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THE INFLUENCE OF PARTY BRAND EQUITY ON ATTITUDE OF THE YOUNG GENERATION

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Abstract:

Party brand equity is an essential strategy of political brand. Party brand equity relates the attitude to support or deciding to vote in a political party of the young generation. The methodology of the study is cross-sectional using survey questionnaire. Also, the objectives of the study are (1) purpose to examine the strategy to enhance the importance of voting in the young generation, and (2) to investigate the strategy of political party by influence of party brand equity and other party brands; there are party brand image, awareness, quality, loyalty and leadership on attitude of the young generation in the age 15 to 29 years. The study was analyzed the attitude by using party brand attitude. The findings of this study shown that, party brand equity and other party brands have a significant influence on attitude of the young generation.

Keywords:

Political Branding, Party Brand Equity, Party Brand Attitude, Young Generation

Introduction

Party brand equity is an associate value and credibility of a political brand (Alkhaldeh & Halim, 2015a). The important strategies of the party brand equity are party brand equity influences trust in the political brand name and the candidates of the electors (Almohammad et al., 2011). Secondly, impacts change in the perception, intention of the elector (Almohammad, 2014; Scammell, 2007). Thirdly, transfers positive performances of the political party to the

elector (Milewicz & Milewicz, 2014); and creates a positive perception on attitude of the elector (Alkhawaldeh & Halim, 2015b). Fourthly, enhances decision-making of the elector (Alkhawaldeh & Halim, 2016). Finally, the party brand equity is a great instrument to estimate the positive response of the elector and an essential strategy to improve the reputation of a political brand. The statement above confirms by the research findings of MacDonald et al. (2015) which proposed that the party brand equity affects the qualification of a particular political party. Thus, the party brand equity impact on attitude of the electors (Ahmed et al., 2017; Alkhawaldeh & Halim, 2015a). The principle structure of party brand equity is party brand image and party brand awareness (Alkhawaldeh & Halim, 2015a). The strength of the party brand equity is gathering the elector loyalty (Alkhawaldeh and Halim, 2015b) and enhances the strength of the political branding as well as, other party brands associated (Achor et al., 2017).

Literature Review

Party Brand Attitude

The party brand attitude estimates emotion of the electors by determined the like or dislike in the political brand (Beneke et al., 2015; Kudeshia & Kumar, 2017; Vogel & Watchravesringkan, 2017). The likable in the political brand of electors is reflecting the positive attitude of the elector. And, the positive attitude impacts to be the political brand preference in the perception of electors (Kudeshia & Kumar, 2017). The main advantage of party brand attitude or brand attitude is an essential determinant predicts behavioral intention or voting intention (Beneke et al., 2015; Kudeshia & Kumar, 2017; Olsen et al., 2014).

Party Brand Equity Relates to Party Brand Attitude

Political brand and party brand equity direct relate to attitude, trust and believe of the electors. Because, governing service known as service of trustworthiness (Grimmer & Grube, 2019; Kaur & Sohal, 2018; Nielsen & Larsen, 2014). Ahmed et al. (2017) and Alkhawaldeh and Halim (2015b) concur party brand equity establishes positive perception and impacts attitude of the electors. In the definition of branding, Shin et al. (2014) highlight that the components of party brand equity are perceived quality and brand image have a positive significant relationship with brand attitude. Confirmed by Faircloth et al. (2001) provide, brand attitude has direct significant correlation with brand equity. Therefore, this study aims to investigate the influence of party brand equity on party brand attitude as hypothesis follow:

H1: Party brand equity has a significant influence on party brand attitude

Party Brand Image Relates to Party Brand Attitude

Party brand image has an indirect significant relationship with voting intention mediated by party brand attitude (Mad-A-Dam & Ismail, 2021). But, there is a paucity of information pertaining to party brand image impacts party brand attitude. In this study refer to definition of branding, Yu et al., (2018) brand image has a direct and indirect significant influence on behavioral intention mediated by brand attitude. Also, there is a positive significant relationship between brand image, brand attitude and behavioral intention (Yu et al., 2018). Thus, this study purposes to examine the influence of party brand image on party brand attitude as hypothesis follow:

H1a: Party brand image has a significant influence on party brand attitude

Party Brand Awareness Relates to Party Brand Attitude

Party brand awareness relates to the perception of electors. Due to, party brand awareness promotes political brand by using psychological technique (Alkhawaldeh & Halim, (2015b). Mad-A-Dam and Ismail (2021) provide, there is the mediation effect of party brand attitude on the relationship between party brand awareness and voting intention. Support the statement above by research founding of Langaro et al. (2018) and Foroudi (2019) indicate that there is a positive significant relationship between brand awareness and brand attitude. Walsh et al. (2014) confirm that the leverage of awareness in political advertising increase satisfaction in the attitude of electors. Therefore, the study aims to identify the influence of party brand awareness on party brand attitude as hypothesis follow:

H1b: Party brand awareness has a significant influence on party brand attitude

Party Brand Quality Relates to Party Brand Attitude

The factors to develop a brand attitude are improving brand quality because brand quality influences beliefs of consumers. And, enhance communication with consumers whereas brand attitude can develop by increase consumer beliefs (Melewar et al., 2007). Mad-A-Dam and Ismail (2021), party brand quality relates to voting intention mediated by party brand attitude. Confirmed the statement by research findings of Jung and Seock (2016) indicates that there is a positive significant relationship between brand awareness, perceived quality and purchase intention mediated by brand attitude. Thus, the study investigates the relationship between party brand quality and party brand attitude as hypothesis follow:

H1c: Party brand quality has a significant influence on party brand attitude

Party Brand Loyalty Relates to Party Brand Attitude

Brand loyalty is representing the positive attitude of the consumer. The strong positive attitude is a factor increase repeat purchases of the consumer (Esmailpour & Abdolvand, 2016). Ishida and Taylor (2012) believed that satisfaction is a determinant mediates the relationship between brand attitude and brand loyalty. Another finding is that, the brand preference, satisfaction, and brand attitude have a strong significant relationship with brand loyalty. So, this study examines the influence of party brand loyalty on party brand attitude as hypothesis follow:

H1d: Party brand loyalty has a significant influence on party brand attitude

Party Brand Leadership relates to Party Brand Attitude

The brand leadership creates prominence of the brand; increase attracts the intention of the consumer, as well as supports the processing to the achievement of the brand and remains to be of the brand achievement (Chang & Ko, 2014; Chiu & Cho, 2019). Thus, party brand attitude is mediator on the relationship between party brand leadership and voting intention (Mad-A-Dam & Ismail, 2021). The research of Chiu and Cho (2019) indicates that there is a positive significant relationship between brand leadership and satisfaction of the consumer. The study aims to identify the influence of party brand leadership on party brand attitude as hypothesis follow:

H1e: Party brand leadership has a significant influence on party brand attitude

Methodology

The study was applied cross-sectional, a survey questionnaire in the Thai language. The questionnaire evaluated the level of the respondent agreement through a Five-Point Interval Scale. Only young Thai generation in the age 15 to 29 years and live in the Hat Yai district, Songkhla province Southern Thailand were included in the study. Therefore, the population of the Hat Yai district is 397,379. The population of this study is 84,648 in the scope of young generation (Songkhla Provincial Statistical Office, 2017).

Multi-stage sampling technique was selected to administrate the large population and sample size of the study. The three stages are population of the Songkhla province is 1,417,440 (Songkhla Provincial Statistical Office, 2017). Second stage is selected the Hat Yai district from the entire districts of the Songkhla province. And, third stage is selected and specific to the young Thai generation in the Hat Yai district. So, the sample of study is 400 (n=400) calculated by Slovin's formula. The total number of respondents of the study is 368 respondents. The entire variables were analyzed as conceptual framework follow:

