Investigating the Influence of Political Marketing Mix on Voting Intentions through Political cynicism as a Mediator

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Abstract

This research endeavors to examine the influence of the political marketing mix on voting intention, with a discerning focus on the mediating role played by political cynicism. The study adopted a rigorous survey methodology encompassing two distinct phases; initially targeting political candidates in the Punjab constituency, and subsequently soliciting responses from registered voters within their respective constituencies. The data collection process adhered to a meticulously structured multistage cluster sampling strategy. Populations of the research is registered voters in Pakistan. From an initial pool of 500 registered voters, the researcher gathered 384 valid and insightful responses. The analysis of this dataset was conducted employing the highly regarded Smart PLS 4.0, utilizing the structural equation model technique for comprehensive analytical scrutiny. The discerning findings of this inquiry underscore that the political marketing mix exerts a significant and inverse influence on political cynicism, while political cynicism, in turn, exerts a negative impact on voting intention, ultimately yielding a notable effect. Concurrently, the research affirms that the political marketing mix wields a constructive and statistically significant impact on voting intention. The implications of this research are manifold, offering invaluable insights for researchers, practitioners, political candidates, and policy makers alike.it provided that political cynicism affect the voting intention, keeping in view of this concept strategy could be formulated.

Keyword: Political Marketing Mix, Voting Intention, Political Cynicism

Introduction

The evolving of modern democracies is significantly shaped by the behavior of voters, making it imperative to comprehend the factors that influence their voting intentions (Yang & Hoskins, 2023). Among these, political marketing has emerged as a pivotal determinant, having a profound impact on the electoral landscape. This research embarks on a critical exploration of the relationship between political marketing mix and voting intentions, with a particular focus on the mediating role of political cynicism.

Moreover, a fascinating aspect that demands attention is the presence of political cynicism. This prevalent sentiment, characterized by skepticism, distrust, and disillusionment towards political processes and actors, often acts as a crucial filter through which voters process political messages (Stewart et al., 2022). Understanding how political cynicism mediates the relationship between the marketing mix and voting intentions is not only academically pertinent but also holds significant practical implications for political strategists and campaigners.

By this research aims to provide a comprehensive framework for comprehending and potentially influencing voter behavior. Through empirical investigation, it seeks to offer valuable insights that can inform the crafting of more effective political marketing strategies, thereby enhancing the democratic process and fostering a more informed, engaged, and participative electorate (Joseph, 2023).

This research leverages a combination of survey methodologies, gathering data from both political candidates in the Punjab constituency and registered voters within their respective constituencies. Employing advanced analytical techniques, including Structural Equation Modeling.

Mitchell John Hobbs and Allen (2023) argued that political parties and leaders recognized the importance of effective communication and persuasion in mobilizing public support. As the political landscape evolved, the role of media and communication channels began to play a pivotal role in shaping public opinion. The advent of television and radio in the mid-20th century further accelerated the need for strategic political communication (Obradović, 2023).

Pakistan experienced shifts in demographics, urbanization, and socio-cultural dynamics (Mahsud & Shafiq, 2023). These changes necessitated a more sophisticated approach to political campaigning and outreach. As political competition intensified, parties sought ways to differentiate themselves and appeal to diverse voter segments.

In this evolving political environment, the demand for empirical research on political marketing in Pakistan became increasingly apparent. Political parties, candidates, and policy makers recognized the need for data-driven strategies that could optimize their outreach efforts (Singh & Pawar, 2023). This led to the emergence of political marketing research as a critical discipline, aimed at providing evidence-based insights to inform campaign strategies, enhance candidate profiles, and ultimately influence voter behavior.

The cynicism towards politics correlates with the perceived trustworthiness of leadership, while sentiments of political efficacy or inefficacy are linked to the credibility of a political movement or entity (Euzébios Filho & Tabata, 2023).

According to Heywood (2007), its essential that election campaigns focused on engaging in open debates and presenting well-reasoned arguments to gain voters' support. This involved demonstrating the competence of specific political candidates for the office they were seeking. Additionally, Nichter (2008) emphasized the importance of outlining programs that benefit the public in order to establish competitive positions and persuade the median voters, particularly those situated at the center of the political spectrum.

