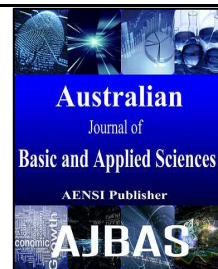




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### The Role of CBBE in Building Loyalty to Political Brand: A Proposed Framework

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#### ABSTRACT

This study seeks to broaden the concept of loyalty to political brand similar to commercial brand by developing a specific conceptual model for political marketing context. The model attempts to link the relationship between political brand awareness, political brand image, political brand quality, political brand trust, and loyalty to political brand, to fill the gap in marketing, and political marketing literature. The conceptual model produces several valuable theoretical contributions through the literature of marketing, political marketing (PM), customer based brand equity (CBBE), psychology, consumer (voter) behavior, and political science.

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#### INTRODUCTION

Political marketing is one of the contemporary issues in the field of marketing (Mahmud & Gray, 2011). The PM aims to build long-term relationship between political brands (e.g. candidates, parties) and voters, also to exchange benefits with other stakeholders (Stromback, Mitrook & Kiousis, 2010). In the last decade, due to the growing effect of marketing on politics, the PM has occupied a great attention between practitioners and academicians (Farrag & Shamma, 2014), for instance, increase the political practices which serve the citizens of countries by participating in the full discussion of serious domestic matters, such as unemployment, create jobs, economic growth, stability, security, and other matters (Osugwu, 2008; Khatib, 2012). Moreover, multi-million dollar has spent by political brands (PBs) all around the world every year on targeting voters to influence their decisions (Guzmán & Sierra, 2009).

In spite of increasing the researches in PM (Harmer & Wring, 2013; Fisher, Fieldhouse & Cutts, 2014; Gurau & Ayadi, 2011), the research on loyalty to PBs (political parties) remains scarce (Hermanto, Supriyono & Mardiyono, 2014). Parker (2012), noted that loyalty to PB is an area which requires much practice and study, especially when showing the phenomenon of declining the loyalty to PBs spread widely in political science (Smith, 2014; Lupu, 2011). Thus, loyal voter is vital for the parties, based on loyalty to a certain brand represents a high level of brand equity (Keller, 1993), and loyal customers/

voters are the basis for any success (Li & Green, 2011). Previous studies revealed that the value of investing in loyalty to PB is a competitive advantage, parties can benefit from strong partisan allegiances which give them cheap electoral support, especially; with abundance of alternatives in the political market (Diaz-Cayeros, Estévez & Magaloni, 2008). For that reason, the research presents a different perception, and identifies a group of elements that expects loyalty to PB, depending on customer based brand equity (CBBE) theory (Aaker, 1991). Notably, research conducted in this direction still limited (Parker, 2012; Smith & Spotswood, 2013).

#### Problem Statement :

Loyalty to PB is an important topic which deserves close focus; that can be exploited to stop the drop of loyalty to a specific party or slowing it down (Winchester, Hall, and Binney, 2014). On the grounds, loyalty decline affects not only goods but also PBs, for instance, this happened with Labour's popularity in U.K (French & Smith, 2010); similar in Australia (Hughes & Dann, 2010); Likewise, in U.S.A (Bartels, 2010). In the same line, in spite of parties in Jordan have gotten much attention, particularly, after the revolutions of the Arab spring (Weir, 2013), they are over the seven rounds of elections, the percentage of the results dropped to under 20% (Jordanian house of representatives [J.H.O.R], 2014). Hence, the study of loyalty to PBs among Jordanian voters is important from point view of marketing (Khatib, 2012). Voters' loyalty is vital

to determine the success of parties in the election, and that determines the future political market share, as a result, voters' loyalty helps parties to form a strong government, this is reflected in the political stability, this in turn contributes to the economic growth as well attract investments (Nahar, 2012; Whiteley, 2011). So, the study of loyalty to parties could provide information on how to benefit from voters support, to enhance political brand equity (PBE) in Arab countries (Farrag & Shamma, 2014).

