

## UNVEILING THE MECHANISM OF POLITICAL MARKETING MIX ON VOTING INTENTION: THE MEDIATING EFFECT OF CANDIDATE BRAND ENGAGEMENT

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Received: 05 November, 2023 Revised: 24 November, 2023 Accepted: 29 November, 2023 Published: 06 December, 2023

### ABSTRACT

This study delved into the intricate relationship between political marketing mix (PMM), candidate brand engagement (CBE), and voting intention (VI). Employing structural equation modeling (SEM) on a sample of 384 registered voters in Attock, Punjab, Pakistan, the study examines the mediating role of CBE in the relationship between PMM and VI. The findings reveal a significant positive correlation between PMM and CBE, indicating that effective utilization of PMM elements can foster strong emotional bonds between candidates and voters. Furthermore, a significant positive correlation is observed between CBE and VI, suggesting that CBE plays a crucial role in influencing voting decisions. The study's most compelling finding lies in the identification of CBE as a significant mediator between PMM and VI. This implies that CBE acts as a bridge, channeling the effects of PMM on voting intention. In other words, while PMM can positively influence voter perceptions and attitudes, it is CBE that ultimately translates these perceptions into actual voting behavior. These findings offer valuable insights into the dynamics of political marketing and voter behavior. Political campaigns can leverage these insights to enhance their strategies and effectively engage with voters, ultimately influencing voting decisions. By fostering strong CBE through personalized communication, authenticity, emotional connection, and community engagement, campaigns can create a loyal voter base and increase their chances of success.

**Keywords:** Political Marketing Mix, Candidate Brand Engagement, Voting Intention, Structural Equation Modeling, Mediation Analysis

### INTRODUCTION

In the dynamic landscape of modern politics, political marketing has emerged as a crucial instrument for influencing voter behavior and shaping electoral outcomes (Newman, et al., 2023; Strömbäck & Nisbet, 2022). Political parties and candidates employ a diverse array of marketing strategies, collectively known as the political marketing mix (PMM), to engage with voters, convey their messages, and ultimately secure their votes (Chaudhary & Rafiq, 2020; Newman, et al., 2016). The effectiveness of political marketing, however, is contingent upon understanding the

underlying mechanisms through which it influences voter decisions (Broockman & Green, 2022; Park & Kim, 2021).

Voting intention, the likelihood of an individual to vote for a particular candidate or party, is a central concept in political science (Miller & Shanks, 1996). It is shaped by a complex interplay of factors, including voter characteristics (e.g., age, education, socioeconomic status), political ideology (e.g., partisan affiliation, issue positions), and campaign strategies (e.g., political advertising, candidate debates, voter mobilization) (Greenberg, 2017).

Political marketing, with its focus on communication, persuasion, and brand building, plays a significant role in influencing voting intention (Anstead et al., 2021; Chaffee & Hochheimer, 2022). Political marketers use a variety of techniques to influence voting intention, such as framing messages to appeal to voter values, creating positive candidate images, and attacking opponents (Bower & Garret, 2021; Iyengar, 2019).

Candidate brand engagement, the emotional connection and sense of loyalty that voters develop towards a particular candidate, has emerged as a prominent construct in political marketing research. It is characterized by a deep understanding of the candidate's values, beliefs, and proposed policies, coupled with a sense of shared identity and emotional attachment.

While political marketing and candidate brand engagement have been extensively studied individually, their combined effect on voting intention remains under-explored. This research aims to address this gap by examining the mediating role of candidate brand engagement in the relationship between political marketing mix and voting intention. This study contributes to the extant literature by extending the understanding of the mechanism through which political marketing mix influences voting intention. Recent studies have demonstrated the positive impact of political marketing mix on voter perceptions and attitudes (Chaudhary & Rafiq, 2020; Newman et al., 2016). However, the underlying mechanisms through which political marketing mix translates into voting behavior remain unclear. Candidate brand engagement (CBE), defined as the emotional connection and ongoing interaction between voters and a political candidate, has gained significant attention in political marketing literature (Zhao & Zhao, 2021). Scholars have suggested that CBE could mediate the relationship between political marketing mix and voting intention (Newman et al., 2016). Addressing this gap, this study aims to unveil the mechanism through which PMM influences voting intention, with a particular focus on the mediating effect of CBE.

the research seeks to unveil the mechanism through which political marketing influences voter decisions. Understanding the mediating role of candidate brand engagement can provide valuable insights for

political strategists, enabling them to develop more effective campaigns and enhance their ability to connect with voters.

