

Post-Mortem Analysis of the 2016 Election Based on the Political Marketing Strategies Used by Local Political Parties in Dumaguete City

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Abstract. This research study is a post-mortem analysis of the 2016 local elections in Dumaguete City, focusing on the political marketing strategies used by the Liberal Party (LP) and Nationalist People's Coalition (NPC) candidates. The objective was to analyze the political marketing strategies the political parties and candidates employed in the 2016 elections. It also aimed to address the research gap by systematically examining and analyzing the political marketing practices within the local context. The researcher employed a combination of descriptive-quantitative and qualitative designs. The quantitative design was facilitated by measuring the level of effectiveness of the political marketing strategies used by the party and the candidates to win votes, which was measured on a scale of 5.00, where 1.00 is not effective, and 5.00 is the most effective. The qualitative design was facilitated by the archival of documents and structured interviews. The study's respondents were the mayor, vice mayor, and ten city councilors, totaling 12 (n=12). However, only 9 (n=9) participated in answering the survey questionnaire and guide interview. Using Menon's framework, the study found that LP dominated the election, employing strategies like clear platforms, candidate image building, party disclosure, information drives, material rewards, smart slogans, and social media use. They also managed attitudinal and behavioral barriers effectively. LP's dominant strategies included media campaigns, house-to-house campaigns, public forums, small group meetings, and leaflet distribution. NPC, on the other hand, focused on good governance, transparency, and monetary indulgence. Both parties utilized product function, distribution function, cost function, machine politics and rewards, news management function, and communication function. The top three effective strategies were the news management function (4.61), product function (4.59), and communication function (4.58). The study concluded that LP was more thorough and organized in its marketing strategy application, giving them critical advantages in the election.

Keywords: Post-Mortem analysis; Political marketing strategies; Local political party; Level of effectiveness.

1.0 Introduction

Political marketing has been a global phenomenon since ancient electoral civilizations, attributed to factors such as investigative press, changes in political processes, and declining party loyalty (Kelley, 1956). While historical evidence suggests past utilization of political marketing, its systematic analysis in political science is relatively recent. Its importance is evident in the internationalization of consumerism, where political actors mimic consumer behavior (Ger & Belk, 1996). Freedman (2005) notes that consumers are increasingly aware of products due to digital information accessibility. Lees-Marshment (2001) coined political marketing as applying marketing concepts in politics, particularly in Europe and the UK, leading to market-oriented strategies exemplified by Margaret Thatcher's approach. The Labor Party's success in the UK's 2001 election was attributed

to a market-oriented focus on public services (Lees-Marshment & Liker, 2005). In the US, political marketing involved designing candidates as products, as seen in Ronald Reagan's campaign, which utilized market intelligence to match voter needs (Newman, 1994).

Political marketing was employed in Canada, but the context differed due to a multi-party system encompassing the Liberal Party, Progressive Conservative Party, and New Democratic Party. While the Liberal Party pursued a mass marketing-centered approach to balancing socialism and conservatism, the other parties utilized distinct strategies. The Liberal Party's success in the 2000 electoral campaign was attributed to symbols, policies, and charismatic candidates promoting a new liberal administration focused on community health initiatives. In contrast, the Progressive Conservative Party adopted an offensive marketing strategy, targeting opponents' reputations and leveraging personal issues to sway voters' opinions (Clarkson, 2001).

The utilization of formal political marketing in the Philippines still needs to be explored. Nevertheless, drawing from the concept of marketing as described by Lees-Marshment and Lilleker (2009), which involves informing citizens about political promises, persuading voters to support specific candidates, and mobilizing them towards voting, Filipino politicians have integrated elements of political marketing into the electoral process (Lande, 1996). Despite the prevalence of patronage in Philippine politics, similar to the United States, there is a growing trend towards a polyarchal system, wherein political parties strategically promote specific issues through television channels alongside the rise of civil society organizations and NGOs (Leichter, 1972). While issue-oriented political activities may not fully meet the criteria of political marketing, certain electoral practices in the Philippines exhibit characteristics akin to formal political marketing activities (O'Cass, 1996; Butler & Collins, 1994). Simbulan (1990) underscores that Philippine politics, influenced by its colonial history, revolves around personalities and candidates akin to many Latin American countries.

Consequently, political parties in the Philippines prioritize electoral platforms and network organizations over ideological alignment, diverging from traditional political marketing approaches (Kimura, 1992). The transition from a two-party to a multiparty system has democratized political participation, allowing individuals from various backgrounds to run for public office under mainstream parties such as the Christian Muslim Democratic Lakas, the Liberal Party, the Conservative Nationalist People's Coalition, and Partido Demokratiko Pilipino-Laban (Perron). Party-switching is prevalent, as observed in Estrada's victory in the 1998 election, where politicians swiftly joined his party post-election to secure a majority in Congress. Like the United States, political parties in the Philippines market candidates during electoral campaigns, often employing patronage politics to attract voters (Sidel, 1990; Lande, 1992; Wurfel, 1990; Simbulan, 2005). This blend of contemporary high-tech campaigning and traditional patronage politics characterizes Philippine political campaigns.

This research aimed to demonstrate how Filipino politicians utilize organized political activities akin to political marketing to inform voters about their political services and persuade them to support these services through voting. Such activities draw from the principles of political marketing observed in the practices of leaders from the United States, Britain, and Canada (Aguirre, 2016; Holmes, 2016; Lorenzana & Sayo, 2004). Strategies employed include media campaigns through weblogs, self-made websites, Facebook, Twitter, television advertisements, and radio guesting to disseminate information about candidates' backgrounds and governance platforms. While political culture may influence the development of political marketing frameworks, these frameworks are not constrained by specific cultural contexts. Although political culture arises from American and European individualism, political marketing principles can adapt to diverse cultural settings and remain effective (Jocano, 1990 & Porter, 2004). Even in political systems characterized by patronage, clientelism, and dynasties, political marketing strategies can garner support and influence voter behavior. Culture serves as a means of transmitting norms and practices, making it essential for informing citizens about party platforms, incentivizing votes for party candidates, and facilitating the voting process (Porter, 2004). The introduction of the wage system in the Philippines has transformed its political landscape, shifting away from feudal patronage systems towards a more issue-oriented approach led by entrepreneurial elites and young professionals (Wurfel, 1990). This shift aligns with Robert Dahl's concept of polyarchy, suggesting that the current political environment in the Philippines is conducive to applying political marketing (Krouse, 2008). Examples such as the Liberal Party and Nationalist People's Coalition illustrate this trend towards employing political marketing strategies.

Based on the literature review, political marketing has not received significant attention and has remained at the periphery of research in the Philippines. The literature focused on campaigns and voting preferences, leaving a research gap in understanding the political marketing strategies the political parties and candidates employed. The present study aims to address this gap by systematically examining and analyzing the political marketing practices within the local context. Hence, the readers can gain valuable insights into effective campaign strategies and enhance their understanding of voter-oriented approaches.

