

# MANAGING ELECTORAL BEHAVIOUR. A STUDY ON THE PERCEPTION OF RESITA VOTERS

Gabriel Dinu \*, Loredana Dinu

Babes-Bolyai University, Faculty of Economics and Business Administration

P-ta Traian Vuia, No. 1-4, Resita, Romania

\* Corresponding author. E-mail: gabriel.dinu@ubbcluj.ro

**Abstract:** In Romania, the management of an election campaign is viewed with much reluctance, both by politicians and by an electorate who is afraid of manipulation and is about to be oversaturated by commercial advertising, on the one hand, and political demagoguery, on the other hand.

**Keywords:** Management, research, market, voters.

## 1. Introduction

Prupp considers that through electoral marketing, which has the tools of forecasting the electoral market, we must find out, in a realistic way, how much of the political offer could be absorbed by the market [1]. Obviously, for this we need a complete knowledge of the political market, not only of the undecided or indifferent individuals, although they often represent the "battle horse" in the case of campaigns that predict the lack of a majority winning party or a potential governing coalition (see the case of the German elections in autumn 2005).

So, the main objective of political marketing, especially in electoral periods, is not only the conquest of indifferent target segments, but simultaneously, of three types of effects on the electorate: activating the indifferent, strengthening the decisions of political partisans and converting the undecided [2].

## 2. Theoretical Considerations

The political organization needs intense activity in terms of attracting funds, it has relations with underwriters-individuals, from which it can obtain certain donations, offering them the moral satisfaction of participating in solving problems of a social nature, with enterprises, receiving sponsorships, but giving them the opportunity to increase their notoriety and to make improvements to the own image, as well as with the budget of local authorities and the state, from which it receives some benefits, consisting of allowances, thus supporting the resolution of difficulties that are the very reason for the existence of the state and thus participating in social stability.

It can be noted that the "object of activity" of the political organization is represented by the resolution of predominantly social problems of certain target groups. By making an analogy with the situation of enterprises, we can identify the "main market" in which a political organization operates, the way of relating to the

underwriters being on the secondary plane. In this context, the opinions of those who discuss two markets of equal importance specific to the political sphere are erroneous. It is not to be neglected that attracting funds is only the way in which an organization carries out its activity under normal conditions.

In order to be rigorous, we should point out that political organizations enter into exchange relations not only with the underwriters and target groups, but also with the militants (their employees), with the service providers and sometimes even with the competitors (when they support each other in solving problems that go beyond their own possibilities). The fact that these "markets" are not highlighted in the previous passages is due to their relatively less importance in studying the mechanism.

## 3. Method

In order to carry out an effective study it is necessary first of all a programming of the research, with the establishment of the necessary steps and resources in order to optimally carry out the research and to obtain the most important information needed for the decision process.

The study was carried out on two components, a qualitative study and the stage that provides representativeness at the level of results and the formulation of conclusions, the quantitative study. But, as the information obtained from a non-representative sample cannot be extrapolated to the whole population, the results being only hypotheses that will be validated, we considered it appropriate to present in this chapter only the quantitative study, following that the results of the qualitative study will be analyzed statistically through the prism. correlation and regression analysis, normality of distributions or univariate analysis;

Quantitative studies can be presented in two forms:

- Census → that is, the questioning of all individuals in a population investigated

- Survey → that is, a survey conducted in order to know the characteristics and opinions of a given population, questioning a limited number of its members, that is a sample.

Given that the objective of our research is to study the ostentatious consumption among the consumers, we consider it advisable as a form of conducting the survey the survey carried out on a representative sample for the population of the Resita municipality. The representativeness of the sample is given by the sampling method used, and the size of the sample determines the accuracy of the results obtained from the research.

The quantitative study goes through the following stages:

- Establishment of the sample;
- Determining the sample size;
- Writing the questionnaire;
- Administration of the questionnaire;
- Processing and analysis of the data obtained;
- Writing the synthesis report.

#### 4. Results

The theoretical aspects were completed by a research project aims to state is related to the dynamics of the voter's perception on the electoral reality at the level of the population of the Reșița municipality. The validation of the hypotheses formulated during qualitative studies is carried out by means of quantitative studies [3].

