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Decoding Voter Behavior: The Influence of Political Marketing on Electoral Decisions

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Abstract

This study employs a quantitative methodology to examine the influence of political marketing dimensions—promotion, product, price, and place—on voting decisions, utilizing data from 383 participants in Thailand's central region. The central region was selected for its demographic diversity and socio-political significance, providing a representative context for understanding voting decisions. Data were collected using a structured survey and a 5-point Likert scale. Reliability across all constructs was confirmed through Cronbach's alpha demonstrating strong internal consistency. Multiple regression analysis via SMART PLS revealed that political promotion and product strategies exert the most substantial impact on voter decisions, while accessibility and price play supportive roles. The findings underscore the critical importance of targeted promotional strategies and well-aligned political offerings in driving voter engagement. Recommendations include leveraging digital platforms and enhancing informational accessibility to increase participation. Although the study's regional scope and reliance on self-reported data present certain limitations, the results provide valuable insights for political strategists seeking to strengthen democratic engagement and voter turnout in diverse contexts.

Introduction

Political marketing has emerged as a pivotal force in electoral strategies, where the adaptation of the conventional marketing mix—Product, Price, Place, and Promotion—plays a crucial role in shaping voter behavior and choices. In politics, these components are carefully tailored to align with voter expectations, societal values, and the dynamic political landscape. The evolution of political marketing reflects a broader shift toward a voter-centric approach, where engagement and persuasion strategies are meticulously crafted to resonate with the diverse segments of the electorate. Rudnik (2021) elaborates on how political marketing extends beyond electoral campaigns, influencing daily political communication, policy promotion, and the overall image of political entities. This continuous engagement

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underscores its significance in sustaining voter support and fostering a more informed and participatory political environment (Rudnik, 2021).

The concept of the "product" in political marketing extends far beyond the presentation of candidates and platforms. It encompasses the creation of a comprehensive political vision that resonates with voter needs and expectations, requiring a deep understanding of the political landscape and electorate preferences. Strategic positioning and communication of this political product are paramount, demanding careful alignment of messages with voter perceptions to ensure electoral success. Gallay & Giangrasso (2015) demonstrate how product marketing principles are applied to political candidates, highlighting the sophistication of strategies that market political figures akin to consumer products. Gupta (2015), examining the Aam Aadmi Party (AAP) in the 2014 Loksabha elections, illustrates how innovative approaches addressed unmet needs in the political market. Ndubuisi (2023) further explores the democratic implications of marketing in campaigns, emphasizing its impact on elections and governance. Collectively, these perspectives underscore the multifaceted nature of the political product, the necessity of strategic positioning, adaptation to digital trends, and the importance of well-crafted offerings in achieving electoral success.

In the political context, "price" refers to the perceived costs, sacrifices, and benefits associated with endorsing a candidate or policy. This construct incorporates economic, social, and ethical dimensions, shaping voter behavior and electoral outcomes. Fuller & Lucas (2017) illustrate how non-pecuniary benefits in political rallies attract individuals aligned with redistributive policies, highlighting the opportunity costs as a factor in engagement. Ratushnyak & Glushenko (2023) examine psychological effects of price perception, emphasizing fairness and value as determinants of voter decisions. Brogaard et al. (2020) extend the discussion to global economic implications, revealing how political uncertainty influences equity capital costs. Pizer & Prest (2016) analyze environmental policy choices, showing how expectations and information dynamics affect perception of costs and benefits. Together, these studies present "price" a multidimensional construct, requiring strategies that articulate policy benefits while minimizing perceived sacrifices across social, ethical, psychological, and economic dimensions.

The concept of "place" has undergone significant transformation with digitalization. Accessibility of political content through online platforms, social media, and traditional media, plays a pivotal role in shaping voter engagement and turnout. Vladimir (2018) identifies Barack Obama's 2008 presidential campaign as a watershed moment for social media politics. Houghton et al. (2017) highlight the role of language and tone in Twitter campaigning during the UK's General Election in 2015, emphasizing the bidirectional engagement. Stier et al. (2018) show how German candidates in 2016 used Facebook and Twitter differently to prioritize topics. Harris & Harrigan (2015) analyze the UK's 2010 election, noting social media's potential as a voter engagement tool while cautioning against overestimating its short-term influence. These insights collectively demonstrate the critical role of "place" in political marketing, underscoring the necessity of integrating digital and traditional channels to maximize reach and impact.

