



POLITICAL BRAND EQUITY: AN ANALYSIS ON THE CONSTRUCTION OF THE POLITICAL BRAND

Malek Assed Neto¹

Eduardo de Paula e Silva Chaves Chaves²

summary

Marketing has an essential function for the success of products, as it presents itself as a link between goods and services with its consumers and therefore has an important influence on the definition of strategies and positioning of companies. In view of this, brand management has been the subject of studies and investments, since they represent an intangible asset of the company and, therefore, cannot be copied by the competition. Increasing the value of this brand is vital to differentiate itself from competitors and add competitive advantage, this effect is what is known as brand equity. This work presents an approach to the concept of brand equity applied to the national political context, where analyzes will be made on a model that constitutes political brand equity and later on the view of voters on Brazilian political parties,

Keywords: Brand equity, marketing, political parties.

1. Introduction

¹ malek_net@hotmail.com - IFSP Federal Institute of São Paulo

² eduardochaves@ifsp.edu.br - IFSP Federal Institute of São Paulo

In the global context of broad competition, companies seek to develop competitive advantages in order to differentiate themselves from their competitors, keeping their current customers loyal to their brand and seeking to arouse the interest of new consumers to try their product.

In view of this, Chaves (2016) states that the current competitive market requires more intense and professionalized management processes to analyze intangible assets, as these are becoming increasingly important for public and private managers.

Consumer orientation in the choice process increases the need to manage brands. For French and Smith (2008) this process brings a cognitive psychological bias, assuming that the consumer will build structures of knowledge about a product, or a service, where they will be stored and reactivated by memory, when subject to a stimulus.

Within the political context, the image has become a central theme for building connections of sympathy and conscience. This is because the eyes are like an extension of our brain and so the images are processed, generating information recognition and responding with emotions in a more efficient way (Grabe; Bucy 2009, p. 13).

In Needham (2006) we have the comparative idea between the processes of choosing a consumer for a product, with that of a voter choosing a party or a politician to cast his vote. However, he points out that there are parallels between marketing to consumers and voters.

In short, Needham (2006) points out that political marketing is generally applied at election times, in order to form persuasive structures for the election of a politician. Another aspect raised is that the view is still very simplistic, failing to fail to change paradigms, as political marketing still does not offer consistency for the evaluation of the political brand.

According to Marland (2013), political propaganda and image have always been present in democracies. In his work he cites some examples, such as George Washington and Abraham Lincoln, who used mechanisms to exploit his image in front of his voters.

In the Brazilian context, we have a clear example in the 1989 elections when the director of the station that transmitted the debate between the candidates Collor and Lula admitted to using makeup artifices to change and improve the image of the first candidate before the public.

Political campaigns are increasingly engaged in creating visual frameworks and writing scripts that will benefit the candidate and his proposals, reinforcing political positions, in addition to transmitting scenes that will thrill and shape with each camera cut and editing actions. impressions of the audience that will watch these advertisements (Grabe; Bucy 2009, p. 5).

Complementing this idea Grabe and Bucy (2009, p. 7) address the view that non-verbal languages will precede verbal ones within modern society. That is, the appearance for a consumer, who in this case are the voters, is important for the construction of the personality of your party candidate.

For the projection of these images, it is necessary to have control of the information that surrounds the politician, or the party, in this case, so that the competitors do not have access and are able to use this information to denigrate the candidate's image in front of voters, because the information passed on to this audience they are quickly captured and spread (Marland, 2013).

It is important to highlight the presence of the evolution of the media in the electoral "race". Currently the dissemination of information has become more effective and faster with the internet and the exploitation of videos that they disseminate on social networks. This created a dangerous atmosphere for maintaining an integral image, both for parties and candidates, as this can be overturned in a matter of hours (Zelizer, 2010).

However, some politicians questioned marketing in politics, arguing that it reduces the importance of many messages that are passed on to voters, to value only the image. However,

these issues cannot be treated as duality, but rather as a complement, as political development is important for the decision of voters to vote, just as the image of the party and the candidate can be substantial in determining the vote.

Still, there is much discussion about when political marketing began to be studied and used in electoral disputes, however Egan (1999) states that the growing importance of the communicative function in democracies in general has been progressing since the 20th century. Complementing his study he presents that it was in the 90s that marketing was confirmed as an important element in the political process.

1.1 Justification

Much is discussed in marketing about the management of brand images of products and services present in the routine of consumers. The appreciation of the brand, making it the most important intangible asset for the company, demonstrates the care with the strategies and positions taken, in order to obtain competitive advantages over its competitors that consequently will bring good results in sales.

Bringing this concept to the social and political context, it is possible to understand by analogy political parties as companies, where their brands work to generate positive results in electoral campaigns. Based on the work of Kirchheimer (1966), this idea is approached that political parties begin to shift the focus of the party's intellectuality to seek a wide audience and consequently an immediate electoral success.

In addition to this new party ideal, Schneider (2008) highlights the gradual budget growth used by political parties and the number of consultants, or campaign coordinators, who promote the party's name by highlighting the work done in a given time.

From a social point of view, Mills (2016, p. 262) discusses the transition of society, from what was classified as “the public”, that is, the one who discussed the political issues that surrounded them in a “mass society”.

In this “mass society” Mills (2016, p.263) states that the number of people who express their opinions is less than the number who receive them. This generates centralization on the part of the authorities that organize and inspect the channels for placement of those opinions.

