

Political Marketing Using Social Media and Voting Behavior: A Systematic Literature Review

Pooja¹, Dr. Anshita Yadav²

¹Research Scholar, Department of Commerce, Gurugram University, Gurugram

²Assistant Professor, Department of Commerce, Gurugram University, Gurugram



Abstract

The present research synthesises existing literature to review the impact of political marketing using social media on voting behaviour. For this, a systematic literature review is conducted. The purpose of the review is to comprehend the present state of research on this topic, identify the themes that prevail in the literature, identify gaps, and suggest a future research agenda. The review systematically analyses scholarly articles published between 2010-2025, focusing on Political marketing using social media and its impact on voting behaviour. Although the overall literature review considered studies published before 2010 to provide historical context, the final analysis and findings are based on 48 papers selected from the period 2010–2025. It uses rigorous screening and inclusion criteria to identify themes that prevail in the present literature and provide a holistic view of the topic. The findings show that the Political marketing field is still growing. However, the literature is disjointed or fragmented and mostly based in the US (United States) setting. Though still in the initial stage, political marketing has a lot of exciting avenues for future research, which we have examined in this paper.

Keywords: political marketing, social media, voting behavior, elections, political branding

1. Introduction

Political marketing has become a significant global phenomenon as political parties increasingly apply marketing principles to develop persuasive communication strategies, position their political brands, and influence public opinion (Marshment, 2019). Over the last decade, the rapid growth of social media has altered the political communication environment by enabling two-way communication, real-time messaging, and highly targeted outreach to voters across diverse geographic contexts (Stier et al., 2020).

Social media has revolutionised how we interact, communicate, and consume information in the contemporary digital era. In addition to transforming interpersonal connections, marketing and commercial promotion have also undergone significant changes. Worldwide social media usage has risen from 970 million in 2010 to over 3.6 billion by 2020, profoundly changing how political information is created, disseminated, and consumed (Statista, 2021; Kemp, 2020). It shows that Political marketing and democracy are experiencing a huge transition. This rapid expansion has allowed political actors to avoid traditional media filters and engage directly with voters, making social media the primary platform for electoral campaigns in many democracies (Stier et al., 2020). The expanding impact of social media on election decision-making has piqued academic and scholarly interest in understanding how digital platforms change voter attitudes, their perceptions, and behaviour (Miller & Vaccari, 2020). There is a lot of scholarly debate and research on the relationship between social media and political life (Anstead, 2015). As technology advances and more people use

the internet, digital democracy has emerged (Priambodo, 2023). Saffiullah et al. (2017) stressed that political parties are now considering using social media for marketing objectives in the present technological revolution, where social media has evolved into the primary channel and purpose of all communication. As per Binshad (2020), Politics in India and throughout the world have changed as a result of social media. In the general election of India, social media was a popular word (Metkar & Aade, 2020). According to a report by the Centre for Media Studies, around \$8 billion was spent during the Lok Sabha elections 2019, which was more than the U.S. presidential election 2016. Large-scale resource allocations favour a more in-depth grasp of politics from a marketing perspective (Marshment, 2019). Social media marketing has added a new dimension to online political marketing, making it simple for political parties, institutions, and leaders to stay in touch with the public and comprehend their demands, desires, and behaviours. The rise of social media has heightened scholarly interest in exploring the conceptual foundations of this subject (Scammell, 2014). As many researchers investigate its theoretical foundations, understanding political marketing through a single disciplinary lens is not possible. So, Political marketing is complicated as it has many different antecedents in marketing and political science, two academic disciplines with separate sets of theories, guiding principles, and worldviews (Abid et al., 2023). The academic field of political marketing works on two levels: first, it comprises explanatory frameworks for political marketing management activities used by political actors in practice; second, it

represents an exchange-based research lens to explain the political sphere (Henneberg & O'Shaughnessy, 2007; 2008).

Nowadays, it attracts many scholars from various disciplines outside the mainstream marketing field (Okan et al., 2014). However, despite significant study effort in political science, marketing, and information systems, the literature is fragmented, with concepts, frameworks, and conclusions distributed across disciplines. This fragmentation has made it difficult to develop a comprehensive knowledge of how political marketing and social media interact to influence voting behavior. Political marketing still has a long way to go before it can be effective, not only in university teaching and scholarly research but also in the hands of party leaders, state government officials, and health and education professionals (Marshment, 2003). The political marketing literature is currently in its initial stage and is widely dispersed. It emphasises the importance of improving researcher collaboration and expanding this topic in the academic community once more. (Perannagari & Chakrabarti, 2020). Existing literature reveals that, while several studies investigate social media engagement, persuasion, and political branding, only a few integrative reviews attempt to integrate political marketing, social media, and voter behaviour into a single analytical framework. The majority of previous literature assessments are either context-specific, platform-specific, or limited in scope, creating a void in synthesising global evidence across varied political systems and technical environments (Boulianne, 2015).

This gap emphasises the necessity for a comprehensive investigation into how political players use social media as a marketing tool and how such techniques eventually influence voters' decision-making processes.

Given this context, a systematic literature review (SLR) of studies from 2010 to 2025 is both timely and required. The time period reflects the progression of digital political communication, from early internet-based campaigning to the widespread use of social networking sites in the 2010s and the rise of data-driven political marketing in recent elections. As a result, the current study conducts a comprehensive SLR to examine the relationship between political marketing, social media use, and voting behaviour. There are very few research articles that synthesise political marketing literature. Therefore, the current study has the following

Objectives:

1. To describe the current status of research in the field of political marketing using social media and voting behaviour.
2. To explore the current themes that dominate the literature.

To achieve the above objectives, the paper is structured as follows: First, we outline the key variables of the study, and then we focus on the methodological section. Third, we discuss the study's findings, followed by the conclusion. The paper finishes with a brief discussion of the study's recommendations and future research agenda.

2. Conceptual Boundaries

This section of the paper defines the concepts and background of terms Political Marketing, social media, Political Marketing using social media, and Voting Behavior.