Promotional tactics have evolved significantly with the rise of data analytics, transforming how campaigns target and persuade voters. Mathaisel & Comm (2021) illustrate the use of natural language processing (NLP) and data visualization to analyze political texts, uncovering linguistic patterns and sentiments. Guedea-Noriega & García-Sánchez (2018) present SePoMa, a framework applying semantic big data analysis to refine political messaging. Hardiyanto et al. (2023) emphasize the shift in public attention toward social media, urging adoption of effective strategies to capture voter interest. Wahyudi (2017) identifies advertisement, personal selling, publicity, and sales promotion as key components of the promotional mix in the 2014 general election. Collectively, these studies highlight the transformative impact of analytics and targeted communication, enabling campaigns to craft resonant messages, enhance visibility, and mobilize support.

This study draws on the theoretical framework of the marketing mix—Product, Price, Place, and Promotion—applied to voter behavior. "Product" encompasses political offerings such as candidates and policies, strategically aligned with voter expectations. "Price" refers to the perceived costs and sacrifices, incorporating economic, social, and ethical dimensions. "Place" pertains to accessibility of political messages through traditional and digital channels, while "Promotion" covers communication strategies designed to persuade and mobilize voters, particularly through data-driven approaches.

The research investigates political marketing as a crucial element in contemporary electoral strategies, emphasizing how the marketing mix has been tailored to shape voter decision. It aims to uncover the evolving role of these components in fostering democratic engagement, particularly within the framework of digital transformation and data-driven campaigning. Drawing on global and regional case studies, the study bridges a critical gap in understanding the relationship between political marketing and voter behavior, offering valuable insights for strategists, policymakers, and scholars. By shedding light on these dynamics, the research underscores the importance of a voter-centric approach and its implications for democracy, contributing to a more informed and participatory political process.

Objective

The aim of this study is to examine the impact of the marketing mix Product (political offerings), Price (political costs), Place (political accessibility), and Promotion (political promotion) on voter decision-making.

Literature Review

1. Political Offerings and Voting Decision

The relationship between political offerings and voter decisions is shaped by the interaction of digital marketing, voter engagement, individual well-being, and the influence of social networks on electoral outcomes. Research indicates that effective digital marketing and the use of social media (Ramli et al., 2021), together with voters' inherent political interests (Rodenburger, 2020), play a crucial role in determining how political messages are received. Moreover, the overall health and mental well-being of voters are significant factors influencing their participation in the electoral process (Couture & Breux, 2017).

The role of social networks in facilitating access to political information and encouraging public discourse further underscores the importance of interactive and engaging political communication (Ibáñez et al., 2015). Collectively, these findings suggest that successfully shaping voter decisions through political offerings requires a nuanced understanding of the electorate's diverse preferences and circumstances. This leads to the formulation of the following hypothesis:

H1: Political offerings influence voting decisions.

2. Political Costs and Voting Decision

The influence of political costs on voting decisions reflects a complex interplay between the subjective perceptions of voting burdens and mechanisms designed to alleviate these barriers, shaping electoral participation in multiple ways. Blais et al. (2019) highlight how both direct and informational/decision costs are generally perceived as low, yet they still deter individuals who find the voting process challenging, underscoring the nuanced impact these costs on turnout. Hodler, Luechinger & Stutzer (2015) examine the effects of lowering voting costs, revealing a correlation with increased turnout but a simultaneous decline in voters' average education and political knowledge, emphasizing the delicate balance between broadening participation and maintaining decision quality.

