

-RESEARCH ARTICLE-

AN EXPLORATION OF THE POLITICAL BRAND EQUITY AND ITS IMPACT ON VOTER PREFERENCE AND POLITICAL POPULARITY IN SOUTHERN THAILAND

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—Abstract—

The notion of political brand equity originates from the broader concept of brand equity. Although examining political brands, along with their associated brand equity and constituent elements, holds considerable societal relevance, this area has received limited scholarly attention. To address this gap, the present study employed a bibliometric analysis alongside a cross-sectional survey to (a) outline publication patterns concerning political brands, (b) identify key authors contributing to this field, (c) explore the relationship between political brand equity and its components with voter preferences, and (d) assess the association between political brand equity, its components, and political popularity in Southern Thailand. The results indicate that scholarly output on political brands has demonstrated a steady increase between 1989 and 2024. Moreover, findings from the questionnaire survey highlight that awareness, perceived quality, loyalty, and leadership constitute critical elements of political brand equity. This study contributes to the literature by demonstrating that the principles of brand equity and its individual components are applicable within the domain of political branding, offering practical insights for the strategic development of political brand

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equity.

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INTRODUCTION

Background of Study

Although Thailand operates under a democratic political system, its political parties frequently encounter challenges related to political instability (McCargo & Chattharakul, 2020). This instability arises from multiple factors, including the proliferation of political parties, ambiguities in policy positions, and candidates possessing insufficient qualifications (Chambers & Waitoolkiat, 2020; Engkulanon, 2022; McCargo & Chattharakul, 2020). Political elections in Thailand are typically marked by intense competition, necessitating that parties secure public acceptance, preference, and popularity to achieve electoral success (Chambers & Waitoolkiat, 2020; Sawasdee, 2020).

The presence of numerous political parties further complicates the political landscape (Engkulanon, 2022), contributing to challenges such as hindering the development of the national political system, increasing voter confusion, and complicating the formulation of effective political strategies (Banerjee & Ray Chaudhuri, 2016; Keefer et al., 2020). In this context, political branding and political brand equity serve as strategic tools to enhance the public image of parties, candidates, and politicians, while also enabling differentiation from competitors amid rigorous electoral contests (Bohnen, 2020). Accordingly, the present study aims to examine publication trends related to political brands and to assess the influence of political brand equity and its components on voter preferences and the popularity of political parties. The study is guided by the following research questions:

- (1) What are the publication trends within the domain of political brand research?
- (2) Who are the primary authors contributing to publications on political brands?
- (3) To what extent do political brand equity and its components significantly relate to voter preference?
- (4) To what extent do political brand equity and its components significantly relate to the popularity of political parties?

LITERATURE REVIEW

Brand Equity, Political Brand Equity, and their Components

According to Aaker and Equity (1991), brand equity comprises a combination of

elements associated with a brand, including the brand name, symbols, and perceived quality, which collectively enhance the value of a product or service. This concept has been extended across various research domains, such as rebranding, brand preference, and political branding (Gutiérrez-Rodríguez et al., 2023). Accordingly, political parties, politicians, and candidates can be conceptualised as forms of brand (Gutiérrez-Rodríguez et al., 2023). A political brand conveys information about a party, including its candidates, policies, and ideological stance (Ferreira & van Eyk, 2022; Marland & DeCillia, 2020). It serves as a strategic asset, enabling a political party to differentiate itself from competitors and attract voter preference (Bohnen, 2020; Gutiérrez-Rodríguez et al., 2023).

Political brand equity consists of the combination of brand elements that reflect a party's qualifications and information as perceived by the electorate. Political brand equity as the overall value and recognition of a political brand. Unlike commercial brands, a political brand is also expected to fulfil the essential responsibilities of governance, such as national development, problem-solving, and improving citizens' quality of life. Its primary purpose is to communicate the potential and credibility of a political party through the lens of brand principles, highlighting the distinction between political and commercial brands (Bohnen, 2020). Existing research indicates that political brand equity can be derived from the principles of brand equity (Gutiérrez-Rodríguez et al., 2023), with Aaker and Equity (1991) framework being the most widely adapted in this context (Gutiérrez-Rodríguez et al., 2023). Within this framework, brand leadership represents a critical component. The elements of political brand equity can be applied to enhance a political party's image. Brand awareness seeks to increase voter recognition of the party, while brand quality conveys information regarding the party's competencies. Brand loyalty is concerned with fostering positive voter attitudes and commitment, and brand leadership elevates the visibility and prominence of the political brand (Farhan et al., 2020).

