Is the Support for a Party Change According to the Change of Its Brand Name? The Moderating Effect of Thinking Style and Ideological Tendency

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Abstract: Background/Objectives: The purpose of this study is to examine the changes in voter's support according to the party's branding strategy used by Korean political parties to resolve political crisis. In other words, this is to compare differences in voter's support changes between re-branding strategy and new-branding one. The former is changing the political party's name without the change of its political identity, the latter is accompanying with the political identity's change through party-separating.

Methods/Statistical analysis: We also examined how the voters' personal characteristics, ideological tendency and thinking style, are moderating the relationship between branding strategy and support for a party.

For this study, recent real cases in Korea were selected as stimuli and the experiment is designed as follows: 2 (Party's Branding strategy: re-branding vs. new-branding) * 2 (Ideological Tendency: conservative vs. progressive) * 2 (Thinking Style: holistic vs. analytic). Questionnaires were conducted for voters in Daegu and Kyungbook province and the total of 508 questionnaires were reflected in the analysis.

Findings: The results of empirical analysis are as follows: 1) Voter's support change was higher in the case of new branding strategy through party-separating, but it was not significant statistically. 2) The conservative tendency did not show a difference between the parties' brand changing strategy, but in the case of progressive tendency, the degree of support change of the new-branding strategy party was higher than that of re-branding strategy party. So, the moderating effect of ideological tendency was confirmed. 3) The moderating effect of thinking style was also confirmed. In the holistic thinkers, there was no difference in the rate of support, but in the case of analytic thinkers, the degree of voter's support change was higher for the party of new-branding strategy than one of re-branding strategy.

Improvements/Applications: The results of this study suggest that the changing strategy of party's brand name in Korea is still effective and brand changing strategy accompanying with the party's political identity is more effective.

Keywords: *Political Crisis, Party's Brand, Rebranding, New Branding, Thinking Style, Ideological Tendency.*

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1. Introduction

Party politics is a kind of political marketing communication because of the interactions from seamless developments of the policies reflecting the demands of the times up to getting the voters' supports. The needs of voters are reflected in various forms of platform policies and eventually voters become their final beneficiaries. This is the reason why marketing strategies and marketing communications are needed to be selected by the voters and to secure the loyal voters. It is possible to secure loyal supporters by presenting the clear ideological routes and the policies demanded by the voters, strategically. Thus, the needs of consumers (voters) are directly related to their loyalty. That is, if it matches the required needs, it will be able to own the consumer's choice. Brand loyalty [1] is the most appropriate variable for the consumer's choice behavior. The high loyalty to a brand means the degree of consumer's attachment to the brand [2,3]. In the development process of the democratic party politics in Korea, political parties and their political tendencies did not meet the current trends in many cases. There were many cases where voters were not supported by the negative incidents. Moreover, a lot of changes were occurred in the past such as party's name changes, mergers and acquisitions among multiple parties, or separations. A similar case is the recent political scandal in Korea. As a result, the ruling party (Saenuri Party) was damaged by the image seriously and its supporting degree was also plummeted. In the crisis situation, they tried to change the party's name and innovate the party to recover its image and supporting degree. Some members left the party and created a new party. The Korean parties seek to improve their images by making short-term achievements inconsideration with only external changes. Prevention in advance is the priority as a measure to overcome the crisis, and it is not impossible to prepare them even if it is difficult to predict [4]. Political history of the developed countries including the United Kingdom and the United States etc. reveals much difference from Korea that had maintained the inherent legitimacy of the

political parties for more than 100 years. In the case of the UK, there is a 185-year-old conservative party (Conservative Party) and a 116-year progressive party (Labor Party). So did in the US, the conservative party (Republican Party) has developed the democracy for 160 years, and the progressive party (Democratic Party) has continued its identity and legitimacy over190 years in both conservative and progressive directions as seen in Figure 1.

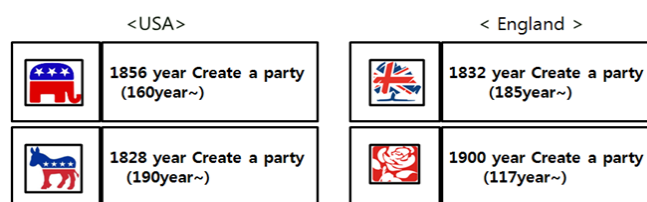|	<USA>		<England>
	1856 year Create a party (160year~)		1832 year Create a party (185year~)
	1828 year Create a party (190year~)		1900 year Create a party (117year~)

Figure1: Political history of development country

However, the political reality in Korea shows many differences. In a short political history, there had been a total of 52 cases of political party changes such as name changes, new establishment, integration of political party, and separation. In the absence of voters' support in every election, the partied had made efforts to reverse the decline of support. However, they focused only on political party integration, party's separation (new branding), and the external changes such as the party's names and logos. In this study, the followings were conducted based on the above findings. First, in political marketing, rebranding frame was considered expressing he political party with new brand to overcome the crisis, and new branding frame was considered separating from the existing political party. In the case of these two frames, the differences in voters 'supporting degree for the political parties were compared before and after the changes. Second, the effects of coordination were determined on each conservative and progressive tendency by dividing the ideological orientation of the voters(as seen in the same concept as the consumer) into two cases. Lastly, the moderating effect of thinking style, which is often found in the East, and the effects of the

adjustment on the analytical thinking methods that are found in the West were examined.

