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SCHOOL OF GRADUATE STUDIES

THE EFFECT OF POLITICAL MARKETING MIX ELEMENTS ON VOTERS' LOYALTY (THE CASE OF MARKETING IN PROSPERITY PARTY)

BY

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DEPARTMENT OF MARKETING MANAGEMENT**

JUNE, 2020

ADDIS ABABA.

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APPROVAL
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DECLARATION

I, Niway Yimer declare that this research titled “The Effect of Political marketing Mix Elements on Voters’ Loyalty(The Case of Marketing in Prosperity Party)” is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the Research Advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

By: Niway Yimer

Signature

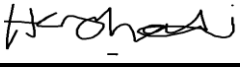
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LETTER OF CERTIFICATION

This is to certify that Niway Yimer carried out his project on the topic entitled “The Effect of Political marketing Mix Elements on Voters’ Loyalty (The Case of Marketing in Prosperity Party)”.

This work is original in nature and is suitable for submission for the award of Master Art in Marketing Management.

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ACRONYMS

A.A – Addis Ababa

ANOVA - Analysis of Variance

CPM – Comprehensive Political Marketing Model

EPRDF – Ethiopian People Revolutionary Democratic Front

MLR - Multiple Linear Regression

PM – Political Marketing

PP – Prosperity Party

SPSS - Statistical Process for the Social Science

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ABSTRACT

After broadening its scope marketing in turn became a source of concept to other disciplines. As Kotler explained marketing is no longer restricted to the domain of exchange of goods and services; marketers market not only goods or services but also entities like events, experiences, persons, places, properties, organizations, information, and ideas. The objective of this study is to assess the effect of political marketing on voters' loyalty in the Ethiopian context; considering the influence of marketing mix elements on voter loyalty. In order to achieve the aim of this study the researcher applied both descriptive and explanatory research design. The researcher used sample sizes of 187 questionnaires were distributed to respondent. The data gathered from respondent analysis is done using the SPSS software program. The main finding of study shows that product strategy and process strategy have positive and a significant influence in determining voter loyalty. In addition, the result shows that the first most essential factor that influences voter loyalty is product strategy. Therefore, leaders in the Ethiopian political system shall focus on product and process strategies. On the other hand, other researchers have a duty to find the efficacy of political marketing in developing countries, particularly in Ethiopia.

Key words: Political Marketing, Voter loyalty Marketing Mix

CHAPTER ONE

Introduction

1.1. Background of the Study

It is known that theoretical developments in marketing have depended on heavily on the behavioral and management science. Concepts from economics, psychology, sociology, cultural anthropology, communication research and political science have often served as the basis for many marketing concepts and theories (Ikeda, 2005). Similarly, statistical tools, and research methods from mathematical economics and psychology as well as modeling approaches and techniques of operation research have served as the impetus for the current set of tools used by marketing research and scientists, (Baker and Saren, 2010). Borrowing concepts from different discipline marketing became one of the dominant disciplines in the modern world.

Mainly after broadening its scope marketing in turn became a source of concept to other disciplines, (Kotler, 2012). As Kotler explained marketing is no longer restricted to the domain of exchange of goods and services; marketers market not only goods or services but also entities like events, experiences, persons, places, properties, organizations, information, and ideas (Kotler, 2012).

Political marketing is stated as one of the contributions of marketing management for other disciplines. Political marketing can be defined as “a potentially fruitful marriage between political studies and marketing”, (Lees-Marshment, 2002).

Political marketing refers to certain forms of political communications within electoral campaigns, (Harris et al., 2002). It was first used by Kelley in 1956, but the idea of political marketing originated with the broadening “debate” of marketing in the 1970’s by Kotler, (Kotler, 1999). On the conceptual level, political marketing is yet to be universally accepted among political scientists, though there is a group of political scientists who believe that it brings “distinctive strengths lacking in orthodox political science treatments”, (O’Shaughnessy, 2001).

The political marketing literature accepts the analogy of parties as business engaged in a competitive relationship aiming to secure an “exchange” with consumers. Political marketing has achieved a significant position and gained widespread usage in most democracies, and it appears to be spreading with increasing use and sophistication to the other countries. There are now

major developments in political marketing in the USA, Australia, the UK, and even in Turkey, Greece, and Russia and like, (Ovidiu, 2013).

Nowadays, more sophisticated techniques have been adopted such as the media supplying the political information that voters base their decisions on, (Riet, 2010). Problems are identified in the society and this serves as medium for deliberation. Therefore, citizens have more chance to get involved with the political affairs than ever.

Another special attributes of the political product is the extent of loyalty that it creates. In spite of the fact that it is easy for customers to switch their ideas about a product easily in marketing, it is rare to be seen the same in political marketing. This means that since the electorate's loyalty is almost guaranteed, the political organization has a lot more scope with their political offer. However, this characteristic might also restrict entry to the political market as the voters normally stick with their decision on the old candidate or parties, (Kaskeala, 2010). However, nowadays voters can reach information from various resources easily. They can obtain multi-dimensional information of a subject or of an object. This process came out as an efficient factor in terms of personal preferences depending on improvements in mass communication.

1.2. Statement of the Problem

Political marketing is a mix of science from political science and marketing management, (Lees-Marshment, 2001). As researchers believe the introduction of marketing concepts in political science gives the political system a new dimension, (Lees-Marshment, 2002). In marketing consumer is believed the beginning rather than the end in the production consumption cycle, (Kotler, 2006). This enables the citizens to have more chance to get involved with the political affairs than ever. In the country like Ethiopia where politicians are always in the front line in the political system, the introduction of political marketing concept is very important.

From the fifties through the eighties, an average two-third of voters in democratic countries used to vote for the same party in sequential elections, (Shachar 2003). Political analysts have since observed a general worldwide decrease in voter loyalty, a phenomenon attributed to the continuing evolution of the media, which has given the electorate more opportunities to gain information on the subject of politics and the state of society, as well as to the weakening of social divisions, (Butler and Harris 2009; Meguid 2008; Negrine and Lilleker 2002). The same story is in the Ethiopian political system. As it is stated in conventional marketing gaining new

customers create four times more costs than protecting existing customers from leaving, (Gronroos, 1996). So how in political marketing parties can create loyal voters? Such kind of research became popular in political marketing. Here in this research the researcher's focus will be this topic. Factors and determinants influencing the customer loyalty are different, (Lawton, 2016). In this paper the focus will be the effect of political marketing mix elements on voter's loyalty.

Research on voter loyalty has been performed from a political science perspective, and even more research has been performed on customer loyalty in conventional marketing settings, (Day 1969; Jacoby and Chustnut 1978; Foxall and Goldsmith 1994; Mellens et. al. 1996; Reichheld 1996). However, more scholars have yet attempted to use political marketing to look at voter loyalty from a marketing perspective in the Ethiopian. In the current Ethiopia's political system EPRDF which is now changed to Ethiopian Prosperity Party (EPP), is the dominant party. As Lee-Marshment (2001), in political marketing a party which holds the office is the leader in the market.

For the party voters play a pivotal role to hold the office again. Mainly this can be achieved by loyal voters. Factors which affect voters loyalty is a center of researches by different scholars.

For this study I adapt the marketing mix elements model and apply it to the formerly Ethiopian People's Revolutionary Democratic Front (EPRDF) the then Ethiopian Prosperity Party (EPP).

Thus, this study is conducted to analyze the impact of marketing mix elements on customer loyalty by taking six explanatory variables representing product, promotion, distribution, process, physical evidence and people; and dependent variable represented by voter loyalty.

1.3. Research Questions

In order to successfully address the stated problem we need to identify the main research question of this paper. The researcher formulates this question in the following way:

What are the main features of political marketing that are exemplified by Ethiopian Prosperity Party (PP) political activity?

Hence, the study seeks to answer the following specific research questions:

1. What are the effects of product on voters' loyalty?
2. What are the effects of promotion on voters' loyalty?
3. What are the effects of place on voters' loyalty?

4. What are the effects of people on voters' loyalty?
5. What are the effects of physical evidence on voters' loyalty?
6. What are the effects of process on voters' loyalty?

1.4. Objectives of The Study

The main objective of this paper is to study Political Marketing efficiency in the Ethiopian context; considering the influence of marketing mix elements on voters' loyalty and the strategies behind it. This research paper also has the following specific objectives.

- To assess the effect of product strategies on voters' loyalty.
- To assess the effect of promotion strategies on voters' loyalty.
- To assess the effect of place strategies on voters' loyalty.
- To assess the effect of process strategies on voters' loyalty.
- To assess the effect of physical evidence strategies' on voters loyalty.
- To assess the effect of people strategies on voters' loyalty.

1.5. Significance of the Study

The findings of this study will greatly essential for the practical application of the concept of Political Marketing in Ethiopia. In particular the research will benefit Prosperity Party to know the effect of their strategies on voters' loyalty. Accordingly they can adopt political marketing concept in their strategies. The findings of this study will also be used as a basis for future studies related to Political Marketing in Ethiopia.

1.6. Scope of the study

The research will focus on the effect of marketing mix elements of PP, particularly product, promotion and place, process and physical evidence, on voters' loyalty, which is the major political party in Ethiopia. Although there are different factors which may affect voters' loyalty, this research will be delimited to the above mentioned variables only. Although price is one of the seven Ps and important element in the political marketing mix, the researcher excludes from the study. As Firmanzah (2012), explained in Political Marketing Mix, price includes economic, psychological, up to the national image. Economic price includes the cost of the party for the campaign. Psychological price refers to the price of psychological perception, for example, a

sense of comfort with ethnic background, religion, education. As the definition implies, to include price in this study the timing is not perfect. Because election is not yet held in Ethiopia.

The data will be collected from the selected area of Addis Ababa and secondary sources from the party. The data also be collected with the time frame of April 1st - 30, 2020.

The data which is collected only in Addis Ababa may not represent the effect of political marketing mix strategies on voters' loyalty in other regions of the country. So this will be the scope for the study. Exploratory research is conducted when enough is not known about a phenomenon and a problem that has not been clearly defined (Saunders et al., 2007). It does not aim to provide the final and conclusive answers to the research questions, but merely explores the research topic with varying levels of depth. Therefore, its theme is to tackle new problems on which little or no previous research has been done (Brown, 2006). Even in the extreme case, exploratory research forms the basis for more conclusive research and determines the initial research design, sampling methodology and data collection method (Singh, 2007). Hence Political marketing a very new concept in Ethiopia, exploratory research design is best fit to this study.

1.7. Definition of Terms

Short definitions of the variables:

- **Voter loyalty** is defined as the voter's favorable attitude towards a party resulting in repeat voting behavior, (Anderson and Srinivasan 2003).
- **Marketing Mix** is the set of tactical marketing tools--Product, Price, Promotion, Place, physical evidence, process and people--that the firm blends to produce the response it wants in the target market, (Kotler and Armstrong, 2014).
- **Political party** is a political institution that aims to capture or share government; controls the government when it is not in charge of it; owns membership of national or local organizations; has a wide perspective and focuses on single subject; has a common principal, ideology, identity, preference and program, (Kapani, 1996;Heywood 2007).
- **Political marketing** is about political parties adapting business concepts and techniques to help them achieve their goals, (Lees-Marshment, 2001).

1.8. Organization of the Study

This research study is organized in five chapters. The first chapter is introduction, includes background of the study, statement of the problem, research question, objective of the study, significance of the study, scope of the study and definition of terms. Chapter two present review of relevant literature. Chapter three focus on research design and methodology of the study. Chapter four demonstrate research finding, analysis and interpret data obtained from respondent. Chapter five focus on conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

In this chapter, theoretical, empirical and the conceptual framework that guides the study are briefly highlighted.

2.1. Theoretical Literature

2.1.1. Political Marketing

Political marketing is a topic that generates much attention amongst people. When telling people that I am writing a thesis on political marketing I would often receive lectures on how even marketing has no root in Ethiopia. For this I won't be retreat. Literatures round about the same debate is in the modern world too, (Scmmell, 1999). And I thought, political marketing is much necessary than the conventional marketing itself in Ethiopia, which is my firm stand. Why I said this? You may find below my justifications from conceptual definition of political marketing.

Not only originally political science and marketing were two separate academic disciplines, but also now the two fields are believed diverse. When Kotler and Levy published an article which explains the scope of marketing many believed that marketing can be applied for non- profit organizations, (Lee-Marshment, 2003).