In view of this, Mills (2016, p.267) explains that with the increase of the political base in democratic decisions and the intensification of the means of mass persuasion, the opinion-forming public has become the target of control and guidance as the electorate is intensified with electoral campaigns to win votes.

Therefore, awareness of the value of the political brand must be taken into account, in view of this intense exchange relationship between political parties and the population, where parties need to seek elements that differentiate them from their competitors, showing their benefits to society, in order to conquer electorate confidence, and this confidence will inevitably become votes.

1.2 Problem and objective of the work

The brands already worked and managed by large companies have demonstrated their importance in the process of choosing consumers. They provide competitive advantages over their competitors and position a product in their niche in the active market.

Based on this concept and contextualizing for social movements, we have in Mills (2016, p.260) the concept of “public opinion”, in which free discussion is its most important characteristic. This concept arises with the rise of the democratic middle class, within the 18th century and is “parallel to the concept of the market in the free economy”.

Complementing this concept Mills (2016, p.261) states that this audience, which discusses and fights for the relevance of their ideas, is organized into associations or parties, in order to seek the representation of their points of view within Congress. In this way, we can say that these parties create their identities and assume their positions vis-à-vis the population.

Working on this idea that political parties sought to work on their “brand” Kirchheimer (1966) brings the concept of the “catch-all” party. This concept addresses that the efforts previously focused on the intellectuality and consolidation of the ideas that gave rise to the party, discussed in the previous paragraph, begin to enter a more electoral field, seeking faster results in this process.

In this way Kirchheimer (1966) states that for a party to win an election it is necessary to enter the millions of minds, making an analogy to a product to be sold, conquering its customer, with its differences and exposing strong leadership figures, in order to create a highly recognized party.

Therefore, in this context, the following general objective of this research emerges: to analyze a model of political brand equity at the national level. In addition, it proposes to analyze, as secondary objectives, the view of voters about Brazilian political parties, the dimensions of a political brand equity model and their relations with the final construct, and describe which of these dimensions are relevant in a decision-making process voting.

2. Theoretical framework.

2.1 Brands

Brands have the function of creating identities for the products they represent. According to Kotler and Keller (2012), this allows consumers to place responsibility for the performance of this brand's product.

In Aaker (1998) a brand is assigned the role of signaling the consumer as to the origin of the products, in addition to protecting the manufacturer, differentiating it from its competitors. In this way, the importance that has been created to the administration and construction of these brands stands out.

The means by which a company builds a brand, adding values as previously stated is what we relate to branding. In Kotler and Keller (2012) we find that branding is “endowing

goods and services with the power of a brand”, so this task is to create mental maps that help consumers create desire about a product.

In this way, Aaker (1998) places the brand as an intangible asset of the company, which for several occasions is what shapes the product's competitive advantage and generates positive consequences in future earnings.

In the current context we have the brand as a strong representation of the company and an important source of value creation, both in companies and in public organizations. This notoriety means that we now have a more extensive literature to understand all of its various managements, such as strategy, finance, customer relations, etc. (CHAVES, 2016).

It is these efforts that create value for the brand and differentiate an organization and its products or services from its competitors and in the face of this construction comes the formation of brand equity.

2.2 Branding

2.2.1 Brand Equity.

In Yoo (200) we have the definition of brand equity as the difference between two identical products for the consumer, and in the comparison between them the representation of the brand is the factor that will give arguments for the choice of one of the two products by the consumer.

Brand equity can also be defined as the different and unique effects that marketing can attribute to the brand, as if the result of a marketing project did not have the same result if this product or service did not have an associated name (KELLER, 1993) .

The creation of a strong brand equity, in which consumers assume a loyalty to the brand and attribute positive associations, brings with it a long path and consecutive work of promotion and product performance. Aaker (1998) discusses this idea of the contrast between

the search for immediate results, that is, in the short term, and a brand consolidation process, carried out in the long term.

According to Aaker (1998), short-term actions have increased due to the ease of measuring and the issue of shareholder approval, influenced by these results, unlike long-term actions, which in addition to not having an easy and accurate measurement of results, several investments are still needed over time.

In line with the previous paragraph Yoo (200) apud Keller (1993) states that any marketing action does not have the power to affect brand equity, as it represents investments made over time over the brand name, protecting and making decisions to strengthen it, creating support for subsequent marketing promotions.

Therefore, it is understood that these long-term investments generate assets for brands, which feed their brand equity. Thus Aaker (1998) defines brand equity as “a set of assets and liabilities linked to a brand, its name and its symbol, which are added to or subtracted from the value provided by a product or service for a company and / or for consumers”.

The assets and liabilities mentioned above are grouped by Aaker (1998) into five categories: brand loyalty; knowledge of the name; perceived quality; brand associations; other assets.

Given these definitions about brand equity, we bring the discussion raised by Chaves (2016), in which “each business has a small distinction in the elaboration and composition of the applied brand equity”. Thus, for this work, we will present this concept associated with the political context, assessing the value given to Brazilian political parties.

Table 1 - Brand Equity Definitions

Author	Year	Definition of the concept of Brand Equity
Yoo	2000	The difference between two identical products for the consumer, and in the comparison between them the representation of the brand is the factor that will give arguments for the choice of one of the two products by the consumer.
Aaker	1998	A set of assets and liabilities linked to a brand, its name and its symbol, which are added to or subtracted from the value provided by a product or service for a company and / or for consumers.
Keller	1993	These are the different and unique effects that marketing can attribute to the brand, as if the result of a marketing project did not have the same result if this product or service did not have an associated name.