2. Materials and Methods

2.1. What is political marketing?

Marketing is generally defined as the strategic activity in which a seller (firm) is ultimately executing for the products or the services to be selected by the consumers [5].This marketing strategy is composed of four including promotion, campaign, price, and distribution. In the same context, when marketing is applied to politics, political parties become service providers and voters can be recognized as consumers as shown in Figure 2. It is a target of marketing. According to Harp(1990)[6], political marketing is not just about political advertising, political broadcasting of political parties, and campaign speeches, but covers the whole area of the party's position in the electoral market. Referring to Kavanagh (1995)[7], political marketing is a strategy and tool for tracking and researching public opinions before and after the election campaign, developing campaign communications, and evaluating their impact. Political marketing targets at political parties, candidates, and policies. In addition, political marketing has the nature of business management that plan, do and see. In other words, the party's political marketing strategy is to set up a clear goal for the party to present its policy line, develop its platform and policies, and implement a strategy to appeal them to the voters.
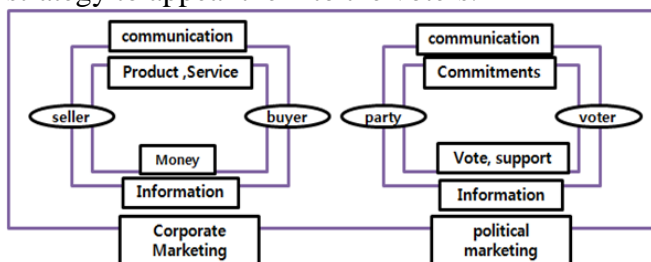

Figure2: Corporate Marketing and Political Marketing

Especially, all the activities of political marketing should be based on the recognition of the voters' wants and needs. Political marketing can be considered as all the transactions, including the promise or suggestion of the political parties (or candidates) on the policies and the voters' support

in return. The purpose of political marketing is to satisfy the expectations of the political party or candidate (election, target approval rating). Such political marketing is classified as legislative marketing and voting marketing. Political marketing should be approached as the integrative study with marketing and communication, therefore, the characteristics anon-profit marketing, those as the political campaign, and those as the persuasive communication. Their characteristics are summarized as follows.

a. Nonprofit Marketing

The service marketing characteristics of nonprofit organizations include nonprofit nature, diversity of targets, diversity of goals, service orientation, and public oversight.

b. Political campaign

In political marketing, an election campaign can be considered as a very important marketing process, and its characteristics include the timing of an election, the public interest, the zoning of an election, the timely nature temporarily of the organization, and so on.

c. Persuasive communication

Because political marketing activities are conducted by means of communication, it is a process of political communication among members within the political activities.

The purposes are to secure the voters 'support in the emotional dimension and to understand the function of the political system in the cognitive dimension as follows.

(1) It is a series of processes to inform the people of the party's ideology, policies and candidates, and persuade them.

(2) It is to communicate intentional messages that may influence political beliefs or political attitudes using media.

(3) Paid communication is a type of communication using mass media as a means of persuasion or influence.

2.2. Supporting degree change in the frame of party's name change

Modern democracy is based on representative democracy and party politics. Political parties are the mediating institutions in which political

ideology consists of policies. They are also group of people who have similar beliefs and values of attitudes [8,9], Political consciousness, society and culture in Korea, especially the rapidly evolving economic changes, are very different from those in other countries. Particularly, competing atmosphere is not enough in the party system by policy according to the demands of the times and the political level of the public. The biggest reason for the difficulty in ideological parties' existence in Korea is because of its strong regional character. In addition, the special situation of confrontation between the North and the South may act as an obstacle factor. Political parties have their own unique political brands including name, logo, color, attribute, etc. The basic strategy for establishing a political party brand can be summarized in two ways. First, it is a strategy on its own brand. In other words, it is related "should a new brand be created?" or "should the existing brand be enhanced with another brand? "The second is the strategy on the target market. It considers, "is it going to create the new market?" or "is it going to expand the existing market?" Accordingly, party brands are intended to increase the supporting degree of the ultimate voters. It is a kind of brand strategy that promotes political image, ideological orientation, and party policies that affects decision making by positioning as the differentiated brand.

Extraordinary measures will be needed if the negative image reduces the approval rate of the party or non-winning state in the elections last longer. One of overcoming ways is a series of activities to recruit the reputable celebrities or young talents or change the name of the party. Among them, rebranding party is a brand switching activity that strengthens the brand of the party. It focuses on improving the external image while maintaining the existing attributes of the party.

