



THE IMPACT OF POLITICAL MARKETING THROUGH SOCIAL MEDIA ON VOTERS' INVOLVEMENT, SATISFACTION AND LOYALTY: YOUTH PAKISTANI VOTERS' PERCEPTIONS

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Abstract

Voter loyalty has been given little attention in the political system of Pakistan owing to various issues and voters' loyalty is taken for granted and their arising issues remain overlooked and left at the mercy of Allah. Voters' lifestyle has gone from bad to worse and they still have a ray of hope for better life and future ahead of them. Present empirical study aims at examining the relationship between study variables. Using convenience sampling, whereas the data were collected from the educated youth nation through online survey questionnaire and useable sample was 383 respondents. PLS-SEM technique was used to test relationship and association between the variables because of having a complex research



model. Results indicated that the proposed hypotheses were supported. It is highly recommended to the political parties to take immediate concrete measures to improve the voters' quality of life and address their grievances in the first place. Present study is useful for students, teachers, curriculum developers and policy makers to revisit their entire policies to give an equal right to the citizens of Pakistan.

Keywords: Political marketing, social media, voter trust, voter satisfaction, voter loyalty.

Introduction

Universities and teachers communicate with students effectively by adopting online platforms (Eger, Egerova & Kryston, 2019). Social media brings university management, teachers, students, and public on the same page (Eger et al., 2019). The concept of social media seems imperative for effective communication in 21st century (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016). Facebook has brought youth generation close to each other the world over (Feng, Wong, Wong & Hossain, 2019). Students' politics has been on the increase in higher educational institutions the world over (Chininga, Rungani, Chiliya, & Chuchu, 2019). However, Facebook has been excessively used for political purposes and effective communication with friends, family, leaders in all walks of life (Brailovskaia, Rohmann, Bierhoff, Schillack, & Margraf, 2019; Lu, & Lee, 2019; Matsa & Lu, 2016).

Voters show their great concerns about quality of representative candidate and performance of political leadership (Bidwell, Casey, & Glennerster, 2020). However, political families in Pakistan have shown their dominance in provincial assembly, national assembly, and senate (Ahmad & Rahman, 2020). In 21st century, the most important and easy way of communication is through social media and this communication is done from all parts of the world (Allagui, & Breslow, 2016; Carter Olson, 2016). Social media captivates voters' attention easily to gain political objectives (Koc-Michalska, Schifffrin, Lopez, Boulianne, & Bimber, 2021).



Figure 1 “Social media user survey in Pakistan”. (Source: Hootsuite)



Source: Ida, and Saud, (2020)

Literature Review and Hypotheses Development

Voters' high involvement help the government to make political decisions wisely to run government efficiently (Richins & Bloch, 1991). Furthermore, voters' involvement coerces the government to help the students that they can improve their performance (Geys, Heinemann, & Kalb, 2010). High voters' involvement is positively related to voters' satisfaction (O'Cass, & Natarajan, 2003). Social media usage and trust are related with each other (Håkansson, & Witmer, 2015). Facebook use is positively related to students' satisfaction with life, trust, with the engagement which is followed by effective political involvement at national and international level (Valenzuela, Park, & Kee, 2009). An increased political interest and trust was found in those people who were excessively visiting political websites of their interest (Lupia & Philpott, 2005). Engaging voters on social media will increase voters' satisfaction and loyalty (Erragcha & Romdhane, 2014).



Social media use might have association and as well as impact on voters' involvement and intention to vote (Baer, 2013). Trust increases involvement and loyalty (Rachmat, 2010). The association between trust and loyalty is always there (Kim *et al*, 2011). The concept of trust in terms of customer has a association with the satisfaction and loyalty (Chinomona & Dubihlela, 2014). Trust, intention, and loyalty are associated with each other (Singh, & Sonnenburg, 2012; Van Vuuren, Roberts-Lombard, & Van Tonder, 2012). Political trust increases intention to vote and loyalty (Ahmed, Lodhi, & Shahzad, 2011; Kim, Rao, & Lee, 2009). Voters show their loyalty with the same political party and the candidate if party performance is satisfactory (Chiru & Gherghina, 2012; Rehmat, 2014). Voters' involvement leads them to intention to cast their vote for a candidate (Rehmat, 2010). Trust is a driving force for intention to vote and show their loyalty (Gefen, 2000). trust, loyalty, and intention are positively related to each other in some empirical studies (e.g., Gefen, 2000; Jones & Kim, 2010).

