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Research Paper

Exploiting political unrest in marketing: politicizing consumer image during crises

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ABSTRACT

The main aim of current research is to shed the light on how political branding is able to formulate a strategic brand marketing during crises. Aspects of political branding included (transparency, communication, responsiveness and resilience). For that sake, quantitative methodology was employed, and a questionnaire was uploaded online to gather primary data from (438) as a simple random sample of customers. SPSS was used to deal with collected data. Results of analysis accepted the main hypothesis as it was seen that F value for the main hypothesis was statistically significant at the 0.05 level. Amongst the chosen variables of study, it was seen that resilience was the most influential as resilience in political branding assumes centrality in the development of strategic brand marketing during crises in the sense of proving that even amidst the crises; political branding has the capacity to uphold positive brand personalities. Scholars find that resilience allow political brands to be quick and accurate in their decision making and manage a crisis situation without compromising core values and principles. Through proving strength, political entities are able to inspire their audience with signs that they are ready to stand the storm that may come their way.

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1. INTRODUCTION

Marketing is closely related with politics, as both disciplines tend to use the similar tools and techniques with the purpose of manipulating the community. In the specific context of politics, marketing

is pivotal in the promotion of political personalities and parties as well as Policies. The act of gaining support of voters through branding, messaging, or other persuasive tactics is one key central marketing in political campaign. As in marketing where firms try to win organizational loyalty and trust, politicians want to maintain political loyalty and trust with the citizenry within and through the political system [1].

According to [2], the so-called digital marketing and utilizing social networks make a distinction between marketing and politics even more problematic. They use social media to address the targeted population with their messages, organize large groups of supporters and adapt to population's behavior based on the information received. In like manner, customers' needs and wants blend with social and political activism to address issues of social justice within marketing disciplines [3]. An analysis of how marketing and political communication unfold on the Internet stress the importance of narrative, influencers, and appeals in the process of setting the agenda and fostering the audience's interest.

Moreover, it would be impermissible to overlook the ethical side of the interdependence of marketing and politics. Both fields are concerned about issues of, and often question, transparency, truthfulness and managing the public. Data analytics, behavioral targeting, or its more banal version, micro targeting, in political marketing raise questions about privacy and manipulation. Therefore a need to develop ethical standards and policies regarding marketing and political advertisement so that the campaigns are carried out relatively with due regard to the democratic processes [4].

[5] Argued that political marketing as a discipline includes the broad spectrum of different actions and activities utilizing marketing tools in political campaigns. As with most things in political campaigns, the branding of the campaigns holds some significant importance, more so because it is used in the relay of messages and in satisfying the social belonging needs of the voters. The look of political campaign materials is designed in perfect form as to make people comprehend and remember the goals and visions of the specific campaign.

Aspects of candidates are vital within the sphere of political marketing: candidates and their looks are an unspoken part of the campaign. It is expected that citizens prepare themselves through image consulting before going for the polls. From the clothes a person wear to posture and facial expressions, everything is analyzed to portray the truth, charm, and trust respectively. Body language and other factors about how politicians look can influence the voters' perception and particularly determine whether to trust that political figure and vote for them [6].