Political Brand Equity, Its Components, and Voter Preference

Political brand equity functions as an indicator for assessing the degree of voter preference for a political party, shaped primarily by voters' perceptions (Ferreira & van Eyk, 2022). It and its constituent elements reflect the strength and distinctiveness of a political brand and are closely linked to voter perception and preference. Research by Kaur and Sohal (2022) demonstrates that political brand equity, together with a party's brand image, exerts a direct influence on voter preference. In the political domain, information pertaining to a party's image enhances its potential by affecting voter attitudes, memory, perceptions, and behaviours (DasGupta & Sarkar, 2022; Smith & French, 2009). The party brand image constitutes a key component of political brand equity that drives voter preference, while a candidate's image represents a primary tool through which a party shapes voter perceptions (Bangsawan, 2022). Similarly, the

overall image of the political party plays a critical role in determining voter preference (Holcombe, 2021; Kaur & Sohal, 2022).

Communication strategies aimed at creating brand awareness enhance voter understanding. Walsh et al. (2014) observe that extensive and robust communication efforts, including political advertising, influence public attitudes and foster engagement with associated brands. Empirical evidence from Rahman et al. (2020) indicates that communication strategies related to brand awareness affect the preferences of young voters in Indonesia. Party brand awareness and targeted political advertising can increase voter preference by disseminating information about the party and its policies (Banerjee & Ray Chaudhuri, 2016; Burkell & Regan, 2019). Perceived quality also benefits a political party by signalling competence to voters and perceived quality enhances political brand equity, while Farhan et al. (2020) highlight its impact on voter satisfaction. In Hong Kong, perceived quality was found to increase support for a political party (Tang & Cheng, 2021). Information conveyed through party brand quality informs voters and can influence their preference for a specific political party (Banerjee & Ray Chaudhuri, 2016; Kaur & Sohal, 2022). Factors such as policies, economic capability, and party identification also shape voter beliefs and preferences (Abramson et al., 2022; Bechtel & Liesch, 2020; Jenke & Huettel, 2020).

Brand loyalty plays a central role in reinforcing political brand equity, as loyalty to a party can shape voter attitudes and behaviour. Kaur and Sohal (2019) report that loyalty to a political brand, combined with brand personality, enhances voter satisfaction. Parties can cultivate voter loyalty and preference through the development of understanding, knowledge, and experience (Banerjee & Ray Chaudhuri, 2016; Ferreira & van Eyk, 2022), with loyal voter support offering strategic advantages (Mummolo et al., 2021). Additionally, brand leadership strengthens political brand equity and political parties often leverage the political system they represent, such as democracy, populism, or monarchy, as a component of brand leadership (Chou et al., 2021; Holcombe, 2021). In particular, populist political party systems have been shown to directly influence voter preference (Karami & Elkouri, 2019; Plescia & Eberl, 2021). Consequently, this study seeks to investigate the effect of political brand equity and its components on voter preference, leading to the development of the following hypotheses:

H1 and H1a-H1e: *Political brand equity and its components (party brand image, awareness, quality, loyalty, and leadership) have a significant effect on voter preference.*

Political Brand Equity, its Components, and Political Popularity

Political brand, identity, and performance constitute key strategies for enhancing a political party's popularity within society (Banerjee, 2021; Fahad & ul Haq, 2024). Fahad and ul Haq (2024) report that disseminating political information, addressing national issues, and promoting the qualifications of a party's candidates can stimulate

the popularity of those candidates. In political contexts, brand image is instrumental in elevating the public profile of a political party (Bors, 2019). Party brand image forms a vital component of political brand equity, contributing significantly to the visibility and recognition of the political brand. The two primary factors enabling a party to gain popularity and attract supporters are a positive party image and the perceived attributes of its candidates (Bangsawan, 2022; Holcombe, 2021). Grover et al. (2019) note that enhancing the public image of candidates and effectively communicating their characteristics can increase a party's popularity, while Bangsawan (2022) emphasises the importance of candidates' image in public communication. The broader party image conveys the party's objectives and creates a favourable impression among the electorate (Holcombe, 2021).

