Basic Criteria for the Success of the Electoral Candidates and their Influence on Voters' Selection Decision

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Abstract

This study is designed to clarify the integral component and criteria of the success of the electoral candidate and its impact on the voters' selection decision (a case study of Jordanian voters). For the purpose of identifying the most important basic components that influence voters choice decision, the study's model was designed based on these criteria taking into consideration previous studies related to political and electoral marketing and extant political science research as well as the nature of the Jordanian environment.

The model study was divided into five major dimensions which are (candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management) and how they influence voters' selection decision. In addition, a hypothesis was developed for each dimension as well as another hypothesis was proposed in order to measure the significance of the relationship between the different components of the study's model..

In order to collect the data required for examining the hypotheses and drawing conclusions, a questionnaire consisting of (24) questions covering the dimensions and the hypotheses of the study, was designed. The design and development of this questionnaire was based on an initial pre-tested survey distributed to a sample consisting of (60)individuals who are eligible to participate in the Jordanian election. The initial survey was also pre-tested and evaluated by a panel of experts in marketing and politic specialists in order to assess the items within each construct. The questionnaire was then distributed to Jordanian citizens in Amman.

Data collection resulted in (629) usable surveys for subsequent analysis. Certain statistical methods were adopted in data analysis and reaching results. The resulted of statistical analysis indicated acceptance of all hypotheses relating to the impact of the ingredients (Standards) included in the study to understand and choose the candidate and voter, but

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differently as well as the results indicate there is a correlation significance between the components of the model.

1 Introduction

Elections are an important institution in the life of a democratic country. It is consequently significant to recognize their mechanisms, and how the electoral rules have an effect on their outcome. Downs (1957) was the first to develop an analysis of the electoral behaviour of voters and candidates moving from the assumption that individuals seek their self interest even in an election; in his work, therefore, voters vote for the candidate who will implement their preferred policy, and candidates promise to implement the policy that will maximise their chances of winning the election. Taking this point further, another model was developed for illustrating voter decision making which referred to as a simple candidate preference model (Abramowitz, 1989). According to this model, opinions about the candidates' nomination chances and electability have no effects on voters' candidate preferences. Voters select the candidate they evaluate most positively, and they also tend to assume that the candidate they like best is the one most likely to win the general election. Another illustration for the voters' decision making is represented by the bandwagon model in which opinions about the candidates' nomination chances directly influence voters' candidate preferences, but opinions regarding electability have no effect on candidate preferences (Abramowitz, 1989). The motivational theory of this model is that voters like to be on the winning side in the nominating campaign because supporting a winner is intrinsically more enjoyable than supporting a loser. The third model is an expected utility model whereby primary voters consider electability along with their evaluations of the candidates in making a selection decision. The assumption underlying this model is that major voters are rational player who try to exploit their expected utility (Aldrich, 1980). Candidate evaluations, in this model, represent voters' assessments of the utility which they would obtain if the candidates were elected to the presidency.

A battle of parties, issues, and moral provokes argument among the general public voters over which candidates should be supported in the election. A general election presents voters with a decision-making context which differs sharply from that of a presidential primary election. Perhaps the most important difference between presidential primaries and other types of primary elections is the fact that presidential primaries involve a series of separate contests spread over several months. Thus, the results of early contests, and the way these results are interpreted by the media, can influence voters in later contests.

Political related literature suggested that candidate are elected not only on their positions on the economy, civil right, and Internal relations, but also on many other factors such likeability, physical attributes, religions, career backgrounds and many others which were not clearly determined the existent relevant literature. As past research has shown, what identifies who is elected in the general election depends on many factors. For example, in the presidential election, the success of a candidates for the presidency battle may depend on characteristics that were under their control, such as faith, occupation, and college,

however, it also appears that candidates success rely greatly on features outside the control of the candidates, for instance, height, hair colour, and the place where they were born. That is, the factors influencing voters behaviour and candidates success were not consistently and accurately identified in the previous relevant literature in various countries and regions, particularly in Jordan, the country of the current study.

Therefore, it is important to understand the most basic components and criteria related to electoral candidate such as candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management, which influence voters' selection decision. Interestingly, despite the importance and the upcoming general election in Jordan in early 2013, scant research attention has been given to the basic components that the electoral candidate should have that may influence Jordanian public voters' selection decision. More specifically, an exploration of the extent of the publics' perceptions of the most essential components that should be available in the chosen electoral candidate and how they influence voters' final election decision within the Jordanian political environment, has not been examined previously, further research in this area is warranted.

2 Research Questions

Studying the electoral behaviour and the most important dimensions assigned to the electoral candidate are very essential (Bratucu & Chirtes, 2007), however, this area of research regarding the most important components and dimensions of the electoral candidate and how they influence voter behaviour is still not fully explored, particularly in the Jordanian political arena. The current study will be focusing on identifying the most important criteria and components for the success of the Jordanian electoral candidate and how they impacted voters' selection decision. As such the following research questions are considered worthy of further investigation:

- What are the basic and most successful components that the electoral candidate should have in order to succeed in the election, from the voters' point of view?
- Which one of the basic components is more influencing on the decision of the voters in selecting the electoral candidate?
- Are those particular components and criteria essential for the electoral candidate's to succeed in the election?
- What is the extent of the candidate's perception of the basic components that should be available in the chosen electoral candidate?

