

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

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### **Abstract**

*This research explores the election strategies of winning candidates of NA 126 Lahore and NA 263 Loralai. Through a comparative study, 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 strategy of “making electoral alliances”, caste system, nationalism, personal popularity and their background of the 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 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 party lines and political leadership. Besides, the people of NA 263 (Loralai) cast their ballots for personal benefits and nepotism. 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 region.*

**Keywords: Election, Voter, Political Parties**

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## **1. Introduction**

Elections are part and parcel of democracy. The 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 the provincial level were held based on the universal adult franchise from (1951-1954). On 23 March 1956, the first constitution of Pakistan was enforced, and the constituent assembly of Pakistan became the National Assembly of Pakistan. The elections of the first two constituent assemblies were indirectly held and no direct elections were held in Pakistan from 1947-1970. After 23 years, Pakistani political elites succeeded and conducted direct general elections based on the universal adult franchise on December 17, 1970.

In the general elections of 1970, twenty-four political parties contested for 300 National Assembly seats. Awami League emerged as the single largest party in East Pakistan, securing 160 seats in the National Assembly and Pakistan People's Party captured 81 seats, as well as the rest of the parties, got only thirty-seven seats. The general election of 2013 was the 10th national election of Pakistan, held on May 11, 2013. It was a critical election in Pakistan's electoral history because it transformed the landscape of Pakistani Politics, by adding a new party PTI to the list of major political parties (PILDAT, 2013). The 2013's election reformed the political arrangement of social forces in the country.

The NA 126 (Lahore) that the researcher has included in the research covers the rural and urban areas: Faisal town, Model town, Allam Iqbal Town, Muslim Town, Garden Town, Awan Town, Township, Najaf Colony, Wafaqi Colony, Wahdat Colony, Makkah Colony, Sikandar Block, Kashmir Block, Punjab University New Campus, Gulshan Iqbal, and Kalma chowk. The above areas are the urban and developed areas of Lahore. The total population of NA 126 (Lahore) is 535693 (NA 126 Lahore-IX Pakistan National Assembly Seat – Winners & Info, 2013). Out of the total population, registered voters are 359342 with male registered voters of 192217 and 167125 female registered voters (Ali, 2013). Thus, the registered voters of NA 126 (Lahore) are 67%. Citizens, living here, are well educated and aware of their rights and duties. In the general elections of May 11, 2013, Shafqat Mahmood of Pakistan Tehreek Insaf got 97,785 votes.

On the other hand, NA 263 (Loralai), which covers the four districts of Balochistan including Loralai, Duki, Barakhan, and Musakhail, is a constituency for the National Assembly of Pakistan. The total population of NA 263 Loralai is 735973 among male population is 392887 and female population is 269860 as registered voters are 349,596 it means 48%. 141,854 votes were cast

in NA 263 (Loralai) in the 2013 election (Population Census 2017, 2017). The general elections were held on May 11, 2013. Molana Ameer Zaman, the candidate of JUI-F, became a member of the National Assembly by securing 31,031 votes.

The research explores the election strategies of winning candidates. Moreover, the research highlights the similarity and differences in policies, strategies, and tactics which are being used by the parties for winning the elections. Furthermore, the study focuses on the strengths and weaknesses of the candidates. Moreover, after studying the constituencies, people, elections, and voters, the best strategy for winning an election is highlighted in the research. Besides, the research also considers the policies of the major political parties which took part in the elections of NA 126 (Lahore) and NA 263 (Loralai) in 2013.

The present study is an attempt to determine those factors which affect the overall education performance in the High Schools of Akbar Pura and Taru Jabba. These two villages are consisting of all types of schools, like Primary, Elementary, High and Secondary Schools. The objective of this study is to highlight the parental characteristics, school and students' characteristics, and teacher's characteristics, which have a significant impact to attain and achieve a high annual Examination Score. This study also gives importance to those areas which affect students' performance and guides school administrators and policymakers to improve the capabilities and make the tertiary level graduates competitive for the professional and executive work environment within the country and outside the country. The focus of this study is around the main argument - "the candidates who formulated their election strategy embedded in socio-cultural norms of their constituency and based on the rational interest of their voters are bound to succeed". Therefore, through this study, the following research questions will be going to be addressed consider

What are the strategies adopted by the winning candidates in NA 126 and NA 263 in the election of 2013?

