

Abstract

The extraordinary victory of BJP in the 2014 Indian parliamentary elections was interpreted by most scholars as a new chapter in Indian politics. BJP as the main opposition of Indian National Congress (INC) not only won a majority seats in Lok Sabha, but also increased its vote shares in nearly all states and union territories. Thus, BJP victory can not be seen necessarily as a result of one or two factors. Media, for example, generally see it as a result of an aggressive campaign strategy. However, political campaign strategy is in fact attached to the political context which is very possible to determine the outcome of the vote.

In this paper, I argue that there are at least three factors behind the victory of the BJP. The first factors is the anti-incumbency movement againts INC. The second is the role of first-time electors. And the third is an aggressive, intense, and consistent BJP campaign strategies. These three factors are basically not independent but highly interrelated of each other. Further more, this paper also tries to elaborate the relation of these three factors and explore some new trends of political campaign in India.