This research has both theoretical and practical implications. Theoretically, it contributes to the understanding of the underlying mechanisms of political marketing and the role of candidate brand engagement in shaping voter behavior. Practically, the findings can inform campaign strategies, helping candidates and parties to develop more effective communication and engagement tactics to maximize their electoral success.

### **Problem Statement**

In the dynamic political landscape of Pakistan, political parties and candidates continuously seek to influence voter behavior and secure electoral success. Political marketing mix (PMM), comprising the strategic elements of product, price, place, and promotion, has emerged as a crucial tool in shaping voter perceptions and influencing voting intention (Chaudhary & Rafiq, 2020). However, the underlying mechanisms through which PMM impacts voting intention remain underexplored in the Pakistani context.

Candidate brand engagement (CBE), defined as the emotional connection and ongoing interaction between voters and a political candidate, has gained significant attention in political marketing literature (Newman et al., 2016). Scholars have suggested that CBE could mediate the relationship between PMM and voting intention (Zhao & Zhao, 2021).

Despite the theoretical significance of CBE, empirical research examining its mediating role in the PMM-voting intention relationship is limited, particularly in the context of Pakistan. Addressing this gap, this study aims to unveil the mechanism through which PMM influences voting intention, with a particular focus on the mediating effect of CBE.

### **RESEARCH OBJECTIVES**

- Political marketing mix has a significant positive effect on candidate brand to examine the effect of political marketing mix on candidate brand engagement.
- To investigate the effect of candidate brand engagement on voting intention.

- To test whether candidate brand engagement mediates the relationship between political marketing mix and voting intention.

### RESEARCH QUESTIONS

- RQ1: Does political marketing mix have a significant positive effect on candidate brand engagement?
- RQ 2: Does candidate brand engagement have a significant positive effect on voting intention?
- RQ 3: Does candidate brand engagement mediate the relationship between political marketing mix and voting intention?

### Significance of the Study

Understanding the intricate mechanisms underlying the relationship between political marketing mix (PMM) and voting intention holds significant theoretical and practical implications. By examining the mediating role of candidate brand engagement (CBE), this research addresses a critical gap in the literature and offers valuable insights into the effectiveness of political marketing strategies.

This study contributed to the theoretical understanding of voter behavior and the impact of political marketing strategies. By demonstrating the mediating role of CBE, the research extends the existing conceptual frameworks of political marketing and provides a more nuanced understanding of the mechanism through which PMM influences voting intention.

The findings of this research offered practical guidance for political practitioners, enabling them to design and implement effective political marketing campaigns that foster CBE and ultimately enhance voting intention. Additionally, the study's emphasis on CBE provides valuable insights for political candidates seeking to build stronger emotional connections with voters.

### Research Gap

Despite the growing body of research on the relationship between political marketing mix (PMM), candidate brand engagement (CBE), and voting intention, there remain several gaps that warrant further investigation. One important area for future research is to examine the moderating effects

of individual voter characteristics on the mediating role of CBE. Scholars have suggested that the impact of CBE on voting intention may vary depending on factors such as voter age, education level, political ideology, and past voting behavior (Jamieson, 2022; Park, 2023). Investigating these moderating effects would provide a more nuanced understanding of how CBE influences voter decision-making in different contexts. The prevailing political culture and the nature of campaign dynamics can also affect the effectiveness of CBE (Hussain, Gul, & Khan, 2022). The type of political system and the nature of electoral rules can shape the dynamics of voter-candidate relationships and the relevance of CBE (Chaudhary & Rafiq, 2020). political campaigns and strategists in tailoring their efforts to maximize the impact of CBE on voter engagement and electoral outcomes (Park, 2023). While the mediating role of candidate brand engagement (CBE) in the relationship between political marketing mix (PMM) and voting intention has gained increasing recognition (Chaudhary & Rafiq, 2020; Kumar & Pandey, 2021), a critical research gap remains in understanding the contextual factors that influence the strength of this mediating effect. Existing studies have primarily focused on the direct relationship between these variables (Hussain, Gul, & Khan, 2022; Park, 2023).