As the well-known political marketing writer, Lees-Marshment explained, during the 1970s marketing scientists starting developing theories and frameworks in which marketing could be applied to non-profit organizations, (Le-Marshment, 2001). As she explained after some scholars in the marketing work on inter disciplinary concepts and the birth of new concept, political marketing, and political scientists then attempted to apply marketing concepts to politics, (Lee-Marshment, 2001). She explained that the prior knowledge from the marketing was the communication aspect of marketing, which is one of the marketing mix elements. In 2003, Lee-Marshment reviewed which had it focuses on how politicians sell themselves, not how they behave; it does not use marketing theory.

As it is in different disciplines, currently there is no uniform definition of political marketing. Lees-Marshment stated that, 'political marketing is about political parties adapting business

concepts and techniques to help them achieve their goals, (Lees-Marshment, 2001). Based on the basic philosophy of political parties, the definition is different. From the view the marketing concept the definition of political marketing stresses a consumer-oriented approach, where 'the customer is at the beginning rather than the end of the production-consumption cycle, (Scammell, 1999). In political terms, appealing to the voter should begin at the start of the political process rather than later on. For example, a political party, when developing its policies should be considering the views of the voter at the very beginning rather than creating a policy programme and then asking the voters for its approval at an election. Scammell stated that the 'marketing concept' is the key to understanding political marketing; 'without it, we are still talking about essentially a modern form of propaganda when relating political communications to politics. With it, we are dealing with a transformation of political organizations and fundamental relationships between leaders, parties, members and voters, (Scammell, 1999). Therefore, political marketing is about placing the voter at the beginning of the political cycle, using marketing tools to determine the needs and expectations of the voter, and attempting to deliver these goals.

In 2013 the American Marketing Association approved the following definition: "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Starting off as a mechanism for distributing goods and services, marketing has grown into a scientifically organized system of different entities, research centers and markets that center around customer's needs.

One of the most common approaches to defining political marketing is by using marketing mix. In this regard, Fahed Khatib defines political marketing as the political organization's use of environmental analysis and opinion research with the aim of creating and promoting a competitive offering to satisfy the electorate in exchange for its votes, (Khatib, 2012).

2.1.2. Basic Concepts in Political Marketing

Service Marketing and Political Parties: Services are intangible and complex, the consumer does not know what they are getting until the service is delivered, they are ‘sold on trust – the belief that the supplier will offer future satisfaction.’ Since services are delivered by people the quality of the service varies from provider to provider, even if the provider works for the same organization. Essentially a party is the same; it is intangible, it is voted for on voters’ trust about the party’s ability to deliver, and parties need to invest effort and use marketing techniques to create a credible image so that voters feel confident voting for that party.

The political ‘product’ includes; policies, philosophies and programmes (Reid, 1988); policies, personality, and principle (O’Shaughnessy, 1999); and a voice in government (O’Leary and Iredale, 1976). There has to date been relatively little discussion of the service components of the political service ‘product’ although the concepts of variability, intangibility, heterogeneity and perishability commonly associated with services marketing have been applied in politics (Newman, 1988; Baines, Brennan and Egan, 2001). It is useful at this stage to dissect the anatomy of the political service ‘product’. This will be undertaken using Gronroos’ concepts of technical and functional qualities (hereon referred to as features), (Gronroos, 1984).

Many analogies can be drawn between commercial and political marketing. First of all, speaking in terms of marketing, the following parallels emerge: a politician — a service provider, a voter — a customer, a set of political ideas and declared goals — a product, voting — purchasing, votes — money, political system — a marketplace, political activity — business. There are multiple intersections between business and politics: from consuming political product, to adapting managerial models to politics, to the application of commercial and corporate mind set to politics.

Political Market: The political marketplace has previously been characterised as highly regulated (Baines and Egan, 2001), and poligopolistic (Baines, Harris and Newman, 1999). There are usually a relatively small number of parties competing to deliver government services once elected in a process analogous to an exclusive franchise bidding process, (Baines, Brennan and Egan, 2001). The type of electoral system in operation impacts upon competition and

segmentation in political markets. Non-proportional electoral procedures favour two-party systems whereas proportional electoral procedures favour multi-party systems (Duverger, 1954). An empirical study has collected evidence of this competitive disproportionality in the US and the UK, (Lijphart, 1994: 67), illustrating the lack of competition between political parties in some areas of these countries. The regional imbalance in competition exacerbated by the electoral system discourages rather than encourages the development of aggregative policies designed to appeal to a wide range of groups, (Kavanagh, 1970; Curtice and Steed, 1986).

Market Positioning: A party's position in the political market determines the competitive strategic behavior of that party. According to Collins and Butler there are four positions that a party can find themselves in: market leader, challenger, follower and nicher. These positions are determined by a party's market share in the political market. Collins and Butler pointed out that there are far less participants in the political market than in the commercial market, (Collins and Butler, 2002).

- ❖ **The Market Leader** - In the business world the market leader that has the position of market leader has three main competitive strategies; to expand the market, expand its market share or defend its market share (Collins and Butler, 2002). Parties in the position of market leader may find it hard to increase the political market, or find it difficult to expand its own market share because by virtue of being market leader it has already grown a broad voter base. But in politics it is vital for the market leader to develop strategies to defend its market share; the market leader is under consistent attack from other challengers in the market, (Collins and Butler, 2002). The market leader also has to defend itself from attacks from external players like interest groups and the media, who are more hostile in the political market than they are in the commercial market.
- ❖ **The Challenger** - The challenger is an organization that aims to replace the market leader, in the commercial market there could be several challengers in the market, but in political market the challenger is the official opposition party. Collins and Butler stated that the challenger is a player that has chosen to attempt to depose the leader and has a realistic chance of so doing, (Collins and Butler, 2002). The main strategy of the

challenger is to become the market leader; the challenger attempts to take some of the market share away from the market leader, but it may also try and take support from others in the market.

- ❖ **The follower and the niche** are competitive strategies for smaller parties. In the political world this situation occurs in multi-party systems where smaller parties seek to become a suitable partner for the market leader in order to gain some polices and/or cabinet positions. The niche is a type of business/party that attracts only a small amount of business/votes through conceptual targeting. They have a high profile, but can easily disappear or get overtaken by other businesses or parties.

Political consumers

People have become more like consumers when making their political choices. As Lees-Marshment stated, political consumers are not only concerned about whom to vote for but they also have a different attitude towards politicians, they want to be more involved and consulted, question authority and they scrutinize outcomes, (Lees-Marshment, 2001).

Scammell argued that citizenship can now be found in consumptions. As consumers we have greater power, ‘we have options in how to spend our hard earned cash...We are better informed shoppers than ever before. Consumer rights and interest groups and their advice are now daily in our mainstream mass media, (Scammell, 2000).

2.1.3.Political Marketing Models

Comprehensive Political Marketing (CPM)

Due to the recent age of the discipline still new models are developed by scholars. The recent and the most comprehensive model is Lees-Marshment’s model. As the basic concept of marketing is its philosophy, Lees’s model is focused on the philosophy of the marketing, (Lees-Marshment, 2001).

Comprehensive Political Marketing (CPM) is focused around three types of political organizations derived from business organizations. These focus areas are: product-orientated business, which is where a business designs a product and believes that the strength of that product will sell itself. A sales-oriented business has the same attitude about the design of the product, but it uses marketing techniques such as advertising to draw people towards that product. A market-oriented business uses market research to design the product, and like the Sales-Oriented Business, it uses marketing to promote the product to consumers (Kotler, 2009).

According to Jennifer Lees-Marshment, political entities can take different marketing stance or orientation within political "market place". According to political parties' priorities she classifies them into product-oriented (focusing on political ideas / ideological system), sales-oriented (advertising and communication techniques) and market-oriented parties (voter's demands), (Lees-Marshment, 2001).

Political Marketing Mix Model

In politics the application of marketing is mainly related with TV ads or public appearances. However, political marketing utilizes much more than just publicity and clever advertising techniques. According to Niffenegger (1989), it successfully integrates each of the "4P's" (product, price, place, promotion) of the marketing mix, guided by marketing research with sophisticated segmentation and simulation techniques. Lees-Marshment (2001) model, price and place are discarded since they do not make much sense for party behavior according to her. In this model Niffenegger is in the front line.

Product

Niffenegger (1989) argues that: "The product offered by political marketers is really a complex blend of many potential benefits voters believe will result if the candidate is elected." The major benefits associated with a certain candidate are spelled out in the candidate's party platform and transmitted to the voter through media. The candidate's past record and personal characteristics, as well as the image of the party, also influence voters' potential benefit expectations. Tailoring the product to fit the intended market segments is basically a product management job; in political marketing it is done by the political consultant, (Niffenegger, 1989).

According to Butler and Collins, the marketing traits of the political product are considered in three parts: 1) person/party/ideology, 2) loyalty, and 3) mutability, (Butler and Collins, 1994).

Promotion

Promotion is often considered to be the most important marketing element for presidential candidates (Niffenegger, 1989). Enormous amounts of money are being spent on TV and radio ads for example; however, paid advertising is only a part of the promotion mix. Concentration and timing of media spending is also very important – it is about spending in a way that gives the most impact. The concentration strategy could involve choosing a “showpiece” state and concentrating a disproportionately high amount of media dollars and other promotional effort there, to produce an unexpected win (Niffenegger, 1989). Timing is about spending the heaviest amount of money when they will do the most good while encouraging the opposition to do the contrary. A strategy of misdirection – which is about catching the opponent off balance by changing the circumstances – can help the underdog “to win a battle, if not the war”. (Niffenegger, 1989). Another promotional plan is negative advertising, (Niffenegger, 1989). However, opinions on their utility differ. Some studies show that attitude and belief changes do occur with negative ads, while others claim them to rather backfire on the candidate paying for them, (Niffenegger, 1989). Yet other sources claim that they might even cause voter apathy and low voter turnout.

Price

“The price of a candidate can be thought of as the total of a number of costs associated with the candidate’s election.” (Niffenegger, 1989). Economic costs are a major voter concern. These costs include possible tax or interest rates increases, cuts in government benefits, etc. There are also hidden psychological costs, such as religion or ethnicity, associated to each candidate, (Niffenegger, 1989). National image effects, such as reduced (or increased) national pride due to the election of a particular candidate, is yet another possible cost, (Niffenegger, 1989). A common strategy is trying to minimize the candidate’s own expected cost, while maximizing the perceived cost of the opponent(s), (Niffenegger, 1989).

Place

Place strategy is about the methods or channels used to get a candidate across in a personal way to the voters, (Niffenegger, 1989). In order to be successful, the place strategy must include a personal appearance program as well as a volunteer worker program, (Niffenegger, 1989). The former details where the candidate will reach out to the voters, that is, at rallies, club meetings, dinners, factory gates, etc. The latter is used to “extend the candidate in a personal way into local markets” through canvassing, lawn signs, registering voters, soliciting funds, etc. (Niffenegger, 1989). Satellite technology made it possible for simultaneous interviews with television news personnel just in time for the local evening news. The Internet is another great tool offering an enormous reach to possible voters in no-time.

2.2. Empirical Literature

This section is dedicated to discuss the previous empirical research done in relation to marketing mix elements and customer loyalty.

2.2.1. Product and voter loyalty

Customer loyalty is a result of satisfaction with product or service however is likely to be achieved when the performance of product or service meet/satisfy the customer expectation. Customer expectation towards a product/service is obviously formulated by customers past experience, recommendations of friends (loyal customer) and relatives, the information provided by the marketer and competitors, (Kotler et al., 2008).

Quality is a complex and multi-layered concept. In its broadest sense, product quality is the ability of a product to meet or exceed customer’s expectations, (Waters&Waters, 2008). The most common operational definition of quality as the customer's perception of product and service excellence. In today’s competitive environment, quality is the key to an organization’s success and survival. Intense global competition has highlighted the increasing importance of quality.

According to Garvin, the quality of products can be described by the basic elements of product quality in eight dimensions, (Garvin, 1987). As he pointed out that quality is multidimensional and these dimensions are performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Keep in mind these empirical findings we can draw the following hypothesis.

According to Neffenegger, the product offered by a political party is a complex blend of the many benefits voters believe will result if the party is elected, (Neffenegger, 1999). In political marketing, so product can be party manifesto, party image or and leader/candidate image.

H1: Product has positive and significant impact on voter loyalty.