Voters perceive that their action might have a significant impact on political process in a particular party (Kushin & Yamamoto, 2010). Voters' belief that they are capable enough to better understand the nature of politics, and they might make a difference if they are involved in a political activity (Velasquez & LaRose, 2015). It is stated that social media very crucial (Velasquez & LaRose, 2015).

Social media positively influence trust but scare of studies have been carried out (Seo, & Park, 2018). Influence of social media is widely explored these days (Leung, Sun, & Bai, 2017; Li, Teng, & Chen, 2020). Little work is done so far voter trust for voting behavior (Warner-Søderholm, Bertsch, Sawe, Lee, Wolfe, Meyer, ... & Fatilua, 2018; Zhang & Li, 2019). Customer trust has been much researched by researchers in organizational theory and marketing research (Alalwan, Baabdullah, Rana, Tamilmani, & Dwivedi, 2018). The loyalty of customers is somehow associated with the trust (Elizar, Indrawati, & Syah, 2020).

The research on political marketing through social media (e.g., Antoniadou, Mohr, & Constantinou, 2021; Anglistów, Nasiłowski, & Kościuk, 2021; Bramlett, 2021; Ciftci, 2021; Sihombing, & Pramono, 2021; Lyndon, Salman, & Hoe, 2021), voters' attitude (e.g., Colvin, & Jotzo, 2021; Panagiotidou, & Chadjipadelis, 2021), voters' trust (e.g., Laughlin, & Shelburne, 2021; Ognyanova, Lazer, Baum, Perlis, Druckman, Santillana, ... & Chwe, 2021; Ricks, 2021; Shockley-Zalabak, & Morreale, 2021), voters' involvement (e.g., Abid, Harrigan, & Roy, 2021; Ahmad, & Zain, 2021; Chhachhar, & Malik, 2021; Sukri, Yunus, & Ekawaty, 2021; Wibowo, 2021), voters' political self-efficacy (e.g., Chaniago, 2021; Chung, Fung, Chiu, & Liu, 2021; Heger, & Hoffmann, 2021; Hoffmann, & Lutz, 2021; Prats, & Meunier, 2021), voters' intention to vote (e.g., Anggraeni, & Mariani, 2021;



Madinga, Maziriri, Mototo, & Chuchu, 2021; Moslehpour, Lewi, Kurniawati, Ismail, & Negash, 2021; Yalch, 2021), voters' satisfaction (e.g., Danish Kirmani, Lakshmi, Hasan, & Pal Bhardwaj, 2021; VanDusky-Allen, & Utych, 2021; Wang, 2021; Xia, 2021), and voters' loyalty (e.g., Abid, Harrigan, & Roy, 2021; Carroll, & Nalepa, 2021; Christensen, Järvi, Mattila, & von Schoultz, 2021; Greenman, 2021; James, 2021; Page, & Elbeshbishi, 2021).

However, "little attention has been given how to increase voters' loyalty in the context of Pakistani politics and present empirical study examine the relationship between study variables". Following research hypotheses are proposed related to the cited literature.

H_{A1}: Political marketing through social media (i.e., Voter Attitude towards the use of social media for interactive political communication and Political media) has a positive impact on voters' trust.

H_{A2}: Voters' trust has a positive impact on their voters' involvement.

H_{A3}: Voters' efficacy has a positive impact on voters' involvement.

H_{A4}: Voters' involvement has a positive impact on voters' intention to vote.

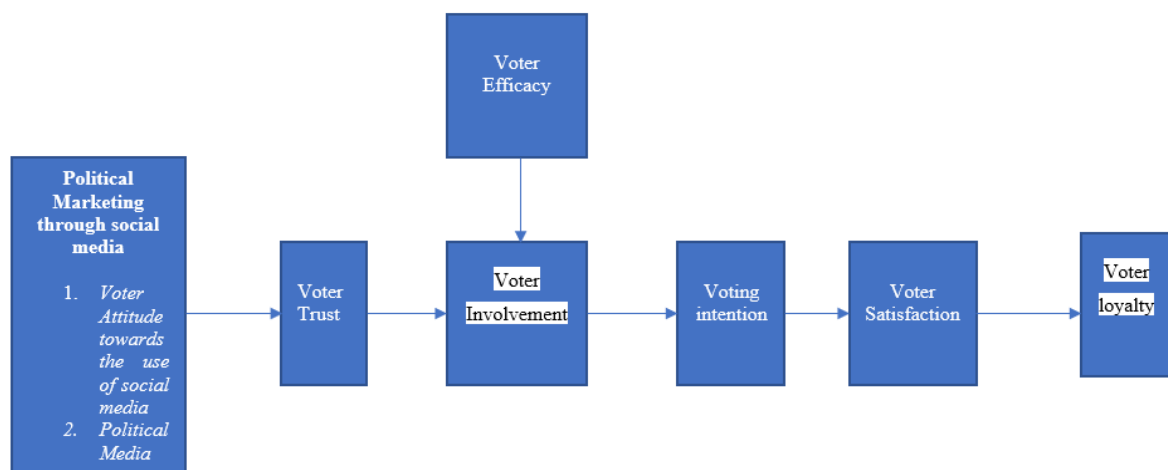
H_{A5}: Voters' intention to vote has a positive impact on voters' satisfaction.