2.2.2 Brand loyalty

For Aaker (1998), loyalty to a brand is one of the factors that inhibit the competition's attempt to invest to attract the public already loyal to a certain brand, thus reducing “competitive vulnerability”.

French and Smith (2008) maintain that marketers may think that retaining their customers for a long period, generating this loyalty to their brand, is a way of signaling high brand equity.

Within this asset in question we have the idea discussed in Aaker (1998) where it is stated that it is more economical to keep current customers loyal to your brand, instead of investing in the search for new consumers. We can also add the fact that current consumers can pass on their relationships and brand perceptions to new consumers.

2.2.3 Knowledge of the name

The knowledge of the name is related to the trust that the brand exhibits with consumers. Aaker (1998) explores this relationship by stating that this asset is decisive in the consumer's choice process, where he will give preference to a brand of his knowledge, as it will bring him greater confidence over the unknown.

In Keller (1993) we have the idea of the knots that are created in the consumer's mind. These nodes represent the accumulated mental connections that will connect the information received externally, and will cause the consumer to activate when entering a situation of purchase decision for a particular product segment. In this way, brand awareness will take place in the face of a consistent work of creating links and associations about a given brand.

As a process of getting to know the brand, Keller (1998) indicates the process of brand awareness, which is related to the probability of a brand coming to the consumer's mind and the ease with which it happens. This process is linked to the previous one when the relationship made correctly by the supplier regarding the link between the brand name and the attributes of the product in his mind.

2.2.4 Perceived Quality.

This perceived quality asset of the brand is directly linked to the consumer choice decision process. In the approach made by Aaker (1998) we have that this attribute will reflect

on satisfaction and loyalty, especially when it is not possible to carry out in-depth analyzes on a certain product.

Still in Aaker (1998) we bring the idea that the perceived quality can be a strong basis for a brand extension, since starting from the point that your product is already well regarded by its consumers, it is assumed that it will also have this prestige in another context.

A high quality perceived according to Yoo (200) comes from a long experience of the product and in this way the consumer is able to perceive the differentiation of the product and its superiority over its competitors.

2.2.5 Set of associations

The associations then referred to are feelings or sensations associated with the brand name, when it comes to mind. For Aaker (1998) it is an “underlying value of the brand name”.

To strengthen the brand, it is necessary to create a set of nodes and links in the consumer's memory. These nodes are like stored information that will be activated through the links formed to the associations created to the brand. The activation of these nodes can happen through external stimuli that will be decoded, or internal stimuli reactivated in the memory. (KELLER, 1993).

Therefore Keller (1993) places three important characteristics for the associations of a brand: favorability, strength and uniqueness. With this French and Smith (2008) relate these characteristics to the parties' context as marks as follows: Favorability is a positive or negative association about the party; the strength as the number of associations receives the party; uniqueness as associations that cannot be shared with competitors and that generates a great power of differentiation.

2.3 Political Brand Equity

Political marketing according to Schneider (2008) is not primarily about communication between politicians and their constituents, but about a set of behaviors and strategies aimed at achieving an objective of political parties or their candidates.

Taking the political brand as a definition, we have in Marland (2013) that this is a set composed of the name of the party, its logo, the colors it composes and the history of the party linked to its policies and its current and past leaders. The politician's mark, on the other hand, is formed by the impressions that are passed on to the population through the way in which it is used to communicate.

As put by Lock and Harris (1996), political marketing "is concerned with communication between party members, with the media, with sources of prospecting for funding, as well as with their constituencies."

In analogy to the aspects of business marketing, Needham (2006) addresses the brand concepts applied to politics.

First, it compares the ease that the political brand brings to voters, since those who know the party choose the one with which they are most familiar; second, it emphasizes the consistency that the parties must present in order to generate confidence in their electorate; third, that parties, as well as brands, bring an idea of inspiration and "well-being" to their customers; fourth highlights that parties should be perceived as authentic, maintaining the congruence of their internal values in their campaigns (Needham, 2006).

Thus, in the table below, we present the analogies proposed by Needham (2006) regarding the work carried out on the product brands and on the parties.

Table 2: comparison between business and political marketing.

Business Marketing	Political Marketing
--------------------	---------------------

Political Brand Equity: An Analysis of Political Brand Building.

The brand facilitates product recognition avoiding the need for in-depth knowledge	The political brand makes it easier for voters to recognize and become familiar with the party of their choice
Brands represent a relationship of trust promising quality standards of your product	In politics, parties need to show coherence to build confidence in their voters
Brands need to give an idea of inspiration and bring to their consumers the desire to have this product	Political parties also need to pass on the idea of inspiring and infecting their voters, bringing the idea of "well being"
The products to be successful need to be perceived, so the important role is to enhance the brand, carrying the company's values	Parties need to demonstrate congruence of their values and thoughts, passing on the idea of authenticity.

Following this line, Lock and Harris (1996) used some factors to compare the types of marketing, placed by them as the conventional and the political, among which the following were selected as most relevant to the work:

The first factor is that in relation to the elections, the entire electorate makes its decision on the same day, differently from a purchase decision, which does not have these characteristics, nor does it even reach the same number of people.

Directing towards cost, a product has its price taken into account in the purchase process, unlike the vote, in which directly or indirectly there is no cost linked to the electorate's decision making.

Regarding the voter, we have to live with the collective decision, even if it was not his preference. This factor places the difference between public and marketing issues well.

Another important characteristic relates the candidate to a complex and intangible “product”, which the voter cannot disentangle. In other words, when buying a product, the consumer may not like the performance and make some kind of quicker change, while in the electoral process it is necessary to wait until the next election.

