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EXPLORING THE NEXUSES BETWEEN POLITICAL BRANDING FACTORS AND BRAND PREFERENCES: MEDIATED MODERATION OF TRUST AND VOTER SOCIALIZATION

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Abstract

Present study pursues to explore the underpinning concept of political brand preference which is similar to the preference towards commercial brands. The aim of this study is to investigate the causal relationship among the variables as well as strategies that use politicians to enhance their vote bank. Voter's socialization acts as a moderator. Here the author has deliberated four important and famous political parties related to the voters of Pakistan, which are Pakistan Muslim League (PMLN), Pakistan Tehreek-e-Insaf (PTI), Pakistan People's Party (PPP), Jamat-e-Islami (JI). In this research, quantitative survey research method is followed for the analysis of data. Random sampling without replacement technique is used for this research. PLS (SEM) is used of data analysis technique. Six paths out of eight were found to have statistical significance these six variables have positively impact on brand preference as well as indirectly significant impact on preference with mediating role of political brand trust. Voter socialization could strengthen the relationship between trust and preference. This research provides an insight into the several factors of political marketing and political branding and highlights the different interaction between political parties and voting intention of voters. This research is subject to usual limitation of survey research.

Keywords: political branding; campaign; brand awareness; brand trust; brand preference.

1. INTRODUCTION

Nowadays, consumers are highly influenced by brands their lives are completely depending upon these brands. Brands affect how consumers evaluate products and services. Brand is explaining as: "A term that symbolizes a continuing commitment, movement or promise to a unique set of standards, implanted into goods, services and actions and behaviours, that make the organization, individual or goods stand apart and stand out" (Kapferer, 2012). A successful or popular brand is recognizable product or good, service, individual or place, improved in a mode that the purchaser or consumer gets related, distinctive, defensible added standards that match their needs and wants much closely

(Reeves, de Chernatony, & Carrigan, 2006). Over the previous few years, political parties have been more and more depend on practices of marketing to attain their planned goals, together with planning, analysis, and increase of publicity campaigns, building of brand and research-based outlining of the arrangements of voter behaviour, voters preferences, opinion, beliefs, behaviours, and fondness (Grimmer & Grube, 2019; Rutter, Hanretty, & Lettice, 2018). Political branding is the planned usage of branding tactics of consumers for the purpose of construction a political image (Ahmed, Haq, & Ahmad, 2024; Yadav, Agarwal, & Mathew, 2024). From a consumer point of view, the political brand is definite that it is an associative system of interconnected information of politics, believed in retention and reachable when moved from the mind of a voter.

The perception of political parties such as brands are nowadays familiar and form of common distribution of branding since it's innovative, consumer marketing roots (Kravchenko, Goltsova, & Kryknitska, 2020). To begin with, it is most significant to know the perception of political party in place of a brand so should take back step. In marketing literature there is a combined acceptance that brands are considered one of the most important resources of any association (Aaker, 1991; Kapferer, 2004; Keller, 1993). There are a number of stable research streams which recognize the Political Parties or Politicians as the brand (Ahmed, Lodhi, & Ahmad, 2017; Banerjee & Ray Chaudhuri, 2016; Cwalina & Falkowski, 2015; Grimmer & Grube, 2019; Kaur & Sohal, 2022; Nielsen, 2023). There is an intention to consider that even approach of voter's select political parties has resemblances to in what way that they mark their selections regarding different brands (Reeves et al., 2006). These days, voter's electoral behaviour regarding to cast votes has changed due to the increase in knowledge and interest about political parties. Voters have much knowledge of political parties to get information through social media and electronic media. Observing with pessimistic senses has affected a miserable and unhappy failure at the trust level that the voters have in different brands (Banerjee, 2024; DasGupta & Sarkar, 2022). Previous studies show that different the organizations that are politically connected may suffer different problems such as wrong economic presentation, poor financial recording quality, fraud, operational ineffectiveness and deficiency of investor security (Chaney, Faccio, & Parsley, 2011; Faccio, 2010; Haggard & Kaufman, 2018; Nielsen, 2016).

In marketing the preferences of consumer or voter is deliberated the most important concept because they reinforce the choice and taste of customer (Jaeger et al., 2017). Therefore, knowing the factors determining brand preference support marketers setting announcement and putting tactics, these boards compromise a junction of strategies or tactics which underlying the form of politics (Haggard & Kaufman, 2018). These tackles freeze the promise between the voter and candidate (Mochla & Tsourvakas, 2023; Yadav et al., 2024). This commonness will affect the Pitch of politics, however a huge number of the people refer to appearance headed for the political parties with disregard (Cosgrove & Shrader, 2022; Dooley, 2021; Fahad & ul Haq, 2024). The previous study protracted the thoughtful of the branding fiction as political branding emphases on the representative extents and philosophies of the political candidates and political parties. Furthermore, attention on the inspiration of political associates in Asian countries is a continuing subject that invites an attention of researcher's (Grimmer & Grube, 2019; Jain et al., 2017).

Further the most studies were conducted on western countries. Limited research in Pakistan context of political brand preference, the investigation proposes that albeit exceptional premium impact driven, for instance, by voter obliviousness is probably going to be less articulated in Pakistan, different wellsprings of bending might be more prominent in neighbourhood governments (Chowdhury & Naheed, 2022; Khoja-Moolji, 2021; Malik, Mirza, & Platteau, 2021). Thus, aim of current study is to explore how the factors affect the voters mind to select the political brand by targeting Pakistan where political parties fluctuate. For this purpose, present study consider three marketing influencers

campaign, brand awareness, and brand image which directly impact the brand preferences and also through mediating role of political brand trust and moderation of voter socialization. On these bases some research questions will also be answered in this study, RQ₁: What is the direct impact of three political marketing strategies on brand preference? RQ₂: How is the mediating role of political brand trust between three political marketing tactics and brand preference? RQ₃: Is voter socialization could be considering a strengthening factor for political brand trust and preference? For this, current study based upon an explanatory investigation to create non-western points of view from the hypotheses and bits of knowledge utilized to assure that the discoveries are not specifically reproduced.

2. LITERATURE REVIEW

2.1 Political Campaign

Political campaign is a vital hotspot for the gatherings to speak with the voters as battle may assist them with gaining helpful data about the gathering (Baines et al., 2003; Nickerson & Rogers, 2014). Campaign alludes as an organized communication conveyed from side to side any network intended to advance the political benefits of people, parties, gatherings, administrations or different associations (Gad, 2015). The enhanced capacity to target singular voters offers battle a chance to think their assets where they will be best (Nickerson & Rogers, 2014). The aim of Political campaigns to encourage political leaders, political parties, political reasons or political outlines, and is directed at voters. It is typical to introduce an investigation of political campaign with perceptions about the lack of “relevant” writing. Furthermore, political battles host a constructive outcome on the political campaigns and the pioneer. In this, a number of networks are used to attain an informational and influential purpose with a chose community (DasGupta & Sarkar, 2022; Jain, Kitchen, & Ganesh, 2018; Jain et al., 2017; Kaur & Sohal, 2022; Pich & Armannsdottir, 2018). This constructive outcome regularly influences voters to overlook the verifiable data about the campaigns and the voter (Cho, 2018; Fahad & ul Haq, 2024; Kravchenko et al., 2020; Yadav et al., 2024).