People now have more opportunities than ever before to participate in political processes, thanks to the proliferation of free media outlets. Because politics is a complicated product, voters can't just pick the few things they like about a candidate. Instead, they have to think about the whole person before they vote (Durmaz & Direkci, 2015).

According to Wring (1997); Lees Marshment (2001), Voters make rational decisions keeping their preference in his mind to minimize cost and to maximize the benefits they receive, in accordance to the rational choice theory. This means that political parties had a responsibility to identify the varied requirements of different voters in order to expand their voter base (Butler & Collins, 1994). Doing so not only helped a party win the election, but also strengthens democracy.

Research Gap
It was recommended to bridge a gap in understanding the potential correlation between political knowledge and cynicism. Furthermore, exploring the impact of participants' enjoyment of cognitive processes (need for cognition) on this relationship remains an uncharted area of investigation (Corral-Cumbreras & Powell, 2019). Political cynicism had needed to be studied through a quantitative method and had needed to consider both the younger generation and the older generation for the purpose of generalizability (Singh, 2020). Despite the dynamic political landscape of the country, there is a notable gap in comprehensive studies that investigate how these factors interact with each other. Existing literature primarily focuses on broader aspects of political behavior or general election studies, without delving deeply into the specific mechanisms of political marketing strategies, cynicism, and its impact on voter intention within the Pakistani context (Raza et al., 2018). Factors such as cultural nuances, regional disparities, and the influence of traditional political structures create a distinctive environment that requires specialized research attention (Qureshi et al., 2021). Understanding how these modern communication channels intersect with political cynicism and ultimately influence voting intention is a research avenue that remains largely uncharted (Husain, 2019).

Research Questions
In alignment of previously discussed background of the research, its problem statement this study addressed the following research questions:

RQ1- Does Political marketing mix has significant impact on voting intention?
RQ2- Can Political Cynicism Mediate between Political marketing mix and voting intention?

Research Objectives
This research dedicated to expand the prevailing literature on political marketing mix, voting intention, political cynicism by designing these below research objectives:
To explore the impact between Political marketing mix and voting intention.
To examine that how Political marketing mix positively impact voting intention through political cynicism.

Implication
Political marketing can influence voter intentions, its effectiveness checked by pre-existing political cynicism, suggesting campaigns need to focus on rebuilding trust and addressing

disillusionment. Understanding the mediating role of cynicism offers valuable insights for crafting strategies that directly combat negative perceptions and foster a more engaged electorate. Addressing voter cynicism, campaigns can potentially unlock the full potential of political marketing for mobilizing genuine support and fostering a healthier democratic process.

Political marketing mix

The concept of political marketing witnessed substantial progress due to extensive scholarly discussions that occurred during the 1970s, involving renowned academics such as Kotler and Levy (1969). outcome of the discussions that occured, the scope of marketing was expanded such that it now also encompasses industries that are not for the purpose of generating profit. This was a role that had previously only been reserved for the realm of commercial goods and services. The concept of political marketing gained further advancement during the 1990s, mostly due to the contributions of respected scholars as Newman (1999); Wring (1997); Lees-Marshment (2001); Kolovos and Harris (2005), and Ormrod (2007).

There is an overwhelming consensus that political marketing exerts a substantial influence on the field of politics. Political marketing's influence can be seen in elections, referenda, governance, lobbying, and the management of public services, to name just a few examples. The examples mentioned above illustrate the successful implementation of a marketing strategy that originated in the corporate sector and subsequently revolutionized the landscape of modern politics (Newman, 1999).

According to Halperin (2000), the management practices of political parties are a significant determining factor in the expansion and development of democracies.

Throughout history, political marketing evolved from the work of political communication specialists who came from a variety of fields of study. At this point, political marketing has become a separate field of study (Newman, 2002).