2.1 Political Marketing

Many people have different definitions of political marketing (Scammell, 1999). Several scholars have defined Political Marketing differently. Shama (1976) indicates that political marketing and the marketing of products and services are the same because both use similar techniques like market research and other statistical and computer technologies for exploring the market. Marshment (2014), defined Political Marketing as "the strategically employed use of communication to promote a political party or candidate to their target audiences to achieve their goals." Her explanation highlights political marketing's strategic component and its emphasis on accomplishing specific political goals. Newman (1999) explains Political Marketing as the usage of market segmentation and targeting tactics, as well as the marketing mix (product, price, place, promotion, and packaging), to effectively and efficiently accomplish political goals. Political marketing refers to the techniques employed by candidates and political parties to increase voter support. This encompasses political advertising in the media, social media campaigns, and political branding techniques (Jahidin & Muskin, 2024). The relevance of marketing concepts to politics is emphasised in Newman's term. The modern political leader must rely on marketing not only to win elections but also to be successful in government (Newman, 2002). Many words from mainstream marketing have been used and adapted by political marketers, including image management (segmentation, targeting, and positioning) and consumer (voter). Political marketing is a combination of marketing and politics (Marshment, 2001). The sub-discipline of political marketing encompasses various research streams, including critical political marketing, political marketing research, political marketing environment, etc (Pich & Armannsdottir, 2025).

2.2 Social Media

Social media is a 21st-century platform and instrument that enables a country and its societies to extensively produce, express, and share ideas (Sharma & Parma, 2016). Social media is evolving into

a highly powerful tool for sharing opinions, ideas, and viewpoints. It also has a big impact on public opinion. Social media is an online application platform that encourages the sharing of information, collaboration, and communication (Safiullah et al., 2017). With the rise of social media networking sites, there has been a rise in the use of social media platforms as a marketing tool to reach a wider audience in the hopes of generating business outcomes (Dolega et al., 2021). Social media thus becomes a centre for market knowledge as marketers gain more insight into consumer buying habits and attitudes toward particular brands (Rockendorf, 2011). A growing number of consumers are exchanging product information using Web 2.0 platforms such as social networking sites, weblogs, online discussion forums, and consumer review sites. Social media marketing is a common tool used by business professionals today to increase consumer awareness of and interest in their brands. On the other hand, the goal of sharing material on social media is to boost customer interaction with the brand via the content itself (Ahmad et al., 2016). Social media facilitates information access and increases public speaking chances, which is why the networked population is growing in importance and influence as the communications landscape gets more interactive and complicated (Okan et al., 2014).

2.3 Political Marketing Using Social Media

Social media has significantly changed the art of political marketing by changing how politicians communicate, persuade their followers, and affect voter behaviour. In addition to being used by businesses to manage their public relations, social media has developed into a crucial instrument for election advertising and has grown to be a major global forum for opinion expression (Safiullah et al., 2017), for example, U.S. presidential elections of 2008, New Zealand general election of 2011, Korean elections, 2010 and the Swedish election 2010. Early research focused on social media's interactive features, noting how platforms like Facebook and Twitter(X) allow for two-way contact between political players and citizens (Chadwick, 2017). Unlike traditional media, social media enables political parties to have individualised, real-time conversations, resulting in increased transparency, authenticity, and relational proximity (Enli, 2017). These traits make social media especially useful for political branding, and targeted persuasion. It shows that one of the marketing strategies employed by political parties to reach voters is the power of social media (Okan et al., 2014). Today, Facebook, X, and Instagram can be used to boost political campaigns, creating new channels of communication between candidates and voters (Williams, 2017). A whole new paradigm for promoting political involvement and engagement has emerged as a result of the use of social media for

political marketing, campaigns, and engagement (Ayankoya et al., 2015).

2.4 Voting Behaviour

In politics, various individual factors, including political awareness, evaluation of voter needs, and value creation, significantly influence voting behaviour (Marandi et al., 2025). Voter satisfaction with a party's or candidate's performance has the potential to impact loyalty. Satisfied voters are more likely to remain loyal to their favoured candidate or party (Nwiginaka & Ofori, 2024). Voters' voting behaviour reflects their content consumption, making them prospective customers for the "electoral marketplace." (Sophocleous et al., 2024). To secure critical votes and seats, political parties invest a significant amount of money. Understanding the decision-making process consequently has a practical advantage since it is crucial to comprehend voter requirements and wants for elections to be successful (O'Cass, 2002). Voting and support for the party that is most active on social media and in the digital arena are more likely to occur. It has also been demonstrated that people who use social media frequently could be swayed by what they read about a certain politician when it comes to voting (Biswas et al., 2014). Various studies show social media has a significant impact on changing voting behavior (Biswas et al., 2014; Sharma & Parma, 2016; Kumar et al., 2021).

3. Research Methodology

Systematic Literature Review is a methodological approach to compiling, evaluating, synthesising, and presenting data from multiple research papers on a topic of interest or research issue (Pati & Lorusso, 2018). SLRs are suitable for establishing themes, creating conceptual models or integrative frameworks, synthesising or providing an overview of an academic topic, and suggesting future research directions (Tian et al., 2018; Paul & Criado, 2020; Abid et al., 2023). For the current study, the time selected for the reviews is between 2010-2025. Although the overall literature review considered studies published before 2010 to provide historical context, the final analysis and findings are based on 48 papers selected from the period 2010-2025. In SLRs, it is usual practice to extract literature using predefined keywords (Abid et al., 2023). Keywords that were used during the search: "Political Marketing", "social media", "Voting Behavior", "Political Marketing and Social Media", "Political Marketing and Voting Behavior", and "Social media and Voting Behavior". To capture the multidisciplinary view, four databases were used for downloading the papers for review. The databases are Web of Science, Google Scholar, Scopus, and Science Direct. Forty-eight (48) papers were considered after the inclusion and exclusion criteria (as seen in Table 1):

Table 1: Inclusion and Exclusion Criteria

CRITERIA	INCLUSION	EXCLUSION
Type of Sources	Databases: - Web of Science, Scopus, Google Scholar, Science Direct	All others
Language	English	Any other
Type of Documents	Research Papers, Articles, Books	Interviews, Case Studies, Short Communications
Period	2010- March 2025	Before that period
Field of Research	Politics, political marketing, social media, voting behavior	Any other
Journals	That has an impact factor	Any other
Papers Included	That has open access	Any other

In the above table, the inclusion and exclusion criteria were used to ensure that the chosen studies were academically rigorous, related to the study aims, and within the scope of political marketing via social media. Only studies from well-known academic databases were included, specifically Web of Science, Scopus, Google Scholar, and ScienceDirect, which index high-quality, peer-reviewed literature in politics, marketing, communication, and social sciences. Sources outside of these databases were eliminated to maintain consistency and trustworthiness. The review was limited to studies published in English because English is the dominant language in international academic publishing, and restricting the review to one language enhances standardisation and interpretive clarity. In terms of document type, only peer-reviewed research papers, journal articles, and academic books were included, while interviews, case studies, short communications, editorials, and non-academic materials were excluded. This ensures that only scholarly evidence contributes to the synthesis. The timeline for inclusion was January 2010 to March 2025. This time period was chosen because the years after 2010 saw the rapid emergence of social media as a key political marketing tool. The included studies have to be in the fields of politics, political marketing, social media, or voting behaviour since they are theoretically and empirically related to the study issues. To ensure conceptual coherence, studies outside of these domains were rejected. Furthermore, only publications with an impact factor were evaluated, as these journals often adhere to strict peer-review criteria and ensure the academic quality of their articles. Papers that were not open access were excluded to ensure full-text evaluation, analytical transparency, and equitable access to all evaluated resources.

