

# RELATIONSHIP OF POLITICAL MARKETING TECHNIQUES AND VOTER'S SKEPTICISM IN LAHORE, PAKISTAN

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**ABSTRACT:** The aim of the current research is to examine the relationship between political marketing (personal attributes of the candidate, candidate's credibility and communication means of the candidate) and voter's skepticism in Lahore, Pakistan. The current study portrays a broader aspect of this concept of political marketing and its importance in modern era of democratic resurrection and information revolution. The primary data was collected by simple random sampling from a sample of 400 respondents through self administered questionnaires and the effective response rate was 85% which is highly acceptable. Further, for the purpose of data analysis, correlation and regression analysis were applied by using Statistical Package for Social Sciences (SPSS16.0). The findings and interpretations revealed a significant positive relationship between personal attributes, credibility of the candidate and voter's skeptic behavior. On the other hand, communication means of the political candidate has no significant relation with voter's skepticism. The results also indicated that out of the three selected techniques of political marketing, candidate's credibility has a greater impact on skeptic behavior of the voters. The current study is considered to be policy oriented as it would give an insight to various political campaigns to determine the factors that could influence more the decisions of the voters. Only Lahore city is selected for data collection.

**Keywords:** Democratic system, political marketing, voter's skepticism, personal attributes of the candidate, credibility of the candidate.

## 1-INTRODUCTION

There is a system exists in many countries in which people elect the political candidate of their own choice termed as democracy. It can also be defined as a government by the people through the people. This democratic system was firstly introduced by Greeks but was not supported positively and remains there for a short span of time. Later on, this was again adopted in eighteenth century to the present day. A democratic system protects the freedom of opinion by the people and also provides a true and fair system as governed by that candidate or party chosen by people. In modern age, this type of system plays a vital role in politics as it is a powerful tool to prevent government from those who just use this authority for their own sake not for their people. As it is not possible for all the people to give their opinion directly due to high population so for this purpose, election campaigning is the best practice as it considers all the votes of its voters. In these elections, the political party presents its representative and people above 18 years of age used their rights of voting through polling stations. The representatives prove themselves through different marketing campaigns that they are the best suitable for this authority and if that particular party gets the majority of voters support through a high number of votes in legislature, they form their government and if they do not work properly during their tenure then they could be changed in the next elections. So in this way the elected political party or representative has a moral check on their performance.

Elections are the best key to satisfy in voters perspectives; a researcher Downs [11] was the person who analyzed this election campaigning for the first time and according to him, voters select those candidates whom they assumed that they would fulfill their needs as their representative. Further, another model was formulated to demonstrate voter decision making which referred to as a "simple candidate preference model" [1]. In this model, the attitude regarding candidates' electability has no impact on voter's preferences for a

particular candidate. In order to be chosen by the voters, the candidate must possess a positive behavior and also voters select those whom they presumed to be eligible either by their attitude or personality. In literature, another model for the voters' decision making is found presented by the "Bandwagon Model" that support the above theory. According to this model, people are more motivated and find it interesting to support a dominating party as compared to one whom likely to have a chance to be a loser [13]. Further, a third model was presented which termed as "Expected Utility Model". In accordance to the model, "primary voters consider electability along with their evaluations of the candidates in making a selection decision. The assumption underlying this model is that major voters are rational player who try to exploit their expected utility" [9]. This model presents the assessment criteria and also their perceptions about the candidate if the candidates were elected to the administration.

A battle of parties, issues, and moral values incites arguments among the general public voters over which candidates should be supported in the election. Past studies witnessed a significant difference between general elections and presidential election campaigning. The latter consists of a series of voting contests so in this way media plays an important role to manipulate the voter's decisions while in general or primary elections voters vote only once [10]. Political related literature suggested that candidates are elected not only on their positions on the basis of economy, civil right, and Internal relations, but also on many other factors such likeability, physical attributes, religions, career backgrounds and many others which were not clearly determined the existent relevant literature. For the current research, three political marketing techniques (personal attributes, candidate's creditability and communication means of the candidate) are chosen as independent variables and voter's skepticism as dependant variable. Numerous prior studies found to explore various marketing techniques that

are used in various elections campaigns but there is a gap identified by the researcher to analyze the relationship between the criterion components of the political candidate and skeptic behavior of the voter so this research is significant and unique. The current study would open new avenues for further research deeply regarding different political marketing campaigns that would bring a positive change in the voter's skeptic behavior.