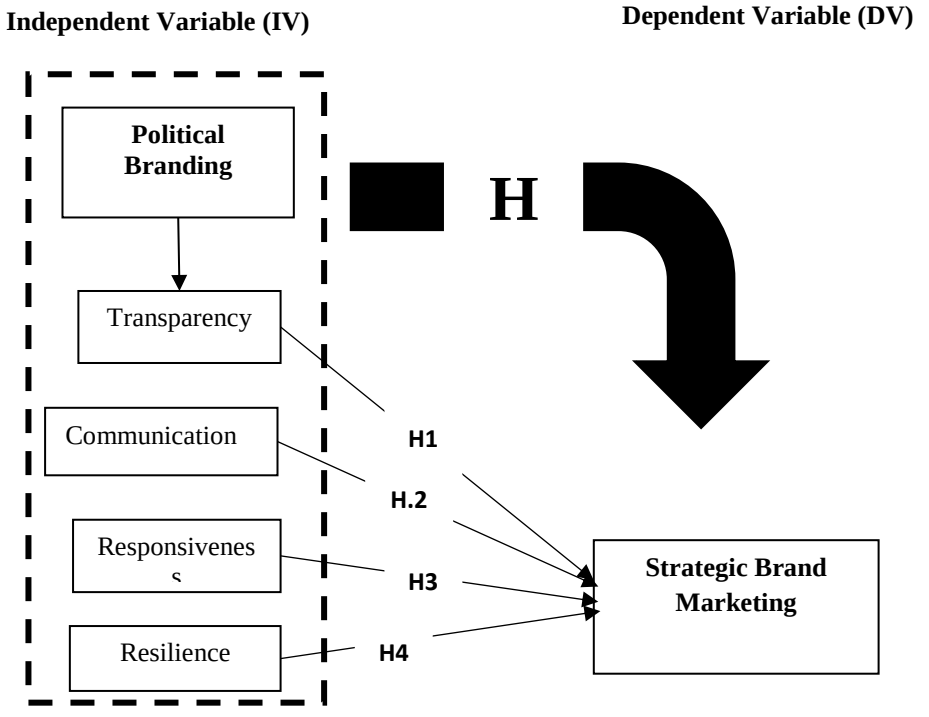


Figure 1. Study Model

Also, overall and particularly with the emergence of digital platforms and social media the general outlook or nature of political marketing appearance has also changed. The situation today means that both the candidates and the campaigns have abundant ways through which they can engage the voters through great visuals across multiple online platforms [7]. The design patterns of the campaign homepages, social media content, and web banners have a significant responsibility of containing the audience interest and the key communication points. While political marketing can still been seen in the more conventional means of marketing, such as television and newspapers, it has adapted and taken on a more visually orientated online presence, which is crucial for advertising to the contemporary voter [8], [9].

From the above argument and literary gap, we have built a model in order to highlight the relationship between variables and at the same time extract hypotheses of study as shown in Figure 1.

According to the above model, we can say that this current study hypothesize the following:

- H: Political branding has a positive influence on strategic brand marketing
- H1: Transparency has a positive influence on strategic brand marketing
- H2: Communication has a positive influence on strategic brand marketing
- H3: Responsiveness has a positive influence on strategic brand marketing
- H4: Resilience has a positive influence on strategic brand marketing

2. RELATED WORK

2.1 Political Branding

[10] Defined the concept of political branding as the management of images of a party, candidate or a government ideology in a political process with the intent of influencing the electorate positively in order to gain their support as well as distinguish it from competitors. However, at its base, political branding refers to the deliberate process of designing a unique brand identity, brand communication and brand image that appeals to the electorate and/or changes their perceptions and behaviors in a desired manner [11]. This branding strategy uses various principles of marketing to create a familiar and easily recognizable image in the political network and hoping to evoke some positive feeling, to introduce and reinforce truthfulness and to narrate the set of beliefs and expected positive changes most appealing to the target audience members [12], [13] stated that political branding understands symbols, slogans, colors, and narratives as the means to build a complex story of a certain political subject and its positions that the target audience will find credible and appealing.

Cosgrove and [14] noted that the main component of political branding is the aspect of perceptions and reputation in the political domain. Communication branding is a process where a political unit aims to not only influence the perception of the entity in the public, but also, reappear when a problem arises and respond and change its strategies when problems arise [2]. Relative to issues, endorsements, and communication technologies, political actors can occupy suitable political space and, thus, differentially affect voters' perceptions, credibility, and political relevancy amid a dynamic political process [15]. In conclusion, every political branding simply aims at ensuring that a particular image is developed and is appreciated in the long-run by the constituent and in the process creating a political brand, which is perceived positively in all aspects in line with the targeted political personality or party [16], [17], [18].

[1], [19], [7], [20], [3] Argued that during the social turbulences and political turmoil, the principles of transparency, communication, responsiveness and resilience become crucial for political branding initiatives. This influence can appear through the following:

2.1.1 Transparency

Many organizations have realized the importance of making extra efforts to ensure that they are as transparent as possible to the public. As conflicts and crises occur, stating decision-making procedures and sharing correct information, and admitting to existence of problems goes a long way in getting accountability and honor. Lack of commitment to honesty and openness – The political leaders who are committed to the issue of transparency in their communication are honest. In this way, they can increase

their approval rating and help the population to avoid receiving misinformation while getting more people attracted to their transparent actions connected to their political brand.

2.1.2 Communication

Lack of communication is always disastrous when it comes to passing messages as well as responding to concerns and ensuring public support during such occurrences. Verbal communication skills can Meaningful relations can be developed and political leaders; leadership skills can be displayed and people be reassured in crisis times. People, who are in the political office need to know how to speak to the public, empathize with them and ensure that they do so during challenging times. Through their platform, by delivering their experience and perceived goals, and providing constant feedback, they not only build their specific political image as agreeable, sympathetic and credible but also create a general feeling of political identification with other citizens.

