

Title of Article: Application of Discriminant Analysis in Political Marketing: Inter-Party Perception, Harcourt.

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Abstract: Political marketing has attracted increasing attention from political commentators in recent years; yet relatively little academic work has been conducted into its nature either theoretically or empirically. What we find in existence has been the use of marketing in campaigning, which though important, limits discussion to just an aspect of a party's behaviour where marketing can have an influence. As awareness in political marketing increases, concepts and constructs from other disciplinary areas will need to be applied in order to improve its theory and practice. The idea is to give a robust insight into the frontiers of political marketing that will affect many aspects of the parties' behaviour, including leadership powers, membership rights, constitution and policies – not just their campaigning activities. This has much wider ramifications, suggesting a multi-theoretical approach to the issues of political marketing in terms of the diverse roles of political parties, with normative implications for politics, as a whole. This paper, therefore, indicates how discriminant analysis may be used by a political party to differentiate its programmes from that of the competition. Mean score are contrasted with discriminant coefficients to assess the difference between the perceived service offerings of two political parties. The results suggest that discriminant analysis may be a more meaningful way to identify differentiated and non-differentiated services than a selected measure of data location. Some additional reasons for using, and some cautions relative to the use of discriminant analysis are advanced in the paper.