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The Impact of Political Promotion on the Iraqi Voter Trends A Survey Study of the Opinions of a Sample of Voters in the City of Mosul

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Abstract: Iraqi voter trends toward candidates or political parties vary, as these trends can be emotional, behavioral, or cognitive. On the other hand, political promotion is one of the most important tools used to influence voters. Therefore, the current study aims to identify the impact of political promotion on Iraqi voter trends. To achieve the objectives of the research, a purposive sample was selected from the voters of Nineveh Governorate who participated in the (parliamentary and provincial) elections. A total of (230) questionnaire forms were distributed to the research sample, and (200) were retrieved, representing (86.9%). The research reached a set of conclusions, including that there is a significant impact of political promotion on voter trends, and among the most important recommendations is the need to intensify the advertising campaigns of the party or the political candidate in order to achieve greater impact.

Keywords: Iraqi voter, political party, political Promotion, behavioral trends, emotional trends.

أثر الترويج السياسي على توجهات الناخب العراقي دراسة أستطلاعية لآراء عينة من الناخبين في مدينة الموصل

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المستخلص: تتفاوت اتجاهات الناخب العراقي نحو المرشحين أو الأحزاب السياسية، إذ قد تكون هذه الاتجاهات عاطفية أو سلوكية أو معرفية. من جهة أخرى، يُعدّ الترويج السياسي من أهم الأدوات المستخدمة للتأثير على الناخبين. لذا، تهدف الدراسة الحالية إلى تحديد أثر الترويج السياسي على اتجاهات الناخب العراقي. ولتحقيق أهداف البحث، تم اختيار عينة قصدية من ناخبي محافظة نينوى الذين شاركوا في الانتخابات (البرلمانية والمحلية). وُرّع على عينة البحث (٢٣٠) استمارة استبيان، وتم استرداد (٢٠٠) منها، بنسبة (٨٦,٩٪). وتوصل البحث إلى مجموعة من الاستنتاجات، منها وجود تأثير كبير للترويج السياسي على اتجاهات الناخبين، ومن أهم التوصيات ضرورة تكثيف الحملات الإعلانية للحزب أو المرشح السياسي لتحقيق تأثير أكبر.

الكلمات المفتاحية: الناخب العراقي، الحزب السياسي، الترويج السياسي، التوجهات السلوكية، التوجهات العاطفية.

Introduction

Political promotion is not the distribution of electoral platforms but rather it is dynamic and constantly moving interaction with the changes in the popular opinion. It involves a long-term effort to shape and influence voter perceptions in an uncertain political world and a rapidly evolving one at that. The political promotion does not solely rest on the transference of ideas, however the manner the voters are absorbing the ideas, the level of internalizing the ideas, and lastly how the voters are being persuaded by the messages being passed across. When political messages emerge from the real interests of the voters, a high level of credibility and acceptance is achieved, which strengthens the connection between the political party or candidate and the voters. Accordingly, the current research consists of five sections: the first deals with the research methodology; the second discusses the theoretical framework of the political promotion variable; the third discusses the theoretical aspect of the Iraqi voter trends; the fourth deals with the practical aspect of the research; and the fifth presents the main conclusions and recommendations reached by the research.

Section One: Research Methodology

First: Research Problem

Political parties and candidates seek to obtain the largest possible number of voter votes by attempting to impact the trends of these voters through reliance on political promotion. Accordingly, the research problem can be identified through the following question:

"What is the impact of political promotion on voter trends?"

Based on this problem, the following questions have emerged:

1. Do the opinions of the respondents differ regarding political promotion?
2. Do the opinions of the respondents vary regarding their trends?
3. Is there a role for political promotion in voter trends?
4. Are voters affected, and do their trends change according to political promotion?

Second: Research Importance

The significance of the given research could be explained by the fact that political promotion and vote are also significant factors. The ultimate objective to most political parties would be to win the race of the elective by building and aligning the interests of the electorates, thus, be in a position to carry their agenda and beat the rest of the political units. In this regard, the promotion of political actions is also a prerequisite, as it is the primary instrument, which is employed to persuade the electorate and gain their backing to a certain party or a candidate.

Third: Research Objectives

- To identify the role of political promotion in voter trends.
- To reach a set of recommendations and conclusions that may provide benefit to those interested in this field.
- To enrich the theoretical aspect related to the two research topics, especially since the electoral process takes place in Iraq every four years.

Fourth: The Hypothetical Model of the Research

Based on the theoretical framework of the research, the researcher formed an initial vision of the nature of the relationship between the two research variables, which is illustrated by the hypothetical model of the research as shown in Figure 1.

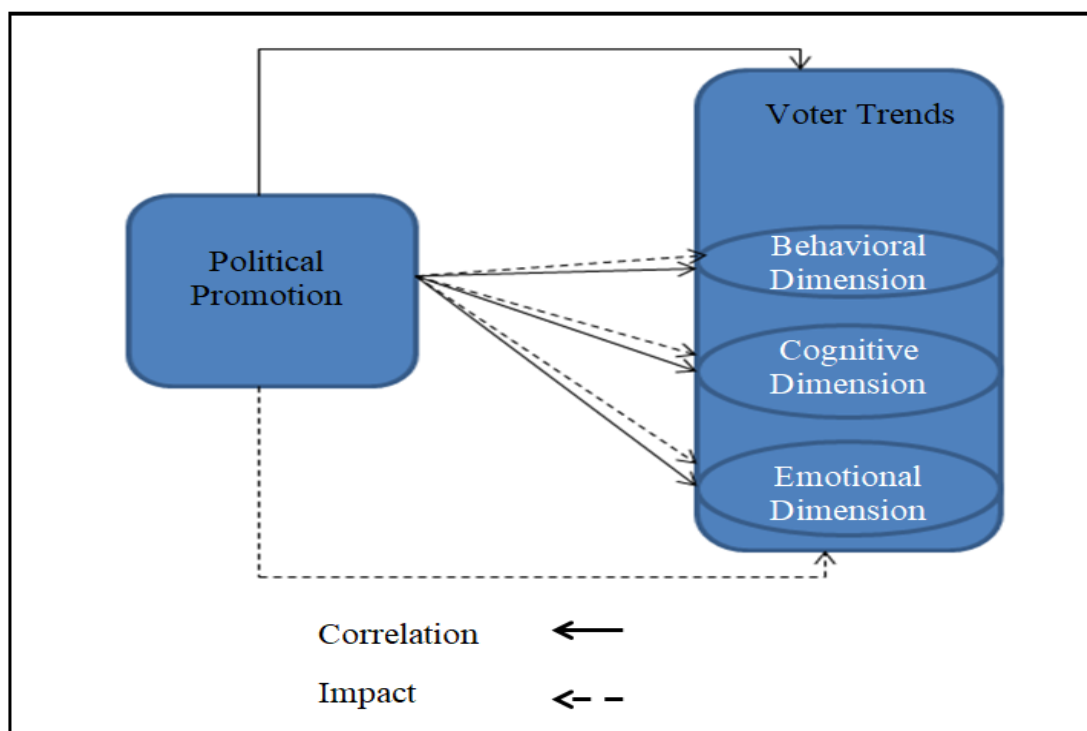


Figure (1): The Research Model

Source: prepared by the researcher

Fifth: Research Hypotheses

The research is based on two main hypotheses:

First Hypothesis: There is no significant correlation between political promotion and voter trends at the overall level.

