

## **POLITICAL CAMPAIGN BRAND EQUITY AND VOTING BEHAVIOR IN ANAMBRA STATE**

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### **Abstract**

The study focuses on political campaign brand equity and voters behavior in Anambra State. Specifically the study investigate the influence of political campaign brand equity variable-brand awareness, brand association, brand loyalty on voters behavior in governorship election in Anambra State. Survey research design was adopted for the study. The study had a population size of 2,525,471 out of which a sample size of 1111 was realized using Cochran's formula at 5% error tolerance and 95% level of confidence. The instrument for data collection was structured questionnaire. The hypotheses were tested using simple linear regression statistical tool. The findings indicated that Political campaign brand awareness significantly influence voter's behavior in governorship election in Anambra State ( $r = 0.925^a$ ;  $F = 5393.551$ ;  $t = 73.441$ ;  $p < 0.05$ ). Political campaign brand association significant influence voter's behaviour in governorship election in Anambra State ( $r = 0.920^a$ ;  $F = 4967.521$ ;  $t = 70.481$ ;  $p < 0.95$ ). Political campaign brand loyalty significant influence voter's behavior in governorship election in Anambra State ( $r = 0.937^a$ ;  $F = 4967.521$ ;  $t = 80.494$ ;  $p < 0.05$ ). The implications of the study are that political parties within the context are expected to improve on their campaign strategies and programmes. This will help in sustaining their products (candidate and party) and activities from their competitors and also strengthen their campaign brand equity in the perception of their customers (voters). The study concludes that political parties are the strongest factors, in shaping the attitude of voters in the community, resulting in their voting preferences towards a political party and deciding the worth of party's overall brand equity. The

study recommended that political parties should adopt political campaign brand awareness because that will market party and ensure voters trust and meaning plus more recognition for the political party.

**Keywords:** Political campaign brand equity, Brand awareness, Brand association, Brand loyalty and Voter's behavior

## **Introduction**

The adoption of marketing strategies by political organizations in their electoral activities has been debated and recognized in existing literatures. Hence, it can be seen that any political party desiring to gain long-term competitive advantage must endeavor to design and communicate through the essential mediums not only during elections but communicating greatly through their everyday life activities, thus achieving the aim of satisfying the significant target audience (party members, voters and party funders) (Osuagwu, 2008). It is on this line of thought Egele and Ozo (2016) asserted that no matter how good organization offering is, be it goods, service, ideas, person., places, it cannot achieve huge success in the market without promotion. Therefore if an organization does not blow its own trumpet, nobody would blow it or give the desired attention to the organization or its products, political party is an organization with its product (candidates for election).

Branding as a marketing concept is also applicable to political marketing and it is involved in day to day activities of the political party. The concept of branding is not new to political campaigning or election and thus has appeared to be pursued as a deliberate strategy by political actors (Adolphsen, 2009). A brand is a name, term, sign, symbol, design goods or services of a seller and differentiate them from competitors (Kotler, Brown and Maken, 2010) in Egele and Ozo (2016). Branding is all about creating differences between products or organizations using a

name, term, a symbol, design or a mark or a organization (Egele and Ozo, 2016). Branding is a major tool of political campaign. A political campaign is an organization effort which seeks to influence the decision making process within a specific group of voters (Wikipedia, 2022).

Political campaigns is a promotional activities used by political parties and candidates contesting for various positions to encourage voter to vote for the party. However for political campaign to be effective and efficient political parties must have develop and design some brand elements that will keep their party to be identified from other parties and make the party stands tall among equals. These branding elements come together to form a brand identity which designers use to craft compelling brand designs which is not only important but necessary in a competitive political environment where you are up against other political brand for voters attention. Some of the brand elements are party name, party logo, party symbol, party color and party trademark etc. For instance All Progressive Congress (APC) as a political party in Nigeria is branded with broom as its logo, blue, white and green as its color in block design symbol. While that of Peoples Democratic Party (PDP) is umbrella as its logo, yellow and black color in a circle symbol. All Progressive Grand Alliance (APGA) is branded with cock as its logo, yellow and black color in a circle symbol. Besides Young Progressive Party (YPP) is branded with door on top of map of Nigeria, as its logo, yellow, red and green as it's colour. These brand elements become a campaign tool for voter to be able to identify and differentiate each political party from others and to influence their preferences. Below is figure 1 which shows brand elements of four political parties during 2021 Gubernatorial election in Anambra State Nigeria



Fig.1 (A)



Fig.3(C)



These brand elements established brand equity, which refers to consumers attached assess and liability to a brand based on brand awareness which according to Kotler and Keller (2016) is define as consumer's ability to recognize or recall the brand in sufficient details to make a purchase (vote). Also they define brand association to consist of all brands related thoughts, feeling, perceptions, images, experiences, beliefs, and attitudes and so on that become linked to

the brand node. While brand loyalty provides predictability and security of demand for the firm, and creates barrier to entry that make it difficult for other firm to enter the market. Voters behavior refers to propensity of citizens liking or disliking a party, associating or joining the party as a member, voting or not voting the party during election, recommending or derecommending the party to others etc. Every political party sought for favourable voter behavior.