2.0 Methodology

2.1 Research Design

The research design was a combination of descriptive-quantitative and qualitative. The quantitative research design was facilitated by measuring the level of effectiveness of the political marketing strategy used by the party and the candidates to win votes, which was measured on a scale of 5.00, where 1.00 is not effective, and 5.00 is the most effective. All the other variables, such as the voting turn-out distribution in the 2016 election, the political marketing strategies used by the local NPC and LP candidates, and the dominant or best political marketing strategies used by NPC and LP candidates, the classification of the political marketing strategies by Menon's taxonomy, were done in qualitative plan of analysis. Further, the research study aims to establish the level of effectiveness of the political marketing strategies used by the candidates (key informants) of this study who won their respective seats in the local government during the 2016 local elections. The survey method collected the data using a questionnaire containing the operationalized concept of political marketing. Each strategy was given a statement-indicative measure on a scale of 5.0 for the key informants to respond. In survey research, concepts are operationalized through questions in the form of statement indicators and observations consisting of recording respondents' answers to the statement indicators (Manheim & Rich, 1981). The survey collected perceptions and opinions, as defined by Manheim and Rich (1981). Despite their subjective nature, an intersubjective process using a weighted mean made them objective (Duverger, 1972; Thompson, 2005). The level of effectiveness of the political marketing strategies, determined by the respondents' perceptions, was quantified using a weighted mean score. For instance, the level of effectiveness of product and distribution function strategies was represented by a score of 4.20, indicating the effectiveness of the political marketing strategies. (Manheim & Rich, 1981).

2.2 Research Locale

The study was conducted in Dumaguete City, Negros Oriental's capital, with a 34.76 square kilometer area, 131,377 population, and 21,582 households. In the 2016 elections, 80,122 voters registered, with a turnout of 83.00% (COMELEC Data, 2016). The Liberal Party (LP) and Nationalist People's Coalition (NPC) were the main parties. Dumaguete, a university town, is home to various institutions, including Silliman University, Saint Paul University, Foundation University, Negros Oriental State University, Asian College, Metro Dumaguete College, and STI College. The city is divided into thirty barangays, eight urban and twenty-two rural. Several political challenges arose during the 2016 elections in Dumaguete, a town known for its intellectual community. Mayor Ipe Remollo noted campaign issues like mudslinging and misuse of city equipment, and voters expressed concerns about inexperienced candidates and key issues like social inequality, crime, and environmental preservation (Quijano, 2016). Despite a low poverty rate, problems like street children and informal settlers persisted. Candidates proposed various initiatives to address these issues, including training and job opportunities, toll-free hotlines, youth sports programs, environmental ordinances, waste management, and cultural heritage preservation. Youth participation was a focal point in the elections, with efforts to educate young voters and discourage vote-selling. The 'One Good Vote' campaign, led by Engr. Fred Magallano, was central to these efforts. Nationwide discussions among youth, facilitated by the KDC and supported by the World Bank, led to actionable proposals for national development (Garcia, 2016). The candidates from the Liberal Party (LP) and the Nationalist People's Coalition (NPC) employed various political marketing strategies to address the city's pressing issues during the elections.

2.3 Research Participants

The study population of the research study was the candidates who won during the 2016 election. Since complete enumeration was employed, all those who won in the said election were eligible as study participants. These were the key informants belonging to the Liberal Party and National People's Coalition. The key

informants covered the mayor, vice mayor, and ten city councilors, thus amounting to 12 (n=12) respondents. However, out of the 12 respondents, only 9 (n=9) participated in answering the survey questionnaire and guide interview. The inclusion criteria in the determination of the study participants were the candidates who won the 2016 election regardless of age, gender, political party they belonged to, and other circumstances. Conversely, the exclusion criteria in determining those who could not be qualified as respondents were any candidates who lost during the 2016 election and those who ran independently. Table 1 shows their socio-demographic profile below to distinguish the respondents' backgrounds further.

Table 1. Socio-demographic profile of the key informants

	Age Range	Gender	Religion	Educational Background	Occupation	No. of Years of Affiliation of Their Political Party before the 2016 Election
KII 1	40 - 65	F	RC	Post Graduate	Entrepreneur	5 yrs. before 2016
KII 2	40 - 65	M	RC	Post Graduate	Entrepreneur	6 yrs. before 2016
KII 3	40 - 65	M	RC	Post Graduate	Lawyer	4 yrs. before 2016
KII 4	40 - 65	M	RC	College Graduate	Food Service	6 yrs. before 2016
KII 5	40 - 65	M	RC	Post Graduate	Lawyer	5 yrs. before 2016
KII 6	40 - 65	M	RC	Post Graduate	Lawyer	5 yrs. before 2016
KII 7	40 - 65	M	RC	College Graduate	Dentist	6 yrs. before 2016
KII 8	40 - 65	F	RC	Post Graduate	Lawyer	5 yrs. before 2016
KII 9	18 - 40	M	RC	College Graduate	Entrepreneur	6 yrs. before 2016

Legend: KII - Key Informant Interview, F - Female, M - Male, RC - Roman Catholic

Note: The total number of key informants was 9 (n=9) out of 12 (n=12)

Table 1 shows the key informants' demographic profile, age range, gender, religion, educational background, occupation, and number of years they were affiliated with their respective political parties before the 2016 election. Regarding age, 8 of the key informants belonged to the 40-65 age range, and only 1 of the eight fell into the 18-40 age range. There were eight males and two females for the research study. In terms of their educational background, 6 of them had post-graduate degrees, and 3 of them were college graduates. The occupations of the key informants are also seemingly varied. Across the two political parties, 3 of the nine key informants are entrepreneurs who own and manage their family businesses; one is a food service provider who also owns several food services around the city; one is a dentist who owns two dental clinics and a function hall for events and celebrations; and finally, 4 are lawyers who also have their respective law firms where they practice the legal profession. Almost all the key informants are sons and daughters of one of the oldest political clans and families in Dumaguete City.

2.4 Research Instrument

The research instruments used for data collection were the survey questionnaire, interview guide, and archives or documents. The survey questionnaire was predominantly close-ended and contained the profile of the respondents (key informants), the political marketing strategies used by the party, and the most effective political marketing campaign strategies used by the political party and candidates in the 2016 election. Interviews with the key informants from LP and NPC candidates corroborated the survey questionnaire. The interview involved questions about the political marketing strategies used in the 2016 local elections. The interview provided some pertinent information not covered by the survey questionnaire.

The survey questionnaire, corroborated by archival data, was used to determine the level of effectiveness of the political campaign strategies. The questionnaire was tested for reliability with a group of respondents, and the data was analyzed using Cronbach's alpha. A reliability coefficient of at least 0.60 was required for definitive data collection (DeVellis, 2016). Pilot testing was conducted in three municipalities of Negros Oriental, namely: Dauin, Sibulan, and Amlan, with a total of 30 respondents. The analysis yielded a reliability coefficient of 0.912, exceeding the 0.80 cut-offs, indicating a high cohesiveness among the questionnaire items and confirming its suitability for final data collection.