Techniques for creating brand awareness are crucial in political marketing, as they strengthen communication and contribute to the popularity of the party (Jakeli & Tchumburidze, 2012). Party brand awareness represents a key achievement in public relations, fostering recognition, understanding, and public discourse (Rahman et al., 2020). Candidates' public visibility and self-presentation attract attention, increase their prominence in public discussions, and render them subjects of interest for specific groups, thereby enhancing engagement between the party and society (Grover et al., 2019; Larsson, 2019). Bischof and Wagner (2020) suggest that directly targeting public opinion through political models is an effective means of gaining popularity. Multiple studies indicate that brand awareness positively affects party popularity and reinforces the credibility of the political brand (Fahad & ul Haq, 2024; McAllister, 2003).

Branding and information serve as powerful instruments of political communication (Serazio, 2017). In Malaysia, public perceptions of party-related information influence political participation through online platforms (Halim et al., 2021). The popularity of a political party is shaped by factors such as policies, issue management, credibility, and political rhetoric, which collectively constitute aspects of brand quality (Horiuchi et al., 2020; Padovano, 2013). Holcombe (2021) finds that policy-focused political information can modify voter preferences and increase the party's popularity and supporter base. Candidate or politician quality, encompassing competence, education, and morality, exerts a greater influence on public opinion than the party's institutional qualifications (Horiuchi et al., 2020; Padovano, 2013). According to Larsson (2019), personalised content communicated by a party leader can directly affect the party's popularity.

The determinants of party popularity, particularly for new political parties, include political pressure, special interest groups, and voter loyalty (Brown et al., 2018). Party policies and identification contribute to establishing voter loyalty, enhancing repeat votes, and increasing popularity (Jenke & Huettel, 2020). Empirical studies consistently demonstrate that brand loyalty significantly influences popularity (Karpinska-

Krakowiak & Modlinski, 2020; Luan et al., 2019). Brand leadership emerges from brand performance, perceived quality, credibility, and brand meaning, reinforcing the reputation of the party brand (Lindgreen et al., 2012). In politics, branding, visual presentation, and leadership are the three primary processes driving party recognition (Aggestam et al., 2024). Political systems are frequently communicated through party brand leadership to enhance both the prominence and equity of the political brand (Chou et al., 2021). Holcombe (2021) notes that democratic systems foster consensus among the electorate. Effective communication of party brand leadership components during campaigns can increase voter trust, strengthen political governance, shape public opinion, and enhance the popularity of the political party (Holcombe, 2021; Papp, 2022; Wood et al., 2016; Yaghi & Antwi-Boateng, 2015). Therefore, this study aims to examine the effect of political brand equity and its constituent elements on party popularity, leading to the formulation of the following hypotheses:

H2 and H2a-H2e: *Political brand equity and its components (party brand image, awareness, quality, loyalty, and leadership) have a significant impact on the popularity of a political party.*

METHODOLOGY

The bibliometric review method was utilised to determine the publication years and identify the authors of studies on political brands, addressing research questions 1 and 2. In the initial stage of the analysis, data from 261 articles were retrieved from the Scopus database on 19 September 2024. These articles were searched using the keywords (politic*PRE/3 brand equity*) or (politic*PRE/3 brand) or (party PRE/3 brand*) for the period from 1989 to 2024. Subsequently, 131 articles were excluded as they were either non-empirical or not directly related to political branding. This process resulted in a final sample of 130 articles, published between 1989 and 2024, which were included in the bibliometric analysis conducted using BilioMagika software, version 2.9. The overall research methodology is illustrated in Figure 1.

The second stage of the study involved administering a questionnaire survey to examine political brand equity. The survey targeted residents of Songkhla province in Southern Thailand, with a total of 504 completed questionnaires obtained through simple random sampling. The required sample size was determined using the formula proposed by Krejcie and Morgan (1970). Data from the questionnaires were analysed using the PLS-SEM software, version 4.1.0.9. The questionnaire was designed to assess the influence of political brand equity and its components on voter preference and political popularity, addressing research questions 3 and 4. The items were adapted from multiple established sources.