Sevi & Blais (2022) contribute to this discourse by identifying a learning effect, whereby prior voting experiences reduce perceived difficulty in future electoral engagement, suggesting a pathway to encourage consistent participation through the reduction of expected costs. Woller et al. (2023) further demonstrate that political strategies such as vote buying are often directed toward individuals with lower voting costs, illustrating how electoral tactics are shaped by practical considerations of polling access. Collectively, these insights underscore the interdependence between reducing voting costs and fostering an informed, engaged electorate, framing a strategic challenge for enhancing democratic participation and the quality of electoral choices. This leads to the following hypothesis:

H2: Political costs influence voting decisions.

3. Political Accessibility and Voting Decision

The relationship between political accessibility and voting decisions is a pivotal aspect of democratic participation, where factors such as polling place accessibility, information availability, and the inclusivity of the electoral process play significant roles. Studies have examined how these elements influence voter turnout and the overall integrity of elections, underscoring the need to accommodate diverse voter needs in order to foster inclusivity. Schur et al. (2017) highlight the direct and indirect impacts of polling place accessibility on turnout among people with disabilities, noting that nearly one-third of voters with disabilities faced difficulties in voting at polling places in 2012. Such challenges not only make voting more cumbersome but also send a discouraging message about expected participation, thereby affecting perceptions of political influence.

Adelson (2019) expands the definition of accessibility beyond physical accommodations to

include the psychological comfort voters experience when entering polling locations. This broader perspective, reinforced by legislative actions and court decisions in the United States, emphasizes the importance of creating a welcoming and accessible voting environment for all citizens. Yusdar (2019) further stresses that the political rights of persons with disabilities remain under-realized, pointing to the necessity of special facilities that enable independent voting and uphold the principles of direct, general, free, secret, honest, and fair elections. Accessibility, therefore, must be ensured not only during the act of voting but throughout all stages of election implementation.

Together, these studies underscore the significance of enhancing political accessibility to guarantee that all citizens, particularly those facing physical or cognitive challenges, can fully participate in the democratic process. Addressing the multifaceted dimensions of accessibility from physical infrastructure to the provision of election information in accessible formats is essential for closing participation gaps and ensuring that every voter can exercise their democratic rights effectively. This leads to the following hypothesis:

H3: Political accessibility influences voting decisions.

4. Political Promotion and Voting Decision

The influence of political promotion on voting decisions underscores the critical role of strategic communication and marketing in contemporary electoral processes. Research highlights how diverse promotional strategies, ranging from digital marketing to interpersonal communication, significantly shape voter perceptions and choices. Ramli et al. (2021) examine the impact of digital marketing, including positioning and social media, on electoral success in West Java, Indonesia. Their findings reveal that both factors exert a positive and significant effect on political marketing, with positioning demonstrating the strongest influence on voting decisions. This underscores the importance of how candidates present themselves and their platforms to engage and persuade voters.

Iqbal & Shabir (2019) investigate the influence of interpersonal communication sources on youth voting behavior in Pakistan, emphasizing the role of family, schools, peers, and media in political socialization. Their study illustrates that these traditionally channels significantly shape young voters' decisions, highlighting the multifaceted nature of political promotion beyond digital campaigns. Law (2020) provides an in-depth analysis of political advertising, examining its dual role in persuading voters to change candidate preferences and mobilizing turnout. Using a multinomial probit model, Law demonstrates that advertisements both persuade and mobilize, with notable effects on individuals initially not supporting major-party candidates.

Together, these studies illuminate the complex ways in which political promotion—spanning digital marketing efforts and traditional interpersonal communication plays a pivotal role in influencing voting decisions. By effectively leveraging these strategies, political actors can shape electoral outcomes, underscoring the importance of targeted communication in engaging and persuading the electorate. This leads to the following hypothesis:

H4: Political promotion influence voting decisions.

