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## **POLITICAL MARKETING THROUGH FACEBOOK AND ITS INFLUENCE ON THE ATTITUDES OF THE ARTESANOS ELECTORS OF LIMA METROPOLITANA**

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**Abstract:** *In a globalized world, more and more political parties are applying actions through social networks to communicate and be in more frequent contact with the electors; however, in view of the struggles of having the greatest number of supporters, the attitudes on the part of the citizens towards the candidates and political parties, many times in the hopes expected by these organizations, mainly due to the failure of promises and the lack of identification with them. The methodology used has reviewed the bibliography and statistics of the case; similarly, a survey was applied to 363 surveys enrolled in the National Handicraft Registry of the Ministry of Foreign Trade and Tourism of Peru (MINCETUR) and an in-depth interview with a digital marketing expert. The study carried out, allows us to think that it is important for the attitudes of the citizens mainly during the electoral campaigns and that the changes can be their opinion due to the influence of social networks, mainly through Facebook.*

**Keywords:** *marketing, political marketing, Facebook, attitudes, model of the components of the attitude, political parties, electoral campaigns.*

## INTRODUCTION

Today, political parties also face different problems such as the rapid changes in a highly globalized environment. Although certain institutions have adapted to these varied scenarios to better respond to turbulent environments, it is essential to have an adequate management in the use of digital tools to develop solid projects capable of constantly anticipating the evolution of the market (Puerto Becerra, 2010). The diffusion and impact of new digital modes of voter mobilization with traditional methods (telephone, mail and in-person voting) are still important, as demonstrated in the recent national elections in the United States and the United Kingdom. However, online messages are for campaign participation among young citizens when they are mediated through social networks even though offline forms are still more effective in mobilizing participation (Aldrich, Gibson, Cantijoch, & Konitzer, 2016).

Social networking sites have now become one of the important media channels for election campaigns. Research in the social science domain is beginning to form a picture of how a social network itself might affect political participation. However, not much attention has been paid to the influence of the determinants of social networking site use on voter participation and voter attitude and confidence (Lee, 2020). The widespread development of social networking sites has allowed for a more feasible exchange of information. This information has facilitated the influence and promotion of messages. Social networking sites offer a way to express interests, share opinions and even sell ideas or products. Among the lists of social networking sites visited, and which many have joined, Facebook is one of the most accessible and used social networks, for example, in the Philippines, where it paved the way for political constituencies by providing information, communicating, influencing users on the ideas, plans, and opinions of candidates, and most importantly, getting users to vote for them in return (Salvador, Vivar, De Vera, Inocian, & Rosaroso, 2017).

Social networks contributed to implement new types of information with people around the world. The constant evolution of technology has made it possible to access information much faster in any area of interest; for this reason, the use of social networks for the promotion of political parties in electoral campaigns has increased, especially in the recent elections, due to the higher income of Peruvian families from networks or the Internet (Canzio Murias, 2016). According to the latest residential survey of telecommunications services (Erestel), conducted in 2018 by the Supervisory Agency of Private Investments in Telecommunications (Osiptel), 73% of Peruvian households -an average of 7,041,508- have access to fixed or mobile internet services, a product of the greater national economic well-being in recent decades caused by high prices of raw materials for exports, which significantly increased the per capita GDP and resulted in potential markets for political parties in elections.

This situation allows greater interactions between citizens and political parties in social networks, due to the increase in users of these (Canzio Murias, 2016). In Peru there are approximately 24 million accounts on Facebook. Social networks are already part of our daily interactions. A study by the market research company Comscore identified, at the end of 2019, that in Peru there were 23.5 million Facebook profiles, of which 45% were women and 55% men; the newspaper El Comercio (2019) pointed out that 55% of Peruvians enter these social networks on a monthly basis, which makes it possible for them to be not only in contact, but also aware of the country's social and political issues in real time; it also makes it possible to be horizontal in production,

editing and access to information. That is why political parties are obliged to implement innovative political marketing actions through social networks; and although political campaigns in social networks are a central feature of contemporary democracy, evidence of the effectiveness of this type of campaign is scarce (Bright, et al., 2020).

The behavior of key online informants provided an avenue for political activism and participation. Among all the possible behaviors, some cases showed great interest in political participation on Facebook by joining and giving likes to a group or page, supporting a certain candidate, posting a comment, updating their status, and uploading a picture about politics, from which it was inferred that online and offline political participation were no different because both could express a person's political opinion. Half (50%) of the key informants used Facebook to check for political updates; however, the rest (50%) of the key informants did not use Facebook to express their political opinions. This was because informants thought that Facebook had an important role to play as the presidential elections were fast approaching, more especially among urban voters; while the rest have not shown the same interest, more especially among rural voters, who rarely use their Facebook accounts or have never been interested in opening a publication (Salvador, Vivar, De Vera, Inocian, & Rosaroso, 2017).

