

**Election Strategies of Winning Candidates: A Comparative Study of
NA 126 (Lahore) and NA 263 (Loralai)**

Thesis for M.Phil. Degree in Political Science



Session: 2016-2018

Research Supervisor

Dr. Muhammad Shoaib Pervez

Research Scholar

Abdul Ghafoor

ID- F2016112004

Department of Political Science

University of Management and technology Lahore.

Dedication

This research thesis is dedicated to my family who encouraged and supported me for my better future.

Student Declaration

I Abdul Ghafoor, ID No F2016112004, student of M.Phil. Political Science in the University of Management and Technology Lahore do hereby confirm that this thesis entitled as Election Strategies of Winning Candidates: A Comparative Study of NA 126 (Lahore) and NA 263 (Loralai)". This thesis is completed under the supervision of Dr. ShoaibPervaiz is my original work and I take the responsibility of genuiness of my work and has not been presented for any other academic award in any university or institution

Student name

Student of MPhil at University of Management and Technology (UMT) Lahore

Signed

Dated

Certificate

It is certified that the research work contained in this thesis titled“Election Strategies of Winning Candidates: A Comparative Study of NA 126 (Lahore) and NA 263 (Loralai)” has been carried out and completed by Mr. Abdul Ghafoor, ID No F2016112004on the topic “Election Strategies of Winning Candidates: A Comparative Study of NA 126 (Lahore) and NA 263 (Loralai)” is his original research work and all the sources have been cited in accordance with the prescribed format. Its scope and significance warrant its acceptance to the department of Political Science. UMT Lahore for the award of M.Phil. Degree in Political science.

Dr. Muhammad ShoaibPervaiz

Supervisor

Signed:

Dated:

Acknowledgement

I am very grateful to Dr. ShoaibPervaiz and Dr. Abeeda Qureshi for providing me very useful advices on the topic of this research thesis. The research is completed only due to the sincere efforts of my great supervisor Dr. ShoaibPervaiz with in time. Besides, I am also grateful to Muhammad Owais, Muhammad Askariand Sir Faranwho helped me in the guidance of thesis format, survey and theory of the research. Finally, I would like to thank all my class fellows who supported me in the filling of survey'squestionnaires and taking interviews.

Contents

Introduction:	1
1.1 Background and significance	1
1.2 Aims of the study	6
1.3 Basis of comparison	6
1.4 Research Questions:	8
1.5 Main Argument	8
1.6 Structure of the study	8
Literature Review	10
2.1 Election strategies in advanced countries	10
2.2 Election strategies in South Asian countries	11
2.3 Election strategies in Pakistan	12
2.4 Gap in the literature review	21
Research Methodology and Theoretical Framework	22
3.1 Research Methodology	22
3.2 Theoretical Frame work	26
3.3 Assumption of rational choice theory	28
3.3.1 Individualism	28
3.3.2 Optimality	29
3.3.3 Self-regard	29
Role of winning candidates in NA 126 (Lahore) and NA 263 (Loralai)	32
4.1 Interviews of winning candidates in 126	32
4.1.1 First strategy of winning candidates (Managing Polling Day)	33
4.1.2 Second strategy of winning candidates (targeting opponent’s weaknesses)	35
4.1.3 Third strategy of winning candidates (telephone messages and use of social media) .	36
4.1.4 Fourth strategy of winning candidate (corner meeting and door to door campaign)	36
4.1.5 5th strategy of winning candidates (the strategy of change)	37
4.2 Candidates who have lost NA 126 Lahore in 2013	38
4.3 Interviews of winning candidates from NA 263 (Loralai)	41
4.3.1 Firs strategy of winning candidates in NA 263 Loralai (Strategy of making electoral alliances)	42
4.3.2 Second strategy of winning candidates (tribal structure)	43

4.3.3	Third strategy of winning candidates (Nationalism)	44
4.3.4	Fourth strategy of winning (Candidates' popularity, personality capacity and middle class)	45
4.3.5	5th strategy of winning candidates (use of print media).....	46
4.4	Candidates who lost the election in NA 263 (Loralai)	46
4.5	What is the difference between the strategies of contesting candidates' in 2013 and 2008? ..	49
4.6	Difference between the strategies of contesting candidates' in 2013 and 2008 in NA 263 Loralai.....	51
4.7	How the winning strategies adopted by the candidates or parties in Lahore in general election of 2013 are different from the strategies adopted by the candidates or parties in Loralai?	53
4.8	Based on the interviews of winning candidates I have drawn out the differences between the strategies of both constituencies in the following table.....	54
	The influence of electoral strategies in winning election	58
5.2.1	Findings of Qualitative and quantitative research	68
	Conclusion	75
	Limitations	77
	Recommendations and further work	78
	References.....	79
	Annexure	91

List of Abbreviations

PTI	Pakistan Tehreek-e-Insaf
PMN (N)	Pakistan Muslim League (Nawaz)
PPP	Pakistan Peoples Party
JUI-F	JamiatUlema-e Islam (F)
JI	Jamaat-e-Islami Pakistan
PKMAP	PashtunkhwaMilliAwami Party
ECP	Election Commission of Pakistan
APDM	All Parties Democratic Movement

Abstract

This research explores the election strategies of winning candidates of NA 126 Lahore and NA 263 Loralai. Through a comparative studies, it is found that different candidates had used different strategies which were suited to the socio-cultural norms of the constituencies and mindset of the voters. The candidates of NA 126 (Lahore) adopted the strategies of “Managing Election’s day (bringing the voters out of their homes and posting trained polling agents), targeting their opponents, the use of social media, telephone messaging, corner meetings, door to door campaign and strategy of change while the candidates of NA 263 (Loralai) used the strategies of “making electoral alliances”, tribal structure, nationalism, personal popularity and their background of middle class. The most effective strategy of winning candidates among these strategies, was “managing the polling day at tactical level”. Furthermore, it is noticed that the voters of NA 263 (Loralai) often cast their vote to the candidates who visit to their homes during the election campaign while the voters of NA 126 (Lahore) are the supporters of political parties and more women cast their votes on partylines and political leadership. The election campaign of candidates’ motivate male voters in NA 126 Lahore and female voters in NA 263 of Loralai. Besides, the people of NA 263 (Loralai) cast their ballots for personal benefits and nepotism. Furthermore, the voters of both constituencies, NA 126 (Lahore) and NA 263 (Loralai) equally casted their votes for those candidates who do developmental works in their constituencies. Thus, the election strategies of winning candidates are different from each other (126 Lahore and 263 Loralai). The candidates of both constituencies adopted different strategies, according to the aspirations of the voters and traits of the area. Though different candidates from the same parties with different areas, using their own tactics and strategies of parties, but their party’s strategies and their own tactics were not fruitful as in NA 126 (Lahore) and NA 263 (Loralai). For instance, through the same strategies, PTI won NA 126 (Lahore) but lost NA 263 (Loralai). The parties applied different strategies and won the election of NA 263, but lost the election of NA126.

Introduction:

Elections are part and parcel of democracy. Democratic political system is not possible without free and fair elections. When Pakistan came into existence on August 14, 1947 a separate constituent assembly comprised of 69 members was formed. The elections at provincial level were held on the basis of universal adult franchise from (1951-1954). On 23 March 1956, first constitution of Pakistan was enforced and the constituent assembly of Pakistan became the National Assembly of Pakistan.