Conceptual Framework

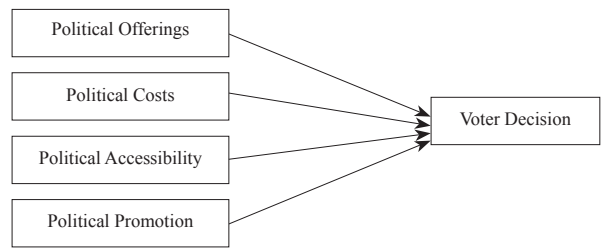


Figure 1 Conceptual Framework

Research Methodology

This study employs a quantitative methodology, a structured approach designed to systematically collect and analyze numerical data in order to test hypotheses and identify patterns among variables. Quantitative research is particularly effective in political marketing studies, as it enables precise measurement of constructs and their relationships, ensuring objectivity and generalizability (Creswell, 2014).

This methodology is well-suited to investigate the impact of political marketing dimensions product, price, place, and promotion on voting decisions, utilizing structured surveys and advanced statistical modeling techniques (Trochim, 2020). The approach allows researchers to draw evidence-based conclusions, ensuring reliability and validity through established measurement scales and rigorous analytical procedures (Hair et al., 2017).

The following sections elaborate on the participants, measures, data collection, analytical methods, and ethical considerations that underpin this study.

1. Participants

This study involved a sample of 383 participants, selected to ensure adequate statistical power and to reflect the population of Thailand's central region. The central region was chosen for its demographic diversity and socio-political importance, making it a representative microcosm of urban and semi-urban Thailand. This selection provides valuable insights into varied political behaviors and levels of engagement.

The sampling method used was purposive sampling, a technique commonly employed in quantitative research to include participants with relevant characteristics for the study's objectives (Delice, 2003). This approach is consistent with best practices that prioritize stratified representation and the generalizability of findings (Nanjundeswaraswamy & Divakar, 2021).

The participants, drawn from the central region, had an average age of 35.8 years. Most participants were unmarried (54.57%), while 41.78% were married, and 3.66% were divorced or separated. The gender distribution was predominantly female (62.92%), followed by male (33.94%), and 3.13% identified as LGBTQIA+. In terms of education, the majority held a bachelor's degree (70.23%), while 6.01% had not achieved this level, and 23.76% had advanced degrees. Regarding political affiliation, 27.15% of participants reported membership in a political party, whereas 72.85% indicated no party membership.

2. Measures

All constructs in this study were measured using a 5-point Likert scale, providing a nuanced assessment of respondents' attitudes and perceptions. High Cronbach's alpha values—.952 for Political Offerings (Product), .927 for Political Costs (Price), .950 for Political Accessibility (Place), and .975 for Political Promotion—indicate exceptional internal consistency for each scale. These values demonstrate that the survey items reliably captured the intended dimensions of political marketing.

Such robust reliability scores suggest that respondents provided consistent responses, thereby strengthening the validity of the constructs and the integrity of the data collected. The reliability of the measures confirms that the survey effectively captured the complex interplay of product offerings, costs, accessibility, and promotional efforts in the political sphere. This provides a solid foundation for accurate analysis and interpretation of political behaviors (Nunnally, 1978). The use of these well-established scales ensures that the study's conclusions regarding the impact of political marketing on behavior and decision-making are grounded in systematic and reliable data collection.

3. Collection of Data

Data for this study were collected through a systematically administered survey distributed among individuals in Thailand's central region. The instrument consisted of questions measured on a 5-point Likert scale designed to capture levels of agreement or frequency of experiences with political marketing constructs (Trochim, 2020). This scale ranged from 1 (*strongly disagree or never*) to 5, (*strongly agree or always*), enabling a detailed assessment of participants' responses across a continuum of attitudes (Allen & Seaman, 2007). This format is advantageous for its simplicity and its ability to capture gradations in perceptions (Boone & Boone, 2012).

To ensure comprehension and minimize bias, the survey items were carefully crafted to elicit clear and candid responses, thereby enhancing the reliability of the data (Dillman et al., 2014). Strategic distribution and follow-up procedures contributed to a high response rate. The survey was conducted in adherence to ethical standards of anonymity and confidentiality, encouraging participation and honesty in responses (Fowler, 2013).

