

A Research on the Modes of Electoral Marketing in Taiwan---with the Successful Case of the 7th Legislatorial Election in 2007 as an Instance

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Abstract

This research expounds the evolutionary and developmental process of marketing theories applied to political campaign in Taiwan, probes into the application of marketing theories in the process of political campaign, puts forward a mode of electoral marketing to annotate the flow chart for the planning of overall electoral marketing, and manifests the attributes and features of electoral marketing so that it may be applied to practice. This research also employs an individual case to conduct a positivistic analysis on the mode in question, and helps candidates or political parties to effectively apply marketing theories to political campaign, the achievements of this research ought to be of applicative value for this purpose.

Keywords: political campaign, electoral marketing, marketing theories, legislatorial election

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台灣選戰行銷模式之研究－以台灣第七屆立法委員選舉之成功個案為例

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摘要

本研究論述行銷理論應用於競選活動的演進與發展過程，探討選戰過程中行銷理論的應用，提出一選戰行銷模式以詮釋整體選戰行銷規劃流程，並彰顯選戰行銷的本質與特色；本研究以一個案為該模式進行實證分析，並協助候選人或政黨於競選活動中能有效應用行銷理論。候選人應用行銷概念於競選活動上日趨普及，研究所獲之成果驗證具備應用價值。

關鍵字：競選活動、選戰行銷、行銷理論、立委選舉

1. Forward

In political campaigns, voters are just like customers; political parties and candidates must develop their own strategies of electoral campaign in accordance with voters' requirement, motivations and behaviors, aiming at opponents' strategies of political campaign, so to win voters' support and achieve the goal of victory in election. In Taiwan's history of election, there have been few people incorporating overall marketing concepts into political campaign all along. In pace with the keen competition among political parties, and in order to meet actual demands, various political parties and political figures have naturally brought in marketing theories and applied them to the practice of political campaigns, running political parties as if they are business organizations and marketing political figures to consumers (voters) in the mode of commodity marketing. In Taiwan, as people's intellect are gradually enlightened and liberty and democracy are prevailing, the application of commercial marketing theories to political campaigns is becoming more and more mature. So far as the research is concerned, whether political parties or political figures are engaged in any political campaigns, they would more or less refer to the theses of marketing theories and make use of them. It seems insufficient for concepts commercial marketing concepts to applied to the current modes of electoral marketing; how to improve and make use of them is where the key is for the modes of electoral marketing to be more widely applied. The aim of this research is to put forward conceptual modes suitable for Taiwan's electoral marketing, and to conduct a positivistic analysis on individual cases and appraise their actual effects so that they could serve as the foundations of follow-up research and development.

2. Methods of Research and Review of Related Literature

Sociologists often construct their theories by inductive method, that is, they start with the observation of dimensions of life and record individual cases, probing into common features of these individual cases; and then, try to find out modes that can build up general principles (Babbie 1998). Social science can be divided into qualitative research and quantitative research, according to the characteristics of research.

This article will devote to the research of quality so as to narrate, understand and

interpret the themes of our research. In accordance with the aims, issues of this article as well as the methods in material collection, the author will try to fully perceive the attributes of the issues, to find out possible plans for decision-making as well as related variables or parameters that must be taken into account etc. As there are no preconceived concepts to be observed by researcher to be observed by researcher to discover this or that, the method of research in this article is flexible, non-structural and qualitative.