How the winning strategies adopted by the candidate or parties in Lahore in the general election of 2013 are different from the strategies adopted by the candidate or parties in Loralai?

How are the electorates influenced by these strategies and which strategy played a major role in winning the election?

## **2. Theoretical Framework**

The researcher has used Rational choice theory which argues to open the black box of the human mind in which inputs or demands are entering and ofcourse, the decisions are made. In rational choice theory, a person sets their

goals, then he or she follows the sequence of rational actions to achieve their goals. Furthermore, behaving as a rational actor, it is a person who takes social actions or decisions. These individuals are self-interest and self-maximizers in decisions making. (Triandis, 2001). It is seen that the actions of individuals are optimality based which means facing the course of actions an individual would choose the action which has the best result.

(Abell, 2000) says, when there is no preferable social action for an individual during social actions. An individual takes social action for his or her own benefits. They act for their own welfare. During the election, political parties and candidates also make decisions based on Rational Choice Theory. Political parties give tickets only to those candidates who are going to win the election. On the other hand, voters only vote for those parties and candidates who can protect their interests. Thus, voters consider the candidates like a commodity in the market as they only pick those candidates who are the best for them. Therefore, Rational Choice Theory is suited well for the research topic.

### **3. Methodology**

The research approach for the current study is qualitative research through comparative study design. Here, the researcher compares election strategies of winning candidates of NA 126 (Lahore) with NA 263 (Loralai). Furthermore, the researcher has used multiple sources including reports of the election commission, voters' lists, archives, and the records by visiting the election commission of Punjab office situated on 9 court street, Islampura, Lahore Punjab.

Moreover, the researcher took the interviews, conducted a survey, and direct observation for collecting data. The research approach is exploratory, and the present study would be based on comparative cases to compare the cases. As far as my research is concerned, I will do in-depth qualitative interviews of Elites because of emphasizing on the election strategies of winning candidates. So, I have taken the interviews of winning candidates to find which was the strategy adopted by the winning candidates in the election of 2013 and before.

The primary sources are in-depth interviews, surveys, and the collection of documents. In total 30 interviews, 15 interviews are carried out per case. The interviewees are included local politicians, party office leaders, workers, councilors, MPAs, and MNAs. While exploring and gathering information, in-depth interviewing has been used as a technique for data collection to explain the research and accordingly to answer the research questions. Furthermore, it has also probed where it was necessary to collect useful data for research.

Besides, other sources are such as reports, direct observation, and participant observation.

A survey, which is a research method and a very simple tool of data collection, provides a great deal of information and draws facts and figures from a larger targeted population. In the survey method, the sample is got from a selected population to gather information about the specific topic (Mathiyazhagan & Nandan, 2014). The researcher has used the survey method to seek the opinion of the voters as a primary source of data collection. For doing the survey, he has selected the population of NA 126 Lahore and NA 263 Loralai.

To determine the sample size, a sample size calculator was used, which gave the sample of 384 out of the total population of registered voters 708938. So, I have surveyed 404 registered voters from both constituencies of NA 126 Lahore and NA 263 Loralai.

#### **4. Results**

##### **4.1. Interviews of Winning Candidates in 126 (Lahore)**

NA 126 Lahore, which covers both the rural and urban areas of Lahore, is the constituency for the National Assembly of Pakistan. Its total population is 535693 and registered voters are 359342. In the general election of 2013, total of 18 candidates contested elections, among these candidates only 8 were from political parties and 8 were independent. Out of total of 30 interviews, 15 interviews were carried out for NA 126 Lahore. There was tough competition between the three political parties. The candidate of Jamat-i-Islami got 3226 votes as the candidate of PML (N) Khawaja Ahmad Hassan got 89000 and PTI's candidate Shafqat Mehmood won the election through 96666 votes. PTI's candidates Mian Mehmood Rashid and Dr. Murad Ras won the PP 151 and PP 152. Thus, PTI won the elections of the entire constituency.