From this hypothesis, three sub-hypotheses emerge:

- There is no significant correlation between political promotion and the behavioral dimension of voter trends.
- There is no significant correlation between political promotion and the cognitive dimension of voter trends.
- There is no significant correlation between political promotion and the emotional dimension of voter trends.

Second Hypothesis: There is no significant impact of political promotion on voter trends at the overall level.

From this main hypothesis, three sub-hypotheses are derived:

- There is no significant impact relationship between political promotion and the behavioral dimension of voter trends.
- There is no significant impact relationship between political promotion and the cognitive dimension of voter trends.
- There is no significant impact relationship between political promotion and the emotional dimension of voter trends.

Sixth: Research Method, Tools, and Statistical Analysis

The exploratory method was adopted as it is suitable for social phenomena and for measuring the relationships and impact among them. Regarding the analytical aspect, a questionnaire was used as the main tool for data collection from the research sample, represented by voters in the city of Mosul. The questionnaire was designed according to the five-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) with a range of (5, 4, 3, 2, 1) respectively. A total number of (230) questionnaire forms were distributed, and (200) were retrieved. The questionnaires

were distributed manually to voters, and the statistical software package (SPSS-V 22) was used for analysis.

Seventh: Spatial and Temporal limits of the Research

Spatial restrictions: To ensure that the responses were real and premised on the personal experience, a purposive sample of voters who attended the elections in Iraq was selected.

Time limitations: the study was carried out between the 10/9/2024 and 20/2/2025.

Eighth: approaches to Data Collection.

1. Theoretical side: To obtain the information and data that would be needed to complete both theoretical and practical parts of the research, the researcher resorted to the Arabic and foreign literature, which is available in the college library, research papers, and internet theses.

2. Field aspect: the field aspect is represented by the information that was compiled by the votes of the people of the Mosul city.

Section Two: Political Promotion

Section Two

First: The Concept of Political Promotion.

It is considered that political promotion is a powerful and the inalienable aspect of modern democracy that enables people and political parties to represent their messages and ideas to voters in a persuasive manner and in an effective way, create alliances and offer strategic partnerships and mutual collaboration that will support their political purpose and vision (fielder, 2017, 65). Therefore, any political promotion should be conducted in a responsible and ethical manner to develop reasonable legislations and good political judgment that can be aligned with the wishes of voters and meet their right needs and desires.

Political promotion refers to an attempt by political teams and candidates to communicate their ideas and policy agendas to gain the favour of people (Genri, 2020, p.12). According to Lee (2019, p.29) political promotion entails application of different channels which include; political speeches, media platforms, creation of awareness among the people and direct social interactions, which are aimed at containing the opinion of the people and reinforcing the validity of the informed political decision-making. According to Sitangang (2022, p.43), it could also be defined as a set of positive strategies and tactics that are precisely directed towards reaching the positive contact with the voters and bringing them even nearer to the political message.

Second: Objectives of Political Promotion

The objectives of political promotion can be clarified as follows (Phil & Mathew, 2015, 52)(Dalton, 2020, 66)(Al-Rubaie, 2017, 33):

1. Achieving effective positive impact on public opinion and directing it toward supporting the policies and decisions adopted by the government, political actors, or candidates.
2. Building a positive image of political figures and strengthening their political identity and wide national popularity among voters.
3. Supporting strong community participation and interaction in the political process.
4. Enhancing solid democracy and comprehensive political awareness among voters.
5. Helping politicians to build a strong popular base to support their political policies and programs.
6. Increasing voter awareness and their political affiliations.

Third: Means of Political Promotion

Political promotion refers to the general term that is used to designate a wide range of tools and techniques that political candidates use to attract the attention of the voters and spread their political messages that include television and radio advertising, face-to-face meetings, arguments, digital platforms, smart apps, and social media platforms, such as Facebook, Twitter, Instagram, Snapchat,

and YouTube (Jennifer Lees, 2017, 23). In addition, political candidates can use other new media such as blogs, podcasts, and electronic newsletters (Saloum, 2022, 17).

Political oratory is considered to be one of the most important instruments of political promotion since it provides politicians with the possibility to convey their message and ideas to the voters in a no-frills and efficient style. Its main attributes of an effective political speech can be explained as follows (Folgado, 2021, 19):

- As such, it is expected to be substantially researched and strong, with the appropriate use of language and appealing word to the interest and involvement of the voters.
- It should be used as a tool of opening democracies and making them more communal.
- It has to influence the feelings of the voters and make them perform such actions according to the principles and ideas that are mentioned in the speech.
- It should also improve the knowledge and communication between the people and the political leaders by ensuring that no message is delivered without proper delivery, without reasoning and examples in life.

Fourth: Successful Political Promotion Preconditions.

Political promotion conditions are different, and it is a complex of worked-out marketing strategies and profound knowledge of the society and political reality. These are the needs, which directly influence the degree of the political promotion success and allow the political promotion process to determine the positive communication with the electorate and to reach the electoral goals. These conditions can be explained in the following manner (Stephen, 2021, 13)(Al-Layla, 2016, 14)(Patterson, 2019, 18) ;

1. Deep understanding of voters: This entails the analysis of demographic, social and economic details of the target clients. This will help in the crafting of political messages that favor it.
2. Honed and compelling message: The political message should be short, compact and to the point.
3. Determining political identity: A strong and strong political identity will enhance the chances of success of the promotional process. The political identity is comprised of the strong slogan, frequent pictures (the look of a candidate or a party), and some words that denote the sense of belonging and allegiance to the shared principles.
4. Various channels of media: We have to use all the available media channels, both traditional (TV and radio) and digital (social media, blogs, promotional video, etc.) channels. This will rely on the modification of messages based on each platform.

Section Three: Voter Trends

First: The Concept of Voter Trends

Voters (the customers of the politicians) possess a set of preferences or trends that they display toward a particular political entity or figure (Hassan, 2010, 24). These trends are subject to change and can be influenced by numerous factors such as technological, economic, social, and cultural changes. (Patterson &Wale ,2019, 71) referred to these trends as a combination of emotions, opinions, and beliefs held by the voter toward a specific political party. Similarly, (Sitanggang &Ancok ,2021, 44) described them as perceptions or tendencies formed through the voter's interaction with their surrounding environment, such as political advertisements, past experiences with previous electoral processes, which ultimately reflect on their political decisions and choices.

Second: Dimensions of Voter Trends

Voter trends consist of three main dimensions (Saksono, 2020, 24); (Abu Awad, 2018, 23)(Alan, 2018, 44):

1. The Cognitive Dimension: Refers to the knowledge and information the voter possesses about a political party or candidate. For example, if a voter knows that a particular political party

performs efficiently or has a good reputation, this forms part of their trends toward that political entity.

2. The Emotional Dimension: Refers to the emotions and feelings the voter experiences toward a political party or candidate. When the voter feels trust and comfort toward a political party or candidate, it positively influences their trends, and vice versa.
3. The Behavioral Dimension: Relates to how the voter acts and decides based on their trends, whether they will support a particular party or candidate depending on what they know (the cognitive aspect) and how they feel (the emotional aspect).

Third: Voter Patterns are politically founded.