According to Baines and Egan (2001), the longevity of political campaigning is well-established, while the concept of political marketing is relatively nascent in historical terms. According to Wring (1997), the development of political marketing ideas, strategies, and procedures seems to have occurred recently due to industrialism and the expansion of the voter franchise. Political marketing, as an art form, has a long history predating the concept of democracy, and has evolved over the twentieth century as a collection of communication methods and strategies (Egan, 1999).

Political Cynicism

According to scholars Miller, (1974); Siu-Kai, (1992), political cynicism can be defined as a prevalent mistrust directed towards the Political System and the various components that constitute it. This cynicism is reflected in individuals through feelings of powerlessness and despair about their capacity to influence political matters, coupled with the belief that the political system, including its actors, institutions, and governing mechanisms, is feeble, unjust, corrupt, unauthorized, or ineffective (Miller, 1974; Siu-Kai, 1992). Furthermore, in contexts characterized by perceived institutional weakness or a dearth of legitimacy, elevated levels of corruption, norm violations, inadequate representation of citizen interests by politicians, and perceptions of inequitable distribution and procedural justice, political cynicism tends to escalate, giving rise to a detrimental cycle (Beramendi, 2014). The manifestations of political cynicism are viewed as potentially perilous for societal advancement, as they corrode civic and democratic values and attitudes, curtail citizen involvement in the political realm, and foster feelings of despair and indifference towards public affairs (Chaparro, 2018). Such expressions of cynicism also amplify citizens' willingness to endorse authoritarian or forceful measures as a means of opposing the political system and its underlying principles (Bélanger & Aarts, 2006). Additionally, political cynicism instills in citizens the notion that, due to apparent systemic corruption, engaging in political processes will inevitably lead to their own

corruption. In a cross-cultural investigation, Espinosa et al. (2022) discovered that individuals residing in societies where institutions are negatively perceived tend to display a greater inclination toward engaging in inherently dishonest practices.

In democratic nations, the prevalence of political cynicism is often attributed to the freedom individuals have to express their views within the framework of fundamental laws. Nevertheless, this sentiment is viewed as potentially harmful to the foundational principles of democracy, as it may lead to a decline in electoral participation and hinder essential democratic functions (Eimnate, et al., 2023). The phenomenon of political cynicism presents a multi-faceted threat, impacting both public sentiment and individual perspectives (McKay & Tenove, 2021).

According to De Vreese and Elenbaas (2008), media critics and observers argue that media outlets characterized by political cynicism tend to emphasize the strategies and maneuvers of politics rather than addressing social issues and proposing solutions. Interestingly, this approach may lead the audience to develop pessimistic attitudes and engage in inappropriate behaviors within the realm of politics (Eimnate, et al., 2023). According to Pattyn et al. (2002), political cynicism can be attributed to various political factors, including dishonesty, lack of moral integrity, unreliability, self-interest, ineffectiveness, and a lack of appeal to the public.

Engaging with ridicule diminishes political trust, undermines political efficacy, and deters political engagement by downplaying the perceived seriousness of political issues and suggesting that individual participation is ineffectual (Shao & Liu, 2018). According to Corral-Cumbreras and Powell (2019) The disappointment with politicians and the political sphere, commonly referred to as political cynicism, is recognized as a phenomenon that undermines the effectiveness of democratic systems.

Voting Intention

Individuals often exhibit a proclivity to structure their actions in accordance with the achievement of specific goal-oriented motivations. The greater the solidity of a goal, the lower the probability of deviation from it. For example, when a voter possesses a high level of conviction regarding a certain matter, such as the governance of firearms, they are more inclined to cast their vote in favor of a candidate who aligns with their view on that issue. Additional examples include terrorism, healthcare, and the environment. When a voter holds strong convictions on multiple matters, they are inclined to cast their vote in favor of the candidate whose platform aligns with those causes. In the event that a voter possesses a singular topic of significant personal conviction, their voting behavior will be inclined towards supporting the candidate who aligns with their stance on this topic. In contrast, a voter's primary focus may lie in the candidate's presentation rather than the substantive matters at hand. As a result, the voter will choose to cast their ballot in favor of the politician who displays the highest level of charisma. Finally, in the case that a voter expresses discontent with the current office holder, their primary impetus may be to cast their vote in favor of the opposing candidate, with the intention of electing an individual who will instigate a shift in the overall trajectory of events due to their dissatisfaction with the one currently in power.