This article will lay stress on the probing of literature as well as the expounding and analysis of the application of marketing theories in the process of political campaigns. Therefore, this article will first undertake the collection, sort-out, reading and comparative analysis on the related literature---the collection of information includes secondary data of the results of elections over the years in Taiwan, governmental publications, newspaper clippings, relative Maser's and Doctor's dissertations, as well as literature domestic and abroad related to elections etc.---to construct the process of overall political campaign and the basis for the application of marketing theories, and conduct textual criticism by utilizing multifarious data so as to ensure the credibility of the data. To sum up the above-mentioned relative exposition, this article starts with observation, seeking after the common phenomena of things observed so as to acquire a generalized statement and assemble the variables of the characteristics of Taiwan's political dimensions put forward by Fu Hu (1981), Huai-En Peng (1997), and Yong-Mao Chao (1998) etc. into the mode directly. This article will then employ the literature-reviewing method to analyze the intension of electoral marketing and planning of strategies of political campaign, so that they could serve as the main foundations for the variables in the construction of the modes, and constantly examine these variables(O'Shaughness 1999). In order to strengthen the feasibility of the modes given in this research, we also put forward an individual case as an example to test and verify the credibility of the modes. Therefore, this article adopts the exploratory method as the main foundation of our research, and develops a generalized rule by observation; hence, this article belongs to the application of induction among the methods of scientific research (Lee 1998 and Babbie 1990).

Ever since 1990s, political scientists have started an advanced probing into the structure and theories of Taiwan's culture of politics and participation in politics, and

they have also carried out the research on voters' and candidates' participation in politics. These scholars are Yong-Mao Chao, Chun-fu Chen, Ming-Tong Chen, Huo-Yan Hsu, Hoover, Yun-Han Ju, Jia-Cheng Lin, and Huai-En Peng etc. During the same period, the research on variables such as candidates or political parties that might influence voters' voting behaviors as well as the relative research on the analysis of voters' psychology etc are also one of the focal points of research to which Taiwan's scholars have devoted their efforts in recent years. For instance, in his book *The Electoral Marketing*, Yong-Cheng Chang emphasized: "The ultimate goal of marketing activities is to spur consumers on to taking actions, the whole process of which is extremely similar to voters' balloting behaviors in political campaign." Jin-Ho Lee and Min-Jie Wen have employed consumers' process of decision-making in purchase to construct the mode of application of voters' "index of requirements" toward candidates. The purpose of electoral marketing is to urge a voter to take actual action on the polling day and cast an affirmative vote for a specific candidate whom he supports; and to strive for the support from voters who still do not have any specific object of support (that is, swing voters) through the electoral marketing activities. Polls show that there are more than 30% voters in the United States and more than 60% voters in Taiwan who have not made decision on the objects for whom they would cast their ballots until the launching of political campaigns (Chun-fu Chen & Jaw-Ming Chen 2003, Hong-Ji Chen 1995, and Tong-Hsiung Wu 1987). It is quite inexorable to go with the trend of the environmental development and apply marketing theories to the category of political science.

3. The Positivistic Research

Any candidate who plunges himself into a political campaign would expect that the strategies of campaign planned in combination with theories could be fully applied to the practice of electoral campaign, so that the process and result of election could be effectively controlled and could produce effect. This research will take a candidate elected the 7th legislator by a high vote in the county of north Taiwan as an individual case and undertake a positivistic study on the mode, expounded by way of contrast (see Table 1).

To analyze from the contrast of Table 1, the electoral strategies of this successful case may verify the practical value of this mode. In this individual case, the candidate

has, in the process of political campaign, first analyzed the results of all the previous legislatorial elections in his precinct as well as the distribution of voters' balloting in the precinct so that they may serve as his pre-election estimation and survey; at the same time, in referring to the outcome of the 2004 presidential election, he has also analyzed the rate of vote of candidates of the political parties to which he belongs as well as the developable source of votes and the space of being elected. It was discovered from the elections in the past years that, there was no lack of new people who were elected polling the maximum vote through their pure and fresh image and their political language nearing that of the young ethnic groups.