The voter trends are pegged on several pillars that are critical (Saksono, 2020, 18):

- The Civil Rights and Individual Freedoms-A certain section of voters pays much attention to civil matters such as human rights, protection and equality of gender among minorities. Inclination of voters is likely to be affected by the role that a party/candidate plays in integrating these principles in the campaigns. When political messages accurately portray these values, there are high chances that they will trigger a positive response and a higher number of voters concerned with them.
- General Political Trends: Voters are influenced by the policy of the government and by the political opinion which is in their countries.
- Possibly:contact with Political Campaigns: Advertisements or campaign of political promotion which use the particular political position can influence the vote.
- Political awareness: high political awareness voters tend to base their political decisions on their previous political position.

Section Four: The Practical Aspect of the Study

First: Demographic Characteristics of the Respondents

Table (1): Research Sample

Variables	Number	Percentage
Gender	Male	125
	Female	75
Educational Attainment	High school	11
	Diploma	36
	Bachelor's	117
	Higher education	36
Age	20-29 years	30
	30-39 years	55
	40-49 years	101
	50 years and older	14

Source: prepared by the researcher

The demographic factors of the respondents were represented by Table (1) of a group of significant variables (gender, educational attainment, age). The maximum values of each variable are presented as percentages as displayed in the discussion below:

The greatest number of respondents with regards to gender was that of the male respondents (62.5) who represented (125). The reason behind this is that they are the most interested group as far as elections go.

Regardless of the level of education, the greatest percentage was observed in the category of respondents with bachelor-degree education (58.5%), which represents (117) persons, in other words, they are of a university level of education and can understand the study variables.

Regarding the age, the group that possessed the most number of shares (39-40) years was (55.5%) which possessed (101) respondents. This segment seems to have higher chances of voting during an election.

Research Scale Dimensions and Variables Coding.

Coding of the dimensions and variables of the measurement scale that the study was carried out in is the first step that needs to be taken. It so does that it makes statistical tests required to analyze the data as easy and accurate as possible, provide easy answers to research questions, and achieve its goals. See Table (2).

Table (2): Aspects of Coding of the Dimensions and Variables of the Study Scale.

Dimension	Items	Coding
Independent variable/Political Promotion	Politicians provide clear information about their electoral platform.	PP 1
	Candidates present their electoral platform with complete honesty.	PP 2
	Candidates use a variety of methods to promote their electoral platform.	PP 3
	Political rhetoric is more influential on voters.	PP 4
	Direct interaction with candidates facilitates the electoral decision.	PP 5
	Television interviews are more memorable for voters.	PP 6
	Candidates' reliance on modern media, such as podcasts, contributes to convincing voters.	PP 7
	Transparency in political advertising contributes to changing voters' emotional trends.	PP 8
Dependent variable (voter trends)	Voters tend to choose a candidate based on the recommendations of others.	BO 1
	Voters repeatedly vote for the same candidate based on their own experience with opinion leaders.	BO 2
	Voters recommend that other voters vote for the same candidate based on their own experience with him.	BO 3
	Voters share their positive opinions about their chosen candidate through social media.	BO 4
	Voters share their negative opinions about their chosen candidate when asked.	BO 5
	Voters understand how political advertising works.	COG 1
	Voters have sufficient knowledge of political advertising methods.	COG 2
	Voters can distinguish deceptive political advertising.	COG 3
	Voters have a clear understanding of candidates' objectives in political advertising.	COG 4
	Voters can analyze the advantages and disadvantages of new candidates based on their previous experience.	COG 5
	Voters feel comfortable interacting with political candidates.	AFF 1
	Trust in the candidate influences the voter's decision.	AFF 2
	Social relationships and kinship influence the voter's opinion.	AFF 3
	Voters feel excited about the electoral process.	AFF 4
	Voters are emotionally influenced when choosing a political party or candidate.	AFF 5

Source: prepared by the researcher

1. The Variable of Political Promotion was as follows described and diagnosis.

Table (3) denotes that the statistical and descriptive tests (arithmetic mean, standard error, standard deviation, and variance) of variable of political promotion are offered. It is also clear that the arithmetic mean of all the items of the dimension of political promotion lie between (2.87) and (3.07) close figures to the hypothetic value of the five point Likert scale. This means that the perceptions of the sample members are usually skewed either non-neutrally with the items of this variable.

Arithmetic mean of item (PP 2) was the highest one (3.075) and the standard deviation (1.403) of the value was the highest, showing that the responses of the respondents were also relatively concentrated on this item. The standard deviation of (2.870) and the variance of (2.134) were relatively the lowest in the computation of the arithmetic mean of item (PP 3) and the standard

deviation of (1.461) respectively indicating that there was more opinion variance among the respondents on the content of the item.

The coefficient of variation values of (44.83) to (50.90) are relatively high implying that there was a visible dispersion of the respondents in their answers to the items of political promotion. The least coefficient of variation of (44.83%), and the highest dispersion of item (PP 3) at (50.90%) indicated the lowest and highest dispersion of the item respectively.

Given this, it can then be concluded that the answers of the respondents to the political promotion items are acceptable and the fact that voters cannot be said to share the same opinion with political promotion and may have diversity not only in their responses.

Table (3): Explanation / Diagnosis to the Political Promotion Variable.

Item	Arithmetic mean	Standard error	Standard deviation	Variance	Coefficient of variation (%)
PP 1	2.9950	.10406	1.47167	2.166	49.13%
PP 2	3.0750	.09923	1.40329	1.969	45.62%
PP 3	2.8700	.10329	1.46074	2.134	50.90%
PP 4	3.0400	.10415	1.47284	2.169	48.44%
PP 5	3.0050	.09603	1.35801	1.844	45.20%
PP 6	3.0700	.09733	1.37643	1.895	44.83%
PP 7	3.0250	.09935	1.40508	1.974	46.44%
PP 8	2.9200	.09729	1.37589	1.893	47.11%

Source: Prepared by the Researcher based on SPSS_Amos V.26

2. Description and Diagnosis of the Voter Trends Variable

The voter trends variable consists of three dimensions:

A. Behavioral Dimension

Table (4) presents the statistical and descriptive tests for the behavioral dimension of voter trends.

Table (4): Arithmetic Mean, Standard Error, Standard Deviation, Variance and Coefficient of Variation for the Behavioral Dimension of Voter Trends

Item	Arithmetic mean	Standard error	Standard deviation	Variance	Coefficient of variation (%)
BO 1	3.0850	.10243	1.44854	2.098	46.96%
BO 2	3.0800	.09520	1.34635	1.813	43.72%
BO 3	2.9800	.10466	1.48005	2.191	49.66%
BO 4	3.0000	.10418	1.47338	2.171	49.11%
BO 5	2.8550	.09335	1.32011	1.743	46.25%

Source: Prepared by the Researcher based on SPSS_Amos V.26

According to Table (4), one finds that the arithmetic mean of the items of the behavioral dimension of the voter trends was between (2.855) and (3.085) that are figures near the hypothetical middle ground (3) of the five-point Likert scale. This means that the perceptions of the members of the sample are largely neutral with reference to the elements of this dimension.