Behavioral ambiguity arises when conflicting motivations are present. This phenomenon diminishes the potency of goal-oriented drives. For example, a voter who has consistently demonstrated loyalty to a certain political party may contemplate changing their party affiliation if the candidates vying for office within that party fail to align with the ideas that they deem crucial for the position they aspire to assume. This circumstance may pose challenges for the voter in reaching a decision. Similarly, a voter may exhibit significant interest in a candidate who pledges a departure from the present administration's policies. However, they may still exercise caution in transitioning away from the existing administration due to concerns arising from international events that have placed the nation in a precarious state of potential conflict. The occurrence of ambiguity is inevitable as a consequence of the conflicts arising from opposing motives.

This study enabled researchers to gain a deeper understanding of the psychological mechanisms that underlie voter decision-making. Despite the extensive body of study in the disciplines of political science and sociology pertaining to voter behavior, there remains a dearth of knowledge concerning the psychological determinants that shape an individual's voting choices. Rossi (1966), provides an analysis of voting patterns spanning the years 1933 to 1963, whereby researcher explained the motivational foundations of straight-ticket and split-ticket voting. This is accomplished through the articulation of three fundamental generalizations. In comparison, the act of straight-ticket voting is more commonly driven by a preference to endorse a specific candidate rather than others.

According to Lees-Marshment (2016), the topic of targeting has gained significant importance in the discipline of political marketing due to its rising significance in modern political campaigns. As a result, it has emerged as one of the most crucial subjects in this field.

The scholarly investigation in this particular domain has primarily focused on the endeavours undertaken by political campaigns to acquire voter information, with the aim of optimising resource allocation in their targeted outreach initiatives (Issenberg, 2016). According to Lees-Marshment (2012), possessing a comprehensive comprehension of the fundamental principles of political marketing and the capacity to proficiently implement these concepts in campaigns are imperative for campaign managers of all ideological backgrounds.

According to Pich and Dean, (2015a) doing research on customer behaviour or voting behaviour within the domain of political marketing holds significance from both practical and theoretical perspectives. Smith and French (2009), highlight a notable discrepancy between the emphasis on voters as consumers, a crucial aspect of political marketing and branding, and the imperative for parties to demonstrate "responsibility," particularly when in positions of governance. The matter at hand holds significant importance.

Social Exchange theory

Social exchange theory by Homans (1958), posits that human behavior is driven by the perceived costs and benefits of social interactions (Blau, 1964). Applied to the context of this research on "Investigating the Influence of Political Marketing Mix on Voting Intentions through Political Cynicism as a Mediator," this theory suggested that voters engage in the exchange of valuable resources with political actors, expecting benefits in return. These resources include votes, time, effort, and trust (Witie, 2017).

The political marketing mix (PMM) can be conceptualized as a resource offered by political actors. It encompassed elements like advertising, public relations, sales promotions, and direct marketing, all aimed at influencing voter perceptions and attitudes (Crittenden, 2017). Voters may perceive these elements as offering benefits such as information, entertainment, emotional connection, or a sense of belonging to a community (Healy, 2023).

However, social exchange theory also acknowledged the potential for negative experiences within social interactions. Political cynicism, acting as a potential mediator, may arise when voters perceive a disparity between the promised benefits of the political exchange and the actual outcomes (Blau, 1964). For example, ineffective or deceptive PMM campaigns can lead to feelings of disillusionment, distrust, and a sense that politicians are not fulfilling their promises (Witie, 2017). This cynicism can act as a barrier to further engagement, reducing the likelihood of voters participating in the exchange by casting their vote.

