

MARKETING MANAGEMENT

“AN EXPLORATIVE STUDY ON POLITICAL MARKETING IN WESTERN ORISSA”

DR. SRINIBASH DASH
SR. LECTURER,
GANGADHAR MEHER (AUTO.)
COLLEGE, SAMBALPUR

SRI SISIR RANJAN DASH
LECTURER,
GANGADHAR MEHER (AUTO.)
COLLEGE, SAMBALPUR

INTRODUCTION

Orissa, officially spelled 'Odisha' is a state of India, located on the east coast of India, by the Bay of Bengal. It is the modern name of the ancient kingdom of Kalinga, which was invaded by the Mauryan Emperor Ashoka in 261 BC. The modern state of Orissa was established on April 1, 1936, as a province in British India and consisted predominantly of Oriya speakers. April 1 is therefore celebrated as Utkala Dibasa (foundation day of Orissa). Cuttack remained the capital of the state for over eight centuries until April 13, 1948 when Bhubaneswar was officially declared as the new capital of Orissa, and still is the present capital of this state. There are 30 districts in Orissa. Orissa is governed through a parliamentary system of representative democracy, a feature the state shares with other Indian states. The state contributes 21 seats to Lok Sabha and 10 seats to Rajya Sabha of the Indian Parliament. The Assembly is unicameral with 147 Members of the Legislative Assembly, or MLAs, including one nominated from the Anglo-Indian community. Terms of office run for 5 years, unless the Assembly is dissolved prior to the completion of the term. The main players in the regional politics are the Biju Janata Dal, the Indian National Congress and Bhartiya Janata Party. Following the Orissa State Assembly Election in 2009, the Naveen Patnaik led Biju Janata Dal (BJD) came to power for the third consecutive time. Naveen Patnaik took over his father's Lok Sabha seat in 1996 as a member of the Janata Dal. In 1997, Patnaik split from Janata Dal over its failure to ally with the BJP, and formed the BJD in December 1997. The BJD has participated in several ruling coalitions with the Bharatiya Janata Party (BJP) both at the

Centre and in Orissa. The BJD, however, was one of the main professedly secular parties of the National Democratic Alliance (NDA). Much of the popularity and electoral success of the party is credited to Patnaik's image as an incorruptible and 'clean' candidate. BJD won nine seats in the 1998 general elections and Naveen was named the Minister for Mines. In the 1999 general elections, BJD won 10 seats. The party won a majority of seats in the state legislative assembly in the 2000 and 2004 elections in alliance with BJP. The party won 11 Lok Sabha seats in the 2004 elections. However the BJD parted ways with the BJP for both the Lok Sabha and Assembly elections 2009 citing differences in seat sharing. As for now, it is a part of the Third Front. In 2009 loksabha election, BJD won 14 seats and secured strong 103 legislative seats out of 147 seats in assembly election of 2009. This study makes an humble attempt to explore the perception of citizens of Western Odisha towards the performance of BJD led government in the state basis various predefined parameters and identify the factors influencing the citizens' voting decisions.

RESEARCH OBJECTIVES

The reason to conduct this study is,

1. To measure the satisfaction levels of citizens of Western Odisha towards the performance of BJD led government in the state.
2. To identify the factors influencing the citizens' voting decisions in the state elections.

RESEARCH METHODOLOGY

A survey instrument in the form of close-ended questionnaire was developed for the purpose of collecting the main data for the study. This study was conducted districts of Western Odisha that includes Sambalpur, Balangir, Bargarh, Sonapur, Kalahandi, Sundargarh, Boudh, Deogarh, Nuapada and Jharsuguda. Factors such as precision and confidence, population size, time and cost constraints were taken into consideration in selecting sample size. Using the non-probability sampling technique, a total of 88 respondents were selected as a sample of the study from the region. The respondents come from various age groups, income status, educational qualifications

and both the gender in order to increase the generalization of the result.