2.2 Political Brand Awareness

Awareness derived from a Latin word which means of understanding things on a current source, as well the other meaning of the constant aware of oneself (Aaker, 1997). Psychologists also explained awareness as the human presence self-feeling, brand awareness is also considering as psychological perspective of an individual, specifically political brand awareness is considered as “a person’s ability to recognize and recall a political entity and recall that person that he/she is the supporter of that party in s specific category” (Ahmed et al., 2017). In other words, it can be stated as one’s ability to recognize and distinguish a political brand name between other parties and their slogans, whereas recall means to an individual’s capability to name a specific political brand while someone question to take a name of best political party overall (Kreuch, 2019). For building the brand trust, awareness of brand is considered as a key pillar (Althubetat & Jarrar, 2013). Moreover, researcher also explored that brand awareness is also a preliminary factor for building loyalty (Ahmed et al., 2017), which support the thought that loyalty is mainly driven from brand awareness (Fahad & Rashid, 2024). Political awareness supports individuals evaluating local and global political grade systematically, because the immediate atmosphere is perceived by individual’s regular political issues which are allocating entities each allowing to responsive positions, such as awareness can be found in three stages regarding to the behaviour of human: thought and information, integrity, and determination (Al-Sharah, Althubetat, & Jarrar, 2014). This is the reason that brand awareness plays a crucial role in decision making process of an individual (Kim, MacDonald, & Andersen, 2013; Huang & Cai,

2015; Das, 2014), whether it's a decision regarding casting a vote for a specific political party (Parker, 2012; Banerjee, 2021).

2.3 Leader's Brand Image

There are several definitions of brand image, but the description which is mostly acceptable and significant in literature consist of two key proportions which are named as "cognitive and affective" (Ahmad & Zafar, 2019; Ashraf, Niazi, & Zafar, 2018). The dimension of cognitive side is an estimation of the features of the particular brand, whereas the other side which is affective related to emotions and feelings toward the brand (Guzmán & Sierra, 2009). Therefore, leader brand image contains a number of aspects by the combination of cognitive and affective parts of political party's image. Theoretically, leader brand image is a comprehensive concept which may also applied to a specific person, also in politics and to non-profit organizations (Ahmed et al., 2017; Huang, 2022; Jain et al., 2018). Literature also argued this attribution such as "humanoid attribution" that he characterizes as "the transmission of human qualities to non-human things and occasions", people are likely to assign constructive characteristics to items through humanoid attribution to build their sentiment of solace and recognition and to lessen sentiments of hazard after having interaction with them (Ahmed et al., 2024; DasGupta & Sarkar, 2022; Parris & Guzmán, 2023).

2.4 Political Brand Trust (Mediator)

Trust has established an unlimited deal of consideration from researchers in numerous disciplines named as psychology, sociology, economics, as well as in more practical areas such as administration and marketing. Therefore, a responsible brand is one that constantly keeps its potential of value to users through the way the product is established, formed, sold, examined and promoted (Delgado-Ballester & Luis Munuera-Alemán, 2005). Scholars suggested the term trust can be definite as: "The grade of perception and mood that the buyers grip to the brands performances in accord with their own beliefs" (Ahmad & Zafar, 2019; Ashraf et al., 2018; Hermanto, Supriyono, & Mardiyono, 2014; Khan & Rahman, 2016). It can also be observed that a strong trust could improve or destroy the existing or new relationship between individual and brand (Ahmad & Zafar, 2019; Ashraf et al., 2018). Empirical study has confirmed that political trust has very confident and solid impact on the behaviour of electorate (Kumari et al., 2021; Suhan et al., 2022). May be, the supporters make their prime to vote for the rival not for the reason that of their trust; relatively they do so just in the response or there may be a chance that voters do not vote their votes to political parties at all (Fahad & ul Haq, 2024; Kaur & Sohal, 2022; Rachmawati, Mulyati, & Simanjuntak, 2023).

2.5 Political Brand Preference

The democratic procedure is totally dependent upon participation of voter and association in any case, with a couple of exceptions, for example, (Butler & Collins, 1994; Cwalina & Falkowski, 2015; O'Cass & Pecotich, 2005), minute work has been completed on the commitment that customers, rather than lawmakers and gatherings, may make to political brand. This brand preference is proportion of brand certainty in which a voter will pick a specific political brand in nearness of contending political brand, however will acknowledge substitutes if that political brand isn't accessible (Huang et al., 2014). The advanced fitting between human identity and brand identity, the higher is the voter propensity to select any political brand (Banerjee, 2021; Kaur & Sohal, 2022; Omo-Obas, 2017). Brand personality can influence the preference of a brand, now a days individuals are more conscious about the personality of a brand. So the brand leaders should be focus and research about what is the strongest dimension of a brand personality and which trait make a brand's personality more attractive (Banerjee & Ray Chaudhuri, 2016; Kaur & Sohal, 2022). The political parties have to

concentration on determining the behaviour of voter to cast the vote and how this behaviour could be associated with the policies of party's to produce the constructive voting preferences (Banerjee, 2024; Yadav et al., 2024).

2.6 Voter Socialization (Moderator)

As recommended the concept of consumers and voters are not much familiar. Voting attitude to cast the votes of the voters has transformed in modern time due to proliferation in information and awareness about political parties than ever before. In the political system, voters go to various societies having diverse social structures, different demographical and environmental sites. Those societies part joint accepting, their personal procedures, official and casual rules regulations and performs (Toral et al., 2009) and voting intents reliant on their learning procedure. The opinion regarding political parties different from society to society, political parties depend on and assume great vote bank from the societies with which they have optimistic collaboration (Phipps, Brace-Govan, & Jevons, 2010). Politicians or political parties create society based brand equity over their association with leader's opinion in their voters who provision them and connect their political brand in their societies. Understanding conduct of voters in basic leadership is a huge piece of research in showcasing (Foxall, 2001; Simonson et al., 2001) and has been valuable to governmental issues as voter basic leadership. Moreover, the political debates and liberty of communication are the important origins of any democratic culture that enable the voters to earn better knowledgeable results that has strong influence in voter's political attitude (Ryan, 2010).

2.7 Integrated Marketing Communication

This theory confirms that all procedures of communication and messages are sensibly connected together, mixing all the publicity tools, so they work together in harmony. This theory basically support variable political campaign in which messages are deliver to voters for the purpose to deliver political interest. Literature had also discussed various aspects of these sort of campaign main target is to market their leader and communicate their thought towards general public, but politically the political campaigns run by political leader to increase their vote-bank (Casteltrione, 2015), to establish a good brand image (Pich & Armannsdottir, 2018), and for developing a new political party (Sanghvi, 2018).

2.8 Consumer Brand Based Equity

The opinion behind the model of brand equity is modest: to construct a tough brand, you must profile how consumers consider and feel about your good and services that you are provided to consumers (Yazdanparast, Joseph, & Muniz, 2016). We have to shape the accurate kind of practices around the brand, so that customer has precise, constructive opinions, moods, opinions, attitude and perception about it. When we have solid brand equity, customers will attract and confident to buy more from you. They will mention to further people, they are trusty and you are less prospective to lose then to opponents, Kevin Lane Keller developed this theory (Keller, 1993). Leaders Brand Image and political brand awareness are linked to that theory in which voters can be aware of the political brand and also its image which it shows to the voters.

