PML-N in Lahore marked "Yes" because of the mismanagement and corruption and bad governess of PPP Government, head of the Punjab Govt. adopted a different style of protest to show that the high profile people are facing voluntarily same hurdles and difficulties which the common man is facing. Shahbaz Sharif several times used metro bus service to reach to the Minar e Pakistan where Punjab Govt. held the camps to demonstrate against the Federal Govt. of that time. People liked this activity of Shahbaz Sharif; this is observed this style brought more popularity for PML-N.

Q-7   Do you think Criticism of PML-N's leadership on Zardari Government for national issues like corruption and energy crises was a good strategy of election campaign?

Graph 7

1 = Yes   2 = No
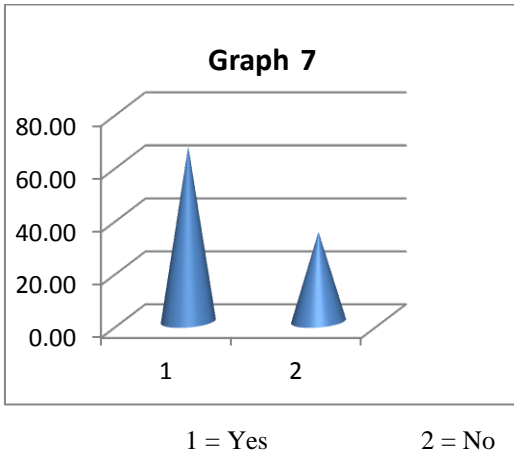
The voter of PML-N liked the bitter criticism of PML-N on national issues: like energy crises and corruption of Zardari government during the election campaign of general election 2013, and 66% voter of PML-N in Lahore were inspired by this campaign strategy

So 66% voters of PML-N were inspired by this campaign strategy. This is the second highest score after Punjab government's performance. The voters liked this strategy of this campaign very much.

Q-8   Were you inspired from electoral processions and rallies during election campaignof2013?

Graph 8

1 = Yes   2 = No
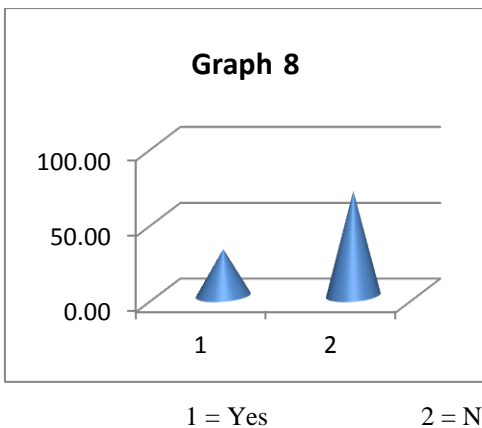
Only 30% voters of PML-N in Lahore were impressed by processions and rallies during the election campaign in 2013. It is observed that procession and rallies are the sources to motivate the voters but 70% participants are not agreeing with importance of these tools. According to them Imran Khan held huge processions but the election results told the different stories, he could not get results out of their rallies and processions. While it is observed that 30% participants describe it is an effective source to enthuse the worker and energies the political workers in the election campaign.

Q-9   Were you impressed by door to door campaign?

Graph 9

80.00
60.00
40.00
20.00
0.00

1   2

1 = Yes   2 = No
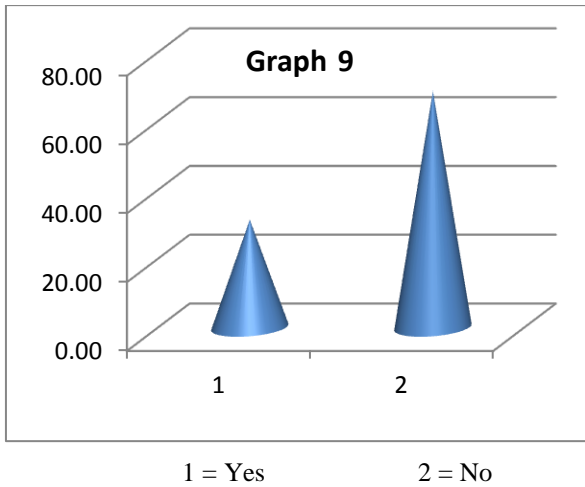
Only 31% voters of PML-N in Lahore were impressed by door to door campaign. It is observed that participants praised this tool of campaign. According to them it is the easiest way to have close contact with the voters and to emphasis them to get the favour during election campaign. And 69% voters disliked this activity; they prefer corner meetings and other tools. According to them because of less time and a lot of engagements of the candidates during the election it is hard to meet with the voters door to door.

Q-10   Did any corner meeting affect your mind as regarding to cast the vote?