2.5 Data Gathering Procedure

The research instruments used for data collection were the closed-ended survey questionnaire, interview guide, and archives or documents. The survey questionnaire covered the profile of the respondents, the different political campaign marketing strategies used, and the level of effectiveness of these strategies. It was corroborated by the structured interview, which involved open-ended questions about the political campaign

marketing strategies the candidates and their political parties employ. Personal information not covered during the survey was obtained through the interview.

The survey and interview were based on archival data, including voter registration and turnout in Dumaguete City's 2016 election. The researcher recorded interviews with participant consent and ensured ethical data collection. The data gathered were analyzed using Cronbach alpha or coefficient alpha (α). Cronbach alpha is a reliability coefficient that measures the internal consistency of a set of scale or test items. Its coefficient of reliability ranges from 0 to 1 in providing the overall assessment of a measure's reliability. The higher the α coefficient, the more the items have shared covariance and can be construed to measure the same underlying concept. For final data collection, the reliability coefficient must be at least 0.70 (DeVellis, 2016). In this study, the data collected was deemed suitable for Cronbach's alpha analysis as items were Likert-scaled and continuous. Additionally, three field experts reviewed the questionnaire to ensure its reliability and validity.

2.6 Ethical Considerations

The study involved the key informants in a 30-minute survey and a structured interview lasting up to an hour, focusing on their insights into political marketing strategies due to their political roles. Participation was voluntary, with no impact on their careers for opting out. The survey was divided into three parts: demographic details, campaign marketing strategies used in the 2016 election, and the level of effectiveness rating of these strategies. The survey was conducted at the convenience of the respondents, who were assured of confidentiality and anonymity. The researcher and statistician were the only ones who could access the data. Participants also engaged in a confidential, recorded interview about their 2016 election strategies, with the option to decline any questions. The research spanned nine months, including data collection.

3.0 Results and Discussion

3.1 Election Voting Turnout Distribution

Election voting turnout reveals voters' core interests, resulting from the political strategies employed by local politicians affiliated with the LP, NPC, or independent candidate. To present a clearer picture of the result, the voting turnout is categorized based on the positions the candidates were running for Mayors, Vice-Mayors, and Councilors.

Table 2. Voting turnout distribution for mayors

Mayors Name of Candidates	Voting Turnout Distribution					
	NPC		LP		Others (IND)	
	Votes	Percentage	Votes	Percentage	Votes	Percentage
Generoso, Dindo					3592	5.91
Maquiling, Woodrow Sr.	27,132	44.66				
Ramirez, Kinix					505	0.83
Remollo, Ipe					29,518	48.49

Note: The data above was taken from the COMELEC Official Document. Retrieved March 17, 2022

The voting turnout distribution for mayors (see Table 2) reveals that of the five candidates, Ipe Remollo, who ran as an independent candidate, won the mayoral position with 29,518 votes or 48.49%, which is higher by 2,386 compared to his closest contender, Woodrow Maquiling, who earned 27,132 votes or 44.66% of the entire voting population. It is interesting to note that Remollo was an independent candidate, while Maquiling ran for the NPC. The other candidates, Generoso and Ramirez, who were also independent, earned 3,592 votes or 5.91% and 505 votes or 0.83%, respectively. The winning of Ipe Remollo to the seat of political power can be attributed to several factors. As an incumbent city mayor, he established a political base down to the barangay level, where he consolidated his political power by using them as conduits for distributing social services to the barangay population. The regular distribution of patronage and material rewards gave Ipe Remollo tremendous political leverage over his rivals. The most effective material reward was the *ayuda*, which Ipe Remollo effectively used even during the campaign. *Ayuda* is a Filipino word for "aid" or "assistance," such as cash or food.

Table 3. Voting turnout distribution for vice mayors

Vice Mayors Name of Candidates	Voting Turnout Distribution					
	NPC		LP		Others (IND)	
	Votes	Percentage	Votes	Percentage	Votes	Percentage
Esmeña, Franklin	28,499	51.83				
Layague, Nelson					1,658	3.01
Remollo, Antonio	24,824	45.15				

Note: The data above was taken from the COMELEC Official Document. Retrieved March 17, 2022

The voting turnout distribution for vice-mayors in Table 3 reveals that, of the three (3) candidates, Franklin Esmeña Jr. of NPC won by 3,675 votes or 51.83% against his closest contender, Antonio Remollo, also from NPC, who earned 24,824 votes or 45.15%. An independent candidate, Nelson Layague, made the lowest count of 1,658 votes or 3.01%.

Table 4. Voting turn out distribution for city councilors

City Councilors Name of Candidates	Voting Turnout Distribution					
	NPC		LP		Others (IND)	
	Votes	Percentage	Votes	Percentage	Votes	Percentage
Alviola, Eslao					29,039	6.11
Arbas, Joe Kenneth			27,522	5.79		
Arbon, Manny			24,500	5.15		
Bana, Isagani					20,021	4.21
Banogon, Lionel	14,092	2.96				
Catan Peter	21,871	4.60				
Cordova, Alan Gel						
Dicen, Samuel	20,416	4.29				
Elmaco, Leovigildo	22,416	4.71				
Eramas, Melissa	19,542	4.11				
Imbo, JV	28,001	5.89				
Ismil, Reu					5,753	1.21
Leon, Dandan	22,294	4.69			14,332	3.01
Mariano, Maelyne						
Patrimonio, Manuel	18,904	3.97				
Perdices, Agustin			29,195	6.14		
Ramon, Lani			27,004	5.68		
Sagarbarria, Chaco	22,792	4.79				
Tolentino, Karissa			32,409	6.82		

Note: The data above was taken from the COMELEC Official Document. Retrieved March 17, 2022

The voting turnout distribution for city councilors in Table 4 reveals that, of the 21 candidates, seven (7) from the LP won, and these were Alan Gel Cordova, Karris Faye Tolentino, Augustin Miguel Perdices, Joe Kenneth Arbas, Lilani Ramon, Michael Bandal, and Manuel Arbon; two (2) were from the NPC, namely: Jose Victor Imbo and Chaco Sagarbarria; and one independent candidate, (1) Estanislao Alviola. Hence, the overall voting turnout distribution reveals that it was the Liberal Party that dominated and obtained most of the seats in the 2016 national election in Dumaguete City. The dominance of the LP is an exciting result that could inform the political marketing strategies employed to earn this advantage.

3.2 Liberal Party and Nationalist People's Coalition Political Marketing Strategies

The data presented, analyzed, and interpreted in this section cover the political marketing strategies of the Liberal Party and the Nationalist People's Coalition. This presentation includes the best or dominant political marketing strategies adopted and implemented by the two contending political parties seeking the local seats in Dumaguete City. Table 5 compares the political marketing strategies the political parties employed.