2.9 Hypotheses Development

In political marketing, campaigns anticipate to enhance consciousness, understanding and information about political parties, political leaders and strategies to effect preference of voter's (Ahmed et al., 2017; Kaur & Sohal, 2022). Campaign sending is very significant and very costly but has develop ambiguous in our elections because in Pakistan politicians condemn the former government's presentation, potentials for the development of knowledge, occupation and poverty, and the execution

of Islamic values etc. (Fahad & ul Haq, 2024). Progressively, parties are utilizing subjective research, frequently alluded to as centre campaign, to upgrade the data they have customarily acquired from quantitative surveys. This work talks about why there is currently a more noteworthy utilization of subjective research and a more noteworthy incorporation of statistical surveying data, despite the fact that procedure perhaps in light of techniques that are gotten from altogether different standards. The paper endeavours to indicate how such techniques can be united and how gatherings can begin to fabricate incorporated political advertising methodologies. On these grounds study proposed that:

H1: Political campaign has direct influences on political brand preference by voters.

H2: Political campaign significantly influences political brand preference presence of mediating role of political brand trust.

Political brand awareness is not solitary essential for politicians, on the other hand also for all supporters of the civilization who elect the candidate, and due to the interaction of the antique relationship between political science and social science, the members of the society want to know the political brand awareness to investigate and analysed the outside political condition far from enthusiasm, thoughts, convictions, mottos and biases, on the grounds that the emotional investigative methodology succeeds him to deal with and adjust to his genuine domain (Lin, 2013). The significance of political mindfulness increment at the development from the administration of discrete to the condition of establishments, particularly “political gatherings”, since they are legitimate organizations which demonstrates the objectives, benefits and goals of various collective and business benefits in the political lifecycle, such as the political gatherings are grasping the whole political process, along these lines, it was important to have an immense dimension of political learning (Omo-Obas, 2017). This brand awareness also has a positive significant influence on voter’s selections (Lin, 2013; Hoyer & Brown, 1990). The mindfulness mark estimations how well consumers are educated about the occurrence and the availability of a brand and then catches exactly the point to which consumers’ desired brand is a piece sets (Rubio, Oubiña, & Villaseñor, 2014). The contemplations of mindfulness alludes to the wide assortment of components with respect to the environment and to the degree of the human learning which can influence the segments of condition and its connection, so that anticipate the future outcomes; rising the political mindfulness, which possesses an unmistakable place in the political condition, such as on one hand it makes the scholarly construction of the political philosophy, and then again it decides the course of the political procedure itself (Al-Sharah et al., 2014; DasGupta & Sarkar, 2022; Kaur & Sohal, 2022; Northey & Chan, 2020). Consequently, lacking of political awareness of the collaboration of politics, responses, and feedbacks there is no political process can run. On the support of above stated literature study proposed hypotheses as:

H3: Political brand awareness has positive influence on political brand preference of voters.

H4: Political brand awareness has an influence on political brand preference presence of mediating role of political brand trust.

The leader image, as a noteworthy and frequently overwhelming piece of the common brand, has been recognized as an experimental for voter personality of in general gathering skill, responsiveness and engaging quality (Clarke et al., 2004). Leader image makes a specific kind of portrayal for casting a vote which adds to the passionate gathering of the item (Cwalina, Falkowski, & Kaid, 2000). A voter is consequently critical in the exchange of his/her relationship to the gathering brand. In spite of the fact that pioneers endeavour to pass on pictures on the optimistic edges of every measurement (Hoegg & Lewis, 2011), the significance and enticement differs relying upon the political ability of voters (Chou, 2014) embraced item like political leader and gathering itself. Negative status is one of the predecessors adding to trust and the notoriety and trust are emphatically associated (Suh & Houston, 2010). Great notoriety of developer would urge electorates to confide in the developer,

while bad reputation would diminish the voter's belief in the innovator (Rachmat, 2014). Negative highlights of brand image in political showcasing ought not to be disregarded (Farkas & Bene, 2021). Voter awareness of political leader does not delineation up well against, state, that for Heinz Baked Beans (Hawkins, 2021).

The literature proposes that brand image is established in hard and delicate affiliations evoked side-effect characteristics, where the previous alludes to unmistakable possessions (e.g., practical or bodily), and the last to impalpable properties (Kervyn, Fiske, & Malone, 2022; Nielsen, 2023). Concerns, for instance, building constructive brand image, forming brand trust and reliability and impacting buyer performs are essential fears in business marketing (Huang, 2022; Rimadias, Alvi-onita, & Amelia, 2021). Voters and mostly youth frustrated expectation with political parties and government representatives have established distinctively and offerings an unambiguous diverges from brand showcasing, while brands may have low mindfulness, infrequently do they bring out dense negative replies (Borg & Azzopardi, 2022). Even when a meeting wins a general election, the degree of voters holding hard negative viewpoints of the meeting and the developer breaks high by typical promoting norms. On this in depth literature support, study proposed following hypotheses:

H5: The image of political leader image has positive influence on brand preference of voters.

H6: The images of political leader image influence on political brand preference with the presence of mediating role of political brand trust.

Trust considered as the compulsory element in establishment the relationship between the political candidate and voters. The essential motivation behind showcasing is to build up a concentrated security among the brand and its customer, and the trust assumes the utmost noteworthy job in constructing this safety (Hiscock et al., 2001). Undoubtedly, the buyer assumes huge job in the advancement of solid brands. Brand trust is characterized as: The sure desires for the brand's unwavering quality and expectations (Delgado-Ballester & Luis Munuera-Alemán, 2005). PBT is "The assurance of electorates in the political service providers" (Kaur & Sohal, 2022; Suhan et al., 2022; Swart & Broersma, 2022), and "willingness of the voter to depend on political service provider's capability and reliability" (Mochla & Tsourvakas, 2023). Building a strong customer-brand association is the key reason for practicing the brand trust element (Ivens & Valta, 2012; Swoboda et al., 2013). Brand trust has been supposed as a forerunner of unwaveringness in the online setting (Sahi, Sekhon, & Quareshi, 2016). It can also be seemed that strong trust could be a significant component behind improving the existing or new relationship between individual and brand (Ahmad & Zafar, 2019; Ashraf et al., 2018). Empirical research also confirmed that political trust has confident and solid enough influence on the behavior of electorate. It can be the voters who make their prime to vote for the rival not for the reason that of their trust; relatively they do so just in the response or there may be a chance that voters do not vote their votes to political parties at all (Kaur & Sohal, 2022; Rachmawati et al., 2023). As well, a number of scholars had point out that trust is an efficient factor for constituting loyalty (Hameed, 2013; Kumari et al., 2021; Noor, 2012). Nevertheless, few researches have concentrated on the effect of trust in a political context (Hermanto et al., 2014; Rachmat, 2014). On these bases, study proposed that:

H7: Political brand trust has a significant influence on political brand preference of voters.