2.1.3 Responsiveness

The public may need certain information at one time or may react negatively to a product at another time and it is thus very commendable that an organization will be very sensitive to the needs of the public during the time of crises. Concerns should be taken care of immediately, relying on feedback, and acting fast in tackling some problems can help adjust the public image and demonstrate management skills. The leaders with focus on responsiveness while people are protesting can probably look like loyal and responsible people. When advocating for their interest, attending to the public complaints and changing their strategies in the middle, this they can popularize their political brand in the political market as efficient and responsive to the needs of the people exploring the trust of the citizens.

2.1.4 Resilience

Perseverance is instrumental when it comes to handling of life tests, coping with change or stress while remaining calm. Political leaders who endure in those conditions can assure confidence, stability and determination to overcome the situations. Political leaders who demonstrate such character during such times will be politically constructed as being stable during the time of turmoil. Through hard work, politeness, and determination to work through difficult times they can show that they have the stamina, stability and leadership qualities to see them through troubled waters and therefore gain the public's trust and respect.

Applying these principles of disclosing the work, informing the population, prosecuting, and sustaining the communication during the unrest and crises into political branding enable performers to achieve the aims of effective. This in turn contribute to stakeholders' trust, population, and individuals' support and evaluations which means the construction of positive image of political performers as competent, caring about population, and ready to manage the essential challenges and serve population's interests.

2.2 Employing Political Branding During Crises and Unrest

Using political branding during crises and unrest is a very important approach that political actors and governments must use to deal with their image, communication and support during difficult times. Some of the most famous examples of such activities include.

2.2.1 Barack Obama during the Financial Crisis (2008)

During the 2008-2009 global financial crisis, political branding approach used by then-President Obama was strong and primarily based on emotions of associating the leader with the notions of calmness and understanding the experience of the population. Obama was a very eloquent and erudite political figure who reinsured people by promising stability during the economic crisis. His brand was based on hope, change and unity which attracted a large number of Americans at a time of crisis [21].

2.2.2 New Zealand Prime Minister Jacinda Ardern after the Christchurch Mosque Shootings (2019)

Jacinta Ardern, PM of New Zealand responded to the tragic mosque shooting in Christchurch by displaying plain appeal through compliance with appropriate political associations with empathy, unity and decisiveness. Ardern's answers were compassionate and quick, and the message received appreciation from all over the world and helped shape Ardern as a person who cares about her citizens. She also gained support at home and internationally because she solidified her image as the brand that unites people and fights for equality during the crisis [22].

2.2.3 Angela Merkel during the European Migrant Crisis (2015)

The European migrant crisis remain one of the most sever political tests for German Chancellor Angela Merkel when Germany opened its borders to a large number of refugees. Thus, Merkel used the lessons obtained during years of building her political image as a pragmatic and caring leader to respond to the crisis. Safari Political pressure together with internal criticism for her views and decisions never stopped Merkel from sending consistent messages on the ethics of the German Duties as well as the of a humanitarian duties within the European Union.

From the Arab perspective, it is evident that political branding during crisis and unrest is essential to keep people on side. Some examples of political branding in Arabic environment included.

2.2.4 Sheikh Mohammed bin Rashid Al Maktoum (United Arab Emirates)

While the COVID-19 pandemic was ongoing, Sheikh Mohammed bin Rashid Al-Maktoum the Vice President and Prime Minister of UAE, and Ruler of Dubai, has laid his political branding on transparency, innovative and decisive leadership. In his social and mass media interactions, he offered communications on the government approach towards addressing the issue, new technologies used in the distress and common themes of togetherness and endurance during the calamity. This approach supported earlier rhythm to portray him as a strategic, people-oriented leader who casts the UAE as a paragon of crisis response in the region [23].

2.2.5 King Abdullah II (Jordan)

King Abdullah II of Jordan has displayed excellent political branding when the region is in turbulence and including geopolitical challenges. In order to deal with the crisis of Syrian refugees and instabilities in the region, King Abdullah defined Jordan as a safe haven in the storm. By word and deed, King Abdullah II cultivated a diplomatic profile and the Supreme Royal image that would enhance the country's paved way to the international humanitarian organizations. This took place by espousing the principles of peace, dialogue, and humanitarian principles to the outside world as a responsive, progressive, and prophylactic monarchism prepared for any harm that might threaten the country's peace and stability [24].