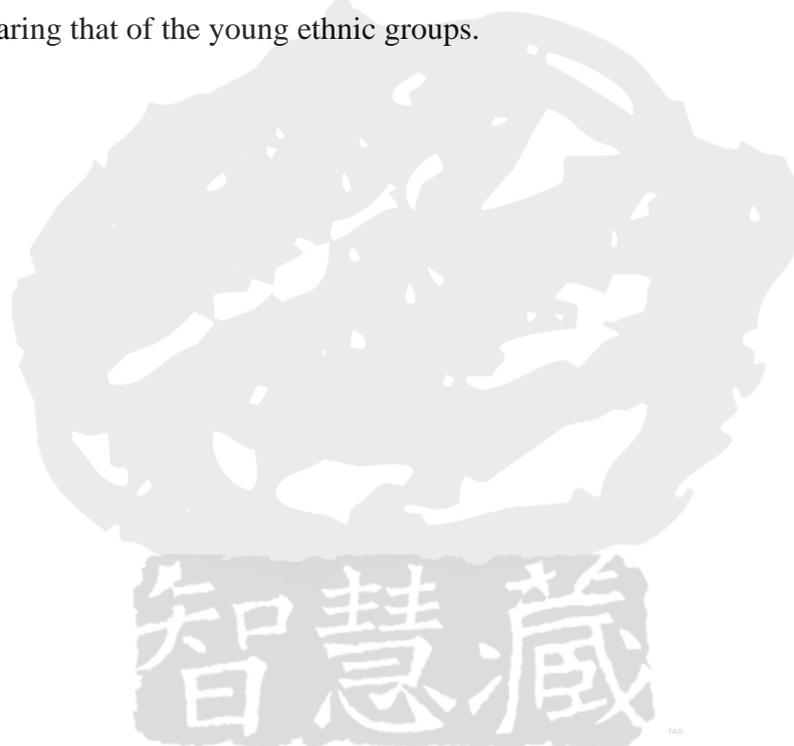
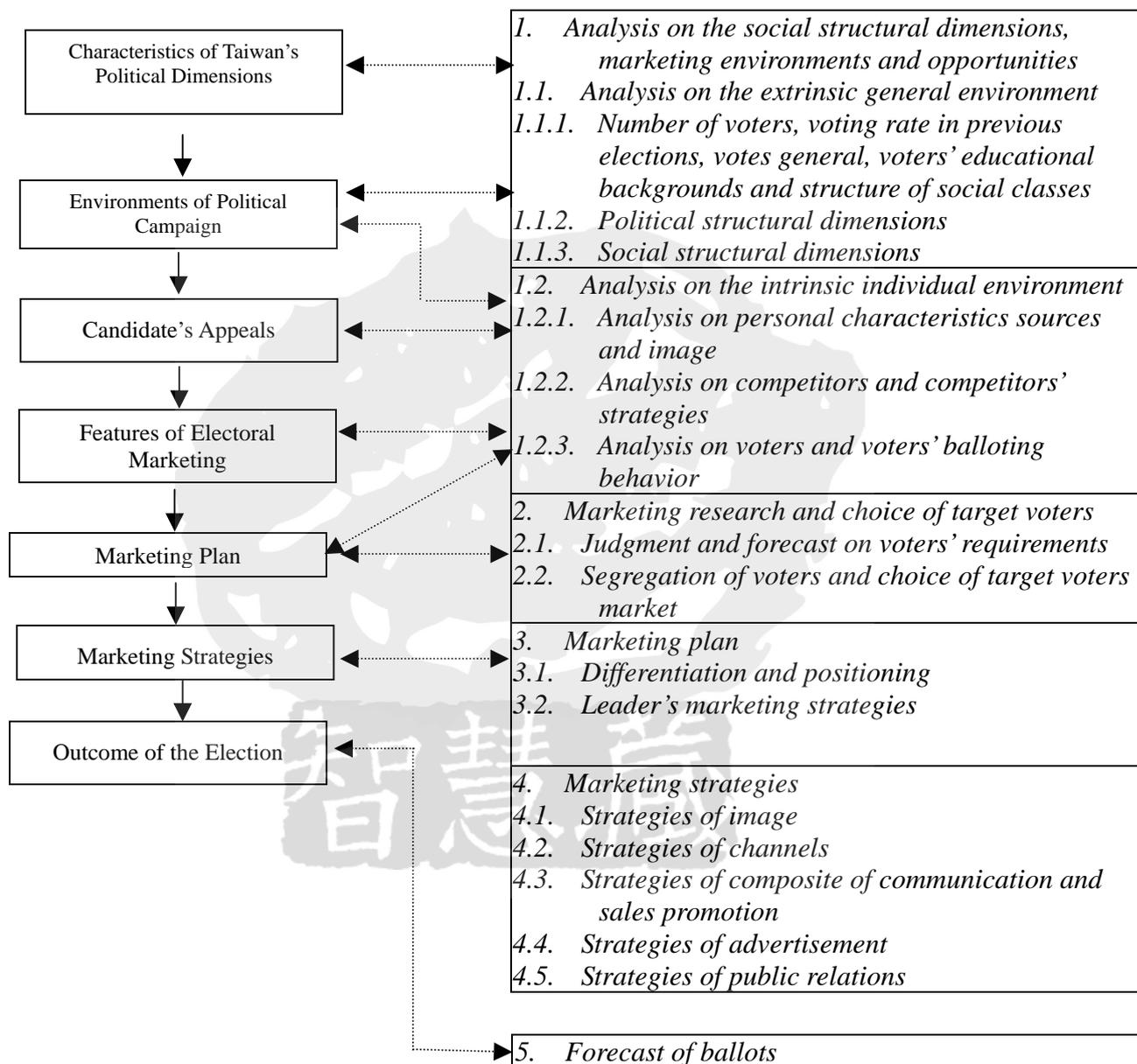