H_{A6}: Voters' satisfaction has a positive impact on their loyalty.

H_{A7}: Voters' trust positively mediates the relationship between political marketing through social media and voters' involvement.

Figure 1

Research Model of present study



Source: Authors' Key Contribution



Notes: In the above research model, political marketing through social media is an exogenous and second-order reflective-reflective construct but the rest of the constructs are first-order reflective constructs. Moreover, voter trust is a mediator, voter efficacy is a moderator, and voter involvement, voting intention, voter satisfaction, voter loyalty are endogenous constructs.

Methodology

Sample and Procedure

Authors collected online data from youth Pakistani voters through link https://docs.google.com/forms/d/e/1FAIpQLSd8S8sI8km3UwQMYB6f6gHXEVBDMSXtNfrPMPPmhBivu8O2-g/viewform?usp=sf_link. Convenience sampling was adopted to access the respondents (Etikan, Musa, & Alkassim, 2016; Sekaran, & Bougie, 2016).

According to Soper (2020), the recommended sample size was 218 participants. However, the data were collected from $n=400$ youth Pakistani voters so that the researcher may address the data screening procedure on SPSS v.22.

Figure 2 Sample Size

Anticipated effect size:	0.3	?
Desired statistical power level:	0.9	?
Number of latent variables:	8	?
Number of observed variables:	34	?
Probability level:	0.05	?
Calculate!		
Minimum sample size to detect effect: 218		
Minimum sample size for model structure: 91		
Recommended minimum sample size: 218		

Source: Soper (2020)

Moreover, data screening procedure was followed on SPSS v.22 and missing data was dealt through Little's MCAR test: Chi-Square = 18.715, DF = 34, Sig. = .984 was insignificant which means MAR Missing at random, and data were statistically filled accordingly. However, $n=17$ were outliers and eliminated for clear data set. Therefore, useable sample size was $n=383$ respondents which is adequate to detect effect size.

Bryman (2016); Dillman, Smyth and Christian, (2014) stated that the researcher followed research ethics. However, it was also assured that no harm should come to the participants



(Rooney & Evans, 2018), respondents' anonymity was given a lot of priority along with the confidentiality whereas both were also ensured (Babbie, 2020).

Table 1
"Respondents' Demographic Profile"

No	Demographic Variable Characteristics	Categories	Frequency	Percentage (%)
1	Gender	Male	191	49.9
		Female	192	50.1
2	Age	18-20 years	204	53.3
		21-25 years	159	41.5
		26-30 years	10	2.6
		31 years and above	10	2.6
3	Marital Status	Married	24	6.3
		Single/unmarried	356	93.0
		Living with Partner	1	.3
		Separated (after marriage)	1	.3
		Widowed	1	.3
4	Education	Certificate	48	12.5
		Diploma	25	6.5
		Bachelors	271	70.8
		Masters	23	6.0
		MPhil/MS	13	3.4
		PhD	3	.8
5	Place of Residence	Urban	240	62.7
		Rural	109	28.5
		Peri-urban (adjacent to a city)	34	8.9
6	Socio-economic Background	Lower Class	51	13.3
		Middle Class	323	84.3
		Upper/Elite Class	9	2.3
7	Religion	Islam	355	92.7
		Hinduism	26	6.8
		Christianity	1	.3
		Any other	1	.3
8	Time spent daily on social media	2-4 hours	166	43.3
		4-6 hours	103	26.9
		6-8 hours	38	9.9
		Less than 2 hours	76	19.8

Source: Authors' estimation



Measures

Research model of present study comprises 8 latent constructs and 34 indicators which were adapted from previous research. “However, all the items were rated on five-point Likert scale ranging from 1=Strongly disagree to 5=Strongly agree”. The details of variables type and sources with descriptive statistics are given in the following table.