The arithmetic mean of (BO 1) of (3.085) and the standard deviation of (1.449) and variance (2.098) were the highest and therefore respondents were nearer to this item. Object (BO 5) on the other hand was the least arithmetically means of (2.855) with a standard deviation of (1.320) and a variance of (1.743) which is by comparison a very narrow figure of differences in opinions held by the participants over its content.

In terms of the coefficient of variation, it had values that were between (43.72) and (49.66) which are relatively high ($CV > 30\%$) and this depicts a definite variation in the answers of respondents to the questions of this dimension. It (BO 2) exhibited the least dispersion at (43.72%), meaning that

there was relative homogeneity in the respondent opinions (as they were more homogeneous) with item (BO 3) having the highest dispersion at (49.66).

In this regard, it can be concluded that the answers of the respondents to the behavioral aspect of voter trends were of moderate intensity, between being neutral and agreeing. This indicates that the voters attitude towards political promotion in Mosul is at a stage of limited interaction and that there is some degree of consensus as identifying their behavioral reaction to the same. This means that the applicants should improve their campaigning to boost the extent of favorable voter attitude to themselves.

B. Cognitive Dimension

Table (5) presents the statistical and descriptive tests for the cognitive dimension of voter trends.

Table (5): Arithmetic Mean, Standard Error, Standard Deviation, Variance and Coefficient of Variation for the Cognitive Dimension of Voter Trends

Item	Arithmetic mean	Standard error	Standard deviation	Variance	Coefficient of variation (%)
COG 1	2.9600	.10293	1.45568	2.119	49.19%
COG 2	2.9350	.09696	1.37120	1.880	46.73%
COG 3	3.0050	.09758	1.38004	1.904	45.91%
COG 4	3.0550	.10351	1.46379	2.143	47.91%
COG 5	3.0450	.09982	1.41172	1.993	46.37%

Source: Prepared by the Researcher based on SPSS_Amos V.26

From Table (5), it is evident that the arithmetic means for the items of the cognitive dimension of voter trends ranged between (2.935) and (3.055), which are values around the hypothetical midpoint of the five-point Likert scale which is (3). This indicates that the opinions of the sample members generally tend toward neutrality regarding the items of this dimension.

Item (COG 4) achieved the highest arithmetic mean at (3.055) with a standard deviation of (1.463) and variance of (2.143), indicating that respondents' answers were relatively close around this item. In contrast, item (COG 2) recorded the lowest arithmetic mean at (2.935) with a standard deviation of (1.371) and variance of (1.880), reflecting a relatively limited variation in participants' opinions regarding its content.

Regarding the coefficient of variation, its values ranged between (45.91%) and (49.19%), which are considered relatively high ($CV > 30\%$), reflecting a clear dispersion in respondents' answers to the items of this dimension. Item (COG 3) had the lowest dispersion at (45.91%), indicating a relatively homogeneous degree of opinions among respondents, whereas item (COG 1) had the highest dispersion at (49.19%), showing greater divergence in participants' viewpoints.

Accordingly, it can be concluded that respondents' answers toward the cognitive dimension of voter trends were of good level and tended toward agreement. This reflects that voters' awareness and knowledge of political promotion methods are still relatively limited and require increased informational interaction and awareness efforts by candidates in Mosul.

C. Emotional Dimension

Table (6) presents the statistical and descriptive tests (for the emotional dimension of voter trends).

Table (6): Arithmetic Mean, Standard Error, Standard Deviation, Variance and Coefficient of Variation for the Emotional Dimension of Voter Trends

Item	Arithmetic mean	Standard error	Standard deviation	Variance	Coefficient of variation (%)
AFF 1	2.9700	.09769	1.38154	1.909	46.52%
AFF 2	3.1000	.09431	1.33375	1.779	43.02%
AFF 3	2.9800	.10585	1.49693	2.241	50.23%
AFF 4	2.9850	.10211	1.44402	2.085	48.36%
AFF 5	2.9650	.10060	1.42264	2.024	47.96%

Source: Prepared by the Researcher based on SPSS_Amos V.26

According to Table (6), one can see that the arithmetic mean of the items of the emotional dimension of voter trends was between (2.965) to (3.100), the range of which is between the hypothetical middle of five-point Likert scale (3). It implies that the perceptions of the sample members would tend to lean towards being neutral towards the items of this dimension to a large extent. The maximum figure of (3.100) of item (AFF 2) and a variance of (1.779) and the standard deviation (1.334) indicates that (AFF 2) was near to the maximum figures of respondents. On the other hand, item (AFF 5) recorded the minimum arithmetic mean of (2.965) and a standard deviation of (1.423) and a variance of (2.024) showing that the respondents had a relatively small range of opinions about the same.

Its coefficients of variations lie in the range of (43.02) to (50.23) which means that the dispersion of the response of the respondents to the items in this dimension is incredibly high. Its item (AFF 2) dispersion was the least (43.02%), and relates to the fact that the degree of opinions was closer to the respondents, but item (AFF 3) dispersion was the largest (50.23%), and reflects on the fact that the respondents had a more heterogenous opinion.

Judging by this, it can be stated that the response of the respondents on the emotional section of the voter trends was of high quality and was leaning towards realism. This may be construed to imply that an emotional affiliation with the voters to the political promotion activity exists which brings an emotional affiliation or a routine positive feeling through the said political promotion activity.

The Content Validity of Items of Research Scale should be tested.

The other important procedure that must be checked prior to data and results analysis is validity and reliability of the measurement scale testing to collect the validity of the measurement scale and its applicability in the research objectives.

In order to determine the content validity of the items of this research scale, the explanatory factor analysis (EFA) and confirmatory factor analysis (CFA) of the data of the study was conducted to justify the correspondence of the items in the theoretical dimensions and their statistical consistency.

1. Exploratory Factor Analysis (EFA).

The items of the political promotion and voter trends scales were EFA to find out to what extent the items are representative of their theoretical dimensions as well as to test the latent structure of relations between the variables.

The Principal Component Analysis (PCA) technique with Varimax Rotation was used in the analysis in order to provide more clarity to the factor structure as follows:

A. Exploratory Factor Analysis of the Items of the Political Promotion Scale

Table (8) shows the test of sample adequacy of political promotion variable.

Table (8): Sample Adequate for Political Promotion Variable

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	622.482
	df	28
	Sig.	.000

Source: Prepared by the Researcher based on SPSS_Amos V.26

From Table (8), it is evident that the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy reached a value of (0.910), which is very high and exceeds the minimum acceptable threshold of (0.60) as indicated by Kaiser (1974). This result represents a strong indication that the sample is fully suitable for conducting factor analysis and that its size is sufficient for applying statistical tests to detect latent factors among the variables.

Regarding Bartlett's Test of Sphericity, it showed a value of (Chi-Square = 622.482) with degrees of freedom ($df = 28$) and a significance level (Sig = 0.000), which is highly statistically significant at ($p < 0.05$).

This indicates that the correlations among the scale items are not zero; in other words, there are significant relationships among the variables. This confirms that the data are appropriate for conducting exploratory factor analysis and that the items are interrelated in a way that allows meaningful factors to be extracted.