These criteria ensure that the literature covered in this review is of high quality, relevant, methodologically sound, and representative of current trends in political marketing and social media research.

4. Findings And Discussion:

This section of the paper explains the findings of all the above objectives. We have divided the findings of the above objectives into two parts -1) Descriptive analysis of major scenarios of political marketing in the context of geographical distributions, elections, voter segments, social media platforms, sources of data, and research methods. 2) Thematic analysis, where four themes are found that dominate the current literature of the paper.

4.1 Descriptive analysis

This section covers the major scenarios of political marketing in the context of geographical distributions, elections, voter segments, social media platforms, sources of data, and research methods.

Objective 1: - To describe the current status of research in the field of political marketing using social media and voting behavior.

To achieve the first objective, we discuss geographical distributions, elections, voter segments, social media platforms, sources of data, and research methods, which are covered in the literature.

4.1.1 Geographical Distribution

In the review, it is found that the main area of research is the U.S., which covers 22 studies in the literature. This is followed by the EU (8), UK (7), India (6), Africa (3), and Australia (2). This concentration of research in the U.S. reflects the early institutionalisation of digital campaigning, the availability of data, and the maturity of political communication studies. This unequal regional distribution implies that academic focus has been on politically stable, technologically sophisticated areas where digital campaigning is institutionalised.

The distribution also demonstrates that there is scope to investigate Political marketing research across various geographic contexts (Abid et al., 2023). The dominance of U.S. and Western contexts restricts the generalizability of contemporary knowledge

because political systems, media restrictions, party structures, and voter behaviour vary greatly among nations. So, in order to better understand how various political settings influence the use and impact of social media in political marketing, future research should prioritise comparative and regional assessments.

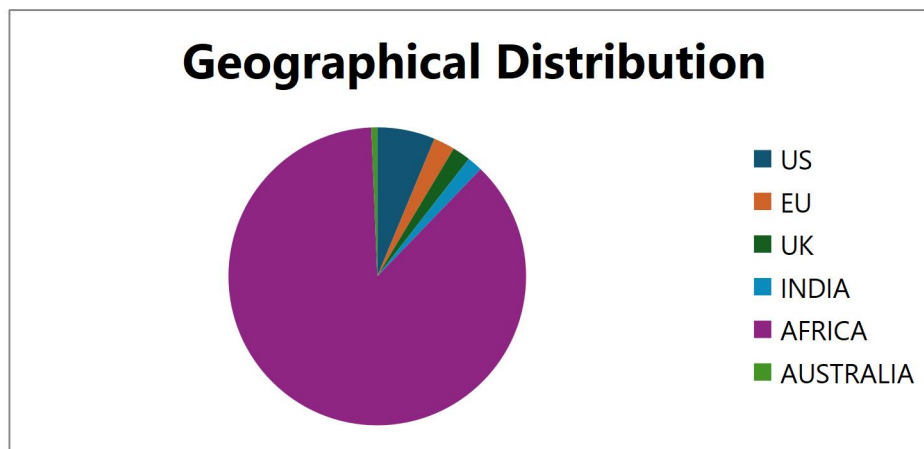


Figure 1: Geographical Distributions

4.1.2 Social Media Platforms

In our review, 25 studies cover the word social media only, broadly without specifying any platform, which limits platform-level insight and suggests that many scholars still treat social media as a homogenous environment. Among the platform-specific research, 14 studies cover X as a social media platform, 7 studies cover Facebook, and 2 studies cover Instagram as a social media platform. In social media platforms, the impact of X (formerly known as Twitter) was studied most (Safiullah et al., 2017; 2018; Kumar et al., 2021). This suggests that X has received a lot of scholarly attention in the past, probably because of its open data design, real-time political communication features, and extensive use by political elites. However, there appears to be a substantial gap in the literature given the scant coverage of platforms like Instagram, YouTube, WhatsApp, TikTok, and other visual-first or algorithm-driven networks. Future research should expand its scope to encompass a greater variety of social media environments, as political involvement is increasingly taking place on multimedia, encrypted, and influencer-driven platforms.

Table 2: Social media platforms

Social media platforms	Number of studies
Only social media Word	25
X	14
Facebook	7
Instagram	2

4.1.3 Elections

In most of the studies, US elections were covered most followed by UK elections. This is because the United States has a highly professionalised political communication landscape, which makes it a global model for digital political campaigns. The 2008 presidential election victory of Barack Obama was the first notable achievement that can be largely

attributed to the use of social media in a campaign (Vladimir, 2018). Apart US elections, India's General elections 2014 and 2019 were also heavily covered (Safiullah et al., 2017; 2020; Binshad & Afsal, 2020). This is because of the unprecedented level of social media usage, the rise of data-driven political campaigns, and the incorporation of digital outreach

into grassroots mobilisation. Most of the studies covered the National elections. However, a substantial gap in the literature is revealed by the intense focus on national elections. Future research can focus on elections at the local level, non-Western contexts and developing democracies, where differences in political culture, media regulation, and technical access may make digital political marketing function very differently.