2.2.6 President Abdel Fattah El-Sisi (Egypt)

While providing political and security insights and given the current insecurity environment around the African continent, branding strategy embraced by President El-Sisi of Egypt for his campaigns is that of National security, stability and economic transformation. In the time of social turbulence and terrorist attacks, he focused on the presidential function to safeguard the country's independence and to fight terrorism. In deliveries on the airwaves, newspapers, and in policies, he has endeavored to sustain the image of a decisive leader, who puts the interests of the country in the subjects of security as well as economic stability, to give an appearance of order in an era of uncertainty [25].

It is worth mentioning here that in the list of political branding campaigns probably, the most debated was the campaign of 2016 United States presidential election especially the Trump's campaign branding. Donald Trump's political campaign branding, 'Make America Great Again' MAGA and unconventional communication strategy brought out significant controversy and divided opinion domestically and internationally. The idea of 'Make America Great Again' Secondly, in combination with everything associated with Trump as a candidate of the non-mainstream party, aggressive, in your face

rhetoric, the proclaimed outreach to the 'silent American middle class', anti-political establishment appeal. However, critics came up with criticisms of it regarding as splitting the society, nationalist and exclusive with concerns being raised on its impacts to the minoritized-groups and on political decency.

Trump and his actions and communication style in particular generated controversy and created a political climate of great polarization – in terms of culture and ideological thoughts and feelings. As Seen During the 2016 Presidential Election: The primary focus of this paper is how Trump's unconventional political branding extended beyond the 2016 election to shape subsequent political discussions, policies, and activism. This controversy inherent in branding strategy demonstrates how political communication influences the orientation of the society, galvanizes people and predetermines the direction of political processes of the given period [26].

3. METHODOLOGY

The current research was carried out based on quantitative methodology. It is believed that quantitative methodology is best suited as it covers a larger sample size that helps in generalizing results. A questionnaire was developed to be the main tool of study. The questionnaire was built on Likert 5-point scale (5 strongly agree – 2 strongly disagree) and it appeared in two main sections. The first section presented demographics of study sample while the other section presented statements related to study sub-variables (Transparency, Communication, Responsiveness, and Resilience).

Population of study consisted of consumers in Jordan. A simple random sample of (450) citizens was chosen to represent the study population. Primary data were collected through uploading the questionnaire online on Google Forms. The questionnaire was left online for (8) consecutive weeks to collect as much data as possible. After that, researcher was able to retrieve (438) properly filled questionnaires. This indicated a response rate of (97.3%) as statistically accepted.

Statistical package for social sciences (SPSS) was chosen to deal with collected primary data. Cronbach's Alpha (α) was used in order to check reliability and consistency of study tool. As Table 1 indicated, α value was higher than 0.70 that indicated the reliability and consistency of study tool. Other statistical tests used in the study included multiple and linear regression, mean and standard deviation, frequency and percentage for study demographics.

Table 1. Alpha Value

Variable	α
Transparency	0.820
Communication	0.887
Responsiveness	0.792
Resilience	0.785
Strategic Brand Marketing	0.909

From a theoretical perspective, the current study was carried out on the premises of "Crisis Communication Theory". This theory is concerned with the communication processes undertaken within organizations to address crises with an aim of regulating relations between the organizations and their stakeholders. Understanding of how this theory can be applied concerning marketers can assist in understanding how political unrest can be managed in tilting consumer perception.

4. RESULTS AND DISCUSSION

4.1 Demographics

We have calculated frequency and percentages of sample's demographics variables. As it was seen in Table 2 below, majority of the sample were males forming 64.4% of total sample. Most of respondents confirmed that they were within age range of 40-50 years old forming 27.4% with a level of education that

was 61.6% for BA holders. When respondents were asked regarding their occupation, majority of them were private sector employees forming 38.4%. When respondents were asked regarding the frequency of following political news, it was found that most of them follow political news all the time forming 53.4%, while 32.9% sometimes pay attention to political news. On the other hand, 13.7% showed no interest in following political news.