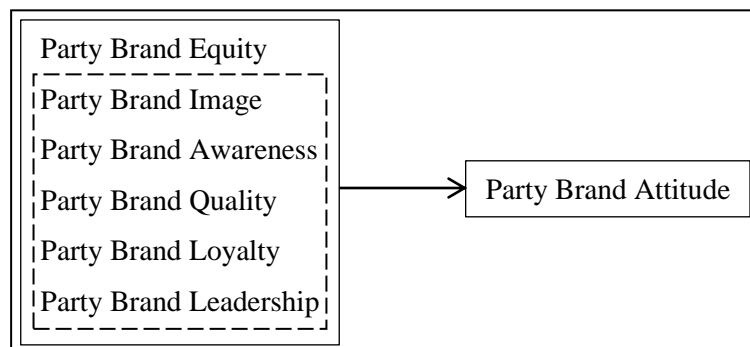


Figure 1: Conceptual Framework

Findings

The collected data were analyzed by multiple regression technique of SPSS. The results of analysis by regression technique are presented the most important of party brand in the political branding. The analysis information is presented in Table 1.

Table 1: The Result of Multiple Regression

Model	β	T	Sig.
Party brand equity	.166	2.980	.003
Party brand image	.205	3.168	.002
Party brand awareness	.408	6.782	.000
Party brand quality	.213	3.379	.001
Party brand loyalty	.167	2.865	.004
Party brand leadership	.439	8.749	.000

The analysis information on Table 1 presented that party brand equity and other party brands have a direct and positive significant influence on party brand attitude. H1: shown that party brand equity influence on party brand attitude ($\beta = .166$, $t = 2.980$, $p < 0.5$). H1a: presented that party brand image impacts party brand attitude ($\beta = .205$, $t = 3.168$, $p < 0.5$). H1b: indicates that party brand awareness is correlated with party brand attitude ($\beta = .408$, $t = 6.782$, $p < 0.5$). H1c:

party brand quality relates to party brand attitude ($\beta = .213$, $t = 3.379$, $p < 0.5$). H1d: party brand loyalty effect on party brand attitude ($\beta = .167$, $t = 2.865$, $p < 0.5$). H1e: party brand leadership impact on party brand attitude ($\beta = .439$, $t = 8.749$, $p < 0.5$).

Discussion

The findings of this research are consistent with the predictions and revealed the new contributions. The research findings shown, party brand equity and other party brands have leverage on attitude of the young generation analyzed by party brand attitude. Secondly, party brand image impact on attitude of the young generation. Similarly, Mad-A-Dam and Ismail (2021) found that there is a significant correlation between party brand image and voting intention mediated by party brand attitude. And, party brand awareness has a relationship with attitude of the young generation. Along the same lines, Foroudi (2019) and Langaro et al. (2018) proposed that brand awareness is positive correlated with brand attitude. Other findings revealed that party brand quality can influence attitude of the young generation.

Likewise, Mad-A-Dam and Ismail (2021) write that the relationship between party brand quality and voting intention mediated by party brand attitude. Party brand loyalty is a determinant that effect on attitude of the young generation. The study founding supports the research founding of Ishida and Taylor (2012) there is a significant relationship between brand attitude and brand loyalty moderated by satisfaction. Then, party brand leadership is a factor correlated with attitude of the young generation. Chiu and Cho (2019) proposed that brand leadership is correlated with satisfaction.

The influence of party brand attitude on entire variables shown that, party brand leadership is the most important determinant in the political branding. Due to, the multiple regression technique indicates that, party brand leadership is the most influence on party brand attitude (0.439), party brand awareness (0.408) followed by party brand quality (0.213), party brand image (0.205), party brand loyalty (0.167) and party brand equity (0.166).

Implications, Limitations and Recommendation

Party brand equity and other party brands have a significant relationship with favorable or unfavorable on attitude of the young generation. The precise of research findings are depending on a specific group of respondents, a group of ages, and a group of political interests. According to Kannika (2019) was surveyed the attitude of Thai population in several generations, the survey indicates that the different generations have specific favorite and support in the different political parties.

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