



Political Branding Equity: A Study on Thai Young Voters' Intention on Future Forward Party

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Abstract. Political branding equity is communicating with voters using the cognitive psychological technique which is, creates promise, presents competency of political party and impacts attitude of the voters. Therefore, political branding equity is a strategy increase opportunity to achieve in elections. The research applied the cross-sectional study to examine (1) the relationships between political brand equity, other brands, and voter intention, (2) the relationships between political brand equity, other brands, and attitude, and (3) the impact of attitude on the relationships between political brand equity, other brands, and voter intention. The results indicated that there were direct and significant correlations between political brand equity, other brands, and voter intention, including attitude. Additionally, there were indirect and significant correlations mediated by attitude on the relationships between political brand equity, other brands, and voter intention, as observed in the case study of a new political party.

Keywords: Political Branding · Political Marketing · Branding · Voting Intention

1 Introduction

In 2014, Thailand faced a political crisis known as the end of color shirt crisis, which affected both the country and its political landscape. On May 22, 2014, the National Council for Peace and Order (NCPO) was established with the aim of administering the country and fostering harmony in Thailand [1]. Over the course of five years, the leader of the NCPO issued an announcement scheduling the general election for March 24, 2019. A total of 81 political parties registered to participate in the 2019 general election [2]. Among these parties, there were 35 existing parties and 46 newly formed ones [3], including the Future Forward Party.

On March 15, 2018 Mr. Thanathorn Juangroongruangkit was established the FFP. FFP is a new political party with youth leader and candidates. The political party is prominently represented by the color orange and features an upside-down pyramid in its logo [4]. A principal concern of FFP is creating awareness of the party brand image

via social media and purpose to active political participate of the young generation. The political model was established to capture mind of the young generation and using democracy ideology as prominence of the political party [5]. On May 09, 2019 is the date of the 2019 general election official result announced. In the 2019 general election, the Future Forward Party (FFP) received approximately 6.2 million popular votes. [3].

The impact of a political party being perceived as a brand on voter intention has raised questions, particularly in relation to the tendency for fewer new political parties to succeed in elections. According to statement of Torres-Spelliscy [6], political branding has leverage on attitude of the voters and intertwined between political party and voters. Along the same line, Areepermporn [7] believed that design of political branding reflects image and ideology of a political party.

On the other hand, the attitude of young generation is available to the entire political parties and candidates [8]. Supported by the findings of Kannika [9], the young generation in the age between 20 years and 40 years are preferred on FFP. Thus, focusing on the young generation is a simple technique of a new political party to competition in the election.

2 Literature Review

2.1 Young Generation in Thailand

The Office of Public Health in Thailand [10] and the Songkhla Provincial Statistical Office [11] were distinguished between childhood and adulthood being at the age of 15 years. In the political, Suvaddho and Aninjito [8] defined the young generation as a group of people believed in liberalism, socialism thinking, good attitude to others and create the trend or popular to a political party by political criticism via various social media platforms [12].

The young generation in the political marketing defines as a massive political stronghold of political marketing [8]. Hasuwannakit [13] and Suvaddho and Aninjito [8] explain that young generation increase 600,000 to 700,000 people per year. In the period of every 10 years, young generation would increase and become new voter up to 6 to 7 million voters. But, the middle-aged and senior voters would slowly decrease. On the other hand, Thanon [14] argues that the young generation was determined as Niche market. The Niche market is a segment of market or the concentrated market [15]. Thanon [14] explains that the main purpose or the political party model such as ideology, policies, identification were established focus on the young generation.

There are several research that examined on the relationship between young generation and democracy. Thianthai [39] and Rathachatranon and Lampai [12] and Vongprasert et al. A comprehensive study [40] delved into the opinions of the younger generation regarding democracy. The collective findings of the research revealed that the young generation strongly believed that elections play a crucial role in democracy. Secondly, the young generation realizes on the important of participate in the role of politic such as register to vote in the election, participate in a political protest and support democracy ideology. Thirdly, the young generation is strongly satisfied and had been political criticism via social media platforms. And, the young generation believed and felt that democratic regime is equality, the rights and liberty of citizens.