4.1.4 Voter Segments

In the conducted literature, mainly young voters are covered in most of the studies (Biswas et al., 2014; Dabula, 2017; Balo & Sawon, 2019; Dankwah & Mensah, 2021; Kumar et al., 2021; Abid et al., 2021). Political issues have a greater influence on the younger generation than the older generation (Balo & Sawon, 2019). Because they are heavy and active users of social media platforms, and spend most of their time on social media platforms for consuming political news. Due to their high level of internet literacy and active participation, they are an ideal target for political marketers and campaign strategists. But this heavy emphasis on youth also draws attention to a conceptual and methodological flaw. Despite their tremendous voting power in many democracies, older voters, rural people, and less digitally connected groups are still largely unstudied. An excessive focus on young voters restricts the generalizability of results and may ignore the impact of digital political messaging on other age groups, especially those who interact with political information through traditional or hybrid media

channels. Therefore, in order to capture generational disparities in political communication and social media influence, future research should take a more balanced demographic approach.

4.1.5 Research Methods and Data Collection

In literature, quantitative studies dominate the review (Biswas et al., 2014; Safiullah et al., 2017; 2020; Dabula, 2017; Ozturk & Cobanb, 2019; Ghosal, 2018; Dankwah & Mensah, 2021; Bacik et al., 2021; Kumar et al., 2021; Bukari et al., 2023). Structural Equation Modelling (SEM) techniques (Dabula, 2017; Ozturk & Cobanb, 2019; Dankwah & Mensah, 2021; Bukari et al., 2023), Regression Analysis (RA) (Safiullah et al., 2017; Ghosal, 2018), ANOVA (Biswas et al., 2014; Sharma & Parma, 2016; Safiullah et al., 2017), Chi-Square test (Bacik et al., 2021), and T-test (Sharma & Parma, 2016) were used most for the analysis. Mainly Questionnaires were used for collecting responses. However, only a small percentage of the literature consists of qualitative research employing focus groups, interviews, or content analysis, suggesting an imbalance in methodological diversity. This lack of qualitative depth makes it difficult to comprehend how and why voters interpret political messaging on social media, how political content is presented, or how campaign tactics change depending on the situation. Future studies should use mixed methods, ethnographic techniques, and platform-based digital trail analysis to further the field and offer deeper insights into political communication behaviors in various cultural and electoral contexts.

Data Analysis Techniques

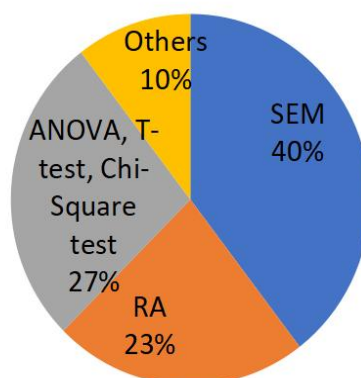


Figure 2: Data Analysis Techniques

4.1.6 Sources of Articles

In the literature, articles are mainly drawn from Marketing Journals as well as non-marketing journals. In Marketing journals, the Journal of Political Marketing, the Asian Journal of Management, and the European Journal of Marketing dominate the Literature. However, a sizable portion of the publications originates from non-

marketing journals, which are categorised separately in the study. These journals are usually found in the fields of information systems, sociology, communication studies, and political science. Their presence demonstrates how research on social media-based political marketing goes beyond marketing theory and is influenced by more general conversations about media effects, digital democracy, political involvement, and campaign strategy. The diverse and dynamic character of political marketing research is reflected in this distribution. It also highlights a deficiency in cross-disciplinary theoretical integration. In order to provide a more comprehensive understanding of how social media influences political engagement, future research would benefit from increased cross-disciplinary collaboration to integrate marketing viewpoints with political communication and behavioural science frameworks.

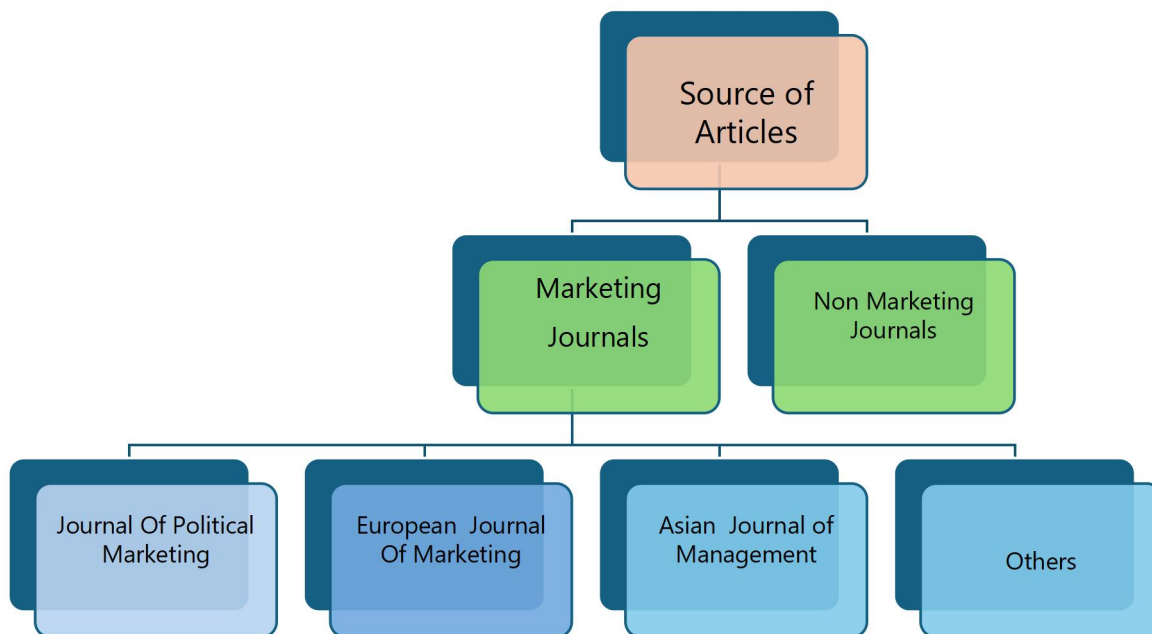


Figure 3: Source of Articles

4.2 Thematic Analysis

This section covers the explored themes identified from the literature:

Objective 2: - To explore the current themes that dominate the literature.

An inductive thematic analysis method was used to determine the prevailing themes. Following the completion of the 48 research papers, each article underwent open coding in order to identify recurrent themes pertaining to voter behaviour, social media usage, and political marketing. A three-step coding procedure was used to determine the themes. Initially, each article's main ideas, concepts, and recurrent patterns were extracted using open coding. In order to find connections and cluster related ideas, the first codes were grouped using axial coding in the second step. Ultimately, the categories were narrowed down into higher-order themes that encapsulated the

essential elements of social media political marketing by selective coding.