Finally, in several marketing situations, we have that the leading brands tend to stay ahead of the others. In the political context, succession elections can bring some problems for the government, because on certain occasions they may need to make unpopular decisions, which displease their public.

The concept of political brand equity emerges as an adaptation of conventional brand equity, as stated in Ahmed, Lodhi and Ahmad (2015), which exposes the choice of a vote very similar to the choice of a product, causing political parties to adopt strategies of managing their brands, making the “political product” more attractive, reliable and differentiable.

Complementing this idea to understand what political brand equity is, it is necessary to have a sense of the role of social policy in this process, because the community is involved and it is they who believe in the party's brand, in addition to having a decisive role in the elections (AHMED ; LODHI; AHMAD, 2015).

Following the analogy with conventional brand equity French and Smith (2008) define political brand equity as the different effects caused by the associations of a brand, in this case the political party, on the consumer (voter) response to the brand.

With that according to French and Smith (2008) we have the following discussions about the dimensions that make up the police officer brand equity.

Brand awareness, or party awareness, occurs through a spontaneous response from the interviewee, faced with the following question: "Name the main parties in your country". Thus, within what is answered, it is obtained which are placed as best known by voters, however it is not enough to know if the party is well evaluated, due to the associations that can be positive or negative (FRENCH; SMITH, 2008).

As for loyalty, we can define how the number of people who do not change their vote between consecutive elections, that is, they continue to believe and maintain the vote for a given party, which for marketing managers means strong brand equity for the party or candidate (FRENCH; SMITH, 2008).

For the question of perception of quality French and Smith (2008) put the relationship of trust between the party and its voters as a characteristic that generates a positive or negative trend on the perception.

As a way of understanding this relationship, the following table was adapted from French and Smith (2008), where the factors that influence the perception of quality were placed:

Table 3: Factors that influence the political party's perception of quality

Dimension	Feature
Credibility	Honesty and reliability
Safety	Free, at risk, or in doubt about your freedom
Communication	Listen and keep in touch with your voters
Competence	Ability to perform the promised service

Source: adapted from French and Smith (2008)

Finally, in relation to the French and Smith (2008) brand associations, they put three main factors that influence the associations based on Keller (1993), which are: the strength of the party; favorability and being unique, where the strength of the party is related to the number of associations that a certain party brings to the voter's mind; favorability follows the relationship of these associations as to whether they are positive or negative, in the end being unique means that associations that cannot be shared by other parties (FRENCH; SMITH, 2008).

Thus, in order to build a strong political brand equity, it is necessary that all the above factors are linked in such a way that strength and favorability are positive and that these associations are unique to the party, making it different from its competitors (FRENCH; SMITH, 2008).

2.3.1 Operationalization of Brand Equity Political

As a way of measuring political brand equity, some scales already studied in previous works related to brand equity assessment are adopted.

In the table below we have the adaptation of the works of Yoo (2000) and French and Smith (2008), which were divided into the following dimensions: Loyalty, Knowledge, Associations, perceived quality and political brand equity overall.

Table 4: Scales for brand equity validation

Dimension	Scale	Measure	Author
Loyalty	I consider myself loyal to X	Liket (5 points)	Yoo (2000)
	X would be my first option	Liket (5 points)	Yoo (2000)
	I would not vote for another teno X party at my disposal	Liket (5 points)	Yoo (2000)

Political Brand Equity: An Analysis of Political Brand Building.

Knowledge	I recognize X among the other parties	Liket (5 points)	Yoo (2000)
	I know X	Liket (5 points)	Yoo (2000)
Associations	Some characteristics of X come quickly to mind	Liket (5 points)	Yoo (2000)
	I can quickly associate the symbol with the party	Liket (5 points)	Yoo (2000)
	I have trouble imagining X in my mind	Liket (5 points)	Yoo (2000)
Perceived Quality	The party is trustworthy	Liket (5 points)	French and Smith (2008)
	The party communicates with its voters	Liket (5 points)	French and Smith (2008)
	The party keeps its promises	Liket (5 points)	French and Smith (2008)
Polical Brand Equity Overall	It makes sense to vote for X instead of another party, even though it has the same function.	Liket (5 points)	Yoo (2000)
	Even if another party has the same characteristics, I prefer to vote for X	Liket (5 points)	Yoo (2000)
	If you have another party as good as X, I prefer to vote for X	Liket (5 points)	Yoo (2000)
	If another party is not different	Liket (5 points)	Yoo (2000)

	from X, it seems to me better to vote for X		
--	--	--	--

Source: French and Smith (2008); Yoo (200)

For the dimension of loyalty scales were selected that seek to understand the relationship of exclusive voter voting for a specific party, according to Yoo (2000) this dimension is understood by the commitment to be loyal to the brand, in which case it would be loyal to the party.

In the knowledge dimension, we seek to understand how much the party is recognized by its voters, among others, that make up an election.

In Yoo (2000) we have a mix between the scales of knowledge and brand associations, where it is considered a multi-item scale.

For brand associations, the scales selected seek to understand the connection relationships of specific characteristics such as a symbol, a logo and an image to the party, differentiating it from its competitors.

The co dimension located as perceived quality, according to Yoo (2000) measures the excellence or superiority of a brand, and addresses quality in general, instead of specific elements of quality. For this dimension, scales of the work of French and Smith (2008) were adapted that relate the perceived quality of a party with the credibility, security, communication and competence before the electorate.