## **2-Literature Review**

### **2.1 Voter's Skepticism**

A voter is a person who has a right to vote in elections through a well defined registration process governed by the parliament or legislative body of a country. The term skepticism in this context of study entails a doubt of a voter with respect to his voting decision. His beliefs and decisions are depending on marketing policies which are used by the political candidates. They are one who sometimes ignore or repress or intend to obfuscate the factual evidences of the parliament.

According to Kotler and Levy [24] elections is the main interest of the marketers because it is the time when marketers grasp the full attention of others for making the profits. Various academicians in their researches who are related with the field of political sciences found in their researches that political candidates and political marketing organize political campaigns. In simple words, it can be said that political candidates and marketers are the two key elements of campaigning in order to reach other objectives [43, 46].

In 2002, Armstrong and other colleagues [37] identified a similarity between the commercial marketing campaigning and political marketing campaigns. According to this research, the sole purpose of commercial marketing is to popularize their products whether ideas or services in order to get multipurpose consequences and political marketing is conducted to promote the electoral candidate who made promises to the public and also the all political memos responsible in prompting the candidate. In marketing, the concept of 'brand loyalty' is very much popular. Past researches witnessed that numerous authors have conceived and applied this notion of brand in politics. In their words, brand is the recognition and assurance of its identity for a consumer as in the case with politics. Brand loyalty is conjured up with the brand of products as in politics, if the voters when stick to one political candidate or party, it is considered to be its brand loyal [16, 40]. But, there is a point to ponder in this regard that mostly it is observed that loyalty to the product brand is not as popular as loyalty to the political party or the representative of the candidate but sometimes it happens opposite to the situation [38].

Needham in 2006 [29] discovered many benefits of branding in politics. He identified that firstly, the technique of brand management in politics was adopted by Americans in 2005 in the course of elections. Both the parties used their best techniques to reproduce a mass of supporters. In those days, visual appearance of the political candidate on the televisions and media was the only tool to promote the political campaigning but one of them considered a candidate as brand and put forward their brand theories in political background. And as an ultimate consequence, they won with a significant

difference of votes. On the other hand, another study [12] was found in literature in which the researcher argued that political advertisement and advertisement belonging to commercial products are the two constructs can be used interchangeably. In accordance to this research, this type of political campaigning does not affect the affiliation and emotions attached with the particular person or candidate and who is brand loyal.

#### **2.1.1 Perceptions of the Voters**

This head arises many queries for the people indulged in the political marketing due to the fact that the notion of fit participant and a participant which is considered as ideal becomes very tough to evaluate. Another researcher Lakoff in 1990 [44] is of the view that general public could exemplify the appearance of their partner and home, although reality is always different. Hence the people involved in the process of political marketing must aim to inquire about the ideal in a constantly altering body of voters.

Many researchers and academicians carried out a research [5, 46] which measured norms including the self efficacy, sociability, physical appearance, conduct, personality and similarity of the background. Among all these factors the most important factors are conduct and similarity of background among the people and the participants. Another very latest research made a distinction of the participants on the basis of gender male and gender female. The features involved in this particular research are physical appearance, capabilities which are valued and at last the feelings which are valued across various prototypes [46].

The picture and image of a particular participant is very significant in affecting the priorities of the people voting and their conduct as well. The affect may be negative or rather positive, and the factor which is crucial is to make an effort to employ this thing for the benefit of the system that is a democratic one. This is also to motivate the voters to become less disappointed during the election procedure. The groups which are participants and figures of marketing consider the illustration distinct from the voters. Various methods of communication such as media and networking websites are used to develop a very perfect image of the participant. They are continuously focusing on the view points of the people in order to be congruent with the image that is required. The people most of the time build an image of the participant which is never constant and not easy to alter [25].