Table 5. Liberal Party and Nationalist People's Coalition's political marketing strategies and their dominant political marketing strategies

Political Marketing Strategies	
Liberal Party	Nationalist People's Coalition
• Clear and simplified platform • Clear and simplified platform • Building the image of candidates • Simplified party ideology promotion • A clear-party campaign delivery system	• Clear and simplified platform • Clear and simplified platform • Building the image of candidates • A clear-party delivery system • Full party disclosure and massive information drive about the

- Full party disclosure and massive information drive about the party and candidates.
- Effective management of attitudinal and behavioral barriers of voters
- Bantay Balota movement
- Use of material rewards (e.g., ayuda distribution)
- Clear and smart party slogan
- Rallies, pulong-pulong, and conduct of small group meetings and public gatherings
- party and candidates.
- Clear and smart party slogan
- Wide application of social media
- Recurrída to every Barangay
- Campaign jingles
- Monetary indulgence

Note: The researcher collected the political party's responses on the best political marketing strategies utilized during the 2016 election through a questionnaire and face-to-face interviews.

Table 5 reveals that both parties employed four similar political marketing strategies: a clear and simplified platform, building the image of candidates, full party disclosure and massive information drive about the party and candidates, and a clear and smart party slogan. However, they differed in terms of the other strategies used. The LP employed the use or conduct of simplified party ideology promotion, effective management of attitudinal and behavioral barriers of voters, *bantay balota* movement, material rewards and rallies, *pulong-pulong* and conduct of small group meetings and public gatherings. On the other hand, the NPC utilized a wide range of social media, *recurrida* to every barangay, campaign jingles, and monetary indulgence.

The *bantay balota* movement was defined by Key Informant 1 as "one of the advocacies of the LP to have a transparent, clean, and honest election" (KI1, Liberal Party, March 20, 2023), which showed that the LP in Dumaguete City adhered to the LP principle of advocating the integrity of the electoral process (Liberal Party of the Philippines, 2023). Key Informant 1 added that the *bantay balota* was an effective scheme; poll watchers were hired to guard and closely monitor the counting of the ballots in the precincts assigned to them. These precincts are usually those with a significantly high number of voters. Key Informant 1 also disclosed that LP is governed by the principle that leaders should be those who can be trusted and have no stain of corruption. Thus, he underscored the strategy of effectively managing voters' attitudinal and behavioral barriers. He said that none of the LP candidates had any corruption issues. He added that the "Liberal Party candidates could take the seats in the council because we had several lawyers, doctors, and entrepreneurs in the team that made us diverse in terms of crafting future programs and policies for the Dumagueteños" (KI1, Liberal Party, March 20, 2023). Key Informant 1 further emphasized using material rewards such as *bugas* (rice), pan (bread), and free health and legal consultations. He explained, "*Dili lang insakto og naa kay maayong character* (having a good character is not enough), we showed [to] the people that we could address their needs." They employed material rewards and command votes obtained through the exchange of patronage, pork barrels, and other favors delivered by the local leaders (Thompson, 2010; Teehankee, 2016). For instance, the success of the campaign of Fidel V. Ramos arose from the National Aide to Local Government Units (NALGU) funds distributed to the local leaders who campaigned for him (Lande, 1996).

Key Informant 2 disclosed that for the NPC candidates, "some of us were first-timers, and we needed to help them build their image by going to different areas in the city to campaign." Thus, the party focused on building the image of the candidates and employed a wide application of social media and a clear and simplified platform. He was thankful that "social media helped our fellow candidates from NPC to campaign online since the young population used it" (KI2, Nationalist People's Coalition, March 21, 2023). Thompson (2010) and Teehankee (2016) held that for political candidates to earn votes, they should campaign using advertisements, billboards, images, and speeches. They added that two crucial factors would attract or repeal market votes to candidates: image and issues. The image connotes the candidate's electorate's general perception, whether positive or negative. Problems refer to what the electorates want to hear from the candidates to address the issues once elected. Hence, the NPC candidates went to different crooks and crannies to campaign during the 2016 election. Furthermore, the use of marketing strategy into the political process is essential especially in building the image of candidates (Bigi, 2017; Kotler & Levy, 1969; Scammell, 1999; Houston, 1986; Lock & Harris, 1996; Foxall & Trustum, 1989; Bowler & Fowler, 1992; Shama, 1973; Posner, 1992; Niffenegger, 1989; Alexy, 1996; Newsman, 1994; Posner, 1992; Ingram & Lees-Marshment, 2002) which can be conveyed through a more comprehensive application of social media.

The dominant/best strategies that helped the candidates win in the 2016 election were based on the platform of good governance, according to Key Informant 1. He explained that:

"Regarding political party agenda, it aligned with the mantra of good governance. At that time, the issue at the local level was corruption. That was how I see it as the platform of our political party. We reached every nook and cranny of the city so that the voters and the market were informed of our plans and programs. To me, one of the best strategies was the platform on good governance and transparency. Aside from the good character we presented to the public, there was a need for monetary indulgence for our would-be voters. Another best strategy was to have a clear governance platform. Si PNoy had Daang Matuwid; si Duterte had this vessel to change the constitution to a federal system. That's how I see it. You must have a platform where the market share can grasp the plans and programs." (KI1, Nationalist People's Coalition, March 21, 2023).

The responses from Key Informant 1 unveiled two essential elements: political platform and the need for monetary indulgence. The political platform on good governance was aligned with their political party principle, which was a common ground in the previous elections. Lande (1996) reported on the candidates' political platforms in the 1992 Presidential election and explained that Fidel V. Ramos, campaigning under the National Union of Christian Democrats (NUCD), had a platform for deregulating key industries and liberalizing the economy. He also used the National Aid to Local Government Units (NALGU) funds distributed to the local leaders who campaigned for him. Ramos's primary political strategy that helped him win in the 1992 presidential election was party coalition building, as his team received support from Ateneo De Manila University and the Philippine Democratic Party. Miriam Defensor-Santiago, bearer of the People's Reform Party, had a campaign platform to fight graft and corruption, build low-cost housing, promote export-oriented industries, and make tourism a tool for earning foreign exchange. Danding Cojuangco, the standard bearer of the NPC, also had a platform for good governance and transparency. Ramon Mitra, who campaigned under the Laban Demokratikong Pilipino, had a platform for deregulating the economy, strengthening agriculture, and reforming land. Conversely, key informant 4 presented the best and most effective strategies and explained that:

"Media campaigns such as radio and local television exposures were effective strategies for us. In Dumaguete, almost everyone listens to the radio. Conventional media works in Dumaguete. We also used social media, house-to-house campaigns, and public forums. We did these to inform the people of our programs and plans. Also, we were able to express who we are as a team. Local party campaigns worked because the machinery was there. So, we worked on the intelligent side of the campaign. We tried to convince people to believe that we had the best plans. Our previous terms have proven that we were worthy of being re-elected. So that is why public forums are very important to us. In addition, our party also conducted several small group meetings with our support groups, such as the church, business sector, schools, and other sectors that helped us in the campaign period. It was an opportunity for us to express the platforms and convince them of who we are. We also distributed leaflets. Leaflets were very effective because we could distribute them from house to house. So, everybody gets to read our profiles. We distributed leaflets three times the whole duration of the campaign. People were able to read the different contents of our leaflets. Our leaflets contained three parts. The first part was more detailed [than the second]. The second and third had fewer details to be easy to read. At that time, all candidates from different parties distributed leaflets, so we ensured our leaflets were simple, substantial, and concise. Another strategy we employed as a team was being visible to the Dumagueteños. To me, being visible to the people was the best strength of our team" (KI4, Liberal Party, March 20, 2023).