Finally, the political brand equity overall measures the value of the name of the party, representing the intention to choose a party in return with others that may have the same functions or characteristics. (YOO, 2000).

Based on the previous scales, a questionnaire was developed to assess the *brand equity* of political parties in Brazil.

In this questionnaire, the PSDB (Brazilian Social Democracy Party) will be used as an object of study, as this party is currently facing the executive power of the state of São Paulo (state where the research will be conducted) and its capital, in addition to polarizing last elections for the presidency of the country and to present strong associations in the Brazilian politics with important leaders like Fernando Henrique Cardoso, president during the years of 1994 and 2001.

3. Methodology

3.1 Types of Research

As a way to start the work, exploratory research was used, which according to Malhotra (2012) has as main objective “to help understand the problem situation faced by the researcher”, in this way it was possible better define the situations that involve research, both in the concepts that involve political brand equity, as well as its operationalization and the dimensions that make up its structure, through a set of works that have already been carried out on this subject.

In order to analyze voters' characteristics in order to understand their decision-making process in relation to their vote, the survey is also classified as descriptive, as stated by Malhotra (2012) this has the objective of "describing characteristics or functions of the market", in addition to having characteristics such as “hypothesis formulations and the design of a pre-planned structure”.

As statistical analyzes and quantifications will be made for definitions and conclusions about the research problem, this is defined as a quantitative research (MALHOTRA, 2012).

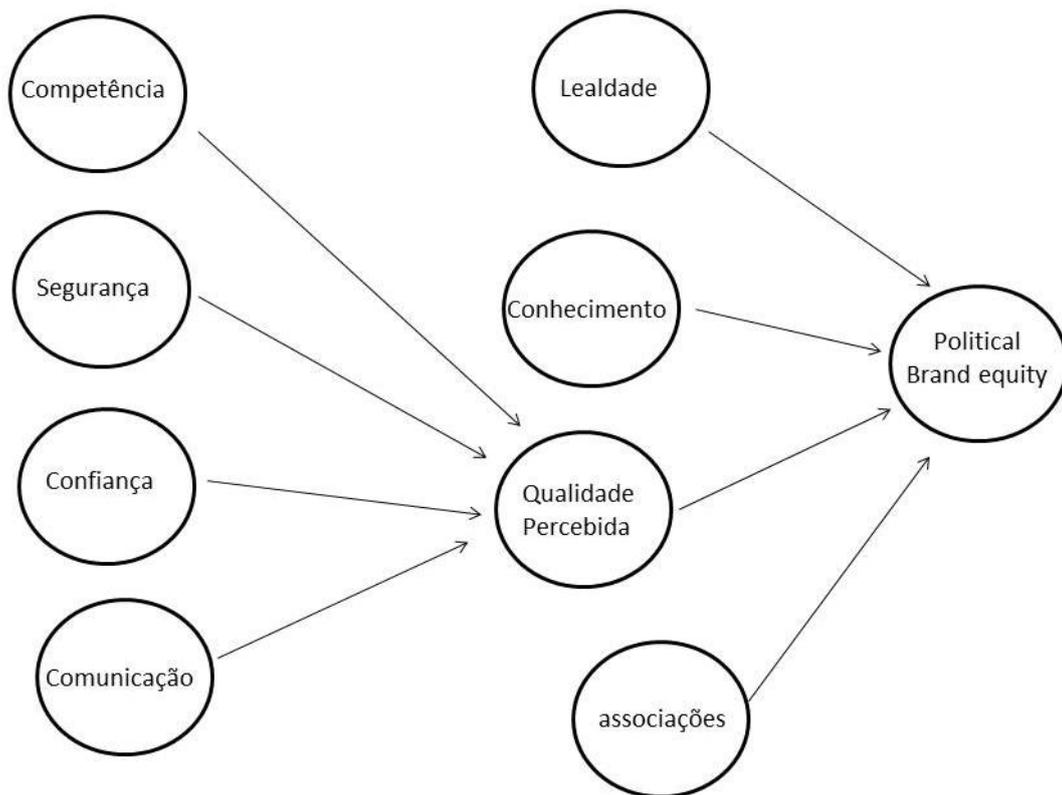
For this, primary and secondary data will be used, because the data will have both specific purposes, to solve the research problem, and for objectives that are not the main problem (MALHOTRA, 2012).

3.2 Assumptions

For formulating the hypotheses below, the following model was built, based on the work of Aaker (1998) and French and Smith (2008), in which the first elaborated the dimensions of loyalty, knowledge, perceived quality and associations for brand formation equity. In the second work, the component dimensions of perceived quality were discussed, represented by competence, security, trust and communication.

Based on these two works and adapting to the Brazilian context, the following model was formulated for the formation of political brand equity.

Image 1: construct of political brand equity.



From the previous construct, illustrated in image 1, hypotheses were formulated regarding the reliability of the dimensions:

H1: The variables of the component dimensions of the construct are reliable.

H2: The variables of the component dimensions of the construct are not reliable.

For hypothesis H1, it will be considered that the dimensions that compose the construct are reliable to be used in the study.

As for hypothesis H2, it will be considered that the dimensions used in the formulation of the construct are not reliable for the study.

To analyze the relationship between dimensions and the construct, hypotheses are also formulated:

H3: dimensions are related to the construct.

H4: dimensions are not related to the construct.

In hypothesis H3, the dimensions that relate to the formation of the final construct will be evaluated.

In H4, dimensions that are not related to the formation of the final construct will not be considered.