After that, these original codes were classified into more general axial groups, which were then combined to create themes. This procedure made sure that the thematic framework didn't come from presumptions but rather from the literature itself. To ensure reliability, the coding was used by two independent coders. Each coder reviewed the full texts separately and developed preliminary codes. Coding disagreements were discussed and resolved through iterative refinement. Inter-coder reliability was assessed using Cohen's Kappa. This procedure made sure that the themes weren't subjective or driven by the researcher, but rather were derived systematically. After a thorough investigation of the research papers reviewed under study, the following themes were discovered that are comprehensive to the relevant literature:

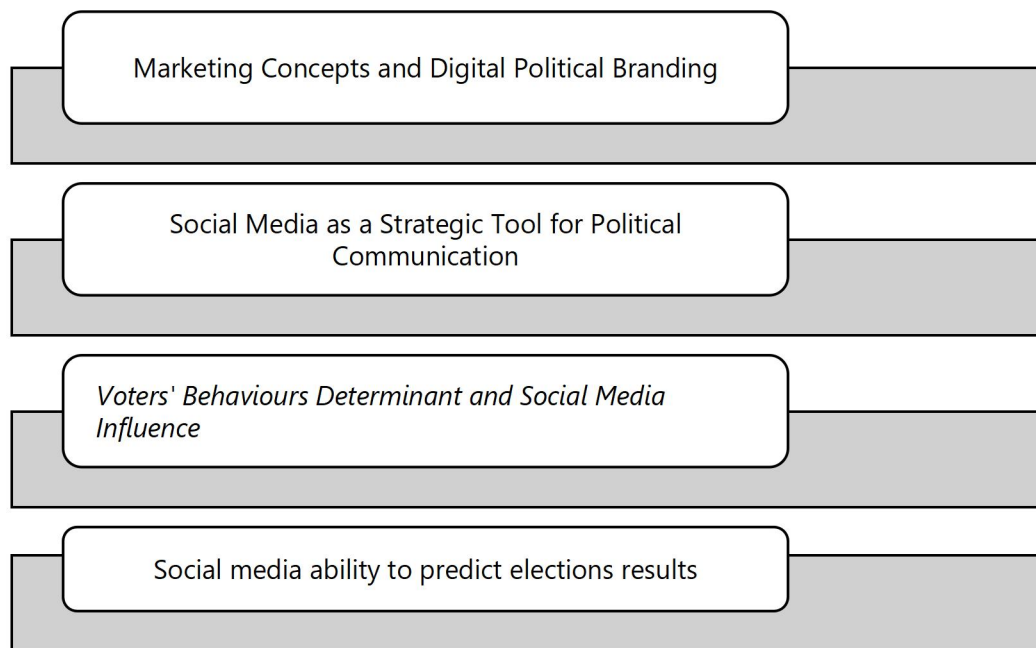


Figure 4: Themes of the Reviewed Research Papers

4.2.1 Marketing Concepts and Digital Political Branding

This theme captures how marketing principles can be applied in the political field and help in creating strong positioning. Several studies demonstrate the relationship and application of marketing concepts to political marketing. It shows that marketing techniques can be used in the political field. Many words from mainstream marketing have been appropriated and used in political marketing, such as customer (voter) and image management (segmentation, targeting, and positioning) (Winchester et al., 2016). According to Shama (1976), Political marketing and product and service marketing share a lot of ideas and techniques. To succeed both in the short and long terms, parties must comprehend the fundamentals of marketing (Niffenegger, 1989; Reid, 1988). Political marketing, however, is still a relatively recent concept compared to marketing or political science. Previously a small topic, it is now an important area of research (Harris & Lock, 2010; Newman, 2012). As per the literature, branding is essential to contemporary political communication because it allows political actors to differentiate themselves from the competition and keep a consistent identity across digital platforms. The branding strategy of Donald Trump has gained attention (Billard & Moran, 2020). Studies highlighted that social media plays a very important role in transforming Political branding (Billard & Moran, 2020; Lucarelli et al., 2021). Brand communities play a crucial role in co-branding (Billard & Moran, 2020), whereas some studies show that behaviour towards political brands is different from commercial brands. Positioning is the way of building and maintaining voters' impressions, linkages, and pictures of a

political brand based on its related values and beliefs through clear, consistent, and coherent marketing communication (Shahid et al., 2024).

4.2.2 Social Media as a Strategic Tool for Political Communication

This theme emphasises studies exploring how political parties use social media strategically for campaigning, agenda-setting, and political communication. The usage of social media has expanded beyond the corporate sector. It has become an important tool for marketing in the political field as well (Safiullah et al., 2017), for example, in the US Presidential election 2008, Korean elections 2010, the Swedish election 2010, and the New Zealand general election 2011. Social media serves as a valuable information source, informing users about politicians and influencing their decision to support or oppose a candidate (Sharma & Parma, 2016). Through online campaigns that seek to foster relationships between politicians and the public, social media helps to increase public confidence in elected officials (Balo & Shawon, 2019). Several studies show the impact of social media on political marketing (Ghosal, 2018; Vladimir, 2018; Binshad & Afsal, 2020; Safiullah et al., 2022; Abid et al., 2023). The media has become an integral part of modern life, influencing not only entertainment and private life, but also politics (Fadila et al., 2024). The usage of social media by parties as a significant instrument for election-related advertising is growing as a way for them to engage with people, communicate their positions, and win over a majority of the vote. It might be said that social media has untapped potential that could transform political

communication in the years to come (Binshad & Afsal, 2020).

Social media has the potential can change the face of political communication in the coming years. By utilising social media to network with their members and others in their network of members, politicians and political parties can gain from the platform (Ayankoya, 2015).

4.2.3 Voters' Behaviours Determinant and Social Media Influence

Most of the studies show that social media affects voters' behaviours (Biswas et al., 2014; Sharma & Parma, 2016; Bacik et al., 2021; Dankwah & Mensah, 2021; Kumar et al., 2021). It is found that tweets/comments by any party leader impact voters' decisions regarding voting (Sharma & Parma, 2016). This effect is prominent when the voters follow actively (Dimitrova & Bystrom, 2018). Politicians benefit greatly from social media marketing since it

allows them to circumvent traditional media and contact voters directly, engage citizens during campaign and non-campaign seasons, and establish a brand image. As social media's role in politics rises, so does researchers' research on political marketing (Abid & Roy, 2024). Political marketing significantly impacts voter choices and electoral outcomes (Zulfauzan & Untung, 2025). The astonishing fact is that many factors like religious and communal factors, money influence, or a leader's charismatic personality have an undeniable impact on the voter's intention (Akhtar & Sheikh, 2014). The ability of political parties to carry out policies and programs that meet the expectations and needs of voters and people has made voting behavior determinants an essential resource for political parties with the capacity to affect voters' voting intentions (Bukari et al., 2023). Gender, age, education, voter loyalty, voter trust, and voting intention are studied the most.