#### **2.2 Political marketing**

In order to ensure the provision of basis of present study, the past studies relating to the concept of political marketing, presidential candidate related to politics, conduct relating to elections, and the behaviors of individuals related to the process of voting are discussed by focusing the people's evaluation of the candidates which are participating in the elections. The political marketing is exhibiting tremendous growth in the subject marketing, in the form of industry of dollars or the discipline in education [19, 40, and 44].

The literature revealed the information regarding the development and evaluation of the decisions of the individuals coupled with the values which become the basis of the objects of the politics including the participants, groupings plus matters. The process of making the decisions is changed by individuals' relatedness of various benchmarks

of evaluation. Various researches also revealed experience with participants, forums of politics and lastly the various endorsements affect the judgments of the people who are voting [8,26,30,31].

In political science, the terminology of political marketing is not new yet. Generally it is an amalgamation of two separate worlds; marketing and politics also can be expressed as politics in assistance with marketing tools and techniques. Basically political marketing includes political practices aligned with the usage of marketing techniques. In other words, the political gaps are filled by the diffusion of marketing techniques applied. Nowadays, this concept is widely using in democratic system of politics especially within developing countries like Pakistan to produce more and more votes out of the general public which is mandatory element in order to achieve targets of politics by the electorate. These political marketing techniques mainly comprises of tools like celebrity –public support, online polling, messaging campaigning, persuasive political advertisements consisting of slogans, speeches of political parties etc. their main purpose is to target the youngsters because they could be easily influenced in terms of their ideas and opinions. This obnoxious usage of these false techniques has transfigured the political patterns to a greater extent. This happens mainly due to globalization, high tech- environment, high inter and intra- competition and most of the important; media has played a vital role to modernize the style of democracy round the globe. But it is strongly argued that this campaigning may lead to satisfaction of wants and needs of the potential customers [18].

For the purpose of current research, three main techniques were chosen with the help of vast descriptive literature regarding the political marketing which are defined as follows;

### **2.2.1 Personal Attributes of the Political Product (Candidate)**

It consists of each and every demographics and feature of a person which differentiates the article with respect to other products in the market in the premises of the political environment and in between the competitors as well. Demographics consists of the power of the character of the participant, physical looks of the participant, capability of managing the communication, capability to affect and convince together with the patience of the participant and qualifications related to science and education. Additionally, another researcher [32] related this concept to the demographics that are personal e.g. attractiveness coupled with charm. They argued and threw light on the effect of look of the participant because it casts a positive or negative impact on the results of the elections. Specifically the attraction of the participants affects the success of the elections as the people tend to prioritize the participants on the basis of appearances and attractions. The same idea was presented by various other researches [13 and 33].

Basically, a firm related to politics always work out to create a good picture of his participant to whom they are supporting, and make effort to pass it in the thinking of the people. The outcomes and the success of the election is positively related to the good picture of the participant and the party. As

evident from the literature [46, 23] that good picture can be developed by:

- Creation of picture of the participant in the group.
- Creation of picture of the participant in the general people.

It is related to the creation of the picture of a particular model of the politics. Alternatively, it includes all the efforts to let the participant get support by general; the voters [3]. Some researchers argued that this element plays a very important role in the management of operations. In the market of the elections, the advisors of the participants provide many advices to the participant, carry out his promotions, collection of money, advertisement, carry out relations related to public, coupled with the studies that alter the basic work of these advisors and as an ultimatum it aids in enhancing the picture of the participant. This very technique is related to the various characteristics of the look of the participant among the people. The participants should be encouraged to participate in meetings together with general workshops and get together in order to make sure two way communication with the voters and the people. This technique says that the participants should indulge in every activity within a particular time frame. Hence all these factors will enhance the image of the participant and thus greater chances of winning the elections respectively [3, 28].

### **2.2.2 Candidate's Credibility**

Literature [27, 29] showed that a participant's features and credit worthiness is a very critical matter in predicting the conduct of the people who are casting a vote. A participant's credibility is totality of the perspectives of people regarding the credit worthiness, reputé and being trusted. The people give different responses to every participant. Past studies also threw light on the fact that the participant's belief and likelihood cast a positive impact on the perspectives and thinking of the people who are casting a vote.