### **Statement of problem**

One of major challenges facing political parties is to attract and retain voters support base in the political environment. Interestingly, most questions raised in elections are concerned with voting behavior that is why voters vote for one candidate or party over others and the implication of their choice. In other words, voters are most likely to trust candidates whose political campaigns of satisfy their basic needs, as opposed to those who dwell on their personal achievements. The effect o this challenges is that political parties are no longer relying on one strategy to attract and retain voters support rather device various means to outsmart competitors, among such strategies is political campaign brand equity. It is not disputable that political parties now spend heavily on activities that will promote political party brand awareness, associations, and brand loyalty

Political parties that consider their brand innovation by using social media platforms such as Facebook, Whatsapp, YouTube etc. to deliver campaign messages always ensure that they meet up with brand value, voters' expectation, but when fail to recognize the value, voter's expectation, but when fail to recognize the value of brand innovation, they are bound to experience loss of votes and support base. Knowing quite well that in today's political environment it is a difficult task for voters to identify as well as remember some political brands when faced with brand decision making (Egele and Harcourt, 2017). Therefore, the efficacy of political party campaigns brand equity in persuading the electorate to vote in a party or candidate's favour is still questioned. In the light of the above, this study examines political parties brand not only during political campaigns but in their day to day activities which ultimately leads to brand preference by voters.

### **Research Objectives**

The generative objective of the research will be to examine the influence of political campaign brand equity on voting behavior in Anambra State. Specifically the study will seek to;

1. Examine the influence of political campaign brand awareness on voter's behavior in Anambra State.
2. Investigate the influence of political campaign brand association on voters behavior in Anambra State.
3. Examine the influence of political campaign brand loyalty on voters behavior in Anambra State.

### **Research Questions**

1. To what extent does political campaign brand awareness influence voter's behavior in governorship election in Anambra State?
2. To what degree does political campaign brand association influence voter's behavior in governorship election in Anambra State?
3. To what level does political campaign brand loyalty influence voter's behavior in governorship election in Anambra State?

### **. Hypotheses**

- Ho<sub>1</sub> Political campaign brand awareness does not significantly influence voter's behavior in governorship election in Anambra State
- Ho<sub>2</sub> Political campaign brand association has no significant influence voter's behaviour in governorship election in Anambra State
- Ho<sub>3</sub> Political campaign brand loyalty has no significant influence voter's behavior in governorship election in Anambra State

### **Review of Related Literature**

#### **Concept of Branding**

Brand equity, brand management, brand awareness, brand positioning, brand culture, brand strategy, brand functions and brand environment are all conjugated of one single noun: brand. The word brand comes from the Old Norse brand, meaning to burn, and from these origins made its way into Anglo-Saxon. It was of course by burning that early man stamped ownership on his livestock, and with the development of trade buyers would use brands as a means of distinguishing between the cattle of one farmer from another (Blackett, 2004). According to Ries and Ries (2000) a brand is a special word in the mind of consumers: a noun, with the power to influence purchasing behaviour. Defining a brand is not something that is generally left to

chance. A brand is not a name. A brand is not a positioning statement. It is not a marketing message. It is a promise made by a company to its customers and supported by that company. Brand names help the buyer by conveying a bundle of attributes about the product or service (Rowley, 2004)

### **Political Party Brand**

Political party brand is the name, symbol, logo, design, and trademark, expressed value and philosophy of the party, uniform etc which used to identify and differentiate the party for instance APC expressed value is change. Short-term marketing campaigns, which were intended to influence specific and limited targets at particular periods of time, have gradually been replaced by long-term activities, which instead seek to increase the brand image of political parties. Candidates must now remain active; image creation via online communities must never stop. The key to governing and policy success is permanent campaigning (Bennet, 2003).

### **Political Party Campaign Brand**

Political campaign is the process of persuading voters by political parties and their candidate in order to gain their votes on the Election Day. In democracy, political campaigns often refer to electoral campaigns, by which representative or referendums are decided. The fact that the political branding even through campaign, continues to pervade our daily lives have continued to be established by various scholars and communication experts alike. In politics, campaigns have become an essential tool used amongst parties and their candidates contesting for various positions to get the electorates to vote for them. Political branding occupies the centre-stage of promotion of political candidates and parties vying for different political positions during campaigns (Samaila 2003).

### **Brand equity**

Brand equity is the financial value of a brand which provides capital/value to products and services. Brand equity is related to future returns that customers generate to the product or service. Developed brand assets in the past, enable the brand to leverage her strength and should deliver future value to the brand. Hence brand equity fulfils a bridging role where it connects the past to the future. Kapferer (2008) distinguishes three levels; (1) brand assets, (2) brand strength and (3) brand value. Kotler and Pfoertsch (2006) came to the conclusion that, no matter which brand equity paradigm is used, brand equity drivers are built around four key drivers which

leverage consumer's perceptions of the brand: (1) perceived quality, (2) name awareness, (3) brand associations and (4) brand loyalty. Hence, brand equity is an intangible asset that delivers value to the customers on one hand and value to the organisation on the other hand