2.2 Political Branding

Political product is a governing service [16], political party is a brand and candidate are the service [17] and leader and candidate image as the public image of the political brand [18]. Political brand creates promise, giving incentive to vote and present competency in solving the issues of political party [19][20]. Also, political brand promotes the information of ideology, policies, political party and other information [21] attract and persuade the voter as a consumer [22] to purchase the political product.

Political brand is established by associate of the leader, logo and quality of political party [19]. But, the main structure to create a political brand is candidates, policies and service and other political brand components [23]. Besides these, the model of political party or political branding is the information of political party, candidates communicate with voters by using political party name and ideology of a political party [41]. Thus, political branding can define as a type of brand, purposes to present a political party to the voters. Whereas, the essential structure of a political branding is a leader and candidates of the political party, policies, ideology and other structures that relate to the political party.

2.3 Political Brand Equity and Components Relates to Voter Intention

Political brand equity is an association of property and reliability in a political brand. Confirmed the statement above by Marleni and Isnurhadi [42], increasing or decreasing qualification and trustworthy in the political brand equity depends on provided political product or governing service of a political brand to the voters. The strength of political brand equity impact on changes in the perception, reduce the negative reputation of the political brand [24] and increase positive view of political brand in the voter's attitude [25], enhances voting decision of voters [26] and voting intention [24, 27]. A voter received the positive performances of a political party transferred by political brand equity [28]. But, the voter received the characteristic of candidates and the image of political party presented by party brand image.

Party brand image is a set pertaining to political party, there is political party and political party characteristic correlated with cognitive and impacts perspective [26] control by personal image of leader and candidates [29]. The image of political party is a great determinant to estimate vote choice [30], predict and impacts voting intention [41]. And, the voters would aware of political party and candidate image spread by party brand awareness.

Party brand awareness is the spread of awareness [31] pertaining to information of political party, candidates via media and communicate to the voters. Party brand awareness impacts voter perception, vote decision, voting intention [26] enhances realize and spread political party information as well as, transfer the performances of a political brand to the voters [26]. The performances, background and other information of a political party were revealed by party brand quality. Meanwhile, party brand quality is defined as the whole expected quality of a political party in the perspective of voter and the voter estimates qualification via party brand quality [26]. The qualification, credible, competence and service of the party impact on vote decision [32], voting intention [33], the memory of voter [28] and estimate the positive or negative attitude of the voters

[31]. Schofield and Reeves [34] provided, the loyalty is a component enhance perceived performances of political party to the voters.

Party brand loyalty is the conceptual of repeat vote for a same political party, recommend and persuade others to vote for the favorite political party [35, 34]. The loyalty of a political brand impacts vote decision [43] and voting intention [36, 34]. An important strategy to increase the behavior loyalty of voters is applying party brand leadership [44]. Finally, party brand leadership is the prominence of a political party that create uniqueness to the political brand [45]. The vision, trend and populist of a political party in the party brand leadership were found a positive related to the voting intention [46, 47].

2.4 Brand Attitude in Politic

Brand attitude, as stated in reference [48], refers to consumers’ evaluation or assessment of a brand. In the context of politics, attitude represents the overall assessment made by voters regarding a political brand. It serves as a significant factor that can either mediate or moderate the relationships between political brand, general brand perception, satisfaction, and other determining factors, ultimately influencing behavioral intentions such as purchase intention or voting intention. [49–56]. The research was applied TRA and TPB theories to study pertaining to voting intention.

3 Methodology

A cross-sectional study and survey questionnaire were undertaken to explore the potential relationship between the political brand equity, components, attitude and voter intention. The collected data of the research were analyzed by regression, conditional process mediation analysis techniques of the SPSS. In the final stage of sampling technique is selected on the 84,648 of young generation [11] and calculated by Slovin’s formula. Thus, the 400 questionnaires were distributed in the Hat Yai district. The 368 is number of valid data in the research, analyzed as the conceptual framework and research hypothesis Fig. 1.