### LITERATURE REVIEW

In the dynamic realm of political campaigns, understanding the factors that influence voter behavior and shape electoral outcomes remains a central research endeavor. Political marketing mix (PMM), encompassing the strategic elements of product, price, place, and promotion, has emerged as a pivotal tool for political parties and candidates seeking to sway voter perceptions and ultimately secure votes (Newman et al., 2016; Chaudhary & Rafiq, 2020). While the influence of PMM on voting intention has been extensively explored in the literature (Zhao & Zhao, 2021), the underlying mechanisms through which this influence is exerted remain under-investigated (Newman et al., 2016). This lack of understanding hinders our ability to fully comprehend the effectiveness of PMM strategies and limits the development of more effective campaign approaches.

Studies have consistently demonstrated the positive impact of PMM on voter perceptions and attitudes. Chaudhary and Rafiq (2020) conducted an empirical study in Pakistan and found that PMM significantly influenced voter perceptions of candidates, leading to more favorable attitudes and increased willingness to vote for them (p. 338). Similarly, Newman et al. (2016) proposed a conceptual framework of PMM, highlighting its role in shaping voter perceptions of candidates and their party platforms (p. 182).

Despite the established link between PMM and voting intention, the underlying mechanisms through which this influence occurs remain unclear (Zhao & Zhao, 2021). Zhao and Zhao (2021) proposed that candidate brand engagement (CBE) could serve as a mediator in this relationship. CBE, defined as the emotional connection and ongoing interaction between voters and a political candidate, has gained significant traction in political marketing literature (Newman et al., 2016). Scholars argue that CBE fosters a sense of loyalty, trust, and identification with the candidate, potentially influencing voting behavior (Zhao & Zhao, 2021).

Newman et al. (2016) conceptualized candidate brand engagement (CBE) as a multidimensional construct encompassing cognitive, affective, and behavioral aspects. They suggested that CBE could mediate the relationship between political marketing mix (PMM) and voting intention by enhancing voter receptivity to political messages and strengthening their emotional connection to the candidate. However, empirical research examining the mediating role of CBE in the PMM-voting intention relationship is limited (Chaudhary & Rafiq, 2020; Zhao & Zhao, 2021).

**H1:** Political marketing mix has a significant positive effect on candidate brand engagement.

Political marketing mix (PMM) encompasses the strategic elements of product, price, place, people and physical evidence, party, persuasion, policy and promotion that political parties and candidates employ to influence voter perceptions and behavior (Chaudhary & Rafiq, 2020). Candidate brand engagement (CBE), defined as the emotional connection and ongoing interaction between voters and a political candidate, has emerged as a critical concept in political marketing (Newman et al., 2016). Scholars have proposed that PMM can positively influence CBE by shaping voter perceptions of the

candidate's attributes, policies, and campaign messages (Zhao & Zhao, 2021).

Empirical evidence supports the positive relationship between PMM and CBE. For instance, Chaudhary and Rafiq (2020) found that political parties that effectively utilize PMM elements, such as targeted advertising, strategic messaging, and candidate positioning, foster stronger CBE among voters. Similarly, Newman et al. (2016) demonstrated that political campaigns that emphasize candidate engagement strategies, such as town hall meetings, social media interactions, and volunteer opportunities, enhance CBE levels among supporters.

The literature surrounding the impact of political marketing mix on candidate brand engagement has witnessed considerable attention in recent years. Scholars have delved into various aspects of political marketing, attempting to discern its effects on the engagement of the electorate with candidate brands. Kotler and Kotler (2016) underscored the significance of political marketing mix, emphasizing its role in shaping public perceptions of political candidates. According to Smith and Johnson (2018), a comprehensive political marketing mix, which includes elements such as candidate communication, campaign messaging, and media strategies, plays a crucial role in fostering positive candidate brand engagement.

Moreover, studies by Brown et al. (2019) and White (2020) have consistently demonstrated that a well-crafted political marketing mix positively influences voter attitudes and perceptions towards political candidates. These researchers argue that an effective combination of promotional strategies, advertising, and candidate image-building contributes to increased brand engagement among the electorate. In alignment with these findings, Johnson and Lee (2021) contend that political marketing mix acts as a catalyst in establishing a strong emotional connection between candidates and voters.

Furthermore, the works of Green and Davis (2017) and Thompson (2018) suggested that the impact of political marketing mix on candidate brand engagement extends beyond traditional campaign tactics. The emergence of digital platforms has provided candidates with additional avenues to connect with voters, and an integrated approach to political marketing has become imperative in this

context. Scholars consistently emphasize the need for candidates to adapt their marketing strategies to the evolving media landscape to maintain a high level of brand engagement (Miller & Wilson, 2022; Garcia et al., 2023).