Table (9): Rotated Component Matrix for the Political Promotion Variable

Item	Dimension
PP 1	.787
PP 2	.728
PP 3	.737
PP 4	.715
PP 5	.761
PP 6	.716
PP 7	.765
PP 8	.646

Source: Prepared by the Researcher based on SPSS_Amos V.26

From Table (9), it is clear that all the items of the political promotion scale (PP 1 – PP 8) obtained high factor loadings that ranged between (0.646) and (0.787), all of which are above the minimum statistically acceptable threshold of (0.40) as recommended by Hair et al. (2010). This means that all items have a strong relationship with the political promotion variable and represent valid components of the political promotion variable with no weak or outlier items requiring deletion.

Item (PP 1) showed the most significant factor loading at (0.787) which means it is the most representable item of the entire dimension political promotion and contributes a lot to the explanation of the total variance of the variable. In contrast item (PP 8) has the lowest factor loading (0.646) but it is still within the acceptable range and from a statistical point of view it is valid to be included in overall scale.

In terms of entire, the outcomes of the turned component matrix show that the political promotion items have high internal consistency and statistical homogeneity. This confirms the validity of the scale used in measuring the political promotion dimension and reflects the accurate opinion of the respondents regarding this variable in the study population (Mosul city).

B. Exploratory Factor Analysis for the Items of the Voter trends Scale

Table (10): Test of Sample Adequacy for the Voter Trends Variable

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.837
Approx. Chi-Square	1225.333
Bartlett's Test of Sphericity	df
	105
	Sig.
	0.000

Source: Prepared by the Researcher based on SPSS_Amos V.26

From Table (10), it is clear that the value for the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was (0.837) which is very good and above minimum statistically acceptable value of (0.60) as per Kaiser (1974). This result shows that the sample size is suitable enough to conduct exploratory factor analysis and the data size is enough to find the relationship between the items of voter trends scale.

Regarding Bartlett's Test of Sphericity, it had a value of (Chi-Square = 1225.333) having degree of freedom (df = 105) and a level of significance (Sig = 0.000) which is very statistically significant at ($p < 0.05$). This means that all the correlations between the scale items are significant, non-zero, that is, there are clear interrelationships between the variables, and is supportive of the utilization of factors analysis with the data.

Overall, the results of KMO and Bartlett's tests suggest that the voters trends variable data show a high level of internal consistency and interrelation which could suggest the validity and suitability of conducting exploratory factor analysis (EFA) for identifying latent dimensions (behavioral, cognitive, emotional) that represent this variable in the study population in Mosul city.

Table (11): Rotated Component Matrix for the Voter Trends Variable

Item	Dimension		
	1	2	3
BO 1	.287	.734	.244
BO 2	.281	.656	.219
BO 3	.237	.703	.271
BO 4	.354	.677	.231
BO 5	.342	.662	.179
COG 1	.536	-.291-	.485
COG 2	.473	-.417-	.480
COG 3	.456	-.383-	.526
COG 4	.519	-.423-	.462
COG 5	.497	-.283-	.523
AFF 1	.628	.012	-.527-
AFF 2	.622	-.032-	-.514-
AFF 3	.687	-.044-	-.489-
AFF 4	.643	-.097-	-.420-
AFF 5	.653	-.054-	-.473-

Source: Prepared by the Researcher based on SPSS_Amos V.26

From Table (11), it is evident that the items of the voter trends scale exhibited a clear distribution on three main dimensions, i.e. behavioural, cognitive and emotional. It is a sign that the exploratory factor analysis is that of the theoretical structure of the scale as designed in the conceptual structure of the study.

First: Behavioral Dimension:

The items (BO 1, BO 2, BO 3, BO 4, BO 5) clustered in the second factor with factor loading between (0.656-0.734) all above the statistically acceptable minimum of 0.40. This shows that these things reflect one coherent dimension of voter's real behavior related to political promotion such as voting intentions, repeating voting and interaction with the candidate.

Second: Cognitive Dimension:

The items (COG 1, COG 2, COG 3, COG 4, COG 5) grouped in the third factor with the value of factor loading ranged from (0.462) to (0.526). This is a reflection of the fact that these items are a measure of the awareness and understanding of the voters of the concepts of marketing as well as their recognition of the benefits of political promotion. The stability of this factor cluster is also an indication of the content validity and the cognitive structure of a scale.

Third: Emotional Dimension:

The strong loaders on the first factor were the items (AFF 1, AFF 2, AFF 3, AFF 4, AFF 5) and the loading of the items are between (0.622) and (0.687). The values are visible manifestations of emotive or emotive constituent of the voter patterns i.e. the feeling of liking or disliking the

candidate due to the political advocacy. These side loadings indicate consistency of items in this dimension.

Thus, as the results of the exploratory factor analysis suggest, the items of the voter trends are distributed appear to be reasonable and consistent and are based on three various dimensions, i.e., on the behavioral, cognitive and emotional ones. All the factor loadings were above the acceptable minimum (0.40), which demonstrated that the scale is valid, the factor structure is clear, and it is applied in the appropriate manner to capture the theoretical concept of the voter trends in the context of political promotion in Mosul.

2. Confirmatory Factor Analysis of the Research Variables.

Having determined the construct validity of the scale through the exploratory factor analysis (EFA), the study proceeded to determine the factorial validity of the measure model through the confirmatory factor analysis (CFA). This was to ensure that the extent to which the theoretical model can be applied in the field information is tested.

A. CFA of Independent Variable Political Promotion:

The construct validity of the independent variable which is Political Promotion was tested using CFA that contains 8 items in it. Since Figure (2) reveals, the latent variable (Political Promotion Network) of the model is an ellipse and the eight observed items (PP 1 to PP 8) are the rectangles.

Coefficients of simple regression:

The relationship between the latent variable and the eight items indicates that the standardized loading of the factors was between (0.58) and (0.76) more than the necessary value (0.50). This confirms the fact that every single object has been useful in explaining the latent concept of political promotion. The greatest one (0.76) had standardized weight of the item PP 1: the item best represented the concept of political promotion in the model, and the standardized weight of PP 8 was the lowest (0.58), but within the reasonable ranges.

Statistical Significance of the Loadings:

The relationships between all the items and the latent variable were found to be strong and consistent with all the factor loading being statistically significant at ($p < 0.05$) level. Table (12) shows the CFA and standardized regression weight on political promotion.

Model Fit Indices:

The model demonstrated very good fit:

$\chi^2/df = 1.069$ (less than 3)

GFI = 0.938 (greater than 0.90)

RMSEA = 0.013 (less than 0.08)

All indices fall within acceptable statistical thresholds, confirming that the proposed model fits the field data very well.

Finally, the CFA results indicate that the political promotion scale exhibits strong construct validity and high internal consistency. The eight items (PP 1–PP 8) serve as valid and effective indicators of the latent variable. Therefore, this scale can be reliably used in subsequent statistical analyses to measure the effect of political promotion on voter trends in Mosul.