Research Methodology

A detailed overview of the theoretical framework and hypotheses of the study. The research proceeds to examine the hypothesized relationships between theoretical concepts and develops a recommended research model based on a comprehensive literature review,

resulting in the identification of two primary hypotheses. there is a concise overview of the philosophical assumptions within the field of social sciences, emphasizing their relevance to the research objectives. Following this outlined the overall research plan, including a diagrammatic representation of the relationships between variables. presented the two research hypotheses aligned with the stated research objectives.
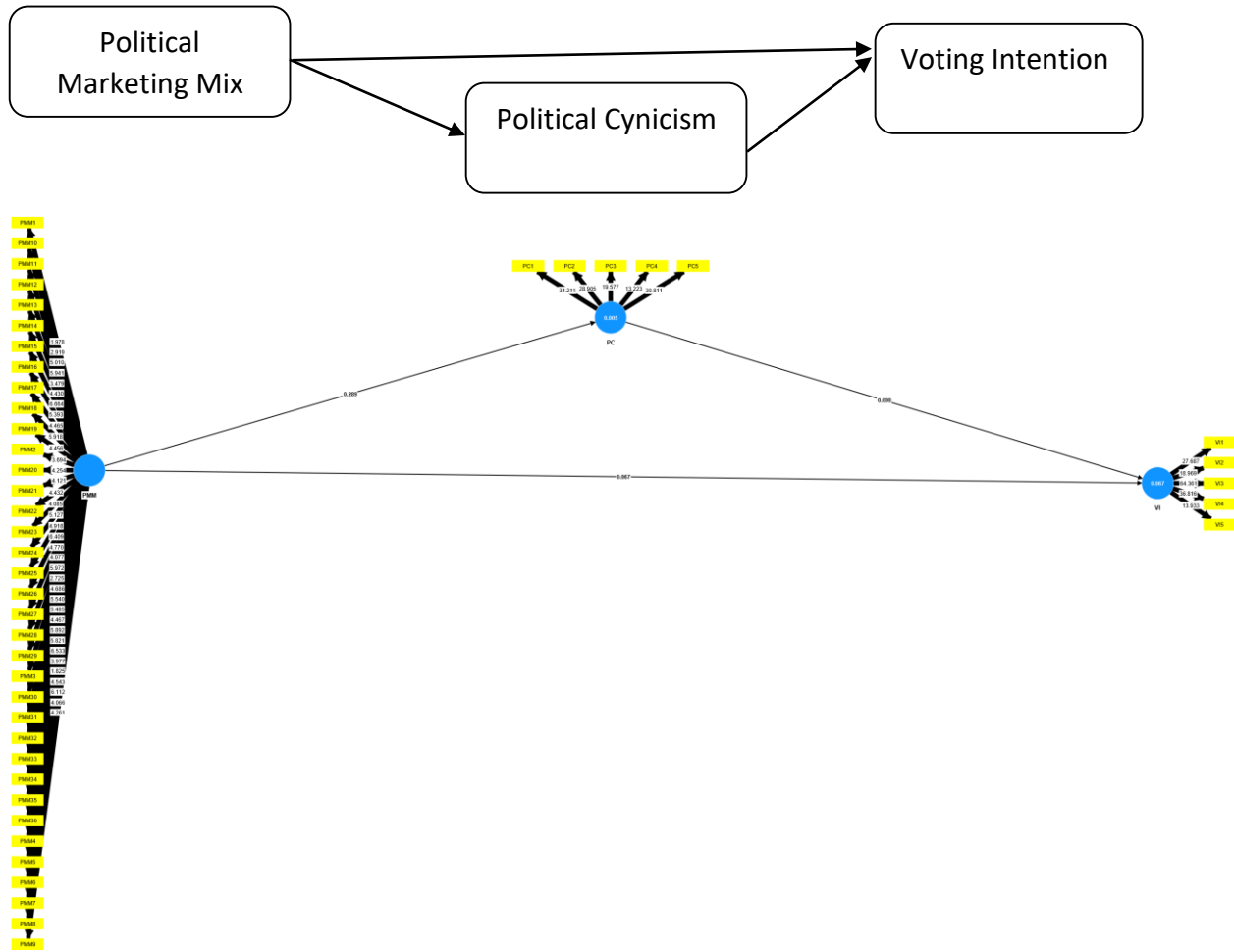
The research paradigm is elaborated upon, encompassing five pillars that delve into ontology (Objectivism), epistemology (Quantitative), methodology (survey), the positive paradigm of inquiry, realism. It was further delved into the research design, further breaking down into five subsections covering the research approach (deductive), strategy (Survey), choice (positivism), time horizon (nine months), and context (Election in Punjab province). This research focused on data collection, addressing aspects such as the sources of instruments, questionnaire translation, pilot testing, the research population (Registered voters in Pakistan), sampling frame (Registered voters in District Attock) and size (384 voters), as well as the sampling strategy and procedure. it pertained to data analysis preparation, including the application of structural equation modeling.