3 Research Objectives

The preceding discussion provides a brief overview of the electoral and political marketing and emphasizes the need to advance our understanding of this particular area of electoral marketing in the context of the most important characteristic and components that should be available in the electoral candidate in order to be able to succeed in their election campaign as well as their influence on voters selection decision. As such the following research objectives were considered in the current study to be explored:

- To identify the basic components or criteria that the electoral candidate should have.
- To identify which one of these basic components are more perceived as more influential in choosing the candidates?
- To identify the impact of these basic components on the choice of the voters for the candidate.

4 Literature Review

To provide a comprehensive foundation for the current research, the literature regarding political marketing, political presidential candidate, Electoral behaviour and people's voting behaviour were reviewed with a particular focus on how citizens evaluate political candidates. Political marketing has received considerable attention within the available literature. That is, political marketing is viewed as a rapidly growing area of marketing, both as a multi-billion-dollar industry (Johnson, 2001) and as an academic sub-discipline (Henneberg & O'Shaughnessy, 2007; Newman, 1999, 2002). Past political marketing studies have investigated how citizens shape and evaluate their judgments and beliefs towards political objects such as candidates, parties, groups, and issues (Campbell, Converse, Miller, and Stokes 1960; Niemi and Jennings 1991; Page and Shapiro 1992; Redlawsk, 2008). The general theory is that decision making is affected by the environment in which decisions are made and by the personal relevance of different evaluative criteria (prothro et al., 1988). Consistent with this view, an empirical evidence suggests that relevant past experience with the candidates or parties, political campaigns, and (in) direct endorsements by interest groups were found to influence voters' decisions. For example, some previous research has primarily suggested that peoples' beliefs and attitudes were influenced by socialization, develop inertia by time and hence they are not very responsive to contemporary information from the political environment (Campbell, Converse, Miller, and Stokes 1960; Niemi and Jennings 1991). Other studies have suggested that citizens' attitudes and beliefs towards political candidates were essentially responsive to contemporary information and therefore continuously change through time responding to changes in the political environment (Page and Shapiro 1992). In a recent study, however, Kim, Taber, and Lodge (2010) provided an alternative perspective which states that citizens often engage in motivated reasoning - discounting information contrary to priors while accepting consistent information more or less as it is - and thus their political attitudes and beliefs are inherently both responsive and persistent.

Moving into the candidate campaign effects context, previous research has identified that the nature of the campaign has an influence on voters' evaluation regarding the political candidate (Johnston et al., 1992; Gleman and King, 1993; Potters et al., 1997; Leshner & Thorson, 2000). For example, Gleman and King (1993) argued that the campaigns, to a large extent, assist voters to connect their preferences with the choices the parties offer. Taking this point further, Ansolabehere and Iyengar (1994) showed that candidate advertising campaign tends to be more successful when it emphasises on issues basically related to the candidate's party. Similarly, Leshner and Thorson, 2000; Lipsitz et al., 2005). In a more recent study, voters were found to develop a prospective evaluation based on what a political party may bring in the future (Lindberg and Morrison, 2008).

Other researchers have also emphasised the importance of candidate appearance and its influence on election outcomes (Stanton, 2000; Todorov et al., 2005; Klein and

Ahluwalia, 2005; Hoegg and Lewis, 2011). Indeed, the issues of candidate appearance, campaign spending, and negative advertising have received considerable attention in the psychology and political science literatures (Erikson and Palfrey 1998; Levitt 1994; McElroy and Marsh, 2009), but a marketing-focused perspective offers additional insights. For example, many researchers have concluded that a candidate's visual image can influence how potential voters evaluate a prospective candidate (Rosenberg, Bohan, McCafferty, & Harris, 1986; Rosenberg, Kahn, Tran, & Le, 1991; Rosenberg & McCafferty, 1987). Findings of these studies are consistent with other social and behavioral science research, which finds that rapid evaluations of faces influence social decisions (e.g., Blair, Judd, & Chapleau, 2004; Hamermesh & Biddle, 1994; Hassin & Trope, 2000; Montepare & Zebrowitz, 1998; Mueller & Mazur, 1996; Zebrowitz, Voinescu, & Collins, 1996). A growing body of behavioural research suggests that the nonverbal image of a candidate influences voter decision making (Todorov et al., 2005). That is, Mattes et al. (2010) found that attractiveness of the political candidate was correlated to losing elections, with effect being driven by faces of candidates who looked potentially incompetent yet personally attractive.

Within a political campaign, previous social science research has shown that voter preference is impacted by several distinct dimensions encompassing competence, trustworthiness, and warmth/likeability (Funk, 1996; Judd et al., 2005; Teven, 2008; Todorov et al., 2005). For example, it was found that candidates with a high level of overall competence appearance have greater chances of electoral success (Todorov et al. 2005). Competence, includes traits such as intelligence, reliability and effectiveness, and reflects beliefs about the candidate's intelligence and knowledge (Kinder, 1986), has been found to be the most significant dimension in affecting voter choice (Brooks 2008; Fiske et al. 2002; Markus 1982; Shanks and Miller 1990; Todorov et al. 2005). Taking this point further, it appears also that voter choice is strongly influenced by candidate personality trait impressions (Judd et al., 2005; Shanks and Miller, 1990; Funk, 1996; Todorov et al., 2005).