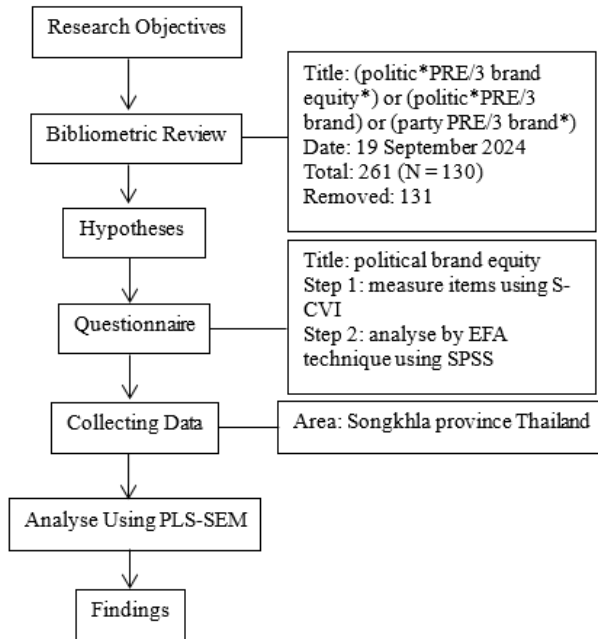


Figure 1: Research Methodology Diagram

Items measuring political brand equity were derived from [Kaur and Sohal \(2022\)](#) and [Hultman et al. \(2019\)](#), while items for political brand image were sourced from [Hultman et al. \(2019\)](#). Political brand awareness was evaluated using items adapted from [Gutiérrez-Rodríguez et al. \(2023\)](#). Political brand quality was measured with items from [Gutiérrez-Rodríguez et al. \(2023\)](#) and [Boo et al. \(2009\)](#), and political brand loyalty was assessed using items from [Gutiérrez-Rodríguez et al. \(2023\)](#) and [Kaur and Sohal \(2019\)](#). Items measuring voter preference were sourced from [Kaur and Sohal \(2022\)](#) and [Kaur and Sohal \(2019\)](#), while political popularity was assessed using items. A seven-point Likert scale was employed, as it is suitable for the research measurements and minimises respondent fatigue. The questionnaire referred to the winner of the 2023 general election in Thailand. It was translated into Thai and verified by an academic expert at a Thai university. The items were evaluated for validity using the scale-level content validity index (S-CVI), with six experts from Malaysia and Thailand, including four academicians and two members of Thai political parties. Prior to distribution, exploratory factor analysis (EFA) was conducted in SPSS to evaluate the relationships between variables and items. The conceptual framework of the study is presented in [Figure 2](#).

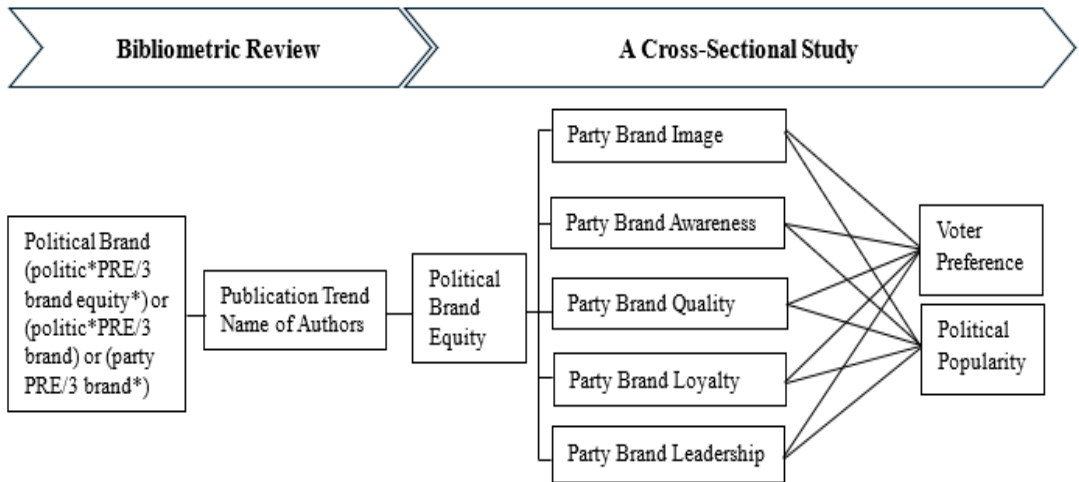


Figure 2: Conceptual Framework

FINDINGS

A total of 130 publications and 248 contributing authors were identified. From 1989 to 2024, 108 of these publications were cited, accumulating a total of 2,642 citations. The first publication year, 1989, alone accounted for 71 citations. Detailed information regarding publications related to political brand equity, political brand, and party brand is provided in [Table 1](#).