In a globalized environment, the relevance of policies, marketing and technologies must be taken into account as relevant instruments in the growth of global society; social networks make it possible for future voters from abroad to be informed about political and social events in Peru and to participate in elections; the increase in the number of Peruvians living abroad demands the establishment of new political marketing procedures and the use of new social and globalized actions by political parties so that they can gain the loyalty of their followers (Canzio Murias, 2016).

According to this context, political expression and the creation of political content show that people who engage in content-expressive behavior are integrated into heterogeneous information networks and that emotional intelligence moderates the relationship between content-expressive behavior and ideological extremes (Barnidge, Ardèvol-Abreu, & Gil de Zúñiga, 2018). A key aspect of contemporary research in online political communication concerns what might be called the "fragmentation" thesis: the idea that online conversations about politics are typically divided into a variety of groups, and that this division takes place along ideological lines with people only talking to those who are ideologically similar. Concerns about this kind of fragmentation were expressed in some of the early theoretical work on the Internet (Bright, 2018). This research uses models of the components of attitudes (Schiffman & Kanik, 2010) to analyze the opinions of the artisans of Metropolitan Lima in relation to the main political parties. This model contains: a cognitive component, an affective component and a conative component. The cognitive and affective components are used to analyze the information collected.

## **THEORETICAL FRAMEWORK MARKETING AND POLITICAL MARKETING**

Political marketing develops the concept of marketing and some tools to show how they can be applied in political contexts. In this regard, Kotler & Keller (2012) defined marketing as social processes by which groups or individuals achieve what they require and desire through the creation, offering and free exchange of products and service values with other groups and individuals. So the average number of actions on

candidates' Facebook pages is positively associated with the election result after controlling, among other things, the proportion of votes for their respective party in the district list, while the amount of "likes" and comments is not significant. (Bene, 2018).

Facebook is a modern political tool to help these political hopefuls cast more votes, helping them become popular and bringing them closer to the masses, without even having personal contact with them (The Manila Times, 2013). Facebook's vibrant influence on voters' political practices remained tremendous in an urban village compared to a rural village, more especially among the Millennials. Facebook had insufficient connection to voters' practices in terms of social demographics and government employment affiliation. It was established that voters in a rural village had limited access to Facebook due to the low level of education and simple lifestyle. However, Facebook created the personal choice of voters of a trusted candidate during the casting of votes; but, in one rural village, voters were influenced by radio, newspapers, television or campaign brochures.

Marketing represents the processes by which companies can attract potential customers, establish strong relationships, and create value for the consumer (Kotler & Armstrong, 2003). Social media spaces have quickly become one of the main media channels for all types of campaigns and have gradually become an alternative tool for marketing and service delivery (Tsai & Men, 2017). Participation refers to a psychological and individual state and defines the importance and personal relevance of a given component to a person. Voter participation in politics refers to the degree to which voters see politics as the central and significant and attractive object in their lives and indicates its importance to them. Based on the above results, this study further argues that when users seek social ownership and acceptance on social networking sites or when they feel that using a social networking site would be easy and would improve their performance, their participation in political issues is strengthened (Lee, 2020).

Taiwan has received the most false or misleading information on political issues because Taiwanese make extensive use of online media and social networking sites; false and misleading information and the resulting fractioning of online information are likely to affect Taiwan's political results. It is established that marketing should start with the idea that it is a product that meets a customer's needs. The impact of Facebook is important because it is a source of political information for university students. Facebook statistics report that there is a continuous growth of popular networking sites, which users share what they think, what information they get and what activities they do that facilitate the greatest growth for more than 400 million Facebook users, and eventually it has been a trend every quarter of the year. Apparently, Facebook has been ranked as the second most used website next to Google (Gil de Zuñiga, Jung, & Valenzuela, 2012). Facebook's growing role as a political information source means the return of the two-step information flow model: political opinions and experiences of the less interested; most of it is determined largely by the communication of less politically interested peers. However, one mechanism identified is the tendency of individuals to moderate their opinions according to what they perceive to be the group norm (Garcia, Abisheva, Schweighofer, Serdült, & Schweitzer, 2015).