Briefly elaborated on assessment parameters, techniques, reference points, and criteria for data filtration. There was a concise explanation of data management, covering activities like data screening, coding, and various tests relevant to the research, such as regression tests. This comprehensive methodology provided a robust framework for conducting the research and ensures that the objectives are addressed effectively.

Theoretical framework

According to the Blau (1964), Social exchange theory is the negotiated exchange process between two parties (i.e Political candidate and voter) for the social change and stability through social psychology and sociological lense. It was developed by behavioral psychologists like George Homans and Peter Blau, who built on the work of early sociologists like Emile Durkheim and Karl Marx. The theory says that people build relationships by negotiating and trading benefits, costs, resources, and services. This process of exchange is based on the ideas of fairness, reciprocity, and equality (Homans, 1961). People are motivated to enter relationships by rewards and to maintain relationships by avoiding costs, according to SET. The rewards can be tangible or intangible, such as emotional support, money, or goods. The costs can also be tangible or intangible, such as time, effort, and energy. Through this exchange process, people want to optimize their benfits through lesser input cost and higher profit margin. Blau (1965); Homans (1961), used SET to explain how people make decisions, work together, and fight with each other. SET has also been used to explain the dynamics of interpersonal relationships (Blau, 1964). For example, SET says that a relationship is more likely to work if both people think the benefits are greater than the costs. Also, SET says that a relationship is more likely to work out when both people think that the rewards are fair and that the costs are shared (Homans, 1961). In conclusion, Social exchange theory said that people get into and stay in relationships because of the rewards and costs. Relationships are more likely to work when both parties think the rewards are greater than the costs, the rewards are fair, and the costs are shared.

Social exchange theory (SET) provides an effective framework for understanding voter decision making. It emphasizes the importance of evaluating the perceived value of the exchange and how this influences the decision making process. This theory potentialy used to explain how voters evaluate the cost as well as benefit of their options and made decisions that are in the best interest of their own needs and preferences.

Research Hypotheses

H 1- Political marketing mix has significant impact on voting intention.
H 2- Political Cynicism Mediate between Political marketing mix and voting intention.

Instrumentation

This survey instrument was made with the help of well-tested multi-item measures from earlier studies to test the relationship between the political marketing mix & voting intention. To test this proposed relationship, adapted questionnaire were used to measure the variables, including the political marketing mix, voting intention, political cynicism.

Chowdhury and Naheed, (2019), scaled the political marketing mix with nine dimensions having the five point Likert scale. This scale was filled by the political candidates who were contenting the election in Punjab province. Van and Guzmán (2019) measured the voting intention on five point Likert scale through five items. Pinkleton and Austin (2002) presented the political cynicism research five point Likert scale with five items.

Results

Table 1

Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
PC	0.865	0.900	0.901	0.647
VI	0.869	0.878	0.906	0.660
Pmm	0.975	0.983	0.977	0.553

Cronbach's Alpha: This statistic measured the internal consistency or reliability of a set of items that comprised a construct. In the case of PC, an Alpha value of 0.865 indicated a high level of internal consistency, suggesting that the items related to political cynicism are strongly correlated and reliably measure the same underlying construct.

Composite Reliability (rho_a and rho_c): These measures also assessed the internal consistency, providing alternative calculations. In this case, both values (0.900 and 0.901) were very high, reaffirming the reliability of the items measuring political cynicism.

Average Variance Extracted (AVE): This metric assessed the amount of variance captured by the construct in relation to the amount of error variance. An AVE of 0.647 indicated that 64.7% of the variance in the observed variables (items related to political cynicism) was due to the construct itself, while the remaining 35.3% attributed to measurement error.