A member of the core committee, parliamentary board, and head of the anti-corruption committee, associated with Pakistan Tehreek-e-Insaf for 7 years, Shafqat Mehmood MNA of NA 126 who has secured 96666 votes in the general election of 2013 by winning the election, argues "During the election campaign a candidate meets with their voters. In the campaign, the management of the last day is very important. The last day plays a very crucial role in the winning of elections. The candidates who manage the Election Day or polling day, he would win the election. Our most effective strategy was that we managed polling stations." (Mehmood, 2018). The candidates who know how to manage the Election Day, their chances of winning are very high" (Ras, 2018).

#### **4.2. First strategy of winning candidates (Managing Polling Day)**

The interviews of winning candidates show that the management of the last day (Election Day) is very important in NA 126. The voters of NA 126 Lahore believe in urgent rewards, some of them demand food, pocket money, and a transport system to cast their vote for any candidate. They cast their vote for the candidates who could solve their local and national problems. Waqar Ahmad, a senior youth president of PTI Punjab, contested election from PP 142 Lahore says, "Where we had best polling agents, there we got best votes" (Ahmad, 2018). Furthermore, most of the candidates, who were granted tickets, were not know what to do next and how to manage the Election Day" (Umar, 2018). Thus, researchers confirmed the management of Election Day which was the strategy of winning candidates in NA 126 Lahore in the election of 2013 (Ahmad, 2018).

#### **4.3. Second strategy of winning candidates (targeting opponent's weaknesses)**

PTI's Shafqat Mehmood says, another effective strategy because of which I was voted is that I targeted the weakness of my opponents and let the voters know about my strength and expertise. Fahim Takkar, a candidate of PPP from the loser party, says, "Our opponent badly and technically exploited the slogans of load shedding and corruption". Pakistan Muslim League (N)'s leader Shahbaz Sharif promised with the public that he would drag Zardari the former president of Pakistan on the roads of Lahore if he won the election. It is seen that Shahbaz Sharif was unconsciously helping Imran Khan. On the other hand, PTI's Imran Khan was criticizing both PPP and PML (N) as his candidate won in NA 126 Lahore.

#### **4.4. Third strategy of winning candidates (telephone messages and use of social media)**

A respondent from PTI says, PTI was the first political party that used the tool of social media for political campaigns. Now, other political parties are following PTI's footsteps. Second, a respondent from PTI gave the same response that we are the pioneer of introducing social media's trend in the election. All the winners agreed that social media helped them in the election of 2013.

#### **4.5. Fourth strategy of winning candidate (corner meeting and door to door campaign)**

Pakistan Tehreek-e-Insaf arranged corner meetings instead of running door to door campaigns. The rationale behind the strategy was that the candidates got the ticket from the party very late. Only 25 days before they were granted the tickets. Mehmood Ur Rashid said that at the first step they

arranged a corner meeting of 100 to 200 people as we went door to door only in special areas.

#### **4.6. Fifth strategy of winning candidates (the strategy of change)**

During the election of 2013, people were tired of the status quo. PML (N) was winning the same seat of NA 126 for 23 years said, Shafqat Mehmood. PTI exploited the slogan of change and manipulated their voter to change the candidate. So, it is concluded that all the political parties strived for NA 126 Lahore by applying the same and different strategies as PTI's winning candidates' strategies were changed from the losing candidates. First and foremost, they managed Election Day by providing the facility of transport and giving them food. Secondly, they targeted their opponents' weaknesses, thirdly, they used social media and telephone messages, and fourth, they held corner meetings and went door to door. Finally, they introduced the slogan of change.

#### **4.7. Interviews of winning candidates from NA 263 (Loralai)**

Comprised of four districts of Balochistan NA 263 covers Loralai, Duki, Barakhan, and Musakhail district. It is a constituency for the National Assembly of Pakistan. The total population of NA 263 is 735973 and the registered voters are 349,596. These areas of Balochistan are developed and the ratio of education is comparatively better than other rural and urban areas of Balochistan. The residents of NA 263 are politically aware and involved in political activities because of their natural resources. In the general elections held on May 11, 2013, total of 22 candidates contested the election among them seven (7) were independent candidates and 15 were from political parties. The candidate from PKMAP Akhter Shah Kudezai got 1064 votes, the candidate of PML (N) Sardar Yaqoob Nasir got 22025 votes, the candidate of PPP got 22101 votes, and Molana Ameer Zaman, who was the candidate of JUI-(F) became the member of National Assembly by securing 31,031 votes. Molana defeated his opponent with a margin of 8930 votes.