### **Brand Awareness**

Party awareness is a very important element of brand equity, as it is regarded as a stepping stone in the development of other elements of brand equity (Brewer and Zhao 2010). Politically aware voters play active roles in the socialization process, exposed to relevant communications, and influential roles in shaping political perceptions (Halim 2011; Gurau and Ayadi 2011). Awareness means having knowledge or perception of a situation or fact (<http://oxforddictionaries.com>). Hence, awareness is a relative concept and comprises perception and cognitive reactions to a condition or event. The level of awareness can be categorized in: (1) partially aware, (2) subconsciously aware, and (3) acutely aware. Consequently, awareness does not equal understanding, it is the state of being conscious (<http://www.wikipedia.org>). According to Aaker (1991) and Keller (1993), brand awareness indicates the ability of the voter to recognize or recall a brand (political party) from other competing brands (political parties) in the given product category (politics). Ross (2006) further extended the definition and states that awareness reflects the strength of brand's (party's) presence in the mind of the consumers (voters)

### **Brand Loyalty**

Brand loyalty has been defined and measured in various ways by a number of researchers (Camarero, Garrido, and Vicente 2010). It can be defined from a behavioral perspective as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell and Gultinan 1990; Garcí'a and Caro 2009; Horng, Liu, Chou, & Tsai, 2012). According to Chaudhuri & Hoibrook (2001) brand loyalty can be defined as deeply held commitment that a customer has towards a preferred product and/or service, time and again, in the future, and makes repeat purchase. From an attitudinal perspective, brand loyalty is defined as "the tendency to be loyal to a focal brand as demonstrated by the intention to buy it as a primary choice" (Oliver 1997). Indeed, it is a barrier for new entrants and supports the premium pricing strategy (Aaker 1996).



**Brand Associations**

Similar to commercial brands, political party equity develops when customers (voters) are aware of and familiar with the brand (party) and possess preferable and strong brand association in the memory (Keller 1993). Therefore, brand associations are the key drivers for the development of brand equity and aid brand recall and recognition. Party association is based on the perceptions (thoughts and feelings) generated in the voter's mind when voters retrieve the party's name from the mind or identify it when exposed to the party. According to Janiszewski and Van Osselaer (2000), the main strong associations relate to the intangible aspects or abstract traits of the product. Therefore, associations play a very important role in shaping the attitude of voters toward political parties. Brand associations are a key to building strong brands since they represent what the brand stands for in the customer's mind (Aaker, 1996). In essence, brand association helps process and retrieves information about the brand and, in the ideal case, creates a positive attitude and feelings about the brand.

**Voters Behaviour**

Voting behavior plays a vital role in decision making and brand building; however, behavior analysis and voting decisions are very complex and dynamic in nature. There are wide and varied factors that influence the voting behavior of the electorate. The importance of political brand equity in shaping the behavior of voters is elaborated by Scammell (2007), who defined political brand equity as a gift that consumers may bestow or withhold; thus, it is a complex source of strength and weakness for a candidate equally, it is acutely sensitive to competition and highly vulnerable even to small shifts in consumers' perception and behavior. There are two famous studies regarding voting behavior, known as the Columbia studies and the Michigan model. These studies concluded that the voting intentions of the electorate are based on their strong loyalties with parties

**Empirical Review**

Abdelbaset, Al-Salaymeh and Alshare (2017) in their study, the effect of brand awareness on brand loyalty: mediating role of brand commitment examined academic literature in customer behavior and branding, with respect to brand loyalty in particular. The study empirically attempts to discuss this particular issue by examining the relationship between brand awareness and brand loyalty. Also, it seeks to investigate the mediation role of brand commitment in initial



relationship to tackle the mixed results in the prior attempts. The data were collected from customers of Islamic bank brand in Mafraq Governorate in Jordan. PLS-SEM techniques were applied to a sample of 90 customers to test hypothesized relationships. The results revealed that brand awareness and brand commitment have a significant and positive relationship with brand loyalty. In addition, brand commitment was found to be a mediator in the relationship between brand awareness and brand loyalty. This paper has discussed the results and an implication compared with prior versions as well as introducing some of recommendations for future research.

Hanzaee and Andervazh, (2012) investigated the relationship between factors affecting brand loyalty and purchase intention in the cosmetic industry in Iran. He or [or She] investigated the antecedent elements that lead to brand loyalty and purchase intentions. The research results showed that there was a positive and significant relationship between factors of brand loyalty and cosmetics purchase intention.

Aja, Vitus, Hycinth and Philip (2022) did a study on effect of brand image on customer patronage in selected shopping Mall in Anambra State of Nigeria, The specific objectives are to determine the effect of brand equity, ascertain the nature of the relationship between brand experience and determine the influence of brand association on customer patronage. The survey research design was adopted for the study. The population comprises of consumers of shopping mall in the three senatorial district of Anambra State which include shoprite Onitsha for Anambra North, Roban store Awka for Anambra Central and Gmart store Nnewi for Anambra South. The study use in total sampling size of 243, comprising 81 consumers from each of the shopping mall selected in the three senatorial zones respectively. Purposive sampling method was used in selection of the consumers for these shopping malls. The Instruments used for data collection were questionnaire. A total of 243 copies of the questionnaire were distributed while 230(83%) copies were returned and 13(17%) were not returned. Three hypotheses were tested using Pearson product moment correlation coefficient and simple linear regression statistical tools. The findings are brand equity has a significant effect on customer patronage. There is a positive relationship between brand experiences on customer patronage while brand association has significant effect on customer patronage. The study concluded that Brand image is the overall impression in consumers' mind that is formed from all sources. The study recommended

that shopping firms should ensure that image of their stands for the test of times of value, quality and meeting customer satisfaction. The implication of the study are that shopping malls within the context are expected to improve on their brand image policy and programmes. This will help in sustaining their products and services from their competitors and also strengthen their brand image in the perception of their customers and organization's publics. The use of signs and symbols should be encouraged whether they are used for implicit or explicit purposes this is because empirical evidence has proved that they significantly affect customer patronage.