In other words, it has been a practice among political candidates to use political campaign strategies grounded on good governance (Lande, 1996; Bolo & Murcia, 2016; Calida, 2016; Holmes, 2016; Thomson, 2010; Teehankee, 2016).

3.3 Liberal Party's Political Marketing Strategies by Menon's Taxonomy

This section presents the LP candidates who formulated, adopted, and executed political marketing strategies based on Menon's taxonomy. The presented political marketing strategies were identified by the candidate-respondents of the study. Table 6 shows that the LP candidates offered the following strategies:

Table 6. Liberal Party's political marketing strategies by Menon's typology

Menon's Taxonomy	Political Marketing Strategies
• Product function • Distribution function • Cost function and Machine politics and rewards • News management function and Communication function • Fundraising function • Parallel campaign management function • Internal Cohesion management function	• Clear and simplified platform; Building the image of candidates; Clear and smart party slogan • Simplified party ideology: A clear party campaign delivery • Use of material rewards (e.g., ayuda distribution) • Full party disclosure and massive information drive about the party and candidates; Wide application of social media) • Bantay Balota movement • Rallies, pulong-pulong, and conduct of small group meetings and public gatherings • Effective management of attitudinal and behavioral barriers of voters

Note: The researcher collected the political party's responses on the best political marketing strategies utilized during the 2016 election through a questionnaire and face-to-face interviews.

Clear and simplified platform, building the image of candidates and a clear and smart party slogan, which Menon categorizes as product function. Product function means that the political party offers a clear and defined set of programs to the people in terms of 1) the use of a clearly defined political platform, 2) the image of candidates, and 3) the party ideology and policies on environment preservation, infrastructure development, livelihood programs, women and gender rights, transparency and accountability political researchers found as effective in winning the votes of the people. Key Informant 1 explained that the "Liberal Party candidates could take the seats in the council because we had several lawyers, doctors, and entrepreneurs in the team that made us diverse in terms of crafting future programs and policies for the *Dumagueteños*" (KI1, Liberal Party, March 20, 2023). He also added that the "local party campaigns work because the machinery is there. So, we worked on the intelligent side of the campaign. We tried to convince people to believe that we had the best plans. Our previous terms have proven that we were worthy of being re-elected. So that is why public forums are very important to us. It was an opportunity for us to express the platforms and convince them of who we are." Key Informant 3 shared that "our team employed visibility to the people of Dumaguete City as one of our best strategies" (KI3, Liberal Party, March 20, 2023). The statement holds that a candidate's image in the people's collective perception is superior to the totality of his actual attributes, assets, and accomplishments (Philippine Center for Investigative Journalism, 2014). For instance, in the 2016 presidential elections, Binay's campaign team capitalized on using the native local term *nognog* (dark-skinned) to obtain votes from the people. To Binay's team, *nognog* resembles a type of hard-working Filipino who spent time working under the scorching heat of the sun tilling the land, was forced to work overseas, and endured teaching without proper classroom amenities and with the meager amount of money to buy food, or he was deceptively accused of a crime.

The LP also employed a simplified party ideology and a clear party campaign delivery, which Menon categorizes as a distribution function. Distribution function refers to the ability of the political party to present to the voters through 1) a clear-party campaign delivery system that provides the voters easy access to all vital information about their political platform of essential services, infrastructure, and environment programs; 2) full disclosure and dissemination of information about the part and its ideology; and 3) full disclosure and dissemination about the candidates and their government programs. According to Menon, these techniques effectively win the electorates' votes. Key Informant 4 explained how his party educated their voters of their party effectively, saying,

"We also distributed leaflets. Leaflets were very effective because we could distribute them from house to house. So, everybody gets to read our profiles. We did the distribution of leaflets three times during the whole duration of the campaign. People were able to read the different contents of our leaflets. Our leaflets contained three parts. The first part was more detailed [than the second]. The second and third had fewer details so that it would be easy to read. At that time, all candidates from different parties distributed leaflets, so we ensured that our leaflets were simple, substantial, and concise" (KI4, March 20, 2023).

In the 2016 Philippine Presidential election, Grace Poe's team used *galing at puso* (competence and compassion) as a political slogan. Poe's slogan depicts inclusive growth, global competitiveness, and transparent government. With a party and campaign team coming from diverse business, political, media, and law sectors, Poe exposed an image of a caring mother who was victorious despite the challenges hurdled, hopeful for a better inclusive

government, conveyed in the media and other forms of publicity to produce a collective cognitive truth (Elemia, 2016) about her and her dreams for the Philippines.

The LP candidates also used material rewards as a political marketing strategy. Menon classified it as a cost function and machine politics and rewards. The cost function, in the current study, is the ability of the political party to employ calculated campaign strategies through 1) management of attitudinal and behavioral barriers of voters through calculated or controlled campaign strategies; 2) *bantay balota* movement; 3) the use of material rewards such as coupons and "family *ayuda*"; 4) party slogan promotion such as "*Daang Matuwid*," "Change," or "Good Governance"; and 5) wider social media dissemination of platforms on education, health, livelihood, and environment are effective generators of votes. The professions of the LP candidates range from lawyers to entrepreneurs, which allowed them to disburse material rewards to gain votes from the people. Machine politics and material rewards, on the other hand, are the capacity of the political party to give rewards to the constituents who contributed to the success of the campaign by 1) rewarding job placements to their constituents, 2) delivering the essential services for each barangay; and 3) distributing house-to-house *ayuda*. Key Informant 1 recalled the need for material rewards such as *bugas* (rice), *pan* (bread), free health and legal consultations. *Dili lang insakto og naa kay maayong character* (it was not enough to have a good character), we showed the people that we could address their needs.