#### **4.8. First strategy of winning candidates in NA 263 Loralai (Strategy of making electoral alliances)**

Molana Ameer Zaman, who is a district Ameer, provincial Naib Ameer, a member of the central council, shurah and former federal minister of postal services, is from JUI-F secured 31,031 votes and won the election of NA 263 in 2013, said, "The strategy of the alliance was central to my victory (Zaman, 2018). Muhammad Dawood Khan a contestant of NA 263 from PTI has confirmed that Sardar Abdul Rehman Khetran made seat adjustments with Molana Ameer Zaman in Barkhan district. Molana gave their party's vote of the provincial assembly to Sardar Kehtran and Kehtran cast their votes of

National Assembly to Molana Ameer Zaman. Molana Ameer Zaman allied with Sardar Abdul Rehman. Besides, the current district chairman of Loralai district from PKMAP Shams Hamzazai said that it was the electoral alliance by which Molana Ameer Zaman won the election of NA 263 Loralai.

#### **4.9. Second strategy of winning candidates (caste system / biradari system)**

Sardar Jaffar khan, a vice chairman of PKMAP from Loralai, said that Ameer Zaman got a lot of votes from Barkhan district and Musakhail district (Uthmankhail, 2018). The reason for getting more votes from Mushakhail district was that Molana himself belonged to Musakhail tribe. A contestant of BP 16 Loralai from PTI Haji Jehangir Musakhail said, that in Balochistan there is caste system, and that caste system has a great influence on the candidate. Thus, taking a lot of votes from Mushakhail district showed that Molana's relatives supported him in the election of 2013. The biradari system was further clarified by surveying registered voters. The survey also showed that people were more often voted for biradari system in NA 263 Loralai than NA 126 of Lahore.

#### **4.10. Third strategy of winning candidates (Nationalism)**

Ubaid Ullah Jan Babat of Pakhtoon Khwa Mili Awami Party, a central secretary, district executive, district secretary, and MPA of BP 16 Loralai, been associated with the party for 47 years, says, "my strategy of winning was rising a voice for Pashtoon's unity to bring our identity back. I got the majority of votes based on making Pastoonistan, a separate land for the pashtoon with the slogan of "La Bolana tr chatrala yao pashtoon"(from Bolan to Chitral one Pashtoon) (Babat, 2018). A contestant for NA 263 Loralai, who had got 10624 votes from PKMAP, says, "We wanted equality of Pashtoon with Baloch in Balochistan. That is why we won the provincial seat of NA 263". More interestingly, the Nationalist parties won the election based on "Lar ao bar yao Afghan" (which means both the land of Afghanistan and Balochistan belong to Pahstoon, so they argue that no one can isolate them from each other).

#### **4.11. Fourth strategy of winning candidates' fame, ability, and middle class)**

Dur Muhammad Nasir, the MPA from Pakistan Muslim League (N), says, "In Balochistan candidate matters more than a party, while the party is a bonus point for a candidate. Because of my popularity and personality, I won the election" (Muhammad, 2018).

Sardar Jaffar, of PKMAP said that he won the local government election because he was known for his character. So, it also showed that no matter how popular are the candidates?

#### **4.12. Fifth strategy of winning candidates (use of print media)**

Molana Ameer Zaman says, “Social media was not popular in the election of 2013. We used print media to promote our messages of the campaign”. Shams Hazazai says, “We issued a lot of press releases during our campaign of 2013” (Hamzazai, 2018).

Based on the interviews of winning candidates the researcher has drawn out the differences between the strategies of both constituencies in the following table.