2.2.2. Promotion and voter loyalty

The promotion element of the marketing mix of the organization includes all the relevant activities, materials, and media used by a marketer to inform and remind prospective customers about a particular product offering, (Connett, 2004). The goal of promotion is to persuade the target consumer to buy or consume the product offering.

A lot works are done on the impact of promotion in political marketing. As literatures show the coming of this concept in political marketing bring radical changes and make political campaigns become professional, (Devran, 2004). Therefore, new developments weaken voters' loyalty to a political party. On the other hand for those parties who use this marketing element widen their voters' base. Lees-Marshment argues that political communication focuses on the role of long-term communication, (Lees-Marshment, 2001). This shows that promotion plays a pivotal role in creating and making loyal voters.

H2: Promotion has positive and significant impact on voter loyalty.

2.2.3.Distribution/Place and voter loyalty

In marketing distribution is the other basic concept. As the marketing guru, M. Kotler explained distribution is not only placing product offerings at the right place, but also has different functions, (Kotler, 2012). The basic functions of distribution are information, promotion, contact, matching and negotiation, (Armstrong and Kotler, 2000). And they conclude that investing on these functions help the organization in bridging the gaps of time, place and possession between itself and the customers, (Armstrong and Kotler, 2000).

In political marketing place is the marketing stimulus that refers to the candidate's ability to get his message across to voters in a personal way. In political marketing “mix”, some of the activities that may constitute part of one variable can be found in another. In this way the methods of the distribution policy closely mirror those of a promotional strategy in that both are reliant on tools such as direct mail despite having different aims, (Farrell, 1986).

As different researches demonstrated high distribution intensity expands the probability of buying a brand wherever and whenever consumers want, (Kim & Hyun, 2011). This intern influence consumers to perceive the product or service as valuable and be satisfied and loyal.

H3: Place has positive and significant impact on voter loyalty.

2.2.4.People and voter Loyalty

In service marketing, academics adding three additional Ps to the traditional marketing mix (Kotler, 2012). These added elements are people, processes and physical evidence. The customers and employees of an organization represent the people element of the service marketing mix. As stated in literatures the aim of modern marketing is relationship-building. In order to build long-term, profitable relationships with customers, the organization needs to establish that the contact its employees have with customers is favorable and meets service expectations (Kasper et al., 2006).

Here in political marketing the people element has a great role in creating loyal voters.

H4: People has positive and significant impact on voter loyalty.

2.2.5. Physical Evidence and Customer Loyalty

The physicality of service delivery refers to the tangibles in the service delivery environment. There are three aspects that relate to the environment where the service is delivered, namely atmospherics, physical layout and tangibles, (Kasper et al., 2006). The aspects that relate to the atmosphere of the service environment include music and lighting, the actual placing of physical layouts and the concrete factors, like signage and documents. The marketing strategy forms the basis upon which the promotional mix is built. The promotional strategy needs to be coordinated with the overall marketing strategy (Belch & Belch, 2007). Thus, the elements of the promotional mix are combined to form a promotional strategy that links to the marketing strategy of the organization.

H5: Physical Evidence has positive and significant impact on voter loyalty.

2.3. Research Hypotheses

According to the model of the research, the following hypotheses guided the study:

H1: Product strategy has positive and significant impact on voter loyalty.

H2: Promotion strategy has positive and significant impact on voter loyalty.

H3: Place strategy has positive and significant impact on voter loyalty.

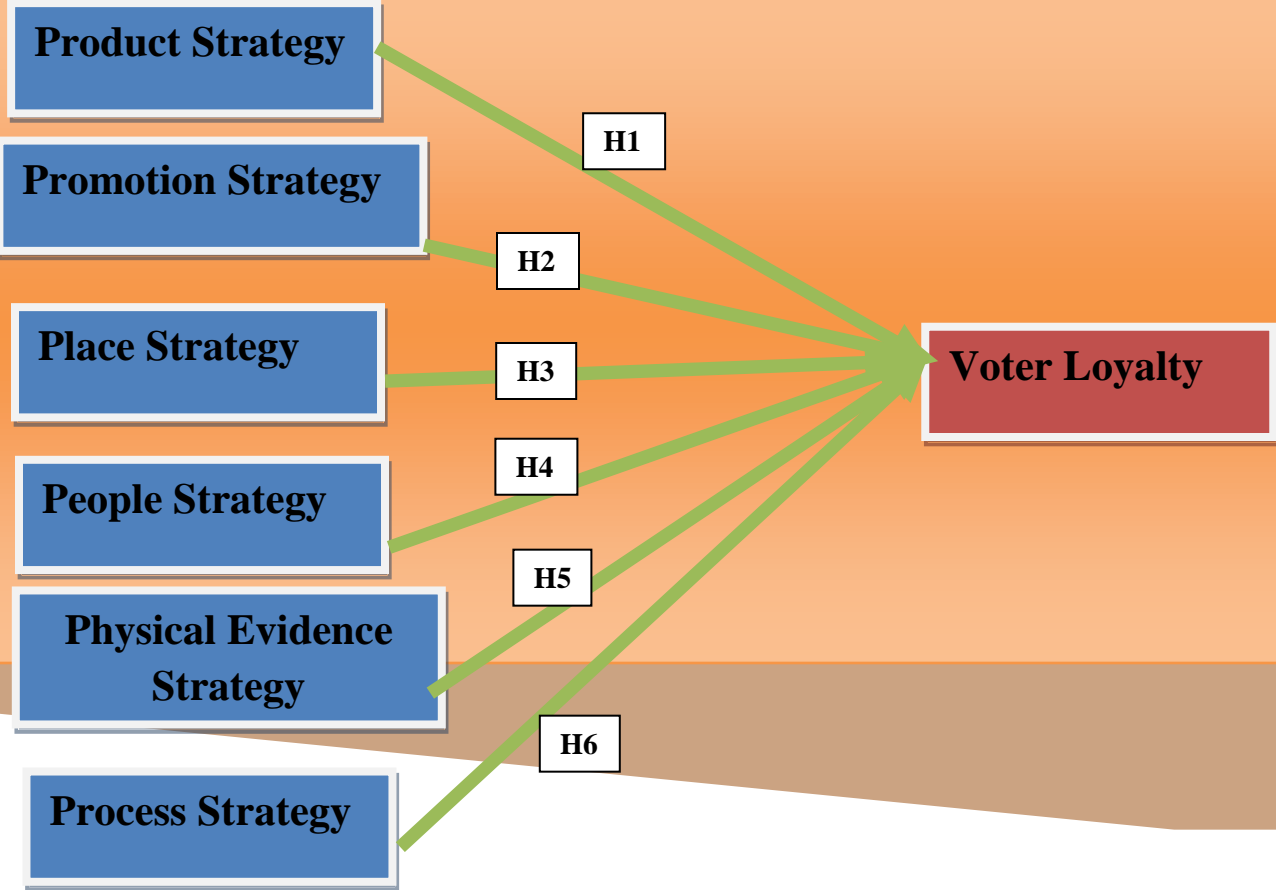
H4: People strategy has positive and significant impact on voter loyalty.

H5: Physical evidence strategy has positive and significant impact on voter loyalty.

H6: Process strategy has positive and significant impact on customer loyalty.

Conceptual Framework

Figure 1: Conceptual Framework



Source: Adopted from Niffenigger, 1999 model of political marketing mix

CHAPTER THREE

3. RESEARCH METODOLOGY

3.1. Chapter Overview

This chapter involves the research design and method employed. To get reliable answer for each question of this research: various sources of data, methods of sampling, tools of data gathering and analyzing of data were employed.

3.2. Research Design

According to R. Kothari, a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure, (Kothari, 2004). In fact, research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. As this study establishes causal relationships between variables it is explanatory research. The emphasis here was on studying a situation or a problem in order to explain the relationships between variables.

3.3. Sampling Design

3.3.1. Population of the Study

A population is the whole group that the research focuses on. A population consists of all elements, individuals, items or objects whose characteristics are being studied. Sample is segment of the population that is selected for investigation, (Cooper & Schindler, 2006). The target population of the study comprises voters of Ethiopian Prosperity Party who are supporters and members of the party in Addis Ababa different sub cities.

3.3.2. Sample Size

In addition to the purpose of the study and population size, three criteria usually will need to be specified to determine the appropriate sample size for large population: population standard deviation (approximated by S), magnitude of acceptable error (E), and confidence level (Z). (Cochran, 1999). Due to large number of members and supporters of the Prosperity Party in Addis Ababa, sample size for populations that are large will be determined through the equation developed by Cochran (1999).

$$n_0 = \frac{(ZS)^2}{E^2}$$

n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 99%), more heterogeneous the population the higher expected population standard deviation and accordingly the larger sample size is required. Thus, as a rule thumb that most commonly used Z-value of 2.57 where two standard deviations away from the mean cover 99% of the normal curve, (Cochran, 1999). Thus to determine the sample size of respondents, the study was used 99% confidence level and assuming 90% population heterogeneity under two standard deviation which is approximately equal to 210.

3.3.3. Sampling Technique

The main instrument for data collection was questionnaire that was administered through the help of Prosperity Party branch offices in Addis Ababa. Researcher normally determines sample size and technique to validate the objective of the study. The researcher used non-probability sampling technique to select the branches of the Prosperity Party in Addis Ababa. 210 questionnaires were planned to distribute to the members and supporters of PP in 4 different sub-city offices of PP and 187 questionnaires were distributed.

3.4. Sources of Data

Appropriate structured questionnaire was prepared and was used to collect primary data from members and supporters of Prosperity Party. Detailed information on respondents profile, political marketing mix elements and voters' loyalty data was collected by questionnaire. In order to support the questionnaire survey, primary data was also obtained through interview with Prosperity Party Head of Internal Communication. Secondary data was collected from empirical evidences to supplement the finding of primary data.

3.5. Research Instruments

Both primary and secondary data was used in this study. Primary data was collected using questionnaire and interview. Questionnaire was distributed to the respondents. Semi structured interview was conducted with the party's Internal Communication Head.

Secondary data was obtained from books, journals, web sites, annual reports, media outlets etc. The questionnaire was used to collect data from respondents. The questionnaire developed by different researchers related to marketing mix elements, like Biruk, (2018) for a master thesis entitled "Factors Influencing Customers Loyalty: Empirical Evidence from the Banking Industry in Ethiopia", was highly modified to suit for this study. As it is new concept, finding questionnaire was difficult. So careful modification was implemented. The English version of the questionnaire was translated in to Amharic to make it more friendly and easy to the respondents. This translation is made by authorized translators. And the translated questionnaire also given to scholars for comment. Preliminary draft of the questionnaire was pre-tested to improve upon the clarity of the question items. A sample of ten (10) members in Addis Ababa was given the questionnaire to read and comment on the meaningfulness of the question items and their comment was incorporated. The size was guided by the suggestion by Saunders et al., (2009) that minimum of ten (10) members of pre-testing is adequate. Finally after the items are refined the questionnaire was administered to the target population through personal contact by the researcher. In all, respondents were given the questionnaire in hand through offices of PP and online and they completed and returned in three weeks. The three weeks gap was due to the lockdown of the government offices and lack of transportation due to covid 19 pandemic.

3.6. Method of Data Analysis

Data processing and analysis is an important part of the whole survey operation. It includes manual editing, coding, data entry, data cleaning and consistency checking. The researcher made all these activities of data processing. Descriptive, correlation and econometric analysis methods were used to analyze the collected data. Descriptive tools such as frequency, percentages, mean and standard deviation also employed to present results. Statistical analysis tool such as correlation coefficients worked out and used to explore the relationships between variables. SPSS latest version used for the analysis.

3.7. Validity and Reliability

3.7.1. Validity

According to R. Kothari, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure, (Kothari, 2004).

Yin states “no single source has a complete advantage over others”. The different sources are highly complementary and a good case study should use as many sources as possible (Yin, 2009). The validity of scientific study increases by using various sources of evidence (Yin, 2009).

The following careful and different steps are taken to ensure the validity of the study:

- Data was collected using close ended questions
- Data was collected from reliable and credible individuals through the Party administration offices in different sub cities of Addis Ababa.
- To get reliable data the researcher has tried to value the privacy of the respondents
- Interview questions were made based on literature review and frame of reference to validate the results.
- Questionnaires were pretested to 10 members of the party for pre-test.
- Data was collected over three weeks limiting the chances that major events can change the results.
- To get variety of idea and appropriate sample the research also deployed an online survey based on the Google-Form.