To wholly understand loyalty to PB, empirical research suggests that PBE' dimensions "political brand awareness (PBA), political brand image (PBI), political brand quality (PBQ), political brand trust (PBT)", play an important role in predicting loyalty to PB, and the relationship between them still remains unclear and needs further investigation (Parker, 2012; Smith & Spotswood, 2013; Hermanto *et al.*, 2014). Once again, literature review showed, there is a debate between different studies about the significant influence of BE' dimensions on brand loyalty, since some studies concluded that, the relationship is significant (Hsu *et al.*, 2011; Hermanto *et al.*, 2014; Erdogmus & Budeyri-Turan, 2012), while other studies asserted that the relationship is not significant (Ramaseshan *et al.*, 2013; Hosseini & Nahad, 2012; Boo *et al.*, 2009). In addition, most of the previous research investigating the causal connection of these constructs and their theoretical underpinning was conducted in Western and East Asian countries (Hermanto *et al.*, 2014; Gullupunar & Gulluoglu, 2013) Therefore, the study seeks to examine the political behavior of the citizens of the Arab region, with much focuses on the Jordanian context, due to lack of research on the local setting (Alazzam, 2008; Rwashedh, 2013).

### **Literature Review:**

#### **Political Marketing**

The PM is a renewed topic in the field of marketing (Winther & Vines 2014; Cwalina *et al.*, 2010). Lately, the PM has started to characterize itself as a separate section to research. In simple words, the PM is a marriage between the two disciplines in the social sciences (marketing and political science) (O'Cass, 2001). According to Lees-Marshment, Conley and Cosgrove (2014) PM is everywhere in democratic country politics, the PM is not only about voting behavior and campaigning; PM offers a holistic approach to modern politics by also considering what happens within party organizations. Lees-Marshment (2001) provides a comprehensive definition of PM, to create this thread as a field in itself: According him PM is about political entities (e.g. government departments, parliaments, and political parties) adapting methods (e.g. product design and market research) and notions (e.g. meet voters demands), used originally in the commercial sector, to assist them to reach their aims (e.g. gain the elections, also passes legislations). Also, as stated by

Butler (1999) PM services consist of managerial issues, such as planning and control elements in addition to regulatory matters. Moreover, PM services include fund raising (Thrassou, Vrontis & Kotabe, 2011), and mobilize the volunteers (Lebel, 1999) before, during and after the election propaganda campaign, also in power (Nimmo, 1999). In short, the most important areas to apply the PM is the managing the election campaigns to obtain the loyalty of voters. As we noted above, the PM has a lot in shared with marketing the commercial firms and nonprofit organizations (Lupu, 2013; Rachmat, 2014). Hence, the democracy can be seen in the context of the market, as a way to transcend the ideological boundaries of a political organization (Thrassou, Vrontis, & McDonald, 2009), through the people possess a vote, and on the other side the PB offers a guarantees, and as a result the party/politician will work in accordance with the citizens' interests (Wring, 1997).

In the field of parties and elections, PM aims to influence the votes of people in the elections for the establishment and strengthening the relationship with voters in the long term in the benefit of community and political institutions (Osugwu, 2008). According to O'Shaughnessy (2001) this process happens by sharing the fulfillment with promises, thus, the objectives of both parties (individual and organizations) are realized. Therefore, the modern PM tries to emphasize on the wants and needs for the electorates, also different stakeholders (Lees-Marshment, 2009), by using the principles and methods of marketing, to get a competitive advantage during political campaigns (Steger, Kelly & Wrighton, 2013). Recently, PM became the mainstream of investigation in the marketing field (Phipps *et al.*, 2010; Thrassou *et al.*, 2009; Peng & Hackley, 2009; Mishra & Mishra, 2014; Gurau & Ayadi, 2011). However, in spite of these foci, research in the field of applying political brand (parties) remains scarce, especially concerning the loyalty to political brand (Hermanto *et al.*, 2014).

#### **Loyalty to Political Brand (L to PB):**

Brand loyalty is a research topic among researchers and marketers in a world, and till now it is debatable (Saeed *et al.*, 2014). There are different angles in the literature in which brand loyalty can be studied (Hameed, 2013). Whereas, the majority of the previous studies have been emphasizing on customer loyalty in different settings (services and industry) (Cheng & Rashid, 2013; Huang & Cai, 2015; Moolla & Bisschoff, 2012), only a few researches have been conducted to identify voters' loyalty to a specific party (Hermanto *et al.*, 2014).

Loyalty has been divided into two dimensions (Saili, Mingli & Zhichao, 2012): behavioral side, including repetitive buying behavior (Rundle-Thiele & Mackay, 2001), which it is basically the idea of reelection (Needham, 2006).