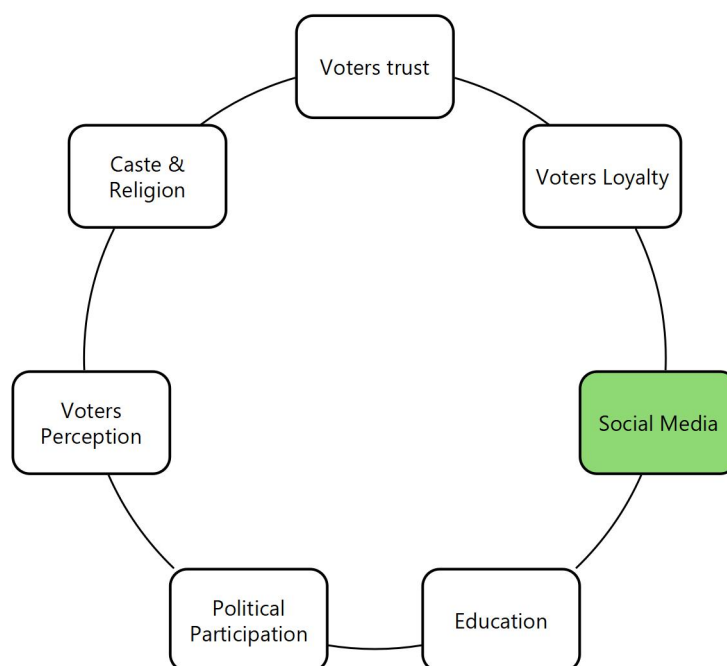


Figure 5: Determinants Of Voting Behaviour

4.2.4 Social Media's ability to predict election results

The field of political marketing has undergone significant changes since the emergence of digital technology, particularly with the integration of artificial intelligence (AI) and big data approaches. These tools offer chances for understanding voter behaviour, predicting trends, and developing tailored campaign strategies (Saifeddine & Chakor, 2014). Social media has the potential to predict the gain in votes (Cameron et al., 2016; Safiullah et al., 2022). Previous studies revealed the potential of Primetime News and X for election forecasting and political advertising. The effective use of X and news sources will aid in the development of grassroots workers, who in turn will produce devoted voters (Safiullah et al., 2017; 2022). Social media discussions on political parties and their leaders can influence voters' decisions when they cast their ballots (Bukari et al., 2023). Political leaders' statements, tweets, and comments have a big impact on voters' decisions to support a certain party (Kumar et al., 2021).

5. Conclusion

Systematic review synthesis and presented an overview of the Political Marketing field. The main aim of the literature was to describe the current status of political marketing and to find out the prevalent themes. To achieve these objectives, the findings of the papers are separated into two parts: 1) Descriptive analysis of diverse scenarios of Political marketing, where we have discussed it in the context of geographical distributions, elections, voter segments, social media platforms, data sources, and research methods. The findings show that political marketing through social media is no longer limited to information and content dissemination but has developed into a multifaceted strategy that includes digital political branding, data-driven campaigning, behavioural impact, and help in predicting results. It is found that the corpus of literature is disjoint and mostly focused on the United States (U.S.) setting. Second, the review identifies systematic biases that restrict the generalizability of current findings by recording platform preferences, electoral focus, voter demographics, and methodological trends. These biases include an excessive reliance on youth samples, national elections, quantitative surveys, and X-centric analyses. Overall, the findings of the article suggest that the field of political marketing is still at a growing stage and there are more future opportunities for the researcher to explore this area. 2) Thematic analysis, which revealed four themes that dominate the literature. The themes are highly concentrated on the words Political marketing, social media impact in predicting election results, determinants of voters' behavior, etc. Because the area of Political Marketing is new, it offers several future directions for further investigation. The field of Political marketing provides

enormous prospects for future researchers to explore the growing dynamics in response to technological improvements, growing social media reach, and changing voter behavior. This review helps marketing as well as political science scholars for their further studies. Despite using a careful and organised approach, the review contains certain flaws. Social media is not the only relevant search phrase. In a similar vein, we exclude the word "social network". The number of studies is also not sufficient for a comprehensive review. The number of databases is also limited. The evaluation is also limited by a marketing-focused perspective, which is shown in the themes discovered.

6. Recommendation and Future Research Agenda

The review found several conceptual and methodological flaws as well as academic gaps in the literature. Because of these shortcomings and recent Political marketing literature, we suggest a future agenda for further study.

From the themes identified, first, more research is required to investigate digital political branding in various political cultures, with a focus on how algorithmic visibility, visual narrative, and authenticity affect voter trust and the development of political identities. Second, by examining ethical issues, voters' opinions of data use, and the behavioural efficacy of tailored political messages across platforms, academics should broaden their studies on microtargeting and strategic campaigning. Third, elderly voters, rural communities, and local or regional electoral contexts should be included in studies on social media's impact on voter attitudes and behavior in addition to youth-centric samples and national elections. Establishing causal links between social media exposure and voting behavior would be aided by longitudinal and experimental methods. Lastly, in order to properly evaluate forecast accuracy and mitigate misinformation risks, studies on election prediction and disinformation should take cross-platform and interdisciplinary approaches, fusing political communication theory with data science and artificial intelligence.

The descriptive analysis of the paper shows that most of the studies in the literature focus on young voters as a voter segment. In future studies, researchers can focus on First-time voters, women voters, and minority voters as a segment that will provide a better insight into the political field. The mainstream marketing model of Segmentation, Targeting, and Positioning can be applied in the Political marketing field. Most studies focus only on a few platforms of social media like X and Facebook. Further studies can consider other platforms as well like WhatsApp, Instagram, LinkedIn, etc. In review, the main geographical focus was the US and UK. Furthermore, researchers can focus on other countries for their studies because the political environment of each

country is different and they can link mainstream marketing with political science to develop new models in the field. Despite the presented research outcomes align with the aims and objectives, there are certain flaws in the literature. First, we have included only Forty-eight (48) papers, after the inclusion-exclusion criteria which might be not sufficient to provide a comprehensive review. Second, we have included only those papers and articles that have open access. Third, we have not considered the conference papers which might provide a better insight of this field. Future researchers can avoid these limitations.