4. Analysis of Results

The first analysis made after obtaining the data was to generate a multiple regression statistic, which according to Malhotra (2012) is used to involve a dependent variable with two or more independent variables. In the case of this work, we have that the dependent variable is represented by political brand equity (Pbe), while the independent ones are: loyalty to the party (Lp), knowledge of the party (Cp), perceived quality (Qp) and associations (Ass). These variables then give rise to the following general form: $Pbe = Lp + Cp + Qp + Ass + e$.

The results presented by the regression in Table 1 show a high degree of correlation and explanatory power, illustrated by the value of the R-Square 0.9329 and a low F of significance 8,144E-106.

Table 1: Results regression.

Estatística de regressão			
R múltiplo	0,965914029		
R-Quadrado	0,932989911		
R-quadrado ajustado	0,926426904		
Erro padrão	0,584607732		
Observações	187		

ANOVA			
	<i>gl</i>	<i>F</i>	<i>F de significação</i>
Regressão	4	636,983017	8,144E-106
Resíduo	183		
Total	187		

	<i>Coefficientes</i>	<i>valor-P</i>
Interseção	0	#N/D
Lealdade ao partido	0,645870818	5,43069E-22
Conhecimento do partido	-0,001333505	0,976838984
Qualidade percebida	0,441357785	2,13119E-11
Associações	-0,026654675	0,495559018

In view of these results, we can say that the dimensions: party loyalty and perceived quality had the highest correlation coefficients, with 064 and 0.44 respectively, thus developing greater linearity with the construction of political brand equity and thus explain the relationship better.

The loyalty pointed out with the highest correlation coefficient brings precisely the notion of the party's strength, because the greater the number of voters who fail to vote for which other candidate belonging to a different party, the greater the political strength and the probability of perpetuating in positions within the spheres of power.

The perceived quality, as expected, also had a high degree of explanation, since the parties that keep their promises and still manage to communicate with voters efficiently, tend to pass more confidence to the population and this way to create a strong party and with credibility before the electorate.

Party knowledge and associations showed low coefficients, allowing to infer that these variables have no direct relationship in the growth of the *political brand equity*. This can be explained that within the universe of political parties, being known by the electorate, does not

necessarily mean that they will bring you votes, or even political strength, as well as associations, where the characteristics associated by voters with the parties, were not representative to explain the studied phenomenon.

Based on the model presented by the hypotheses previously, it was used to the SmartPLS tool, a software for modeling structural equations to identify the predictive power of variables, whose likelihood was 71.7%.

It is important to note that the dimensions of competence, security, trust and communication, developed in the work of French and Smith (2008) were incorporated by the perceived quality variable.

Therefore, image 2 below represents the model of *political brand equity*, where the dimensions of loyalty, party knowledge, perceived quality and associations represent 52.5%, 4.1%, 41% and 3.6% of the relationship between dimensions and political brand equity, respectively.

For each of these dimensions, variables represented by the model's rectangles in image 2 were distributed. These new variables presented represent the following statements:

V11: PSDB would be my first option

V12: I would not vote for another party, with PSDB available.

Vcp1: I recognize the PSDB among the other parties.

Vcp2: I know the PSDB.

Vqp1: The PSDB has credibility, being honest and reliable.

Vqp2: The PSDB maintains contact with its voters.

Vqp3: The PSDB is competent: able to accomplish what was promised.

Vqp4: PSDB is reliable.

Va1: Some features of the PSDB come quickly to my mind

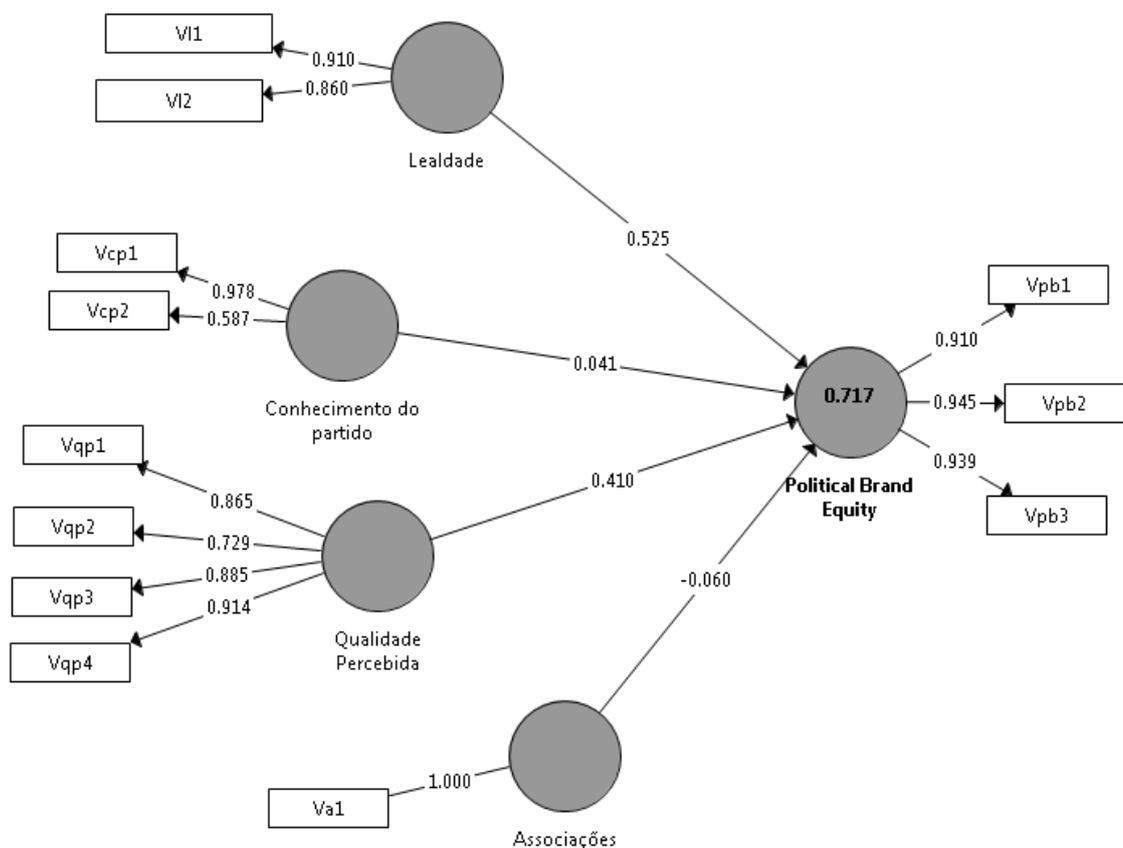
Political Brand Equity: An Analysis of Political Brand Building.