Within the political science literature, researchers have identified a strong relationship between perceptions of presidential character in general, and character weakness in particular, and voter's judgement towards political candidates (Kinder, 1986; Funk, 1999; De Bruin & Van Lange, 2000). Character is a cornerstone of the presidency (Barber, 1985) and a predictor of vote choice (Peterson, 2005). Wanzenried and Powell (1993) assert that each candidate "brings a world view, behaviour, and experiences, which compose the dimension of character, into the electoral or political process" (p. 406). Consistent with this view, Funk (1999) confirmed that the more positively someone rates a candidate on any single dimension of character, the more positive her global evaluation of him will be.

Another stream of political science research has indicated political candidate's characteristics and perceived credibility may be the most important issue in determining voter behaviour (Stephen et al., 2004). A candidate's credibility is the sum total of the voting public's perceptions of that individual's competence, goodwill, and trustworthiness. Hence, the electorate responds differently to the credibility and personal qualities of each presidential candidate. A more recent study by Teven (2008) has extended the previous findings demonstrated that political candidate believability and likeability have significant, positive relationships (while deceptiveness has a significant negative relationship) with voters' perceptions of candidate credibility--competence, goodwill, and trustworthiness. Source credibility is particularly important in the political

communication context (Hacker, 2004) and is a major determinant in voter behavior and candidate selection (Hellweg, 2004; Gbadeyan, 2011; Teven, 2008; Trent et al., 1993). For instance, Trent et al., 1993) reveal that credible and acceptable candidate for election was the approach through which political organisations enhances its voters support. Consistent with this view, others studies confirmed that a decrease in source credibility negatively impacts receivers' attitudes toward that source (Teven & Herring, 2005; Hovland & Weiss, 1951). Similarly, perceptions of believability, likeability, and deceptiveness are influential political candidate characteristics which have significant impact on voters' perceptions of candidate credibility (Teven, 2008). That is, if voters perceive that a political candidate is not being truthful, that politician is regarded as less credible and citizens are less likely to vote for or re-elect that individual (Abramowitz, 1991; Hovland & Weiss, 1951

In addition, goodwill is the third component of source credibility (Teven and McCroskey, 1997), which refers to the degree to which an audience perceives the source caring for them and having their best interests at heart (McCroskey & Teven, 1999). Political candidate warmth/empathy is an important personal quality (Aylor, 1999; Brown et al., 1988; Miller, 1993). A candidate who expresses concern about the welfare of citizens might influence voters' judgments of whether a candidate is likely to introduce or carry out policies which benefit them. Positive relational messages from a candidate tend to impact his or her influence with voters (Pfau & Kang, 1991). A politician who relates well with voters is more likely to be perceived as a credible source.

Another major determinant of the success of a political candidate is the political campaign expenditures (Potters et al., 1997). That's why spending on political advertising in the U.S. grew from $1.6 billion in 1998 to $5.3 billion in 2008 (opensecrets.org). Indeed, Candidate expenditure on a political campaign has a positive effect on vote share (Ansolabehere and Gerber 1994; Jacobson 1990; Sorescu and Gelb 2000). Taking this point further, the reason behind why voters respond positively to campaign spending is that the amount of campaign expenditures provides information about the preferences of the candidate and, hence, her or his policy position (Austin-Smith, 1991; Potters et al., 1995; Potters et al., 1997).

Interestingly, despite the importance of the major factors influencing voters evaluation of the political candidate, scant research attention has been given to how citizen evaluate and select candidates based on a certain criteria and, more specifically, in the context of Jordanian political arena. Therefore, it appears that extending our understanding of what factors determine people's evaluation and selection of the Jordanian political candidate is worthy of further investigation.

5 Study Model

Within the political marketing, political presidential candidate, and people's voting behaviour literature, the concept of electoral marketing which is one of the political marketing aspects as well as the factors influencing voter's behaviour in western countries have received considerable attention by a number of researchers (for example, Hoegg & Lewis, 2011; Teven, 2008; Stijn et al., 2006; Lau et al., 2008; Alsamydai, 2000; McElroy & March, 2009; Flowers et al., 2003). Taking into consideration the results of the preceding studies as well as the results of the pre-test of survey distributed to 60 respondents who are eligible to elect in Jordan, the study model was developed which has

conceptualized the focal constructs, the most important and basic components that the electoral Jordanian candidate should have and their influence on voters' selection decisions as shown in Figure 1.
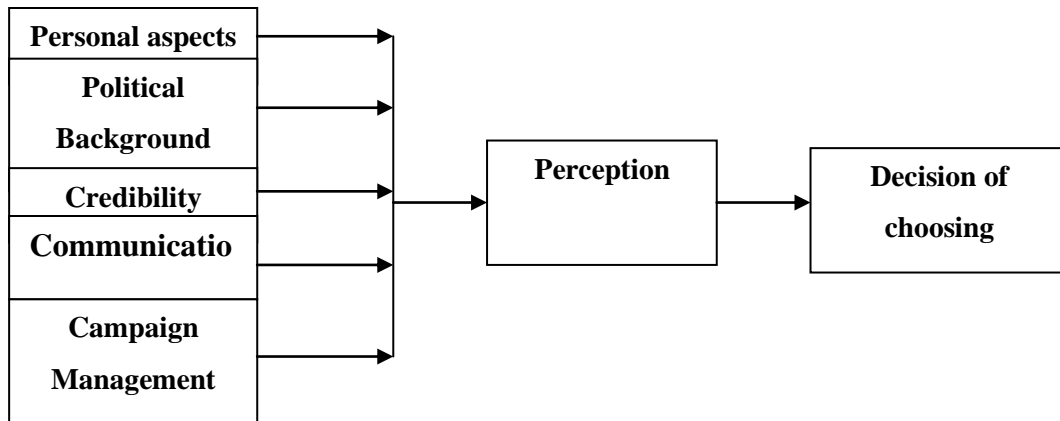
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Figure 1: Study Model

5.1 Procedural Definition of the Components of the Study Model

5.1.1 Political marketing

Some people believe that political marketing is only one of the marketing techniques used in political work. Indeed, this belief has a right side; however, it does not represent the depth of the political marketing concept. We believe that political marketing is not only a marketing activity, nor just a strategic or political activity or behaviour, but also a mix of science and knowledge and therefore a multifaceted mixture.

