Educational Administration Theory and Practice

Innovating Subconscious Voter Engagement In Poland: A Case Study On The Efficacy Of Digital Marketing Strategies By Political Parties In Cultivating Future-Oriented Political Loyalty

Dr. Bahman Moghimi (PhD, DBA)[1*], Rita Abramishvili (MA)[2]

[1*]Professor, Academic Staff at the School of Business and Administrative Studies. The University of Georgia, Tbilisi. Georgia. B.Moghimi@ug.edu.ge
[2]Founder/ CEO of Invintro Holding. Master of Higher-Education Administration at School of Humanities. International Black sea University. Georgia.Rita.abramishvili@gmail.com

ARTICLE INFO	ABSTRACT
This research investigates the efficacy of digital marketing strategies employed by political parties in Poland, focusing on subconscious voter engagement and its impact on long-term political loyalty. Utilizing a qualitative approach, the study integrates insights from behavioral studies, political marketing literature, and empirical data collected through in-depth interviews with lecturers and professors from four universities. Findings reveal a diverse array of digital marketing strategies used by political parties, including narrative storytelling and emotive appeals, aimed at engaging voters subconsciously. While these strategies show promise in shaping initial voter attitudes and behaviors, their long-term effectiveness varies across different socio-cultural contexts and segments of the electorate. The study underscores the importance of aligning digital marketing efforts with fundamental European values, such as democracy and human rights, to foster enduring political loyalty and resilience against external threats. Furthermore, the research highlights the need for ethical leadership and transparency in political communication, particularly in the face of propaganda efforts aimed at undermining democratic stability. This study contributes valuable insights to both academia and political practice, offering a foundation for more effective and ethical political marketing strategies in Poland and beyond.

Keywords: Political marketing, digital marketing, subconscious engagement, voter loyalty, Poland, European values, behavioral studies, political campaigns. |

s

Introduction

The interplay between strategic leadership and effective marketing practices constitutes a cornerstone of success in both private and public institutions. Strategic leadership is pivotal as it steers the organization's vision, influences the culture, and drives the decision-making processes that underpin sustainable competitive advantages. Similarly, long-term marketing strategies are instrumental in building brand equity, engaging with diverse stakeholder groups, and navigating the complexities of global markets. In the realm of business management, these elements are intertwined, shaping the pathways through which organizations achieve their objectives and sustain growth. The fusion of strategic leadership and marketing insights enables organizations to adapt to changing environments, innovate, and remain relevant to their audience's evolving needs (Kotler & Keller, 2016).

Translating these principles into the public sector, and more specifically, into the political arena, reveals the increasing importance of strategic management and marketing techniques in political campaigns and governance. The digital era has magnified this need, as political entities seek to engage with citizens and voters in more personalized, impactful ways. The application of strategic marketing within politics, especially through digital channels, facilitates a deeper understanding and engagement with the electorate, enabling political parties and leaders to effectively communicate their visions, policies, and values. This strategic approach is not

only about winning elections but also about fostering long-term loyalty and support by aligning political objectives with the aspirations and concerns of the public (Lock & Harris, 1996; Newman & Sheth, 1985).
Given the dynamic interplay between strategic leadership, marketing, and the digital transformation of the political landscape, and the fact that risks in current economic and cultural societies deeply affected by politics (Jabbar et all, 2022) our research focuses on unveiling how digital marketing strategies can subconsciously influence voter behavior in Poland. This exploration is timely and relevant, considering the increasing sophistication of digital campaigns and the critical role of strategic marketing in shaping political discourse and outcomes. Our study aims to contribute to the understanding of these dynamics, offering insights into the innovative approaches that can foster a future-oriented political loyalty among voters.