In the 2016 election, Roxas' political slogan was the straight path (*daang matuwid*). The slogan was the extension of former President Aquino's type of governance. *Daang Matuwid* held a promise to sustain good governance just like his predecessor, President Aquino. Roxas became the standard bearer of the Liberal Party, and his other political governance platform centered on the bottom-up budget. The bottom-up budget emerged as a platform with a promise that if he won, he would obtain a generous Php100 billion from the national budget as additional funds for the barangays and municipalities (Lardizabal, 2016). Roxas' economic policy focused on generating jobs through BPO-IT, significant growth in the tourism sector, and poverty eradication through the 4Ps (*Pantawid Pamilyang Pilipino Program*). For his peace and order platform, he also promised to strengthen the justice system and punish crooks who engage in corrupt practices. Furthermore, many of Roxas' donors were his family members in both the Roxas and Araneta clans (ABS-CBN, 2016). As specified in his Statement of Contributions and Expenditures (SOCE), her mother, Judy Araneta-Roxas, spent Php 110,000,000.00 for her son's campaign.

Former President Gloria-Macapagal Arroyo, running under the banner of the LAKAS party, employed the allocation of pork barrels to fortify her political support in the 2004 presidential elections. Kasuya (2009) posited that the pork barrel is the political method to deliver financial assistance to its constituents. Using the pork barrel as a strategy, a politician or political party gained a political advantage over their rivals.

The LP candidates also employed full party disclosure, a massive information drive about the party candidates, and a comprehensive social media application, which Menon classifies as a news management and communication functions. News management function pertains to the ability of the political party to use social media platforms for the success of their campaign delivery by believing that: 1) social media effectively plays a vital role in the success of the campaign delivery to win votes; 2) publicity and social media outlet exposures are effective in vote-drawing techniques to succeed in the election; 3) public relation activities, media management, and online advertising campaign management are practical influencers of drawing in the votes to win the election; 4) having simplified and concise party messages during the campaign delivery period that allowed voter comprehension of the principles, ideology, and platform is effective in winning the local election. Communication function refers to the ability of the political party to address issues and future policy-making and progress by 1) being knowledgeable about communicating the people's concerns regarding poverty, graft, corruption, and the prevalence of illegal drugs; 2) communicating their intention to end vote-buying and other forms of corrupt practices; 3) seriously sharing their plans to upgrade the people's skills development through social media; 4) having transparent platforms and campaign slogans to address social issues, and 5) having simplified and concise campaign deliveries to allow better comprehension to the voters. Key Informant 4 posited that:

"Media campaigns, such as radio and local television exposures, were effective strategies for us. In Dumaguete, almost everyone listened to the radio. Conventional media works in Dumaguete. We also used social media, house-to-house campaigns, and public forums. We did this to inform the people of our programs and plan." (KI4, Liberal Party, March 20, 2023).

The LP employed the *bantay balota* movement, classified by Menon as a fundraising function. The fundraising function is the capacity of the political party to have multiple sets of fundraising activities through 1) party fundraising activity that generates substantial fund support; 2) party membership fee, an effective fund campaign raising technique that played a crucial role in winning the election; and 3) donations from friends, benefactors, and other citizens who believe in party ideology and political platforms. These techniques effectively draw significant votes from the voting population to win the election. Key Informant 1 defined the *bantay balota* movement as an effective strategy since the hired poll watchers in the chosen precincts, especially those with plenty of voters, could closely monitor the ballots (KI1, Liberal Party, March 20, 2023). The LP employed rallies, *pulong-pulong*, small group meetings, and conduct of small group meetings and public gatherings classified by Menon as parallel campaign management function. The parallel campaign function is the ability of the political party to coordinate with their management activities by 1) advancing the utilization of political machinery down to the barangay level to mobilize voters' support; 2) mobilizing churches and NGOs in the campaign operations to win votes; and 3) engaging with fraternities and sororities in various schools and campus organizations to campaign for their candidates to win votes. Key Informant 4 recalled that "our party also conducted several small group meetings with our support groups such as church, business sector, schools, and other sectors. It was an opportunity for us to express the platforms and convince them of who we are" (KI4, Liberal Party, March 20, 2023).

Like Former President Ramos's campaign, who gained the support of the clerical members of the Catholic communities and the small non-communist reform-oriented party called the Philippine Democratic Socialist Party, various sectors' support yielded large chunks of votes (Lande, 1996). UNA's 2016 Presidential Candidate, Binay, heavily relied on his relationship with his fraternity brothers from Alpha Phi Omega, Sisters of Makati, and Boy Scouts of the Philippines (Cepeda, 2016).

The LP candidates were confirmed to have effectively managed attitudinal and behavioral barriers of voters classified under Menon's taxonomy as an internal cohesion management function. It refers to the ability of the political party to have inner stability and credibility concerning its outside image by 1) coordinating with party critics and allies to project harmony with the party, 2) maintaining a good image and stability, and 3) deputizing key political figures/personalities to integrate different sectors for the mobilization of campaign operations. Key Informant 4 argued that the local party campaign works because the machinery is there. So, we worked on the intelligent side of the campaign. We tried to convince people to believe that we had the best plans. Our previous terms have proven that we were worthy of being re-elected. This strategy corroborates with Key Informant 1, who stated, "Liberal Party candidates could take the seats in the council because we had several lawyers, doctors, and entrepreneurs in the team that made us diverse in terms of crafting future programs and policies for the *Dumagueteños*" (KI1, Liberal Party, March 20, 2023).

In the 2016 election, Grace Poe utilized the political mechanism of some influential political clans in Cebu, particularly the Duranos, who served as Poe's campaign manager (Elemia, 2016). The Duranos were mainly responsible for the operating units held by political groups, volunteer groups, campaign services, and legal groups. In his interview with Rappler, Durano stated that his role is to orchestrate the activities of the operating units during weekly coordination meetings.

3.4 Nationalist People's Coalition Political Marketing Strategies by Menon's Typology

The NPC's political marketing strategies are summarized in this section and categorized based on Menon's typology. These identified political marketing strategies were gathered from the NPC candidates' responses through the research instrument and structured interview.

Table 7 has this instruction below:

Table 7. Nationalist People's Coalitions political marketing strategies by Menon's Typology

Menon's Taxonomy	Political Marketing Strategies
• Product function • Distribution function • Cost function and Machine politics and rewards • News management function and Communication function	• Clear and simplified platform; Clear smart party slogan • Recurrída to every Barangay; Campaign Jingles • Monetary indulgence • Full party disclosure and massive information drive about the party and candidates; Wide application of social media)

Note: The researcher collected the political party's responses on the best political marketing strategies utilized during the 2016 election through a questionnaire and face-to-face interviews.

The table shows that NPC candidates employed a clear and simplified platform and a clear and smart party slogan classified by Menon as a product function. The NPC was guided by the platform of good governance fighting against corruption, an issue the administration was then criticized for. Key Informant 1 posited that:

"When we speak of the political party agenda, at that time, it was in line with the mantra of good governance and transparency. I see the pivotal role of the NPC and our campaign to provide good governance and transparency for Dumaguete because, at that time, the issue was corruption at the local level. So, that's how I see it sa amoang (in our) political party nga para namo naay (that for us has an) advantage during that time. Our political slogan was also in line with our political platform. It was good governance and transparency. We had to tell the people that we must fight against corruption" (KI1, Nationalist People's Coalition, March 21, 2023).