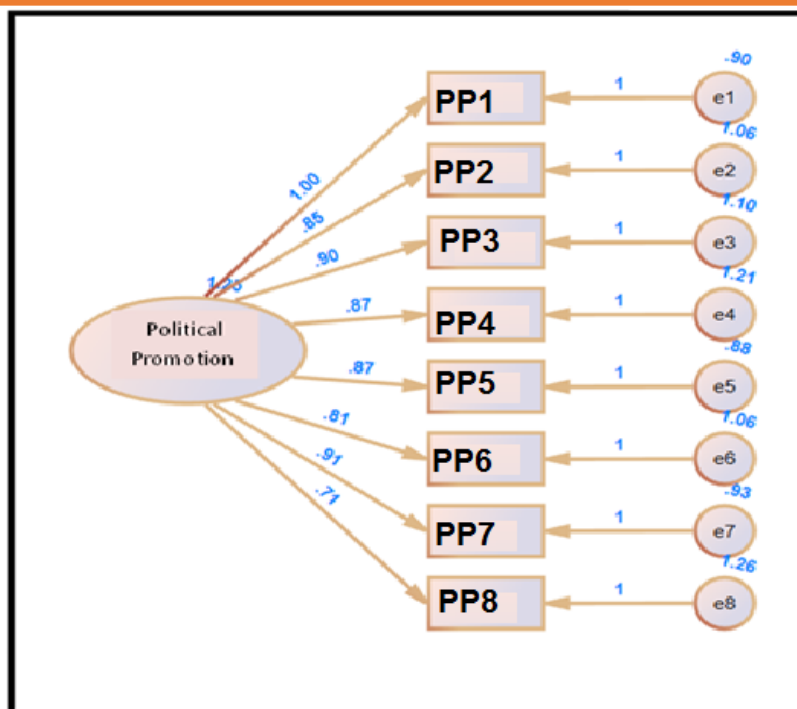


Figure (2): Model of the Latent Independent Variable – Political Promotion

Source: Prepared by the Researcher based on SPSS_Amos V.26

Table (12): Standardized Regression Weights for the Political Promotion Variable

Items	Path	Standard Weight (Estimate)	Significance Level (P)	Interpretation
PP 1	←	0.76	0.000	Highest standard loading – represents the variable strongly
PP 2	←	0.68	0.000	Significant
PP 3	←	0.69	0.000	Significant
PP 4	←	0.66	0.000	Significant
PP 5	←	0.72	0.000	Significant
PP 6	←	0.66	0.000	Significant
PP 7	←	0.73	0.000	Significant
PP 8	←	0.58	0.000	Lowest standard loading but statistically acceptable

Source: Prepared by the Researcher based on SPSS_Amos V.26

B. Confirmatory Factor Analysis (CFA) for the Dependent Variable: Voter trends

The construct validity of the dependent variable “Voter trends” and its three (behavioral, cognitive, emotional) dimensions, comprising a total of 15 items, was tested using CFA in AMOS.

The results, illustrated in Figure (3), show that the 15 items are distributed across three sub-dimensions:

Behavioral Dimension: BO 1–BO 5

Cognitive Dimension: COG 1–COG 5

Emotional Dimension: AFF 1–AFF 5

The analysis aimed to verify the factorial validity of the scale and the extent to which its items represent the theoretical dimensions of the dependent variable.

o The weights of standardized regressions are shown below:

The circles representing the relationships between the latent constructs and the observed items show the standardized regression weights that are all positive and high with a range of 0.75 to 1.08. Each of the values is above the lowest acceptable level of 0.50 which shows that items measure the

various dimensions they are designed to measure, and are valid indicators of the construct of voter trends.

- Behavioral Dimension: The loading had been 0.80-1.04 which depicts the five items (BO 1-BO 5) being a clear display of the actual behavior of the voters as far as political promotion is concerned.
- Cognitive Dimension: The loadings were ranging between 0.87 and 1.06 and this implies that the voters are knowledgeable and well aware of political promotion.
- Emotional Dimension: The loadings were determined to be between 0.75 and 1.08 and it is evident that the five items are effective in either capturing negative or positive feelings and emotions of promotion of politics.

Relationships of statistical significance:

The level of correlation between items and the dimensions of the item was quite high at the $p < 0.05$ level which means that there was a high internal consistency of the items with the dimension. It demonstrates that the proposed model presents in the most accurate way the theoretical construct of voter trends.

Inter-Dimensional Relationships:

There are moderate positive correlations between the latent constructs (behavioral, cognitive, emotional):

The difference between behavioral and cognitive was 0.02.

Between behavioral and emotional 0.09.

Their cognitive and emotional between them 0.18.

These results suggest that although the three dimensions are related to each other, they are conceptually distinct where one of the dimensions is an aspect of another voter trend.

Model Fit Indices:

The field data were found to fit the model very well. The measurement of all indicators of fit showed within reasonable values according to the indicators suggested by Hair et al. (2019) and are presented in Table (13).

Table (13): Model Fit Indices

Index	Value	Accepted level	Rating
χ^2/df	< 3	≤ 5	Very Good
GFI	0.93	≥ 0.90	Good
CFI	0.95	≥ 0.90	Excellent
TLI	0.94	≥ 0.90	Excellent
RMSEA	0.04	≤ 0.08	Excellent

Source: Prepared by the Researcher based on SPSS_Amos V.26

These results indicate that the proposed model of Voter trends fits the empirical data very well, thereby enhancing the overall construct validity of the scale. Overall, the results of the confirmatory factor analysis (CFA) show that the dependent variable Voter trends consists of three interrelated and complementary dimensions (behavioral, cognitive, emotional), and that the items within each dimension are statistically valid, accurately representing the theoretical construct.

Furthermore, the model fit indices confirm that the proposed CFA model exhibits a high degree of structural consistency and internal reliability, allowing it to be confidently used in testing its relationships with other variables in the overall study model.

Table (14) presents the results of the analysis and the values of the Standardized Regression Weights for the dependent variable Voter trends and its dimensions.

