

Effecting Of Candidate Image On Post-Voting Behaviour, Mediating Roll Of Voters' Satisfaction In Jordanian Parliament Election Using Hirschman Theory

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Abstract

The post-purchasing behavior and customer behavior have received a great attention in marketing research since a long time ago, whereas academic literature in the political marketing and voting behavior is still sparse, particularly factors that affecting on post-voting behavior. Therefore, this paper attempts to fill this gap by examining the relationship between candidate image and post-voting behavior (exit, voice, and loyalty). It also seeks to reviews the mediation role of voters' satisfaction in primary relationship to address the inconsistent findings in the previous studies.

Keywords: Candidate image, voters' satisfaction, post-voting behavior (Exit, Voice, Loyalty).

1. Introduction

Jordan is a semi-democratic monarchy in a tense aria, and surrounding by unstable situation countries, particularly after the Arab spring revolutions (Christophersen, 2013; Rwashadh, 2013). All around the world, participation in the parliament elections is an important part of the democratic process (de Miguel, 2015). The lack of intensity and substantive content in the messages which issued either by political parties or independent candidates reflected disconnection with the socioeconomic situation in the country. Several cases of extensive use of political money, vote-buying, and other fraud attempts marked the campaign period (European UEO, 2013). Hence, figure 1 shown below, explains the declining and slightly fluctuating in the proportion and number of voters participated during the electoral periods re-established in 1989.

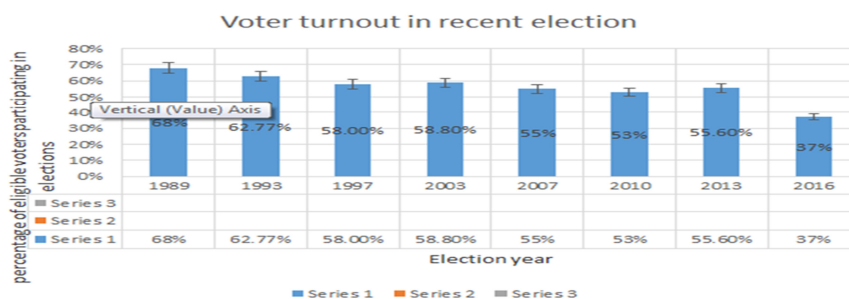


Figure 1 Jordanian Independent Election Commission Report (JIEC) (2016).

The chart above illustrates the real situation of declining parliament life of Jordan in terms of policy, issues, and candidate image. From past eight election sessions, the percentage of voters in Jordan for the years 1989 was recorded at 68.8% followed by 62%, recorded in 1993, and 58% recorded in 1997, likewise 55%, recorded in 2003 that is continuous declined. Further it reaches up to 53% in the year 2010, slightly increase in 2013 recorded 55%, and sharp decline in 2016 recorded as 37% (Al-Momani, 2016; Harahsheh, 2010; IECR, 2016; JIEC, 2016).

Michael, (2009) highlights that the elections have become familiar in most monarchies states around the Arabian countries.

The declining voting turnout ratio in Parliament elections affects political issues. This was observed in Australia (Hughes & Dann, 2010), Turkey (Gullupunar & Gulluoglu, 2013), and USA (Gillespie, 2015). In recent years, there is a detente in the context of Jordanian political case, and limited role of parties in the democratic system, especially in the Jordanian Parliamentary elections (CFSS, 2015, JHOR, 2013, Al-Azzam, 2012). That led to decay in the percentage of turnout from 68.8 percent in 1989 to 36.7 percent in 2016 over the last eight Parliamentary elections (JIEC, 2016). In recent years, the Jordan Parliament voters' industry saw a gradual decline in the percentage of Party affiliation and the number of electoral voters from 68.8% in 1989 to 55% in 2016 (IECR, 2016), indicating the need to investigate the reason of gradually decline (Al-Momani, 2016). Specifically, there is a need to investigate the factors that could influence post-voting behaviour towards generating repetitive visits and votes parties' loyalty.

The political marketing industry is viewed as a multi-billion-dollar industry (Alsamydai & Khasawneh, 2013), billions of dollars spent on political issues, such as, political brand, winning the election from each cycle, that lead to democratic life permitting them to practice their policy upon the public, changing the landscape of political and policy of their nation, country, or state (Weber, 2016). The total spending of political issues in the 2012 USA elections in the run of election win was around \$7 billion, and may be rises up to approximately \$11.4 billion in the next election session 2016 (Buttrill, 2016). In general, to influence on voter decision making and to increase the political market share (Guzzman, Paswan & Van, 2015; Winchester, Hall & Binney, 2014).