Table 2. Demographics

Sr. No.	Demographic	f	%
Gender			
1	Female	156	35.6
2	Male	282	64.4
Age			
3	18-28	18	4.1
4	29-39	108	24.7
5	40-50	120	27.4
6	51-61	108	24.7
7	62-72	72	16.4
8	More than 72 years	12	2.7
Education			
9	BA	96	21.9
10	High school or Less	12	2.7
11	PhD	270	61.6
12	MA	60	13.7
Occupation			
13	House Wife	12	2.7
14	Student	18	4.1
15	Business owner	12	2.7
16	Retired	72	16.4
17	Governmental Employee	156	35.6
18	Private Sector Employee	168	38.4
Do you follow political news regularly?			
19	Some Times	144	32.9
20	No	60	13.7
21	Yes	234	53.4
22	Total	438	100.0

4.2 Questionnaire Analysis

Mean (μ) and standard deviation (σ) in Table 3 below indicated that the questionnaire was well-received by sample individuals as all statements scored higher than mean of scale 3.00. Among the chosen variables of study, it was seen that "Strategic Brand Marketing" scored the highest mean with μ=3.197 compared to the lowest mean scored by "Transparency" with μ=3.170.

Table 3. Questionnaire Analysis

Statement	μ	σ
I notice a consistent and frank position on political events in the region	3.041	1.141
A lot of brands try to adopt clear, positive attitudes	3.096	1.037
All the political positions of the brands I know are clear, consistent and my own opinion	2.836	1.074
I don't feel there is a need for brands to get involved in political matters	2.918	1.313

I value the positions of brands that support local issues that matter to me as a citizen	4.055	.906
I always try to deal with brands that are clear in their positions and consistent in their approach	3.945	1.047
I don't think there is a link between political situations and the brands we deal with	2.301	1.083
Transparency	3.170	.436
I see that there are many brands that communicate with citizens during crises and try to maintain their positive attitudes	3.616	.822
I've noticed many brands taking an interest in politics through social media	3.781	.727
Sometimes I feel that there are brands that communicate with me in terms of opinions, thoughts, and different positions towards the crises we are experiencing	3.151	.976
The best brands that make me feel concerned about all local and internal crises	3.945	.793
I see that there are brands that exaggerate their positions on various political events in the region	3.521	.954
I tend to deal with brands that are not interested in political matters	3.068	1.244
I always receive messages of support from the different brands I deal with	2.740	.952
Communication	3.403	.464
Many brands respond to the desires of individuals and citizens and stand by them	3.123	.876
I see that there are different brands that stand by the citizen in times of crises and important political unrest	3.219	.926
Many brands try to prove themselves by responding to different political crises	3.658	.816
do not deny that there are many brands that have proven their presence through community support	3.822	.834
Responding to crises through a specific brand catches my eye as a citizen and consumer	3.781	.865
I appreciate the efforts and different response of local brands in the event of political crises	3.781	.865
Responsiveness	3.564	.542
Many brands have proven their effectiveness through the flexibility of their supply chains	3.521	.779
I find myself admiring different brands that take consistent stances and change their mindset in order to serve a particular cause	3.685	.950
Brands' trends in supporting different issues and crises demonstrate their flexibility and ability to interact and respond	3.836	.723
I focus on working with brands that demonstrate their flexibility and ability to adapt to situations	3.671	.829
I notice changes in a lot of how brands deal with disruption of a certain type	3.685	.757
Many brands try to reach a certain level of marketing by exploiting political situations	3.890	.787
I see sub-brands emerging from larger brands when there are certain political unrest	3.740	.742
Resilience	3.718	.528
I believe that brands' involvement in political matters contributes to the formation of a clear brand identity	3.753	.873
I see myself as more loyal to a brand that has attitudes that I like	3.959	.819
It may be somewhat related to emotions, but it catches my eye as a citizen and consumer	3.849	.753
My mind is always associated with brands that are supportive in local and national crises	3.877	.844
Different brands' attitudes affect my view and respect for them	3.753	1.019
I always pay attention to brands with an emotional connection in times of crisis and turmoil	3.562	.937
I recognize brands with clear, consistent positions and I always remember them	3.836	.845

I realize that political matters are attractive to citizens, which is why brands are always keen to clarify their positions	3.740	.877
Strategic Brand Marketing	3.791	.684

4.3 Hypotheses Testing

We depended on multiple and linear regression to deal with study hypotheses. For testing the main hypothesis, we used multiple regression as in Table 4. The results indicated that F value was statistically significant at the 0.05 level. These results indicated that Political branding is able to formulate a strategic brand marketing during crises. An R score of 0.672 suggested a significant correlation. Furthermore, the independent variables account for 45.2% of the variation observed in the dependent variable.