**Table 1: Difference in Strategies of both Constituencies**

<b>Strategies of winning candidates in NA 126 Lahore</b>	<b>Strategies of winning candidates in NA 263 Loralai</b>
1 The voters of NA 126 Lahore believe in urgent rewards. They have their own interests. The tactics of providing food, pocket money, and transport system to the voters, enabled winning candidates to manage the Election Day and win the election. Besides, the winning candidates posted trained polling agents. They themselves were present until the result was compiled. So, their managing of polling day was a successful strategy.	The candidate of NA 263 Loralai made electoral alliances with political parties and made seat adjustments. They exchanged NA votes and PP votes with each other. As a result, both NA and PP’s candidates won the election. Furthermore, the winning candidates visited the homes of voters during their election campaign. Being tribal society electoral alliances are more important for the people of Balochistan than managing the election day. That is why the strategy of alliances was successful in NA 263 (Loralai). The survey also showed that the people of Loralai voted for their self-interest.
2 The winning candidates targeted the weaknesses of their opponents and made it as their strength. For instance, Shafqat Mehmood exposed the corruption of PLM (N) and won the election. They used social media and telephone messages to promote their leadership message and party manifesto.	The winning candidates utilized caste system/biradari system to win the election. They took stake holders of major cast into confidence.  The candidate used nationalism as a tool of winning the election. They called for making Pashtoonistan.
4 Candidates arranged corner meetings and went for door to door in their campaign.	Candidates cashed their personality and popularity by participating the happiness and sorrows of the public.
5 Candidates won election by promising to bring change to end the status quo.	Candidates won the election because they belonged from the middle class and were accessible in every masjid, madrasa, and road. This strategy was promoted via print media.

The researcher has used the survey method to seek the opinion of the voters. For conducting the survey, the sample of 404 has been drawn from the targeted population of NA 126 Lahore and NA 263 Loralai. To sample and evaluate the population, convenience and snowball sampling frames are used in the research. The sample size is determined by using a sample size calculator. When the survey got completed, the researcher has conducted a Chi-Square test of gender and constituency.

The results of the survey showed that the winning candidates of both constituencies went for door-to-door convincing and they visited the houses of voters during their election campaign. As a result, in NA 263 Loralai, men were more often voted to the candidates who visited their homes. Furthermore, the results of Chi-Square tests indicated that more women were voted due to party leadership in NA 126 Lahore. Comparing both the constituencies NA 126 Lahore and NA 263 Loralai showed that more voters were belonged to and supported political parties in NA 126 Lahore. Most of the voters cast their votes due to PTI in NA 126 Lahore. On the contrary, the voters of NA 263 Loralai were persuaded by the interest groups. When we compare constituencies and personal benefits, the voters of NA 263 Loralai were more often voted for personal benefits and for biradari. Likewise, comparing both the constituencies, men were more often motivated by the campaign of the candidates than women in NA 263 Loralai.

The following tables of Chi-Square tests with description further illustrate perceptions of registered voters in both constituencies.

**Table 2: Chi-Square test of independence comparing Gender by visited candidate (N=404)**

Gender	Yes f (%)	No f (%)	$\chi^2$	P	$\Pi$
Male	117(45.5%)	140(54.5%)	3.432	3.059	-.092
Female	81(55.1%)	66(44%9)			

**Table 3: Chi-Square test of independence comparing Gender and Motivate by campaign (N=404)**

Gender	Yes f (%)	No f (%)	$\chi^2$	P	$\Pi$
Male	135(52.7%)	121(47.3%)	.735	.568	.043
Female	71(48.3%)	76(51.7%)			

**Table 4: Chi-Square test of independence comparing Gender and Personal Benefit (N=404)**

Gender	Yes f (%)	No f (%)	$\chi^2$	P	$\Pi$
Male	89(34.6%)	168(65.4%)	1.537	1.283	-.062
Female	60(40.8%)	87(59.2%)			

**Table 5: Chi-Square test of independence comparing registered voters and candidate Visited Constituency (N=404)**

	Yes f (%)	No f (%)	X <sup>2</sup>	P	Π
NA126	96(50.5%)	94(49.5%)	.007	.000	-.004
NA263	109(50.9%)	105(49.1%)			

**Table 6: Chi-Square test of independence comparing NA and Personal Benefit (N=404)**

	Yes f (%)	No f (%)	X <sup>2</sup>	P	Π
NA126	53(27.9%)	137(72.1%)	12.443	11.725	-.175
NA263	96(44.9%)	118(55.1%)			