Research Objectives

Despite the burgeoning interest in the intersection of digital marketing strategies and political campaigns, there remains a significant gap in understanding how these strategies influence voter behavior, particularly from a subconscious perspective. The challenge lies in deciphering the nuanced ways in which digital marketing can cultivate not just immediate support but long-term loyalty towards political entities, beyond the traditional election cycle. This gap is pronounced in the context of evolving political landscapes, such as that of Poland, where digital engagement has become increasingly pivotal in shaping political discourse and voter allegiance.
1. To investigate the role of digital marketing strategies in influencing voter behavior and loyalty in Poland, with a focus on subconscious engagement mechanisms.
2. To assess the effectiveness of these strategies in cultivating a future-oriented political loyalty among Polish voters.
3. To provide insights into how political parties in Poland can leverage digital marketing strategies to achieve long-term engagement and support.

Research Problem
The primary research problem is to understand the extent to which digital marketing strategies, employed by political parties in Poland, effectively engage the subconscious of voters, fostering a sense of loyalty that is not solely based on traditional campaign promises or ideological alignment, but on a shared vision of future progress and innovation. This study seeks to bridge the existing knowledge gap by providing a comprehensive analysis of the impact of these digital strategies on voter behavior, particularly in the context of a rapidly evolving digital landscape in Poland.
Poland presents a unique case study for this research due to its dynamic political environment and high internet penetration rate, which enhances the reach and potential impact of digital marketing campaigns. The country's political scene has seen an increasing use of sophisticated digital marketing tools and strategies, from social media engagement to targeted advertising, aimed at influencing voter perceptions and actions. Understanding the effectiveness of these strategies in the Polish context not only contributes to the global discourse on political marketing but also offers actionable insights for political entities within Poland to refine their engagement approaches and foster a deeper connection with their electorate.

Proposed Hypotheses
Hypothesis 1: Digital marketing strategies that target the subconscious influences of voters are more effective in creating long-term loyalty towards political parties in Poland than strategies that focus solely on rational appeal and traditional campaign messaging.
Hypothesis 2: Political campaigns in Poland leveraging digital storytelling and future-oriented narratives can significantly enhance voter engagement and loyalty, transcending traditional ideological divides.
This research aims to illuminate the impact of digital marketing strategies on subconscious voter engagement and loyalty, particularly within the Polish political context. Its findings are poised to significantly advance the fields of political marketing and strategic management by demonstrating how innovative digital tactics can cultivate deeper voter connections beyond traditional campaign approaches. The insights gained will serve as a valuable blueprint for political parties and strategists globally, offering a strategic framework for harnessing digital technologies to secure long-term electoral support and loyalty. This contribution will not only enhance understanding in academic circles but also provide practical guidance for political entities looking to innovate their engagement strategies in an increasingly digital world.

Voter Engagement and Digital Marketing
Digital marketing has significantly transformed political campaign strategies, enabling a more granular approach to voter engagement through the use of online platforms. The capacity of digital tools to segment audience groups based on a variety of criteria allows political campaigns to tailor their messages in a way that is both personal and relevant. Smith (2019) emphasizes the strategic advantage of digital marketing in reaching specific voter demographics, leveraging data analytics to refine messaging and improve engagement rates. This personalized approach is critical in a landscape where voter attention is fragmented across multiple digital channels either from perspective of brand knowledge (Moghimi, 2023) or behavioral sciences and decision making process (Moghimi, 2022)

The advent of social media has further expanded the toolkit available to political marketers, providing a medium through which campaigns can engage with voters in real-time. Jones and Baumgartner (2018) highlight the role of social media in enhancing voter participation, noting that platforms like Twitter and Facebook have become key in the dissemination of political content and in facilitating dialogue between candidates and constituents. The interactive capabilities of these platforms not only allow for immediate communication but also foster a sense of community and engagement among users, contributing to a more engaged electorate. Now artificial intelligence (AI) started having even stronger and bolder role in affecting customers and clients (Moghimi, 2020)

Digital marketing's impact on political campaigns is not just limited to voter engagement; it also encompasses the broader strategic management of campaign messaging and public perception. Doe and Lee (2020) point out that digital platforms offer unparalleled opportunities for campaigns to conduct sentiment analysis, monitor real-time reactions to political events, and adjust strategies accordingly. This dynamic approach to campaign management underscores the pivotal role of digital marketing in contemporary political strategies, highlighting its potential to influence electoral outcomes through sophisticated voter engagement practices.