Table 2
Measures used in research model of present study

Constructs (Type of Constructs)	Item Codes	One Sample Item	No. of Items	α	Source
Political marketing through social media (second-order reflective-reflective exogenous construct)	PMSS		10	.809	Dabula (2017)
Voter Attitude towards the use of social media for interactive political communication (first-order reflective exogenous construct)	VA1	I believe social media is a better source of information than other media platforms (e.g., TV, Radio, Newspapers etc.)	5	.753	Dabula (2017)
Political Media (first order reflective exogenous construct)	PM1	I watch TV news program.	5	.757	Dabula (2017)
Voter Trust (first order reflective mediating construct)	VT1	I think that the information offered by political parties and leaders on social media is sincere and honest.	5	.561	Dabula (2017)
Voter Involvement (first order reflective endogenous construct)	VI1	Politics is significant to me.	3	.692	Kirmani, Lakshmi, Hasan, & Bhardwaj, (2019)
Voter Efficacy (first order reflective exogenous construct)	VE1	My vote makes a difference.	4	.569	Dermody, Hanmer-Lloyd, & Scullion, (2010)
Voting intention (first order reflective endogenous construct)	VI1	I would vote for the party and leader whose social media messages make sense to me.	5	.637	Dabula (2017)
Voter Satisfaction (first order reflective endogenous construct)	VS1	I am satisfied with the party, I voted for in the last election.	4	.667	Kirmani, Lakshmi, Hasan, & Bhardwaj, (2019)
Voter loyalty (first order reflective endogenous construct)	VL1	The more I engage with a political party on social media, the more I become committed to it.	3	.713	Dabula (2017)
Overall Instrument Alpha			34	.847	

Source: Authors' estimation



Reasons for using PLS-SEM

Following the guidelines of Hair Jr, Hult, Ringle, & Sarstedt, (2021) and Zeng, Liu, Gong, Hertogh, & König, (2021), the researcher used SmartPLS version 3 software which was developed by Ringle, Wende, and Becker (2015) for the following reasons.

- i. The researcher model was complex having 8 latent constructs with 34 indicators.
- ii. The researcher model includes mediating variable.
- iii. Sample size was $n=383$ respondents.

Common Method Variance Bias

In present study, single source data were collected therefore “Harman’s test of single factor was applied to address CMV and it showed that total variance explained” by one factor was 17.524% which is $< 50\%$ (Podsakoff et al., 2012). Secondly, Full Collinearity Testing (Kock, 2015) in which if $VIF \leq 3.3$ (Tehseen, Ramayah, & Sajilan, 2017) and VIF of measurement model was $PM=1.342$, $VA=1.380$, $VT=1.309$, $VI=1.269$, $VE=1.266$, $INT=1.685$, $VS=1.455$, and $VL=1.320$.

Data Analysis and Findings

Measurement Model

Following the guidelines of Hair, Risher, Sarstedt, and Ringle, (2019); Usakli, and Kucukergin, (2018), outer model needs to be established before inner model wherein hypotheses were tested. In outer model, factor loading should be ≥ 0.60 (Hulland, 1999), CR should be $CR \geq 60$ (Bagozzi & Yi, 1988; Henseler et al., 2009), AVE should be ≥ 0.50 (Bagozzi & Yi, 1988), if $VIF \leq 3$ is considered an ideal (Hair et al., 2011). “Moreover, discriminant validity such as FLC method, cross loadings, and third HTMT” < 0.85 as stringent criteria for all variables in research model (Henseler et al., 2015). Outer model was established in the following tables 3, 4 and discriminant validity in the following tables 5, 6, 7.



Table 3

“Parameter estimates of first order reflective constructs measurement model”.

1st Order Constructs	Measure	Item	Loadings	T-Values	P-Values	CR	AVE	VIF
Voter Attitude	Reflective	VA1	0.739	28.784	0.000	0.835	0.505	1.615
		VA2	0.761	28.205	0.000			1.635
		VA3	0.799	38.457	0.000			1.663
		VA4	0.601	12.692	0.000			1.332
		VA5	0.634	14.761	0.000			1.361
Political Media	Reflective	PM1	0.659	18.628	0.000	0.839	0.511	1.413
		PM2	0.684	18.975	0.000			1.464
		PM3	0.76	30.144	0.000			1.551
		PM4	0.756	29.389	0.000			1.622
		PM5	0.708	21.908	0.000			1.511
Voter Trust	Reflective	VT4	0.694	4.852	0.000	0.769	0.629	1.079
		VT1	0.881	10.676	0.000			1.079
Voter Involvement	Reflective	VI1	0.787	20.398	0.000	0.829	0.619	1.504
		VI2	0.837	26.011	0.000			1.632
		VI3	0.732	15.299	0.000			1.204
Voter Efficacy	Reflective	VE1	0.702	7.387	0.000	0.732	0.579	1.026
		VE4	0.815	11.115	0.000			1.026
Voter Intention	Reflective	INT2	0.714	14.431	0.000	0.783	0.547	1.243
		INT3	0.705	13.181	0.000			1.114
		INT4	0.795	22.133	0.000			1.291
Voter Satisfaction	Reflective	VS1	0.683	15.683	0.000	0.801	0.503	1.205
		VS2	0.785	28.897	0.000			1.39
		VS3	0.711	19.307	0.000			1.386
		VS4	0.649	12.522	0.000			1.203
Voter Loyalty	Reflective	VL1	0.752	18.309	0.000	0.838	0.634	1.636
		VL2	0.842	29.063	0.000			1.836
		VL3	0.793	21.71	0.000			1.247