Alsamydai (1999) argues that the most inclusive definition of all the basic cornerstone of the political marketing concept (theoretical, practical and hypothetical) is that "political marketing includes all operations and activities that should be taken into consideration for the purpose or the intended goals which the party or political organization or candidates should achieve".

Similarly, Henueberg (2001) points out that "political marketing uses marketing theory to account for the strategies and instruments used by the politicians parties and the political machinery; therefore, the current political marketing literature has, for the most part, taken an instrumental approach to the marketing phenomena". Mona and Ming (2009) suggest that "Political marketing might be characterized as the application of marketing concepts on studying the strategic process involving electors and politicians (and their parties)". Taking this point further, political marketing is a new sub-discipline seeking legitimacy for its theoretical basis by barrowing from conventional marketing concepts such as marketing orientation. Political marketing is essentially an interdisciplinary subject of marketing and political science (Stephan and O, Shaughnessy, 2009). In particular, Stephan and Shaughnessy (2009) realize that political marketing is essentially an interdisciplinary subject of marketing and political science: taking the explanandum from politics and the explaining from marketing theory." According to Less-Marshment (2001), the political marketing management entails the use of marketing strategies, concepts and tools in the political exchange. Alsamydai (2000) demonstrated that political marketing practitioners plan marketing activities, organize their work and implement it in

order to gain the public's support and improve their attitudes toward the party or the candidate through forming a good, positive, and mental image for the voters, as the party or the party's candidates require a good information preparation since improper perception will lead to an unclear image, which makes it harder to people to making the decision, as they are unable to draw a clear image about the candidate (Rudiana & ALsamydai, 2012).

5.1.2 Elector marketing

Electoral marketing represents one of the most important aspects of political marketing since it refers to a set of processes and activities that lead to the candidate success in political elections. ALsamydai (1997) viewed *electoral marketing* as the procedures required to make the largest possible number of electors vote in favor for a party or candidate or political project and therefore the major objective of electoral marketing is to convince the largest possible number of voters to voter in favor for a party or a candidate. The different aspects of electoral marketing has been identified by ALsamydai (2000, p.49) as:

- To provide a decent and good image regarding the party or the political candidate for the voters.
- To persuade the electors to vote in favour of a political party or electoral candidate. In other words, all the endeavours being taken by the electoral candidates to get the biggest public support or the largest number of votes.
- To study the political and electoral arena in preparation for planning the electoral campaign. Having indicated this point, it involves the identification of all the hopes, aspirations, satisfaction or dissatisfaction towards the electors, candidate images based on individuals' perceptions, individuals' attitudes towards the party, and the extent of voters' willingness to vote in the ballot box.
- To prepare the electoral program and the electoral campaign, and identify the key themes or topics to be included in the electoral program then to attract or obtain the support of voters. Additionally, it involves determining the philosophy of the campaign and election programs which may be based on the basis of the candidate or the party itself.
- To select the appropriate means of connection and communication with the society through political advertising, or by personal contact, or by conducting seminars and dialogues using the audio and visual means or by depending mainly on the social networks such as Facebook, Twitter, and YouTube.

A few studies and literature related to political marketing has highlighted the concept of political product as one of the main pillars of political marketing as well as electoral marketing (Alsamydai, 1997; David et al., 1983). For example, David et al. (1983) has defined political product as everything related to an electoral program or exclusion or party or candidate that must attract public opinion by achieving the requirement and needs of the majority of electors. On the other hand, ALsamydai (1997) perceived political product as a set of personal and non-personal qualities including candidate's properties and image, party's image to which the candidate belongs, provided promises accepted by the public as they satisfy their needs and desires. In light of this, political product is the mixing of personal and non-personal aspects that should be integrated in the political product in order to be accepted by public and to achieve the goals promised by the organization to which the political candidate belongs.

The basic components that should be available in the political product to succeed in the political market as identified by Alsamydai (2000) are:

5.2   Characteristics and Aspects of the Political Product

Characteristics and aspects of the political product include all the personal and non-personal qualities and characteristics that distinguishing the product from other competitors both within the political organization and within the competing political organizations. In particular, personal characteristics include the strength of candidate's character, appearance of the candidate, the ability to manage conversation, the ability to influence and persuade as well as the candidate's patience, and academic and scientific qualifications. In addition, Schoenbach et al. (2001) refer to personal characteristics such as physical attraction and charisma.