ANALYSIS AND RESULTS

For the purpose of testing the reliability of the data Cronbach's alpha has been used in the present study. Cronbach's alpha developed by Lee Cronbach in 1951 is the most common form of internal consistency reliability coefficient. Alpha equals zero when the true score is not measured at all and there is only an error component. Alpha equals 1.0 when all items measure only the true score and there is no error component. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. By convention, a lenient cut-off of 0.6 is acceptable in exploratory research. The data was tested for reliability and yielded a Cronbach alpha score of 0.865495152.

The following are the tables representing the results of the study. In these tables the average of respondents falling in each categories of responses are given. The sample has been divided gender wise (i.e. Male and Female), age wise (i.e. <than 30 and >than 30 years of age), income wise (i.e. <than 20000 MHI and >than 20000 MHI) and educational status wise (i.e. Graduates and Post Graduates), further they were tested through 'Z' Test in order to discover any significant differences in the perceptions. Since most of the theoretical distributions in statistics like Binomial, Poisson, Beta, Gamma, t, F, χ^2 , etc. do conform to Normal Distribution asymptotically, the present paper has used the Normal Test of Significance for large sample (Gupta. S. C.; 2009). However, for samples usually less than 30, the exact sample tests of significance are applied. In the present study since the total sample size is 88 and the sample size in each demographic groups are also above 30, the large sample test is done by using the standard normal variate Z (i.e. Z - Test). Calculations of descriptive statistics like mean values and standard deviations and tests of significance were conducted using Microsoft Excel. The factor analysis has been done with the help of Statistical Package for Social Sciences (SPSS) on the cross-sectional data comprising various parameters of consumption behavior. The results of the study shows that the top three areas in which the

BJD led government has succeeded in the past years of its ruling are infrastructure development, industrialization and working of the government with their scores 62.0 (mean = 3.1), 60.9 (mean = 3.0) and 60.7 (mean = 3.0) respectively. It seems that the BJD led government has put maximum emphasis on the infrastructure development and industrialization in the region. Biju Patnaik during his times had set up Kalinga tubes, Kalinga Airways, Kalinga Iron work, Kalinga Refractories and the Kalinga, a daily Oriya Newspaper. In 1951 he had established the international Kalinga Prize for popularisation of Science and Technology among the people and entrusted the responsibility to the UNESCO. The projects which he was known to have spearheaded includes the Hirakud Dam, Port of Paradip, Orissa aviation centre, Bhubaneswar Airport, the Cuttack-Jagatpur Mahanadi highway bridge, Regional Engineering College , Rourkela, (presently known as NIT, Rourkela), Sainik School Bhubaneswar, Orissa University of Agriculture and Technology-Bhubaneswar, NALCO (National Aluminum Company), Rourkela Steel Plant and the Choudwar & Barbil industrial belts. Following his footsteps the BJD led government in Orissa has set up the industrial belt at Jharsuguda, constructed multipurpose flyovers in the Bhubaneswar city as well as across all over Orissa, initiated PPP mode investments for city building and also for other projects, renovated highways, encouraged establishment of private universities like KIIT and 'SOA' university, institutions of repute like IIT, Bhubaneswar and AIIMS, Orissa Chapter etc. Apart from this the functioning of the government is also getting appreciated by the people. BJD today is perceived as one of the political parties which is actually working as per its vision and mission.