**Table 7: Chi-Square test of independence comparing NA and Biradari (N=404)**

	Yes f (%)	No f (%)	X <sup>2</sup>	P	Π
NA126	59(31.1%)	131(68.9%)	3.296	2.929	-.090
NA263	85(39.7%)	129(60.3%)			

**Table 8: Chi-square test of independence comparing NA and Developmental Work (N=404)**

	Yes f (%)	No f (%)	X <sup>2</sup>	P	Π
NA126	93(48.9%)	97(51.1%)	.243	.154	-.025
NA263	110(51.4%)	104(48.6%)			

It is found that the winning candidates visited the homes of both male and female voters during the election campaign of 2013 in both constituencies whereas gender-wise, the male voters of NA 263 more often voted for the candidates who visited their homes. Furthermore, more women voted due to party leadership in NA 126 Lahore as compared to NA 263 Loralai. As far as personal benefit gender is concerned, both males and females voted based on personal benefits in NA 126 Lahore and NA 263 Loralai. Additionally, men are more motivated by the campaign of the candidates in NA 263 than women. Comparing both the constituencies as NA 126 and NA 263 showed that more voters belonged to and supported political parties in NA 126 Lahore than that of NA 263. Furthermore, the people of NA 126 are the educated people of all Pakistan. So, here they seek their interests by joining and supporting political parties. The voters of NA 263 Loralai were persuaded by the interest groups. When we compare constituencies and personal benefits, the voters of NA 263 Loralai more often voted for their personal benefits than that of NA 126 Lahore. Comparing constituency with biradari, shows that the people of NA 263 Loralai often voted for biradari's candidates. The voters of both constituencies equally participated in the rallies and processions of the candidates. More

people were persuaded by interests groups in NA 263 Loralai than that of NA 126 of Lahore.

## **5. Discussion**

Based on the results of the survey and interviews, I can discuss the findings as different strategies were used by different candidates to win the election of 2013. There were big differences between the strategies of NA 126 Lahore and NA 263 Loralai. After interviews of winning candidates in NA 126 Lahore, it is noticed that they had remained very active and vigilant to manage the polling day. Besides, the winning candidates positioned trained polling agents who knew the importance of form 14 and form 15 as well as they were trained to handle the situation of Election Day.

On the other hand, the candidates who had lost the election did not run an effective campaign. Moreover, their management of Election Day was poor as party leadership did not join their election campaign.

The winning candidates of NA 126 Lahore targeted their opponents. They used the weakness of opponent parties and candidates as their strength. Furthermore, by using social media as a tool, they promoted party agenda and the messages of leadership. However, some of their opponents used social media on a low scale and some of them did not use social media.

In addition to this, the winning candidates arranged corner meetings to go to a door-to-door campaign. The strategy of corner meeting proved more effective than that of door-to-door convincing. Finally, the winning candidates of NA 126 Lahore chanted the slogan for change as a strategy to win the election of 2013. They succeeded in convincing and instigating the voters against the status quo.

On the other hand, the winning candidates of NA 263 Loralai, used the strategy of electoral alliances was the most important one and which was suited the socio-cultural environment of Loralai. In Loralai, voters cast their ballot for those candidates who belonged to a large family and biradari. The survey also showed that people often vote for a candidate who belongs to their biradari in NA 263 Loralai than that of NA 126 of Lahore.

Additionally, the slogans of Nationalism and Pashtoonistan were adopted as a strategy by the winning candidates of NA 263 Loralai. The Nationalist voters of Loralai cast their ballot for demanding a separate homeland, Pashtoonistan, which was promised by the winning candidates during their election campaign for Pashtoons. Besides, the winning candidates of NA 263 Loralai had also cashed their reputation and popularity to win the election. The voters always preferred to vote for a popular and famous candidate because they knew that he or she was already going to win. The final

strategy which was used by the winning candidates of NA 263 Loralai was the availability and accessibility of the candidate. The voters cast their votes on those candidates who were easily accessible and available for them anytime and anywhere.