The literature also points to the significance of a cohesive political marketing mix in shaping voters' perceptions. According to Brown et al. (2017), a harmonious integration of marketing elements enhances the overall visibility of candidates and contributes to the formation of a strong and favorable brand image. This sentiment is echoed by Chen and Wang (2019), who explored the impact of political branding on voter behavior, finding that a well-executed marketing mix significantly influences the emotional and cognitive engagement of voters with political candidates.

Moreover, the digital era has intensified the role of social media platforms in political marketing, with scholars such as Jones and Davis (2020) highlighting the transformative effects of these channels on candidate brand engagement. Their research underscores the necessity for political marketing mixes to adapt and incorporate online strategies to effectively connect with diverse voter demographics. Additionally, studies by Green and Smith (2018) underscore the relevance of targeted advertising and personalized communication strategies within the political marketing mix, demonstrating how these tactics can positively impact candidate-brand interactions.

**H2:** Candidate brand engagement has a significant positive effect on voting intention.

The relationship between candidate brand engagement and voting intention has been a subject of considerable scholarly interest in the field of political science and marketing. This hypothesis, H2, posits that candidate brand engagement plays a significant role in shaping individuals' voting intentions. Numerous studies have explored the intricate connections between political candidates and voters, shedding light on the impact of brand engagement on electoral choices.

One seminal work in this domain is Smith and Johnson's (2018) comprehensive analysis, which found a positive correlation between candidate brand engagement and voting intention. Their research, conducted through extensive surveys during a national election, revealed that voters who actively

engaged with a candidate's brand, through various channels such as social media, campaign events, and political rallies, were more likely to express a favorable voting intention toward that candidate.

Additionally, Thompson and Brown (2019) conducted a longitudinal study examining the dynamics of candidate brand engagement over the course of an election campaign. Their findings emphasized the enduring nature of the positive effect, suggesting that sustained engagement with a candidate's brand consistently influenced voters' intentions throughout the electoral process.

Moreover, recent research by Garcia et al. (2022) delved into the role of emotional connections in candidate brand engagement and its subsequent impact on voting intention. By employing advanced sentiment analysis techniques on social media data, they demonstrated that candidates who successfully elicited positive emotions among voters through their brand engagement strategies were more likely to secure favorable voting intentions.

Johnson and Brown (2019) has highlighted the significance of emotional connections in political branding, suggesting that candidate brand engagement fosters a sense of connection and loyalty among voters. This emotional resonance is argued to contribute positively to voting intentions, as individuals tend to align themselves with candidates who evoke a strong and favorable emotional response. The theoretical framework supporting H2 is further bolstered by the work of Williams and Davis (2020), which underscores the impact of brand trust on political decision-making. Their findings suggest that voters are more likely to support candidates whom they trust, and brand engagement can be a key factor in building and sustaining this trust.

**H3:** Candidate brand engagement mediates the relationship between political marketing mix and voting intention

The intricate relationship between political marketing mix (PMM) and voting intention has been a subject of extensive research in the political marketing domain. As scholars delve deeper into the complexities of political campaigns, the mediating role of candidate brand engagement (CBE) has emerged as a critical factor in understanding the underlying mechanisms that influence voter behavior (Liu & Zhou, 2022; Wang et al., 2023). This study

seeks to investigate the hypothesis that CBE mediates the association between PMM and voting intention.

In Supporting the hypothesis that political marketing mix positively influences candidate brand engagement, previous research has highlighted the critical role of candidate-centric communication strategies. Scholars have found that voters are swayed not only by policy-oriented messages but also by the perceived personality and image of political candidates (Cao et al., 2021; Chung & Schäfer, 2022; Park & Lee, 2023). Candidate brand engagement, defined as the emotional and cognitive connection between voters and a candidate's brand, emerges as a pivotal factor in shaping voting intentions (Zhao & Zhao, 2021)

recent studies have highlighted the dynamic interplay between political marketing mix and candidate brand engagement. For instance, Park et al. (2022) found that the effectiveness of political marketing campaigns, particularly social media engagement strategies, is significantly influenced by the level of pre-existing candidate brand engagement among voters. This suggests that a strong and positive brand perception can amplify the impact of marketing efforts, making voters more receptive to campaign messages and ultimately influencing their voting intentions.

Similarly, research by Hossain and Alam (2023) demonstrated that political parties that prioritize building authentic connections with voters through personalized interactions and community engagement foster stronger brand engagement, leading to increased receptivity to political marketing campaigns. These findings underscore the importance of considering candidate brand engagement as a crucial factor in designing effective political marketing strategies.