### **2.2.3 Communication Means to the Public Voters**

A very significant factor in the elections is the communication of the candidate's ideas and perceptions to the general public. This factor affects the elections a lot. If the participants are involved in the headlines, there are chances of more votes as compared to the competitors. It is also suggested and asserted that being in the headlines on T.V has more effect as compared to the advertisement in the newspapers [34]. Additionally, the seminars in the general people helped in motivating the general public to come up with their ideas on the related matters of politics and affecting the political figures to provide the accountability and clarification of many activities. In the same regard, such seminars play a vital responsibility in order to ensure that the participants might communicate with the people. The significance of the communication with the general public is further illustrated by Johnston [41] and he argued that Clifton gained success in the elections due to the fact that he provided the public according to their wishes, communicated in the correct manner and resonated correctly with target voters. Specifically, the television network plays a very vital role in the election results especially in the very last 15 days.

There are many troubles associated with this technique which includes full coverage of every place by the participants,

specifically in elections which are of presidential nature in big countries e.g USA, etc. The particular covering is feasible on home plus elections that are of parliamentary nature because of restricted places under one participant. For instance in the USA it was aimed to resolve the trouble by utilizing train across various routes for facing the rally in the very important and sensitive cities of the country or the state. In year 1984, this technique was altered and Carey Hart utilized the airplanes in place of railways in order to cope by navigation of the airplanes, by a chain of airports, arranging the meetings with television having time duration of half an hour.

Today, due to the technological advancements and new modern communication methods, the participants could conduct sessions on media across the whole country. Most of these sessions and talk shows are telecasted live. Many websites for example twitter, you tube, my space and the

### Political Marketing

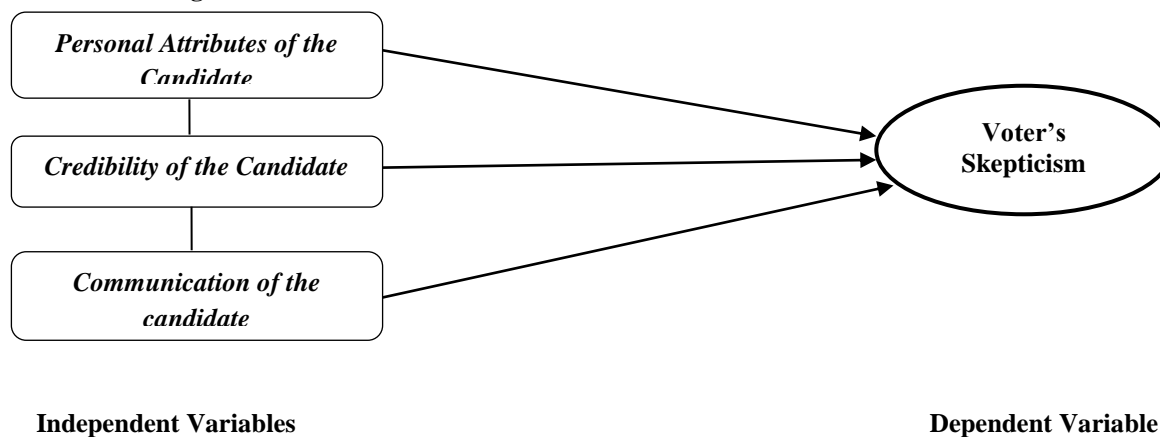


Figure: 1

### Research Model

#### Research Hypotheses

**H<sub>1</sub>** : There is a significant relationship between personal attributes of the candidate and voter's skepticism.

**H<sub>2</sub>** : There is a significant relationship between credibility of the candidate and voter's skeptic behavior.

**H<sub>3</sub>** : There is a significant relationship between communication of candidate with public and voter's skepticism.