Commitment in customary governmental issues, on the further impact, has been in disappointment crosswise over numerous Western nations and subjects are confined to an arrangement of casting a ballot in a general race at regular intervals (Hertz, 2001). Consequently, however casting a ballot in a decision is a private demonstration it is an open marvel and is freely controlled (Szyjewski, 2021). Sincerity, sophistication, competence and attractiveness are the strongest dimensions that have positive relation with brand personality (Su & Tong, 2015). Literature seemed that socialization and

excitement are the mainly two strongest dimensions which are fruitful for building a political brand's personality (Das, 2015; Ong, Nguyen, & Syed Alwi, 2017; Su & Tong, 2015). According to literature voters know that political commitment has a separate personality to consumer commitment so they are seeing for deeper signs, codes and mutual beliefs with which to transmit to political parties and political nominees (Ahmed et al., 2024; Flight & Coker, 2022; O'Shaughnessy et al., 2012). In fact, when there is a single voter who is permitted to cast a vote with a detailed weight, or a single voter that really used a specific weight, the voter can be associated to his vote. On these theoretical support study proposed:

H8: Voter socialization moderates the relationship between political brand trust and political brand preference.

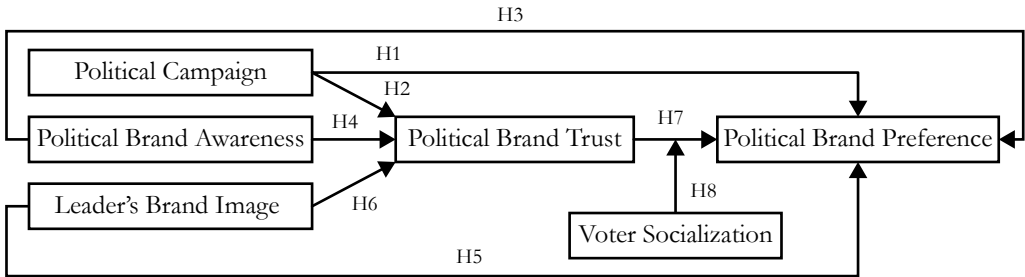


Figure 1: Theoretical Framework.

Based on literature for the underlying variables and hypotheses, *Figure 1* is the graphical representation of proposed relationships between political branding and brand preference along with the mediating role of brand trust and moderating role of voter socialization.

3. METHODOLOGY

Current research follows the quantitative research paradigm by considering cross-sectional time frame based upon a field survey in non-contrived setting for exploring the statistical empirical findings. Talking about nature of study, it is a descriptive statistical study, which consists on a defined population, design, size, measurement, analysis units, data collection and management, and lastly some specific technique to measure the results of study. The data was conducted from main political hub of Pakistan and Punjab by targeting city Lahore, and more specifically faculty members of large universities were considered as target population. Reason behind selection of teachers as target audience was to have a well-educated audience to properly response on the on-going political marketing. For this purpose, top 10 HEC recognized universities were considered enlisted in Table 1. On these bases university teaching staff is the unit of analysis for current study because data was being collected from those employees.

According to a survey the population of the selected universities is around 9,034 teachers. Based upon this estimated population the sample size for this study will be 368 individuals at 95% of confidence interval (Hair Jr et al., 2021; Krejcie & Morgan, 1970). Quantitative sample was being collected through Multi-stage sampling with the combination of quota and simple random with replacement sampling technique, this also being considered as appropriate and valid sampling technique especially when sampling frame is also available (Ali et al., 2021; Faraz, Niazi, & Zafar, 2020; Usman & Asif, 2022). Cross sectional survey design was selected with the help of close ended five

point Likert scale questionnaire for the sake of data collection. Teachers of particular universities requested to respond on concepts and for purpose of omitting biasness, only self-rated scales used.

Table 1: Teaching Staff of Universities.

HEC Ranking <small>(as per recognized campuses Both Public and Private)</small>	Number of Teachers
1. COMSATS Institute of Information Technology	More than 2,100
2. National University of Modern Language (NUMI)	More than 1,100
3. Bahria University	1,405
4. Air University (NIIT Lahore)	400-500
5. Virtual University of Pakistan	482
6. University of Engineering and Technology (UET)	827
7. University of the Punjab	991 Full time & 300 Part time/Visiting
8. Lahore College of Women University (LCWU), Lahore	More than 600
9. University of Education	397
10. University of Veterinary & Animal Sciences (UVAS)	332
Total	*9,034
<small>* based upon estimation, not exact numbers</small>	

Questions also asked about employee’s demographics including gender, age, marital status, and designation. Rest for questionnaire is based upon constructs by 11 item scale to measure Political Brand Trust (Hess, 1995), Political Campaign was measured through 12 items (Feltham, 1994), Political Brand Awareness was measured by 3 item scale (Yoo & Donthu, 2001), Leaders Brand Image measured through 17 items (Caprara, Barbaranelli, & Zimbardo, 2002; Aaker, 1997), 6 items adopted to measure Voter Socialization (Cooper, 2010; van Saane et al., 2003; Wrightsman, Robinson, & Shaver, 1999), and lastly Political Brand Preference was measured through 4 items adopted from existing literature (Cooper, 2010; van Saane et al., 2003; Wrightsman et al., 1999). Respondents requested to fill the questionnaire to keep realistic perception towards political brands. Collected data was analysed through two statistical software i.e. SPSS for descriptive statistics and SmartPLS for model evaluation through Structural Equation Model Technique.

3.1 Data Analysis

3.1.1. Demographic Descriptive

The descriptive statistics of demographic part in the questionnaire comprises of four demographic questions Age, Gender, marital status and at the end designation status. This information was collected regarding the respondents who are well known the meaning and understanding the brand especially political brands in Pakistan. The questionnaire is in offline version was circulated among 368 respondents from which reliable responses were 285. The selected political brands in Pakistan are more than 122 but we selected only 4 parties according to their existence and popularity. Due to confidential perspectives and avoid biasness and conflicts study didn’t share percentage of response in favour of each political brand.

Results of Table 2 provide the information regarding demographic questions of respondents. Data in the current study of 285 responses which includes response of 184 male and 101 female respondents this shows that study didn’t consider any specific gender bases. Secondly data collected from various teaching staff so each age respondents are there in the data starting from 32 respondents between age slot of 24 to 34 years and 57 respondents are there who are above than 55 years. Thirdly marital status also asked and lastly designation shows that we have majority responses are from assistant professors by having 125 respondents which also ensure the credibility of data collection from

well-educated respondents.

Table 2: Demographic Statistics.

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	184	64.6	64.6	64.6
	Female	101	35.4	35.4	100.0
Age	24-34	32	11.4	11.4	11.4
	35-44	71	24.8	24.8	36.2
	45-54	125	43.9	43.9	80.1
	55 & Above	57	19.9	19.9	100.0
Marital Status	Married	194	67.9	67.9	67.9
	Unmarried	91	32.1	32.1	100.0
Designation	Assistant Professor	125	43.9	43.9	43.9
	Associate Professor	42	14.6	14.6	58.5
	Professor	37	13.0	13.0	71.5
	Lecturer	64	22.4	22.4	93.9
	Others	17	6.1	6.1	100.0
Total		285	100.0	100.0	

3.2 Model Assessment through Partial Least Square

Partial Least Square (PLS) is the technique of analysis and testing the hypotheses. It is necessary to highlight the basic points of PLS smart. PLS is consists of three parts, first one is “Confirmatory Factor Analysis” which is considered to confirm existing theory by proposing some new relationships which could be identical gap in existing literature (Zafar & Mahmood, 2022). Secondly, PLS-SEM path modelling malleably grants to determine both formative and reflective constructs (latent variables) in one model under the “Path Analysis”. Lastly “Regression Analysis” to check the basic relation between two patterns (X and Y) PLS-SEM used. The purpose is to design covariance structure between two patterns. PLS-SEM regression is especially appropriate when the matrix of predictors has more variables than observations, and when multi collinearity exists among X values.