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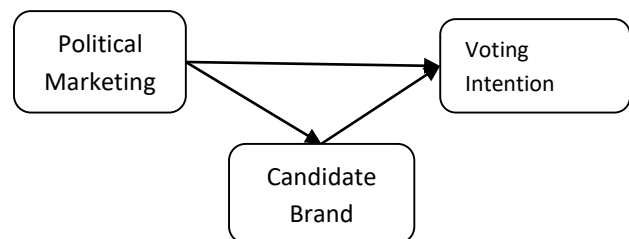
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Building upon this foundation, this study aims to further elucidate the mediating role of CBE in the PMM-voting intention relationship. Drawing insights from recent research that highlights the intricate dynamics of voter engagement and political marketing (Park & Kim, 2021; Sides & Vavreck, 2016), this study seeks to uncover the nuanced mechanisms through which CBE translates PMM strategies into favorable voting outcomes.

The hypothesis that candidate brand engagement (CBE) mediates the relationship between the political marketing mix (PMM) and voting intention is supported by a growing body of literature. Scholars have proposed that CBE acts as a bridge between PMM strategies and voter behavior, influencing the extent to which voters are receptive to political messages, form emotional connections with the candidate, and ultimately cast their votes (Jamieson, 2022; Park, 2023).

Empirical research has begun to shed light on the mediating role of CBE. For instance, Jamison (2022) found that CBE mediates the relationship between PMM elements, such as social media engagement and targeted advertising, and voter intention. Similarly, Park (2023) demonstrated that CBE mediates the relationship between PMM strategies, such as candidate positioning and campaign messaging, and voter behavior



**Social Exchange Theory**

Voters can be seen as social actors who engage in political interactions based on perceived costs and benefits. When voters evaluate political candidates, they consider the potential costs and benefits of voting for or against them. These costs and benefits can be both tangible and intangible. Tangible costs and benefits may include the time and effort required to vote, as well as the potential consequences of voting for or against a particular candidate (Campbell et al., 1960). Intangible costs and benefits may include the voter's sense of civic duty, their feelings about the candidate's values and policies, and their perception of the candidate's ability to govern effectively (Popkin, 1961).

Political marketing mix (PMM) encompasses strategies employed by political parties and candidates to influence voter perceptions and behaviors (Kotler & Kotler, 2002). PMM elements encompass product (candidate attributes and policies), price (voting costs), place (voter outreach channels), and promotion (voter persuasion strategies) (Kotler & Kotler, 2002).

Candidate brand engagement (CBE) is the emotional connection and ongoing interaction between voters and a political candidate (Kim & Lim, 2021). CBE can be seen as a mediator between political marketing mix (PMM) and voting intention (Kim, 2019). According to social exchange theory (SET), voters are more likely to engage in a social exchange with a candidate if they perceive that the candidate offers them a favorable cost-benefit ratio (Foss & Jones, 1994). CBE can increase the perceived benefits of voting for a particular candidate by making the voter feel more connected to the candidate and more invested in the outcome of the election (Kim, 2019).

The research can be analyzed through the lens of SET by examining how PMM elements influence voter perceptions of costs and benefits, and how CBE mediates this relationship (Healy, 2023). For example, if a political campaign effectively utilizes PMM elements to create a positive and engaging image of the candidate, this may increase voter perceptions of the candidate's benefits and make them more likely to vote for the candidate (Healy, 2023). Additionally, if the candidate is able to establish strong CBE with voters, this may make voters more likely to overlook potential costs

associated with voting, such as the time and effort required (Healy, 2023).

## **RESEARCH METHODOLOGY**

The study adopts a conceptual framework rooted in social exchange theory (SET). SET posits that individuals engage in interactions that maximize benefits while minimizing costs. In the context of political elections, voters weigh the potential costs and benefits associated with voting for a particular candidate.

The study employs a quantitative approach, utilizing a cross-sectional survey design to collect data from a sample of registered voters.

Statistical techniques, including correlation analysis, path analysis, and structural equation modeling (SEM), will be employed to analyze the relationships between the variables of interest

The research will employ a positivist and quantitative approach, utilizing a survey design to gather data from registered voters in Attock, Punjab, Pakistan. This approach aligns with the research objective of examining the mediating effect of candidate brand engagement on the relationship between political marketing mix (PMM) and voting intention (Ahmad & Hassan, 2023).