Whereas, the attitudinal side, including a specific commitment to the brand and the intention to re-purchase. It is the propensity to be loyal to a focal PB, followed by a strong likelihood considering that PB as a primary choice (Mishra & Mishra, 2014) or a deeply held psychological commitment to supporting or re-patronizing the preferred party (Oliver, 1999). Dick and Basu (1994) have stated that party loyalty reflects a voter's psychological closeness and attitude towards a specific party; party loyalty implies that voter decisions are consistently based on party considerations.

Previous research revealed the importance of party loyalty in the voters' choice (Gullupunar & Gulluoglu, 2013). Smith and Spotswood (2013) argue that loyalty to PB is the most effective instrument in PM since brand loyalty is the outcome of strong and positive brand awareness, associations, and quality. Based on the view of marketing strategy, the concept of loyalty to a brand is significant (Sharma *et al.*, 2013; Lee & Hsieh, 2011; Iqbal *et al.*, 2013), loyal customers/ voters lower the marketing efforts (Dick & Basu, 1994), particularly in case of a strong competition. Obviously, attracting or getting a new consumer cost six times higher than keeping a single consumer/voter (Peter, Olson & Grunert, 1999). According to Rojas-Méndez *et al.* (2009) loyalty is a kind of strategic competitive advantage, also considered as a counter-strategy to draw the demand from competitors (Griffin & Herres, 2002). Thus, brand loyalty acting as a type of political capital, that could further lead to stability voter's intentional toward the political party (Lewandowski, 2013).

Due to the growing interest in loyalty to PB nowadays, and keeping a high degree of loyalty has motivated the researcher to conduct this study with the purpose of examining the impact of the dimensions of PBE that are linked with a voter in establishing loyalty to the PB. Hence, loyalty to PB defined in: "repeat purchase (vote for) the same party over time, and make recommendations to others to vote for this party (Zeithaml *et al.*, 1996). Previous studies have identified several predictors of customer loyalty in different settings (Loureiro, 2014; Chen & Tseng, 2010; Sharma *et al.*, 2013; Buil *et al.*, 2013a; Pi, & Huang, 2011; Lee & Hsieh, 2011). However, a few in the political context, such as awareness (Scremin, 2007), image, and trust (Hermanto *et al.*, 2014), especially, in Western countries, whereas few were conducted in the Arab ones. Therefore, it seems that the subject of voter loyalty is worth more attention, Farrag and Shamma (2014) recommended paying more attention to the dimensions of BE in the Arab countries. Yet, the results of studies in new fields may not be sufficient; therefore, this study will provide important contributions to studies of loyalty to PB.

### **Political Brand Equity (PBE):**

Brand equity is the important topics in the field of marketing (Chiang Blair & Chiou, 2014). As stated by Farquhar (1989) BE, "the 'added value' with which a given brand endows a product" (p. 24). BE has many definitions, and classifications (Aaker, 1991; Keller, 1993; Lassar *et al.*, 1995; Yoo & Donthu, 2001). One notable and widely used approach conceptualized by the dimensions of BE, namely, perceived quality, brand awareness, and image (Aaker, 1991). Aaker (1991) developed the foundation for BE research from a cognitive psychology approach. In this sense, these dimensions have subsequently received empirical support in different contexts (Das, 2014; Yoo & Donthu, 2001).