Source: Author's estimation

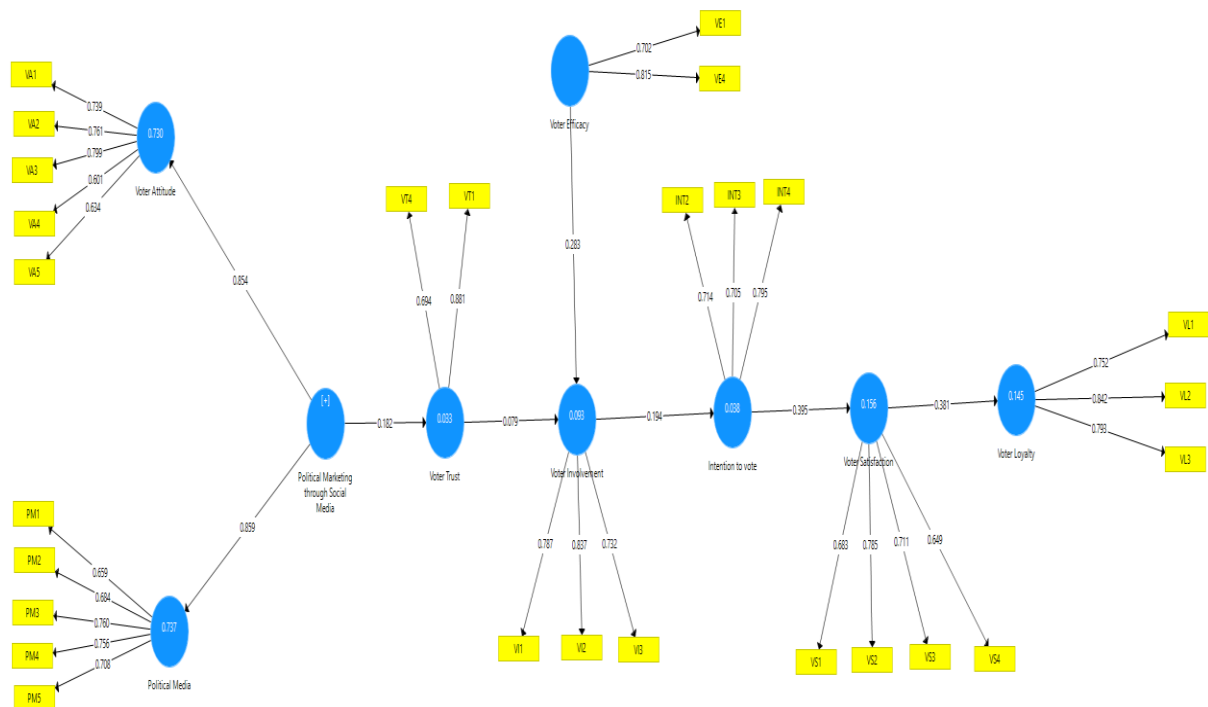
Note: “All outer loadings are statistically different from zero at 99.99% CI ($p < .001$). All indicators are reflective”. “Moreover, VT5, VT2, VT3, VE3, VE2, INT5, and INT1 were deleted due to lower factor loadings from the measurement model of this study”.



Table 4
Parameter estimates of second order reflective-reflective constructs measurement model.