The NPC candidates also employed *recurrida* in every barangay and sounded off campaign jingles as strategies to win votes, which Menon classified as a distribution function. Key Informant 1 stated, "We reached every nook and cranny of the city so that the market, which is the voters, were informed of our plans and programs" (KI1, March 21, 2023).

Senator Tito Sotto also underscored using a simple yet relevant platform when he ran for senator in 2016 under the NPC. His platforms of government were anti-illegal drug campaigns, anti-insurgency, and budget reform. He also used political ads, leading him to the 19th spot among the candidates who spent money on political ads (Simon, 2017). The NPC also utilized monetary indulgence, which Menon classified as cost function, machine politics, and material rewards. The NPC reported that they strove to provide accessibility to the public. Key Informant 1 emphasized that:

"As public servants, we stood to be "dali maabot or mapangita or dali mahangyo sa katawhan (easily accessible and quick to respond to people). If there are requests that cannot be given, we say honestly. If pwede dili pud mi mo promise (if possible, we also do not promise). However, we tried our best na mahatag ilahang gipangayo (we tried our best to give what they requested). Aside from the good character we presented to the public, there was a need for monetary indulgence to our would-be voters" (KI1, March 21, 2023).

Aspinal and Hicken (2020) argued that a relationship based on the calculations of immediate rewards rather than a long-term relationship of mutual trust and dependence should be established, illustrating that transactional clientelism would secure votes to help candidates win the election. The candidates also give dole-outs such as money, basic foodstuff, clothing, and accessible healthcare check-ups. These material inducements spread to the local leaders who directly interact with the voters. The NPC candidates also employed full party disclosure, a massive information drive about the party candidate, and wide application of social media, which Menon classifies under the news management function and communication function. Key Informant 1 posited that social media helped our fellow candidates from the NPC to campaign online since the young population used it (KI1, March 20, 2023). Demicillio (2010) posited that the Dumaguete local politicians such as Remollo (LP), Macias (NPC), Arnaiz (Lakas CMD), and Villegas (Lakas CMD) visited houses, posted posters in the streets, distributed fliers and pamphlets containing their personal and educational backgrounds, and conducted motorcades, radio guesting, and, most importantly, community meetings. Lorenzana and Sayo (2005) argued

that candidates build their campaign strategies around believing the only way to win is to project a popular, dependable, and even moneyed personality. Thus, each candidate must be expected to utilize various methods such as poster production, conducting rallies, and media and radio exposur. Menon's taxonomy (2008) is an essential tool used in the current study to objectively describe the political marketing strategies of local politicians from the LP and NPC. The more exciting inquiry, however, is the level of effectiveness of these political marketing strategies.

3.5 The Level of Effectiveness of the Political Marketing Strategies as Perceived by the Winning Party Candidates by Position

This section presents the level of effectiveness of the political marketing strategies as perceived by the winning party candidates by position. Effectiveness is measured by the ability of the candidates to convert their political platform and political marketing strategies into results by gathering votes. Those who won their respective seats of power in the City of Dumaguete responded on which strategy or a combination thereof was the most effective in catapulting themselves into the seat of power. This data set was influenced by the field experience when, unconsciously, the winning candidates in the 2016 election appeared more conversant in using several political marketing strategies. For instance, all Key Informants admitted to having massively utilized the local media and publicity activities using all available media outlets to translate their candidacy into the voters' minds. Further, they also suggested that controlling the voters' minds through the party principles and their image building, reinforced by material rewards, assured their platform strategy conversion into votes, as explicated by Key Informants 1 and 4:

"Winning the election requires much money, big and effective machinery at the grassroots level, time, and effort. Without these material rewards and the corresponding services in the barangays, as well as the frequent visits for visibility and party imaging, winning elections is almost impossible. Our party's knowledge of effectiveness is result-driven. When we see relative results, we say we were effective" (KI1 & KI4, Liberal Party March 24, 2023).

Table 8 presents the perceived effectiveness of the political marketing strategies to concretize the statements of key informants 1 and 4.

Table 8. The level of effectiveness of the political marketing strategies as perceived by the winning party candidates by position

Candidates/Party/Position	Political Marketing Strategies								
	A	B	C	D	E	F	G	H	I
KI 1 (LP) City Councilor	4.67	5.00	4.20	4.20	4.75	3.33	3.67	4.33	3.67
KI 2 (NPC) City Councilor	4.67	4.67	4.40	4.80	4.75	2.33	4.00	4.00	3.33
KI 3 (LP) City Councilor	4.67	3.67	4.00	4.60	5.00	3.67	4.00	4.67	3.67
KI 4 (LP) City Councilor	5.00	4.67	4.20	4.80	4.25	3.67	4.00	5.00	4.33
KI 5 (LP) City Councilor	3.00	2.00	2.00	-	5.00	3.00	3.00	1.00	-
KI 6 (NPC) City Councilor	5.00	5.00	3.40	5.00	4.50	1.00	1.00	3.00	2.33
KI 7 (LP) City Councilor	4.67	3.67	3.40	3.80	4.25	3.67	3.67	3.67	3.33
KI 8 (LP) City Councilor	5.00	5.00	3.80	5.00	4.00	3.67	4.00	3.67	3.67
KI 9 (NPC) City Councilor	4.67	4.33	4.20	4.40	5.00	4.33	4.33	5.00	4.33
Mean	4.59	4.22	3.73	4.58	4.61	3.19	3.52	3.81	3.58

Legend A: WX=Weighted Mean; s=Standard Deviation; VD=Verbal Description; 1.00-1.79=Not Effective (NE); 1.80-2.59=Less Effective (LE); 2.60-3.39=Neutral(N); 3.40-4.19=Effective(E); 4.20-5.00=Most Effective (ME)

Legend B: A.) Product function; B.) Distribution function; C.) Cost function; D.) Communication function; E.) News management function; F.) Fundraising function; G.) Parallel campaign management function; H.) Internal cohesion management function; I.) Machine politics and material rewards. (Menon, 2008)

Based on the mean ratings, the top 9 political marketing strategies in descending order are the following: news management function (4.61), product function (4.59), communication function (4.58), distribution function (4.22) perceived as most effective; internal cohesion management function (3.81), cost function (3.73), machine politics and material rewards (3.58), parallel campaign management function (3.52) perceived as effective; and fundraising function (3.19) perceived by the candidates as either effective or less effective (neutral).