The use of the social networking site has positive impacts on voter participation in politics, further affecting voters' attitudes towards voting and their confidence in decisions. More specifically, the user of social networking spaces "needs to belong" and their "perceived ease of use" towards the sites significantly increases their participation in politics and further improves their attitude towards voting and their confidence in



voting decisions. The results of this research indicate that, when seeking to strengthen voters' attitudes towards voting to improve the voting rate or increase voters' confidence in their voting decisions about a specific candidate or party, political campaign managers and candidates should take into account users' opinions, their sense of belonging to a certain online community and their efforts when using a certain social networking site (Lee, 2020).

Political consulting firms, such as Cambridge Analytica, have been influencing voter participation, attitudes and confidence through social networking sites by using behavioral microtargeting techniques (Persily, 2017). The influence of social networking sites on political participation and attitude has received considerable attention from academic researchers and business managers in recent years. In terms of approach, all business activity systems should be customer-oriented. The desire of customers must be recognized and satisfied (Bright, et al., 2020). In that sense of breadth, marketing consists of activities designed to facilitate exchange and meet the needs of individuals and institutions.

These activities include online discussion networks such as forums, blogs and social networking sites where people can participate in discussions and exchange messages. Conceptually, political fragmentation occurs in such a network when, during political discussions, network participants begin to talk more with others who are ideologically similar than with others who are ideologically different (Garcia, Abisheva, Schweighofer, Serdült, & Schweitzer, 2015).

Finally, Lerma Kirchner, Bárcena Juárez, & Vite López (2016) defined marketing as the study of socio-administrative processes, which link people to a certain market where goods and services are exchanged, and which can satisfy those needs. In the political field, two approaches are required, one that focuses on the question of which campaign tactics increase or do not increase participation and another that uses voter mobilization campaigns to test social psychological theories. Both strands have generated stubborn facts that must be confronted by theories of cognition, persuasion, and motivation (Green, McGrath, & Aronow, 2013).

It is concluded that marketing are processes by which lasting relationships are built in different times and space where goods and services are exchanged for the satisfaction of needs. Kotler & Armstrong (2003) presented in figure 1 a simple type of five steps. However, in politics, the different social networks that influence political participation and much of the research of the last decade on social networks has shown a positive relationship between online and offline political intervention (Boulianne, 2015; Skoric, Zhu, Goh, & Pang, 2016).

*Figure 1. Creating Customer Value and Building Relationships*

Understanding the market, the needs and the wishes of the customer	Designing a customer-driven marketing strategy	Develop an integrated marketing program that provides superior value	Establish profitable relationships and achieve customer delight	Capture customer value for profit
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*Note:* Adapted from Kotler & Armstrong (2003)

Within the instruments that belong to marketing and that can be executed in a political situation, there is the marketing mix. Kotler & Keller (2012) determine it as the

group of instruments that a company uses to achieve its marketing objectives. They classified these instruments in four big groups that determined the four P's of marketing: product, price, place and promotion, as it can be seen. In this respect, professionalization and digitalization are two distinctive features of election campaigns in the 21st century. Professionalization and digitalization trends are strong, but they are more clearly linked among the larger, global campaign parties, while smaller, niche parties in a multi-party system tend to choose different campaign options with respect to structure and strategies (Grusell & Nord, 2020). And finally, another tool, which can be used in this situation: the SWOT study, which is the tool by which strengths, opportunities, weaknesses and threats are assessed, as shown in Figure 2.

Figure 2. *Analysis FODA*

Strengths:	Oportunities
In-house capabilities that could help companies achieve their goals	Internal limitations that could interfere with the company's ability to achieve its objectives
Weaknesses	Threats
Factores externos que la compañía podría ser capaz de explotar para su beneficio	Factores actuales y emergentes que podrían desafiar el desempeño de la compañía