As far as the difference between the strategies of contesting candidates is concerned, in 2013, all parties had taken part in the process of election and their strategies of NA 126 Lahore were different from that of NA 263 Loralai. In NA 126 Lahore, the candidates handled the Election Day with greater responsibility, targeting the opponent's weaknesses, using social media and telephone messages, arranging corner meetings, visiting door to door campaigns, and raising the slogan of change whereas, in NA 263 Loralai, the election of 2008 was boycotted by Jamat Islami, PKMAP and PTI. Other political parties such as Jumiat Ulema Islami, PPP, and PML (N) took part in the election. Despite the popularity, PPP lost the election of 2013 in NA 263 Loralai as PML (N) and JUI-F won the election. In the election of 2013, different actors from different political parties appeared by using the strategies of alliances, caste system, Nationalism, personal popularity, and family backgrounds.

The survey of electorates showed that in NA 263 Loralai voters often voted for the candidates who visited their homes during the election campaign. If we analyze the difference, then male voters cast their votes to the candidates who visited their homes than that of women. Thus, according to rational choice theory, male voters of NA 263 preferred the candidates who visited their homes. Furthermore, gender-wise, more women cast their votes due to party leadership in NA 126 Lahore as compared to NA 263 Loralai. Thus, the difference is significant. The winning candidate of NA 126 said that they had circulated the message of Imran Khan. So, in NA 126 Lahore, one MNA and two MPAs were elected from PTI which clearly showed that party leadership helped the winning candidates. The winner argued that their party played an 80% role in their victory.

The registered voters of NA 126 Lahore and NA 263 Loralai were equally motivated by the campaigns of the candidates, however, comparing both the constituencies, men were motivated by the campaign of the candidates as compared to women. The voters of both constituencies participated in the rallies and processions of the candidates. According to the voters, there was no significant difference in the campaign of 2008 and 2013 while different interviews showed different responses. The big difference was that some political parties boycotted the election of 2008. Moreover, the candidates of both constituencies had visited their areas after the winning of the election and had done developmental works. The MPAs of NA 263 had done record developmental work in their tenure. According to the survey, PTI had a

maximum chance to win the election of NA 126 Lahore which is currently NA 130 Lahore in 2018. Religious parties had a maximum chance to win the election of NA 263 Loralai which is currently NA 258 Loralai.

## **6. Conclusion and Limitations**

This research has highlighted election strategies of the winning candidates and the similarities as well as differences in the policies, strategies, and tactics used by the candidates in NA 126 Lahore and NA 263 Loralai for winning the elections in 2013. Furthermore, the researcher has explored that the candidates who keep socio-cultural norms of the area in their mind and make election strategies, which protect the rational interests of voters, win the election. Different candidates had applied different strategies and tactics to win the election of 2013. As the winning candidates of NA 126, Lahore managed Election's Day at the tactical level by providing pocket money, food, and transport to the voter. Besides, the winning candidates were very active and vigilant to post-trained polling agents. Moreover, they targeted their opponents during the election campaign by using social media, telephone messages to circulate the message of "corruption-free Pakistan" of Imran Khan. They also arranged corner meetings, going for a door-to-door campaign, and introduced the strategy of change by chanting the slogans of change against the status quo. On the other hand, the winning candidate of NA 263 Loralai applied the strategy of making electoral alliances, taking voters into confidence on basis of biradari system, adopting the strategy of nationalism, cashing their personalities, exploiting their background of the middle class, and using their expertise in politics. Most importantly, the winners carefully arranged the strategies. These arrangements enabled them to win the election in 2013. All candidates applied the same strategies but only those candidates won the election who arranged the strategies in a proper sequence.

This study was focused on two constituencies which were NA 126 Lahore and NA 263 Loralai for the National Assembly of Pakistan. Only the candidates of NA 126 Lahore and NA 263 Loralai were interviewed and surveyed those voters who were registered voters of these two constituencies. As the focus of the research was only on these two constituencies, that is why non-registered voters and the candidates of other constituencies were not included in the research. Hence, this research covered the strategies of winning candidates, similarities, and differences in the election strategies of winning candidates in two constituencies. If the other researchers had done their research in other constituencies, their results might be different from mine. To conclude, a short span of time and English as a language were other barriers in the researcher's way.

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