Second order constructs	Measure	Items	Loadings	CR	AVE
PMSS	Reflective-Reflective	VA	0.739	0.835	0.505
			0.761		
			0.799		
			0.601		
			0.634		
		PM	0.659	0.839	0.511
			0.684		
			0.76		
			0.756		
			0.708		

Figure 3
Measurement Model



Source: Author's estimation

Table 5
Discriminant Validity by FLC Method



S. No.	Constructs	1	2	3	4	5	6	7	8
1	Intention to vote	0.739							
2	Political Media	0.271	0.715						
3	Voter Attitude	0.227	0.467	0.711					
4	Voter Efficacy	0.219	0.123	0.174	0.761				
5	Voter Involvement	0.194	0.09	0.183	0.295	0.787			
6	Voter Loyalty	0.281	0.222	0.347	0.228	0.313	0.796		
7	Voter Satisfaction	0.395	0.17	0.19	0.285	0.381	0.381	0.709	
8	Voter Trust	0.363	0.155	0.156	0.157	0.123	0.086	0.206	0.793

Source: Author's estimation

Note: "Diagonal elements (in bold) are the square root of the average variance extracted (AVE). Off-diagonal elements are the correlations among the constructs". For discriminant validity, diagonal elements should be larger than off-diagonal elements (Chiu & Wang, 2008).

Table 6
Loadings and Cross Loadings (Discriminant Validity)

Constructs	Items	INT	PM	VA	VE	VI	VL	VS	VT
INT	INT2	0.714	0.261	0.209	0.206	0.145	0.189	0.247	0.298
	INT3	0.705	0.083	0.098	0.084	0.162	0.167	0.295	0.277
	INT4	0.795	0.264	0.203	0.2	0.124	0.262	0.326	0.237
PM	PM1	0.222	0.659	0.366	0.138	0.173	0.217	0.157	0.154
	PM2	0.218	0.684	0.283	0.092	0.037	0.171	0.091	0.096
	PM3	0.253	0.76	0.346	0.11	0.038	0.205	0.143	0.138
	PM4	0.169	0.756	0.314	0.075	0.024	0.078	0.1	0.137
	PM5	0.106	0.708	0.356	0.025	0.05	0.125	0.115	0.027
VA	VA1	0.208	0.398	0.739	0.199	0.18	0.36	0.213	0.155
	VA2	0.221	0.394	0.761	0.121	0.135	0.278	0.129	0.106
	VA3	0.153	0.372	0.799	0.155	0.142	0.261	0.154	0.115
	VA4	0.138	0.192	0.601	0.05	0.093	0.145	0.058	0.125
	VA5	0.067	0.257	0.634	0.063	0.085	0.149	0.094	0.049
VE	VE1	0.186	0.214	0.243	0.702	0.2	0.249	0.204	0.19
	VE4	0.152	-0.004	0.043	0.815	0.246	0.113	0.23	0.064
VI	VI1	0.18	0.096	0.214	0.199	0.787	0.238	0.273	0.105
	VI2	0.116	0.039	0.075	0.263	0.837	0.232	0.319	0.075
	VI3	0.162	0.076	0.145	0.232	0.732	0.265	0.304	0.111
VL	VL1	0.2	0.176	0.279	0.17	0.189	0.752	0.242	0.076
	VL2	0.217	0.201	0.328	0.143	0.215	0.842	0.287	0.06
	VL3	0.246	0.16	0.235	0.22	0.318	0.793	0.359	0.07
VS	VS1	0.286	0.12	0.187	0.263	0.229	0.263	0.683	0.181
	VS2	0.297	0.145	0.164	0.173	0.279	0.367	0.785	0.122
	VS3	0.234	0.097	0.156	0.159	0.287	0.223	0.711	0.135
	VS4	0.299	0.114	0.022	0.22	0.293	0.198	0.649	0.153
VT	VT4	0.311	0.114	0.088	0.077	0.066	0.079	0.173	0.694
	VT1	0.281	0.132	0.151	0.16	0.122	0.063	0.161	0.881

Source: Author's estimation



Table 7
HTMT_{0.85}

S. No.	Constructs	1	2	3	4	5	6	7	8
1	Intention to vote								
2	Political Media	0.423							
3	Voter Attitude	0.34	0.601						
4	Voter Efficacy	0.56	0.366	0.402					
5	Voter Involvement	0.306	0.136	0.25	0.671				
6	Voter Loyalty	0.424	0.303	0.462	0.525	0.427			
7	Voter Satisfaction	0.623	0.234	0.27	0.665	0.563	0.518		
8	Voter Trust	0.751	0.271	0.263	0.461	0.217	0.16	0.398	