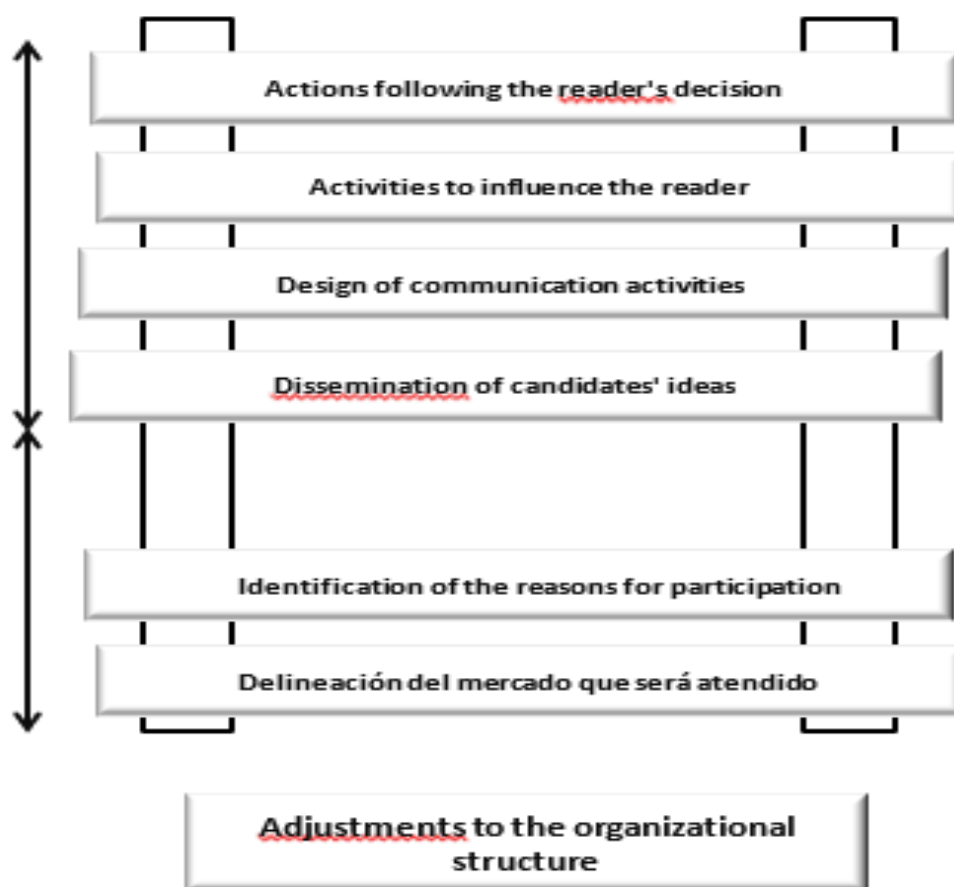
Source: Adapted from Kotler & Armstrong (2003)

If two tools are applied in political environments, it could be established that marketing mixes allow accurate analysis of environments, so SWOT analysis allows political organizations to perform self-assessments within electoral contexts.

Lerma Kirchner, Bárcena Juárez, & Vite López (2016) defined political marketing as techniques that are used to find out characteristics, desires, needs, and aspirations of social groups capable of electing their rulers. Once this information is gathered, a strategy begins to be built with the purpose of influencing citizen behavior in favor of ideas, programs, people and institutions to achieve voter satisfaction.

There are studies that suggest that negativity and interactivity in social networks are a limited and mixed support for echo chambers. While social networks mobilize citizens, these citizens are already predisposed to participate in civic and political life (Boulianne, 2015).

And in that sense, Kotler & Armstrong (2003) made designs in five steps. Proposals were developed to systematize the political marketing process of electoral campaigns and are presented in the figure above. The need for more research on the role of internal party organizational networks in the perpetuation of political dynasties is highlighted (De Winter & Baudewyns, 2015; Fiva & Smith, 2018).



*Source: Adaptation Barrientos (2010)*

Barrientos Felipa (2010) proposed a seven-stage pattern in which the political association begins by delimiting the designation market it is expected to serve, and then examines the purposes behind the investment, changing the association and dispersing recommendations, hence moving forward. planning and combating exercises that seek to capture citizen consideration; finally, it closes with the criticism received after the discretionary mission is completed. Finally, Barrientos Felipa (2010) also constructed the use of the advertising mix for political promotion within a constituent mission. As can also be seen, the use of the promotional mix proposed by Barrientos Felipa (2010) can be applied to both the political association and the aspirant, since the approaches and qualities that Barrientos maintains come together in a measure of the constituent mission.

Taking everything into account, it tends to be resolved that the hypothetical use of lucidity in a political situation does not suggest an incredible distinction between methodologies and strategies; it basically changes the situation and the individuals who participate in it. Consequently, it can very well be guaranteed that the fulfillment of the advance of a political exhibition plan is firmly identified with sufficient research of the components that are deployed within that situation, along with the diagnostic capacity to understand the climate, for example, capacity and involvement with the correct use and usage of the apparatus, instruments, methods and methodologies that the promotion provides.

## Facebook

It is one of the largest and most important informal communities in the entire existence of the web. It is a simple access device whose membership and use is free (Hütt Herrera, 2012). Customers register and distribute data in their profile, from where they can transfer messages, recordings, photos and other computerized documents.

## The attitudes

There are different definitions of attitude; however, it is convenient to highlight some definitions as evaluations of the objects of reality, having diverse approaches, from the classical and instrumental conditioning through the emotional predominances, defined as affects or positions (Álvarez-Ramírez, 2014). Attitudes are learned, some perspectives are secured through behavioral learning standards without understanding that they are understanding something. The congruence of people and meetings towards an association is jeopardized in any cycle of progress.