Considering all these aspects, it was considered appropriate to use the quota (weights) method as a sampling method in our research.

The principle of the quota method consists in the constitution of a reduced model of the investigated population, according to its known characteristics. Sampling of this type implies the need for statistical data on the population surveyed.

The shape of how the study was done was built by the survey conducted on a representative sample for the population of Resita [4].

As a form of research the survey was used: structured individual, based on a questionnaire composed of 11 questions, all closed. The questionnaire comprises 8 content questions and 3 to identify the questioned person.

To highlight all the aspects presented above, we will use the methods of direct study of the application, which are based on obtaining information directly from the consumer, respectively voter.

Next, we realized interpretation of research results.

#### Participation at parliamentary elections in 2024

On the total sample, most subjects (55.74%) will certainly participate in the 2024 parliamentary elections

(men 30.33%, women 25.41%). A percentage of 16.39% are those who will not participate in the parliamentary elections (men 6.56%, women 9.84%). In quite large numbers, taking into account that it is about everyone's future, there are the undecided ones (27.87%) who do not yet know if they will participate in the presidential elections of November 30 (men 11.48%, women 16.39%).

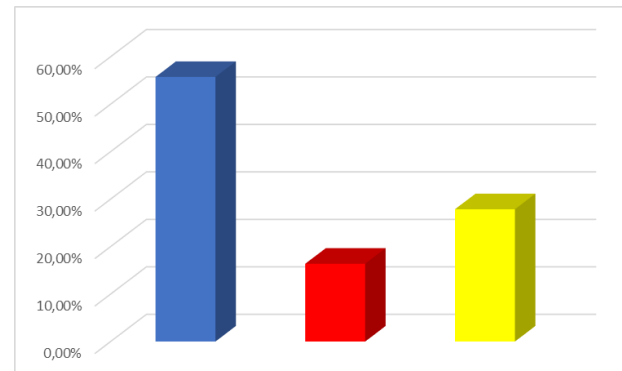


Fig. 1. Participation at parliamentary elections in 2024

#### The satisfaction level with the activity of the ruling governing coalition in power

On the total sample, most subjects (47.54%) are satisfied with the governing coalition (men 22.68%, women 24.86%). A percentage of 24.04% are not satisfied with the governing coalition, of which men 13.93%, women 10.11%. We note that quite a lot (28.42%) do not know how to evaluate the activity of the governing coalition, out of which men 11.75%, women 16.67%.

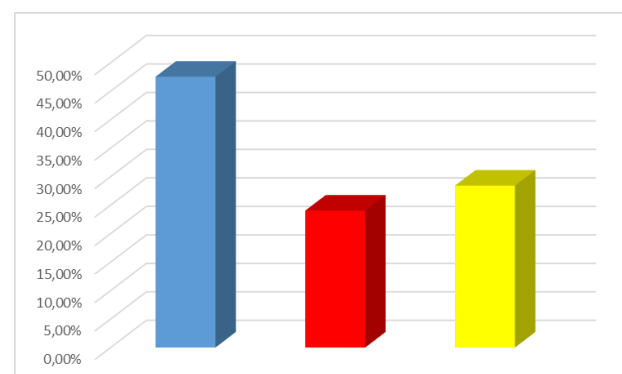
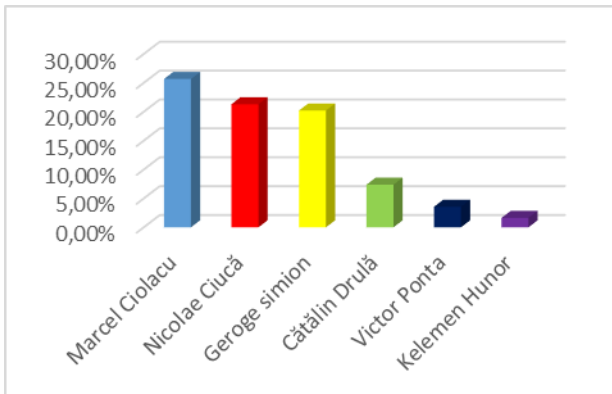


Fig. 2. The satisfaction level with the activity of the ruling governing coalition in power