4. Data Analysis

The survey data were analyzed using multiple regression analysis via SMART PLS (Partial Least Squares Structural Equation Modeling), a statistical software tool recognized for its effectiveness in handling complex model structures and measurement errors (Ringle et al, 2015). This analytical approach was selected for its robustness in examining the relationships between multiple independent variables (political offerings, costs, accessibility, and promotion) and the dependent variable (voting decisions), particularly within social science research where latent constructs are common (Hair et al, 2017).

SMART PLS facilitates the evaluation of both the measurement model, ensuring the reliability and validity of the constructs, and the structural model, testing the hypothesized relationships among variables (Sarstedt et al, 2021). Its bootstrapping procedure generates standard errors and t-values, enabling the assessment of the significance of the path coefficients and providing insights into the strength and direction of relationships among constructs (Henseler et al, 2009).

In this study, the application of multiple regression analysis through SMART PLS was instrumental in identifying the influence of political marketing

dimensions on voting decisions. By clarifying both direct and indirect effects within the model, the analysis offered a nuanced understanding of how different facets of political marketing collectively shape voter behavior. This methodological choice enhances the credibility of the findings and contributes to the literature by providing empirical evidence on the dynamics of political marketing and its impact on electoral outcomes.

5. Ethical Considerations

The study adhered to stringent ethical guidelines to ensure the integrity of the research process and the protection of participants' rights. Informed consent was central to participant engagement. Prior to participation, individuals were thoroughly briefed about the study's purpose, the nature of their involvement, and any potential risks, and benefits. Consent forms, provided in both digital and paper formats, were designed to be easily understandable, enabling participants to make informed decisions about their involvement.

Anonymity and confidentiality were maintained throughout the study. No identifiable information was collected, and all data were stored securely with access restricted to the research team. Measures were implemented to ensure that responses could not be traced back to individual participants, thereby safeguarding their privacy. Participants were also informed of their right to withdraw from the study at any stage without penalty, with this assurance clearly communicated at the outset of the survey to emphasize that participant welfare took precedence over research outcomes.

Finally, the dissemination of findings was conducted with integrity, ensuring that data were presented accurately and without bias. Study limitations were disclosed, and the contributions of participants were acknowledged, underscoring the collective effort involved in the research process. By adhering to these ethical principles, the study aimed to contribute valuable insights into political marketing while upholding the highest standards of research ethics and participant welfare.

Results

To explore the determinants of voting decision, a multiple linear regression model was employed to assess the contributions of political offerings (X1), political costs (X2), political accessibility (X3), and political promotion (X4). The model specified as:

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \varepsilon$$

where Y represents voting decision. This specification aimed to provide a comprehensive understanding of how these variables collectively influence voting decisions.

The overall fit of the model was statistically significant, as indicated by an F-statistic of 585.529 with a *p*-value less than .001 ($F(4,382) = 585.529$, $p < .001$), suggesting that the predictors explain a substantial portion of the variance in voting decisions (see Table 1). The adjusted R^2 value of .861 further demonstrates that the model accounts for approximately 86.1% of the variability in voting decision underscoring the strong impact of the included predictors (see Table 2).

Table 1 Summary ANOVA

	Sum square	df	Mean square	F	*p*-value
Total	205.359	382	0.000	0.000	0.000
Error	28.538	378	0.075	0.000	0.000
Regression	176.821	4	44.205	585.529	0.000

Table 2 R-square

	VD
R-square	0.861
R-square adjusted	0.860
Durbin-Watson test	2.307

Table 3 and Figure 2 present the outcomes of a multiple regression analysis examining the impact of political marketing dimensions—political product (PPROD), promotion (PPROM), price (PPRIC), and place (PPLAC)—on an unspecified dependent variable (voting decision). The analysis reveals that political promotion (PPROM) exerts the strongest influence, with an unstandardized coefficient of 0.575 and a standardized coefficient (β) of 0.547, supported by a highly significant t-value of 13.78 and a p-value of <0.001. This indicates a robust and statistically significant relationship.