The BE is a significant concept when examining loyalty (Bianchi *et al.*, 2014; Huang & Cai, 2015), among both academics and practitioners generally, and in particular in the field of politics. The BE is an important predictor of a positive response (Keller, 1993). In this way, the strengthening of BE is a vital strategy for organizations (parties) to improve their position in the markets (election campaigns) (Buil *et al.*, 2013b). The BE stimulates a customer/voter to keep buying the same brand of product for years, and even decades (Hameed, 2013; Chen & Hung, 2011). PBE is defined as "the value voters' associate with a political brand" (Mishra & Mishra, 2014). Hence, obviously, it can be argued that the concept of applying dimensions of equity in the field of political parties is significant (Hayes, 2005). The significance of party equity is reflected through helping voters in both processing information and decision-making (Popkin, 1994). Further, the dimensions of PBE strengthening the capacity of the party to build and keep voter loyalty; getting funds; and leading effective campaigns (Petrocik, 1996). Scholars said, party equity is the value of the brand name which is added to a politician (Almohammad *et al.*, 2011). Other literature, believes that PBE is an effective gift that voters may obscure or bestow (Scammell, 2007). PE is a crucial to the party: that the strongest PE of the parties gets the most loyal voters (Almohammad *et al.*, 2013). Therefore, based on previous research suggesting that, PE provides voters, such as brands offer customers, (a) bundles of meaning (Erdem & Swait, 1998), by influencing the way in which voter respond to efforts of marketing (Scremin, 2007), also (b) to facilitate discrimination between similar PBs (Aaker, 1991), (c) help voters to make a decision on which party to vote (Smith, 2009), furthermore (d) for sale their ideas or policies to constituencies (Yan & Cruces, 2012), (e) and to maximize their share in the political market in the face of the competition (Mensah, 2007). In brief, PBE is how brands can make a positive difference in people's lives.

To date, the PE literature has been limited by a gap in the measurement of a key driver of CBBE (Yoo & Donthu, 2001; French & Smith, 2013). In addition, the concept of PE has been lately applied to the PM as it plays an important role in PB success,

also the role that (voters), play in the improvement of PBE has received little attention (Lewandowski, 2013; Phipps *et al.*, 2010; French & Smith, 2010; Hermanto *et al.*, 2014). A number of studies have been conducted in the western countries, such as, in U.S.A, U.K, and Australia (Smith & Spotswood, 2013; Parker, 2012). This study came to bridge the gap by linking the dimensions of BE with loyalty, as recommended by Parker (2012) when he examined the PBE from the American voter point of view. Moreover, other suggested that the dimensions of PE are appropriate to explain loyalty as it has been used by many scholars in the area of PM (Phipps *et al.*, 2010; French & Smith, 2010). For this purpose, a modified definition of Aaker (1991) the value voters associates with a PB, as reflected in the dimensions of PBA, PBI, and PBQ. Also, to cover all dimensions of BE adopt Vazquez *et al.* (2002) that described PBE as "The combined value of judgments on the features associated with a political party or an actor and representing its value to a voter".

#### **Political Brand Awareness (PBA):**

Brand awareness is the first step to build strong PE (Aaker, 1991). To build loyalty, BA is the primary factor for that (Keller, 1993; Aaker, 1991). The BA leads ultimately to loyalty (Cho, Fiore & Russell, 2015). The BA, according to Aaker is the hierarchy of awareness, which divided into four levels from "unaware of the brand" to "top of mind" each stage, need a different type of recall test. PBA is "The ability for voters recognize or recall that a political brand is a member of a certain parties' category" (Aaker, 1991, p. 61). Precisely, party recognition refers to "one's ability to recognize the name of a political party upon seeing it", also party recall refers to "one's ability to name a party when asked to remember names of political parties in general" (Scremin, 2007), that similarly with Keller (1993) who said that voters are not able to choose a PB if they do not have enough knowledge of the brand. The BA plays a central role in purchaser decision making (Kim *et al.*, 2013; Das, 2014; Huang & Cai, 2015), and with voters when make a decision for voting (Parker, 2012; Scremin, 2007).

The BA is a key goal of brand management and a crucial variable to success the marketing campaigns (Esch, Langner, Schmitt & Geus, 2006). According to Reeves (2013) raising awareness of the party is a central objective of PM, to redress electoral apathy. Once again, the major election issues and their choice of the candidate/party is the voters' awareness (Hohenthaner, 2009). According to Patterson "Americans who today has a party loyalty and an awareness of the parties have a voting rate more than twice that of those who call themselves independents and who cannot find words with which to describe the parties" (as cited from Banon, 2011, p. 48). In addition, Keller (1993) and Sher (2012) show that brand awareness effect on voter's decision making in

the competing campaigns. Hence, the parties should enhance the voters' awareness depending on the political education programs (Nurdin, 2014). O'Cass and Voola (2011) argues, parties need to build a good strategy to maintain a strong brand through spread awareness among voters, further this strategy leads to differentiate the brand from others.