References

1. Abid, A., & Roy, S. K. (2024). Social Media Marketing: Adoption, Strategies, Approaches, Audience Behavior, and Content for Political Marketing. In *The Impact of Digitalization on Current Marketing Strategies* (pp. 117-130). Emerald Publishing Limited.
2. Abid, A., Harrigan, P., & Roy, S. (2021). A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. *Journal of Strategic Marketing*, 29(4), 359-374.
3. Abid, A., Roy, S. K., Lees-Marshment, J., Dey, B. L., Muhammad, S. S., & Kumar, S. (2023). Political social media marketing: a systematic literature review and agenda for future research. *Electronic Commerce Research*, 1-36.
4. Ahmad, N. S., Musa, R., & Harun, M. H. M. (2016). The impact of social media content marketing (SMCM) towards brand health. *Procedia Economics and Finance*, 37, 331-336.
5. Akhter, Z., & Sheikh, Y. A. (2014). Determinants of voting behaviour in India: Theoretical perspective. *Public Policy and Administration Research*, 4(8), 104-108.
6. Anstead, N. (2015). Social Media in Politics. *The International Encyclopedia of Digital Communication and Society*, 1-8.
7. Ayankoya, K., Calitz, A. P., & Cullen, M. (2015). A framework for the use of social media for political marketing: An exploratory study. Retrieved December, 12, 2018.
8. Bacik, R., Gavurova, B., & Gburova, J. (2021). Political Marketing: Impact of Public Relations on the Change in Voter Behaviour of Consumers (Voters).
9. Balo, B. K., & Shawon, N. M. (2019). Use of social media in Election Marketing in Bangladesh: Its impact on Voting Behavior. *Khulna Univ. Bus. Rev.*
10. Billard, T. J., & Moran, R. E. (2020). Networked political brands: consumption, community and political expression in contemporary brand culture. *Media, Culture & Society*, 42(4), 588-604.
11. Binshad, T., & Afsal, M. (2020). Influence of Social Media as a Tool of Political Marketing in General Elections. *United International Journal for Research & Technology*, 1(10), 1-6.
12. Biswas, A., Ingle, N., & Roy, M. (2014). Influence of social media on voting behavior. *Journal of Power, Politics & Governance*, 2(2), 127-155.
13. Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, communication & society*, 18(5), 524-538.
14. Bukari, Z., Hamid, A. B. A., Md. Som, H., Hossain Uzir, M. U., Bashiru, S., Agyepong, L., ... & Al Halbusi, H. (2023). Determinants of voters behaviour and voting intention: The mediating role of social media. *Cogent Business & Management*, 10(2), 2140492.
15. Cameron, M. P., Barrett, P., & Stewardson, B. (2016). Can social media predict election results? Evidence from New Zealand. *Journal of Political Marketing*, 15(4), 416-432.
16. Dabula, N. (2017). The influence of political marketing using social media on trust, loyalty and voting intention of the youth of South Africa. *Business & Social Sciences Journal*, 2(1), 62-112.
17. Dankwah, J. B., & Mensah, K. (2021). Political marketing and social media influence on young voters in Ghana. *SN Social Sciences*, 1(6), 152.
18. Dimitrova, D. V., & Matthes, J. (2018). Social media in political campaigning around the world: Theoretical and methodological challenges. *Journalism & mass communication quarterly*, 95(2), 333-342.
19. Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60, 102501.
20. Enli, G. (2017). Twitter as arena for the authentic outsider: Exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European journal of communication*, 32(1), 50-61.
21. Fadila, I. R., Ikram, H. M., Kelviana, B., Witianti, S., & Hassan, M. S. (2024). Political Participation of Supporters of Candidate 01 in the 2024 Presidential Election: A Study of the "@aniesbubble" Account. *E-JOURNAL OF MEDIA AND SOCIETY (E-JOMS)*, 7(4), 151-157.
22. Ghoshal, m. (2018). Social media as an effective tool for political marketing-a research report. *International Journal of Research and Analytical Reviews*, 183-185.
23. Harris, P., & Lock, A. (2010). "Mind the gap": the rise of political marketing and a perspective on its future agenda. *European Journal of Marketing*, 44(3/4), 297-307.
24. Henneberg, S. C. (2008). An epistemological perspective on research in political marketing. *Journal of political marketing*, 7(2), 151-182.