In genuine and solid responses and feelings, fear and nervousness should not be seen as issues to be helped, they are common, even sensible, responses that must be broken in their depth. Regularly, people's passionate experience of change is not distant; it is commonly receptive (Saravia Vergara, 2015). The greater the transformation in structures, tasks, technology and human skills, the stronger is the fears, anxiety and resistance. Attitudes are builders that allow us to explain and predict behavior and at the same time help to modify it (Ivancevich, Konopaske, & Matteson, 2006). There is a theoretical model focused on collective and internal effectiveness to explain the separate paths through which political exchange on Facebook and Twitter can influence people to participate in political activities. We found that frequent use of Facebook and Twitter to share political information leads to higher levels of participation through different measures of effectiveness.

Facebook has a significant effect on collective, not internal, effectiveness, while the effect of Twitter is on internal, not collective, effectiveness. The findings are discussed considering the various possibilities and strengths of Facebook and Twitter network links (Halpern, Valenzuela, & Katz, 2017). Finally, on political attitudes related to electoral public participation, Ramírez Serrano (2008) proposes some attitudes from which to clarify people's political behavior, for example, the feeling of political character or hard line, the image of the applicant, the feeling of political suitability, the inclinations for a competitor's proposal, and the feeling of obligation before casting a vote.

With respect to the feeling of a collecting character, it can be very well perceived that in voting-based systems where ideological groups have a solid convention, the feelings of a collecting personality, in general, will be revealed as a central and stable disposition in the citizen that mediates as a channel to observe which political messages are reliable and which definitely are not.

The feeling of personality gathering is a behavior that allows recognizing which are the inspirations that lead a person to welcome a meeting or to be autonomous and, in this line, to have the option to clarify the discretionary behavior of the neighbors. Thus, on the feeling of character gathering, it has been discovered that people who organize a meeting do not find their friendship in the same way, which has allowed us to talk about the strength of the feeling of personality gathering, a mentality that also makes it conceivable to clarify the participatory practices of the voters.



## **The model of the components of the attitude**

According to Schiffman & Kanik (2010), there are several authors who have focused on analyzing and measuring attitude using various instruments. These authors propose a model based on understanding the relationship between attitudes and behavior; to do so, they focus their attention on the task of specifying the composition of attitudes to better explain or predict behavior. Likewise, it should be noted that the model by Schiffman & Kanik (2010) is one of the most used in the field of social psychology. Ivancevich, Konopaske, & Matteson (2006) proposed that attitudes are composed of three fundamental elements: cognitive, affective and behavioral. Below, we detail what each of the three elements consists of:

### **Cognitive componente**

It refers to information and acknowledgements that have increased through a mix of direct participation in the disposal object and related data from different sources. According to Ivancevich, Konopaske, & Matteson (2006), this knowledge and the resulting observations usually have the forms of beliefs; that is, the person will consider that the objects of the attitudes possess various qualities, and that specific behavior is made leads to a specific result as well.

### **Affective componente**

The emotions or feelings of people in relation to a particular product or brand constitute the emotional component of an attitude. These emotions or feelings are often interpreted by researchers as mainly evaluative in nature; that is, they capture an individual's direct or overall assessment of the attitude object (they indicate the degree to which the individual qualifies his or her attitude to the object as "favorable" or "unfavorable," "good" or "bad. Affectionate experiences also manifest themselves as emotionally charged states" (e.g., joy, sadness, shame, displeasure, guilt, anger, surprise, or grief).

### **Conative componente**

The possibility or preference of a person to perform a specific action or behave in a certain way, in relation to the attitude towards the object, is mentioned.

## **METHODOLOGY**

This research was carried out in the following stages: the first consisted of data collection based on documentary analysis. In that sense, in this first stage the archives of the National Registry of Crafts of the Ministry of Foreign Trade and Tourism of Peru (Mincetur) were used, and then they were analyzed. Secondly, a bibliographic review was developed to present a theoretical framework regarding political marketing, Facebook, and its influence on the attitudes of artisans in Metropolitan Lima. Thirdly, secondary sources were reviewed to approach the reality and problems of the research. Fourth, an interview guide for political marketing specialists and a question guide for the survey of artisans in Metropolitan Lima were prepared.

The fifth stage consisted of the application of the interview to an expert in the subject, Professor Rosa Flores Reyes, a professor at various universities in the field of digital marketing and the application of the survey to the artisans registered in the National Register of Crafts of the Ministry of Foreign Trade and Tourism of Peru (Mincetur). The technique of surveys with eight closed questions was chosen because such techniques allow the measurement of attitudes of this segment of the population in relation to the effects of political marketing through Facebook.

