

# **Assessing the Impact of Political Marketing Tactics on Voter Choice: Examining the Role of Political Offerings, Costs, Accessibility, and Promotion**

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## **Abstract**

In the contemporary landscape of electoral politics, the efficacy of political marketing strategies stands as a decisive factor in shaping the choices that voters make. This research undertaking embarks on a comprehensive examination of the intricate relationship between political marketing tactics and the determinants of voter decision-making. It places a particular spotlight on four pivotal components of the political marketing mix, namely, political product (comprising candidate image and policy propositions), price (encompassing campaign funding and associated costs), place (manifesting through strategic geographical outreach), and promotion (involving advertising and media visibility). This research seeks to unravel the intricate interplay of these constituents within the dynamic realm of political campaigns, endeavoring to furnish invaluable insights into the mechanisms by which political marketing exerts its influence on the preferences and choices of voters. This exploration promises to yield a deeper understanding of the multifaceted nature of contemporary electoral processes, thereby contributing significantly to our knowledge of the complex dynamics that underlie modern democracies.

**Keywords:** Campaign finance, Geographical targeting, Political marketing, Political product, Voter decision-making