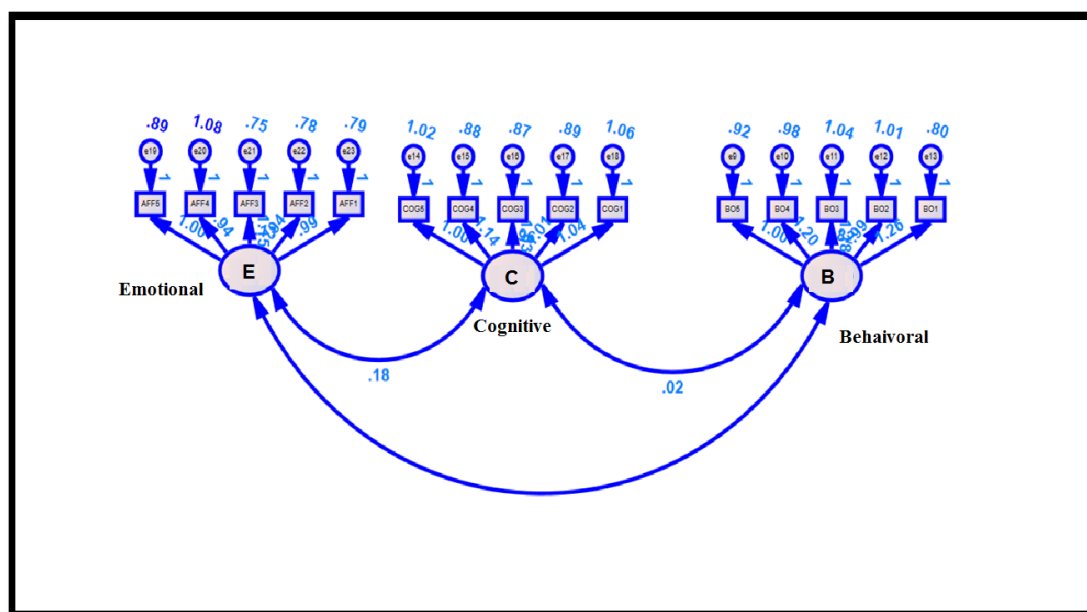


Figure (3): Model of the Dependent Variable: Voter Trends and its Dimensions

Source: Prepared by the Researcher based on SPSS_Amos V.26

Table (14): Standardized Regression Weights

Dimension	Item	Standard weight β	Significance	Brief Note
Behavioral	BO 1	0.80	< .001	Significant
Behavioral	BO 2	0.89	< .001	Significant
Behavioral	BO 3	1.04	< .001	Highest loading in the behavioral dimension
Behavioral	BO 4	0.88	< .001	Significant
Cognitive	BO 5	0.85	< .001	Significant
Cognitive	COG 1	1.06	< .001	Significant
Cognitive	COG 2	0.89	< .001	Significant
Cognitive	COG 3	0.87	< .001	Significant
Cognitive	COG 4	0.88	< .001	Significant
Emotional	COG 5	1.06	< .001	Significant
Emotional	AFF 1	0.79	< .001	Significant
Emotional	AFF 2	0.78	< .001	Significant
Dimension	AFF 3	0.75	< .001	Lowest loading in the emotional dimension (still acceptable $\geq .50$)
Behavioral	AFF 4	1.08	< .001	Highest loading in the emotional dimension
Behavioral	AFF 5	0.89	< .001	Significant

Source: Prepared by the Researcher based on SPSS_Amos V.26

Hypotheses

Main Hypothesis 1: There is no statistically significant correlation between political promotion and voter trends at the overall level.

This hypothesis has three sub-hypotheses:

1. There is no significant correlation between political promotion and the behavioral dimension of voter trends.
2. There is no significant correlation between political promotion and the cognitive dimension of voter trends.

3. There is no significant correlation between political promotion and the emotional dimension of voter trends.

Results from the structural equation model (SEM) shown in Figure 4 indicate that the total correlation between political promotion (F 1) and voter trends (F 5) is $r = 0.78$, a strong positive and statistically significant correlation ($p = 0.000 < 0.001$). Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming a significant correlation between political promotion and voter trends.

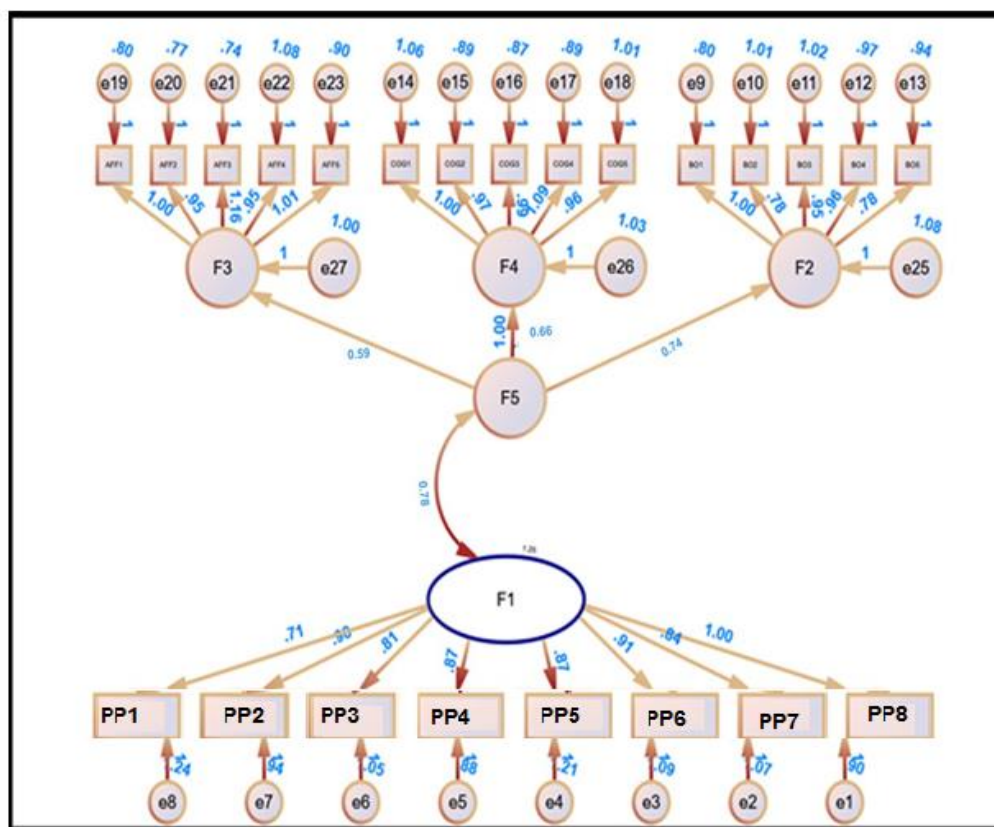


Figure (4) : The Relationship Between Political Promotion and Voter Trends

Source: Prepared by the Researcher based on SPSS_Amos V.26

Regarding the sub-hypotheses derived from the main hypothesis, as illustrated in Figure (5), the results are as follows:

- There is no significant correlation between political promotion and the behavioral dimension of voter trends. The correlation coefficient was $r = 0.72$, indicating a strong positive relationship that is statistically significant at the 0.001 level. Therefore, the null hypothesis stating “there is no significant correlation between political promotion and the behavioral dimension of voter trends” is rejected, and the alternative hypothesis is accepted.
- There is no significant correlation between political promotion and the cognitive dimension of voter trends. The correlation coefficient was $r = 0.68$, representing a strong positive relationship that is statistically significant at the 0.001 level. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted.
- There is no significant correlation between political promotion and the emotional dimension of voter trends. The correlation coefficient was $r = 0.74$, showing a moderate positive relationship that is statistically significant at the 0.001 level. Consequently, the null hypothesis is rejected, and the alternative hypothesis is accepted.