3.7.2. Reliability

There are two methods to test the reliability of the measurement. The first is method is the external reliability. This consideration entails asking whether or not measure is stable over time, so that we are confident that the results relating to that measure for a sample of respondents do not fluctuate. This means that, if we administer a measure to a group and then re-administers it, there will be little variation over time in the result obtained (Bryman & Bell, 2003).The most obvious examination of external reliability is to test for test-retest reliability. This means that sometime after we administer our scale, we re-administer it and examine the degree to which respondents' replies are the same for the two sets of data. But the difficulty with this method is that there are no guidelines about the passage of time that should elapse between the two waves of administration. If the passage of time is too long, test-retest reliability may simply be reflecting change due to intervening events (Bryman & Bell, 2003). From the difficulty of time period it is decided not to use test-retest method because it is not reliable enough in this research. So the next reliability is considered, that is the internal reliability test.

3.7.2.1. Internal Reliability

This meaning of reliability applies to multiple-indicator variables. If a variable is internally reliable it is coherent. This means that all the constituent indicators are measuring the same thing (Bryman & Bell, 2003). Cronbach's alpha is a commonly used test of internal reliability. It essentially calculates the average of all possible split-half reliability coefficients. A computed alpha coefficient will vary between 1 (denoting perfect internal reliability) and 0 (denoting no internal reliability).The higher result is typically employed as a rule of thumb to denote an acceptable level of internal reliability. In this research Cronbach's alpha is used to test the internal reliability in Part two of the questionnaire. The result of Cronbach's alpha by SPSS is presented in the table below.

Table 3.1. Reliability Statistics

		Chronbach's Alpha	Number of Items
1	Product Dimension	0.833	4
2	Promotion Dimension	0.761	5
3	Place Dimension	0.650	3
4	Physical Evidence Dimension	0.762	5
5	People Dimension	0.742	3
6	Process Dimension	0.855	4
7	Voter Loyalty	0.917	8
	Computed Variables	0.896	7
	Overall	0.948	33

Source: Own survey 2020

As shown in table 3:1, the value of Cronbach's alpha is reported in the Reliability Statistics table for each dimensions of voter loyalty. The product alpha coefficient is 0.833 which shows that the internal consistency is good. The alpha coefficient for promotion dimension is good with 0.761. The alpha coefficient for place dimension is 0.650. Even though, according to Devellis (2012) the internal consistency is questionable, the alpha coefficient result can manage it to be acceptable. On the other place dimension by itself is very ambiguous with promotion and other political marketing mix elements, (Niffenegger, 1988). Due to this reason the alpha coefficient is questionable to the place dimension. The alpha coefficients for physical evidence dimensions are reliable it shows 0.762. The alpha coefficients for people is 0.742 this show that the internal consistency is good. 0.855, the alpha coefficient for process is reliable. The alpha coefficient for the dependant variable which is voter loyalty 0.917, it shows that acceptable internal consistency. Checking the reliability test by taking the overall dimensions together gives us the more reliable alpha coefficient which is 0.948. Which indicated high reliability, this has an implication that if this questionnaire administered on similar environment in different scenario, the result would be 89.2% similar. This is an encouraging result to proceed to other issue in the analysis, because the reliability issue answered properly.

3.8. Ethical Issues

The researcher treated all the information given by supporters and party officials kept confidentially without disclosing the respondent's identity and would not be used for any personal interest. Furthermore the questionnaires will be distributed only to voluntary participants. Lastly, all secondary sources will be quoted to keep the rights of ownership of all materials.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter data that have been collected through questionnaire and interview are presented, interpreted and discussed. The data collected from voter survey were analyzed using descriptive statistics whilst the information from interview is presented in a narrative form.

4.1. Survey Results and Discussion

The questionnaire has two parts; the first part is about demographic variable of respondents and the second part deals with marketing mix elements. 187 questionnaires were distributed to the sample respondents and 150 questionnaires were returned (making the total response rate 80%) and 109 valid questionnaires for data analysis. From the returned 150 questionnaires 52 questionnaires are collected through online.

4.1.1. General Demographic Variables of Respondents

Table 4.1. Demographic variable of respondents

S/NO.	Variables	Number	%
1	Sex		
	a) Male	77	71
	b) Female	32	29
	Total	109	100
2	Age		
	a) 20 - 29 Years	39	36
	b) 30 - 39 Years	55	50
	c) 40 - 50 Years	13	12
	d) Above 50	2	2
	Total	109	100
3	Occupation		
	a) Civil Servant	84	77
	b) Employee of Private Organization	12	11
	c) Business man/woman	7	7
	d) Student	6	5

	Total	109	100
4 Academic Qualification			
a) Elementary School	21		19
b) Secondary School	5		5
c) Diploma holder	3		3
d) First Degree holder	61		57
e) Second Degree and above	18		16
Total	108		100

Source: Own survey 2020

As one can notice from the above table about 77% of the respondents are male and the remaining 23% are female, from this one can infer both male and female individuals are members in the Ethiopian Prosperity Party. Hence PP can target its political marketing efforts on both sexes. Concerning the age, 86% of respondents' age is below 40 years. Close to 36% of the respondents are in the age category between 20 to 30 years. 50% of the respondents' age is 30 to 39 years, whereas about 12% and 2% of the respondents' age is between 40 to 50 and above 50 respectively. This illustrates that PP members are found in all age groups. But dominant number of members are found in the age category between 30 and 39. With respect to their occupation, about 77% and 11% are civil servants and employees of private organization respectively. Close to 7% and 5% are business men and women and student respectively. This indicates that members of PP cannot be attributed to a specific occupation. Regarding education level, nearly 19% and 5% of the respondents are elementary school and secondary school respectively; whereas close to 3% and 57% are Diploma holder and Degree holder respectively, about 16% of the respondents have Master's degree and above. This implies that PP has different members irrespective of their levels of education. On the other hand, this data shows that two third of the members are First Degree holder and above.

4.1.2.Descriptive Analysis of Political Marketing Mix of PP

Descriptive statistics showed the summarization of collecting of data to be clear and understandable and it also the procedure for classifying, analyzing, interpreting, and describing the data. The calculation of the mean, frequency distribution, and percentage distribution will be applied to summarize the data in this study. The researcher tried to examine the factors that influence customer loyalty, which are perceived quality, customer satisfaction, trust and

commitment. Using statistical tools like number, percentage, mean and standard deviation. As follow:

4.1.2.1. Product Dimension

As to the product for members the researcher raises questions like: the party's policies and programs in meeting voters' needs, the party policies and programs as compared to competitor parties, the party political leaders and candidates, and the party's current activities. In those questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.2. The Analysis of Product by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
Product Strategy of EPP in meeting voters' needs	SA	47	43	100	4.09	1.041
	A	37	33	57		
	N	18	17	23		
	D	2	2	7		
	SD	5	5	5		
Product Strategy of EPP, Comparison with` competitors' policies' and policies' of the party	SA	54	49	100	4.22	.949
	A	39	36	50		
	N	11	10	15		
	D	1	1	5		
	SD	4	4	4		
Current Activities of PP are enough for me to Vote	SA	54	50	100	4.27	.899
	A	37	33	50		
	N	12	11	16		
	D	5	5	5.5		
	SD	1	1	0.9		
Leaders of PP are best Politicians in the Ethiopian Political System.	SA	30	28	100	4.04	.849
	A	62	57	72.5		
	N	10	9	15.6		
	D	5	4	6.4		
	SD	2	2	1.8		
Product Dimension					4.17	.765

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

As it can be seen in table 4.2, 76% of respondents shown their agreement level for product, policies and programs, in meeting their need, 85% of members agreed on the superiority of the party's policies and programs as compared to competitor parties. Most of respondents are ready to vote for PP, hence 83% of the respondents were agreed on current activities of the party is enough for them to vote for PP. Leaders' acceptable rate is high, as it is clearly seen from the above table 85% of the respondents agreed the capacity of the PP leaders in the Ethiopian political system.

In general, the agreement level of the respondents is much higher than their disagreement regarding issues raised in political products of the party. This has an implication that the majority of respondents got the political product of the party as per their expectation.

On the other hand the researcher was used mean and standard deviation for evaluating responses. In literature, above 3 average scores of five likertscale will consider as agreement. The total mean score of product was 4.17 with SD= 0.765. In both statistical tools the agreement was confirmed.

He argued that Prosperity Party's political offering is to meet people's needs. One of the primary areas of the party's focus is the implementation of numerous infrastructure and social development projects designed to improve citizens' quality of life across all of the major spheres. As Abdurazak, Internal Communications Head claims, "The party's projects are formed in accordance with our pledges and become our highest priority during law-making and adopting federal budget resolutions when our party votes for their enactment. As a result, we are able to meet actual needs of the citizens", (Abdurazak, 2020).

According to the party's official, in the nearest future Prosperity Party will work on four areas in two basic categories. These projects, including "minimizing unemployment" and "poverty reduction" in the urban category. On another category, the rural Ethiopia, the party's projects mainly focus on the improvement of the life of pastoralists and farers. Prosperity Party pays a lot of attention to political advertising. As he explained us, all media platforms are considered and they are the main focus of the party. "When the election comes, we will have extensive media usage. These media are different, broadcast, print or new media. Our involvement will be in all these platforms, either as paid or non-paid form of communication.", (Abdurazak, 2020).

4.1.2.2. Promotion Dimension

As to the promotion for members the researcher raises questions like: the party's policies and programs in meeting voters' needs, the party policies and programs as compared to competitor parties, the party political leaders and candidates, and the party's current activities. In those questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.3. The Analysis of Promotion by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
PP is Popular in the Ethiopian Political System.	SA	35	32	100	4.21	.962
	A	51	47	8.3		
	N	13	12	20.4		
	D	6	6	7.6		
	SD	3	3	100.0		
PP's Promotional messages are better as compared to Competitors.	SA	27	25	75	3.83	.961
	A	51	16	28		
	N	16	46	14		
	D	15	13	100.0		
	SD	0	0			
PP's Promotional messages are strong.	SA	37	34	66	4.04	.932
	A	51	47	19		
	N	9	8	11		
	D	12	11	100		
	SD	0	0			
I recommend others to vote for PP.	SA	60	55	45.0	4.35	.821
	A	29	27	18.3		
	N	18	16	1.8		
	D	2	2	100		
	SD	0	0			
Promotion Dimension					3.99	.633

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

Table 4.3 above shows, 32% and 47% of respondents are strongly agree or agree on the popularity of PP. This accounts 79%. 21% of the respondents (12%-neutral, 6% disagree and 3% strongly disagree) are either neutral or disagree.

Significant number of respondents, which is 46%, are not convinced by the promotional activities of the party as compared to the competitor's promotional activities. As a result, they are in neutral position. 41% of the respondents are agreed in different degree on the promotional activities of the party as compared. On the other hand, 81% of respondents agreed on the message strength. And 82% of respondents are willing to recommend others to vote for PP.

From the above summary we can understand that, the agreement level of the respondents is much higher than their disagreement regarding issues raised in political promotion of the party, except promotional activities comparison. This has a connotation that the majority of respondents are influenced by the political promotion of the party.

Beside the above parameters, the researcher was used mean and standard deviation for evaluating responses. In literature, above 3 average scores of 5-point Likert scale will consider as agreement. The total mean score of promotion was 3.99 with SD = 0.802 which is closer to 4; and 4 represent agreement for the issues related for political promotion.

As per the interview made with Internal Communication head, the party does not have a well written marketing strategy and plan. Even the party is new for such concept, political marketing. In one or another way, but we are working on those elements of the marketing concepts. This in mainly in the form of promotion.

4.1.2.3. Place Dimension

To the place dimension the researcher raises three basic questions: convince of the party's promotional places, time related and media selection. In those questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.4. The Analysis of Place by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
PP's Promotional Places are Suitable.	SA	15	14	86.2	3.72	.859
	A	63	58	28.4		
	N	17	16	12.8		
	D	14	12	100.0		
	SD	0	0			
PP delivers its promotional message on time.	SA	18	17	83.5	3.46	1.102
	A	43	39	44.0		
	N	24	22	22.0		
	D	9	17	4.6		
	SD	5	5	100.0		
Media usage of PP is appropriate and satisfactory.	SA	24	22	78.0	3.94	.831
	A	64	59	19.3		
	N	11	10	9.2		
	D	10	9	100.0		
	SD	0	0			
Place Dimension					3.71	.720

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

58% of respondents are agree on the convenience of promotional places where the party works to recruit voters. More than half of the respondents (56%) agree that the party delivers its message on time. The promotional tools and ways in which the party reaches its voters is appropriate. For this proposed question 81% of the respondents are answered agree and strongly agree.