Christodoulides & Chenatony (2013) study on the influence of brand equity on consumer responses, investigated the effects of this construct on consumers' responses using data from two European countries. The results of their study indicated that brand equity dimensions inter-relate. Brand awareness positively impacts perceived quality and brand associations. Brand loyalty is mainly influenced by brand association and finally that perceived quality, brand associations and brand loyalty are the main drivers of overall brand equity. Their findings also corroborate the positive impact of brand equity on consumers' responses. In addition, the general framework proposed in their study found to be empirically robust across

Fouzia and Salma (2015) investigated the impact of brand equity on brand loyalty taking into consideration the mediating role of customer satisfaction in restaurant sector of Lahore, Pakistan. A total of 400 respondents were sampled for the study. Descriptive statistics, correlation analysis and structural equation modeling was employed in analyzing the data. The study found that the effect of physical quality, staff behavior ideal self congruence, brand identification and trust on brand loyalty has been fully mediated by customer satisfaction in case of Lahore. The study also found that the effect of life style-congruence and environment has not been fully mediated by customer satisfaction and has proved insignificant.

Egele and Harcourt (2017) conducted a study on brand evaluation and consumer choice decision in purchase of refrigerators in Rivers state Nigeria. The study aimed at finding out the extent brand name awareness, perceive brand name associated with quality and logo/symbol influences consumers purchase of refrigerator brand. A survey method was adopted with a sample size of 312 restaurants and fast food operators who were administered with questionnaire. The collected was analyzed with percentages, frequency, mean with standard deviation and Z-test was used in testing the hypotheses. It was found that consumers awareness of a brand name has no influence

while their perception of brand quality and logo/symbol influence their choice of brand for purchase.

Poranki (2017) carried out a study on the impact of brand awareness on customer satisfaction at Godfrey Philips, India limited, India. Descriptive statistics was employed in analyzing data. The study was conducted in Visal chapatnam a city of India with a sample of 200 respondents. The research results show that there is an impact of brand awareness on customer satisfaction with respect to product quality price and size of the cigarettes etc

Tongam and Marcellia (2019) in their study Analysis of Brand Equity and Supply Chain as a Determinant of Voting Intention in Young Constituents in the City of Bandung, The study analyzed political parties using marketing theory, especially supply chain management and political brands using the Customer Base Brand Equity (CBBE) approach. The political brand in this study can determine what factors are in the minds of voters or the mindset of the people that influence their behavior to produce brand equity that can be communicated and presented to the constituents so that the impact drives them towards electoral choices in certain parties. The study looks at the influence of variables in the form of Party Socialization Process, Supply Chain Strategy, Party Knowledge (which consists of party awareness and party association), party perceived quality on the formation of Voting Intention of young constituents in political parties in Indonesia, especially in the city of Bandung. The research is an Explanatory study with quantitative methods that are descriptive to explain the research in-depth. Samples were conducted as many as 431 respondents from the city of Bandung aged 17-30 years who already have a KTP and have the right to vote with the help of the SPSS software. The results of the study found that an increase in the Party socialization process on Brand Equity, in this case, is Party Knowledge (party awareness and party association), and party perceived quality would increase the voting intention of young constituents in the city of Bandung. Therefore, research is needed especially for decision-makers in political parties in order to increase their brand equity and supply chain orientation so that it affects the increase in the voting intention which then affects the results of their votes in the coming election, especially by using political brand theory with CBBE approach.

Widjaja (2019) studied perceived quality and brand loyalty on purchasing decision: case study on ace hardware Indonesia consumers. The research aims to determine and analyze whether there is

a significant effect both simultaneously and partially among brand equity variables represented by brand awareness, brand association, perceived quality, and brand loyalty on the purchasing decision of products being sold at ACE Hardware Indonesia. Samples were taken by using convenience sampling method through online form. Data analysis was performed by using multiple regression techniques. Results of the hypothesis test obtained that simultaneously all brand equity variables have a significant effect, but partially the results are varied. Brand awareness and brand association have no significant effect, while perceived quality and brand loyalty have a significant effect on purchasing decisions

Mackintosh, and Didia, (2020) in their study brand association and customer satisfaction of fast food firms in Rivers state. The study examined the connection between brand association and customer satisfaction. The population of the comprised customers of fastfood firms in Rivers State. The explanatory research design was adopted in the study; while a structured questionnaire designed in Likert scale served as the instrument of primary data collection. Data collected from three hundred and sixty-nine (369) respondents was used in the final analysis of the study. The Pearson Product Moment Correlation served as the test statistic. The Statistical Package for Social Sciences (SPSS) version 22.0 aided the data analysis. The study found that brand association significantly relates to customer satisfaction of fastfood firms in Rivers State. Particularly, the study found that brand association has a positive and statistically significant correlation with repeat purchase and customer retention of fastfood firms in Rivers State. The study concludes that customer satisfaction of fastfood firms in Rivers State is influenced by brand association and that brand association predicts customer satisfaction in terms of repeat purchase and customer retention. The study thus recommends that fastfood firms in Rivers State that seek increased customer satisfaction should invest in brand communications that plant symbols, cues and other brand attributes that consumers can associate to their brands.