3.3 Reliability and Validity Statistics

Before reliability evaluation face and context validity of questionnaire was examined by 4 doctors of philosophy who are expert in marketing research. Each of the experts evaluated every statement of measurement from different angles. On the basis of the opinions given by the experts the instrument has been reviewed thoroughly and the measures have been adjusted appropriately. After this reliability and validity has been tested directly on PLS-SEM. Evaluation of reliability is the first and most important component of model texting. This assures the internal consistency of data which encompass through Cronbach’s Alpha’s and composite reliability values. According to Hair et al. (2019) the values for these reliability statistics should be greater than 0.7, moreover they and other and scholars also ensure that the value greater than 0.6 is also consider to be well enough in social science studies due to perception base data (Ali et al., 2021; Faraz et al., 2020; Hair et al., 2024; Usman & Asif, 2022; Zafar & Lodhi, 2018; Zafar et al., 2020). Table 3 show the results of internal consistency, for this the item mean analysis technique is utilized, the value should be greater than 0.7 but 0.6 is also considered the acceptable value. In current study all the values are in between the range of 0.839 to 0.951 for Cronbach’s alpha whereas for composite reliability values are in between 0.892 to 0.957 showing reliable enough data on both criteria.

Table 4 is showing the results of convergent validity which defined as that all pointers pointing toward the construct are interlinked theoretically and measured the variable well enough. For this Hair et al. (2022) recommended factor loadings for outer measurement model and average variance

extracted for inner model. Factor loading is also known as the inter reliability of items which should be at least 0.6 (Hair et al., 2022). Results revealed that loading values of all underlying items with its owning construct are ideally well enough to meet the acceptance criteria. There were some questions like 2 questions of leader’s brand image and one question of political brand trust which were not meeting the acceptance criteria so these had to be removed for the sake of further analysis as per the recommendation of various authors but mainly Hair et al. (2022). All other values meeting threshold value shows that each of the indicators being used for data collection is valid. Thus 50 items were retained from a total of 53 items. Secondly average variance extracted (AVE) which is measured to support the convergence of inner model (Hair et al., 2024). For this Hair et al. (2022) recommended that each variable should have value greater than 0.5 and current study has values up to the mark for all underlying variables by having values between 0.593 – 0.776.

Table 3: Reliability Statistics.

	Cronbach's Alpha	Composite Reliability
Voter Socialization	0.862	0.897
Leaders Brand Image	0.951	0.957
Political Brand Awareness	0.855	0.912
Political Brand Preference	0.839	0.892
Political Brand Trust	0.925	0.937
Political Campaign	0.946	0.953

Table 4: Convergent Validity.

Variables	Items	Loadings	AVE	Variables	Items	Loadings	AVE
Political Campaign	PC1	0.775	0.626	Leaders Brand Image	LBI1	0.737	0.596
	PC2	0.832			LBI2	0.790	
	PC3	0.828			LBI3	0.708	
	PC4	0.794			LBI4	0.732	
	PC5	0.811			LBI6	0.809	
	PC6	0.778			LBI7	0.774	
	PC7	0.769			LBI8	0.795	
	PC8	0.776			LBI9	0.798	
	PC9	0.790			LBI10	0.782	
	PC10	0.823			LBI12	0.764	
	PC11	0.770			LBI13	0.807	
	PC12	0.746			LBI14	0.787	
Political Brand Trust	PBT1	0.725	0.599	Political Brand Preference	LBI15	0.777	0.675
	PBT2	0.765			LBI16	0.760	
	PBT3	0.768			LBI17	0.754	
	PBT4	0.837			PBP1	0.818	
	PBT5	0.830			PBP2	0.816	
	PBT6	0.845			PBP3	0.841	
	PBT7	0.816			PBP4	0.811	
	PBT8	0.757			VS1	0.711	
	PBT9	0.712			VS2	0.763	
	PBT10	0.665			VS3	0.765	
Political Brand Awareness	PBA1	0.901	0.776	Voter socialization	VS4	0.812	0.593
	PBA2	0.865			VS5	0.783	
	PBA3	0.875			VS6	0.781	

****Note:** AVE= Average Variance Extracted

3.4 Discriminant Validity

Discriminant validity evaluation is the second criteria to assure the adopted instrument validity, this

explores degree of discrimination between the variables and pointed items with respect to each construct (Hair et al., 2022). In other words, the discriminant validity seemed as the validity to assure that the items and constructs are theoretically different and have their own concept. For measuring discrimination in reflective measurement model PLS propose two key criteria i.e. Fornell-Larcker criterion and cross loading analysis (Fornell & Larcker, 1981).

Table 5: Fornell-Larcker Criteria.

	VS	LBI	PBA	PBP	PBT	PC
VS	0.770					
LBI	0.637	0.772				
PBA	0.556	0.780	0.881			
PBP	0.658	0.669	0.557	0.821		
PBT	0.650	0.824	0.703	0.759	0.774	
PC	0.553	0.778	0.774	0.566	0.756	0.791

****Note:** VS= Voter Socialization, LBI= Leaders Brand Image, PBA= Political Brand Awareness, PBP= Political Brand Preference, PBT= Political Brand Trust, PC= Political Campaign.

Table 6: Cross Loadings.

Items	VS	LBI	PBA	PBP	PBT	PC	Items	VS	LBI	PBA	PBP	PBT	PC
VS1	0.711	0.477	0.402	0.563	0.580	0.414	PBP2	0.503	0.520	0.448	0.816	0.595	0.467
VS2	0.763	0.463	0.366	0.499	0.461	0.371	PBP3	0.594	0.598	0.489	0.841	0.655	0.509
VS3	0.765	0.436	0.374	0.505	0.466	0.324	PBP4	0.566	0.553	0.484	0.811	0.607	0.453
VS4	0.812	0.501	0.456	0.483	0.491	0.455	PBT1	0.498	0.656	0.556	0.534	0.725	0.560
VS5	0.783	0.536	0.483	0.509	0.518	0.509	PBT2	0.462	0.620	0.533	0.518	0.765	0.572
VS6	0.781	0.524	0.486	0.463	0.465	0.482	PBT3	0.498	0.622	0.561	0.506	0.768	0.590
LBI1	0.481	0.737	0.688	0.502	0.606	0.654	PBT4	0.485	0.718	0.598	0.599	0.837	0.648
LBI2	0.485	0.790	0.680	0.504	0.618	0.639	PBT5	0.523	0.685	0.598	0.563	0.830	0.658
LBI3	0.417	0.708	0.503	0.462	0.593	0.585	PBT6	0.558	0.743	0.612	0.613	0.845	0.608
LBI4	0.470	0.732	0.648	0.451	0.619	0.630	PBT7	0.541	0.680	0.575	0.614	0.816	0.603
LBI6	0.529	0.809	0.652	0.475	0.621	0.605	PBT8	0.498	0.568	0.477	0.618	0.757	0.571
LBI7	0.524	0.774	0.628	0.524	0.594	0.595	PBT9	0.463	0.512	0.469	0.545	0.712	0.586
LBI8	0.516	0.795	0.625	0.469	0.584	0.617	PBT10	0.493	0.541	0.442	0.744	0.665	0.450
LBI9	0.435	0.798	0.643	0.509	0.599	0.620	PC1	0.422	0.574	0.598	0.430	0.547	0.775
LBI10	0.462	0.782	0.571	0.515	0.621	0.620	PC2	0.420	0.611	0.653	0.443	0.624	0.832
LBI12	0.477	0.764	0.602	0.523	0.634	0.591	PC3	0.466	0.578	0.581	0.446	0.581	0.828
LBI13	0.556	0.807	0.629	0.595	0.700	0.662	PC4	0.415	0.645	0.617	0.487	0.611	0.794
LBI14	0.487	0.787	0.567	0.588	0.672	0.549	PC5	0.417	0.614	0.653	0.387	0.617	0.811
LBI15	0.544	0.777	0.620	0.526	0.666	0.596	PC6	0.456	0.576	0.591	0.416	0.582	0.778
LBI16	0.448	0.760	0.499	0.508	0.665	0.509	PC7	0.398	0.547	0.525	0.422	0.542	0.769
LBI17	0.526	0.754	0.496	0.556	0.714	0.546	PC8	0.447	0.633	0.635	0.450	0.581	0.776
PBA1	0.494	0.662	0.901	0.476	0.606	0.678	PC9	0.437	0.634	0.605	0.476	0.634	0.790
PBA2	0.491	0.689	0.865	0.517	0.639	0.713	PC10	0.470	0.649	0.595	0.473	0.618	0.823
PBA3	0.483	0.708	0.875	0.476	0.610	0.651	PC11	0.446	0.654	0.642	0.479	0.624	0.770
PBP1	0.494	0.522	0.408	0.818	0.635	0.428	PC12	0.456	0.653	0.647	0.455	0.605	0.746