Table 1. Contrast Table of the Mode of Electoral Marketing and the Structure of Successful Electoral Strategies in Taiwan



This sign shows that Taiwan's voters have already got tired of the entanglement of interests of the old politics and are looking forward to a new political atmosphere. Of course, the more important thing is that what these new people have attracted are voters of young generation. Political figures know very well that the young generation's expectations toward politics shall have a decisive power. So far as the structural dimensions in politics and society are concerned, since Taiwan's democracy is tending towards maturity and there are economic recession and severe investigation into the bribery at elections, these characteristics have endowed the candidate with a powerful space to participate in elections, because the candidate is only thirty-seven years old and his expenditure on the election is only USD165,000.

Another point of incision of observation has found that candidates' extremely sensational performance, whether they are of contents of ideology, personal attack or prejudice of ethnic groups etc., seems to have failed in stirring up the crowd's response. All the division of "reunification/independence", indigenous/alien" etc. have automatically been categorized as the "electoral language" and no longer bring about voters' enthusiastic response as before beyond the range of politics. In considering the overall environment and opportunity of the political campaign and combining the relative extrinsic and intrinsic influential factors, the candidate in our individual case emphasized in the political campaign that our nation and society was in a "beat era, which needs our participation", and hence he was willing to stand out with an eye on helping Taiwan society to become more mature. Secondly, he also believed that Taiwan's issues could not always whirl round politics, ethnic groups, reunification/independence etc reminding himself that he can indeed pursue whatever goal he wants on account of his own purposes or political fanaticism, yet he could not forget the missions endowed by the power, and that he must also take into consideration the long-run consequences and effects that might be brought by the measures taken by him. Therefore, in his opinion, apart from "enthusiasm", among the three essential qualifications a successful political worker must possess, the more important ones are "responsibility" and "cool judgment". In the manifestation of political views, he emphasized: "This is a beat era, and people must be the mainstay of democracy. The sense of powerless of today's Taiwanese people is completely resulting from their underestimation and negligence over their own power. The responsibility of politics

must be shared with political figures and the people. Rather than tolerate the habits or blame everyone and everything but ourselves, we would prefer to resolutely cast aside the former political estrangement and indifference, combining people's power with generally acknowledged truth to launch jointly a campaign of political reform that really belongs to people." He also emphasized: "The young generation of Taiwan should have its own values", and dominant right of Taiwan must belong to its people, and people's power is civic leaders' power; so to arouse the attention of voting groups who are of high educational backgrounds or who are young, and free from factional influence.