Similarly, political product (PPROD) demonstrates a significant effect with an unstandardized coefficient of 0.276 ($\beta = 0.276$), a t-value of 7.199, and a p-value of <0.001, reinforcing its predictive power. In contrast, political price (PPRIC) and place (PPLAC) exhibit weaker but statistically significant associations. PPRIC yielded an unstandardized coefficient of 0.094 ($\beta = 0.084$, $p = 0.033$) and PPLAC presenting an unstandardized coefficient of 0.086 ($\beta = 0.102$, $p = 0.002$). The intercept, although not statistically significant ($p = 0.835$), serves as a baseline for the model.

Collectively, these results highlight the differential impact of various political marketing strategies on voting decisions, underscoring the paramount importance of promotion and product strategies in shaping voter choices.

Table 3 Summary Coefficients

	Unstandardized coefficients	Standardized coefficients	SE	t-value	p-value
PPROD	0.276	0.276	0.038	7.199	0.000
PPROM	0.575	0.547	0.042	13.78	0.000
PPRIC	0.094	0.084	0.044	2.138	0.033
PPLAC	0.086	0.102	0.028	3.057	0.002
Intercept	0.021	0	0.098	0.209	0.835

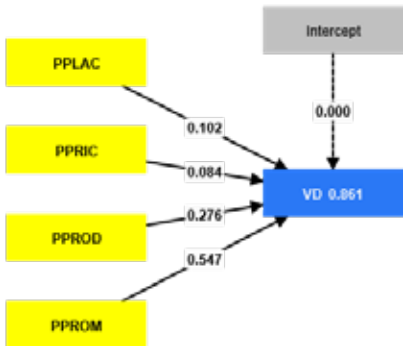


Figure 2 Graphical Output of the Analysis

The analysis highlights how the various dimensions of political marketing—promotion, product, price, and place—differ in their influence on voting decision. Among these, political promotion stands out as the most impactful, signifying its central role in shaping voter choices. Effective promotion strategies, such as targeted messaging and consistent engagement across digital and traditional platforms, resonate deeply with voters, reinforcing preferences and driving electoral support. Political product also plays a significant role, emphasizing the importance of aligning candidates, policies, and overall political offerings with voter expectations and societal needs. By presenting a compelling political vision that addresses the electorate's concerns, political entities can foster strong connections with their audience.

In comparison, political price and place, while still influential, exert less pronounced effects. Political price reflects the perceived sacrifices or costs associated with supporting a candidate or policy, such as ethical considerations, opportunity costs, or economic implications. Addressing these concerns can mitigate voter hesitations, though its impact is less direct than promotion and product. Similarly, political place, which pertains to accessibility and the availability of political content and engagement opportunities, plays a supporting role by ensuring voters have adequate exposure to campaign materials and messages.

Overall, the findings underscore the nuanced roles these dimensions play in influencing voting decisions, with promotion and product emerging as the most critical factors. These insights suggest that political campaigns should prioritize persuasive promotion strategies coupled with well-aligned political offerings, while addressing price and place considerations to strengthen overall voter support and participation.

Discussion

The current study's findings demonstrate a positive relationship between political offerings and voting decisions, corroborating and extending prior research on the multifaceted factors influencing voter behavior. Consistent with Ramli et al. (2021), this study highlights the pivotal role of digital marketing and social media in disseminating political offerings and engaging the electorate. It also echoes Rodenburger (2020), who emphasized the alignment between political offerings and voters' inherent political interests, showing that support is garnered when political messages resonate with their beliefs and values. Similarly, the significance of voters' health and well-being, as discussed by Couture & Breux (2017), is reaffirmed, pointing to the necessity for political campaigns to ensure accessibility and inclusivity. Additionally, the study's insights on the role of social networks in shaping political opinions complement the observations made by Ibáñez et al. (2015), underlining the power of social influence and information dissemination through personal networks in guiding voting decisions. Collectively, these findings underscore the intricate dynamics between political offerings and voter choices, necessitating a nuanced approach that considers digital engagement, voter interests, health considerations, and social influence mechanisms in political campaigning and communication strategies.