25. Henneberg, S. C., & O'shaughnessy, N. J. (2007). Theory and concept development in political marketing: Issues and an agenda. *Journal of political marketing*, 6(2-3), 5-31
26. Jahidin, S., & Muksin, N. N. (2024). Analysis Of Political Communication Ahead Of The 2024 Presidential Election Case Studies On Political Campaigns, Political Propaganda, Public Opinion, Marketing, Political Advertising, And Political Negotiation. *Eduvest-Journal of Universal Studies*, 4(10), 9633-9645.
27. Kemp, S. (2020). Digital 2020: More than half of the world now uses social media. *DataReportal*.
28. Kocaman, R., & Coşgun, M. (2024). Political Marketing and Voting Behavior: A Systematic Literature Review and Agenda for Future Research. *Journal of Political Marketing*, 1-30.
29. Kumar, J. S., Ghouse, S. M., & Reddy, T. N. (2021). Influence of Social Media on Voter Behaviour. *Asian Journal of Management*, 12(4), 367-374.
30. Lees-Marshment, J. (2001). The marriage of politics and marketing. *Political studies*, 49(4), 692-713.
31. Lees-Marshment, J. (2001). *Political marketing and British political parties: The party's just begun*. Manchester University Press.
32. Lees-Marshment, J. (2003). Political marketing: How to reach that pot of gold. *Journal of Political Marketing*, 2(1), 1-32.
33. Lees-Marshment, J. (2009). *Political marketing: Principles and applications*. Routledge.
34. Lees-Marshment, J. (2014). *Political marketing*. New Zealand Government and Politics, 488-498.
35. Lees-Marshment, J. (2019). Marketing scholars and political marketing: the pragmatic and principled reasons for why marketing academics should research the use of marketing in the Political Arena. *Customer Needs and Solutions*, 6(3), 41-48.
36. Lees-Marshment, J., Conley, B., & Cosgrove, K. (Eds.). (2014). *Political marketing in the United States* (p. 169). Abingdon: Routledge.
37. Lucarelli, A., Fuschillo, G., & Chytкова, Z. (2021). How cyber political brands emerge: a socio-material analysis of the Italian Five Star movement and the Czech pirate party. *European Journal of Marketing*, 55(4), 1130-1154.
38. Marandi, M., Safarzadeh, H., & Aligholi, M. (2025). Evaluation of the Political Marketing Model with a Focus on Individual Behavior Components. *Management Strategies and Engineering Sciences*, 7(3), 57-65.
39. Metkar, A. B., & Aade, A. (2020). Role of Social Media in Political Management in India. Available at SSRN 3637843.
40. Miller, M. L., & Vaccari, C. (2020). Digital threats to democracy: Comparative lessons and possible remedies. *The International Journal of Press/Politics*, 25(3), 333-356.
41. Newman, B. I. (1999). *Handbook of political marketing*. (No Title)
42. Newman, B. I. (2002). The role of marketing in politics. *Journal of Political Marketing*, 1(1), 1-5.
43. Newman, B. I. (2012). The role of marketing in politics: Ten years later. *Journal of Political Marketing*, 11(1-2), 1-3.
44. Niffenegger, P. B. (1989). Strategies for success from the political marketers. *Journal of Consumer Marketing*, 6(1).
45. Nwokinaka, L. B., & Ofori, Q. N. (2024). Political Marketing And Voters' loyalty: An Evidence From Rivers State Eho, Victor Nzezele1 AKANI, Godspower Henshaw2. *Nigerian Journal of Management Sciences Vol*, 25(2).
46. O'cass, A. (2002). A micromodel of voter choice: Understanding the dynamics of Australian voter characteristics in a federal election. *Psychology & Marketing*, 19(12), 1025-1046
47. Okan, E. Y., Topcu, A., & Akyüz, S. (2014). The role of social media in political marketing: 2014 local elections of turkey. *European Journal of business and Management*, 6(22), 131-140.
48. Ozturk, R., & Coban, S. (2019). Political marketing, word of mouth communication and voter behaviours interaction. *Business and Economics Research Journal*, 10(1), 245-258.
49. Pati, D., & Lorusso, L. N. (2018). How to write a systematic review of the literature. *HERD: Health Environments Research & Design Journal*, 11(1), 15-30.s
50. Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International business review*, 29(4), 101717.
51. Perannagari, K. T., & Chakrabarti, S. (2020). Analysis of the literature on political marketing using a bibliometric approach. *Journal of Public Affairs*, 20(1), e2019.
52. Pich, C., & Armannsdottir, G. (2025). Global Political Marketing-The Future and Aspirations of Political Marketing. *International Journal of Market Research*, 14707853251325371.
53. Priambodo, B. (2023). Political Marketing Towards the 2024 Local Elections in the Frame of Digital Democracy. *Malikussaleh Social and Political Reviews*, 4(1), 19-24.
54. Reid, D. M. (1988). Marketing the political product. *European journal of marketing*, 22(9), 34-47.
55. Rockendorf, D., 2011. Continental 2011 Social Media Strategy. [Interview] (Personal Communication, 14 June 2011)
56. Safiullah, M. D., Pathak, P., & Singh, S. (2022). The impact of social media and news media on political marketing: an empirical study of 2014

- Indian General Election. *International Journal of Business Excellence*, 26(4), 536-550.
57. Safiullah, M., Pathak, P., Singh, S., & Anshul, A. (2017). Social media as an upcoming tool for political marketing effectiveness. *Asia Pacific Management Review*, 22(1), 10-15.
 58. Saifeddine, S., & Abdellatif Chakor, M. (2024, April). Systematic Literature Reviews in Political Marketing: Behavior, Influence, and Trust in the Era of Big Data and Artificial Intelligence. In *The International Workshop on Big Data and Business Intelligence* (pp. 112-126). Cham: Springer Nature Switzerland.
 59. Scammell, M. (1999). Political marketing: Lessons for political science. *Political studies*, 47(4), 718-739.
 60. Shahid, M. N., Cwalina, W., & Obaid, A. (2024). Development and Validation of the Political Brand Positioning & Marketing Scale: A Study in Pakistan. *Journal of Political Marketing*, 1-17.
 61. Shama, A. (1976). The marketing of political candidates. *Journal of the academy of marketing science*, 4, 764-777.
 62. Sharma, B. K., & Parma, S. (2016). Impact of Social Media on Voter's Behaviour: A Descriptive Study of Gwalior, Madhya Pradesh. *International Journal of Research in Computer Science and Management*, 4(1), 5-8.
 63. Sophocleous, H. P., Masouras, A. N., & Anastasiadou, S. D. (2024). The Impact of Political Marketing on Voting Behaviour of Cypriot Voters. *Social Sciences*, 13(3), 149.
 64. Statista. (2021). Number of social media users worldwide from 2010 to 2021 (in billions). Retrieved from Statista database.
 65. Stier, S., Bleier, A., Lietz, H., & Strohmaier, M. (2020). Election campaigning on social media: Politicians, audiences, and the mediation of political communication on Facebook and Twitter. In *Studying politics across media* (pp. 50-74). Routledge.
 66. Tian, M., Deng, P., Zhang, Y., & Salmador, M. P. (2018). How does culture influence innovation? A systematic literature review. *Management Decision*, 56(5), 1088-1107.
 67. Vladimir, M. (2018). A decade of active political marketing on social media. *Ovidius University Annals, Economic Sciences Series*, 18(1), 326-330.
 68. Williams, C. B. (2017). Introduction: Social media, political marketing and the 2016 US election. *Journal of Political Marketing*, 16(3-4), 207-211.
 69. Winchester, T., Hall, J., & Binney, W. (2016). Conceptualizing usage in voting behavior for political marketing: an application of consumer behavior. *Journal of Political Marketing*, 15(2-3), 259-284.
 70. Zulfauzan, R., & Untung, A. W. S. (2025). Political Marketing Strategies of the Golkar Party's Regional Leadership Council in West Kotawaringin Regency for the 2024 Election. *Society*, 13(1), 144-168.