In respect of personal temperament, resources and image, the candidate was acting as the spokesman of the political party to which he belongs during the 2004 presidential election; he was quite preeminent whether in his style of conversation, educational background, appearance, eloquence or amiability, and was thought highly of and put in an important position, and he had established his own outstanding image. Hence, he was regarded as the other self of the leader of the political party to which he belongs. After he had decided to join the political campaign, there were a lot of voters striving to have a look at his prepossessing appearance wherever he went. And that precinct was one of the districts where his party had polled the maximum rate of vote in the 2004 presidential election; the local voters naturally had empathy for the candidate and supported him with their votes. This is the candidate's largest resources and characteristics.

On the other hand, the candidate was deeply aware that the precinct at which he was situated had long been dominated by factions and influenced by patriarchal clans whenever an election was taking place. So far as a young man settling from foreign province who has resided in a strange land all the year round owing to working factors and has no sufficient financial support was concerned, when confronting multitudinous competitors' menace, he would have met his Waterloo if he had adopted the same way of political campaign as other candidates' by mobilizing patriarchal clan, associations of fellow villagers, mass organizations etc. Therefore, he had strategically criticized other candidates' political views: "They are talking about constructions or development, but can they deliver the goods?" "The reason why there has been no progress in our precinct is that the politics has long been monopolized by patriarchal clans, factions, regional politics etc. and that political figures are assured to be elected so long as they are able to

meet the requirements of patriarchal clans, factions and the district. That's where the shoe pinches concerning the precinct's failure to get an overall promotion." The candidate had thus won the identity from urban and young voters.

In the mode, the candidate has to make a judgment on the environment of political campaign which he confronts, whether the extrinsic or intrinsic factors. The extrinsic factors include the candidate's competitors, voters as well as all other factors that might influence the political situation; for instance, the government policy, political party's overall electoral strategies, the expectation of the whole society and voters, the tradition and evolution of customs and usual practices, as well as the operation of local factions etc. All these are interlinked with the factors of voters, politics, society, individuals, competitors etc. taken into account by our successful individual case's "Analysis on the Extrinsic Overall Environment" and "Analysis on the Intrinsic Individual's Environment", and interlinked with the variables stated in the "Characteristics of Taiwan's Political Dimensions" and the "Environment of Political Campaigns" in our mode.

The intrinsic factors taken into account by our mode mean the candidate's personal social prestige, image and publicity as well as the whole team's experience and techniques in political campaign, campaign club members' sense of participation, centripetal force and degree of loyalty, the interpersonal relationships of basic organization, the propagation activities of electoral organization and the ability of crisis handling etc.; that is, they are the essential items in the "Candidate's Appeals" in our mode, and they happen to hold the same view as the factors emphasized in the "Analysis on the Intrinsic Individual's Environment" in our individual case. Both of them share the destination of strengthening the molding of the candidate's image and precisely estimating the resources possessed by him as well as his personal and the campaign club's merits and demerits. The candidate in our individual case had planned an advantageous image to transmit his personal political notions and value, protruding his positioning so that he could emerge from a rock of competitors and spur voters on to supporting his appeals. For instance, he appealed to voters to "get a clear understanding of the meaning of the parliamentary reelection after the shift of government to another political party". He also expressed that in the 2004 presidential election, less than one percent of the total rate of voting has decided Taiwan's present economic recession,

instability of political situation as well as the tense situation in the relations between both sides of the Taiwan Straits; and that when confronting the parliamentary election and the election of local leaders this time, the key vote of in-between voters shall decide the prospect for Taiwan's future development. He had thus propagated his notions and sought for support from voters who had not yet made known their positions.