The present findings affirming Hypothesis 2 (H2)—that political costs significantly influence voting decisions—align closely with and build upon existing literature, highlighting the critical balance between facilitating participation and ensuring informed engagement. Research by Blais et al. (2019) on perceptions of voting costs reinforces the conclusion that both direct and informational costs can deter participation, particularly among those who find the voting process challenging. This suggests that perceived barriers play a substantial role in shaping turnout. Similarly, the study's observations echo Hodler et al.

(2015), who identified a trade-off between increased turnout due to lowered voting costs and a potential decrease in voters' political knowledge, underlining the complex relationship between accessibility and the quality of democratic choices. Furthermore, Sevi & Blais (2022) identified a learning effect, whereby previous voting experiences diminish perceived future costs, supporting the present study's insights that reducing expected barriers can enhance consistent participation. Additionally, the acknowledgment of the strategic adaptations such as vote buying in contexts of lower voting costs (Woller et al, 2023) underscores the multifaceted nature of political costs and their impact on electoral strategies. Collectively, these findings highlight the importance of addressing barriers to voting while ensuring voter education to foster a more engaged and informed electorate.

The present study's findings, affirming Hypothesis 3 (H3)—that political accessibility significantly influences voting decisions—resonate with prior research, underscoring the essential role of accessibility in democratic participation. Insights from Schur et al. (2017) regarding the challenges faced by voters with disabilities substantiate the conclusion that physical and logistical accessibility is crucial in facilitating participation. This link between accessible voting environments and increased turnout demonstrates the tangible impact of accessibility on the democratic process. Similarly, Adelson (2019)'s exploration of broader definitions of accessibility—including psychological aspects of voting environments—aligns with the present study's findings that inclusivity extends beyond physical accommodations to encompass a welcoming atmosphere for all voters. Furthermore, Yusdar (2019)'s advocacy for comprehensive accessibility throughout all stages of the electoral process echoes the current study's emphasis on a holistic approach to election administration. Such a perspective is critical for ensuring that the principles of direct, general, free, secret, honest, and fair elections are upheld, particularly those historically marginalized groups. Collectively, these studies, alongside the present findings, highlight the integral relationship between political accessibility and voting decisions, reinforcing the notion that enhancing accessibility is not merely administrative but a fundamental democratic imperative. By addressing the multifaceted dimensions of accessibility, democracies can move closer to achieving full participation and ensuring equal opportunity for all citizens, thereby strengthening electoral integrity and representativeness.

Finally, the affirmation of Hypothesis 4 (H4)—highlighting the influential role of political promotion on voting decisions—aligns with and enriches the broader discourse on electoral persuasion and mobilization. This finding, supported by the research of Ramli et al. (2021), Iqbal & Shabir (2019), and Law (2020), underscores the multifaceted nature of political promotion and its capacity to shape voting decisions and voter choices. Ramli et al. (2021)'s exploration of digital marketing and social media in West Java, Indonesia, illustrates the critical importance of positioning and digital presence in influencing choices, suggesting that the strategic presentation of political offerings can decisively engage the electorate. Similarly, the insights from Iqbal & Shabir (2019) highlight the impact of interpersonal communication channels such as family, schools, and peer networks on youth voting behavior in Pakistan, emphasizing the enduring significance of traditional forms of political socialization alongside digital strategies. Furthermore, Law (2020)'s analysis of political advertising through a multinomial probit model demonstrates its dual role in persuasion and mobilization, adding complexity to our understanding of promotional tactics by showing their capacity to engage undecided voters. Together, these studies form a cohesive narrative that echoes the present findings: political promotion, encompassing both modern digital campaigns and conventional interpersonal communication, is pivotal in guiding voting decisions. This convergence suggests that the effectiveness of political promotion lies not only in its content but also in its delivery, necessitating a nuanced approach that harnesses the strengths of both digital platforms and personal networks. By leveraging these insights, political actors can craft more targeted, resonant, and impactful campaigns, enhancing their ability to connect with and persuade a diverse electorate. This strategic application of political promotion, informed by both current findings and corroborative research, is instrumental in navigating the complex landscape of voter engagement and highlights the indispensable role of nuanced communication strategies in shaping democratic outcomes.

