

Existing theories of political party as effective political organization focus on its delivering functions. The purpose of this research thesis is to explore and analyse effectiveness of political parties, and show relationship among key variables under study like, Political Communication, Political Finance and Intra-Party Democracy on the effectiveness of major political parties in Pakistan. This study is an exploratory study which discusses that these variables create and establish the model of effectiveness of political party which can be best be compared and contrasted on the basis of these significant factors.

A theoretically oriented method was established to measure the impact of key factors like Intra Party Democracy, Political Finance and Political Communication and their contribution in ensuring and bringing the effectiveness of Political parties in Pakistan. Primary data was gathered from a sample of 1000 respondents from eight different political parties. People were chosen with multiple background and positions from all provinces of Pakistan and Azad Jammu & Kashmir. Instrument was developed and its validity and reliability was ensured. For empirical verification, in depth statistical tests were applied including Multiple Regression, Structural Equation Model (SEM), One Sample T-test, correlation, cluster analysis and discriminant analysis, to test various assumptions of the study. Ten unstructured interviews were conducted to add in-depth richer insights into the study and support most conceptual links in the qualitative model and lend support to most of the hypothesized.

On the base of these statistical assumptions it can be revealed that factors like intra party democracy, political finance, and political communication have significant impact on party effectiveness. This research revealed that most of the parties are internally less democratic with no defined and structured processes of electing leadership and candidates. Political parties are perceived as organizationally weak, personality based, less securely rooted in society, ideologically less pragmatic, and weak institutionalized. Political institution like political party can best aggregate the interest and mobilise general public when strong institutional practices of electing leadership and candidates are well anchored in the formal processes of political parties. Research also delineates that major contributory factor to the effectiveness, i.e. Political Finance has significant impact on party effectiveness and laid emphasis on improving civil society oversight in ensuring transparency and accountability in political finance. The research recommends that parties should ensure more inclusiveness in decision making, build formal process and structure of democratic decision making and strengthen Political Communication and Political Finance mechanisms. Political parties should be more representative, transparent and accountable in decision making and suggests measures to build and enhance party effectiveness.

Keywords: Intraparty Democracy; Political Finance; Political Communication; Political Parties Effectiveness