The target audience of this research is made up of 6704 artisans duly registered in the National Registry of Crafts of the Ministry of Foreign Trade and Tourism of Peru (Mincetur). The probabilistic method for the application of the instrument was simple random. The population was 6704 and a sample of 363 was determined. The sixth stage proceeded with the analysis of the interview and survey results. Finally, in relation to the research work, the corresponding conclusions and recommendations were made.

## RESULTS

As for the results, in-depth interviews were conducted with six open questions to the digital marketing expert, a professor:

1. "How have you seen the evolution in the implementation of political marketing in social networks in Peru in the last five years?"

The evolution of political marketing in social networks goes hand in hand with the evolution and growth of social networks in general. Five years ago, there were 1.5 billion Facebook users in the world, now there are 2.5 billion. Regarding the last electoral campaign, 90% of the publications we saw on Facebook were related to politics; many citizens commented and shared content defending their candidate, their political party and attacking their opponents. On the other hand, investment in social networks by political candidates increased in relation to previous elections, since ten years ago Facebook did not give you the options to pay for advertising as it does today. In relation to the last elections, the candidate Pedro Pablo Kuczynski knew how to win the votes of young people through Facebook, since at that time social networks were more used by this group of people. Currently, the adult segment uses Facebook more than in other years, they have become more technological, and this has generated that the youngest people migrate Instagram, because they do not want their relatives to get in on their publications.

2. "What are the basic aspects that any political marketing strategy in social networks must take into account for an electoral campaign?"

Segmentation is very important; there must be a clear and specific message for young people, another for adults, and another for other groups of people. The idea is to personalize the message in relation to the voters' target audience, so that each voter identifies with the political message. In addition, investment should be made in advertising through Facebook and other social networks so that it has a greater reach and reaches more people. Choosing a good community manager is also very important; since they must sell the idea, sell the candidate. In Peru very few people have technical knowledge before choosing the candidate.

3. Do you think that Facebook allows national positioning of the candidate or political party?

Facebook is the main news channel in an electoral campaign. The positioning will occur if the political candidate does things correctly since Facebook will oversee

spreading it. Through Facebook people learn about the mistakes and successes of political candidates. The media rely heavily on social networks; research has been left to the different media, only what comes out is taken into consideration, criticized and spread.

4. "What strategies should a political party use to build loyalty among the electoral public and turn them into militants?"

If we talk about social networks, I believe that they do not fulfill this purpose. The political aspect is a very emotional and momentary issue. After the elections are over, everything returns to routine activities. People who want to be militant in a political party will do it out of conviction and not necessarily through social networks.

5. How many "people do you think should be on the Facebook team for the proper execution of a political marketing strategy during an election?"

I would not dare mention an exact number, but it should be integrated by a good team of political marketers, psychologists, sociologists and political scientists.

6. What do you think was the emotional bond established by Acción Popular, Frente Amplio, Fuerza Popular and Peruanos Por el Kambio in the last presidential elections?

Regarding Veronika Mendoza, it was her closeness to people: it seemed that she answered you at times, other times it seemed that a team answered questions for her. In relation to Alfredo Barnechea, she had certain difficulties when she answered inadequately. In the case of Pedro Pablo Kuczynski and Keiko Fujimori, when they went to the second round, PPK started off more smoothly, but at the same time Keiko's supporters organized themselves to go like a mass to the different marches and demonstrations. Just as social networks appeared to lift up a candidate, so have social networks appeared to hate candidates.

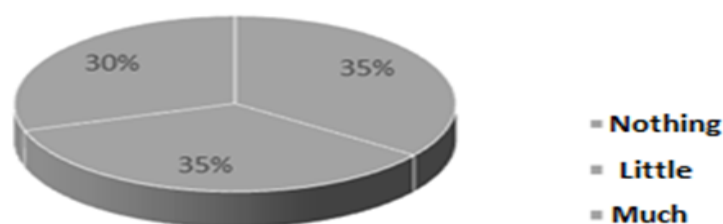
As for the analysis of the interview, Keiko Fujimori's campaign was one of the most expensive or the most expensive on Facebook, since it had more sophistication in the videos, in the logos, etc., invested ten million soles and did not win the elections and possibly only has a very fragile prestige that is only due to recapitalizing something that happened in the 1990s. The campaign of Frente Amplio was a campaign with limited economic resources, it was bet on what is called popular overflow, which means to involve citizens and make the campaign their own. Pedro Pablo Kuczynski had already had experience in social networks, those who began to work actively in social networks were Verónica Mendoza and Alfredo Barnechea, in an articulate way they had the support of many people.