Many past studies have addressed the importance of some of the previous addressed characteristics (for example, Joandea & Micheal, 2011; Schoenbach et al., 2001). For example, Joandea and Micheal (2011) have focused on the impact of candidate's appearance since it effects positively or negatively the election's outcomes. This view is supported by anecdotal evidence (Stanton, 2000) and many other academic studies (for example, Rosenberg and Mccafferty, 1987, Todorow et.al, 2003). In particular, Attractiveness of the electoral candidates influence electoral success as many previous studies have shown that when participants were asked to make a choice between different pictures for electoral candidates (Ballew and Todorov 2007; Little et al. 2007; Sigelman et al. 1987; Todorov et al. 2005; Antonakis and Dalgas 2009), perceived physical attractive candidates were more likely to get elected by voters (Banducci et al. 2008; Berggren et al. 2006; Buckley et al. 2007; Klein and Rosar 2005; King and Leigh 2006; Leigh and Susilo 2009; Rosar and Klein 2009; Rosar et al. 2008; Sigelman et al. 1987).

5.3 Politician's Image

One of the basic tasks of any political organization is how to create a positive image for its political candidate, and attempt to convert it into the minds of the public. The higher the positive image of the party and its candidate, the more success and positive attitudes by the public will be gained. According to (Alsamydai, 2000), this view can be achieved through:
- Creating the image for the political candidate within his own party.
- Creating the candidate's image among the public voters.

5.4 Adopting the Political Product

Adopting the political product is concerned with creating an image for the political model, In other words, all attempts to adopt the candidate to become more consistent with the expected audiences. As indicated by (ALsamydai, 1997) , this task is one of the main tasks of Operations Management. In the electoral marketing, the political consultants of the candidate provide many services to the candidate, manage his campaigns, collect funds, advertise, conduct public relations, as well as the various political marketing research that change the core business of the political consultants and thus help to improve the candidate's image leading to the model image in the mind of voters.

5.5 Party's Image and Position

Previous research has shown that the image of the party to which the political candidate belongs to, plays an important role in the success of the electoral candidate in the election competition (Ansolabehere and Iyengar, 1994; Gleman & King, 1993; Lindberg and Morrison, 2008). Not only so, the mental image of individuals of the party to which the candidate belongs to, has a positive relationship with the voters' attitudes towards the candidate and therefore the success of the electoral candidate. That is, many voters base their choice on the attachment to a party or on their ideologies.

Other researchers have identified that the popularity of the party to which the candidate belongs to; this refers to the extent of party rules within the country in which it operates, has an impact on the voters' choice of the electoral candidate in the elections. For example, it was suggested that the party with a wide popularity helps the candidate to win votes through the work of the party's members and supporters to motivate individuals to elect a candidate for their party. This helps the candidate to succeed in the election; on the contrary, candidate belonging to a party with a poor popularity suffers from support and appreciation from the public voters.

 An area of research that has considered difference in party association is issue ownership theory, which suggests that parties influence voters' selection decision through focusing on key issues (Petrocik, 1996). For example, Brower (2009) finds that the democratic party (in the United States of America) has consistently enjoyed a positive images regarding economic issues, while republican (in the United States of America) have tended to enjoy positive images in terms of government management. However, parties need a distinct position to differentiate themselves, yet; only a few academic studies have focused on understanding the brand images and traits that electors associate with the parties (Gelb & Sorescu, 2000, Findaly, 2008).

5.6 Candidate's Credibility

Previous political science research has demonstrated that political candidate's characteristics and perceived credibility may be the most important issue in determining voter behaviour (Stephen et al., 2004). A candidate's credibility is the sum total of the voting public's perceptions of that individual's competence, goodwill, and trustworthiness. Hence, the voters respond differently to the credibility and personal qualities of each electoral candidate. A more recent study by Teven (2008) has extended the previous findings demonstrated that political candidate believability and likeability have significant, positive relationships (while deceptiveness has a significant negative relationship) with voters' perceptions of candidate credibility--competence, goodwill, and trustworthiness.

5.7 Contact and Communication Means to the Public Voters

Contact and communication are considered to be important tools for both the public and the electors since it influence the success of a candidate in the elections (ALsamydai, 2000). The more electoral candidates appeared in the news, the higher the number of preferential votes will be gained. Taking this point further, it was found that appearances on the television news in particular had a substantial impact, while coverage in newspapers had a significant effect for the large number of less well-known candidates

who never appeared on television (Van Aelst et al., 2008). In addition, Public meetings have traditionally assisted in encouraging public voters to convey their views on detailed political issues and obliging politicians and public officials to give explanation for particular political actions. In this sense, such meetings fulfill a basic role in ensuring that electoral candidates stay in contact with the general public. The importance of stay in contact with the public voters was justified by Johnston (1997) by stating that Clinton has won the presidential American election because Clinton gave people what they wanted to hear, with just the right language, words and phrases that would resonate with the American public. In particular, media attention during the election campaign, in the final weeks before Election Day, is seen as crucial to the election outcome (Harrop, 1987).So not unexpectedly, when a politician fails to win an election, the causes were often reflected in relation to media exposure. For example, when Walter Mondale lost the 1984 US presidential election campaign to Reagan, he declared that the main reason for his defeat was due to 'television, which never warmed up to him nor did he warm up to television' (Schudson, 1996, P.121). According to (Alsamydai, 2000), the strategies that can be adopted as a means for ensuring effective communication are:

5.8 Appearance Strategy

This strategy is concerned with the different aspects of the candidate appearance in public. That is, trying to make the candidate attend meetings and seminars as well as club meetings and private parties to ensure continuous communication with the public. According to this strategy, the candidates must have a presence everywhere within their regions in the appropriate time. This requires the candidate presence in a timely manner, which in turn has a great impact on the popularity of the candidate and thus increasing the possibility of election's success.