Table 4. Main Hypothesis Testing

H: Political branding is able to formulate a strategic brand marketing during crises								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	-.074	.258		-.286	.775	.672a	.452
	Transparency	.042	.058	.027	.725	.469	-	-
	Communication	.134	.058	.091	2.317	.021	-	-
	Responsiveness	.265	.059	.210	4.497	.000	-	-
	Resilience	.627	.058	.484	10.861	.000	-	-

Sub-hypotheses of study were tested depending on linear regression, and it was noticed in Table 5, all hypotheses were accepted based on the following results:

- H1: with an F value statistically significant at the 0.05 level, it was seen that transparency was able to formulate a strategic brand marketing during crises. An R score of 0.172 suggested a significant correlation. Furthermore, the independent variable accounted for 3% of the variation observed in the dependent variable.
- H2: F value was statistically significant at the 0.05 level; this meant that communication was able to formulate a strategic brand marketing during crises. An R score of 0.303 suggested a significant correlation. Furthermore, the independent variable accounted for 9.2% of the variation observed in the dependent variable.
- H3: with an F value statistically significant at the 0.05 level. Results indicated that responsiveness was able to formulate a strategic brand marketing during crises. An R score of 0.535 suggested a significant correlation. Furthermore, the independent variable accounted for 28.6% of the variation observed in the dependent variable.
- H4: F value was statistically significant at the 0.05 level. Results indicated that resilience was able to formulate a strategic brand marketing during crises. An R score of 0.636 suggested a significant correlation. Furthermore, the independent variable accounted for 40.4% of the variation observed in the dependent variable.

Table 5. Sub-Hypotheses Testing

H1: Transparency is able to formulate a strategic brand marketing during crises								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	2.934	.237		12.385	.000	.172a	.030
	Transparency	.271	.074	.172	3.655	.000	-	-
H2: Communication is able to formulate a strategic brand marketing during crises								

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	2.272	.231		9.839	.000	.303a	.092
	Communication	.447	.067	.303	6.643	.000	-	-
H3: Responsiveness is able to formulate a strategic brand marketing during crises								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.390	.184		7.559	.000	.535a	.286
	Responsiveness	.674	.051	.535	13.206	.000	-	-
H4: Resilience is able to formulate a strategic brand marketing during crises								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.729	.180		4.057	.000	0.636	0.404
	Resilience	.823	.048	.636	17.195	.000	-	-

4.4 Discussion

Current research aimed at examining how political branding is able to formulate a strategic brand marketing during crises. Aspects of political branding included (transparency, communication, responsiveness and resilience). For that sake, quantitative methodology was employed, and a questionnaire was uploaded online to gather primary data from (438) as a simple random sample of customers. SPSS was used to deal with collected data. Results of analysis accepted the main hypothesis as it was seen that F value for the main hypothesis was statistically significant at the 0.05 level. In other words, analysis proved that political branding is able to formulate a strategic brand marketing during crises with the independent variable accounting for 45.2% of the variation observed in the dependent variable.

Study was able to prove that with the help of political branding techniques during the crisis or time of conflicts, a certain kind of message is constructed to influence public opinion, gain its confidence and show a good leadership plan. Through branding measures, politicians can assure stability, empathy, and transparency, which are important to the audience, and thereby strengthen its reputation during crises. By communicating and building a particular brand image, leaders are able to guide the public on how to view the crisis and themselves as the competent crisis-solvers who have accurate information that a particular community needs to know. Additionally, political branding in crises helps to mobilize power demonstrations, giving the chief political adviser a chance to assert strength, make decision, and adapt at critical times when the public needs strong and assured leadership, as well as provide an identity and images of unity to the public.

Such results agreed with [2], [3] who noted that through branding political leadership, political actors can influence and mobilize citizens, stakeholders, and others, cultivate the appropriate emotional attachment and call people into action, with a view of working together to solve the crisis adequately. Such branding does not only assist to negotiate the existing problems but also aid in maintaining a lasting reputation, sustaining trust, and reemphasizing determinative, lasting and positive perceptions that exist beyond the crisis, thus enhancing the core stability of the share base of public support and confidence in political leadership.