News management function, being the most effective political marketing strategy, is propelled by the fact that social media platforms widely contributed to the success of the candidates' campaign delivery. Publicity and social media outlet exposures were also used as a vote-drawing technique to win the 2016 election. Public

relations activities, media management, and online advertising campaign management augmented personal and party image building. The political party's simplified and concise party message delivered through media facilitated voters' appreciation of the candidates and the party's principles, ideology, and platform.

Product function, being the second most effective, means that the candidates ensured that their voters made intelligent choices. A clear and well-defined set of programs was designed, covering relevant political platforms, specially packaged image presentation of candidates, and carefully formulated party ideology and policies on environment preservation, infrastructure development, livelihood programs, women and gender rights, transparency, and accountability.

Communication function, the third most effective, indicates that the candidates addressed issues and future policymaking and progress by communicating the people's concerns regarding poverty, graft and corruption, and the prevalence of illegal drugs. The candidates also clearly communicated their intentions to end vote-buying and corrupt practices. They shared their plans to improve people's skills and well-being and presented platforms and campaign slogans to address social issues. They also developed simplified and concise campaign materials to facilitate voters' appreciation.

Distribution function, the fourth most effective political marketing strategy, exhibits that all the candidates presented themselves to the voters through a clear-party campaign delivery system that gave them easy access to all vital information about their political platform of essential services, infrastructure, and environment programs. The candidates also resorted to disclosure and dissemination of their programs of government.

Internal cohesion management function, the top political marketing strategy perceived as effective, explicates that internal stability and credibility concerning the candidates outside image were evident. They coordinated with party critics and allies to maintain stability and project harmony with the party. The candidates also deputized key political figures/personalities to involve various social sectors and mobilize campaign operations.

Cost function, the second effective political marketing campaign strategy, explicates that the candidates employed calculated campaign strategies by managing attitudinal and behavioral barriers of voters or controlled campaign strategies. They utilized material rewards, such as monetary indulgence, distribution of bread, and free legal and dental consultation. The candidates also employed a party slogan promotion, such as "*Daang Matuwid*," "Change," or "Good Governance," and they used a wider social media to disseminate their platforms on education, health, livelihood, and the environment.

Machine politics and material rewards, emerging as the third effective political marketing strategy, exemplify that the candidates rewarded the constituents who contributed to the campaign's success by giving job placements to their constituents. The candidates also delivered essential services as *ayuda* to each barangay to garner votes. This strategy is called "*panapos pagtulak sa ilahang desisyon para sa maong particular na kandidato*" (full push for the voters to decide in favor of a particular candidate) (KI1, Liberal Party March 20, 2023), even though material rewards, especially if they entail the use of government funds, will make it blatantly corrupt. It has been an accepted norm in politics (Scott, 1969).

Parallel campaign management function, the fourth effective political marketing strategy, facilitates the coordination of management activities by advancing the utilization of political machinery down to the barangay level to mobilize voters' support. The candidates mobilized churches and NGOs in the campaign operations to win votes. The candidates also utilized the assistance of fraternities and sororities in various schools and other campus organizations to campaign for their candidates.

Fundraising function, perceived as neither effective nor ineffective, showed a result that generated substantial fund support, party membership fees, and donations from friends, benefactors, and other citizens that were relatively less effective in winning the people's votes. However, management and administration gurus are convinced that finance is an essential and strategic marketing resource to accomplish campaign goals through people and organizations.

4.0 Conclusion

The study found that LP and NPC candidates used marketing concepts, as espoused by various scholars like Bigi (2017), Kotler and Levy (1969), and Menon (2008), in their political campaigns. Political parties and candidates used various political marketing strategies, ranging from a well-defined political platform and building an image of candidates that would have a lasting impression on voters to utilizing funds as machinery during the campaign period (Al et al., 2013). These strategies aimed to gain votes, legitimize power, and convert it into authority (Ames & Hall, 2002). However, absolute power, like the misuse of pork barrel funds, can lead to corruption (Scott, 1969). Studies by Bolo and Murcia (2016), Calida (2016), and others included voting preferences. Key informants disclosed that they managed voters' preferences by offering material inducements (KI7 and KI8, July 7, 2023). Lande's (1996) survey, which found that support came from campaign strategies and party coalitions, was useful for this study. It revealed that pork barrel funds, classified as machine politics and rewards, were among the top strategies used by winning candidates in the 2016 elections. Thompson (2010) and Teehankee (2016) described Philippine campaigns as utilizing free market votes (advertisements, billboards, images, platforms, speeches) and command votes (patronage, pork barrel funds, favors from local leaders). This aligns with studies on clientelism culture by Lorenzana and Sayo (2005), Scheiner (2006), Kasuya (2009), Sidel (1992), and Aspinall and Hicken (2020), which highlight the role of transactional clientelism in securing votes through material inducements.

The current study affirmed that LP and NPC candidates used similar strategies, classified into news management, product, communication, and distribution functions based on Menon's taxonomy. News management ranked the most effective strategy, followed by product, communication, and distribution functions. Machine politics and material rewards were also effective and classified as command votes. The study identified other effective strategies not captured in previous research, including internal cohesion management function, cost function, and parallel campaign management function. The fundraising function could be more effective and warrants further. These findings corroborate with existing literature on political marketing strategies and Philippine campaigns.

It is recommended that, with the political marketing strategies employed by the candidates from both political parties in the 2016 election, the study could assist politicians in identifying the strategies that are most effective, effective, and not effective in electoral campaigns. It is recommended that future political parties have a clear operations plan by cascading each strategy into sets of key result areas (KRA) where key performance indicators, targets, and budget allocations to accomplish the strategy are rationally allocated, disbursed, and monitored for more efficient and effective political campaign operations. It is also further recommended that future researchers conduct a research study that focuses on the voters' perceptions, similar but not limited to Murcia and Bolo (2016) on the Millennial Voting Preferences for the Philippine Presidential Elections, Calda (2016) on Voting Preferences of Selected Voters in the City of Calapan, Ereno and Langoyan (n.d) on a comprehensive study of the Cebuano Electorates' Preferences highlighting the key attributes that candidates should possess, Lande (1996) on the Geographical and Statistical Analysis of the 1922 Presidential Elections, that may be useful to the future politicians to revisit and develop their campaign strategies to align with the voters' preferences in Dumaguete City.

In addition, the academe may use the findings to enrich the content of the courses offered in political science, especially in the universities in Dumaguete City, namely: Negros Oriental State University, Silliman University, Saint Paul University, Foundation University, Metro Dumaguete College, and other related academic units. The research findings may benefit future local political parties by helping them develop effective marketing strategies that respond to the prevalent political situations in Dumaguete City. Further, the research findings may also assist the voters of Dumaguete City to discern which candidates they would vote for in future local elections.

5.0 Contributions of Authors

The author affirms exclusive ownership of the research. The final manuscript has been examined, reviewed, and approved by the author, the adviser, and the statistician.

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7.0 Conflict of Interests

The author has confirmed no conflicts of interest regarding this study.

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