The most weak areas discovered in the study (as perceived by the people) are employment generation, main streaming Maoists and combating corruption with score 48.9 (mean = 2.4), 49.1 (mean = 2.5) and 49.1 (mean = 2.5) respectively. Even after the rapid industrialization in the state, people perceive that the employment generation in the region are not up to the mark since most of the people from outside the state are getting the newly created jobs. Secondly, during the last few years only, the Maoists have become more active in the state. Even, the BJD led government is not able to combat corruption in a good manner. The male citizens of the region gave significantly low ratings on overall performance of the government (mean = 2.5) as compared to the female citizens (mean = 3.1). The male citizens seem to be more dissatisfied on the grounds of agricultural development (mean = 2.3), social change (mean = 2.4), justice (mean = 2.7), expansion of education and literacy (mean = 2.7), and working of the BJD led government (mean = 2.7) (See Annexure I). This is understandable, since the male citizens in the region are politically more active and their proportion in terms of participation and voting in the state elections is more than the female voters, their verdict on the performance of the government is more reliable. It has been also explored in the survey that the higher age group (>than 30 Yrs) voters are significantly less satisfied with the performance of the government (mean = 2.7) as compared to the young generation voters (<than 30 Yrs) (mean = 2.8) (See Annexure II). The higher age group citizens' views are found to be significantly different (mean = 2.5) than the young generation view (mean = 3.2) on expansion of education and literacy by the BJD led government. This is one area where the BJD led government needs special focus. Then when the survey results were compared between the lower income group people (<than 20000 MHI) and higher income group people (>than 20000 MHI), it has been discovered that the higher income group people are significantly less satisfied with the overall performance of the government (mean = 2.7) as compared to the lower income group people (mean = 2.9) (See Annexure III). The higher income group citizens of the region perceive that more of industrialization should be promoted in the state (mean = 2.8) and secondly, the

TABLE 1

Sl. No.	Description/Attributes	N	Range	Min	Max	Mean	SD	Percentage	Rank
	Overall=	88	4 1 5	2.8	1.2	55.4			
1	Working of the BJD government	88	4 1 5	3.0	1.1	60.7		3	
2	Peace and Reconciliation	88	4 1 5	3.0	1.2	60.7		4	
3	Industrialization	88	4 1 5	3.0	1.3	60.9		2	
4	Agricultural Development	88	4 1 5	2.5	1.3	50.9		11	
5	Combating Corruption	88	4 1 5	2.5	1.2	49.1		12	
6	Infrastructure Development	88	4 1 5	3.1	1.3	62.0		1	
7	State Restructuring through Governance	88	4 1 5	2.6	1.1	51.6		10	
8	Employment Generation	88	4 1 5	2.4	1.3	48.9		14	
9	Poverty Eradication	88	4 1 5	2.7	1.3	54.3		8	
10	Mainstreaming the Maoists	88	4 1 5	2.5	1.2	49.1		13	
11	Social Change	88	4 1 5	2.6	1.1	52.7		9	
12	Justice	88	4 1 5	2.9	1.2	57.7		7	
13	Expansion of Education & Literacy	88	4 1 5	2.9	1.2	58.9		5	
14	Functioning of Health System	88	4 1 5	2.9	1.3	58.6		6	

government needs to put more emphasis on poverty eradication (mean = 2.8). Another important thing that came into picture in the study is that the higher educated mass in the region (post graduates) are significantly less dissatisfied (mean = 2.7) as compared to the lower educated mass (graduates) (mean = 2.8) (See Annexure IV).

RESULTS OF FACTOR ANALYSIS

In the present study, the factors influencing voting decisions have been explored by asking the respondents to evaluate their relative importance on each parameter on a semantic differential scale. But, before going for the factor analysis it is always advisable to test the appropriateness of the factor model through the available data. Bartlett's Test (BT) of Sphericity and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy are two statistics on the SPSS output, which provides information whether the data set is appropriate for carrying factor analysis or not. Table 2 below presents the KMO and BT results of the data.

TABLE 2 KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	405.224
	df	91
	Sig.	.000

Bartlett's test of sphericity can be used to test the null hypothesis that the variables are uncorrelated in the population; in other words, the population correlation matrix is an identity matrix. In an identity matrix, all the diagonal terms are 1, and all off-diagonal terms are 0. The test statistic for sphericity is based on a chi-square transformation of the determinant of the correlation matrix. A large value of the test statistic favours the rejection of the hypothesis. If the hypothesis cannot be rejected, then the appropriateness of factor analysis should be questioned. As the observed significance level in the present study is found to be 0.000 which is small enough to reject the hypothesis, the null hypothesis that the population correlation matrix is an identity matrix is rejected and we can conclude that the strength of the relationship among variables is strong.

Hence, it is a good idea to proceed for factor analysis on the data.