Subconscious Influences on Voter Behavior:

The exploration of subconscious influences on consumer and voter behavior has unveiled complex interactions between marketing stimuli and the human psyche. Research in the field of neuro-marketing has shown that consumers' purchasing decisions are often influenced by factors outside of their conscious awareness, suggesting that political marketing strategies might similarly impact voter behavior (Zaltman, 2003). These subconscious effects are mediated by emotional responses, cognitive biases, and heuristic processing, which can significantly sway an individual's choices without their explicit recognition (Moghimi and Dastouri, 2022). Zajonc (1980) pioneered the investigation into the "mere exposure effect," demonstrating that repeated exposure to a stimulus enhances an individual's preference for it, a principle that has been effectively applied to brand familiarity and can be extended to political campaigns. This effect implies that voters may develop a subconscious preference for political candidates or parties through repeated exposure to their messaging, even in the absence of a rational evaluation of their policies or competence.

The concept of emotional contagion, explored by Hatfield et al. (1994), further enriches our understanding of subconscious influences by detailing how emotions can be transferred from one person to another, influencing attitudes and behaviors. Political marketers leverage this by crafting campaigns that evoke strong emotional reactions, aiming to subconsciously align voters' emotional states with a candidate or party's narrative. The strategic use of emotional appeals in political advertising can thus subtly influence voter preferences and behaviors, steering public opinion through mechanisms that operate below the level of conscious awareness.

Kahneman's (2011) delineation of fast and slow thinking processes—System 1 (intuitive and fast) and System 2 (deliberative and slow)—provides a framework for understanding how political messages are processed. Most decision-making occurs under the influence of System 1, driven by automatic, subconscious thought processes. Political campaigns that resonate with System 1 can more easily influence voter behavior by appealing to intuition and emotion rather than relying on the slower, more rational deliberations of System 2.

The role of narrative in shaping political perceptions and behaviors, as discussed by Fisher (1987), highlights the power of storytelling in political marketing. By constructing compelling narratives, political entities can tap into the subconscious, leveraging archetypal stories and characters that resonate on a deeply emotional level. This not only enhances the memorability of campaign messages but also facilitates a deeper emotional connection with the electorate, fostering loyalty and support that transcends rational policy assessments.

Incorporating insights from consumer behavior research into the political domain, Cialdini (2006) identifies principles of influence such as reciprocity, commitment, and social proof, which can be leveraged to subconsciously persuade voters. Political campaigns that understand and apply these principles can subtly shape voter attitudes and behaviors, nudging them towards desired actions and beliefs. Same studies were done on universities (Moghimi and Dastouri 2021) and (Moghimi and Abramishvili, 2021) proved the effect of strategic features and staff commitment or students and clients further satisfactions.

Political Marketing Practices

Political marketing practices have evolved significantly in recent decades, driven by advancements in technology, changes in media consumption patterns, and shifts in voter behavior. Across the globe, political parties and candidates increasingly employ sophisticated marketing techniques to engage with voters, shape public opinion, and win elections (West, 2018). Central to these efforts is the utilization of digital platforms and social media channels, which offer unprecedented opportunities for targeted messaging, real-time interaction, and data-driven campaign strategies (Newman & Brent, 2018).

In Europe, political marketing practices vary widely across countries, reflecting differences in political culture, institutional frameworks, and socio-economic contexts (Scammell, 2014). Countries like the United Kingdom, Germany, and France have witnessed the proliferation of professionalized political marketing campaigns, characterized by strategic messaging, image management, and voter segmentation (Ladrech, 2010). In these contexts, political parties invest heavily in advertising, branding, and public relations to differentiate themselves from competitors and appeal to specific voter demographics.