Table 1: Annual Research Output and Citation Metrics

Year	TP	NCA	NCP	TC	C/P	C/CP	h	g	m
1989	1	1	1	71	71.00	71.00	1	1	0.028
1999	1	1	1	180	180.00	180.00	1	1	0.038
2002	2	4	2	339	169.50	169.50	2	2	0.087
2006	1	1	1	32	32.00	32.00	1	1	0.053
2007	1	1	1	107	107.00	107.00	1	1	0.056
2009	3	4	3	211	70.33	70.33	3	3	0.188
2010	4	9	4	131	32.75	32.75	3	4	0.200
2011	3	5	3	114	38.00	38.00	3	3	0.214
2012	4	4	4	40	10.00	10.00	3	4	0.231
2013	5	9	5	184	36.80	36.80	4	5	0.333
2014	5	7	5	316	63.20	63.20	5	5	0.455
2015	9	19	9	147	16.33	16.33	6	9	0.600
2016	11	20	10	335	30.45	33.50	6	11	0.667
2017	10	19	7	30	3.00	4.29	3	5	0.375
2018	14	27	14	178	12.71	12.71	7	13	1.000
2019	7	15	5	45	6.43	9.00	4	6	0.667
2020	9	19	8	104	11.56	13.00	7	9	1.400
2021	8	13	6	17	2.13	2.83	2	3	0.500

Table 1: Annual Research Output and Citation Metrics (cont...)

Year	TP	NCA	NCP	TC	C/P	C/CP	h	g	m
2022	5	10	4	24	4.80	6.00	2	4	0.667
2023	16	32	10	29	1.81	2.90	3	4	1.500
2024	11	28	5	8	0.73	1.60	2	2	2.000
Total	130	248	108	2642	20.32	24.46	24	49	0.667

Note: TP=Total Number of Publications; NCA=Number of Contributing Authors; NCP=Number of Cited Publications; TC=Total Citations; C/P=Average Citations per Publication; C/CP=Average Citations per Cited Publication; h=h-Index; g=g-Index, m=m-Index.

The year 2023 recorded the highest number of publications, totalling 16, followed by 2018 with 14 publications, and 2016 and 2024 with 11 publications each. Regarding contributing authors, 2023 also had the largest number, with 32 authors, followed by 2024 with 28 and 2018 with 27 authors. The year with the greatest number of cited publications was 2014, with 14 citations, followed by 2016 and 2023, each with 10 citations, and 2015 with 9 citations. A comparison of total publications and total citations by year is presented in [Figure 3](#).

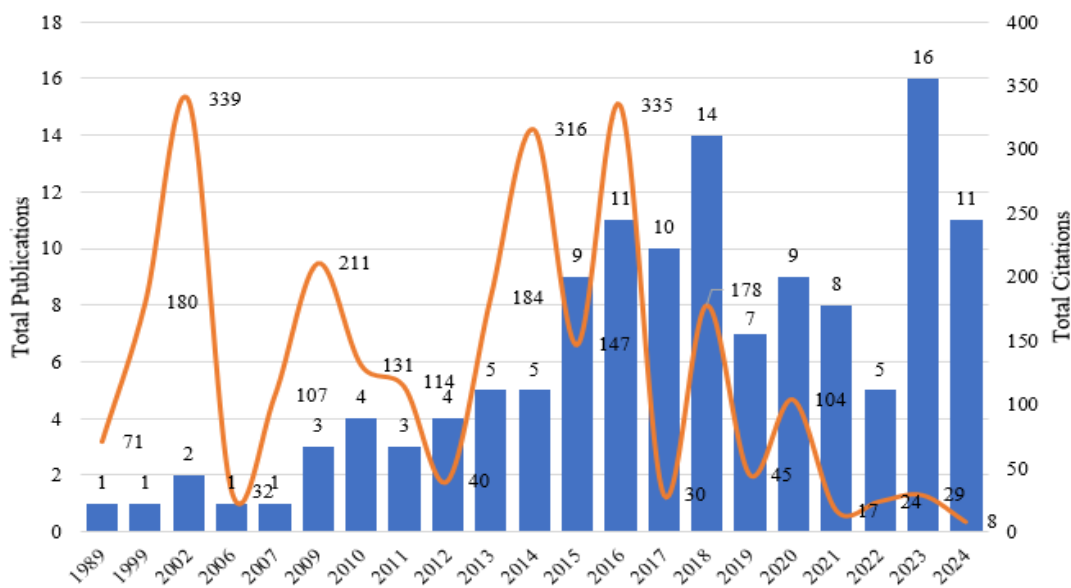


Figure 3: Total Publications and Citations by Year

Publications on political brands have exhibited a consistent upward trend from 1989 to 2024, with the keyword “political brand” attracting increasing scholarly attention since 2016. The regression analysis demonstrates an excellent model fit ($R^2 = 0.9944$), indicating that the concept of political brands has garnered significant interest among researchers for study, development, and knowledge advancement in this field. The polynomial regression model illustrating the publication trend is presented in [Figure 4](#).