Another useful statistic is the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. This index compares the magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients. Small values of the KMO statistic indicate that the correlations between pairs of variables cannot be explained by other variables and the factor analysis may not be appropriate. Generally, a value greater than 0.5 is desirable. The KMO statistic in the present study is also large (>0.5), thus factor analysis would be considered as an appropriate technique for analyzing the correlation matrix.

Once, it is ascertained that factor analysis can be worked out on the present data set, the next step is to actually implement it and explore the factors underlying the voters' behaviour. The goal of factor analysis is to identify the not-directly-observable factors based on a set of observable or measurable indicators. The first step in factor analysis is to produce a correlation matrix for all variables. Variables that do not appear to be related to other variables can be identified from this matrix. The number of factors necessary to represent the data and the method for calculating them must then be determined. Principal components analysis is one method of extracting factors. In principal components analysis, linear combinations of variables are formed. The first principal component is that which accounts for the largest amount of variance in the sample, the second principal component is that which accounts for the next largest amount of variance and is uncorrelated with the first and so on. At this step it is also necessary to ascertain how well the model fits the data. Coefficients (factor loadings), that relate variables to the identified factors, are calculated. In order for a parameter to belong to a given factor it is recommended that the loading value be not less than 0.40. The factor model is then rotated to transform the factors and make them more interpretable. The rotation phase transforms a factor matrix in which most factors are correlated with many variables into one in which each factor has non-zero loadings for only

some of the variables. The most commonly used method for rotation is varimax rotation which seeks to minimise the number of variables that have high loadings on a factor thus permitting the factors to be differentiated from one another. Following rotation, scores for each factor can be computed for each case in a sample. These scores can then be used in further data analysis, such as analysis of variance, correlation and regression analysis. The results of the factor analysis of the voters' behavioral variables are shown in Table 3.

Table 3 Rotated Component Matrix				
		Components		
		Factor 1	Factor 2	Factor 3
Working of the BJD government	VAR00001		0.524558	
Peace and Reconciliation	VAR00002		0.660312	
Industrialization	VAR00003		0.617471	
Agricultural Development	VAR00004	0.528923		
Combating Corruption	VAR00005		0.526119	
Infrastructure Development	VAR00006		0.823646	
State Restructuring through Governance	VAR00007		0.561246	
Employment Generation	VAR00008	0.701616		
Poverty Eradication	VAR00009	0.478972		
Mainstreaming the Maoists	VAR00010			0.816385
Social Change	VAR00011	0.437133		
Justice	VAR00012	0.581617		
Expansion of Education & Literacy	VAR00013	0.832329		
Functioning of Health System	VAR00014	0.588911		
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a Rotation converged in 4 iterations.				

Table 3 above provides the factorial structure of the behaviour of the variables in the sample. In the present sample, a forced three factor model of voters' perception has explained 63.95297% of the variance. Based on the factor loadings, the variables of voters' behavior in the present study can be compressed to three important factors and on the basis of the nature of variables included in different factors. The present BJD led government should take into consideration the above three factors to work on for making its position more stronger in the state.

CONCLUSION

Three major findings emerged from this preliminary study. Firstly, the instrument used in this study indicated Cronbach's alpha values greater than .60 indicating good internal consistency and could be seen to be most reliable. Secondly, results from this study also revealed that the majority of respondents have a

moderate level of satisfaction towards the present BJD led government in the state based on various predefined parameters. Thirdly, some problem areas that have been discovered which need immediate attention of the leaders of the party are;

1. Employment Generation
2. Mainstreaming Maoists
3. Combating Corruption

The results of this study are preliminary in nature but are able to provide some insights that can be considered as intervening elements of political issues in this context. These findings even if cannot be treated as predictions but the data will be useful when developing a research hypothesis for a further study.