Suggestions

To enhance voter engagement and campaign effectiveness, several comprehensive strategies can be pivotal. First, strengthening digital engagement is crucial. By developing robust digital platforms that are both informative and interactive, campaigns can reach a

broader audience. This includes targeted advertising and leveraging social media to engage voters, particularly the younger demographics who are predominantly online. Such strategies ensure that political messages are disseminated widely and effectively.

Improving voter education and accessibility is equally vital. Simplifying the voting process, providing clear and comprehensive voter guides, and establishing responsive informational resources like hotlines or interactive websites can reduce barriers to participation. These measures not only facilitate higher turnout but also ensure that voters are well-informed about their choices. Physical and psychological accessibility at polling stations is another critical area. Ensuring that facilities are accessible to people with disabilities and conveniently located remove physical barriers, while creating a psychologically welcoming atmosphere—through staff training and respectful assistance—promotes inclusivity.

Leveraging personal networks also plays a significant role in political promotion. Integrating traditional communication channels—such as family, schools, and peer groups—with modern digital strategies allows campaigns to tap into existing social structures to amplify their messages. This blend of traditional and digital communication can be particularly effective in shaping voter perceptions and decisions.

Finally, tailoring political messages to resonate with the voters' values and beliefs is essential for garnering support. Campaigns must conduct thorough research to understand constituents' core concerns and expectations, enabling them to craft messages that align closely with voter interests. Strategic political advertising targeting undecided or swing voters is also crucial. Employing data analytics to fine-tune campaign messages and identify the most effective mediums for dissemination can significantly enhance promotional impact.

By focusing on these strategies, political campaigns and electoral bodies can improve engagement with the electorate, leading to more informed, active, and satisfied voters. In turn, this strengthens the democratic process, ensuring that it remains vibrant and representative of the population's needs and aspirations.

Conclusion

This research explored the multifaceted influence of political marketing dimensions—political offerings (products), costs (price), accessibility (place), and promotion—on voting decisions among the population in the Thailand's central region. Targeting a diverse group of participants with an average age of 35.8 years, the study engaged 383 individuals across varying marital statuses, genders, educational backgrounds, and political party memberships to provide a comprehensive perspective on political behavior.

Data collection was meticulously carried out using a structured survey with a 5-point Likert scale to capture the nuances of respondents' attitudes and perceptions regarding political marketing. Reliability was confirmed through high Cronbach's alpha values for each construct, indicating a strong internal consistency among the items measuring each dimension. The analysis, conducted via multiple regression using SMART PLS, revealed the significant impacts of political promotion and product on voting decisions, with promotion emerging as the most influential factor. Political accessibility and costs also played roles, though to a lesser extent, highlighting the complex dynamics of political decision-making.

Based on the findings, several recommendations can be made. Political campaigns should prioritize the strategic use of digital marketing and social media to enhance the visibility and attractiveness of their offerings. Efforts should also be directed toward improving the accessibility of voting processes and information dissemination to ensure that all potential voters, particularly those with disabilities or limited access to traditional media, are adequately reached and informed. Additionally, understanding the costs associated with political support is crucial for addressing potential barriers to voter engagement.

This research is not without its limitations. The geographical focus on Thailand's central region may restrict the generalizability of the findings to other areas or populations with different political, cultural, or social contexts. Furthermore, the reliance on self-reported data may introduce biases related to social desirability or recall accuracy. Future research could expand the geographical scope, employ longitudinal designs to capture changes over time, and integrate qualitative methods to gain deeper insights into the motivations behind political behavior.

In conclusion, this study contributes to the growing body of literature on political marketing by providing empirical evidence of the significant effects of political offerings and promotion on voting decisions. By highlighting the importance of accessible and engaging political communication, it offers valuable

implications for political strategists, campaign managers, and policymakers seeking to enhance democratic participation and voter engagement.

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