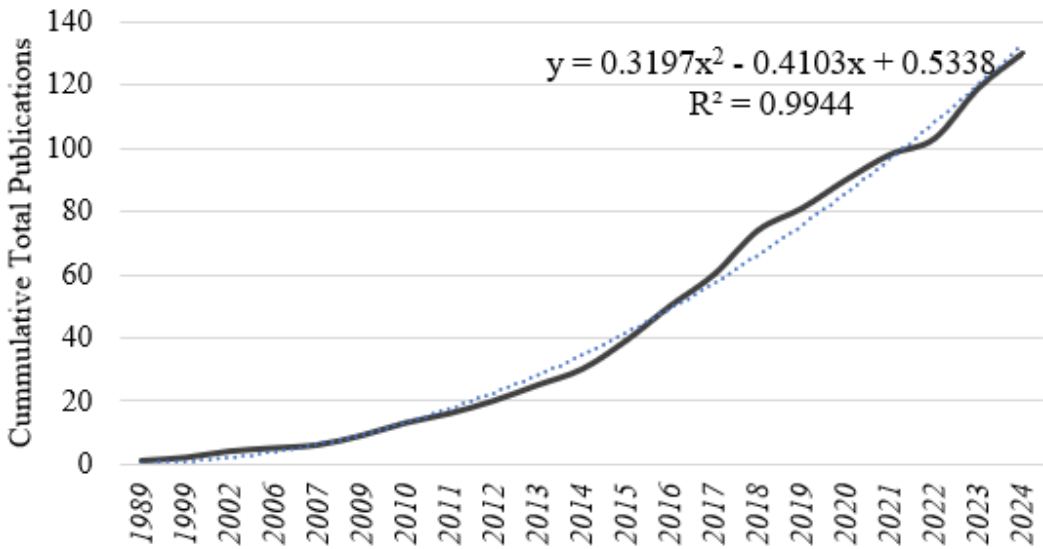


Figure 4: Trend of Publications

The bibliometric analysis indicates that the most prolific author is Pich, C., with a total of 13 publications, representing 4.98% of the sample. This is followed by Armannsdottir, G., with seven publications (2.68%), and Banerjee, S., with five publications (1.92%). Details concerning the ten most productive authors are provided in [Table 2](#).

Table 2: Top 10 Most Productive Authors

Author Name	TP	%
Pich, C.	13	4.98%
Armannsdottir, G.	7	2.68%
Banerjee, S.	5	1.92%
Lievens, F.	5	1.92%
Spry, L.	5	1.92%
Dean, D.	4	1.53%
Lupu, N.	4	1.53%
Smith, G.	4	1.53%
Dineen, B.R.	3	1.15%
Heersink, B.	3	1.15%

The questionnaire survey was administered to examine the components of political brand equity, specifically focusing on five dimensions: image, awareness, quality, loyalty, and leadership. A total of 504 completed questionnaires were analysed using PLS-SEM, with outer loadings, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE) calculated for each item. The results of the measurement model are presented in [Table 3](#).

Table 3: Measurement Model

Code	Questionnaire Items	Loadings	CA	CR	AVE	VIF
PBE	Political Brand Equity (Hultman et al., 2019; Kaur & Sohal, 2022)					
PBE1	Even if another political party has same qualities as (political party name), I will still prefer to vote for (political party name).	0.761	0.763	0.767	0.513	1.492
PBE2	If there is another political party as good as (political party name), I would still prefer to vote for (political party name).	0.725				1.399
PBE3	(Political party name) match my lifestyle and my values.	0.713				1.417
PBI	Party Brand Image (Hultman et al., 2019)					
PBI1	(Political party name) is trustworthy.	0.733	0.772	0.779	0.524	1.467
PBI2	(Political party name) gives an attractive image.	0.743				1.456
PBI3	(Political party name) is known to being straightforward.	0.787				1.647
PBA	Party Brand Awareness (Gutiérrez-Rodríguez et al., 2023)					
PBA1	I can recognise (political party name) among other competing political parties.	0.771	0.803	0.809	0.505	1.663
PBA2	When I think of political party, (political party name) is the political party that first comes to mind.	0.713				1.519
PBA3	I can quickly recall the symbol or logo of (political party name).	0.763				1.652
PBQ	Party Brand Quality (Boo et al., 2009; Gutiérrez-Rodríguez et al., 2023)					
PBQ1	The likelihood that (political party name) would be a workable government is extremely high.	0.741	0.827	0.829	0.536	1.596
PBQ2	(Political party name) provides quality experiences.	0.746				1.623
PBQ3	(Political party name) better than other similar political parties.	0.757				1.621
PBL	Party Brand Loyalty (Gutiérrez-Rodríguez et al., 2023; Kaur & Sohal, 2019)					
PBL1	I vote (political party name) if it competes for election.	0.760	0.813	0.817	0.518	1.616
PBL2	I like to say positive things about (political party name) to others.	0.751				1.617
PBL3	I like to recommend (political party name) to someone who seeks my advice.	0.730				1.553
PBLS	Party Brand Leadership					
PBLS1	(Political party name) is more creative in services.	0.737	0.809	0.809	0.512	1.551
PBLS2	(Political party name) is more of a trendsetter.	0.724				1.508
PBLS3	(Political party name) is better course features for vote.	0.733				1.573