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WEB SITES

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ANNEXURE - I

Sl. No.	Description/Attributes	Male (N=57)	Female (N=31)	Z
	Overall=	<u>2.5</u>	3.1	-7.3
1	Working of the BJD government	<u>2.8</u>	3.5	-3.0
2	Peace and Reconciliation	2.9	3.2	-0.9
3	Industrialization	3.0	3.2	-0.7
4	Agricultural Development	<u>2.3</u>	3.1	-2.5
5	Combating Corruption	2.4	2.6	-0.7
6	Infrastructure Development	3.0	3.2	-0.7
7	State Restructuring through Governance	2.5	2.8	-1.1
8	Employment Generation	2.3	2.8	-1.9
9	Poverty Eradication	2.5	3.1	-1.8
10	Mainstreaming the Maoists	2.5	2.4	0.2
11	Social Change	<u>2.4</u>	3.1	-3.0
12	Justice	<u>2.7</u>	3.3	-2.8
13	Expansion of Education & Literacy	<u>2.7</u>	3.5	-3.5
14	Functioning of Health System	2.8	3.1	-1.0

ANNEXURE - II

Sl. No.	Description/Attributes	<than 30 Yrs (N=55)	>than 30 Yrs (N=33)	Z
	Overall=	2.8	<u>2.7</u>	2.2
1	Working of the BJD government	3.1	2.9	0.9
2	Peace and Reconciliation	3.1	3.0	0.2
3	Industrialization	3.1	2.9	0.6
4	Agricultural Development	2.7	2.3	1.5
5	Combating Corruption	2.3	2.7	-1.2
6	Infrastructure Development	3.1	3.2	-0.5
7	State Restructuring through Governance	2.7	2.5	0.8
8	Employment Generation	2.5	2.3	1.0
9	Poverty Eradication	2.9	2.4	1.6
10	Mainstreaming the Maoists	2.4	2.5	-0.2
11	Social Change	2.7	2.5	0.9
12	Justice	2.9	2.8	0.6
13	Expansion of Education & Literacy	3.2	<u>2.5</u>	2.6
14	Functioning of Health System	2.9	3.0	-0.2

ANNEXURE - III

TABLE 6 <than 20000 MHI Vs. >than 20000 MHI				
Sl. No.	Description/Attributes	<than 20000 MHI (N=44)	>than 20000 MHI (N=44)	Z
	Overall=	2.9	<u>2.7</u>	3.1
1	Working of the BJD government	3.2	2.9	1.3
2	Peace and Reconciliation	3.2	2.9	1.2
3	Industrialization	3.3	<u>2.8</u>	2.1
4	Agricultural Development	2.6	2.5	0.2
5	Combating Corruption	2.5	2.4	0.3
6	Infrastructure Development	3.3	2.9	1.7
7	State Restructuring through Governance	2.6	2.5	0.5
8	Employment Generation	2.7	2.2	1.8
9	Poverty Eradication	3.0	<u>2.4</u>	2.2
10	Mainstreaming the Maoists	2.5	2.4	0.2
11	Social Change	2.6	2.7	-0.2
12	Justice	2.9	2.9	0.0
13	Expansion of Education & Literacy	3.0	2.9	0.3
14	Functioning of Health System	3.0	2.9	0.2

ANNEXURE - IV

TABLE 7 Graduates sVs. Post Graduates				
Sl. No.	Description/Attributes	Graduates (N=56)	Post Graduates (N=32)	Z
	Overall=	2.8	<u>2.7</u>	2.1
1	Working of the BJD government	3.1	2.8	1.3
2	Peace and Reconciliation	3.2	2.7	1.9
3	Industrialization	3.2	2.8	1.6
4	Agricultural Development	2.7	2.3	1.2
5	Combating Corruption	2.5	2.3	0.8
6	Infrastructure Development	3.1	3.1	0.2
7	State Restructuring through Governance	2.5	2.7	-0.7
8	Employment Generation	2.5	2.3	0.5
9	Poverty Eradication	2.7	2.8	-0.5
10	Mainstreaming the Maoists	2.5	2.4	0.3
11	Social Change	2.6	2.7	-0.3
12	Justice	3.0	2.7	1.0
13	Expansion of Education & Literacy	3.0	2.9	0.4
14	Functioning of Health System	3.0	2.9	0.3