****Note:** VS= Voter Socialization, LBI= Leaders Brand Image, PBA= Political Brand Awareness, PBP= Political Brand Preference, PBT= Political Brand Trust, PC= Political Campaign.

Table 5 shows the result of first and foremost criteria to measure discriminant validity of inner structural model. This correlational matrix based upon the square root of average variance extracted of constructs. Criteria for this is that the upper diagonal values should be greater than 0.7, also should be maximum with all other values in that column, Table explained the variance of all underlying constructs by having 0.770 is the lowest value for voter socialization, and maximum value is 0.881 which is for political brand

awareness. Second criteria to measure discriminant validity is cross loading which is used to show that the loading value of the one indicator is being the highest with its own construct and is being lower with the other constructs/ variables (Hair et al., 2022). This test is necessary to ensure that each item is measuring its own respective variable. Table 6 demonstrates the result and show that each item is perfectly measuring just its own variable by having maximum loading value with its own construct.

3.5 Goodness Measure through VIF

Next test for evaluating the variance level for which estimated regression coefficient in enhanced for predictor's linearity is measured through variance inflation factor (VIF), in other words it can be stated as a test to explain that whether the variance is exaggerated or overestimated. Moreover, it is also a good measure to assure the data's multi-collinearity which could adversely affect the study findings. According to Hair et al. (2022) VIF value should be less than 5 i.e. (VIF<5) and near to 1 assure that there is not found any empirical evidence of multi-collinearity.

Table 7: Inner Model Variance Inflation Factor.

Variable	VIF
Voter Socialization	1.870
Leaders Brand Image	4.457
Political Brand Awareness	3.139
Political Brand Trust	3.778
Political Campaign	3.756

Variance estimated findings of inner structural model shown in Table 6 with the help of VIF values for all independent variables of framework. All the underlying constructs are having well enough values by having 4.457 as maximum value for leader's brand image, whereas 1.870 is the lowest value for voter socialization, all other values are in between which shows that all the values are between the threshold limits and show that there is no multi collinearity in data and support the goodness of fit for model estimation.

3.6 Structural Model Evaluation

After validation of research instrument, reliability, and goodness of data next step is to evaluate the structural model. Literature directed that the best optimum criteria to evaluate the strength of model is through coefficient values, these values are also a well representation for the influential power of independent variable on dependent one, while the sign shows the direction of the relationship (Urbach & Ahlemann, 2010). For this, the model run evaluation segregates the model into two main heads i.e. outer measurement model and inner structural model. The outer model talks about items, whereas the inner provide the results regarding relationship strength and direction of relationship between exogenous and endogenous latent variables. Figure 2 showing the structural model results, inner model shows R² and path coefficient values between variables. R² value is defined as the amount of variance in the construct in the question that is being described by the model. It is also a quiet important criterion for evaluating the explanatory power of the structural model. For this, literature directed three key values, R² value around 0.670 or higher considers to be the most significant value, 0.333 is consider to be an average estimation, whereas value 0.190 and lower is consider as the weakest one (Chin, 1998; Hair et al., 2022; Hair et al., 2024). As in current scenario, the value of R square is 0.713 for brand trust which shows that it is predicted by three IVs by 71.3%, whereas political brand preference has the value of 0.630 which show that political brand preference is measured 63% through all direct or indirect variables influencing it.

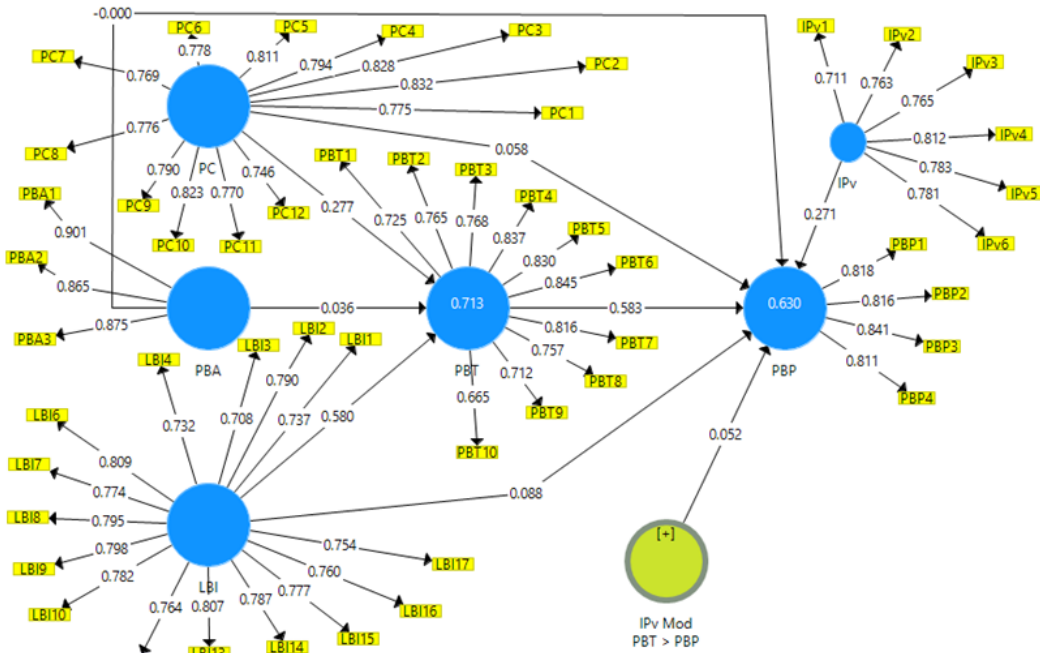


Figure 2: Structural Model.