In the PM field, it is significant to understand the effect of voter awareness to PB to highlight on voter feeling and potential changes in the political marketplace. In this research, after having a vote to PB, the voter's willingness to re-vote to the same brand in the next election depending on "PBA". Althubetat and Jarrar (2013) recommended to conduct more specialized studies on the political awareness, especially in terms of political parties, and political participation in Jordan. Previous researches focused on measurement the awareness from recalling part, this study go to measure recall and recognize.

#### **Political Brand Image (PBI):**

A PBI effect on the voters' loyalty (Hermanto *et al.*, 2014a, b), also in voters' decisions (Guzmán & Sierra, 2009; Smith, 2001). As stated by many researchers, image is a significant source of BE (Lassar *et al.*, 1995; Keller, 1993; Aaker, 1991). The BI is one of the most explored fields in customer research (Chen & Phou, 2013; Van Vuuren *et al.*, 2012).

Researchers in the PM area became pay substantial attention to PBI (Smith, 2001; Mishra & Mishra, 2014; Farrag & Shamma, 2014). Marland (2013) pointed out that the image is the impressions that formed from the recall of all communication; that an evoked image that resonates on an emotional level and which stimulates customer loyalty. In addition, Keller (1993) has considered BI at the converging point and condensed all types of brand associations. However, There are several definitions of BI, but the definition that has the most support in the literature consist of two dimensions: cognitive and affective (Bianchi & Pike, 2010). The cognitive side is an evaluation of the attributes of the brand, while the affective side is emotions toward the brand (Harahsheh, 2009; Lin *et al.*, 2007). Hence, PBI includes many aspects of cognitive and affective of party image.

According to Aaker (1991) image creates value in a variety of ways that, differentiating the brand, helping voters to process information, generating reasons to vote, providing a basis for extensions, and giving positive feelings about brands. This is similar to Keller (1993) when considers BI and awareness to be the two components of brand knowledge. Theoretically, 'BI' is a comprehensive concept, that can be applied to goods or service areas (Cian, 2011) also in politics and to nonprofit organizations (Laidler-Kylander, 2007). Savigny (2005) said the targeting of voters is one of strategic processes by

focusing on image management at national level. Reeves (2013) demonstrated that the image of the party is important, especially when loss the elections. Also, building a strong image (to candidate and party) is a key factor in achieving successful PM (Khatib, 2012). In a political context, PBI could be defined as a total perception of a PB (party) that is formed by processing information from various sources over time. The operational definition of PBI is voters' cognitive and affective evaluation on the attractiveness of PB attributes represent the party image. Cognitive evaluation indicates the beliefs or knowledge, whereas affective evaluation means the emotional attachment that voters' have to that PB (party) (Lin *et al.*, 2007).

However, a review of the literature revealed the lack of research regarding PBI. Given the increasingly competitive and changing nature of the political market in an Arab country, especially after the Arab Spring and the importance of parties' image as a means of attracting voters, the need for image research relating to Jordan is clearly. So, it is essential to study PBI because it has its impact on the voter behavior of voting a certain party. It seems clear from the previous arguments, the image in politics is very important thus deserves more analysis.

#### **Political Brand Quality (PBQ):**

Brand quality is a main element of BE (Yoo & Donthu, 2001; Aaker, 1991), The BQ affects in brand loyalty (Das, 2014; Boo *et al.*, 2009). Moreover, regarding customers' perspectives, and according to Aaker (1991) and Keller (2003) BQ is an important construct, because a strong perceived quality position is an advantage, which is not easily replaced by competitors, it enhances brand loyalty, and often becomes a customer's reason to buy.

PBQ is defined as the "voters' judgment about dimensions of political brand" (Keller, 2003; Aaker, 1991). Keller (2003) identified seven dimensions of product quality: reliability, features, performance, durability, serviceability, conformation quality, and style. According to Keller (2003) perceived quality as the most important element for customers to judge a brand due to its inherent presence in many approaches to BE. The Keller definition is along the lines of perceived performance by Lassar *et al.* (1995), also customer value (Zeithaml, 1988), customer satisfaction (Oliver, 1997), and service quality (Parasuraman *et al.*, 1988).