Surveys made to artisans registered in the National Register of Crafts of the Ministry of Foreign Trade and Tourism of Peru (Mincetur)

Table 1. *¿Do you know what political marketing is?*

	Frequency	Percentage
Nothing	127	35%
Little	127	35%
Much	109	30%
Total	363	100%

### 1. Do you know what political marketing is



Interpretation: "Out of a total of 363 respondents, 127 people responded nothing, representing 35% of the total respondents; 127 people responded little, representing 35% of the total respondents; and finally, 109 people responded a lot, representing 30% of the total respondents.

Table 2. *How interested are you in Peruvian politics*

	Frequency	Percentage
Nothing	58	16%
Little	58	16%
Much	247	40%
Total	363	100%

### 2. How interested are you in Peruvian politics?

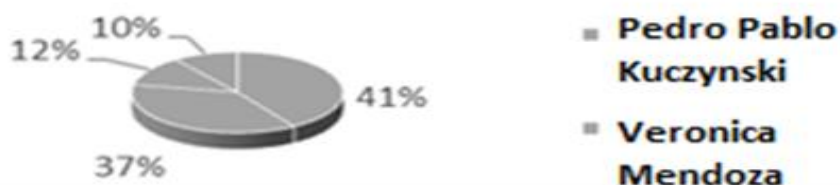


Interpretation: From a total of 363 respondents, 58 people responded nothing, representing 16% of the total respondents; 58 people responded little, representing 16% of the total respondents; and finally, 247 people responded a lot, representing 40% of the total respondents.

Table 3. *Of the political marketing strategies on Facebook developed by the following candidates in the last election, which one did you like the most?*

	Frequency	Percentage
Pedro Pablo Kuczynski	149	41%
Verónica Mendoza	134	37%
Alfredo Barnechea	44	12%
Keiko Fujimori	36	10%
Total	363	100%

### 3. From the political marketing strategies on Facebook ...



Interpretation: Out of a total of 363 respondents, 149 people answered for Pedro Pablo Pedro Kuczynski, representing 41% of total respondents; 134 people answered for Veronika Mendoza, representing 37% of total respondents; 44 people answered for Alfredo Barnechea, representing 12% of total respondents; and finally, 36 people answered for Keiko Fujimori, representing 10% of total respondents.

Table 4. For the 2021 presidential election, would you vote again for the candidate you voted for in the last election?

	Frequency	Percentage
Yes	131	36%
No	182	49%
Maybe	50	15%
Total	363	100%

### 4. For the 2021 presidential election, would you vote again for the candidate you voted for in the last election?

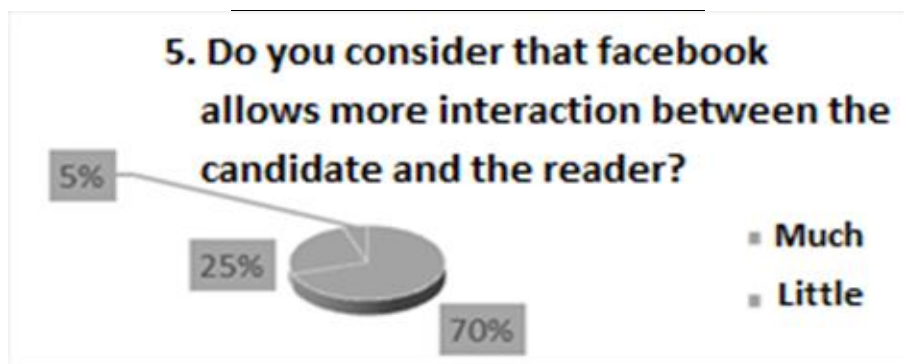


Interpretation: "Out of 363 respondents, 131 people answered yes, representing 36% of total respondents; 182 people answered no, representing 49% of total respondents; and finally, 50 people answered maybe, representing 15% of total respondents.