Vpb1: It makes sense to vote for the PSDB, instead of other parties, even though they have the same function.

Vpb2: Even though other parties having the same characteristics, I prefer to vote for the PSDB.

Vpb3: Even having a party as good as, I prefer to vote for PSDB.

Image 2: Political brand equity construction model

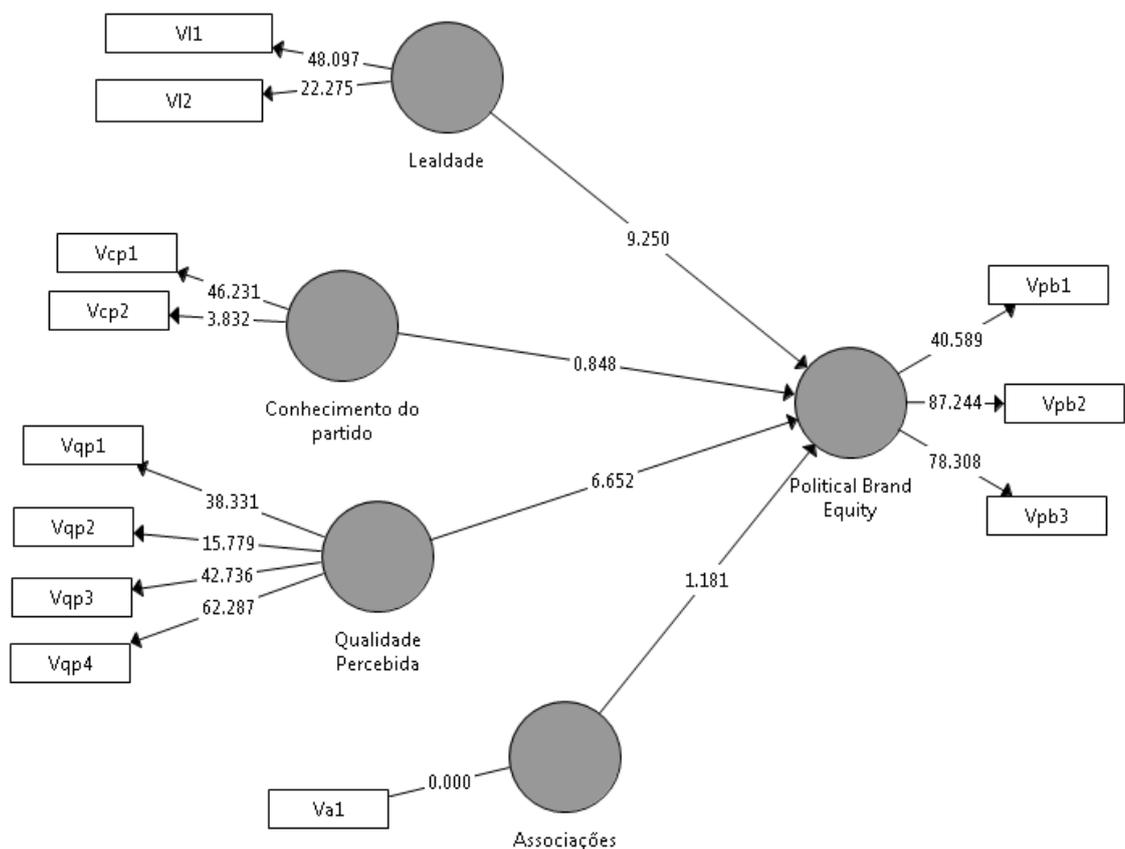


Within the results obtained, it is noted that the alphas represented by each arrow linking the new variables, show the representativeness of each one in relation to their respective dimensions, that is, the higher the alpha, the more explanatory each variable will be.

As previously mentioned by the regression and reaffirmed by the structural equation modeling, the most explanatory dimensions were: loyalty and perceived quality. Adding to this information, we have that the variables used to understand each dimension were quite representative, demonstrating the main aspects that political parties must work on in order to strengthen themselves before the electorate.

Image 3 shown below shows the bootstrapping analysis, which shows the significance of each dimension in relation to political brand equity, where the higher the ratio, the better its significance.

Image 3: Bootstrapping analysis



In this way it is also possible to identify which variable is most significant for the construction of each dimension. In loyalty, the dimension that has the greatest significance, the variable that contributed the most was V1, that is, the more the party is the first option, the higher its loyalty index. As well as in perceived quality, in which credibility is the main variable that influences this dimension.