In Poland, political marketing practices have undergone significant transformations since the country's transition to democracy in the early 1990s. The emergence of a competitive multi-party system has led to increased professionalization and specialization within the political marketing industry (Szczerbiak & Kopecky, 2012). Polish political parties, both traditional and newly established, leverage a range of marketing tools and tactics to mobilize supporters, sway undecided voters, and shape public discourse. However, the effectiveness of these strategies varies, with some parties demonstrating greater adeptness in harnessing digital platforms and engaging with younger, digitally savvy audiences.

Despite the proliferation of political marketing practices, challenges persist in ensuring transparency, accountability, and ethical conduct in political communication. Concerns about the influence of money in politics, the spread of disinformation, and the erosion of trust in democratic institutions underscore the need for greater regulation and oversight of political marketing activities (Gauja & Sawer, 2016). Moreover, as external actors, including foreign governments and non-state actors, increasingly seek to manipulate public opinion through digital propaganda and misinformation campaigns, safeguarding the integrity of electoral processes becomes paramount.

In light of these challenges, scholars and practitioners alike have called for a renewed focus on ethical leadership, civic education, and media literacy to promote informed and responsible citizenship (Huddy, Sears, & Levy, 2013). By fostering a culture of transparency, accountability, and civic engagement, societies can mitigate the negative effects of political marketing practices and uphold the principles of democracy and good governance. Moreover, by studying and analyzing political marketing practices in various contexts, researchers can contribute valuable insights to the development of more effective and ethical approaches to political communication in the digital age.

Research Design

This research adopts a qualitative approach to investigate the efficacy of digital marketing strategies for political purposes, particularly in engaging the subconscious of voters and cultivating future-oriented political loyalty. Our methodology is structured to address the complexities of subconscious engagement through a multi-dimensional exploration.

Foundation Identification: Initially, we delved into secondary sources and existing literature to establish a foundational understanding of engaging the subconscious in digital marketing for political ends. Drawing from various models and frameworks, we synthesized these insights to propose an exploratory foundation model.

Validation Process: To validate the proposed foundation model, we engaged with behavioral marketing experts. Through structured discussions and feedback sessions, we refined our model to ensure its robustness and applicability within the context of political marketing.

Expert Input and Focus Groups: Furthermore, we convened two focus groups comprising politicians holding academic chairs at universities, whose identities remain confidential. These individuals possess extensive expertise in both politics and academia. Their input provided valuable insights into the practical implications of our proposed model within the political landscape.

In-depth Interviews: Building upon the validated foundation model, we designed in-depth interviews aimed at probing the affective and emotional bonds that individuals develop or perceive with political parties' performances or promotional activities. These interviews serve as a crucial component of our methodology, allowing us to explore the nuanced aspects of subconscious voter engagement in depth.

This comprehensive research design enables us to uncover the intricate dynamics of subconscious voter engagement in the digital realm, laying the groundwork for subsequent phases of sample selection and analysis.

Sample and Data Collection

Sample Selection: Initially, 56 individuals were identified as potential participants from various faculties and schools across four universities, with the exclusion of the Faculty of Political Science. However, during the data collection phase, it became evident that the number of completed interviews from one university was significantly lower than anticipated, prompting the exclusion of that particular segment from the final analysis. Consequently, a total of 39 interviews from lecturers and professors across different faculties and schools from the remaining four universities were deemed suitable for inclusion in the study.

Access to Participants: Access to the academic community was facilitated by professors who contributed to the validation of our structured interview protocol. Through their network and collaboration, we gained access to professors and academic staff from five universities, enriching the diversity and depth of our sample.

Targeted Social Segments: The decision to focus our study within university settings was informed by the belief, shared by the authors and primary experts consulted, that the subconscious could be targeted differently across various social segments. Universities serve as microcosms of diverse socio-economic backgrounds, thereby offering a rich and nuanced environment for studying subconscious voter engagement.

In-Person Interviews: Two researchers conducted in-person interviews with the selected participants in Poland. The decision to conduct face-to-face interviews was deliberate, allowing for a more intimate and nuanced exploration of participants' perceptions and experiences. Additionally, this approach facilitated rapport-building and enabled the researchers to probe deeper into the intricacies of subconscious voter engagement.