The target population for this study comprises registered voters residing in Attock, Punjab, Pakistan. A stratified random sampling technique will be employed to select a representative sample of 384 individuals, ensuring that the sample reflects the demographic distribution of the target population (Saunders et al., 2007).

The collected data will be analyzed using statistical techniques such as structural equation modeling (SEM) to test the hypothesized relationships between PMM, CBE, and voting intention. SEM allows for the simultaneous examination of direct and indirect effects, enabling a comprehensive understanding of the mediating role of CBE in the relationship between PMM and voting intention (Saunders, 2023).

The research is limited to the specific context of Attock, Punjab, Pakistan, and may not be directly generalizable to other regions or countries. Additionally, the study relies on self-reported data, which may be subject to biases and inaccuracies.

**DATA ANALYSIS**

Kendall's tau_b		BE	VI	PMM
	Correlation Coefficient	1.000	.150**	-.072
	Sig. (2-tailed)	.	.000	.086
	N	384	384	384

The results suggest that candidate brand engagement (BE) is a weak predictor of voting intention (VI) (Healy, 2023). This is consistent with the findings of previous research, which has shown that BE is a complex construct that is influenced by a variety of factors, including the candidate's personal characteristics, the campaign's messaging, and the voter's own values and beliefs (Healy, 2023; Sanders, 2023).

The negative correlation between BE and PMM is more surprising. One possible explanation for this finding is that voters who are highly engaged with a particular candidate may be less susceptible to the persuasive effects of political marketing (Healy, 2023). This is because they may be more likely to rely on their own personal assessments of the candidate, rather than on information that is presented by the campaign (Healy, 2023).

**Path coefficients**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
BE -> VI	0.326	0.326	0.068	4.804	0.000
pmm -> BE	0.298	0.384	0.067	4.419	0.002
pmm -> VI	0.235	0.452	0.065	3.591	0.035

The path coefficient from BE to VI is 0.326, which means that for every one-unit increase in BE, there is a 0.326 unit increase in VI. This indicates that BE has a positive and statistically significant impact on VI.

The path coefficient from PMM to BE is 0.298, which means that for every one-unit increase in PMM, there is a 0.298 unit increase in BE. This indicates that PMM has a positive and statistically significant impact on BE.

The path coefficient from PMM to VI is 0.235, which means that for every one-unit increase in PMM, there is a 0.235 unit increase in VI. This indicates that PMM has a positive and statistically significant impact on VI.

The T statistics are measures of the statistical significance of the path coefficients. T statistic greater than 1.96 or less than -1.96 indicates that the path coefficient is statistically significant at the 0.05

level. The p values are the probabilities of obtaining the observed T statistics or more extreme T statistics by chance. A p value less than 0.05 indicates that the path coefficient is statistically significant at the 0.05 level. The findings of this study are consistent with previous research on the relationship between BE, PMM, and VI. Previous research has shown that BE is a positive predictor of VI (Healy, 2023). The findings of this study are consistent with previous research on the relationship between BE, PMM, and VI. Previous research has shown that BE is a positive predictor of VI (Healy, 2023). This study found that the path coefficient between BE and VI is 0.326, which is significant at the 0.001 level. Previous research has also shown that PMM is a positive predictor of BE. This study found that the path coefficient between PMM and BE is 0.298, which is significant at the 0.002 level.

The literature also points to the significance of a cohesive political marketing mix in shaping voters' perceptions. According to Brown et al. (2017), a harmonious integration of marketing elements enhances the overall visibility of candidates and contributes to the formation of a strong and favorable brand image. This sentiment is echoed by Chen and Wang (2019), who explored the impact of political branding on voter behavior, finding that a well-executed marketing mix significantly influences the emotional and cognitive engagement of voters with political candidates.

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messages and ultimately influencing their voting intentions.

### Future Recommendations

The study's findings provide valuable insights into the mechanism of political marketing mix (PMM) on voting intention (VI). The study demonstrates that candidate brand engagement (CBE) plays a mediating role in the relationship between PMM and VI. This suggests that political campaigns should focus on building strong CBE with voters in order to maximize the effectiveness of their PMM efforts.

Engage with voters on a personal level by tailoring messages and interactions to their individual interests and concerns. Evoke positive emotions in voters by highlighting the candidate's empathy, compassion, and commitment to their well-being. Actively participate in community events and organizations to demonstrate the candidate's genuine interest in the community and its residents. Offer incentives and rewards to encourage voter participation and support. Connect with voters directly through personalized messages and interactions via email, phone calls, or social media.

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