Now coming towards impact of variables, starting from impact of political campaign on political brand preference with beta value is 0.058 shows that by 100% increase in political campaign, it will increase political brand preference by 5.8% due to political campaign. Similarly, value between political campaign and political brand trust is 0.277 which shows somehow strong positive relation such that by 100% increase in political campaign the political brand trust would increase by 27.7% due to political campaign. Value of political brand awareness on political brand trust is 0.036 shows somehow weak but positive impact by 100% increase in political brand awareness the political brand trust would increase by 3.6%. At the same time, value for political brand awareness on political brand preference is -0.000 which shows negative relation as compared.

Table 8: Hypotheses Testing.

	Original Sample	Sample Mean	T Statistics	P Values
H ₁ : PC -> PBP	0.058	0.055	2.348	0.007
H ₂ : PC -> PBT->PBP	0.277	0.279	4.793	0.000
H ₃ : PBA -> PBP	0.000	-0.001	0.002	0.998
H ₄ : PBA -> PBT->PBP	0.036	0.032	0.596	0.551
H ₅ : LBI -> PBP	0.088	0.086	2.092	0.003
H ₆ : LBI -> PBT->PBP	0.580	0.582	9.037	0.000
H ₇ : PBT -> PBP	0.583	0.583	6.769	0.000
H ₈ : VS Mod_PBT > PBP	0.052	0.054	2.050	0.005

*Note: PC= Political Campaign, PBA= Political Brand Awareness, LBI= Leaders Brand Image, PBT= Political Brand Trust, PBP= Political Brand Preference, VS= Voter Socialization.

Thirdly, value for impact of leader’s brand image on political brand trust is 0.580 which shows that by

100% increase in leaders brand image the political brand trust would increase by 58% due to leaders brand image. Meanwhile, value between leader's brand image and political brand preference is 0.088 which shows positive but weak relation and could be explained as that 8.8% change in political brand preference is due to 100% positive change in leaders brand image. In the same vein, value between political brand trust and political brand preference is 0.583 which shows that by 100% change in leader's brand trust the political brand preference would change in same direction by 58.3%. Lastly talking about moderating effect of voter socialization on the relationship of political brand trust and political brand preference have a positive impact by the value of 0.052, which shows that relationship of political brand trust and brand preference is strengthened by 5.2% with voter socialization.

For testing the significance, it is recommended that t-statistics should be higher than 1.96 along with the p-value less than 0.05 while considering the 95% confidence interval (Ali et al., 2021; Hair et al., 2024; Zafar et al., 2020; Zafar & Mahmood, 2022). Starting from H₁ the direct impact of political campaign on political brand preference the t value is 2.348 with significant p value which shows positive significance of H₁. Next H₂ is about mediating role of brand trust between political campaign and brand preference coefficient shows 27.7% impact with sig t statistics of 4.793 this shows the significance of H₂ as well. This also shows that beside direct impact the mediation is having strong influence. Next H₃ and H₄ is not found significant which are about is direct impact of political brand awareness directly on brand preference and through mediating role of brand trust.

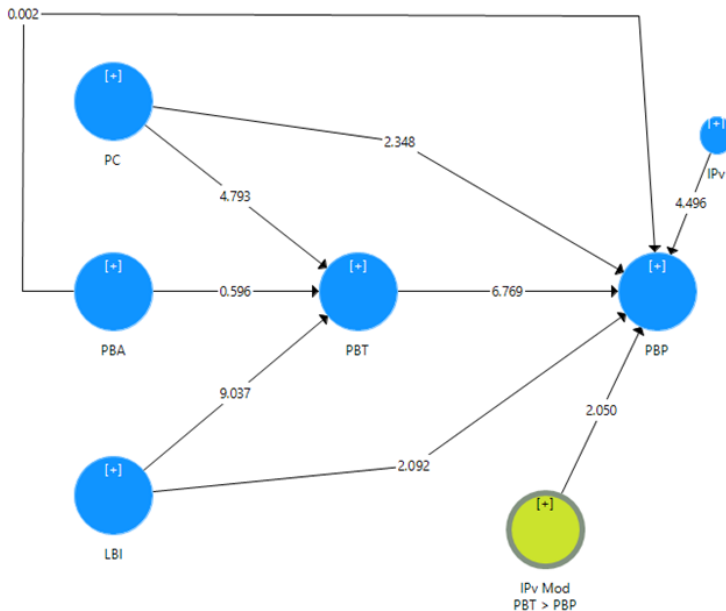


Figure 3: Bootstrap Analysis.

Thirdly impact of leader brand image, H₅ shows the direct impact of leader brand image on political brand preference by 8.8%, t-value for this path is 2.092 with significant p value which shows acceptance of H₅. H₆ is about mediating role of brand trust between of leader brand image and brand preference coefficient shows 58% impact with sig t statistics of 9.037 this shows the significance of H₆ as well. As mediation between political campaign and brand preference, current findings also show that

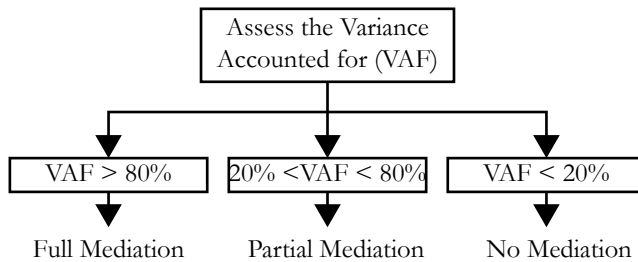
mediation is having strong influence than direct impact. Now coming towards moderating impact of voter socialization amongst the relationship of political brand trust and political brand preference, for this firstly explore the direct impact of political brand trust on brand preference under hypothesis H_7 , results show the positive impact of brand trust on preference by 58.3% along with significant t statistics 6.769 which shows the acceptance of hypothesis. As the direct impact is significant now explore the moderation on voter socialization under H_8 . Coefficient value shows that socialization element in voter strengthens the relationship of trust and preference by 5.2%. T statistics for the path was 2.050 along with significant enough probability value which shows the acceptance of last hypotheses H_8 . This result shows the path analysis between the variables. This Figure 3 is used to analyse the value of T Statistics. It is used to examining the relationships between independent and dependent variables by exploring the causal relationship.

3.7 Variance Accounted For

After model evaluation, strength of mediation is measured through test named as “Variance Accounted for” (VAF). Purpose of this is to direct the findings towards full, partial or no mediation, but beside this the significance isn’t disturbed through this test. This test considers mainly beta coefficient values of whole (direct and indirect) path of a mediation relationship (i.e. below equation).

$$\mathbf{VAF\ is\ =\ (\beta\ of\ IV\ to\ MV\ * \beta\ of\ MV\ to\ DV)\ +\ \beta\ of\ IV\ to\ DV}$$

IV= Independent Variable, DV= Dependent Variable, MV= Mediated Variable, β = Path Coefficient



$$\mathbf{VAF\ of\ PC\ ->\ PBT\ ->\ PBP\ =\ (0.277*0.583)\ +\ 0.058\ =0.219\ =21.9\%}$$

$$\mathbf{VAF\ of\ PBA\ ->\ PBT\ ->\ PBP\ =\ (0.036*0.583)\ +\ 0.000\ =0.020\ =2.09\%}$$

$$\mathbf{VAF\ of\ LBI\ ->\ PBT\ ->\ PBP\ =\ (0.580*0.583)\ +\ 0.088\ =0.426\ =42.6\%}$$

Upper equations show the mediating impact of both values shows that Political Brand Trust partially mediate the relationship between Political Campaign and Political Brand Preference by having VAF of 21.9%. Same with second mediation $PBA \rightarrow PBT \rightarrow PBP$ Political Brand Trust shows no mediation the relationship between Political Brand Awareness and Political Brand Preference by having VAF of 2.09% weak impact than other mediation. The third mediation $LBI \rightarrow PBT \rightarrow PBP$ Political Brand Trust partially mediates the relationship between Leaders Brand Image and Political Brand Preference by having VAF of 42.6%.