Source: Author's estimation

Table 8
Summary of all Descriptive Statistics

Constructs	Measurement Items	α	Loadings range	Number of items ^a
Voter Attitude	VA1, VA2, VA3, VA4, VA5	.753	0.601-0.799	5(5)
Political Media	PM1, PM2, PM3, PM4, PM5	.757	0.659-0.76	5(5)
Voter Trust	VT1, VT4	.561	0.694-0.881	2(5)
Voter Involvement	VI1, VI2, VI3	.692	0.732-0.837	3(3)
Voter Efficacy	VE1, VE4	.569	0.702-0.815	2(4)
Voter Intention	INT2, INT3, INT4	.637	0.705-0.795	3(5)
Voter Satisfaction	VS1, VS2, VS3, VS4	.667	0.649-0.785	4(4)
Voter Loyalty	VL1, VL2, VL3	.713	0.752-0.842	3(3)

Source: Author's estimation

Hypotheses Testing

In the inner model, authors followed guidelines of Hair et al. (2019; 2020), direct and indirect hypotheses were tested and R^2 (Hair et al., 2010), Q^2 (Sarstedt et al., 2014), f^2 (Kenny, 2016) were reported and finally PLSpredict (Shmueli, et al., 2019) was reported. Moreover, Kenny (2016), “the effect size f^2 such as 0.025, 0.01, and 0.005 is considered as large, medium, and small,” respectively.

Preacher and Hayes (2004; 2008) gave suggestions for the testing of hypotheses whereas, authors followed the suggestions of Preacher and Hayes (2004; 2008) “by bootstrapping the indirect effect. If the confidence interval does not straddle a 0 then it can be concluded that there is a significant mediation” as shown in Table 11 indirect effects.



Table 9

<i>Hypotheses Testing Direct Effects</i>												
No.	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL 5%	BCI UL 95%	Decision	f ²	R ²	Adjusted R ²	Q ²
H1	PMSM → VT	0.182	0.05	3.622	0.000	0.093	0.259	Supported	0.034	0.033	0.031	0.014
H2	VE → VI	0.283	0.047	5.956	0.000	0.192	0.352	Supported	0.086	0.093	0.088	0.052
H3	VI → INT	0.194	0.056	3.448	0.000	0.089	0.277	Supported	0.039	0.038	0.035	0.017
H4	INT → VS	0.395	0.048	8.214	0.000	0.303	0.466	Supported	0.185	0.156	0.154	0.07
H5	VS → VL	0.381	0.043	8.79	0.000	0.3	0.443	Supported	0.17	0.145	0.143	0.084
No.	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL 10%	BCI UL 90%	Decision	f ²	R ²	Adjusted R ²	Q ²
H6	VT → VI	0.079	0.052	1.523	0.064	0.007	0.14	Supported	0.007	0.093	0.088	0.052

Source: Author's estimation

Note: We use 95% confidence interval with a bootstrapping of 5,000

PMSM = Political Marketing through social media, VT = Voter Trust, VE = Voter Efficacy, VI = Voter Involvement, INT = Intention to vote, VS = Voter Satisfaction, VL = Voter Loyalty

Table 10

<i>Hypotheses Testing Indirect Effects</i>								
No.	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL (10%)	BCI UL (90%)	Decision
H7	PMSM → VT → VI	0.014	0.011	1.32	0.093	0.002	0.029	Supported (Mediation)

Source: Author's estimation

Predictive Validity of Inner Model using PLS predict

Table 11

PLS predict

Indicators	Q ² predict (Indicators)	PLS-SEM (RMSE)	LM (RMSE)	PLS-SEM-LM (RMSE)	Is RMSE (PLS-SEM) less than RMSE (LM)?	Decision
VL1	0.002	1.311	1.376	-0.065	Yes	High Out of Sample Prediction
VL2	0.002	1.132	1.186	-0.054	Yes	Validity or Power
VL3	0.003	1.236	1.288	-0.052	Yes	