However, this strategy faces many problems including electoral candidates should be able to cover all areas, especially in the presidential elections in the large countries such as the United States of America and others. This region coverage is possible at the level of local and parliamentary elections due to the limited areas run by the candidate.

 For example, in the United States, they tried to overcome this problem by using a train cruising around different cities to face the rallies in many cities on the same day. In the 1984 elections, there has been a new change on this strategy, where Carey Hart used the plane instead of the train to face the crowds by plane navigating, moving between a series of airports, establishing media conferences for 30 minutes and for several television and radio networks. This makes the conference different from the local evening news shows where it appears that the candidate visited all the cities. At the present time, and as a result of the extensive developments in communication, the candidate can make several interviews with a number of television and news channels in different cities. These interviews are broadcasted in the same time. Moreover, the use of the Internet and social networking like Facebook, Twitter, MySpace, and YouTube have become one of the latest and important means to ensure consistent and continuous communications and contact with the mass public of the voters. According to Park, choi, and park (2011) and Alsamydai and Rudina (2012) have contended that these means can be used in communication for successful political and electoral marketing.

For instance, Jessica et al (2008) stated that the benefits of adopting social networks were witnessed in the American 2008 presidential elections whereby social networks were used. Having stated this, social network sites such as Facebook allowed users to share

their political beliefs, support specific candidate and interact with others on political issues(Rudiana & Alsamydai, 2012).

5.9 Volunteering Worker Strategy

This strategy aims to expand the scope of the candidate in a personal way within the targeted areas. This can be achieved through roaming through the cities, markets, neighbourhoods, and different places as well as meeting with the public in rounds in order to gain the support of voters in the election competition. Political candidate may expand his scope further and in personal ways through using his party members as agents communicating with the target audience (electors), or distributing propaganda of posters, pictures, a brief overview of the candidate, and the defence of the candidate program. For instance, in the United States of America (1980) election, both Mayer (1984) and Alsamydai (1997), and Alsamydai (2000) determined that this strategy was basically used to cope with (October Surprise) when it was expected that Carter announces progress on the issue of Americans hostages in Iran. One day before the election, in 2/11/1980, Kissinger and Ford invalidated effectively Carter's initiative at the last minute; when each one of them appeared on the news networks and stated that Khomeini is trying to manipulate the election, and so they were able to influence greatly on electors and make the election goes according to their interest and to the candidate of their republican party.
 The same strategy has been used in the 1980 French presidential election, the second round. Alsamydai (2000) has also referred to the competition between (Giscard), who represents the French centre-right, and (Mitterrand), who represents the French centre-left. The Gaullist party led by Chirac, who was considered to be centre-right, has asked its members to support Guiscard, but without much enthusiasm and impulse. While Marche, the leader of French Communist Party (centre-left), has asked his members to support Mitterrand of the French Socialist Party against (Giscard) with high enthusiasm and impulse. These two positions had significant results related with (Mitterrand) success in that election.
 Using the volunteering worker strategy has many benefits as indicated by (Alsamydai, 2000):
- Ease the burden of the political candidate and his team.
- Achieve a widely spread in all regions, especially in large countries such as the United States of America, Canada, and Russian Federation.
- Promote the candidate by his party members through seminars, pictures, posters, and program explaining and defending.
- The members' contribution in the publicity campaigns.
- Collect as much as possible of elector votes and especially the neutrals electors.

5.10 Campaign Management

Campaign Management plays an important role in the success of the candidates for the elections. One of the first tasks of this management is to make the strategic electoral plan that fits with the possibilities of political organization or candidate and with the intended objectives. Therefore, the proper preparation for that plan will inevitably lead to positive results. The Strategic Plan for the elector campaign should include two aspects: (ALsamydai, 2000), (David et al., 1983):

- Marketing side (Political marketing manager) which includes three political functions such as resource allocation, media and campaign publicity, and the study of the voters' behaviour.

According to these three functions, the campaign goals are set accurately. In light of this, various different strategies related to campaign management including the preparation of various businesses related with steps to be followed, attempting to imagine the behaviour in the face of various business, preliminary experiments, and the final decision.

- Political side (Campaign political director): whereby the tasks considered by the political director of the plan are:
    1. The objectives of the target campaign.
    2. Political experience
    3. Political objectives
    4. Choose the means
    5. Cost Analysis
    6. Financial support (internal or external).

6 Hypotheses of the Study

Based on the objectives of the current study as well as the study's model, the hypotheses of the study are formulated and divided into two categories; which are:

The first category: The effect of the study's variables on the selection decision of the voters
H1: Personality attributes of the electoral candidates have an influence on voters' selection decision
H2: The political background of the electoral candidate has an influence on voters' selection decision
H3: The credibility of the electoral candidate has an influence on voters' selection decision.
H4: The contact and communication means applied by the electoral candidate have an influence on voters' selection decision.
H5: Electoral campaign management has an influence on voters' selection decision.

The second category: An examination of the constructs of the model of the study:
H6: There is a significant relationship between the constructs of the study's model (Personality attributes of the electoral candidates, the political background of the electoral candidate, electoral candidate's credibility, the contact and communication means, electoral campaign management and voters selection decision of the electoral candidate).

7 Methodology

The current research methodology is mainly based on two sources of data collection which are:
- Secondary sources: which are related to data and information obtained from the existing literature and previous studies related to the topic of the research in order to

advance our understanding and assist in developing the study's model as well as the questionnaire design and development.