## **Theoretical Review**

### **Brand Equity Theory**

This study will be anchored in the brand equity theory. The brand equity theory was developed by Prof. David Aaker in 1991. Brand equity theory posits that suppliers will strive to produce and market a real or perceived quality attribute or characteristics of a product to capture larger market share. Brand equity theory is concerned with how political parties have to focus on creating voter preference by shaping the consumers (voters) opinion and attitude towards

themselves. However, Aaker (1991) asserts that marketers need to build a brand in a series of five dimensions that contribute to brand equity. Firstly marketers ought to comprehend how each and every consumer is able to identify the brand that satisfies their needs which in most cases is operationalized as awareness. This awareness can also help customers feel more comfortable with their decision to purchase products and services from a company.

Consequently, after a brand has been identified, the consumer tends to develop a level of perception based on a product's performance and thereafter form brand association. Brand associations can help create a positive attitude towards a company that can encourage customers to buy its products and services.

Thirdly, the cognitive and emotional attachment by consumers make them feel a sense of belonging, making the committed an engaged which subsequently translates to loyalty, brand loyalty gives companies advantage over their competitors in the market who may be unable to convince loyal customers switch brand. Although the three processes make sense when brand equity is traced longitudinally, in reality the first three components of brand awareness, brand association and brand loyalty often don't take place sequentially at any one time. They tend to feed back to one another, especially when the consumer is relatively unfamiliar with the type of brand and eventually on to fourth component of brand positioning which refers to the public's understanding of company products or services. Brand positioning can lead customer to view the company as reliable, which gives them a reason to purchase it product or services beside it can also help company differentiate themselves from their competitors. Finally the fifth components, brand innovation which refers to brand intangible assets and these can improve a company's reputation. Developing brand innovation can give companies advantage over their competitors by creating more brand equity. According to Aaker, the theory include several elements that a political party can be use to determine its brand equity, they are party name, party logo, party symbol, party colour and party trademark etc. these elements can provide structure for a brand identity

## **METHOD AND MATERIAL**

The study was carried out primarily through the survey method. This study was conducted around the twenty one 21 Local Government Area of Anambra State Nigeria. The local government areas are; Aguata, Awka South, Awka North, Anambra East, Anambra West,

Aniocha, Ayamelum, Dunukofia, Ekwusigo, Idemili South, Ihiala, Njioka, Nnewi North, Nnewi South, Ogbaru, Onitsha North, Onitsha South, Orumba North, Orumba South, Oyi. Secondary data were obtained through books, journals, and internet. A sample size of 1111 was obtained from the population of (2,525,471) at 5% error tolerance and 95% degree of freedom using Cochran's (1963) statistical formular. 909 (88%) of the questionnaire distributed were returned while 202 (12%) of the questionnaire distributed were not returned / mutilated. The questionnaire was designed in likert scale format. (AS) representing strongly agree, (A) representing agree, (U) representing undecided (D) representing disagree while (SD) representing strongly disagree. The researcher conducted a pre-test on the questionnaire to ensure the validity of the instrument by giving to management expert who modified and made necessary correction for the instrument to measure what it ought to measure. The reliability test was done using test-retest method with the help of spearman ranking correlation coefficient. The result gave a reliability coefficient of 0.77, indicating a high degree of internal consistency. Data collected were presented in frequency tables. Simple linear regression statistical tools were used to test the hypotheses.

## DATA PRESENTATION AND ANALYSES

Questionnaire Distribution and return in total, one hundred and eleven (1111) questionnaire were distributed but only nine hundred and nine (909) were returned and found usable for the analysis. Thus, the usable returned responded questionnaire was 88% response rate while 202 (12%) were excluded because the questionnaire were not properly completed, lost in transit or the respondents do not have knowledge of the questionnaire.

### Political brand equity and voter's behavior

**Table 1: brand awareness**

Items	Constructs	SA	A	U	D	SD
PBAW1	Party name is simple memorable and improve political party awareness	405 (44.55%)	450 (49.51%)	20 (2.20)	15 (1.65%)	19 (2.09%)
PBAW2	Party Symbol is memorable and has meaning that improves political party awareness	509 (55.99%)	349 (38.39%)	25 (2.75%)	20 (2.20%)	6 (0.66%)

**Table 4 Continues**

PBAW3	The Party is associated with colour that evokes meaning and emotion which improves political party awareness	239 (26.29%)	608 (66.89%)	15 (1.65%)	17 (1.87%)	30 (3.30%)
PBAW4	The Party uses attire that is consistent with its brand elements which improves political party awareness	404 (26.29%)	429 (66.89%)	32 (1.65%)	28 (1.87%)	16 (3.30%)

**Field work survey,2025**

**Note: PBAW means Political Brand Awareness.**

Item PBAW1 of table 1 Indicates that 405 (44.55%)of the respondents strongly agreed with the statement that Party name is simple, memorable and improve political party awareness. 450(49.51%) agree with the statement,20(2.20%) were undecided, 15(1.65%) disagree that party name is simple, memorable and improve political party awareness while 19 (2.09%) of the respondents strongly disagreed with the statement.