Among the chosen variables of study including included (transparency, communication, responsiveness and resilience), it was noticed that resilience scored an R= 0.636 suggested a significant correlation and the independent variable accounted for 40.4% of the variation observed in the dependent variable. This meant that resilience was a fundamental strategy in the management of brands during crises, in strategic branding. This posited that political entities appreciate that they must learn from experience, listen to feedback, be able to take corrective action and reflect in the way they manage unfolding events. This aspect as according to [4] focuses on the capacity to endure the adversities and failures and powerfully

and a consistently built brand image. In essence, through crisis management reforms in reference to political brands, leadership can show the resilience to the public as key strength and stability indicators thereby improving the image of the government brands any time in the future.

The element of transparency was a critical strategic element in political branding during crises because it entails stating the facts and the actual prevailing situation. Accurate and transparent dissemination of information will prove that such political entities are accountable and responsible; something that will help protect their brand. Yet another factor about political branding during crises is communication. Effective and efficient communication is useful in the control of rumors and frustration arising from perceived or actual lack of performance. It is also evident that political entities too should use various methods such as media, social media, and press to post relevant information and notices. Therefore, it is much easier to disseminate the truth and counter the negative perception as much as possible because people believe the brands that communicate with them as according to [5].

5. CONCLUSION

When the situation in a country is turbulent and there are crises, managing political branding is not just possible but very important for political actors to do in order to manage such crises well. Firstly, awareness of political leaders and parties should provide transparent and sincere information and show empathy to people. Unison of effort in presenting a logical and comprehensible message also plays a role in winning hearts overheads, with people trusting presenters who portray the dystopian zeitgeist that they themselves envision. By branding politics, positively focusing on strong leadership ability to capture with people's struggle, and dedication of dealing with some of the societal setbacks the nation can be built to be strong in dealing with the crisis.

Secondly, political entities should attempt to change the way they brand themselves in order to show responsiveness to clients' need. Since the political leaders have a responsibility to attempt to address valid citizen's fears and complaints, it becomes a possibility to portray oneself as a bringer of positive change. The positive political branding messages such as unity, inclusion, and socio-responsibility could potentially narrow the divisions and create equity that in return provoke optimism for the better future. Political branding in periods of turbulence and instabilities is not about trying to push an organization or leader top down, it is about managing that product, that brand carefully and strategically in turbulent waters so that it becomes the light in the storm, the positive move in troubled times.

5.1 Theoretical and Practical Implications

Current research was based on reaching both theoretical and practical implications. From a theoretical perspective, the study may help explain the impact of distortions in political operations in the marketing strategies towards brand exposure. This research can build on the current theories of crisis communication, branding and consumer psychology by studying the consequences that politicization of the consumer image has on the marketing synchronization with socio-political uncertainties.

From a practical perspective, results of present work provide useful insights with reference to vital issues for marketers and brands exposed to crises and political instabilities. Thus, it becomes easier for marketers concerned with brands to influence consumer image to appreciate the political processes that come along with the lives of these brands during emotionally charged periods. This work underscores the significance and application of politeness and being genuine when engaging consumers during turbulence in marketing communications with practical implications for brands that strive to market their products during political instabilities.

5.2 Limitations of Study

Current research was limited to the following: The study may have restrictions arising from the fact that consumer perception and their response differ from one culture, social and political system to another. Ethical issues such as using political instability in areas of marketing may be tricky in light of the present impacts of the recession and using unscrupulous tactics that will be deemed as exploiting political

vices in the society will be drawbacks since brand image and reputation maybe at risk from angry and disgusted consumers.

5.3 Future Research

Current research suggests the following future orientations:

- Examine the impacts of social media and other online platforms on consumers' attitudes to politicized marketing in political turmoil.
- Analyzing the effects of cultural and demographic factors concerning consumer sensitivity to politicized branding methodologies within various areas and contexts.
- Discuss issues including, opportunities and risks related to political capitalization such as politicization and its backlash, and Brands image/Reputation management.

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Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Tareq N. Hashem	✓	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓

C : **C**onceptualization
M : **M**ethodology
So : **So**ftware
Va : **Va**lidation
Fo : **Fo**rmal analysis
I : **I**nvestigation
R : **R**esources
D : **D**ata Curation
O : Writing - **O**riginal Draft
E : Writing - Review & **E**diting
Vi : **Vi**sualization
Su : **Su**pervision
P : **P**roject administration
Fu : **Fu**nding acquisition

Conflict of Interest Statement

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Informed Consent

All participants were informed about the purpose of the study and their voluntary consent was obtained prior to data collection.

Ethical Approval

Not applicable.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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