- Primary source: This phase of data collection is related to the development and design of an initial questionnaire that is distributed to a sample of 60 respondents who are qualified to elect in Jordan. The purpose of the pre-test questionnaire is basically determining the appropriateness of the instruments and limit and identify the most relevant items to be included in the final questionnaire. Based on the pre-test results, the final survey instrument was examined by a consulting panel consists of marketing and political experts as well as opinion leaders in the Jordanian society. This was done in order to assess the validity of the items within each constructs. At that point, the survey instrument was developed and pilot tested on a small sample from the study's population. Following these procedures, the final version of the questionnaire comprised 24 items to measure the major identified constructs of the study. The final modified survey instrument was finally distributed to a sample of 629 respondents who are qualified to participate in the next Jordanian election to be held in January in 2013.

7.1 Scale and Dimensions of the Study

The process of scaling is an essential tool in almost every marketing research situation (Malhotra et al., 2004) and is most commonly used for assessing the how people feel or think about objects or constructs (Neuman, 2003). Having taking into consideration the criteria for selecting a scaling technique, information needed by the study as well as the characteristics of the respondents and the mode of administrating the survey instrument, the five point Likert scale was considered as the most appropriate for the current study (Alvin et al., 2003). Therefore, all the focal constructs of the current research were measured on a five point Likert scale ranging from "Not at all influential" to "Very Influential".

The current study was divided into five dimensions relating to the different components of the study's model:

Dimension (1): Personality attributes.
Dimension (2): The political background of the candidate.
Dimension (3): The credibility of the candidate.
Dimension (4): Contact and communication means
Dimension (5): Management of the electoral campaign.

7.1 Analysis Method

Several statistical techniques were used. These techniques include Cronbach's alpha, frequency analysis, and One sample t-test. The t-test was used to examine the research hypotheses (Group 1), through testing the average means of single sample based in the value of the scale midpoint. It is widely known that higher values indicate more favourable attitude and higher influence for the tested item. A midpoint equal to three was chosen by adding the lower coded of the Likert scale (1) and the upper code (5) of the Likert scale. On the other hand, all hypotheses related to the first and second group were also examined using the Spearman's correlation coefficient.

8 Results

8.1 Test of Reliability

A reliability coefficient of (Cronbach's' Alpha) 82 % or higher is considered "acceptable "in most social science research. The result of this test in the current study is 86% as table (1).

Table (1) Reliability coefficients

N of cases	Cronbach's 'Alpha	N of items
629	.82	24

8.2 Results General

By using descriptive analysis it was determined that the mean of all questions are over the midpoint (3) this results show in the table (2) .

Table (2) Descriptive statistics and one-sample t-test

Questions	Mean	Std. Deviation	T	Sig.(2-tailed)
First dimension: personality attributes	--------	------	----------	-------------
1-. Strong personality of the candidate	3.96	1.81	9.65	0.000
2- external appearance of the candidate	3.70	1.12	15.71	0.000
3-. The ability to manage dialogue	4. 56	0.734	53.30	0.000
4-. The ability to influence and persuasion	4.52	0.736	51.78	0.000
5-. Characterize by patience and good listening to other	4.53	0.710	54.01	0.000
6- qualifications of the candidate	4.24	0.871	35.69	0.000
Second dimension: the political background of the candidate				
7-. Political history of the candidate	3.73	1.101	16.75	0.000
8-. Mental political picture of the candidate at individual	3.8 3	0.994	21.17	0.000
9-. Mental image of the party which the candidate belongs to	3.47	1.147	10.35	0.000
10- popularity of the party which the candidate belongs to	3.44	1.161	9.67	0.000
11- reputation of the political candidate	4.03	1.078	23.95	0.000
Third dimension :the credibility of the candidate				
12- individuals confidence in promises assumed by the candidate	4.54	0.805	47.70	0.000
13- realistic of promises , which assumed by candidate to public	4.28	0.955	33.49	0.000
14 – public feelings in candidate's ability to implement the promises he made	4.27	0.876	36.97	0.000
15 – personal reputation of the candidate	4.14	0.924	30.97	0.000
Fourth dimension: **contact and communication**				
16- presence among the public	4.27	0.896	35.61	0.000
17- appearing on the traditional and electronic media	3.69	0.990	17.51	0.000

18 – reaching the target audience	4.25	0.872	36.11	0.000
19-. Continuous communication with the public	4.18	0.828	35.87	0.000
Fifth dimension: **management of the electoral campaign**				
20- experience of team work who manage the electoral campaign	4.08	1.028	26.35	0.000
21-the electoral program of the candidate	3.96	0.934	25.69	0.000
22- public support by the supporters of the candidate	3.94	1.073	22.02	0.000
23- electoral strategy	4.03	0.909	28.65	0.000
24- financial support	3.69	1.294	13.36	0.000

8.3 Testing Hypothesis

The first category: test results of first set of hypothesis of the study are shown in table (3) statistical analysis of this table illustrates the overall mean score of respondent which measures the dimensions (D1, D2, D3, D4, and D5) that correspond to the first hypotheses .The mean values of these are (H1=4.20 , H2=3.70, H3 =4.30, H4=4.10and H5 =3.94) . These values are above the scale midpoint (3) with the standard deviation showing small dispersion this mean moreover.