**H<sub>4</sub>** : There is a significant effect of personal attributes of the candidate on voter's skepticism.

**H<sub>5</sub>** : There is a significant effect of credibility of the candidate on voter's skepticism.

**H<sub>6</sub>** : There is a significant effect of contact and communication of candidate on voter's skepticism.

#### 3-Research Methodology

The main rationale of this study is to identify the relationship between political marketing campaign (personal attributes of the candidate, candidate's credibility and communication means of the candidate) and voter's skepticism and also to analyze the core issues responsible for this voter's behavior. This chapter focuses on the methods that are adopted while going through collection and analysis of data from the

most famous and widely used face book help in this regard. Further researchers [7, 35] witnessed that the above mentioned ways have played a vital role in the success of political marketing as well as election marketing. Various past studies have presented the advantages of using the networking sites like face book are seen and evident in elections of 2008 in USA. These websites provided people with a platform to exchange their ideas and thinking, promote a particular participant coupled with interacting on various matters related to politics.

### Theoretical Framework

The theoretical framework shows that political marketing techniques (personal attributes of the candidate, communication and credibility of the candidate) are independent variables while Voter's skepticism is dependant variable which is the main interest of the study.

selected individuals. This section includes sample, sample size, sampling techniques and type of investigation etc.

#### 3.1Type of Investigation

As the main aim to study the relation between two constructs voter's skepticism as a dependant variable and political marketing techniques (personal attributes of the candidate, candidate's credibility and communication means of the candidate) as independent variables so it is co-relational study .This relation is identified by hypotheses testing. The researcher did not interfere in the normal flow of activities of the respondents during administering questionnaires so the intensity of the interference at researcher's side is minimal.

#### 3.2 Unit of Analysis

The main purpose of the current research is to investigate that how these marketing tools and techniques with reference to politics are affecting the candidate's behavior while using their rights to vote against different political entities. As the main interest of the study is concerned with the responsive behavior of a candidate who can participate in the polling so the unit of the current research is single individual and their response is treated as a single data source.

### 3.3 Population, Sample and Sampling Technique

The current study targets the educated registered voters of Pakistan. The main focus of the research is the youngsters as they are the assets of a country. If they want, they can bring revolution in country. But at the same time, it is observed in present day world that these type of persuasive marketing techniques including persuasive online polling opinions, mass communication through messaging, face book and other tools are easily affecting the mandate of the youth population. There is 21.6% (male 21,560,699/female 20,223,691) population between 15-25 age group and 35.1% including 35,272,193 male and female = 32,587,417 in the range 25-54 according to Demographic Profile of Pakistan 2013. As there are a number of registered voters in Pakistan so it is difficult to gather data from all the voters. So for the purpose of data collection, a sample of 500 candidates was selected through random sampling technique from Lahore.

### 3.4 Survey Method

The survey technique is more suitable for this type of research so a questionnaire was developed for data collection. Many difficulties were experienced by researcher while administering questionnaires like non serious attitude of people especially from youth; sometimes they did not have spare time to fill in while some people feel hesitation in provision of factual data. But these all problems were resolute by describing them the main purpose of the research.

### 3.5 Data Collection Method

As the current research is primary in nature so that is why an instrument was used to extract out the responses of the respondents. All the dependent and independent variables are included in the questionnaire and the purpose for which this type of research was used that it is more convenient and familiar as it can easily take out the desired results.

### 3.6 Instrument Development

The self structured questionnaire covers all the variables of the study; Marketing politics as an independent variable on the other hand voter's skepticism as dependant variable. The instrument regarding three independent variables are taken from the study by Mahmood and other researchers [4] and the items regarding voters skepticism are taken from the research by Toney [46]. This instrument was developed at five point Likert scale comprising of values ranging from 1= Strongly Disagree to 5= Strongly Agree. The questionnaire also contains some personal profile the respondents of regarding age, gender, marital status and qualification etc. SPSS 16.0 was used for analysis of data. Frequencies, descriptive statistics, correlation and regression analysis were applied for obtaining results.

### 3.7 Response Rate

A total of 400 questionnaires were administered personally and also through mails. Out of these, 342 complete questionnaires were returned while 43 were incomplete and partially filled and 15 were returned unfilled so they were considered disqualified. The effective overall response rate was 85%.