#### Election of the President, if today there were elections for the Romanian Presidency

On the total sample, we note that Marcel Ciolacu is the favorite, 25.68% (men 12.84%, women 12.84%), followed by Nicolae Ciuca, with 21.31% (8.47% men, women 12.84%) and George Simion with 20.22% (men 9.29%, women 10.93%). They are not satisfied with any party 20.22% (men 9.84%, women 10.38%). In the voters' vote, it follows in turn, Catalin Drula with 7.38%

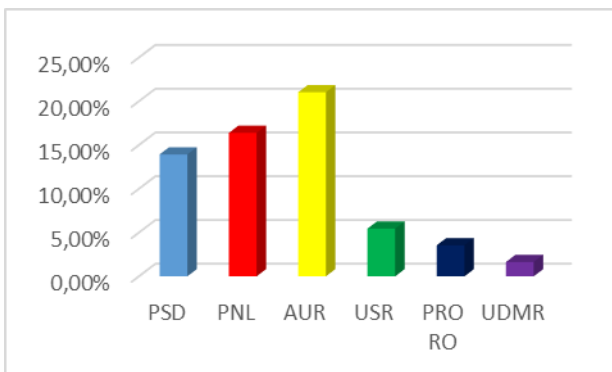
(men 4.10%, women 3.28%), then Victor Ponta with 3.55% (men 2.46%, women 1.09%) and Kelemen Hunor with 1.64 (men 1.37%, women 0.27%).



**Fig. 3.** Election of the President, if today there were elections for the Romanian Presidency

**Knowledge of the electoral program of the parties that are campaigning for these elections**

On the total sample, the PSD program is known to 13.93% of voters (men 6.01%, women 7.92%). The PNL program is known by 16.39% of voters (men 6.28%, women 10.11%), AUR program of 21.04% (men 12.57%, women 8.47%), being the highest percentage of all others. In very small numbers, the program of the parties USR (5.46%) and PRO Romania (3.55%) is known, voters knowing very little the UDMR program (1.64%). Interestingly, many voters are completely uninterested in the electoral programs of political parties and do not know them (37.98%, men 16.67% and women 21.31%).

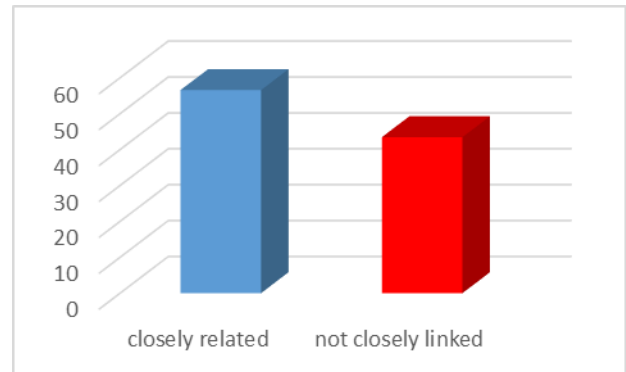


**Fig. 4.** Knowledge of the electoral program of the parties that are campaigning for these elections

**Correlation between the standard of living and the success of the candidates for the Romanian Presidency**

On the total sample, most subjects (56.56%) consider that the standard of living is closely related to the success of our candidates for the Romanian Presidency (men 26.78%, women 29.78%). The remaining 43.44% consider that the standard of living is

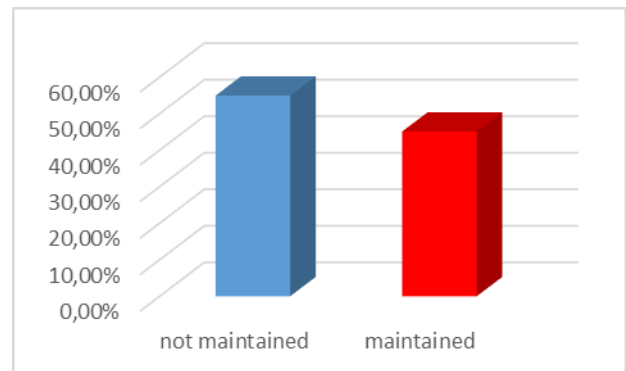
not closely linked to the success of presidential candidates (men 21.58%, women 21.86%).