The total mean score of place is 3.71 with SD = 0.720 which is almost equal to 4; and 4 represent agreement for the issues related for place dimension.

4.1.2.4. Physical Evidence Dimension

As political marketing is similar to the service marketing of conventional marketing, physical evidence is important question. To understand the respondents tendency related to physical evidence the researcher raised questions related to the office setup of the party branches, logos and the protocol of the candidates. For these and related questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.5. The Analysis of Physical evidence by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
Offices of the Party is designed adequately.	SA	17	16	84.4	3.29	1.100
	A	33	30	54.1		
	N	26	24	30.3		
	D	31	28	1.8		
	SD	2	2	100.0		
The Name of Prosperity Party is clear and attractive.	SA	47	43	56.9	4.11	1.003
	A	39	36	21.1		
	N	13	12	9.2		
	D	8	7	1.8		
	SD	2	1.8	100.0		
The Logo of Prosperity Party is clear and attractive.	SA	36	33	67.0	3.89	1.181
	A	40	37	30.3		
	N	28	25	4.6		
	D	3	2.8	1.8		
	SD	2	1.8	100.0		
PP Leaders are attractive.	SA	24	5	78.0	3.96	.932
	A	42	20	39.4		
	N	17	16	23.9		
	D	21	39	4.6		
	SD	5	22	100.0		
Print Materials of PP are attractive.	SA	24	22	78.0	3.54	1.157
	A	42	39	39.4		
	N	17	16	23.9		
	D	21	19	4.6		
	SD	5	5	100.0		
Physical Evidence					3.76	.774

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

Not more than 46% of respondents are agree on the convenience of the party offices. On the contrary they believe the office is not suitable. Nearly 80% of respondents believe that, the name

of the party is attractive. 70% of the respondents are also agree on the attractiveness of the party's logo. 61% o respondents are disagree for the attractiveness of the party leaders and candidates. 61% of respondents are agree print materials of the party are attractive

The total mean score of physical evidence is 3.76 with $SD = 0.774$ which is almost equal to 4; and 4 represent agreement for the issues related for physical evidence dimension.

4.1.2.5. People Dimension

In political voting process promise play a great role. So in giving and delivering promise people matters a lot. To understand the respondents affinity related to people in the party, the researcher raised questions related to the leaders' ability and speed in handling voter's questions. For these and related questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.6. The Analysis of People by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
PP leaders are keen in Responding to the questions of the members.	SA	28	26	74.3	3.49	1.135
	A	56	51	22.9		
	N	17	16	7.3		
	D	7	6	0.9		
	SD	1	1	100.0		
PP Leaders are wise in Complain Handling.	SA	20	18	82	3.48	1.059
	A	38	35	46.8		
	N	26	24	22.9		
	D	24	22	0.9		
	SD	1	1	100.0		
PP leaders are active in answering to the questions from the members.	SA	28	26	100	3.94	.870
	A	56	51	74		
	N	17	16	23		
	D	7	6	7		
	SD	1	1	1		
People Dimension					3.64	.835

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

More than 77% of respondents are agree on the party leaders' activity in responding to the voters. Complain handling of leaders also believed as moderate by 51% of the respondents. 23% of the respondents disagree the ability of the party leaders in complain handling. The speed of the leaders in giving response for any questions from the members are agreed by 77% of respondents. The total mean score of people is 3.64 with SD = 0.835 which is approximately equal to 4; and 4 represent agreement for the issues related for people dimension.

4.1.2.6. Process Dimension

To understand the respondents understanding on the process dimension in the party the researcher raised questions related to the party's decision system, its speed, influence and the application of technologies in the process. For these and related questions, the respondents asked to show their agreement or their disagreement in five scales.

Table 4.7. The Analysis of Process by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
PP's Internal Decision System is Transparent.	SA	3	31	68.0	3.82	1.082
	A	12	36	33.0		
	N	21	19	2.8		
	D	39	11	100.0		
	SD	34	3			
Speed of the Decision System in the party is fast.	SA	29	27	73.4	3.73	.970
	A	41	38	35.8		
	N	22	20	15.6		
	D	15	14	1.8		
	SD	2	2	100.0		
System in the Party influence me to Trust the Party.	SA	29	27	73.4	3.85	.970
	A	48	44	29.4		
	N	21	19	10.1		
	D	9	8	1.8		
	SD	2	2	100.0		
Technology is used in the party.	SA	30	28	72.5	3.68	1.113
	A	37	34	38.5		
	N	21	19	19.3		
	D	19	17	1.8		
	SD	2	1.8	100.0		
People Dimension					3.77	.883

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

As it is shown above in Table 4.... 67% of respondents are agreed party's decision system is transparent. The speed also believed as fast by 65% of respondents. 71% of respondents are agree the party's system influence to trust the party. 62% of respondents are agree the party employs different technologies for its process.

The total mean score of people is 3.77 with SD = 0.883 which is equal to 4; and 4 represent agreement for the issues related for people dimension.

4.1.2.7. Voter Loyalty

To understand the respondents' loyalty the researcher organized nearly seven questions. For these and related questions, the respondents asked to show their agreement or disagreement in 5-point likert scale.

Table 4.8. The Analysis of voter loyalty by using Frequency, Percent, Mean and Standard Deviation

Variables		Frequency	Percent	Cumulative	Mean	SD
I will vote for the party in the future too.	SA	55	51	49.5	4.21	
	A	33	30	19.3		
	N	14	13	6.4		
	D	5	4	1.8		
	SD	2	1.8	100.0		
I will never vote for another party.	SA	54	50	50.5	4.13	
	A	28	25	24.8		
	N	16	15	10.1		
	D	9	8	1.8		
	SD	2	1.8	100.0		
I will never vote for another party even I get problem with PP.	SA	43	39	60.6	3.94	
	A	34	31	29.4		
	N	18	17	12.8		
	D	10	9	3.7		
	SD	4	4	100.0		
No better option other than PP.	SA	48	44	56.0	4.04	
	A	31	28	27.5		
	N	20	18	9.2		
	D	6	6	3.7		
	SD	4	4	100.0		
I do have an emotional attachment with PP.	SA	42	39	3.7	4.17	
	A	41	38	12.8		
	N	12	11	23.9		
	D	10	9	61.5		

	SD	4	4	100.0		
I am loyal voter	SA	50	51	100	4.29	
	A	30	28	50	3.98	
	N	15	14	22	4.17	
	D	5	5	8		
	SD	4	4	4		
Voter Loyalty					4.12	.822

Note: SA refers Strongly Agree, A- Agree, N-Neutral, D –Disagree and SD strongly disagree

Source: Own survey 2020

81% of the respondents are believed to vote for PP in the future too. 75% of the respondents won't vote for any other party; even there is problem with PP, 70% of the respondents are still agreed not to vote any other party. 72% of the respondents agreed that, PP is the better option in the Ethiopian political system. 77% of the respondents confirmed that they do have an emotional attachment with the party, PP. And 79% of the respondents are loyal to the party.

The total mean score of commitment was 4.12 with SD = 0.822 which represent agreement for the issues related for voter loyalty.

4.1.3. Correlation Analysis of Variables

Correlation determines whether and how strong pairs of variables are related. The correlation analysis can help to know whether there is a relationship between any two variables and also to examine linear relationship between the variables using the Pearson R correlation coefficient. This coefficient indicates the direction and the strength of a linear relationship between two variables.

According to Zikmund (2000) a correlation coefficient indicates for both the magnitude of the linear relationship and the direction of the relationship. The correlation coefficient is ranged from +1.0 to -1.0. If the value of r is +1.0, there is a perfectly positive linear relationship (straight line), and variable changes in the same direction as other variables. If the value of r is -1.0, there is a perfectly negative linear relationship, and the variable changes in the opposite way as other variables.

In this study, (x) represents independent variables which are product, promotion place, physical evidence, people and process and (y) represents dependent variable which is voter loyalty. The correlation analysis value, (r) value is between +1 to -1 and the following list shows the interpretation of correlation coefficient value between the two quantitative variables. The output contains three important pieces of information: (1) the Pearson correlation coefficient; (2) the level of statistical significance; and (3) the sample size.

Table 4.9: Correlation Result

		Correlations						
		Product	Promotion	Place	Physical Evidence	People	Process	Voter Loyalty
Product	Correlation Coefficient	1						
Promotion	Pearson Correlation	.635**	1					.698**
	Sig. (2-tailed)	.000						.000
Place	Correlation Coefficient	.339**	.798**	1				.419**
	Sig. (2-tailed)	.000	.000					.000
Physical Evidence	Correlation Coefficient	.383**	.580**	.698**	1			.355**
	Sig. (2-tailed)	.000	.000	.000				.000
People	Correlation Coefficient	.322**	.693**	.714**	.625**	1		.381**
	Sig. (2-tailed)	.002	.000	.000	.000			.000
Process	Correlation Coefficient	.463**	.757**	.656**	.526**	.597**	1	.575**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
Voter loyalty	Correlation Coefficient	.723**	.698**	.419**	.355**	.381**	.575**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

****.** Correlation is significant at the 0.01 level (2-tailed)

Source: Own Survey, 2020

4.1.3.1. The Relationship between Political Product and Voter Loyalty

With respect to the relationship between overall product and voter loyalty, Spearman's Product moment correlation indicated that product was positively correlated with overall voter loyalty ($r=.723$, $p< .01$). The value $r=.723$ indicates that product and voter loyalty have strong positive relationship.

4.1.3.2. The Relationship between Political Promotion and Voter Loyalty

With respect to the relationship between overall promotion strategies and voter loyalty, Spearman's product moment correlation indicated that the party promotional activities with overall customer loyalty were significantly and positively correlated ($r=.698$, $p< .01$). The value $r=.698$ indicates strong positive relationship between political promotion and voter loyalty.

4.1.3.3. The Relationship between Political Distribution/Place and Voter Loyalty

With respect to the relationship between overall political distribution/place and overall voter loyalty, Spearman's Product moment correlation indicated that place were positively correlated with overall voter loyalty ($r=.419$, $p< .01$). The value $r=.419$ indicate that product and voter loyalty have moderate positive relationship.

4.1.3.4. The Relationship between Political physical Evidence and Voter Loyalty

As we can see from the above Table 4...the relationship between overall political physical evidence and overall voter loyalty, Pearson Product moment correlation indicated that physical evidence were positively correlated with overall voter loyalty ($r=.355$, $p< .01$). The value $r=.355$ indicates that product and voter loyalty have weak positive relationship.

4.1.3.5. The Relationship between Political People and Voter Loyalty

Results of the Pearson product moment correlation analysis reveals that political people has weak positive relationship with voter loyalty ($r=.381$, $p< .01$).

4.1.3.6. The Relationship between Political Process and Voter Loyalty

Pearson product moment correlation indicated that significant positive relationship between political process of the party and Voter loyalty ($r=.575$, $P<0.01$). The value $r=.575$, these indicate the strong positive relation between political process of the party and Voter loyalty. When political process in the party increases or more simplified, voters loyalty toward their party increases.

4.1.4. Diagnostic Test Result Regression Analysis

4.1.4.1. Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis (Hair, 2010). Normality refers to the shape of a normal distribution of the variable (Robert, 2006). For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality, (Hair, 2010). According to Hair, the most commonly acceptable criteria value for (kurtosis/skewness) distribution is ± 2.58 , (Hair, 2010).

Table 4.10: Normality Assumption results

		Product	Promotion	Place	Physical Evidence	People	Process	Voter Loyalty
Skewness	Statistics	-1.276	-.467	.440	-.669	-.423	-.503	-.951
	Std. Error	.234	.234	.234	.234	.234	.234	.234
Kurtosis	Statistics	2.133	-.494	-.335	.074	-.160	-.341	.355
	Std. Error	.463	.463	.463	.463	.463	.463	.463

Source: Own Survey, 2020S

For this study, the variables fall within the range.

4.1.4.2. Homoscedasticity Assumption

It is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfillment of this relationship between independent variables and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). For this study all constructs have insignificant level of $p > 0.01$ of test for equality of variance. Thus the assumption is reasonably supported in this study.

4.1.4.3. Multicollinearity Assumption

Multicollinearity refers to the situation in which the independent variables are highly correlated. When independent variables are multicollinearity, there is “overlap” or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006).