Evidence shows that both perceived quality and brand loyalty are strong drivers of PE (Parker, 2012). Previous studies found that BQ is an important constructed in the success of brand loyalty (Chang & Wang, 2011; Omar *et al.*, 2013). According to Al-Hawari (2011) perceived quality present value to customers and lead to more reasons to buy the brand, a brand with high quality perceptions in the mind of customers tends to advantage from higher customer

preferences, repurchase intentions and equity. In brief, quality adds to brand loyalty. In addition, perceived brand quality is an important point of differentiation (Aaker 1996), and is the only brand equity dimension statistically demonstrated to drive sales performance and predict return on investment. Importantly, as perceptions of BQ, improve other brand perceptions (Zeithaml, 1988).

In the literature review of PM context, Parker (2012) examined the PBE, during the 2008 primary election campaign, and was evaluated the US presidential candidates, he found perceived candidate quality and loyalty dimensions were most evident of differences in candidates' brand equity ratings. Likewise, French and Smith (2010) used Zeithaml *et al.*'s (1990) to measuring the dimensions of perceived quality to parties in the U.K. Also, according to Hermanto *et al.* (2014) a leader is a figure expected to inspire and encourage all members of a political party and thus a leader is willing to improve the quality of political parties in the eyes of stakeholders. As well, Smith and Spotswood (2013) measured the brand equity of the liberal democrat party as a brand in the 2010 election.

In sum, BQ is defined as the sum of the overall expected quality of the brand from the customer's point of view (Aaker, 1991). For this study, the researcher will employ brand performance from Keller's seven dimensions to measure PBQ because brand performance relates to the ways in which the PB (party) attempts to meet the voters' functional needs (Keller, 2003). Thus, the PBQ is "voter's evaluation of the overall performance of the party" (Liu *et al.*, 2013). However, a review of the literature revealed, lack of research regarding PBQ and especially linking this dimension with loyalty to PB. Therefore, it is essential to study PBQ because it has its impact on the voter's behavior of voting a certain party. Therefore, based on previous research (e.g. Parker (2012) suggested that perceived quality an important cause to the intention of voters toward a PB, it is necessary to measure voter-based. In addition, in keeping with Keller's (1993) thoughts, that brand loyalty is a behavioral construct which may be the manifestation of the other dimensions, hence, quality (performance) of the PB determines the voters' loyalty.

#### **Political Brand Trust (PBT):**

To expand the Aaker CBBE model, trust is one of the PE dimensions (Lassar *et al.*, 1995). The BT is at the centre of studies that aimed to explain the loyalty (Dib & Alhaddad, 2014). Most recent studies indicated that BT is a main variable in long-term relationships between brands and customers, which in turn reflect positively on brand loyalty (Van Vuuren *et al.* 2012; Moolla & Bisschoff, 2012). In brief, the trust serves as glue in a relationship (Singh & Sirdeshmukh, 2000).

Habitually BT is a social construct (Ramaseshan *et al.*, 2013). As stated by Johnson and Grayson (2005) the BT is comprised from two dimensions, affective and cognitive. Affective, holds an emotional view described as the perception about partner's actions that intrinsically motivate the other to stay in the relationship. On the other hand, cognitive trust possesses a rational view that can be described as the willingness of the partner to rely on the service provider's competence and reliability. Morgan and Hunt (1994) conceptualize BT as happening "when one part has confidence in an exchange partner's reliability and integrity" (p. 23). As well, Moorman, Deshpande, and Zaltman (1993) have defined BT "as a willingness to rely on an exchange partner in whom one has confidence" (p. 82). From here, to understand voters' behavior and build a framework for that, the first step is developing a mechanism to build voters' trust and converted that into value and loyalty. The BT adds to BE, in that a trustworthy brand encourages repurchase intentions (Kuikka & Laukkanen, 2012). Customers/voters, who have trust, are more likely to have an emotional connection with the brand (Kimpakorn & Tocquer, 2010).

Recently, the dilemma facing parties all over the world has included an increase in the level of distrust (Gunther, Montero & Linz, 2002; Lantieri & Chiagouris, 2009), such as a decrease in voter's trust in the Pakistanian parties (Ahmed *et al.*, 2011) and the Belgian ones (Hooghe, Marien, & Pauwels, 2011), a decrease in the percentage of confidence in the Western democracies (Pharr & Putnam, 2000), similar in the Soviet Union and Europe (Ishiyama, 2001). Consequently, understanding the nature of PBT and its contribution to obtaining loyalty are of particular interest to parties in order to developing the relationships with voters. The BT can do a destroy or improve a relationship between voters and the brand (Keller, 2003). Obviously, it has been proved that BT is a significant and effective element in the political context and this effect is reflected on political activism, voting, accepting the adopted policy or operating institutional reforms (Levi & Stoker, 2000). Further, trust is effective since they can produce successful relationship and they are associated positively with loyalty through motivating the customer/voter to get used to the frequent buying behavior (Morgan & Hunt, 1994).