Table 5. *Do you think that Facebook allows more interaction between the candidate and the voter?*

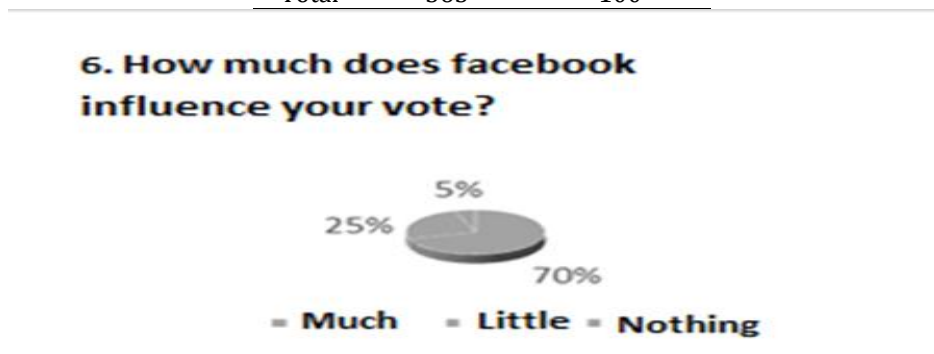
	Frequency	Percentage
Much	254	70%
Little	91	25%
Nothing	18	5%
Total	363	100%



Interpretation: Of the 363 respondents, 254 people answered a lot, representing 70% of total respondents; 91 people answered a little, representing 25% of total respondents; and 18 people answered nothing, representing 5% of total respondents.

Table 6. *How much influence does Facebook have on your vote?*

	Frequency	Percentage
Much	254	70%
Little	91	25%
Nothing	18	5%
Total	363	100

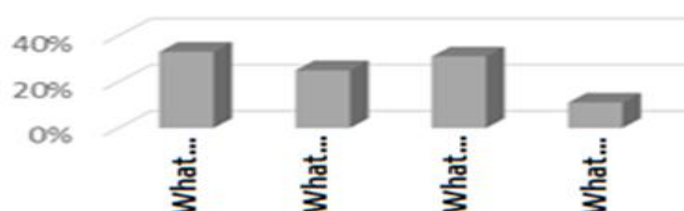


Interpretation: Of the 363 respondents, 254 people answered that much, as evidenced by the results, representing 70% of respondents; 91 people answered that little influence of Facebook at the time of decision, representing 25% of total respondents, and 18% answered that nothing influences Facebook at the time of decision, representing 5% of total respondents.

Table 7. *Of the following criteria, which do you consider to be the most important for giving "like" to a candidate's or political party's page?*

	Frequency	Percentage
Have a good graphic design	120	33%
Let them make their proposals known	91	25%
That you are interested in	113	31%
That has audiovisual content	39	11%
Total	363	100%

**7. Of the following criteria what do you consider most important to give like to the fan page of a candidate or political party?**

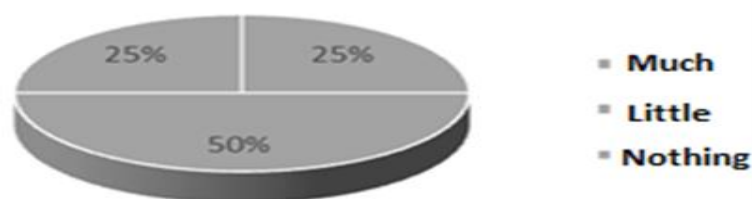


Interpretation: Of the 363 respondents, 120 people responded that they have a good graphic design, representing 33% of the respondents; 91 people said that they make their proposals known, representing 25% of the respondents; 113 people responded that they are interested, representing 31% of the respondents; and finally, 39 people responded that they have visual content, representing 11% of the total respondents.

Table 8. *How much influence does Facebook have when deciding how to vote?*

	Frequency	Percentage
Much	91	25%
Little	181	50%
Nothing	91	25%
Total	363	100%

### 8. How much does facebook influence your vote?



Interpretation: Of the 363 respondents, 91 people said that Facebook has a lot of influence when deciding their vote, representing 25% of the total number of respondents; 181 people answered that Facebook has little influence when deciding their vote, representing 50% of the total number of respondents; and finally, 91 people said that Facebook has no influence when deciding their vote, representing 25% of the total number of respondents.

## CONCLUSIONS

The present study determines that, as part of the interview conducted with the expert, it was possible to deepen the analysis of the candidates cited in the research and their political marketing actions carried out on Facebook, which concludes that Keiko Fujimori sought to relate to the future term, as well as energy and strength; while Veronika Mendoza identified with words such as honesty, transparency and youth. On the other hand, she related Pedro Pablo Kuczynski to capacity, intellectuality and mainly experience. Finally, Alfredo Barnechea sought to position himself with the words change, morality and intellectuality. In relation to the respondents, the preference for political marketing strategies on Facebook was led by Pedro Pablo Kuczynski; a third of the artisans registered in the National Registry of Crafts of the Ministry of Foreign Trade and Tourism of Peru (Mincetur), valued first of all a good graphic design in the electoral campaign. Future studies could apply this instrument to organizations in other industries such as mining, construction or services, which stand out for having a clear differentiation in attitudes and perceptions in the application of digital tools by the main political parties in Peru.

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