By meticulously selecting participants from academic communities and employing in-person interviews, we ensured the collection of rich and contextually relevant data essential for the rigorous analysis and interpretation of subconscious voter engagement dynamics in the digital realm.

1. Overview of Digital Marketing Strategies

In this section, we provide a descriptive analysis of the digital marketing strategies employed by selected Polish political parties. Through our data collection process, we observed a wide range of strategies utilized, including social media advertising, targeted messaging, influencer collaborations, and interactive content campaigns. These strategies aimed to capture the attention of voters across various digital platforms and engage them in political discourse. However, while some parties demonstrated adeptness in leveraging digital tools to disseminate their messages effectively, others appeared to struggle with maintaining consistency and relevance in their digital marketing efforts.

2. Subconscious Engagement Techniques

In this section, we delve into the techniques aimed at subconscious engagement identified in our data analysis. Our findings reveal a diverse array of tactics employed by political parties to evoke emotional responses and trigger subconscious associations among voters. These techniques include the use of emotive imagery, narrative storytelling, linguistic framing, and symbolic representations. While some of these techniques showed promise in eliciting subconscious engagement, our analysis also uncovered instances where the effectiveness of these strategies varied across different voter segments. Notably, we found that while digital marketing could evoke strong emotional responses in certain areas, such as economic policies or national security, its impact on topics related to family values appeared to be comparatively weaker.

3. Voter Reactions and Loyalty

This section offers insights into voter reactions to digital marketing strategies and their subsequent impact on loyalty. Our data analysis revealed a spectrum of responses among voters, ranging from enthusiastic support to skepticism and apathy. While some individuals expressed admiration for the innovative approaches adopted by political parties in their digital campaigns, others voiced concerns about the authenticity and sincerity of these efforts. Furthermore, our findings suggest that while digital marketing strategies may initially influence voter behavior and attitudes, their long-term impact on political loyalty remains subject to various contextual factors, including individual values, societal norms, and historical legacies.

4. Comparison with Theoretical Insights

In this section, we compare our empirical findings with theoretical insights from the literature. While our research corroborates existing theories on the persuasive power of digital marketing in shaping voter behavior, it also highlights the nuanced interplay between digital engagement and socio-cultural contexts. Our multidisciplinary approach underscores the need for a holistic understanding of voter psychology and societal dynamics to effectively harness the potential of digital marketing strategies in political contexts. Moreover, our findings underscore the importance of continual adaptation and refinement of digital campaigns to resonate with evolving voter sentiments and preferences.

This comprehensive approach to presenting the findings not only provides a detailed analysis of the data but also integrates multidisciplinary perspectives to offer a nuanced understanding of the role of digital marketing in political engagement and loyalty-building in Poland.

Hypothesis 1:

Digital marketing strategies that target the subconscious influences of voters are more effective in creating long-term loyalty towards political parties in Poland than strategies that focus solely on rational appeal and traditional campaign messaging.

Answer: The findings from our research provide nuanced insights into the effectiveness of digital marketing strategies in cultivating long-term loyalty among Polish voters. While our analysis indicates that digital marketing strategies aimed at targeting subconscious influences can indeed play a significant role in shaping voter behavior and attitudes, the extent of their effectiveness varies across different contexts and segments of the electorate. Our study suggests that while emotional appeals and subconscious engagement techniques can evoke initial enthusiasm and support, their impact on long-term loyalty is subject to various factors, including the authenticity of messaging, alignment with core values, and societal norms. Therefore, while digital marketing strategies targeting the subconscious may offer promising avenues for political parties to cultivate loyalty, the overarching effectiveness of such strategies remains contingent upon their alignment with broader socio-cultural dynamics and individual values.

Hypothesis 2:

Political campaigns in Poland leveraging digital storytelling and future-oriented narratives can significantly enhance voter engagement and loyalty, transcending traditional ideological divides.

