

## **EFFECTS OF SOCIAL MARKETING ON SELECTED VOTERS IN DASMARIÑAS CITY, PROVINCE OF CAVITE, PHILIPPINES**

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### **ABSTRACT**

This session is designed to be an interactive presentation and participative in its approach as it will deal on the effects of social marketing on selected voters in Dasmariñas City, Province of Cavite, Philippines.

### **INTRODUCTION**

Campaigning is one of the most important phases of one's political ambition. It is a connected series of operations designed to bring about a particular result. In politics, more specifically for elections, the Article X, Section 62 of the Omnibus Election Code of the Philippines (1985) defines election campaigning as an act designed to promote the election or defeat of a particular candidate to a public office. Through the years, election campaigning has become enormous and expensive at the same time, especially for a national seat even though candidates, as mandated by the law, are only allowed to spend three pesos for every registered voter (COMELEC Resolution No. 7794, 2006).

With more than 43 million registered voters in the Philippines, a candidate is estimated to be spending P135 million on campaigning alone. That includes their broadcast and print media exposures, printed materials such as leaflets, pamphlets, brochures, magazines and the like, as well as other in-kind paraphernalia like bags, T-shirts, caps and the like, even other forms of campaigning such as public speeches, motorcades, etc. As time progresses and lifestyle advances, people who want to assume a seat in public office have thought of many creative ideas to reach out to the most number of voters possible. With the technology readily available, making things simpler, and people's lives and business; it is very easy to imagine that someone somehow will use it to their advantage.

The study is done for the reason that in May 2010 national elections, voters were seen to be more demanding, more observant, and more aware of the importance of their single vote. Because of this, political advertisements were seen to be more intense, creative and diverse. It is significant that the effects of these social marketing activities on the mentality of the voters were assessed to see how the target audience acts and reacts accordingly on how the political candidate delivers himself to the people. Knowing how the target audience would act and react on that certain political candidate can be used to determine the support and loyalty the people would deliberately give that particular personality on the long run and once he/she has been elected.

This study aims to know how these political candidates use social marketing to promote themselves to the masses, and what approaches these candidates use to bring about the much sought after "*CHANGE*" the people have been wanting to achieve for a long time.

### **SCOPE AND LIMITATIONS**

The study is limited only to social marketing practices performed by politicians running for the presidential position in the Philippines. Social marketing practices that aims to sell the politician him/herself and the idea he/she wants to share.

Social marketing practices like broadcasting, print media, giveaways (in-kind paraphernalia) and other campaigning practices, such as motorcades and public speeches, are included. The respondents were limited only to legible voters and were chosen randomly within covered area.

## **RESEARCH DESIGN, DATA GATHERING PROCEDURE AND METHODS OF ANALYSIS**

The descriptive type of research was used in this study when determining the effects on the basis of findings on existing conditions and reactions of people toward certain issues.

As to the sampling, simple random was used to cover the total of 75 barangays in Dasmariñas City in Cavite Province with a total population of 556,330 as of the latest census (NSO actual census, year 2007). Along the process, the researcher then used proportional allocation to determine the number of respondents to be assessed within each barangay according to their respective population size. The Descriptive Statistics, Likert Scale, Anova, and T-test (One-Tailed) methods of analysis were applied in the study.

### **CONCLUSION**

Social marketing activity that reaches the most number of target audiences was proven to have a direct effect on the voter's decision on whom to vote for. However, it works both ways depending on how the political candidate performs the said approach.

Depending also on which advertising medium it would be applied, social marketing that attacks both the emotional and mental aspect of the intended audience and reaches out to the peoples' needs and wants are more appealing and much more effective than the one that speaks only about the candidates' interests.

A political candidate's future, if ever he/she has been elected, can be predicted just by analyzing how he promoted himself in front of the people during the campaign period. Issues concerning the whole society should be given extreme amount of importance for the said social marketing activity to succeed.

**References available on request**