The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table below all independent variables have a Tolerance value greater than 0.01 and VIF value less than 10. The VIF, Variance inflation factor, is computed as “1/Tolerance”, and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation, (Robert, 2006).

Table 4.11: Result for Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Variables		
Product	.477	2.095
Promotion	.238	4.196
Place	.272	3.671
Physical Evidence	.555	1.813
People	.469	2.134
Process	.434	2.304

Source: Own Survey, 2020

4.1.5. Multiple Linear Regressions

In the previous section the focus was on measurement of the relationships between the variables. Here the research is taken a step further. In regression analysis we fit a model to our data and use it to forecast the value of the dependent variable from the one or more independent variables. This research uses multiple linear regression analysis (more than one predictor) to determine the value of the dependent variable.

Table 4.13: Multiple Linear Regression model result

Coefficients^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.003	.304		.009	.993	-.600	.605
Product	.628	.095	.583	6.634	.000	.440	.816
Promotion	.140	.187	.107	.747	.457	-.232	.511
1 Place	.050	.135	.043	.368	.714	-.218	.318
Physical Evidence	-.092	.085	-.084	-1.085	.280	-.261	.076
People	.046	.080	.047	.582	.562	-.112	.204
Process	.246	.076	.261	3.226	.002	.095	.398

a. Dependent Variable: Voters' Loyalty

Source: Own survey, 2020.

Table 4.14: Summary of Overall Outcome of the Research Hypothesis

Hypothesis	Result	Reason
H1a: Product strategy has positive and significant impact on voter loyalty. H1o: Product strategy has no positive and significant impact on voter loyalty.	Reject the null hypothesis.	$\beta = .583, p < 0.05$
H2a: Promotion strategy has positive and significant impact on voter loyalty. H2o: Promotion strategy has no positive and significant impact on voter loyalty.	Fail to reject the null hypothesis.	$\beta = .107, p > 0.05$
H3a: Place strategy has positive and significant impact on voter loyalty. H3o: Place strategy has no positive and significant impact on voter loyalty.	Fail to reject the null hypothesis.	$\beta = .043, p > 0.05$
H4a: People strategy has positive and significant impact on voter loyalty. H4o: People strategy has no positive and significant impact on voter loyalty.	Fail to reject the null hypothesis.	$\beta = -.084, p > 0.05$
H5a: Physical evidence strategy has positive and significant impact on voter loyalty. H5o: Physical evidence strategy has positive and significant impact on voter loyalty.	Fail to reject the null hypothesis.	$\beta = .047, p > 0.05$
H6: Process strategy has positive and significant impact on customer loyalty. H6o: Process strategy has positive and significant impact on customer loyalty.	Reject the null hypothesis.	$\beta = .261, p < 0.05$

4.2. Discussion

The purpose of this study was to evaluate the efficacy of political marketing in Ethiopia by taking political marketing mix model. In doing so, the researcher tried to get the best possible outcome. But, lack or limited available data was the limitation to this study. The respondents in nature, particularly in developing nations, are not critical to answer questionnaires. In addition to this, the nature of the study, political marketing, impedes the respondents to give their true feeling.

Although the use of questionnaire is a fairly common approach to study such kind of topic, this study does not provide a complete picture of these assessments. Observations and interviews with voters could result in somewhat different interpretations.

Lack of detailed and variety prior studies was a limitation for this study. “Great things are not done by impulse, but by a series of small things brought together.” With this limitation, the researcher believe, the study contributes small thing for the great works yet to come.

Based on this objective, we have made an interview with the party officials. As one of our interviewee, Abdurazak explained us the party’s activity related to political marketing. As Abdurzazak, the head of Internal Communication, there is no such (Political Marketing) structure in the party. But, as he said, to get the maximum possible vote the party employed different strategies. Structurally, the party’s focus is on communication, which is one of the political marketing mix as promotion. By identifying different interest groups, the party develop different communication strategy to address those groups. This shows us, the party is sales-oriented (advertising and communication techniques). According to Lees-Marshment, The sales-oriented party is similar to a product oriented party because the product is developed by what the party thinks is ideal, but it uses marketing techniques like advertising to attract and persuade voters, (Lees-Marshment, 2001).

The other objectives of this research was assess the impact of political marketing mix elements on voter’s loyalty in the Prosperity Party. The prepared questionnaires were distributed to 187 respondents. From 187 respondents those potential respondents 150 of them filled, but after data

editing 109 questionnaires were valid to the researcher to analyze. Based on the data obtained from respondents response analysis and discussion was made.

The demographic or general information of respondent part include the following items; sex of respondent, based on the researcher data collected analysis 77(71%) male and 32(29%) female respondents. In terms of age respondents the majority of respondents were in the age category of 30-39 years 55(50%) followed by 20-29 years (36%). Regarding educational level, the majority of respondents are degree holder 61(57%). With regard to occupation; the majority of the participants of the study were civil servants 84(77%) followed by employee of private owned organizations 12(11%).

Based on respondent data analysis, 74(69%) of the respondents are influenced by the party's attribute of quality policy and program.

Based on respondent data analysis the result of product dimension were, the total mean score was 4.17 with SD = 0.765, this represents respondents agreement for the issues related for product. Pearson correlation indicated that significant strong positive relationship between political product and voter loyalty ($r=.768$, $p<.01$). The value $r=.618$ indicate that commitment and customer loyalty have strong positive relationship. According to Neffenegger, the product offered by a political party is a complex blend of the many benefits voters believe will result if the party is elected, (Neffenegger, 1999). This research result also shows that political product has the highest beta coefficient value ($\beta=.583$, $p<0.05$). These indicate political product is the first most essential factor to determine voter loyalty. This finding was the same as the study of product and customer loyalty in conventional marketing too, (Djumarno,,Santrianimatina Anjani, , Said Djamaluddin, 2018).

Regarding process dimension, the total mean score of process was 3.77 with SD = 0.883 which is almost equal to 4; and 4 represent agreement for the issues related for process. Pearson correlation indicated that significant positive relationship between process and voter loyalty ($r=.641$, $P<0.01$). The value $r=.641$ indicates the strong positive relation between political process of a party and voter loyalty. When process is getting simple in the party, the voters' loyalty also increases. The finding of Bielen and Demoulin concluded that working performance and the overall process of the organization has significant influence on customer loyalty,

especially in service industries, (Bielen and Demoulin, 2007). The regression result of this finding shows that process has positive and significant relationship with voter loyalty. The beta coefficient value ($\beta = .261, p < 0.05$) indicate process is essential factor in predicting voter loyalty. Therefore, the result of thus studies on process dimension is similar with the different findings that process has the power to increase voter's loyalty.

Another elements, promotion with mean value of 3.99 and SD = .633 and Pearson correlation, $r = .705, p < .01$; place mean value 3.77, SD = .720 and Pearson correlation $r = .430, p < .01$; physical evidence – mean = 3.76 and SD .774 and Pearson correlation $r = .347, p < .01$; and people dimension of mean value 3.64, SD = .834 and Pearson correlation $r = .367, p < .01$. These results show us all these variables have strong to weak positive relationship with voter loyalty. But the regression value of those variables (promotion - $\beta = .107, p > 0.05$; place - $\beta = .043, p > 0.05$; physical evidence - $\beta = -.084, p > 0.05$; and people - $\beta = .047, p > 0.05$) indicate the given hypothesis by the researcher is not supported and the null hypothesis (H_0) are accepted. As it is clearly stated in conventional marketing these variables have significant positive relationship with customer loyalty, (Kotler, 2008). The 4Ps are also have significant relationship with voter loyalty in political marketing, (Niffenger, 1999). But in this study, the finding is not as like as the previous findings. For this finding, the researcher's justification is related to the newness of the concept, political marketing in the Ethiopian political framework. This can be supported by the research interview. As the party official from Prosperity party (our case organization), political marketing is a very strange knowledge to the party. As a result they don't have any structure or/and strategy related to political marketing mix. Different political marketing study findings show us applying a political marketing framework of Western nations on developing countries is not realistic, (Ahmed and Naheed, 2019).

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMENDATIONS

5.1. Summary

This section summarizes major findings of the study based on the analysis and discussion made in the previous chapter about the marketing mix of Ethiopian Prosperity Party.

The following are the major summaries obtained based on the results and discussions made in the previous chapter:

- Majority of the respondents are male. And they believed that strong policy and programs of the party is the basic attribute to vote for the party.
- Majority of the respondents indicated that the policies and programs offered by the party is found to be very good in meeting their need .When compared with competitors ,the policies and programs of the party is found to be better in meeting the needs of the voters.
- Majority of the respondents indicated that the company is less popular, while some of them stated it as popular.
- Based on the result of the voter survey most of the respondents evaluated the current promotional activities of the party not only good, but also better as compared to competitor parties. This is assured by the interviewee from the party. As he claims the party highly works on promotion of the party.
- Majority of the respondents evaluated place dimension as weak variable. As it is stated also in literatures of political marketing, place is muddled with other mix elements.
- People in this study waited as least factor. This is raised mainly from the party's perspective of less focus on candidates. As Abdurazak stated, the party's focus is more on policies and programs rather than individual candidates. The 'traditional' bureaucratic nature of the office workers also resulted to the less score of the people variable.
- The process is one of the main determinant factor, as it is rated high score by the respondents.
- As it is clearly stated by the party official, political marketing is very new concept to the party.

- The regression result also show us product and process are the major factors for voters' loyalty. Other variables are not significant. This shows the application of political marketing in developing countries in general and in Ethiopia in particular, needs more works.

5.2. Conclusions

Marketing mix plays a significant role in marketing of a product and management of marketing mix is considered to be a key marketing activity and proper choice of marketing mix is significant to provide higher customer satisfaction, (Jobber & Fahy 2009, Niffenger, 1999).

The application of political marketing mix, which is practiced in developed nations, is not adequate for political organization, in developing countries. Therefore it is possible to conclude that same applies to Prosperity Party as it is a party in developing nation. Consequently the following conclusions have been reached from the analysis made in the previous chapter.

- The party is doing well in delivering adequate policy that meets the needs of the voters.
- Product has positive and significant influence in determining voter loyalty. The marketing concept provides a means of focusing all departments effectively and efficiently towards customer-need satisfaction and creating exchanges at a profit. If a political party's product is developed in relation to (or in consideration of) voters' values and needs and the party delivers the proposed product, voter satisfaction should be increased. Voters will have a sense of being part of a politically responsive institution (Newman and Sheth, 1987).
- Process has positive and significant influence in determining voter loyalty.
- Promotion has positive relationship with voter loyalty. But in this research the variable doesn't has significant influence in determining voter loyalty.
- Place has positive relationship with voter loyalty. But the relation is week and not significant.
- Although Physical evidence has positive relationship with voter loyalty, the result is not significant.
- People dimension in this research is the only negative relationship with voter loyalty. Not being negative but also the result of this variable is not significant influence in determining voter loyalty.

There is much evidence to suggest that political parties and candidates use conventional marketing tools and strategies to win national and local elections, (Kotler and Kotler, 1999; Niffenegger, 1988; Shama, 1976). In this study, too, the marketing mix elements are positively

correlated with voter loyalty. But the variables regression result show us, they are not significant. For this result the researcher tried to goes back and refer previous findings related to marketing mix and voter loyalty. Different studies realized that the political success of a party or candidate depends on many indicators (voter requirements), and that a single component (such as campaigning or advertising) does not dominate the election results, (O'Shaughnessy and Henneberg, 2009).

However, an extensive literature review suggests that existing studies on political marketing have mostly emphasized individual marketing-mix components (especially promotion-based) such as impacts of word-of-mouth in local elections, (Argan and Argan, 2012), the effects of advertisement and advertising allocation in elections, (Gordon and Hartmann, 2011), the impact of advertising on voter turn-out rates, (Gerber et al., 2011), the effects of positive and negative messages in elections, (Lovett and Shachar, 2011), the impacts of candidate appearance and advertising on election results, (Hoegg and Lewis, 2011), the impacts of grass-root campaigning, (Shachar, 2009). This demonstrates previous empirical findings also not assured that the marketing mix elements collectively affect voter loyalty. On the other hand, Kotler and Andreasen propose that the difficulty in transposing marketing into public and non-profit organizations (political parties) is a function of how organization-centered such organizations are as opposed to customer-cantered. So the nature of the political party and the environment in which that party plays a pivotal effect to apply marketing mix strategy, in general political marketing strategies.