4. DISCUSSION AND CONCLUSION

Key objective of all above explained analysis is to empirically test the proposed framework, which consists of measurement constructs; Political Campaign PC, Political Brand Awareness PBA, Leaders Brand Image LBI, Political Brand Trust PBT, Political Brand Preference PBP and Voter Socialization

VS. Moderating variable voter socialization may weaken or strengthen the relationship between political brand trust and political brand preference. For the model assessment current study considers set of various processes and techniques under SEM modelling to enlightened the framework in detail. Moreover, final results had also affirmed the validity of new proposed relationships with the help of theoretical conceptualization. For this, the study includes questionnaire and numerical data of 265 voters was selected for analysis from educational sector of Pakistan. Findings indicate that different factors influence the choice of voters to select or prefer the political brand. It also gives suggestions to political leaders to how to attract the voters to enhance their votes. Political leaders use different techniques and strategies to win the elections. In our study political campaign was shown to sample, leaders image influences the voters to select their leader. It shows that positive relation to prefer the political brand. Trust plays important role to the preference of political brand, also trust on political brand leads to the brand preference. According to the study, brand awareness shows negative response to the preference of brand as well as directly and through mediation. Political campaign is also one of the important variables which show the positive result with dependent variable namely political brand preference. It also gives the significant impact on political brand preference with the mediation of political brand trust. This impact shows that campaigning is very important for the politicians to impress the voters. Leaders brand image is one of the important elements. Personality of politician plays a vital role for influencing the voters to get more votes. It is concluding that voter socialization as a moderator strengthens the relationship of political brand trust and political brand preference.

4.1 Research Implications

Present study extends the existing marketing theories and it is also the contribution in literature. This research is unique in nature, based on our variables and proposed model. It is believed that it has created a benchmark for future researchers who intend to work in this domain. With the increasing of consciousness for political brand it has become very important for the political parties to have an idea of different factors that influence the voting behaviour of voters. This research provides an insight into the several factors of political marketing and political branding and highlights the different interaction between political parties and voting intention of voters. This research study is very important for the brands and also for the service sector, if they want to succeed in them in sector or demand voters retention & also desires to be successfully by having market share globally, they must focused on the services excellence, good reputation of leader in society, they should know that voters can only loyal, if they acquire voter needs and wants, individual intension and deliver their services and information accordingly to their target audience.

4.2 Limitations and Future Directions

Every research studies have some limitation; without limitation it couldn't be considered as perfect study. Present research study also consists of some limitation which is discussed here. The preliminary limitation which one is mostly challenged by social sciences research studies is that data sample was very short, that was not include in wide range. The small size of sample and data collection limited to a number of universities. The responses were recorded through self-administered questionnaire and research biases risk is associated with such tool. As the study provides empirical insights regarding consideration of any specific factor by political parties which may significantly influence the voter's view point for the political brand. Moreover, the findings of current study should consider with caution in term of their generalizability for other contexts, and also replicate this model in other major emerging markets. Future researchers may go into this direction for more comprehensive view of voter's psychology and service quality. Moreover, future researchers may extend this research by

collecting larger sample size with including diversified culture and more universities either public or private which extend the scope and generalizability of study. Similarly, in methodological perspectives, a mixed method study with the quantitative and qualitative approach along with consideration of observational or experimental research methods could also provide some fruitful insights for the model. Current survey based study exclusively focused on the perception views of voters, for exploring more holistic findings political expert's views should also be integrated with some other factors such as, political brand quality, social media, bill board advertisement, word of mouth influence the voters which should be used for further study for more accuracy and specifications. Another though is also to consider that how much time the new coming government leaders need to prove their mettle and what are their implications of political branding. Moreover, it is also an interesting fact to uncover that how the political campaigns overcome the fall of preference for the voter. All these and some possible others are the new unexplored area of research which future researcher should focus.

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Appendix 1: Questionnaire Items.

Political Brand Preference (BBP) <small>(Not at all preferred to Extremely preferred)</small>	
Give your comment political brand preference level	
1.	Pakistan Muslim League Nawaz (PMLN)
2.	Pakistan Tehreek e Insaaf (PTI)
3.	Pakistan People's Party (PPP)
4.	Jammat-e – Islami (JI)
Political Brand Trust (PBT) <small>(Strongly Disagree to Strongly Agree)</small>	
1.	This party is interested in more than just getting my vote and rule.
2.	There are no limits to how far the party will go to solve a problem I might have.
3.	This party is genuinely committed to my satisfaction.
4.	This party will do whatever it takes to serve me better.
5.	When I see a publicity or advertisement of this party, I believe the information in it is accurate.
6.	Most of what the party leaders say about their party is true.
7.	I think some of claims/promises about party are puffed up to make it seem better than they really are.
8.	If this party makes a claim or promise about its activity, it's probably true.
9.	To me, this party is very reliable.
10.	I feel I know what to expect from this party.
11.	I feel this party knows about my expectations from the party.
Political Campaign <small>(Strongly Disagree to Strongly Agree)</small>	
Please give your comments on political campaign of political parties.	
1.	Believable
2.	Credible
3.	Reliable
4.	Dependable
5.	Rational
6.	Informative
7.	Deals with facts
8.	Touches me emotionally
9.	Stimulating
10.	Reaches out to me
11.	Is inspiring
12.	Is exciting
Political Brand Awareness (PBA) <small>(Strongly Disagree to Strongly Agree)</small>	
1.	I can easily recognize this political brand among other competing political brands.
2.	I am aware of this political brand.
3.	I can quickly recall the symbol or logo of this political brand.
Leaders Brand Image <small>(Strongly Disagree to Strongly Agree)</small>	
Please give your comments on projected leader of political parties	
1.	Happy
2.	Determined
3.	Dynamic
4.	Energetic
5.	Enterprising
6.	Authentic
7.	Loyal
8.	Conscientiousness
9.	Constant
10.	Scrupulous
11.	Responsible
12.	Emotional stability
13.	Optimistic
14.	Self-confident
15.	Solid
16.	Sharp
17.	Creative
Voter's Socialization <small>(Strongly Disagree to Strongly Agree)</small>	
1.	Community's openness to discuss politics always increases the individuals' political awareness.
2.	Community's active political participation always increases the individuals' associations with politics.
3.	Community's favourable support always improve political image among individuals.
4.	Constant provision of information by opinion leaders always tends to enhance individuals' political awareness.
5.	Positive relationship of opinion leaders always increases the individuals' association with politics.
6.	Opinion leader's positive word-of-mouth always improve political image among individuals.