These result were further validated by one-sample t-test, which revealed that the overall mean difference for these dimensions as whole was statistically significant (N=0.000) at (Ns=0.05) with height T-value (H1=58.95, H2=22.14, H3 =49.98, H4=43.212and H5 =32.26) these scores are bigger than tabular (tabular t= 1.96). As a result of the five hypotheses are accepted, this results show in the table (3)

Table (3) testing hypothesis first category

The hypothesis	Test value =3			
	Mean score	std. dev	T value	s.g N
H1: Personality attributes of the electoral candidates have an influence on voters' selection decision	4.20	0.514	58.95	0.000
H2: The political background of the electoral candidate has an influence on voters' selection decision	3.70	0.798	22.14	.000
H3: The credibility of the electoral candidate has an influence on voters' selection decision	4.30	0.655	49.98	0.000
H4: The contact and communication means applied by the electoral candidate have an influence on voters' selection decision	4.10	0.639	43.21	0.000
H5: Electoral campaign management has an influence on voters' selection decision	3.94	0.732	32.26	0.000

The second category: It test the constructs of the study model .In order to test the relationship between the components of the study model, Spearman' correlation coefficient was adopted and hypothesis (H6) was developed .There is a significant relationship between the constructs of study' model (personality attribute , the political

background of the candidate communication and management of the electoral campaign), results of the analysis of Spearman's correlation coefficient are shown in the table (4)

Table (4) Spearman's correlation coefficient

Dimension	Dimension1	Dimension 2	Dimension 3	Dimension 4	Dimension 5
Dimension 1	1.00	.184	.136	.190	.250
Dimension 2	.184	1.00	.270	.299	.298
Dimension 3	.136	.270	1.00	.402	.274
Dimension 4	.190	.299	.402	1.00	.488
Dimension 5	.250	.298	.274	.438	1.00

Correlation is signification at the .01 level (2-tailed)

In table (4) Spearman's correlation coefficient indicates a correlation between the constructs of study's model . Thus, hypothesis (6) is accepted.

9 Discussion and Conclusion

The current study has focused on understanding the most basic components and criteria which assist the electoral candidate to succeed in the election and the impact of these components on voters' selection decision. For this purpose, a study's model was designed encompassing five dimensions which are candidates' personal attributes, political background, candidates' credibility, communications and contact means used by the candidates and campaign management. However, the study's hypotheses were divided into two categories which were developed based on an intensive revision of the previous marketing and political science literatures. Additionally, a sixth hypothesis was developed to examine the relationship between the various components of the study's model.
The analysis of the data was mainly based on conducting "Descriptive statistics" to extract the means and the standard Deviation. This was followed by using a one sample T-test analysis to examine the first categories of hypotheses. As for the second category of the research hypotheses (the sixth hypothesis), that was mainly developed to examine the relationship between the different components (constructs) of the study's model, Spearman's correlation coefficient was used to test this hypothesis.
The most important results of this study were:
The responses of the study's sample to the survey questions (24 questions), were all positive but in uneven way as per indicated according to the means of these questions. This conclusion is consistent with ALsamydai (2000) assertions in regards to the particular criteria of the success of the electoral candidates. The data analysis related to the third question in regards to the candidate's ability to manage dialogue, was shown to have the highest value with a mean average value of (4.56) and standard deviation's value (0.734), whereas the twelfth question (individual's confidence in promises presented by the candidate) was shown to have the second highest value with an average (4.54) and standard deviation (0.806). However, the data analysis related to the tenth question in regards to the popularity of the party which the candidate belongs to was shown to have the lowest mean value with an average (3.44) and a standard deviation valued at 1.161.

The average values of the study's dimensions have been different and therefore it impacted the order of the relative importance of these dimensions in terms of their influence on the voters' selection decision. Having indicated this, it was found that the second dimension related to the candidate's credibility was shown to have the most important component that the electoral candidate should have to succeed in the election as well as to influence voters' selection decision, which was previously, confirmed by Teven's (2008) findings. In turn, the candidate's personal attributes was shown to have the second highest importance in terms of its influence of voters' selection decision with a mean value was (4.20), which is consistent with previous research conducted by Hoegg and Lewis (2011). The third most important component of electoral candidate success was identified by the current study's results as the communication and contact means used by the candidate, with an average mean value (4.10). Regarding the fourth dimension related to the importance of campaign management, it was found that this dimension was rated as the fourth most importance dimension in terms of its influence on voters' selection decision with an average (3.94). Finally, the current study also found that the second dimension relating to the candidate's political background has the lowest importance in comparison to other components indicating that it has the least influence on voters' selection decision. To the best of our knowledge, no previous research has examined the ranking and importance of these preceding components and criteria for the success of the electoral candidates and their influence on voters' selection decision.

The current research's findings indicated that all the hypotheses of the current study, which are related to the five dimensions, were accepted and this was indicated by the t-test values for these dimensions which were (D1=58.95, D2= 22.14 , D3=49.98, D4=43.21 and D5 =32.26) which were higher than the indexed value (t= 1.96). Additionally, the current study confirmed the sixth hypothesis indicating that there is a significant correlation between the different components of the study's model.

In conclusion, this study is considered valuable in the Jordanian election battle as it provides a unique and signification theoretical and practical contributions as it has focused on five different dimensions related to the electoral candidate success and ranked these dimensions in terms of its relative importance on voters' selection decision in Jordan. Therefore, it appears that the current study extends our understanding of what factors determine people's evaluation and selection of the Jordanian electoral candidate which was not previously examined in the extant literature.

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