### 3.8 Reliability Statistics

To test the reliability and validity of the instrument, a pilot study of 30 questionnaires was conducted through self administered questionnaires. After analysis, the Cronbach's Alpha value obtained was 80% which is highly reliable value in social sciences. For further data analysis, a total of 400 questionnaires were distributed among different candidates after pilot study and the overall reliability value found to be 83%.

## 4-Analysis and Interpretations

### 4.1 Demographics

**Table: 1: Demographics of the Respondents**

| Variables      |                 | F   | %    |
|----------------|-----------------|-----|------|
| Gender         | Male            | 168 | 49.1 |
|                | Female          | 173 | 50.6 |
| Marital Status | Married         | 65  | 19.0 |
|                | Unmarried       | 276 | 80.7 |
| Age            | 18 to 28        | 280 | 81.9 |
|                | 29 to 39        | 60  | 17.5 |
|                | Above 50        | 02  | 06   |
| Qualification  | Below bachelors | 03  | 0.9  |
|                | Bachelors       | 185 | 54.1 |
|                | Masters         | 145 | 42.4 |
|                | M.Phill         | 06  | 1.8  |
|                | PhD             | 03  | 0.9  |

**Table: 2: Correlation Analysis Results**

|                                       |  | Personal attributes | Credibility of The Candidate | Communication of the candidate |
|---------------------------------------|--|---------------------|------------------------------|--------------------------------|
| <b>Personal attributes</b>            | Pearson Correlation<br>Sig. (2-tailed) | 1                   |                              | .                              |
| <b>Credibility of The Candidate</b>   | Pearson Correlation<br>Sig. (2-tailed) | .776**<br>.000      | 1                            |                                |
| <b>Communication of the candidate</b> | Pearson Correlation<br>Sig. (2-tailed) | .514**<br>.000      | .362**<br>.000               | 1                              |
| <b>Voters Skepticism</b>              | Pearson Correlation<br>Sig. (2-tailed) | .367**<br>.000      | .496**<br>.000               | -.286<br>.000                  |

\*\* Correlation is significant at the 0.01 level (2-tailed).

The above table 2 delineates the relationship between personal attributes and voters skepticism is valued at .367\*\* significant at 0.01 level of significance which means that hypothesis 1 is accepted that depicts that there is a significant relationship between the two constructs. The above table is also showing that the Pearson correlation coefficient between candidate's credibility and voter's skeptic behavior is .496\*\* significant at 0.01 level while there is no significant

relationship found between communication by the candidate and voter's attitude. So in this way hypothesis 2 is accepted with respect to above results while hypothesis 3 is failed to accept in accordance to the correlation results.

#### 4.3 Regression Analysis

Regression analysis is conducted to find out the magnitude of impact of the independent variables. This regression is also applied to test further hypothesis of the study

**Table: 3: Regression Analysis Results**

| Path   | Adjusted R <sup>2</sup> | F Value | Beta value $\beta$ | Sig. Value P |
|--|-------------------------|---------|--------------------|--------------|
| Personal Attributes of the candidate--> Voter's Skepticism     | 0.132                   | 52.930  | 0.234              | 0.000        |
| Candidate's Credibility of the Candidate--> Voter's Skepticism | 0.244                   | 111.230 | 0.423              | 0.000        |

- a) Independent variables: Personal Attributes, Candidates Credibility  
b) Dependent variable: Employee performance

The above table is showing the regression results of dependent variable (voter's skepticism) and independent variables (personal attributes, candidate's credibility and communication of the candidate) which is showing the effects of independent variables on the dependant variable.

#### Hypothesis 1

There is a significant relationship between personal attributes of the candidate and voter's skepticism.

As it is shown in table 2 that the Pearson correlation coefficient between personal attributes of the candidates and voter's skeptic behavior is found to be valued at  $r(342)$ ,  $0.01=0.367$  and the direction of this relation is positive which means that there is a highly significant positive relationship between the two constructs. So this relationship shows that hypothesis 1 is accepted.

#### Hypothesis 2

There is a significant relationship between credibility of the candidate and voter's skeptic behavior.

As it is evident from correlation matrix (Table 2), the coefficient value ( $r$ ) between candidate's credibility and voter's skepticism is 0.496 which is depicting a highly significant positive relationship between both variables. This hypothesis is accepted on the basis of above results.