Graph 10

80.00
60.00
40.00
20.00
0.00

1   2   1 =

Yes   2 = No
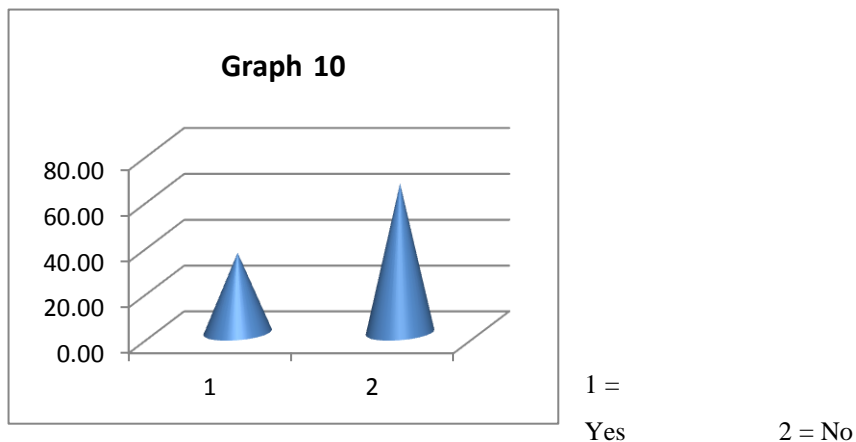
Corner meetings have very much importance as regarding to election campaign so according to result of this survey 35% voters of PML-N in Lahore were impressed by corner meetings.

Q-11   Did posters, stickers and banners etc help you to cast your vote?

Graph 11

1 = Yes   2 = No
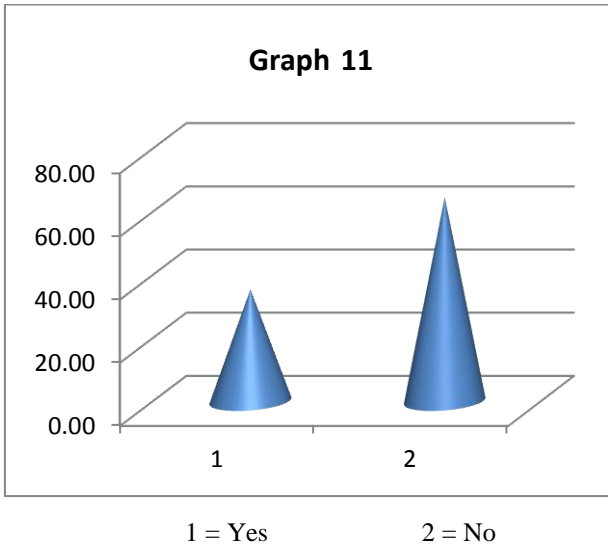
These are all effective tools of election campaign but only 35% voters of PML-N in Lahore were impressed by these tools. On the other hand 65% voters of PML-N are not inspired by corner meetings, they answered halfheartedly about this tool of campaign, but according to the MNAs and MPAs this is the most effective tool of the campaign, because of shortage of time they could not go door to door.

Q-12   Did you cast your vote by watching the projects of PML-N on electronic media?

Graph 12

1 = Yes   2 = No
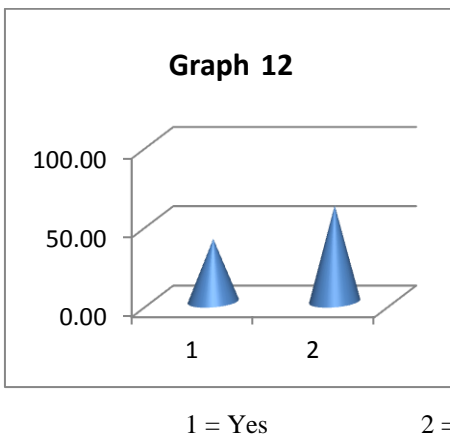
Electronic media is most powerful tool of election campaign but the voters of PML-N in Lahore claimed that we were not impressed by electronic media, and only 39% voters of PML-N in Lahore marked "Yes" and 61% marked "no", these are strange result, because electronic media is the main source of information of the modern time

Q-13   Did social media make you determine you to cast your vote by campaign of PML-N?

Graph 13

| 80.00 |
| 60.00 |
| 40.00 |
| 20.00 |
| 0.00 |

1   2

1 = Yes   2 = No
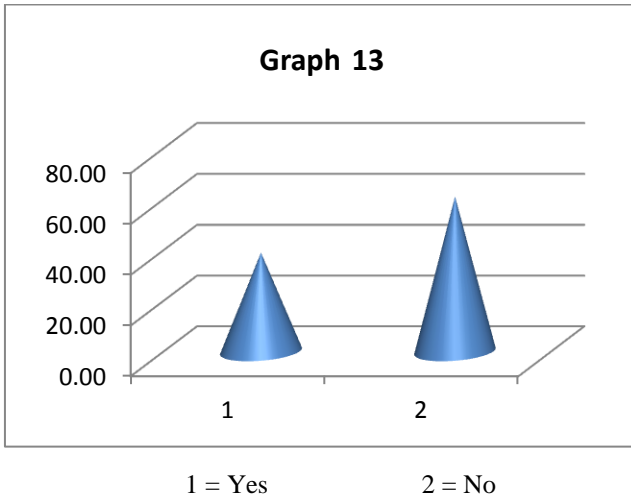
According to the survey of response this is found that 39% voters of PML-N in Lahore were impressed by social media. Social media is the latest invention of the time, this media is playing vibrant and vital role in all societies it is helping the people to understand right and wrong