Therefore, the results present a model with the main dimensions and its variables, indicating which are the main characteristics that make a party strong vis-à-vis its competitors and the electorate, bringing quality and loyalty as an explanation to understand the real situations of relations between voters and political parties in Brazil.

5. Final considerations.

From a managerial point of view, the research sought to identify which are the dimensions that make up the strength of a political brand and which ones have relevance, so that a party can then work and improve its political brand equity.

The results found showed that the variables that make up the dimension of perceived quality, are very relevant to the strength of the party, because what the electorate is looking for is a party that has the capacity to fulfill what was promised, be honest, have a relationship of proximity to voters and finally show confidence.

In the Brazilian context, research is a step towards more efficient management in the face of the great competition resulting from pluripartisanship, where new parties need to stand out from those considered large, or more traditional, while these more traditional ones need to renew themselves with the new generations of their electorate.

The new campaign methods, given the evolution of the media provided mainly by social networks added to the speed with which the information circulates, reflect the need for a closer approximation of the party with the voter, in addition to a stricter control of their

actions and their affiliates to generate credibility, honesty and reliability, fundamental characteristics for a strong party, according to the research carried out.

Another characteristic discussed and that makes the party strong is loyalty. This can be proven by the different militancy that Brazilian parties have, that is, a group of people who work, dedicate themselves to a certain party and regardless of whether there are other voting possibilities, they will faithfully choose the party for which they militate.

In academic terms, the work explored an adaptation of the concept of brand equity that is still little known, or studied in the national context. This may allow the diffusion of a new concept to be worked on by the managerial marketing area.

A new concept opens space for new studies that advance and complement the present work. In addition, new variables can be studied and related to political brand equity.

Different types of stimuli can also be used to check for changes in model construction. For example, use figures considered leaders of their parties or some specific movement.

As this study was carried out at the time of the presidential election, there may be factors that influenced the responses, so new research can be carried out at different times, to verify if there is a change in the model.

The work presented limitations in the number of valid questionnaires, which may be broader, as well as in its field of activity, which may be broader.

Therefore, it is not possible to state that this model is capable of inferring results at the national level, since different regional cultures can influence the result.

BIBLIOGRAPHIC REFERENCES

AAKER, David A (1998). **Brands: Brand Equity Managing Brand Value**. 13. ed. São Paulo: Elsevier.

AHMED, Mirza Ashfaq; LODHI, Suleman Aziz; AHMAD, Zahoor. Political Brand Equity Model: The Integration of Political Brands in Voter Choice. **Journal Of Political Marketing**,

Political Brand Equity: An Analysis of Political Brand Building.

[sl], v. 16, n. 2, p.147-179, 19 May 2015. Informa UK Limited.
<http://dx.doi.org/10.1080/15377857.2015.1022629>.

CHAVES, Eduardo de Paula Silva (2016). Country Brand Value: An Empirical Investigation in Different Operational Models and Relations with Country Images and Culture Perception. 2016. 207 f. Thesis (Doctorate) - Business Administration Course, University of São Paulo, Ribeirão Preto.

EGAN, John (1999). Political Marketing: Lessons from the Mainstream.**Journal Of Marketing Management**.London, p. 495-503.

FRENCH, Alan; SMITH, Gareth (2008). Measuring political brand equity: a consumer oriented approach.**European Journal Of Marketing**, Loughborough, v. 44.

Grabe, Maria Elizabeth; Erik Page Bucy (2009). Image Bite Politics: News and the Visual Framing of Elections. New York: Oxford University Press.

HAIR, Joseph F. et al (2009).**Multivariate Data Analysis**.6. ed. Porto Alegre: Bookman.

KELLER, Kevin Lane (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity.**Journal Of Marketing**, v. 57, n. 1, p.1-22.

KIRCHHEIMER, Otto (2012). The transformation of Western European party systems. Brazilian Journal of Political Science, [sl], n. 7, p.349-385. FapUNIFESP (SciELO).<http://dx.doi.org/10.1590/s0103-33522012000100014>.

LOCK, Andrew; HARRIS, Phil (1996). Political marketing: vive la différence !.**European Journal Of Marketing**.Manchester, p. 14-24.

MILLS, C. Wright (2016). The Mass Society. In: FORACCHI, Marialice Mencarini.

MALHOTRA, Naresh (2012).**Marketing Research**.6. ed. Porto Alegre: Bookman,

MARLAND, A (2013). What is a political brand: Justin Trudeau and the theory of political branding. P. 1-17.

Political Brand Equity: An Analysis of Political Brand Building.

MARTINS, José de Souza (2016). **Sociology and Society**: (Readings of Introduction to Sociology). Rio de Janeiro: National Editorial Group, p. 260-275.

NEEDHAM, Catherine (2006). Brands and political loyalty. *Journal Of Brand Management*. London, p. 178-187.

SCHNEIDER, Helmut (2008). Branding in Politics: Manifestations, Relevance and Identity-Oriented Management. *Journal Of Political Marketing*. Münster, p. 41-67.

YOO, B .; DONTU, N .; LEE, S (2000). An examination of selected marketing mix elements and brand equity. *Academy of Marketing Science*, v.28, n.2, p.195-211.

ZELIZER, Julian E (2010). **Gotcha politics gone wild**. Available at: <<http://edition.cnn.com/2010/OPINION/07/05/zelizer.gotcha.moments/index.html>>.

Accessed on: 25 May 2018.