Table 3: Measurement Model (cont...)

Code	Questionnaire Items	Loadings	CA	CR	AVE	VIF
VP	Voter Preference (Kaur & Sohal, 2019)					
VP1	I prefer (political party name) over other political parties.	0.742	0.849	0.850	0.526	1.709
VP2	If I were to vote for a political party, I would vote for (political party name) over other political parties.	0.743				1.752
VP3	I am very pleased with what (political party name) does for my country.	0.758				1.755
PP	Political Popularity					
PP1	(Political party name) is more recognised by voters.	0.790	0.825	0.827	0.535	1.770
PP2	(Political party name) is famous.	0.741				1.526
PP3	Most of my friends will vote (political party name).	0.722				1.472

In this study, the outer loadings exceed 0.7, suggesting a strong relationship between the variables and their corresponding latent constructs (Joseph et al., 2017). Cronbach’s alpha (CA) values are above 0.8, indicating a high level of reliability (Sulaiman et al., 2023). Composite reliability (CR) values surpass 0.7, with a recorded value of 0.81, reflecting satisfactory composite reliability (Paudel & Kumar, 2021). Average variance extracted (AVE) values are greater than 0.5, demonstrating an acceptable level of convergent validity (Ramadan et al., 2022). The PLS-SEM analysis results are presented in Table 4.

Table 4: Results of Analyse Political Brand Equity and Its Components

Hypotheses	Path	Beta	P-Value	Decision
H1	PBE → VP	0.024	0.569	Not Supported
H1a	PBI → VP	0.051	0.261	Not Supported
H1b	PBA → VP	0.161	0.003	Supported
H1c	PBQ → VP	0.192	0.001	Supported
H1d	PBL → VP	0.285	0.000	Supported
H1e	PBLS → VP	0.222	0.000	Supported
H2	PBE → PP	0.005	0.743	Not Supported
H2a	PBI → PP	0.021	0.360	Not Supported
H2b	PBA → PP	0.158	0.000	Supported
H2c	PBQ → PP	0.060	0.013	Supported
H2d	PBL → PP	0.059	0.001	Supported
H2e	PBLS → PP	0.207	0.000	Supported

The analysis of the components of political brand equity reveals that overall political brand equity and party brand image exhibit a positive but statistically insignificant relationship with voter preference. In contrast, party brand awareness, quality, loyalty,

and leadership demonstrate a significant positive association with voter preference. Similarly, political brand equity and party brand image show a positive yet insignificant relationship with political popularity, whereas party brand awareness, quality, loyalty, and leadership are significantly and positively related to political popularity.

DISCUSSION

Although research on the concept of political brands was limited in earlier years, scholarly interest has grown steadily since 2016. This trend is evident from the increasing number of publications identified in the bibliometric review conducted in this study. Nevertheless, the total citations related to political brands suggest that the concept has developed slowly and exhibits gaps in several areas. Analysis of author contributions further indicates a need to expand research efforts in this domain, particularly focusing on the development of political brand equity. Existing studies on political brand equity primarily emphasise predictive analysis rather than its influence on voter preference. This finding contrasts with prior research, which reported that political brand equity could shape voter perceptions and preferences (Ferreira & van Eyk, 2022). In the present study, however, political brand equity does not appear to be a decisive factor in enhancing a political party's popularity. Earlier research suggested that the application of brand equity and political brand equity could contribute to increasing a party's popularity (Banerjee, 2021; Fahad & ul Haq, 2024). Despite theoretical expectations that political brand equity strengthens voter preference and party popularity, this study finds the actual effect to be weak or negligible. A potential explanation is the divergence between voter expectations and their perceptions of political parties, which may limit the direct influence of political brand equity. Additionally, the effect of political brand equity may require the presence of moderating or mediating variables to effectively influence voter preference and party popularity.