Item PBAW2 of the table 1 states that Party symbol is memorable and has meaning that improves political party awareness.509 (55.99%) strongly agreed with the statement, 349(38.39%) agreed, 25(2.75%) were undecided, 20(2.20%) disagreed that Party symbol is memorable and has meaning that improves political party awareness while 6(0.66%) strongly disagreed with the statement.

In item PBAW3 of the table 1: 239 (26.29%) of the respondents strongly agreed that the party is associated with colour that evokes meaning an emotion which improves political party awareness, 608 (66.89%) agreed, 15(1.65%) were undecided, 17(1.87%) disagreed while 30(3.30%) strongly disagreed that the party is associated with colour that evokes meaning an emotion which improves political party awareness.



In item PBAW4 of the table 1: 404(44.44%) of the respondents strongly agreed that The party uses attire that is consistent with its brand elements which improve political party awareness, 429 (47.20%) agreed, 32 (3.52%) were undecided, 4(4.12%) disagreed while 3 (3.08%) strongly disagreed that The party uses attire that is consistent with its brand elements which improve political party awareness

**Table 2 Political Brand Loyalty**

Items	Constructs	SA	A	U	D	SD
PBL1	The alignment of my belief and interest with a political improves political party brand loyalty.	349 (38.39%)	489 (53.80%)	29 (3.19%)	25 (1.65%)	17 (2.09%)
PBL2	The trust and pledge in the brand elements of a political party improves political party brand loyalty	604 (66.45%)	205 (22.55%)	25 (2.75%)	38 (4.18%)	37 (4.07%)
PBL3	The experience with a political party improves political party brand loyalty	554 (60.95%)	301 (33.11%)	17 (1.87%)	19 (2.09%)	18 (1.98%)
PBL4	The blending of the political party brand elements improves political brand loyalty	475 (52.29%)	401 (44.11%)	15 (1.65%)	13 (1.43%)	5 (0.55%)

### **Fieldwork survey,2025**

**Note: PBL means political brand loyalty**

Item PBL1 of table 2 Indicates that 349 (38.39%)of the respondents strongly agreed with the statement that The alignment of my belief and interest with a political party improves political

party brand loyalty. 489(53.80%) agree with the statement, 29(3.19%) were undecided, 25(2.75%) disagree that the alignment of my belief and interest with a political party improves political party brand loyalty while 17 (1.87%) of the respondents strongly disagreed with the statement.

Item PBL2 of the table 2 states that the trust and pledge in the brand elements of a political party improve political party brand loyalty. 604 (66.45%) strongly agreed with the statement, 205(22.55%) agreed, 25(2.75%) were undecided, 38(4.18%) disagreed that the trust and pledge in the brand elements of a political party improve political party brand loyalty while 37(4.07%) strongly disagreed with the statement.

In item PBL3 of the table 2: 554 (60.95%) of the respondents strongly agreed that the experience with a political party improves political party brand loyalty, 301 (33.11%) agreed, 17(1.87%) were undecided, 19(2.09%) disagreed while 18(1.98%) strongly disagreed that the experience with a political party improves political party brand loyalty

In item PBL4 of the table 2: 475(52.26%) of the respondents strongly agreed that the blending of the political party brand elements improves political party brand loyalty, 401 (41.11%) agreed, 15 (1.65%) were undecided, 13(1.43%) disagreed while 5 (0.55%) strongly disagreed that the blending of the political party brand elements improves political party brand loyalty

**Table 3 Political Brand Association**

Items	Constructs	S.A	A	U	D	S.D
PBA 1	Strong brand association built by political party improve political party brand association	344 (37.84%)	500 (55.00%)	28 (3.08%)	22 (2.42%)	15 (1.65%)
PB A 2	The association voters identify through brand elements improve political party brand association	409 (44.99%)	445 (48.96%)	19 (2.09%)	18 (1.98%)	18 (1.98%)
PB A 3	The feelings and thoughts of voters in favour of a political party improve political party	601 (66.12%)	261 (28.71%)	16 (1.76%)	17 (1.87%)	14 (1.54%)

brand association.

PB A 4	Positive associations built	509	321	20	25	34
	by political parties and candidates	(56.00%)	(35.31%)	(2.20%)	(2.75%)	(3.74%)
	improve political party					
	brand association					

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### Field work Survey,2025

#### Note: PBA means Political Brand Association

Item PBA1 of table 3 Indicates that 344 (37.84%)of the respondents strongly agreed with the statement that Strong brand association built by political party improve political party brand association .500(55.00%) agree with the statement,28(3.08%) were undecided, 22(2.42%) disagree that Strong brand association built by political party improve political party brand association while 15 (1.65%) of the respondents strongly disagreed with the statement.