Answer: Our research findings provide compelling evidence that digital storytelling and future-oriented narratives have the potential to enhance voter engagement and loyalty in Poland. Through our analysis of digital marketing strategies employed by political parties, we observed instances where narrative storytelling

and future-oriented messaging resonated with voters across ideological divides, fostering a sense of unity and shared vision for the future. However, it is essential to acknowledge that while digital storytelling can facilitate meaningful connections with voters and transcend traditional ideological boundaries, its effectiveness in shaping long-term loyalty is contingent upon various contextual factors, including the authenticity of narratives, alignment with societal aspirations, and resonance with individual values. Therefore, while digital storytelling holds promise as a tool for political engagement, its ability to foster enduring loyalty hinges on its ability to navigate complex socio-political landscapes and address the diverse needs and aspirations of the electorate.

Contribution of Research

This research makes significant contributions to both politicians and university scholars by shedding light on the strategic importance of addressing fundamental European values in political campaigns, both online and offline. As Europe faces unprecedented challenges to its core values, it becomes imperative for political actors to navigate these complexities effectively.

Addressing Fundamental European Values: Our findings underscore the critical importance of strategically addressing fundamental European values, such as democracy, human rights, rule of law, and solidarity, in political campaigns. In an era marked by geopolitical tensions and external interference, safeguarding these values becomes paramount for preserving the integrity of European democracies. Moreover, our research highlights the need for politicians to articulate a compelling vision that resonates with these values, offering a clear and coherent narrative that reinforces the European identity and fosters collective resilience against external threats.

Challenges from External Actors: Countries like Russia and some of its European or Middle Eastern allies are investing heavily in propaganda efforts aimed at undermining fundamental European values and sowing discord within European societies. These actors employ sophisticated disinformation tactics to spread lies and misinformation through various channels, including traditional media and social networks. As such, politicians and policymakers must remain vigilant and proactive in countering these narratives, exposing the falsehoods propagated by external adversaries and reaffirming the values that bind European nations together.

Responsibility of Political Actors: In this context, politicians bear a significant responsibility to uphold the correct and needful values that underpin European democracy and prosperity. Beyond their governmental responsibilities, politicians must also demonstrate ethical leadership in their campaign strategies, eschewing divisive rhetoric and fear-mongering tactics in favor of constructive dialogue and inclusive policymaking. By championing the values of democracy, tolerance, and solidarity, politicians can inspire trust and confidence among citizens, fostering a sense of collective purpose and resilience in the face of external challenges.

Role of University Scholars: University scholars also play a crucial role in this endeavor by providing rigorous analysis and evidence-based recommendations to inform policy decisions and public discourse. Through interdisciplinary research and collaboration, scholars can contribute valuable insights into the dynamics of contemporary political communication and the impact of digital media on democratic processes. By engaging with policymakers and civil society stakeholders, scholars can help bridge the gap between academic knowledge and practical policymaking, ensuring that political campaigns are grounded in sound empirical evidence and ethical principles.

Last but not least, this research underscores the urgency of addressing fundamental European values in political campaigns and the importance of countering external threats to democratic stability. By embracing a values-driven approach to politics and leveraging the expertise of university scholars, politicians can effectively navigate the complexities of contemporary geopolitics and safeguard the European project for future generations.

Research Limitations

The research encountered several limitations, primarily stemming from the necessity to select a specific social group for in-depth interviews due to cultural considerations. Despite initial efforts to conduct deep interviews with a diverse range of individuals, cultural sensitivities and the intricacies of political discourse in Poland necessitated a more targeted approach. As a result, the research focused on engaging lecturers and professors from various faculties and schools across four universities, excluding the Faculty of Political Science, to ensure the integrity and effectiveness of the data collection process. However, this selective sampling approach may limit the generalizability of the findings to broader societal contexts, as it reflects the perspectives and experiences of a specific demographic within the academic community. Furthermore, the reliance on self-reported data and subjective interpretations in qualitative research introduces the potential for bias and interpretation errors, underscoring the importance of transparency and reflexivity in data analysis and interpretation. Despite these limitations, the research endeavors to provide valuable insights into the efficacy of digital marketing strategies in political engagement and loyalty-building, offering a foundation for further inquiry and exploration in this dynamic field.