This study contributes by highlighting that the image of a political party does not significantly enhance voter preference. This contrasts with prior studies suggesting that political party image positively affects voter preference (DasGupta & Sarkar, 2022; Kaur & Sohal, 2022). While theoretical frameworks allow for the adaptation of brand image to political brand image, empirical evidence from this study indicates that it does not substantially influence voter behaviour. Information regarding a party's candidates, leaders, or historical background does not align with voter priorities, and the party's image is not perceived as a critical factor in national development. Similarly, the study demonstrates that enhancing the image of a political party alone does not increase its popularity. Prior research suggested that party image could elevate public recognition and support (Bangsawan, 2022; Bors, 2019; Grover et al., 2019; Holcombe, 2021). Contrary to these theoretical predictions, the findings reveal no direct impact of political brand image on party popularity. Thus, party image alone is insufficient to attract voter

support, indicating the need for additional mediating determinants to strengthen its effectiveness.

Conversely, party brand awareness emerges as a critical strategy for increasing voter preference. This aligns with [Burkell and Regan \(2019\)](#), who reported that awareness and political advertising enhance voter engagement through the dissemination of political information. Strategies that promote awareness significantly influence voter preference ([Banerjee & Ray Chaudhuri, 2016](#); [Burkell & Regan, 2019](#)). Disseminating political information via brand awareness initiatives is therefore an effective approach for improving a political party's visibility and popularity. Similarly, [Grover et al. \(2019\)](#) note that raising awareness of candidates attracts public attention, stimulates discussion, and facilitates information sharing ([Fahad & ul Haq, 2024](#); [Larsson, 2019](#); [Rahman et al., 2020](#)). The study further identifies perceived quality as a valuable component of political brand equity in shaping voter preference. This finding is consistent with [Farhan et al. \(2020\)](#), who demonstrated that political brand quality influences voter understanding and support, thereby fostering trust in a party ([Abramson et al., 2022](#); [Jenke & Huettel, 2020](#); [Tang & Cheng, 2021](#)). The results indicate that recognition of a party's quality also enhances its popularity, corroborating ([Halim et al., 2021](#)), who highlighted that party qualifications and political information contribute to public support. [Holcombe \(2021\)](#) similarly emphasises that policy-related information is a key factor in building a party's popularity.

In addition, the study confirms that brand loyalty can be integrated into political brand equity. Political brand loyalty is shown to effectively enhance voter preference, consistent with [Kaur and Sohal \(2019\)](#), who reported that highly satisfied voters generate loyalty. Loyal voters can influence others' attitudes and preferences through recommendations ([Banerjee & Ray Chaudhuri, 2016](#); [Ferreira & van Eyk, 2022](#)), and political brand loyalty also contributes to increasing party popularity ([Karpinska-Krakiowski & Modlinski, 2020](#); [Luan et al., 2019](#)). Brand leadership represents another essential extension of political brand equity. Incorporating brand leadership enhances voter preference, supporting the findings of [Kaur and Sohal \(2019\)](#) that political brand leadership elevates voter satisfaction. Furthermore, political systems that emphasise party prominence, such as democracy or populism, can strengthen voter preference ([Chou et al., 2021](#); [Holcombe, 2021](#); [Karami & Elkouri, 2019](#); [Plescia & Eberl, 2021](#)). Brand leadership is also critical for enhancing party popularity, as it establishes prominence through visibility and credibility, which are central to political processes ([Aggestam et al., 2024](#); [Chou et al., 2021](#); [Holcombe, 2021](#); [Papp, 2022](#)).

CONCLUSION

Research on the concept of political brands has increasingly attracted the interest of both scholars and the broader public. Historically, only a limited number of studies have

examined this concept. Political brand research can be applied across multiple disciplines, including political marketing, management, and political communication, and can be further extended to the study of political brand equity. Political brand equity offers a strategic approach to address challenges faced by Thailand's numerous political parties, particularly the intense competition encountered during elections, by enhancing their visibility and prominence. Moreover, the components of political brand equity can support political parties in gaining greater voter preference and improving their overall popularity.

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