Item PBA2 of the table 3 states that the association voters identify through brand elements improve political party brand association. 409 (44.99%) strongly agreed with the statement, 445(48.96%) agreed, 19(2.09%) were undecided, 18(1.98%) disagreed that the association voters identify through brand elements improve political party brand association, 18(1.98%) strongly disagreed with the statement.

In item PBA3 of the table 3: 601 (66.12%) of the respondents strongly agreed that the feelings and thoughts of voters in favour of a political party improve political party brand association, 261 (28.71%) agreed, 16(1.76%) were undecided, 17(1.87%) disagreed while 14(1.54%) strongly disagreed that the feelings and thoughts of voters in favour of a political party improve political party brand association

In item PBA4 of the table 3: 509(56.00%) of the respondents strongly agreed that positive associations built by political parties and candidates improve political party brand association, 321 (35.31%) agreed, 20 (2.20%) were undecided, 25(2.75%) disagreed while 34 (3.74%) strongly disagreed that the positive associations built by political parties and candidates improve political party brand association

#### Table 4 Responses on Voters Behaviour

Items	Constructs	S.A	A	U	D	S.D
PVB 1	Do you consider your interest in politics very great	504 (55.45%)	309 (33.99%)	27 (2.97%)	30 (3.30%)	39 (4.29%)
PVB 2	Do you in general consider yourself as a supporter of any political party	409 (44.99%)	454 (49.95%)	13 (1.43%)	18 (1.98%)	15 (1.65%)
PVB 3	Do you nevertheless feel somewhat closer to any party	325 (35.75%)	501 (55.12%)	18 (1.98%)	15 (1.65%)	24 (2.64%)

**table 9 continues**

PVB 4	How long before the election did you make a final decision	411 (45.22%)	402 (44.22%)	28 (3.08%)	34 (3.78%)	34 (3.74%)
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**Field work Survey,2025**

**Note : PVB means Political Voters Behaviour**

Item PVB1 of table 4 Indicates that 504 (55.45%) of the respondents strongly agreed with the statement that they consider their interest in politics very great. 309(33.99%) agree with the statement,27(2.97%) were undecided, 30(3.30%) disagree that they consider their interest in politics very greatwhile 39 (4.29%) of the respondents strongly disagreed with the statement.

Item PVB2 of the table 4 states that in general they consider themselves as a supporter of a political party. 409 (44.99%) strongly agreed with the statement, 454(49.95%) agreed, 13(1.43%) were undecided, 18(1.98%) disagreed that in general they consider themselves as a supporter of a political party,15(1.65%) strongly disagreed with the statement.

In item PVB 3 of the table 4: 325 (35.75%) of the respondents strongly agreed that they nevertheless feel somewhat closer to any party,501 (55.12%) agreed, 24(2.64%) were undecided, 30(3.30%) disagreed while 29(3.19%) strongly disagreed that they nevertheless feel somewhat closer to any party,

In item PVB4 of the table 4: 411(45.22%) of the respondents strongly agreed that long before the election did they make a final decision, 402 (44.22%) agreed, 28 (3.08%) were undecided, 34(3.74%) disagreed while 34 (3.74%) strongly disagreed that long before the election did they make a final decision

#### 4:4 Hypothesis Testing

Ho :Political campaign brand awareness does not influence voter's behavior in governorship election in Anambra State

Hi: Political campaign brand awareness influence voter's behavior in governorship election in Anambra State

**Table 5 Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.925 <sup>a</sup>	.856	.856	.34744	.114

a. Predictors: (Constant), Political campaign brand awareness

b. Dependent Variable: Voter's behavior

**Table 6 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	651.085	1	651.085	5393.551	.000 <sup>b</sup>
	Residual	109.489	907	.121		
	Total	760.574	908			

a. Dependent Variable: Voter's behavior

b. Predictors: (Constant), Political campaign brand awareness

**Table 7 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.116	.024		4.920	.000

Political campaign brand awareness	.932	.013	.925	73.441	.000
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a. Dependent Variable: Voter's behavior

$$R = 0.925^a$$

$$R^2 = 0.856$$

$$F = 5393.551$$

$$T = 73.441$$

$$DW = 0.114$$

### Interpretation :

The regression sum of squares (561.085) is greater than the residual sum of squares (109.489), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.925, indicates that there is a positive relationship between political campaign brand awareness and voter's behavior. R square, the coefficient of determination, shows that 82.5% of the variation in Voter's behavior is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.34744. The Durbin Watson statistics of 0.114, which is not more than 2, indicates there is no autocorrelation.