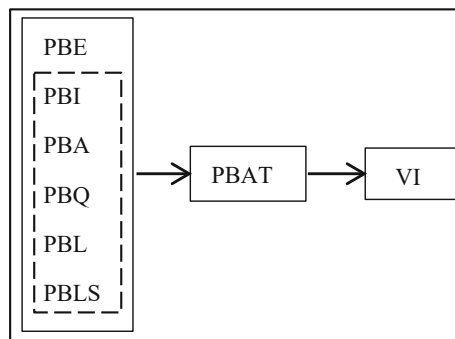


Fig. 1. Conceptual framework

H1: Political brand equity has a significant correlated with voter intention.

H1a-H1e: the significant relationship between political brand image, awareness, quality, loyalty and leadership and voter intention.

H2: Political brand equity has a significant related to party brand attitude.

H2a-H2e: the significant correspondence between party brand image, awareness, quality, loyalty leadership and party brand attitude.

H3: Party brand attitude has a significant correspondence with voter intention.

H4: The significant affiliate between political brand equity and voter intention by mediated of party brand attitude.

H4a-H4e: the significant effect of party brand attitude on the relationship of party brand image, awareness, quality, loyalty and leadership mediated by party brand attitude.

4 Findings

(H1): There exists a significant direct correlation between political brand equity and voter intention, with a coefficient (β) of 0.128, a t-value of 2.388, and a p-value of less than 0.05. Hypotheses H1a to H1e state that party brand image, awareness, quality, loyalty, and leadership are also significantly correlated with voter intention.

(H2): There is a significant direct correlation between political brand equity and party brand attitude, with a coefficient (β) of 0.166, a t-value of 2.980, and a p-value of less than 0.05. Hypotheses H2a to H2e suggest that party brand image, awareness, quality, loyalty, and leadership are also significantly correlated with party brand attitude.

(H3): A direct significant relationship exists between party brand attitude and voter intention, with a coefficient (β) of 0.823, a t-value of 27.689, and a p-value of less than 0.05.

(H4): There is an indirect significant effect of political brand equity on voter intention through party brand attitude. This effect is demonstrated by several paths: PBE \rightarrow PBATa ($\beta = 0.6639$, standard error = 0.0465, $p < 0.05$), PBE \rightarrow VIc' ($\beta = 0.1935$, standard error = 0.0406, $p < 0.05$), and PBAT \rightarrow VIb ($\beta = 0.7312$, standard error = 0.0366, $p < 0.05$). Hypotheses H4a to H4e propose that party brand attitude mediates the relationships between party brand image, awareness, quality, loyalty, leadership, and voter intention.

5 Discussion

Political branding equity and components are the strategy impact on voting intention in the scope of young generation. Consistent with several findings provided, political brand and political brand equity effect on decision-making, voting intention and vote behavior of the voters [41, 26, 24, 27]. The factors of party brand image, quality, loyalty, and leadership have a significant impact on voting intention [41, 26, 46, 37, 36, 47, 34, 30] and party brand awareness is a determinant enhance feel certain of the voters [26].

The research revealed that political brand equity is the concept of property and reliability of a political brand. The political brand equity and its components exert influence on the attitude of the young generation. Additionally, there is a correlation between party brand image and the satisfaction of voters. [38], party brand quality and party

brand loyalty related to attitude of the voters. Whereas, party brand awareness is reduce confusion in the attitude of voters. Furthermore, party brand leadership plays a crucial role in enhancing the clarity of a political party's ideology or position in the minds of voters [37]. Ultimately, the existing correlations between party brand equity, its components, and voting intention are mediated by party brand attitude. These findings shed light on how the development of political branding, party brand equity, and its components influence the formation of favorable or unfavorable attitudes, ultimately impacting voting intention.

6 Conclusion

Political branding is a strategy of the political party to competition in election. Whereas, the generation of voters and historical of politic in other countries are the important determinant that effect on the research findings. This research has shown the using of political branding technique in the political marketing of a new political party that purpose to capture attitude of the young generation in Thailand.

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