Graph
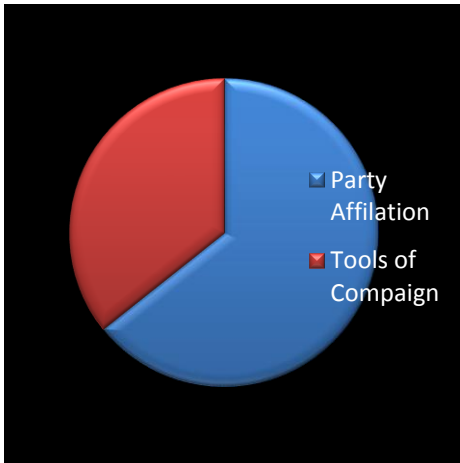
No doubt that, electoral rallies, processions, door to door campaign, corner meetings, use of electronic and social media, posters, banners, stickers, etc have positive effects on campaign. But according to graph no 3.18, I found in my survey just 35% voters of PML-N think that these tools carry out some positive results as regarding to cast the vote, while the large majority of voters of PML-N are loyal to their party and leadership and these kinds of activities did not affect them.

CONCLUSION

The goal of this research is to explore the campaign strategies of political parties in Pakistan. This research focused on campaign strategies of political parties in Pakistan in general election 2013, but due to time limit it was not possible to collect the data from all political parties in all over the Pakistan. So the campaign strategy of PML-N in Lahore has been selected as a case study. Mix method is used in this research work; including both techniques qualitative as well as quantitative. Data is gathered by using qualitative technique, in-depth interviews have been conducted from MNAs, MPAs, Chairmen, and party organizers, and against this data or information and research question, a response survey has been conducted from 195 registered voters of PML-N in Lahore,

In this research it is analyzed that theory of party identification is playing an important role in electoral politics of Pakistan. "It refers to the voting determinant by which the voters vote according to the dictates of the party or its leader. That is why it is affected little by electoral campaigns before elections" Cameron D. Anderson and Laura B. Stephenson (2010). This is also amazing result in the finding of this research that 60% voters of PML-N in Lahore did not like the personality of candidate. They cast the vote only for the PML-N, not for candidate, this is observed that in some constituencies voters disliked their candidates because of their character. But the party allotted them ticket therefore voters had to cast the vote for party affiliation, party loyalty and party identification.

So party identification is very much strong in Lahore and its surroundings, and importance of candidate has less worth, according to the findings results of survey only 40% voters of PML-N in Lahore liked the personality of candidate. It is observed, no matter who candidate is, what his character is, strange mentality is observed, people are not ready to accept the noble deeds of the opponents and the misdeeds of their own leader. Therefore it can say that campaign strategy of PML-N is not candidate based, people cast their vote only affiliation to party.

This study has shown interesting and amazing information as result of this research. Over all, it is observed that 57% of voters of PML-N in Lahore were not inspired by election campaign. They were just fed up with Zardari and Musharraf government, and they were loyal to PML-N, so they voted PML-N into power and campaign did not have any importance for them.

It is observed that people of Lahore as well as Punjab changed their political ideology in general election 2013 and PPP and PML-Q were clean swept out from Punjab. This research work observed that when it is asked that weather they were inspired by previous provisional government of Shahbaz Sharif in (2008 to 2013) Punjab or not, then the 71% voters of PML-N responded that they were very much inspired by previous government of Punjab. So this is the highest score of this response survey. People liked the performance and other activities of Shahbaz Sharif, so they cast their votes to PML-N. This was also observed that there is slight difference between the popularity of Nawaz Sharif and Shahbaz Sharif, according to the result of survey only 48.72 people were inspired by the personality of Nawaz Sharif. On the other hand 71% voters of PML-N in Lahore were inspired by the performance of Shahbaz Sharif.

Electoral rallies, processions, door to door campaign, stickers, posters, banners, use of social and electronic media and corner meetings are the beauty of election along with being effective campaign tools. These tools got 35% score, it is observed that majority of PML-N votes disliked these tools of campaign in general election 2013 in Lahore. People only cast their vote due to party affiliation and these kinds of tools were not helpful as the election campaign is concerned.

Therefore of our main argument "Campaign tools determine the will and wish of the voter in the election campaign" proved false, particularly in Lahore due to strong party affiliation or party identification. Government should launch some programs to make the public aware of the right of vote to strengthen the democracy. But the dilemma is that why people are blindly attached to any political party without differentiating right from wrong.

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