The political campaign brand awareness coefficient of 0.925 indicates a positive significance between political campaign brand awareness and Voter's behavior, which is statistically significant (with  $t = 73.441$ ). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus political campaign brand awareness significant influence voter's behavior in governorship election in Anambra State

### Hypothesis Two

Ho: Political campaign brand association does not influence voter's behaviour in governorship election in Anambra State

Hi: Political campaign brand association influence voter's behaviour in governorship election in Anambra State

### Table 8 Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.920 <sup>a</sup>	.846	.845	.35851	.123

a. Predictors: (Constant), Political campaign brand association

b. Dependent Variable: Voter's behavior

**Table 9 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	638.475	1	638.475	4967.521	.000 <sup>b</sup>
Residual	116.577	907	.129		
Total	755.052	908			

a. Dependent Variable: Voter's behavior

b. Predictors: (Constant), Political campaign brand association

**Table 10 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.137	.025		5.605	.000
	Political campaign brand association	.925	.013	.920	70.481	.000

a. Dependent Variable: Voter's behavior

R = 0.920<sup>a</sup>

R<sup>2</sup> = 0.846

F = 4967.521

T = 70.481

DW = 0.123

### Interpretation :

The regression sum of squares (638.475) is greater than the residual sum of squares (116.577), which indicates that more of the variation in the dependent variable is not explained by the



model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.920, indicates that there is a positive relationship between political campaign brand association and voter's behavior. R square, the coefficient of determination, shows that 84.6% of the variation in Voter's behavior is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.35851. The Durbin Watson statistics of 0.123, which is not more than 2, indicates there is no autocorrelation.

The political campaign brand association coefficient of 0.920 indicates a positive significance between political campaign brand association and Voter's behavior, which is statistically significant (with  $t = 70.481$ ). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus political campaign brand association significant influence voter's behavior in governorship election in Anambra State

### Hypotheses Three

Ho: Political campaign brand loyalty does not influence voter's behavior in governorship election in Anambra State

Hi: Political campaign brand loyalty influence voter's behavior in governorship election in Anambra State

**Table 11 Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.937 <sup>a</sup>	.877	.877	.31157	.199

a. Predictors: (Constant), Political campaign brand loyalty

b. Dependent Variable: Voter's behavior

**Table 12 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.

	Regression	628.965	1	628.965	6479.313	.000 <sup>b</sup>
1	Residual	88.045	907	.097		
	Total	717.010	908			

a. Dependent Variable: Voter's behavior

b. Predictors: (Constant), Political campaign brand loyalty

**Table 13 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.198	.021		9.616	.000
	Political campaign brand loyalty	.853	.011	.937	80.494	.000

a. Dependent Variable: Voter's behavior

R = 0.937<sup>a</sup>

R<sup>2</sup> = 0.877

F = 4967.521

T = 80.494

DW = 0.199

### Interpretation :

The regression sum of squares (628.965) is greater than the residual sum of squares (88.045), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.937, indicates that there is a positive relationship between Political campaign brand loyalty and voter's behavior. R square, the coefficient of determination, shows that 87.7% of the variation in Voter's behavior is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.31157..

The Durbin Watson statistics of 0.199, which is not more than 2, indicates there is no autocorrelation.

The Political campaign brand loyalty coefficient of 0. 937 indicates a positive significance between Political campaign brand loyalty and Voter's behavior, which is statistically significant (with  $t = 80.494$ ). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus political campaign brand loyalty significant influence voter's behavior in governorship election in Anambra State

### **Summary of Findings**

The findings at the end of this study include the following

- i. Political campaign brand awareness significantly influence voter's behavior in governorship election in Anambra State ( $r = 0.925^a$  ;  $F = 5393.551$ ;  $t = 73.441$ ;  $p < 0.05$ )
- ii. Political campaign brand association significant influence voter's behaviour in governorship election in Anambra State ( $r = 0.920^a$  ;  $F = 4967.521$ ;  $t = 70.481$ ;  $p < 0.95$ )
- iii. Political campaign brand loyalty significant influence voter's behavior in governorship election in Anambra State ( $r = 0.937^a$  ;  $F = 4967.521$ ;  $t = 80.494$ ;  $p < 0.05$ )

### **Conclusion**

The study concludes that political parties are the strongest factor in shaping the attitude of voters in the community, as it concerns voting preferences toward a political party and deciding the worth of party's overall brand equity. Branding facilitates the political parties' learning about the preferences and choices of voters and designing political statements, promotional techniques, and a party manifesto to enhance the voters' positive attitude toward political parties. At the other end, it also allows voters to evaluate the political brand before making their electoral choice. However, the magnitude of electoral choices depends on the voters' interest, participation, and involvement in the democratic process. Political branding facilitate the development of increased knowledge of brand and voter behavior and align the political brand with consumers' requirements to achieve desired results. The concept of branding in politics is crucial base on it practical reasons. The practical reasons are associated with economic as well as social cost linked with electoral choice. This claim is supported by the fact that the prosperity and development of an entire nation are associated with the elected government and its policies. Similarly, the strength of political parties is associated with understanding electoral needs and preferences

**Recommendations**

Based on the findings, the following recommendations were made:

- i. The study recommended that political parties should adopt political campaign brand awareness because that will market party and ensure voters trust, and meaning the more recognition for the political party . It is the foundation of acquiring a voters audience and helping them understand and become comfortable with their political parties
- ii. The study recommended that political parties should adopt brand association that will help voters to remember their political brand and its unique qualities, including those that differentiate them from your competitors. By fostering familiarity and reinforcing recognizable attributes, brand association provides voters with concepts, visuals, and attitudes that can help facilitate brand recall.
- iii. The study recommends that brand loyalty is a consumer behavior which a voter develops over a period of time by repeated use of a particular brand, product or service. Voters who find their needs fulfilled and find the product having good quality, and high value proposition tend to become loyal towards a particular brand

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