#### Hypothesis 3

There is a significant relationship between contact and communication of candidate with public and voter's skepticism.

The Pearson correlation coefficient between communication means of the candidate and skeptic behavior of the voter is found to be very low i.e;  $r(342) < 0.01 = 0.287$ . This value shows that there is no significant relationship found between the voter's attitude and communication means of the candidate so hypothesis 3 is failed to accept.

#### Hypothesis 4

There is a significant effect of personal attributes of the candidate on voter's skepticism.

The regression results (Table 3) show that there is 13% effect of personal attributes of the candidate on voter's skepticism significant at 0.01 level. The F-value which is 52.930 depicts that this regression model is fit for this variable. The above table is also showing another Beta value which shows the change of voter's skeptic behavior (0.234) with respect to one unit change in personal attributes of the candidate. So this hypothesis regarding effect of personal attributes of the candidate on voter's skeptic behavior is accepted that is there is a significant effect personal attributes of the candidate on voter's skepticism.

#### Hypothesis 5

There is a significant effect of credibility of the candidate on voter's skepticism.

The above table 3 is showing the value i.e; 24% by which voter's decision is affected by credibility of the candidate. As the F-value is 111.230 which is greater than 5 means that model is fit. The Beta value shows that one unit increase in

candidate's credibility would increase 0.423 units of voter's skepticism significant at 0.01 level and the above hypothesis is accepted.

#### Hypothesis 6

There is a significant effect of communication of candidate on voter's skepticism

As there is no significant relationship found between communication of the candidate and voter's skepticism and also the significance value of the regression results is found to be greater than 0.05 so this hypothesis is failed to accept

### SUMMARY OF HYPOTHESES TESTING

|                | Hypothesis Description   | Outcomes         |
|----------------|--|------------------|
| H <sub>1</sub> | There is a significant relationship between personal attributes of the candidate and voter's skepticism.               | Accepted         |
| H <sub>2</sub> | There is a significant relationship between credibility of the candidate and voter's skeptic behavior.                 | Accepted         |
| H <sub>3</sub> | There is a significant relationship between contact and communication of candidate with public and voter's skepticism. | Failed to Accept |
| H <sub>4</sub> | There is a significant effect of personal attributes of the candidate on voter's skepticism.                           | Accepted         |
| H <sub>5</sub> | There is a significant effect of credibility of the candidate on voter's skepticism.                                   | Accepted         |
| H <sub>6</sub> | There is a significant effect of communication of candidate on voter's skepticism                                      | Failed to Accept |

### 5-CONCLUSION

As sum up, it is evident from the literature that there are many factors that influence the voter's decision making and also their attitude towards the particular candidate like political marketing management, political image, credibility of the candidate and also the way through which the candidate communicates with the public. So for the current research, three political marketing techniques (personal attributes of the candidate, credibility and communication means of the candidate) were chosen as independent variables and voter's skepticism as the main interest of the study. On the basis of correlation and regression results, it is found that as supported by the research of Mahmood et al [4] that there is significant positive relationship and effect found between credibility and personal attributes of the candidate and voter's skepticism which means that the voter's preferences positively depend on the personal qualities possessed by the candidate and mainly on the reliability factor that how trustworthiness the candidate is. The findings also revealed the voter's behavior does not influence by the communication means of the candidate in general public which is contrary to an earlier study of Mahmood [4]. The results shows that in present day world people more rely on the physical attributes of the candidate and also on what they perceive about their credibility and integrity of their personality. As political marketing plays an important role in elections and also in influencing the voter's decisions regarding the electorates so it is suggested to study this concept more deeply further to identify more new techniques and components regarding the political candidates to be evaluated and also to identify their relationships with voter's behavior.

#### Limitations

As the current research is cross- sectional that means data is collected one time only so it might be possible that a longitudinal study could be more appropriate for this type of study .Only Lahore city is considered for current research due to limited resources and shortage of time. The current research examined only three variables related to political

marketing campaigning; others could also be used like history of the candidate etc for further research.

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