2. Post-voting behaviour

In the field of marketing, most previous studies in consumer behaviour only focuses on pre-purchase decision-making process (for example, searching for information, confidence, attitude, purchase preferences, E-Word of mouth, and purchase intentions (Mohammed & Sadia, 2013; Cantallops, & Salvi, 2014; Pescher, Reichhart, & Spann, 2014). Post-purchase activity usually involves a series of steps that the user evaluates the performance to consider the product and compared to the expected level of performance that are affected by the congruence or discrepancy (Gilly and Gelb, 1982; Woodruff, Cadotte, & Jenkins, 1983; Bearden & Teel, 1983; Oliver, 1980; Park, & Rao, 2015). As such, this study attempts to explore new approach to study the phenomenon of electoral politics, by using of marketing theories.

According to Kotler & Armstrong, (2001) consumer buying process extends not only when the user has finished buying goods or services. But also, after purchase, namely, post-purchase behaviour. The user may achieve satisfaction or not. It relies on two factors, namely the user's expectations and performance. In the political marketing, when associated with this study, the Post-voting behaviour is assumed will determine whether voters will continue to vote for the same party/candidate or they will leave and choose the others. Figure 2.

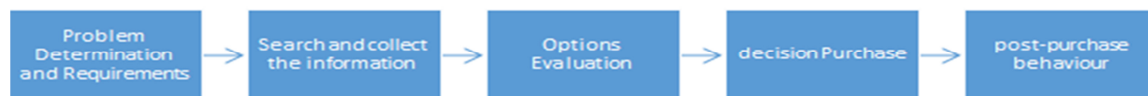


Figure 2. Decision-making process of consumers.

In the political marketing context, according to several previous literature (Kaleli & Eroglu, 2016; John, 2015; Halim & Ishak, 2014), voter's response (post-voting behavior) is an important aspect that has not been given sufficient focus in the current literature on the voters' perspective. However, from supporting point of view there are a small number of empirical studies on public organizations that have generated innovations in the exit, voice, and loyalty (EVL) framework that have not seen in other parts of the Hirschman universe (John, 2015). Therefore, it is appropriate need to address these variables in current study affecting voters' decision making and their motives that aggravate post-voting response (Davies & Mian, 2010).

This model is widely tested in several fields, for example in the organisation or work, employees will look for a better job or (exit), continue to work to improve the situation by voice, or remain in the organisation, or support organisation (loyalty). In the marketing field, the users will switch to other providers or change brands (exit), raised their complaints to the supplier or dealer by (voice), or continue to buy the same brand or goods (loyalty). In the situation of the country, the citizen can be moved to another country (exit), voicing their dissatisfaction, or

remain in the country. In particular, the couple relationship, they are not happy to take any action to leave their partner, talk with their partners to fix a problem or remain loyal to their spouse (Hirschman 1970, 1994). This study tried to see whether the three responses proposed by Hirschman appropriate to describe what happens after the elections in political situation (post-voting behaviour).

3. Candidate image

In the field of political marketing, candidate image is important factor and main concept in political marketing field (Davies & Mian, 2010; Kaleli & Eroglu, 2016). Nimmo & Savage (1976) identified candidate image is the “best single predictor of voting behavior”. Several researchers concluded that candidate image has a more powerful influence on voting behavior than the issues of the election (Clark, 1979). The importance of building and management of candidate image was found to have a great influence in the success of political marketing (Khatib, 2012). It needs to study, especially, from the voters’ perspective in political system with high spending at the time of election campaigns, (Akhmad & Azhar, 2015; Aygoren & Yilmaz, 2015; Halim & Ishak, 2014).

Using Hirschman theory, Halim and Ishak (2014) presented that measuring voters’ response cannot be accomplished without considering the factors that affecting on it directly or indirectly. In short, with complete understanding of Hirschman theory creates a better idea about voters’ response (post-voting behavior) to political issues under this study. This similar to those of previous studies (Newman, 1999). Moreover, there is the limited study on post-voting behavior that has used Hirschman theory as an underpinning theory previously (Halim & Ishak, 2014). The theory needs to be tested to see this extent of influence of candidate image in further developing the theory. Thus, Cwalina, Falkowski, and Newman, (2010) opined that external and other variables such as candidate image, need to be considered to improve the strength of response theories (Davies & Mian, 2010; Schofield 2015).