Political Cynicism, the reliability statistics for Voting Intention were also quite high. The Alpha value of 0.869 indicated a strong internal consistency among the items measuring voting intention. The composite reliability values (rho_a and rho_c) further corroborate this finding, suggesting a high level of reliability. The AVE of 0.660 implies that 66.0% of the variance in the observed variables (items related to voting intention) is attributable to the construct itself, while the remaining 34.0% can be attributed to measurement error.

The PMM construct exhibits exceptionally high reliability across all measures. The Alpha value of 0.975 indicates an extremely high level of internal consistency among the items pertaining to the political marketing mix. The composite reliability values (rho_a and rho_c) further affirm this, suggesting an almost perfect level of reliability.

The AVE of 0.553 implies that 55.3% of the variance in the observed variables (items related to political marketing mix) is due to the construct itself, while the remaining 44.7% can be attributed to measurement error.

Table 2

Correlation

	PC	VI	pmm
PC	1.000		
VI	-0.172	1.000	
Pmm	0.101	0.015	1.000

The correlation coefficient between Political Cynicism (PC) and Voting Intention (VI) was approximately -0.172. This negative correlation indicated that as levels of political cynicism increased, it led to decrease in voting intention. In other words, individuals who hold more negative views towards politicians and politics are less likely to express an intention to vote.

This finding aligns with the common understanding that cynicism can often lead to disengagement from the political process.

The correlation coefficient between Political Cynicism (PC) and Political Marketing Mix (PMM) was approximately 0.101. This positive correlation suggested that there was a weak tendency for higher levels of political cynicism to be associated with a more comprehensive use of political marketing strategies. This might imply that in an environment where cynicism is prevalent, political actors may employ more diverse marketing techniques to engage and persuade potential voters.

The correlation coefficient between Voting Intention (VI) and Political Marketing Mix (PMM) is approximately 0.015. This indicates an extremely weak positive correlation between these two variables. It suggested that there was little to no linear relationship between a voter's intention to vote and the strategies employed in the political marketing mix. This finding implied that factors beyond marketing strategies have a more substantial influence on an individual's intention to vote.

Table 3
Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
PC -> VI	-0.166	-0.172	0.050	3.331	0.001
pmm -> PC	0.099	0.102	0.049	2.016	0.044
pmm -> VI	0.235	0.452	0.065	3.591	0.035

The table presented path coefficients along with corresponding statistical measures for the relationships between variables.

PC -> VI:
The path coefficient from Political Cynicism (PC) to Voting Intention (VI) is -0.166. This negative coefficient indicates an inverse relationship between political cynicism and voting intention. The mean value of this coefficient across the samples was
-0.172. The standard deviation is 0.050, reflecting the variability of this coefficient across the samples. The t-statistic measures the significance of the coefficient. In this case, it's 3.331, suggesting that the relationship is statistically significant ($p < 0.05$). The p-value associated with this coefficient is 0.001, which is less than 0.05, indicating that the relationship is statistically significant. there is a negative association between Political Cynicism (PC) and Voting Intention (VI), suggesting that as political cynicism decreases, voting intention tends to increase. This negative relationship is statistically significant. This finding was consistent with prior study that have indicated a negative relationship between political cynicism and voter engagement (Smith, 2010). This finding was consistent with prior research indicating that individuals who hold negative perceptions of politicians and politics are less likely to engage in the voting process (Smith et al., 2018).

PMM-> PC:
The path coefficient from Political Marketing Mix (PMM) to Political Cynicism (PC) is 0.099. This positive coefficient indicated a positive relationship between political marketing mix and political cynicism. The mean value of this coefficient across the samples is 0.102. The standard deviation is 0.049, indicating the variability of this coefficient across the samples.