The parties aim to build a long relationship with voters. As well, several researchers point out that trust is effective in constituting loyalty (Hameed, 2013; Noor, 2013). Nevertheless, few studies have focused on the effect of trust in a political context (Hermanto *et al.*, 2014; Rachmat, 2014). Hence, due to the gap in the PM literature, and according to Mahmud and Gray, 2011 trust require more investigation to explain the voter loyalty. For this study, the cognitive dimension of trust is more relevant. PBT is measured by items that concentrate

on the voter's expectations that the PB (parties) as a service provider is dependable and reliable. For that PBT is "The confidence of voters in the political service providers" (Lassar *et al.*, 1995), and 'willingness of the partner (voter) to rely on political service provider's competence and reliability' (Ramaseshan *et al.*, 2013).

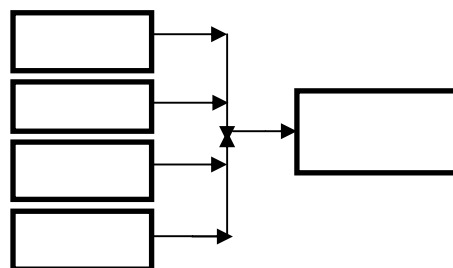
#### **The Relationship Between CBBE and Loyalty:**

The researchers also pointed toward important linkages among different BE dimensions (awareness, image, quality, and trust), with loyalty to the brand (Sharma *et al.*, 2013; Choi *et al.*, 2011; Chen & Tseng, 2010; Chan & Wang, 2011; Ogba & Tan, 2009). For example, Hsu *et al.* (2011) pointed out that brand loyalty is consequence to BE dimension, awareness can be viewed as the base level of a BE conceptual "pyramid". Likewise, Hermanto *et al.* (2014a) confirmed that the party image has been assessed as an important antecedent of voter loyalty. In addition, the perceived quality increases the brand loyalty (Ha, John, Janda & Muthaly, 2011). As stated by Moolla and Bisschoff (2012) BT is the fundamental construct for any long-term relationship. In contrast, various studies had been conducted to examine the relationship (Liu *et al.*, 2013; Hosseini & Nahad, 2012; Park, 2009; Li, Robson & Coates, 2014; Hussein & Gholam, 2013; Yee & Faziharudean, 2010; Subhani & Osman, 2011); but these studies produced inconsistent results. These inconstant findings need more investigation to examine.

#### **The Proposed Framework:**

As this paper showed earlier the theoretical linkages between dimensions of PBE and loyalty, based on the theory of CBBE, and many studies talked about this relationship. Based on that, this paper proposes the following framework to clarify how PBA, PBI, PBQ, and PBT effects on the loyalty to PBs in Jordan:

#### **PBE:**



PBA = political brand awareness, PBI = political brand image, PBQ = political brand quality, PBT = political brand trust.

**Fig. 1:** Theoretical Framework.

Based on the theoretical framework, voters who have adequate PBA, PBI, and understand the PBQ,

and consider himself confident in political brand would likely to have a high level of political brand loyalty. However, the previous studies have found inconsistent findings.

### Conclusion:

Overall, PBs have a great effect on the political and economic growth of the countries around the world. Unfortunately, the actual situation of the Jordanian PBs is suffering from some problems, especially in the expression of brand loyalty. Thus, this review has identified the dimensions of PE from academic literature, to provide the necessary depth and breadth of understanding of PE and how is measured. Also, it focused on the main practices of PE that affect brand loyalty. So, the above analysis showed the role of PBA, PBI, PBQ, and the PBT is critical in creating and maintaining loyalty to PB.

This paper introduced the conceptual framework that, is useful for examining the contributions between dimensional, to be applied by PBs in Jordan, and it will open the door for scholars for future empirical studies by adding other dimensions such as, brand commitment, in Jordan and other countries. Also, the study will help the marketers with new tools to know how BE builds a strong brand loyalty in the political markets, by carefully designed marketing activities.

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