According to the candidate's statement, during the legislative election this time, as he was young, without factional support and sufficient aid of financial resources, he could organize his campaign club only through the good image which he had built up via mass media, combining local civic leaders at the basic level with the same attribute as his own; under the circumstances, the important traditional local campaign club mainstays comprise only two district councilmen, while the rest campaign club members were almost all volunteers supporting the political party to which he belongs. Nevertheless, he garnered over 20,000 votes each in the two urban areas in his precinct, completely surpassing the threshold of being elected and simultaneously breaking the segregation of sources of votes either between southern and northern parts or between south Fukien and Hakka ethnic groups in his precinct which had occurred in previous elections. The key for his winning the election resided in his having fast established a channel of communication with the masses at the basic level in his precinct, attracting voters' attention with his advantage in the pure and fresh image as well as high educational backgrounds.

From the viewpoints of the "mode" and "individual case", voters are of course liable to the influence of personal and environmental factors; therefore, to conduct an analysis on the "Market Research and Selection on Target Voters", making a good use of mass media instrument of propaganda and weighing up voters' requirements at the right moment, and then appraise and select the target voters group are the key influential factors to garner the votes. The "Characteristics of Electoral Marketing" emphasized in our mode are: customer-oriented is voter-oriented; in order to win the election, all the candidates must first be aware of voters' intention, know voters' requirements well, and strive for voters' identification. With awareness of the situation of competition in the political campaign, the candidate should seek an advantageous foothold for himself; and analyze the roles of voters, so to gain the support of target voters; and should be good at using communicatory media to establish channels of communication with voters.

The candidate in our individual case had found favor in mass media's eyes in an extremely short time with successful strategy of appeals. Apart from the above, in the process of interaction with the masses, the campaign club found that the candidate had received identification particularly from ethnic groups of youth, female sex and voters with high educational backgrounds. So, they had immediately released relative influential issues and political views, successfully segregating his voters' market from that of other candidates, so to draw identification from more swinging voters. For instance, they had constantly emphasized in mass media and propaganda materials that in the advanced democratic nations the purposes of election are to elect the virtuous and able men and to let good people emerge from a rock of competitors, and that in the process of the participation in the election, the candidates must strive to gain support by their own qualifications and aspirations and to garner the votes by their achievements in official career and their political views, whereas they would despise entering a political campaign with strategies of split-up such as "indigenous" versus "alien" and "local" versus "airborne" etc(Chen & Peng 2007). They had also constantly reminded voters: "The beat era needs our participation" and "We must stick it out what's been done rightly". He had refused his opponents by claiming that although he comes from a family of foreign province, he is a "locally born and bred Taiwanese" and he "has never set his foot on mainland China". He also made an appeal with much self-confidence that the new generation in Taiwan has his own pursuits, and that the past kindness and old grudge of the last generation "have nothing to do with us". The past kindness and old grudge of the last generation as emphasized by the candidate not only denotes the past kindness and old grudge between the Kuomintang (KMT) and the communist party, but also implies the "past kindness and old grudge" between some indigenous people in Taiwan and the KMT regime since the latter has moved to Taiwan. He had strongly expressed his appeal that "Taiwan should not only refuse to become a vassal state of the communist China, but also refuse to become a vassal state of the United States. Taiwan should not become a pawn of America in its international setup. Taiwanese people must decide their own destination". There was certainly a plenty of heroic spirit in casting history aside and looking ahead in saying that people of a new generation must have their own benefit and in pursuing their ideals, completely discarding the wide gap and yoke between the compatriots of Taiwan and the masses of people of foreign provinces,

knowing well the thinking and requirements of voters of younger generation, and successfully capturing votes and identification of young ethnic groups. Therefore, his electoral appeals 'are to hope that other candidates may carry on an election by expounding the standpoints represented by each of them through the debate on political views, and to resort to "correct ideology" and "reasonability" toward the masses of people with votes in hand in Taiwan'.

In our mode, the "Marketing Plan" emphasizes that a marketing plan is a precise program sufficient to guide and integrate all the candidate's activities of political campaign. Before drawing up a plan, the candidate must first have an understanding on all the problems and opportunities that he might encounter, expressing his personal mode of leadership, ideology and the political party to which he belongs etc. Then, he has to select the one most suitable for him among them and constantly collect and appraise the relative message, so that he may draw up his propaganda program: that is, to find the target masses, to define the contents of message, and to determine the propaganda composite.