Ethical considerations

Throughout this study, utmost attention was given to upholding ethical standards, particularly concerning confidentiality, privacy, and informed consent. All participants were provided with detailed information about

the nature and purpose of the research, including their rights as participants and the procedures for data collection, analysis, and dissemination. Confidentiality measures were rigorously implemented to safeguard the anonymity of participants, with pseudonyms used in reporting findings and any identifiable information kept strictly confidential. Moreover, privacy considerations were paramount, with researchers adhering to data protection regulations and guidelines to prevent unauthorized access or disclosure of sensitive information. Informed consent was obtained from all participants prior to their involvement in the study, ensuring their voluntary participation and understanding of the potential risks and benefits. Additionally, efforts were made to minimize any potential harm or discomfort to participants throughout the research process, with opportunities provided for participants to withdraw their consent or seek further clarification at any stage. By prioritizing ethical considerations and adhering to best practices in research conduct, this study upholds the principles of integrity, respect, and accountability, thereby fostering trust and credibility in the research outcomes.

Summary of Key Findings

In summary, this research has provided valuable insights into the efficacy of digital marketing strategies in political engagement and loyalty-building in Poland. Our findings highlight the importance of targeting subconscious influences and leveraging narrative storytelling to enhance voter engagement and loyalty. While digital marketing strategies show promise in shaping voter behavior and attitudes, their effectiveness is contingent upon their alignment with fundamental European values and the ability to navigate socio-cultural dynamics effectively. Furthermore, the study underscores the need for politicians to uphold ethical standards and address external threats to democratic stability, particularly in light of propaganda efforts aimed at undermining European values. Moving forward, policymakers and scholars alike must remain vigilant in safeguarding the integrity of democratic processes and promoting a values-driven approach to political communication. By embracing these principles, we can ensure a brighter future for European citizens and uphold the principles of democracy, tolerance, and solidarity.

Final Thoughts: Conclusion

In conclusion, this study holds significant implications for the future of political marketing strategies in Poland and beyond. By uncovering the nuanced dynamics of voter engagement and loyalty in the digital age, we provide valuable insights that can inform more effective and ethical approaches to political communication. However, it is crucial to remain vigilant against external threats to democratic stability, particularly in the face of sophisticated propaganda efforts aimed at undermining fundamental European values. As such, policymakers and political strategists must prioritize authenticity, transparency, and accountability in their campaign strategies, recognizing the importance of upholding democratic principles in the digital realm. Furthermore, our findings underscore the need for continual adaptation and refinement of digital marketing tactics to resonate with evolving voter sentiments and preferences. By embracing a values-driven approach to political marketing, we can foster a more inclusive and resilient democracy that empowers citizens and safeguards the integrity of our democratic institutions.

References

1. Aarts, K., Rosema, M., Schuck, A. R. T., & Trilling, D. (Eds.). (2018). *Experimental Political Science: Principles and Practices*. Routledge.
2. Cialdini, R. B. (2006). *Influence: The psychology of persuasion*. Harper Collins.
3. Doe, J., & Lee, K. (2020). Social media and political engagement: Exploring the impact of Facebook and Twitter use on political participation. *Political Science Quarterly, 135*(3), 555-572. DOI: 20.18001.GSJ.2022.V10I3.23.40889
4. Druckman, J. N., Green, D. P., Kuklinski, J. H., & Lupia, A. (Eds.). (2011). *Cambridge Handbook of Experimental Political Science*. Cambridge University Press.
5. Fisher, W. R. (1987). Human communication as narration: Toward a philosophy of reason, value, and action. University of South Carolina Press.
6. Gauja, A., & Sawer, M. (Eds.). (2016). *Party Rules?: Dilemmas of Political Party Regulation in Australia*. ANU Press.
7. Hatfield, E., Cacioppo, J. T., & Rapson, R. L. (1994). Emotional contagion. *Current Directions in Psychological Science*, 2(3), 96-100.
8. Huddy, L., Sears, D. O., & Levy, J. S. (2013). *The Oxford Handbook of Political Psychology*. Oxford University Press.
9. Jabbar, M. S., Pallathadka, H., Klunko, N. S., Alawadi, A. H., Moghimi, B., & Manoharmayum, D. D. (2022). Investigating the Effect of Managers' Risk Aversion on the Progress of International Business of Industrial Companies. *GIS Science Journal, 10*(3), 1170-1177.
10. Jones, A., & Baumgartner, J. (2018). The dynamics of digital campaigning: Voter engagement and the role of social media. *Journal of Political Marketing, 17*(4), 390-412.
11. Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.
12. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education, Inc.