Source: Author's estimation



Discussion

In present an empirical study, all seven hypotheses were supported. First, political marketing through social media has association and as well as great impact on the trust of voters because ($\beta = 0.182$, Sig. value = 0.000). Second, voters' efficacy is also associated with involvement of voters because of the given values ($\beta = 0.283$, Sig. value = 0.000). Third, voters' involvement is also proven that it has great association with the voters intention to vote because ($\beta = 0.194$, Sig. value = 0.000). Fourth, it is also found that there is relationship between voters' intention to vote and voters' satisfaction because ($\beta = 0.395$, Sig. value = 0.000). Fifth, it can also be said based on results that voters' satisfaction is positively related with their loyalty ($\beta = 0.381$, Sig. value = 0.000). Sixth, voters' trust has effect on their voters' involvement because ($\beta = 0.079$, Sig. < 0.10). Seventh, voters' trust plays a positive role of mediator between political marketing through social media and voters' involvement ($\beta = 0.395$, Sig. value = 0.000). Sixth, voters' satisfaction has also effect on the loyalty ($\beta = 0.014$, Sig. < 0.10). Moreover, $R^2 = 0.033$ of first hypotheses indicates that political marketing through social media predicts 3.3% change in voters' trust. $R^2 = 0.093$ of second hypotheses shows that voters' efficacy predicts 9.3% change in voters' involvement. $R^2 = 0.038$ of third hypotheses shows that voters' involvement predicts 3.8% change in voters' intention to vote. $R^2 = 0.156$ of fourth hypotheses shows that voters' intention to vote predicts 15.6% change in voters' satisfaction. $R^2 = 0.145$ of fifth hypotheses shows that voters' satisfaction predicts 14.5% change in voters' loyalty. $R^2 = 0.093$ of sixth hypotheses shows that voters' trust predicts 9.3% change in voters' involvement. This shows that present research model requires some more variables to improve prediction in endogenous variables.

Furthermore, these findings are in consonance with previous various studies (e.g., Cody, 2020; Duffy, & Chan, 2019; Esenyel, & Girgen, 2019; Feldman et al., 2017; Galston, 2004; Manzoor, Baig, Hashim, & Sami, 2020; Pandian et al. 2013; Quintelier, 2007; Rankin, 2013; Shea, & Green, 2007; Stanley, 2017; Tümer, Aghaei, Öney, & Eddine, 2019; Thomas et al., 2018; Wei, & Zhao, 2017; Wijesundara, & Xixiang, 2017).

Contribution of current research

Present study contributes theoretically, methodologically, and regionally in the existing body of knowledge.

Theoretical contribution of the current research

Present empirical study used Sociological Theory of Voting (Berelson, Lazarsfeld & McPhee 1954; Zuckerman, 1982; Zuckerman, Valentino, & Zuckerman, 1994), Economic



Theory of Voting (Downs, 1957), Theory of Economic (Rational) Voting (Lupia & McCubbins, 1998). Social Exchange Theory (Roeckelein, 2006), Political Marketing Theory (Lees- Marshment, 2001), Satisfaction Theory (Giese, & Cote, 2000; Oliver, & Swan, 1989; Peterson, & Wilson, 1992; Yi, 1990), Loyalty Theory (Oliver, 1999; Upton, & Särilvik, 1981) together to propose the conceptual framework of present study.

Regional contribution of the current research

This study is the one which is based on empirical investigation conducted in the developing countries like Pakistan in which youth Pakistani voters' perspectives were taken to establish the relationship between study variables”.

Managerial Implications

This study presents the following pragmatic implications for the concerned stakeholders.

- i. Youth Pakistani voters' perspectives should be respected by the elected ruling parties in Pakistan and social media should not be used for giving them lollipops rather promised things should be materialized to address all the burning issues of Pakistani voters.
- ii. Political ruling parties should use social media sensibly for their specific and political objectives as the voters are directly affected by their comments.
- iii. Political ruling parties should prioritize their plans to provide quality education, health facilities, basic amenities such as developing infrastructure, public transport, and provide job opportunities to youth Pakistani voters to develop their loyalty with them.
- iv. Curriculum developers should incorporate some key components of voting behaviour to highlight the significance of casting a vote among youth Pakistani voters.
- v. University management of both public and private sector universities should organize debates to bring awareness about the importance of a vote and engage print and electronic media to promote healthy culture of competition among political parties in power.

Limitations and Directions for Future Studies

This study incorporates few limitations and suggests future directions. First, since collected data of present study was mono method which means that single source cross sectional online data were gathered through a survey questionnaire. Therefore, future researchers should collect multisource data to avoid CMV bias. Secondly, full collinearity statistical remedial technique was used to address CMV bias. Therefore, future researchers should collect data of social desirability as a marker variable in case of single source data. R^2 of endogenous variables in present research model was acceptable but future



researchers should include more variables in present research model from literature to increase predictivity.

Conclusion

This empirical study established that “political marketing through social media” has a significant impact on voters’ trust and voting involvement in the context of youth Pakistani voters. It is because of social media influence that political efficacy among youth Pakistani voters has increased, and which has compelled them to be involved into political activities. However, youth Pakistani voters can be involved into electoral process if trust is developed to engage them for deciding to cast a vote to certain political parties if they are satisfied with their policies and performances and ultimately, they show their loyalty not only casting their own vote but also recommend others to cast a vote to political party of their choice.

Declaration of Conflicting Interests

The authors of present study declared that there is no potential conflicts of interest with respect to the research, authorship, and publication of this article.



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