In addition to possessing the factors of youthfulness and amiable appearance, the candidate in our individual case has aggressively participated in any opportunities of marketing, giving full scope for his eloquence, propagandizing his political views and belief, protruding his personal image and his talent in leadership, and setting up his personal positioning in the political campaign through his successful "Marketing Plan". For instance, the candidate emphasized that he had returned to his hometown to join the election single-handed this time, and all he could rely on was the help of a small number of civic leaders, who had introduced to him volunteers from various towns and villages to fight together in this political campaign; and this was completely different from the way other candidates who had mobilized patriarchal clans, associations of fellow villagers, mass organizations to join the political campaign. Therefore, from then on he would spend all his time to push forward political reform, provide service to voters and supervise the government, so that there is no need for the people to worry about problems such as unemployment and economic recession etc. At the same time, he also made an appeal that the number of the civic leaders at the basic level of his political party were still seriously insufficient; and that in order to lay foundations in the local area for his political party, he would serve voluntarily as the committee member of the

campaign club of the candidates of the district councilmen of his party in various villages and towns, dedicating all his efforts to fortifying his political party's strength at the basic level.

In the process of the legislative election this time, the candidate has once again played the role of spokesman for his party leader, fully expressing his personal mode of leadership, ideology or the party to which he belongs, naturally sweeping up the votes from his own "political positioning", he has also distinctly segregated his voter's market from that of other political parties' candidates, taking a lot of the luster off other candidates with similar image, becoming the "leading brand" in the political campaign. He also made it known to voters that he was an excellent candidate and he didn't know who was more likely to be elected than if he was unlucky enough to be routed at high votes. He also took other excellent candidates routed at high votes in the last election for instance and encouraged voters to "stick it out what's been done rightly" so to consolidate his source of votes. And he emphasized that he simply wanted to make the matter clear in the hope that voters would make their choice by candidates' political views and image, reminding the voters who haven't yet decided for whom they would vote to be sure to cast their ballots carefully instead of accepting the vote-allocation as influenced by other people.

The last stage of the mode is the "Marketing Strategies". In the political campaign, the market concepts, consumers' behaviors, marketing targets and organizations as well as ideas of communication with mass media etc. among the marketing theories are modified according to the characteristics of electoral marketing to help candidates to strive for victory in the political campaign, and to apply the so-called "4Ps mix" in the marketing theories; and this is of the same thesis as the strategies such as the "Marketing Plan" and "Forecast of Votes" etc. The candidate in our individual case had constantly communicated with voters, opened up the votes and propagated his notions of political campaign; he was good at using mass media to cook up impetus and momentum, protruding his outstanding image and achieving high publicity; in the planning of propagation, although he was lack of sufficient financial resources, he had made his political views as well as qualifications and record of service in the form of bookmarks with an original turn of mind and having a style of his own, so that the general public would not throw them away arbitrarily and that he might achieve the

effect of propagation; he had employed his supremacy over others in mass media, drawn out his eloquence and marketed his political notions, indistinctly becoming a young political elite in Taiwan with both indigenous consciousness and international outlook; instead of relying on the passionate shouting in the traditional evening party to cook up impetus and momentum as well as the welcoming crowds lining the streets when the candidate is sweeping the street for votes, his campaign club advisors had aggressively exhibited their abilities in public relations at the basic level of the local area, accompanied by the endorsement and cooking up impetus and momentum of leaders of the party headquarters so that the electoral organizations might proliferate fast and the candidate's resources might be accumulated, applying the mobilizing power of the organization to controlling competitors' trend and adapting themselves to altering conditions at all times; strategically, it was different from the way in the traditional elections in which the organizations were carrying out mobilization, arrangement of local campaign club mainstays, vote-allocation by means of the existing political party to reach the goal of victory in the election, and it had successfully fulfilled the mission for the candidate in our individual case---to be elected at high votes.