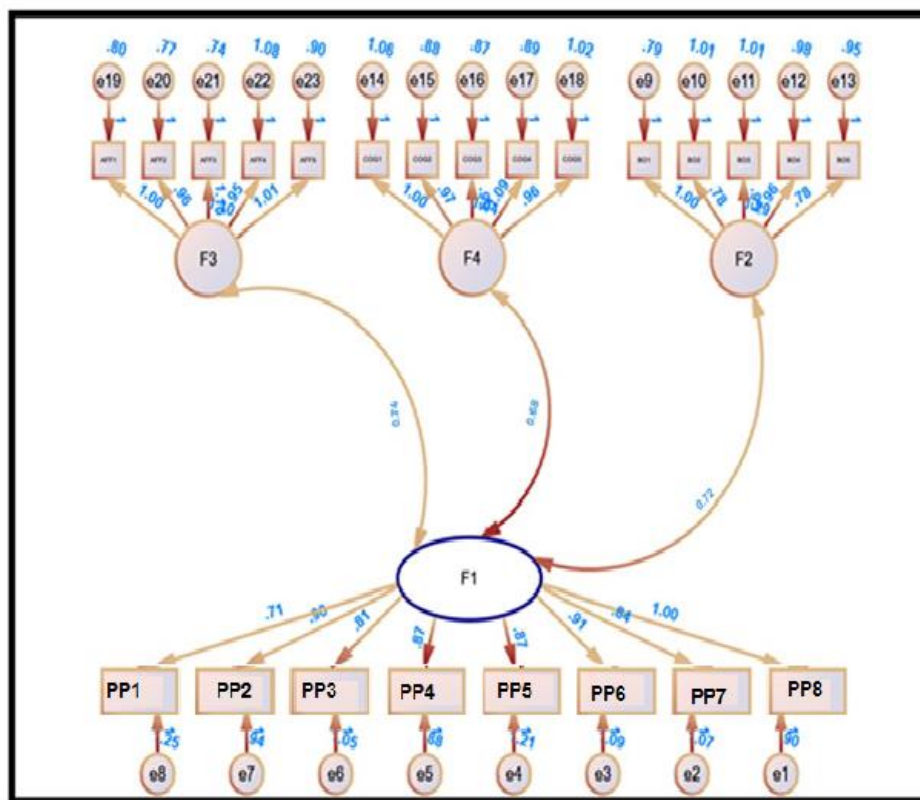


Figure (5): The Correlation Relationships Between Political Promotion and the Three Dimensions of Voter Trends

Source: Prepared by the Researcher based on SPSS_Amos V.26

The Second Main Hypothesis

Hypothesis (2): There is no significant impact of political promotion on voter trends at the overall level.

From this main hypothesis, three sub-hypotheses are derived:

- There is no significant impact relationship between political promotion and the behavioral dimension of voter trends.
- There is no significant impact relationship between political promotion and the cognitive dimension of voter trends.
- There is no significant impact relationship between political promotion and the emotional dimension of voter trends.

Using SEM to test this hypothesis (Figure 6), political promotion (F 1) was modeled as a latent variable measured by PP 1–PP 8, while voter trends (F 5) was modeled as a second-order latent variable comprising the behavioral (BO 1–BO 5), cognitive (COG 1–COG 5), and emotional (AFF 1–AFF 5) dimensions.

The results of the model fit indicated excellent fit indices as the values were as follows:

$\chi^2/df = 1.02$ with $p = 0.31$ (> 0.05)

GFI = 0.950, CFI = 0.997, TLI = 0.996

RMSEA = 0.012 with PCLOSE = 1.000

These indicators confirm the adequacy of the model in explaining the structural relationships. Based on the Critical Ratio (C.R.) and significance level (p) for the direct effect path from Political Promotion (F 1) to Voter trends (F 5), the results showed that Estimate = 0.540, Standard Error (S.E.) = 0.090, C.R. = 6.00, with $p < 0.001$; and the standardized regression weight $\beta_{std} = 0.62$. This indicates a strong, positive, and statistically significant effect, leading to rejection of the null

hypothesis and acceptance of the alternative hypothesis, confirming a significant impact of political promotion on voter trends.

As for the sub-hypotheses of the second main hypothesis, the following results were obtained

- F 5 → F 2 (Behavioral Dimension): Estimate = 0.78, S.E. = 0.085, C.R. = 9.18, $p < 0.001$, $\beta_{std} = 0.78$. This represents a strong, positive, and highly significant effect; thus, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating a significant impact of political promotion on the behavioral dimension of voter trends.
- F 5 → F 3 (Emotional Dimension): Estimate = 0.660, S.E. = 0.088, C.R. = 7.50, $p < 0.001$, $\beta_{std} = 0.66$. This shows a strong, positive, and statistically significant effect; therefore, the null hypothesis is rejected, confirming a significant impact of political promotion on the emotional dimension of voter trends.
- F 5 → F 4 (Cognitive Dimension): Estimate = 0.590, S.E. = 0.087, C.R. = 6.78, $p < 0.001$, $\beta_{std} = 0.59$. This also reflects a strong, positive, and statistically significant effect, leading to rejection of the null hypothesis and acceptance of the alternative, confirming a significant impact of political promotion on the cognitive dimension of voter trends.

Summary of results:

- Political promotion has a large, significant overall impact on voter trends.
- Each (behavioral, cognitive, emotional) dimension shows a significant, positive impact individually.

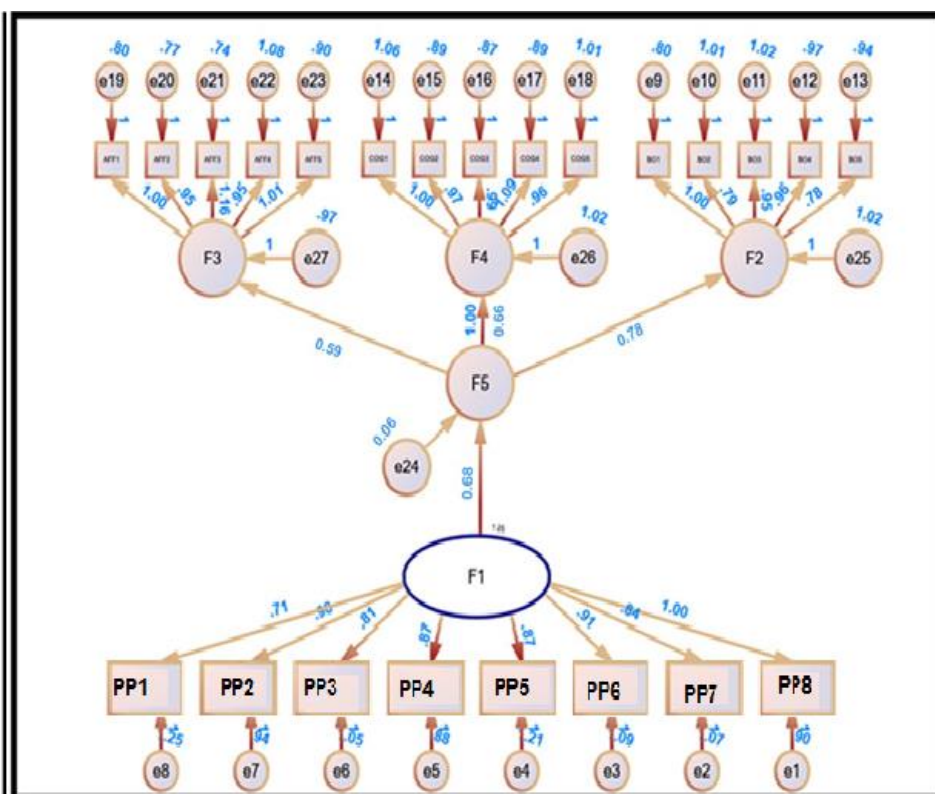


Figure (6): The Impact of Political Promotion on Voter Trends and its Three Dimensions.

Source: Prepared by the Researcher based on SPSS_Amos V.26

Section Four: Recommendations and Conclusions.

Conclusions:

1. The voter patterns, general and dimension-wise, are greatly affected by political promotion.
2. Political promotion has significant correlations with voter preferences, on the whole, and on the level of dimensions.
3. The voters in Mosul do not exhibit the political promotion behavioral reactions but the level of agreement and conformity is high in the cognitive and emotional levels.

Recommendations:

1. It is more effective on the Iraqi voters by the direct political communication used by political candidates and parties.
2. False political promotion should not be done as this impairs the credibility of the candidate.
3. Enhance good promotional campaigns to manipulate the voter turn up and voter turn up.

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