In Simbolon's study of the Indonesian political marketing application, he conclude that the political market structure has a greater influence. This occurs because the market structure in the Indonesian Orde Baru era is oligopolitics and tends to lead to monopoly. Thus, the power will determine the results of the election process, rather than the political marketing activities, (Simbolon, 2016). So we can conclude that, the application of PP's political marketing mix is not significant in to four variables because of the Ethiopian political market structure.

5.3. Recommendations

Based on the finding of the study the following recommendation was made:

- Based on the result of this study product is the first most essential factor that influences voter loyalty. Therefore, political parties in the Ethiopian Political system should work on political product. Party should be; committed to provide adequate political services to the voters to meet voters' need, political leaders and candidates should be in an acceptable level to the voters, because, the candidates are also a product in political marketing.
- The second most essential factor that influences voter loyalty is process. Therefore, party officials in the system should focus on process dimension. They should ensure service offered by the party must matches or exceeds voters' expectation. As voters are satisfied with the process in which the party has the more they tend to become loyal voter.
- There is much evidence to suggest that political parties and candidates use conventional marketing tools and strategies to win national and local elections. As a result, decision makers and executive in the party should be imperative to develop and apply the political marketing and the political marketing mix strategy to the Ethiopian Political System that focuses on keeping and improving the satisfaction of voters. Parties should be market-oriented by considering voters the beginning, not the end in the political product production consumption process. In doing so, the party should modify the concept to the Ethiopian context.
- As it is changing the traditional voter loyalty, the parties should work on satisfying current voters rather than acquiring new voters.
- All political marketing mix elements are not involve in determining voter loyalty in this research. So researcher should conduct further research on these and others factors that influence voter loyalty.

4.4. Suggestions for Future Research

We suggest several directions of future research related to the topic of Ethiopian Prosperity Party's political marketing. First of all, to comprehensively evaluate political marketing efficiency it's crucial to conduct large-scale surveys and polls with respondent sampling representing different societal stratus. In such a way researcher would be able to analyze marketing efficacy judging by the way it influenced different segments of voters and to compare these datasets. It is advisable that the surveys contain many open questions so as to encourage people to state their opinion. Conducting interviews would only benefit such a study; it is especially interesting what people from the regions have to say about Ethiopian Prosperity Party's political activity.

Secondly, a study of Ethiopian Prosperity Party opposition groups and their marketing would also contribute to comprehensive study of this topic as well as a research into Ethiopian Prosperity Party's counteraction strategy. This political material provides rich ground for conducting comparative studies.

Quite possibly, Ethiopian Prosperity Party employs candidate as a product strategy, which makes the party more acceptable. So it is worth looking into that too, given the fact that it's a brand new and very promising field of research in the Ethiopian context.

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APPENDIX A



Questionnaire on the Impact of Marketing Mix on PP's voters' loyalty

Dear respondents,

Prior to all I would like to extend my deepest gratitude for allotting your time to provide me with invaluable information.

This is a questionnaire designed for data collection to conduct an academic research. The information obtained will be kept confidential and used only for the purpose of achieving the objectives of the research. I would like to bring your consideration that as the quality of the research highly dependent on the quality of data to be generated, pleas answer the questions to the best of your knowledge.

Thank you very much.

Demographic Profile of the Respondents

✓ - Mark this in the given box.

1	Gender	Male		Female	
2	Age	Below 20		40 - 49	
		20 – 29		Above 50	
		30 - 39			
3	Occupation	Civil Servant		Business Owner	
		Private Employee		Student	
		Other			
4	Education	Elementary School		First Degree	
		Secondary School		Second Degree	
		Diploma			
		Other			
5	Your Role in Prosperity Party	Supporter		Office Worker	
		Member		Party Official	

6	Have you been a member of EPRDF?	Yes	
		No	
7	If your answer is ‘Yes’ for question #7, for how many years	Below 5 Years	
		5 – 10 Years	
		Above 10 Years	
8	What motivates you more to be a member of PP?	Party’s Popularity	
		Party’s policy and programs	
		Party’s efficiency and effectiveness	
9	Who recruited you to be a member of PP?	Party Leaders	
		Other party members and supporters	
		Party Cadres	
10	In which media outlet you mostly follow party’s message?	Television	
		Radio	
		Print	
		Billboard	
		Internet(website, social media)	
		Other	

Part Two: Political Marketing and Voter Loyalty Questions
circle the number

Scale: (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

No	Political Marketing Questions	1	2	3	4	5
1	Policies and programs of PP are can meet my needs.	1	2	3	4	5
2	Compared to competitors the Party policies' of PP in meeting need is much better.	1	2	3	4	5
3	The current activities of PP is enough for me to vote.	1	2	3	4	5
4	Leaders of PP are capable to lead.	1	2	3	4	5
5	PP is popular in the Ethiopian political system	1	2	3	4	5
6	PP promotional places are convenient.	1	2	3	4	5
7	PP delivers its promotional messages on time.	1	2	3	4	5
8	Compared to competitor parties' promotion of PP is much better.	1	2	3	4	5
9	PP's used media effectively.	1	2	3	4	5
10	PP's promotional messages are strong.	1	2	3	4	5
11	I advise others to vote for PP.	1	2	3	4	5
12	Compared to competitor parties' media usage of PP is much better.	1	2	3	4	5
13	PP leaders are respond quickly to any questions from the voters.	1	2	3	4	5
14	PP leaders have proper internal complain handling system.	1	2	3	4	5
15	Due to their activity I do have positive attitude to the leaders of PP.	1	2	3	4	5
16	PP offices have attractive office setups.	1	2	3	4	5
17	PP name is clear and attractive.	1	2	3	4	5
18	PP logo is clear and attractive.	1	2	3	4	5
19	The protocol of the party leaders is attractive.	1	2	3	4	5
20	Promotional Print Materials of PP are attractive.	1	2	3	4	5
21	PP's decision system is transparent.	1	2	3	4	5
22	PP has quick decision system.	1	2	3	4	5
23	PP's transparent decision system enable me to trust the party.	1	2	3	4	5
24	PP use automated and technology supported process.	1	2	3	4	5
25	PP's policies and programs are much better, as a result they are my prior choices.	1	2	3	4	5
26	I believe I will vote for PP.	1	2	3	4	5
27	I will never vote for other party.	1	2	3	4	5
28	I will never vote for other party even I get problem with PP.	1	2	3	4	5
29	No better option other than PP.	1	2	3	4	5
30	Compared to competitors PP's popularity is increasing.	1	2	3	4	5
31	I do have positive word of mouth for PP.	1	2	3	4	5
32	I do have an emotional attachment with PP	1	2	3	4	5
33	I am loyal voter of PP.	1	2	3	4	5

APPENDIX B



ጥናታዊ ፅሁፍ መጠይቅ

በቅድስተ ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ኤፌዴ የሁለተኛ ደግራ ተመራቅ ስህተት ጥናታዊ ፅሁፍ ማጠናከሻው ፖለቲካል ማርኬቲንግ/የማርኬቲንግ ፅንሰ ሀሳቦችን ለፖለቲካ ሳይንስ መጠቀም) ነው። ይህም በፖለቲካ ፓርቲ ውስጥ የፓርቲ ደጋፊዎች እና አባላት ፓርቲውን ሊደግፉ የሰቻላቸውን ምክንያት ለማወቅ እና ለመተንተን ነው። ለዚህ ጥናቱ መሳካት የርስዎ በዚህ መጠይቅ ላይ ሀሳብዎን ማካፈልዎ ትልቅ አስተዋጽኦ አለው።



በዚህ መጠይቅ ላይ ሲሳተፉ እና መጠየቁን ሲሞሉ ስምዎትን አይገልጹም። እንዲሁም የዚህ መጠይቅ አላማ ለመመረቅ ፅሁፍ ብቻ የሚውል እና ሚስተራዊነቱ የተጠበቀ መሆኑን እየገለጸኩ በቅድሚያ ለትብብርዎት አመሰግናለሁ።

ክፍል አንድ:

የመላሾች የግል መረጃ (ከጥያቄው ትይዩ በሚገኘው ሳፕን ውስጥ የ ✓ ምልክት ያስቀምጡ)

1	ደታ	ወንድ	ሴት
2	ዕድሜ	ከ20 ዓመት በታች	ከ40 - 49
		ከ20 - 29	ከ50 ዓመት በላይ
		ከ30 - 39	
3	ስራ	የመንግስት ሰራተኛ	የግል ስራ
		የግል ተቀጣሪ	ተማሪ
		ሌላ ካለ (ይጻፉ)	
4	የትምህርት ደረጃ	የመጀመሪያ ደረጃ	የመጀመሪያ ደግራ
		ሁለተኛ ደረጃ	ሁለተኛ ደግራ
		ዲፕሎማ	
		ሌላ ካለ (ይጻፉ)	
5	በብልፅግና ፓርቲ ውስጥ የርስዎ ድርሻ	ደጋፊ	የፅ/ቤት ሰራተኛ
		አባል	አመራር
6	ብልፅግና ፓርቲ ከመመስረቱ በፊት ከኢህአዴግ አባል ፓርቲዎች የአንዱ ፓርቲ ደጋፊ ወይም አባል ነበሩ?	አዎ ነበርኩ	
7	ለተራ ቁጥር 7 ጥያቄ መልስዎ አዎ ከሆነ የኢህአዴግ ፓርቲን ለምን ያህል ጊዜ ደገፉ?	አይ አልነበርኩም	
		ከ5 ዓመት በታች	
		ከ10 ዓመት በላይ	
8	ብልፅግና ፓርቲን አንዲደግፉ ያደረገዎት ዋነኛ ምክንያት ምንድን ነው?	የፓርቲው ስም እና ዝና	
		የፓርቲው ፖሊሲ/ ፕሮግራሞች	
		የፓርቲው የስራ አፈፃፀም ስኬታማነት	

9		ሌሎች የፓርቲው ደጋፊዎች እና አባላት	
		የፓርቲው ካድሬዎች	
		ሌላ ካለ (ይጻፉ)	
10	የፓርቲውን ፖሊሲዎች እና ፕሮግራሞችን በየትኛው የመገናኛ ብዙሃን አጋጣሚ ብዙ ጊዜ ይከታተላሉ?	የኤሌክትሮኒክስ ሚዲያ	
		የህትመት ሚዲያ	
		ቢልቦርድ፣ በራሪ ወረቀቶች እና ህትመቶች	
		ቢልቦርድ	
		ድረ ገፅ እና የማበረሰብ ትስስር ገጾች	
		ሌላ ካለ (ይጻፉ)	

ክፍል ሁለት፡ የፖለቲካ ማርኬቲንግ ጥያቄዎች
ለኢየንዳንዱ ጥያቄ የሚሰማማዎትን መልስ ቁጥሩን በማክበብ ይግለፁ።

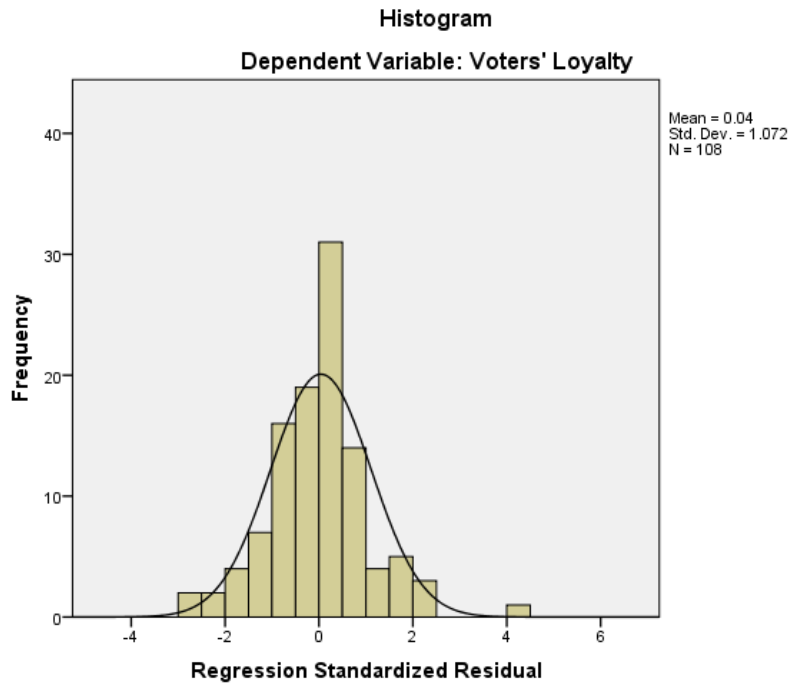
የልኬት ደረጃ (1) በጣም አልሰማማም፣ (3) አስተያየት የለኝም (5) በጣም አስማማለሁ
 (2) አልሰማማም (4) አስማማለሁ