The above is to take the contents of the structure of the individual case of a successful electoral strategy for instance to expound the feasibility of the mode of Taiwan's electoral marketing constructed by this article. When applying this mode, a candidate must be adept in combining the contents and make use of his supremacy in the status quo so to take hold of an advantageous environment in the political campaign and reach the final goal of victory in the election.

4. Conclusion

Election is a way for people to exhibit the doctrine that the sovereign rights of a nation belongs to its people; any people or organization of political party can realize their political notions only through the baptism of political campaigns. Election is also a political contest in which voters will make a final choice on candidates; this is similar to

commercial behaviors striving for customers' consumption through marketing activities to achieve the goal of the enterprise. The marketing concepts advocate the idea to look up voters as customers, so there is relatively a higher similarity between electoral marketing and commercial marketing.

To apply marketing theories to the activities of political campaign is of great help to the decision-makers in political campaign to make an analysis on decision-making in the political campaign. The mode of electoral marketing may train the thinking of decision-makers in the political campaign, facilitating them to fast analyze the environment of political campaign and fast select the appropriate strategies. A candidate communicates his political views and administrative notions to voters through various media, by means of which to establish his personal image, to enlarge his influence and to reach the goal of being elected. Taiwan's political campaigns are laying more and more stress on the application of scientific methods; and most of political parties or candidates have also reached the goal of being elected by means of organizational warfare and phasic strategies and electoral marketing. In the past, there were few relative researches incorporating the whole marketing theories into the activities of political campaigns in Taiwan, whether in the relative academic domains of science of marketing or politics. Hence, it is the most outstanding feature of this research to apply marketing theories to the activities of political campaigns and to construct the mode of electoral marketing applicable to the atmosphere in Taiwan.

This article is an exploratory research. Although the constructed mode has already comprised the important variables, there are careless omissions; for instance, political campaigns in Taiwan are still influenced by the involvement of consortiums; on the other hand, factors such as the historical background of the development of politics in Taiwan, traditional cultural practice, factional strife within political parties or even collusion with the underworld etc. are detrimental to the development of democracy; at the same time, the more serious and burning issues in Taiwan are the questions of national identity and legitimacy of the form of government; plutocracy has long been the sources of political upheavals in Taiwan; the question of ethnic groups has become the sensitive political and social issues in Taiwan again and again; these significant variables often vary with the difference in time and geographical environment, and often have a great influence on the outcome of the election. To give one more example,

a great number of scholars studying Taiwan's local factions and political ecology have found in their field work that the influence of the network of interpersonal relationships on the political and economical ecology everywhere in Taiwan is becoming stronger and stronger when you move from north Taiwan southward, while the trace of interpersonal relationships is becoming slighter and slighter if you move further northward to the areas more urbanized. Voters in urban areas think more highly of candidates' image and orientation of political views, and won't take the orientation of political parties and personal relationships to heart; whereas voters in rural areas put the orientation of political interpersonal relationships and organizations first. So far as this research is concerned, the construction of the mode fails to give consideration also to the change of situation/circumstances; for instance, the effect of Mr. Yuan-Ze Lee's having openly supported Mr. Sui-Bien Chen in the 2004 Taiwan presidential election. Moreover, this article does not list the difference in the geographical environments into the variables to be considered, neglecting the influence of the variables of the relative statistics on population. Besides, the relationships of patriarchal clans are also a factor of influence. The process of casting ballots might be reasonable or it might be emotional. Therefore, it is by no means an easy task to have an overall comprehension of voters' decision on casting their ballots. Hence, it's not hard for us to understand that either the consideration of the variables of situation/circumstances or the difference in the geographical environments may have influence on the outcome of the election. We may comprise the above-mentioned variables in the mode of electoral marketing, so that it may be more all-inclusive and perfect for reference in our future study.

Although this research has constructed a conceptual mode applicable to the electoral marketing in Taiwan, future research may conduct a positivistic analysis by the method of quantification through the collection of more relative information.

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