Halim and Ishak, (2014), they discussed the definition of post-voting behavior in the Malaysian general election, as one of the East Asia constitutional monarchy countries. However, post-voting behaviour has not been used and tested widely in Arab countries before, many theories and studies have been conducted about the voting behaviour, pre-voting behaviour, in political science and marketing field (Berelson, Lazarsfeld & McPhee, 1954; Campbell, Converse, Miller & Stokes, 1960; Tekade, Magade, & Mendhe, 2016; Wolfinger & Rosenstones, 1980; Zucco, 2013). This study is contributed to solve such problems and reduce their impact and to extend the political marketing research depending on the Hirschman model 1970.

4. Voters’ Satisfaction

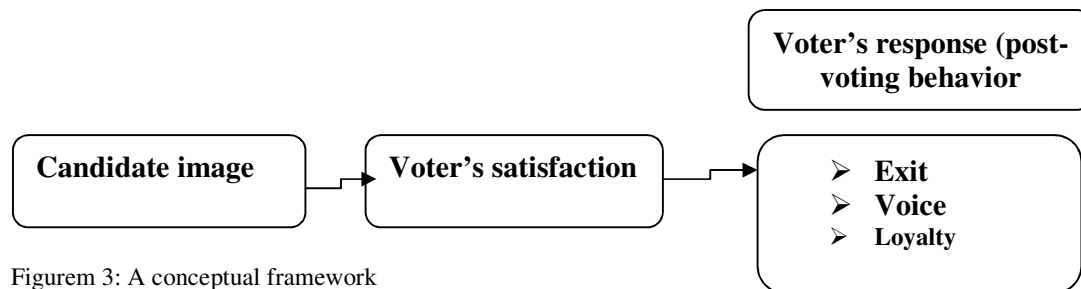
According to Baron and Kenny (1986), there is a need for a intervene variable to explain the relationships between (DV) and (IV’s). One possible mediator is satisfaction as one of the significant individual characteristics (Hirschman, 1970; Halim & Ishak, 2014). This study aims to examine the influences of voters’ individual characteristics (satisfaction) as a mediating variable between three variables which are, policy, issue, candidate image and the voters’ response (post-voting behavior) with three dimensions (exit, voice, and loyalty). Evidence suggests that customer satisfaction can mediate the relationship between these factors (Chang & Chong, 2011; Alireza et al., 2011).

Satisfaction is defined “as an effective response to purchase situation” Satisfaction is a positive affective reaction to an outcome of a prior experience. Then influences on subsequent purchases (Bennett et al., 2005; Anderson & Narus, 1990; Ganesan, 1994; and Oliver, 1980). Satisfaction has been studied in various areas of marketing like consumer services (Berry, 1983; Ndubisi & Wah, 2005), consumer markets (Giese & Cote, 2000; Kahn, 1998), industrial markets (Abdul-Muhmin, 2005; Leuthesser & Kohli, 1995), and international markets (Clemes, Gan, Kao, & Choong, 2008; Dickson & Zhang, 2004). User may achieve satisfaction or not. It relies on two factors, namely the user’s expectations and performance. Three conditions that would happen, first of all, if performance exceeds the expectations of consumers, then consumers will be satisfied. The second situation is when performance is below expectations of users then the user will experience dissatisfaction. The third situation is when expectation and performance are equivalent to the user may be satisfied with a product or service bought (Kotler & Armstrong, 2001).

5. Conceptual framework

The model in this paper developed in the context of post-voting behaviour by mapping the relationships between candidate image, voters' satisfaction and post-voting behaviour (exit, voice, and loyalty). The model represents an investigation mechanism in which this factor might potentially affect individuals' intention to revote to the same candidate in the next parliament session. Figure .3, shows the proposed model:

Figurem 3: A conceptual framework of post-voting behaviour through three dimentions (exit, voice, and loyalty).



Figurem 3: A conceptual framework

6. Conclusion

Political marketing play a critical role in economic growth in democratic countries. However, in Jordan, this vital sector faces some problems. Political independent candidates took the essential role at the time of elections. In the western countries, voters' response (post-voting behaviour) spend a much marketing efforts, while post-voting behaviour in Jordan did not adopt this strategy especially to know a voters' response (exit, voice, and loyalty).

Voters' response (post-voting behaviour) is affected by many variables, and this paper aims at identifying the role of candidate image on post-voting behaviour (exit, voice, and loyalty) among Jordanian voters, and mediating role of voters' satisfaction in creating and maintaining the voters' response. Since, there is a debate in the literature about the significant relationship between candidate image, voters' satisfaction on post-voting behaviour. Based on that, this paper clarifies the role of these constructs, and it proposes a conceptual framework for this relation; according to the literature review, there is limited research that has examined this issue in the Arab context. Moreover, this paper will open the door for scholars for future empirical studies, by adding an external factors that might include party characteristics as well as the role of culture factors in local context and other countries which affect the voting decision-making.

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