ተ.ቁ	ፖለቲካ ማርኬቲንግ ጥያቄዎች	1	2	3	4	5
1	የብልፅግና ፓርቲ ፖሊሲዎች እና ፕሮግራሞች የአኔን ፍላጎት የሚያሟሉ ናቸው።	1	2	3	4	5
2	ከተፎካካሪ ፓርቲዎች አንፃር የብልፅግና ፓርቲ ፖሊሲ እና ፕሮግራሞች የተሻሉ ናቸው።	1	2	3	4	5
3	በአሁኑ ሰዓት ብልፅግና ፓርቲ እያከናወናቸው ያሉ ተግባራት ደምፅ ለመስጠት የሚያስችላኝ ነው።	1	2	3	4	5
4	የብልፅግና ፓርቲ መሪዎች ጥሩ ፖለቲከኞች ናቸው።	1	2	3	4	5
5	የብልፅግና ፓርቲ በኢትዮጵያ ፖለቲካ ስርዓት ውስጥ ከፍ ያለ ስም እና ዝና አለው።	1	2	3	4	5
6	የብልፅግና ፓርቲ ፕሮግራሞችን እና ፖሊሲዎችን የሚያስተዋውቅባቸው ቦታዎች ምቹ ናቸው።	1	2	3	4	5
7	ብልፅግና ፓርቲ ፕሮግራሞችን እና ፖሊሲዎችን እንዲሁም የተለያዩ መልዕክቶችን በተገቢው ሰዓት ያደርሳል።	1	2	3	4	5
8	ከተፎካካሪ ፓርቲዎች አንፃር የብልፅግና ፓርቲ ፖሊሲዎችን እና ፕሮግራሞችን በአግባቡ እና በፍጥነት ለአባላቶቹ ያስተዋውቃል።	1	2	3	4	5
9	የብልፅግና ፓርቲ የመገናኛ ብዙሀን አጠቃቀም ጥሩ ነው።	1	2	3	4	5
10	ፓርቲው በተለያዩ ጊዜዎች በመገናኛ ብዙሃን የሚያስተላልፋቸው መልዕክቶች ጠንካራ ናቸው።	1	2	3	4	5
11	ሌሎች ብልፅግናን እንዲደግፉ እና እንዲመርጡ አመክራለሁ።	1	2	3	4	5
12	ከተፎካካሪ ፓርቲዎች አንፃር የብልፅግና የመገናኛ ብዙሃን አጠቃቀም የተሻለ ነው።	1	2	3	4	5
13	አባላት እና ደጋፊዎች ለሚያነሱባቸው ጥያቄዎች የብልፅግና ፓርቲ አመራሮች ፈጣን ምላሽ ይሰጣሉ።	1	2	3	4	5

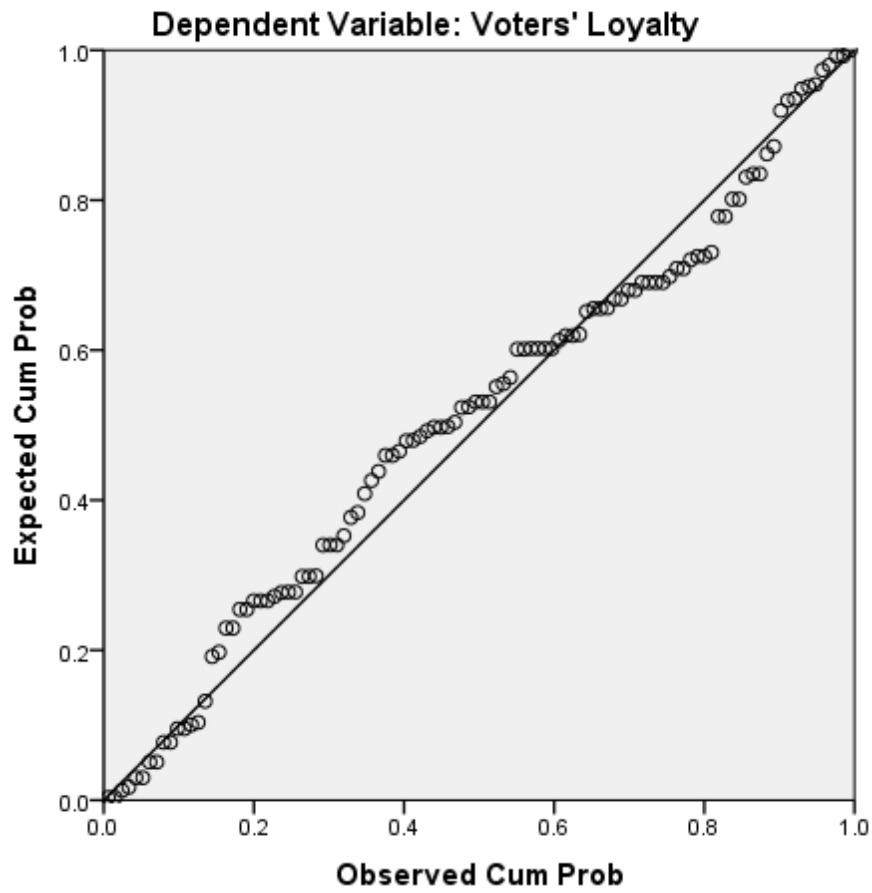
14	የብልፅግና ፓርቲ አመራሮች በብልፅግና ፓርቲ ውስጥ ለሚነሱ የውስጥ ቅሬታዎች ተገቢ የሆነ የአፈታት ስርአት ዘርግተዋል።	1	2	3	4	5
15	በተግባራቸው የተነሳ ለብልፅግና ፓርቲ አመራሮች/ኪድሬዎች አወንታዊ አመለካከት አለኝ።	1	2	3	4	5
16	የብልፅግና ፓርቲ በቢሮ እና በቢሮ ቁሳቁሶች በአግባቡ የተደራጀ ነው።	1	2	3	4	5
17	የብልፅግና ፓርቲ ስም ግልፅ እና ሳቢ ነው።	1	2	3	4	5
18	የብልፅግና ፓርቲ ሎጎ ግልፅ እና ሳቢ ነው።	1	2	3	4	5
19	የብልፅግና ፓርቲ መሪዎች ፕሮቶታይ ሳቢ እና ማራኪ ነው።	1	2	3	4	5
20	የብልፅግና ፓርቲ የተለያዩ የህትመት ውጤቶች ሳቢ እና ማራኪ ናቸው።	1	2	3	4	5
21	የብልፅግና ፓርቲ ውሳኔዎችን የሚሰጥበት ግልፅ የአሰራር ስርአት አለው።	1	2	3	4	5
22	የብልፅግና ፓርቲ ውሳኔዎችን የሚሰጥበት ፈጣን የአሰራር ስርአት አለው።	1	2	3	4	5
23	የብልፅግና ፓርቲ የውስጥ የአሰራር ስርአት ፓርቲውን እንድትማምንበት ያደርገኛል።	1	2	3	4	5
24	የብልፅግና ፓርቲ ለሰራዎቹ የተለያዩ ዘመን አመጣሽ መሳሪያዎችን ይጠቀማል።	1	2	3	4	5
25	የብልፅግና ፓርቲ ፖሊሲ /ፕሮግራሞች የተሻሉ ስለሆኑ ለአኔ ቀዳሚ ምራጫዎቹ ናቸው።	1	2	3	4	5
26	የብልፅግና ፓርቲን ወደፊትም እንደምደግፍ እምነቴ ነው።	1	2	3	4	5
27	ሌላ የተለዩ ፓርቲ ቢመጣ እንኳን ምርጫዬ ብልፅግና ፓርቲ ነው።	1	2	3	4	5
28	ከብልፅግና ፓርቲ ጋር ችግር ቢፈጠርብኝ እንኳን ሌላ ፓርቲ አልመርጥም።	1	2	3	4	5
29	ብልፅግና ፓርቲ ባይኖር ሌላ የተሻለ የማገኝ አይመስለኝም።	1	2	3	4	5
30	ከተፎካካሪ ፓርቲዎች አንፃር የብልፅግና ፓርቲ ተቀባይነት አየጨመረ ነው።	1	2	3	4	5
31	ለሌሎች ስለ ብልፅግና ፓርቲ አወንታዊ ነገርን እናገራለሁ።	1	2	3	4	5
32	ከብልፅግና ፓርቲ ጋር ከስሜት የመነጨ ግንኙነት አለኝ።	1	2	3	4	5
33	የፓርቲው ታማኝ አባል ነኝ።	1	2	3	4	5

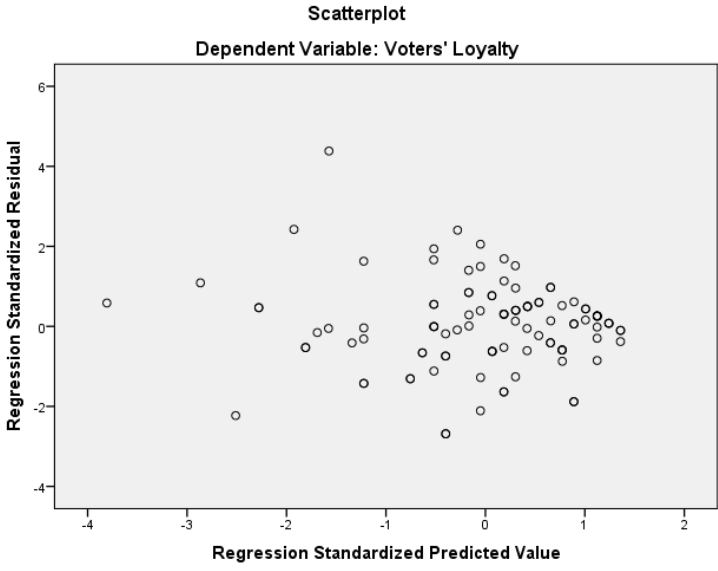
ለጊዜዎ እና ቀናዊ ትብብር ከልብ አመሰግናለሁ!!

APPENDIX C



Normal P-P Plot of Regression Standardized Residual





APPENDIX D

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.846 ^a	.716	.699	.450	.716	42.063	6	100	.000

a. Predictors: (Constant), Process Dimension, Physical Evidence, Product Dimension, People Dimension, Place Dimension, Promotion Dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.846 ^a	.716	.699	.450	.716	42.063	6	100

a. Predictors: (Constant), Process Dimension, Physical Evidence, Product Dimension, People Dimension, Place Dimension, Promotion Dimension

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.158	6	8.526	42.063	.000 ^b
	Residual	20.271	100	.203		
	Total	71.428	106			

a. Dependent Variable: Voters' Loyalty

b. Predictors: (Constant), Process Dimension, Physical_Evidence, Product Dimension, People Dimension, Place Dimension, Promotion Dimension

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.003	.304		.009	.993	-.600	.605
Product	.628	.095	.583	6.634	.000	.440	.816
Promotion	.140	.187	.107	.747	.457	-.232	.511
Place	.050	.135	.043	.368	.714	-.218	.318
Physical Evidence	-.092	.085	-.084	-1.085	.280	-.261	.076
People	.046	.080	.047	.582	.562	-.112	.204
Process	.246	.076	.261	3.226	.002	.095	.398

a. Dependent Variable: Voters' Loyalty

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.003	.304		.009	.993	-.600	.605
Product Dimension	.628	.095	.583	6.634	.000	.440	.816
Promotion Dimension	.140	.187	.107	.747	.457	-.232	.511
Place Dimension	.050	.135	.043	.368	.714	-.218	.318
Physical_Evidence	-.092	.085	-.084	-1.085	.280	-.261	.076
People Dimension	.046	.080	.047	.582	.562	-.112	.204
Process Dimension	.246	.076	.261	3.226	.002	.095	.398

a. Dependent Variable: Voters' Loyalty

APPENDIX E

How does political marketing help give voters a voice in elections?

<https://www.youtube.com/watch?v=80UyWEbnd2M>

Politics & marketing

<https://www.youtube.com/watch?v=MY2OVWt9kiU>