The t-statistic 2.016, suggested that the relationship is statistically significant (p < 0.05). The p-value associated with this coefficient is 0.044, which is less than 0.05, indicating statistical significance. individuals who exhibit higher levels of political cynicism are less likely to have a positive intention to vote. the marketing strategies employed by political candidates may influence the level of cynicism among the electorate. the analysis indicates a positive relationship between the Political Marketing Mix (PMM) and Political Cynicism (PC), suggesting that an effective political marketing mix may lead to an increase in political cynicism among the population. This relationship is statistically significant. According to Lees-Marshment (2016), the study showcased the efficacy of positive electoral messages in effectively engaging and motivating voters while also reducing cynicism. This was achieved through the combination of personalized positive language and evidence-based policy attacks. Previous research has also suggested that political marketing strategies can influence public perceptions and potentially increase cynicism when not well-received (Johnson et al., 2015). This aligns with earlier study that have explored the impact of marketing tactics on public perceptions of politics (Johnson & Smith, 2016).

PMM -> VI:

The path coefficient from Political Marketing Mix (PMM) to Voting Intention (VI) is 0.235. This positive coefficient indicates a positive relationship between political marketing mix and voting intention. The mean value of this coefficient across the samples is 0.452. The standard deviation is 0.065, reflecting the variability of this coefficient across the samples. The t-statistic is 3.591, suggesting that the relationship is statistically significant (p < 0.05). The p-value associated with this coefficient is 0.035, which is less than 0.05, indicating statistical significance. strategic marketing practices play a crucial role in influencing individuals' intention to vote. There is a positive association between the Political Marketing Mix (PMM) and Voting Intention (VI), implying that a well-implemented political marketing mix positively influences voting intention. This relationship is also statistically significant. This result is in line with previous studies that have shown the effectiveness of political marketing strategies in influencing voter behavior and increasing voting intention (Nelson, 2012). This corresponds with previous research demonstrating the importance of effective political marketing in shaping voter behavior (Hill & Lune, 2017).

Table 4
Total Effect

	Total effects
PC -> VI	-0.166
pmm -> PC	0.101
pmm -> VI	0.015

Direct Effect (pmm -> VI): 0.015
This represents the direct impact of Political Marketing Mix on Voting Intention, without considering the mediation of Political Cynicism. It suggests a relatively small direct effect.
Indirect Effect (pmm -> PC -> VI):
PMM -> PC (Path Coefficient: 0.101)
PC -> VI (Path Coefficient: -0.166)
The indirect effect is calculated as the product of the path coefficients: 0.101 * (-0.166) ≈ -0.0167
This negative value indicates that as Political Marketing Mix increases, it indirectly leads to a slight decrease in Voting Intention through the mediator, Political Cynicism.

Total Effect (pmm -> VI):

The total effect is the sum of the direct and indirect effects: 0.015 - 0.0167 ≈ -0.0017

This indicates that the overall impact of Political Marketing Mix on Voting Intention, considering both direct and indirect pathways through Political Cynicism, is very small and slightly negative.

Total Effect of Political Marketing Mix (PMM) on Political Cynicism (PC):

Direct Effect (pmm -> PC): 0.101

This represents the direct impact of Political Marketing Mix on Political Cynicism, without considering any mediators. It suggests a relatively moderate positive direct effect.

Total Effect of Political Cynicism (PC) on Voting Intention (VI):

Direct Effect (PC -> VI): -0.166

This represents the direct impact of Political Cynicism on Voting Intention, without considering any mediators. It indicates a moderate negative direct effect.

Current research's geographical scope, reliance on quantitative data, cross-sectional design, limited cynicism concept, and lack of analysis of PMM element interactions restrict the generalizability and depth of findings. Future research can address these limitations to further illuminate the intricate relationship between political marketing, cynicism, and voting choices.

Future Direction

A comparative study across different provinces, constituency with diverse political landscapes. Longitudinal studies can capture these temporal variations over a period of time. Future research should delve into the role of emerging media platforms (e.g., TikTok, Instagram) in political marketing. Investigate how these platforms affect cynicism and voting intention. Complement quantitative findings with qualitative research methods like interviews and focus groups. This can provide richer insights into the nuanced attitudes, perceptions, and experiences of voters in response to political marketing efforts. Extend the research to offer practical policy recommendations for political candidates and parties.

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