**Fig. 5.** Correlation between the standard of living and the success of the candidates for the Romanian Presidency

**Maintaining post-voting communication relations at the pre-voting level**

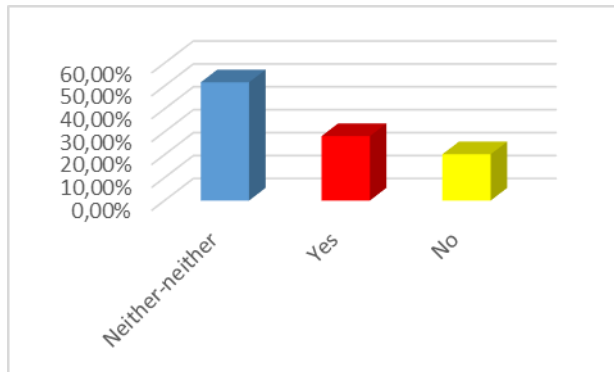
On the total sample, most subjects (54.92%) consider that the post-voting communication relations were not maintained at the pre-voting level (men 26.50%, women 28.42%). We find that the percentage difference between those who answered with YES or NO to question 7 of the questionnaire is very small. Thus, those who consider that the post-voting communication relations were maintained at the pre-voting level are 45.08% (21.86% of the population, women 23.22%).



**Fig. 6.** Maintaining post-voting communication relations at the pre-voting level

**The possibility of electronic voting would be a way to mobilize in elections**

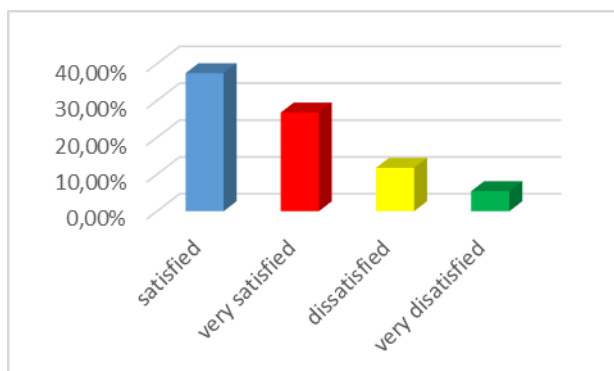
On the total sample, most subjects (51.64%) cannot assess whether electronic voting would represent an electoral alternative (men 28.14%, women 23.50%). Those who consider as positive the introduction of electronic voting are 28.14% (men 12.30%, women 15.85%), and those who consider as negative the use of electronic voting are 20.22% (men 7.92%, women 12.30%).



**Fig. 7.** The possibility of electronic voting would be a way to mobilize in elections

#### The satisfaction shown for the activity of the party to which the subjects gave the vote

On the total sample, most subjects 37.43%, (men 18.31%, women 19.13%) are those satisfied with the activity of the party to which they voted, following the indifferent ones 26.78% (men 15.03%, women 11.75%), interestingly, a small percentage is in those who are very satisfied with the activity of the party to which they voted 11.75%, (men 5.19%, women 6.56%). There are also dissatisfied people (18.58%, men 7.65%, women 10.93%) and very dissatisfied (5.46%, men 2.19%, women 3.28%).



**Fig. 8.** The satisfaction shown for the activity of the party to which the subjects gave the vote

#### 5. Conclusions

In the Romanian political environment, an imbalance persists between the offers of different parties and the needs of the target segments, in the sense of the avalanche of existing political services and "products". In these circumstances, those who impose the conditions of exchange are the consumers. They have a powerful weapon: voting. And even so, in this type of market, the buyers' market, civil society is in a situation where it

supports and defends its own interests, once it can afford to orient the organization of society according to democratic rules and principles. Another helpful concept is democracy, which etymologically means the power of the people and dates back to Greek antiquity.

In the light of the positive feature that characterizes it, the Romanian electoral market is free (unplanned) and unprotected (open), in the sense of permissiveness to the conceptions of European and world structures.

An important element is the difference between the costs and the ease of updating the information [5].

Concluding, we can say that the electoral market is that discontinuous public space, of known dimensions and which adopts a model of extensive development, in which four main actors meet: voters, candidates, parties, their electoral offers and the media, as factors of mediation of the relationship between supply and demand [6].

In the present paper I set out to make a contribution to the debate about the existence and nature of a long-term change in the relation between social structure and voting [7].

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