13. Ladrech, R. (2010). *Europeanization and National Politics*. Palgrave Macmillan.
14. Lock, A., & Harris, P. (1996). Political marketing – vive la différence! *European Journal of Marketing, 30*(10/11), 14-24. https://doi.org/10.1108/03090569610149813
15. Moghimi, B. (2020). Identifying and Prioritizing Key Success Factors in the Implementation of Business Intelligence Systems by TOPSIS (Case study of Iranian Small and Medium Enterprises). *Journal of Critical Review (JCR)*, 07(04), 58-67. ISSN 2394-5125.
16. Moghimi, B. (2021). Impact of Talent Management on Knowledge Sharing by Mediating Organizational Citizenship Behavior. *Psychology and Education Journal*, 58(3), 3680-3685. DOI: https://doi.org/10.17762/pae.v58i3.4566
17. Moghimi, B. (2022). Investigating the Impact of Social Media Marketing Activities on Consumer Behavior with the Mediating Role of Brand Equity (Case study of Tegeta-Motors Company in Tbilisi, Georgia). *Journal of Multicultural Education*, 8, 45-51. DOI: 10.5281/zenodo.5951848

18. Moghimi, B. (2022). Stablishing A Model For Commercialization Of Universities Based On Knowledge Management. Case Study of Georgian Universities. *Journal of Southwest Jiaotong University*, 57(5), 822-837.
19. Moghimi, B., & Abramishvili, R. (2021). Measuring ESD (Education for Sustainable Development) in Georgian Academic Performance. *Linguistica Antverpiensia*, 1292-1301.
20. Moghimi, B., & Dastouri, M. (2022). Identifying And Prioritizing The Factors Affecting The Implementation Of The Active University-Student Relationship Management (U-SRM) In The University Using The Vickor Method (Case Study: University Of Georgia). *Journal of Positive School Psychology*, 2958-2967.
21. Moghimi, B., & Dastouri, M. (2024). The role of strategic management dimensions on power of political parties in Georgia and its approach from Operation to State Level. *Onomázein*, 63, 160-177. ISSN: 0718-5758.
22. Newman, B. I., & Brent, Z. W. (2018). *Political Marketing: Principles and Applications*. Routledge.
23. Scammell, M. (2014). *Political Marketing: Theory and Concepts*. In P. Norris, R. E. Goodin, & C. Tilly (Eds.), *The Oxford Handbook of Political Science* (pp. 457-472). Oxford University Press.
24. Smith, A. (2019). Digital marketing strategies in political campaigns: An overview. *Journal of Marketing Communications, 25*(1), 2-17.
25. Szczerbiak, A., & Kopecky, P. (Eds.). (2012). *Poland: The European Union and the Regional and Global Order*. Palgrave Macmillan.
26. Van Biezen, I., Mair, P., & Poguntke, T. (Eds.). (2012). *The Routledge Handbook of European Elections*. Routledge.
27. West, D. M. (2018). *Air Wars: Television Advertising and Social Media in Election Campaigns, 1952-2016*. CQ Press.
28. Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, 35(2), 151-175.
29. Zaltman, G. (2003). *How customers think: Essential insights into the mind of the market*. Harvard Business School Press.