On the other hand, creating a new party requires a unique and new brand development. This is the setting for a new party by separating it from the existing one. It is to cut off the past brand image through the development of a party brand with new attributes. This strategy is more effective than

strengthening the existing party brand, as seen in Table 1.

Table 1: Frame of party's brand change

Rebranding (Party-rebranding)	**New branding** (Party-Separating)
Strengthening the brand of political parties - Keep existing properties - Meaning of improving party brand image	**Party brand development** Developing a party brand with new attributes Need to break the image of the past brand

In Petty &Cacioppo's study (1990) [10], elaboration likelihood model (ELM) was proposes, and attitudes of consumers were formed through different persuasion processes. In other words, when the message elaboration is high, the attitude is formed through significant cognitive efforts such as messages and attributes through the central route in information processing. An individual uses an existing experience and knowledge to actively and cognitively examine all the information needed to determine the main value or merits of the position claimed in the communication or message, in the case of considerable effort, they positively form a favorable and non-favorable attitude based on the central cue. Alternatively, when the message elaboration is low, attitudes are formed based on the surrounding cues (attractiveness of information sources, belief) when the process caused by the simple cues in the persuasion context affects the attitude and the audience does not make much efforts to process the information. Therefore, supporting degree for the party brand change frame will be carefully considered considering existing information and experience of the party. In addition, the attitude toward supporting degree will be formed through the core information and knowledge about current issues, and the formed attitude is supported by the Central Route, which is temporally sustainable, predictable, and not easily changeable. Based on the above, the image improvement affects the frame in the political brand change in the crisis rather than party-rebranding which is the external change of existing parties, therefore, the following

hypothesis was established that the difference of supporting degree for new branding would be greater than that from the rebranding of the existing parties.

H1: New branding will be higher than rebranding in terms of the difference of supporting degree after the brand change of the party.

2.3. Moderating effect of ideological tendency
The ideology plays a role of a link between political parties and voters as the main means of voting and as the basis for the existence of political parties [11]. In general, ideology includes the notion of "what is right, who has it, and who rules it?" [12].This ideology is recognized as an important variable explaining the composition of the political, social and economic confrontation in the political reality in Korea. Ideology can be classified as the progressive and the conservative. In the former case, they are more concerned with the humanistic improvement and social progress of the poor and weaker classes. Institutional arrangements are believed deeply related to the personal happiness and success. In the latter case, however, it has a pessimistic view on the human-beings. It pursues the strong moral norms based on strict regulate on sand systems by the strong leaders. Furthermore, it is considered personal failures should be resolved since they are personal issues, and the government all intervention might threaten the well-being of the social order. There have been many studies on ideological formation process based on personality. When they make decision, they often experience value conflicts and ideological instability. However, they generally claim to have central values or potential ideologies [13, 14]. The person AL ideological orientation is not genetic or instinctive element. Uncertain external threats cause the motivational factors of individuals to meet the process of political socialization. An intermediary is required to materialize this personal level of motivation ideologically. Openness and resistance on change and inequality play their mediating role to be determined with the ideological propensity of the individuals [15, 16, 11]. The conservative tendency is the most important feature to resist the

change and accept the inequality, whereas the progressive tendency is the opposite concept. In Bobbo's view of equality as a key element of ideology, equality can be expressed as the attitude toward changes. It is because the orientation of the change in unequal reality can be regarded as equality. It is generally stated that political beliefs are valid in evaluating both inequality and changes [17, 18]. In addition, the differences in the level of inequality vary depending on the circumstances. The inequality difference naturally affects acceptance and rejection on the public changes. Let us consider the case of introducing Terminal High Altitude Area Defense (THAAD) system against the recent threat of the North Korean nuclear missile. Most of the conservatives showed favorable opinions and relatively more of the progressives showed objections. Furthermore, regarding taxes, the conservatives also insist on making broaden the sources of tax and lowering the tax rate. On the other hand, the progressives think to pay more taxes if they earn more and keep a lot of wealth (the rich and conglomerates), demonstrating an extreme difference of views between the two groups. According to a previous study, voters' political ideological tendency was related to their self-regulatory focus. In other words, progressive tendency shows a promotion focus, and conservative tendency as prevention focus. In other words, the progressive ideological tendency is focused on promotion because it does not have a significant resistance against the changes, and emphasizes achievement and aspiration. The conservative ideological tendency is a prevention focus emphasizing safety and shows a high resistance against the changes tending to maintain the existing state. Therefore, according to the ideological tendency, the progressive and the conservative can be considered as promotion and prevention focused, respectively, and supporting degree by the changes of party brands are anticipated depending on their ideological tendency, establishing the following hypotheses.

H2: The difference of supporting degree before and after the brand change of the party is moderated by ideological tendency.

H2a: In the case with the progressive ideological tendency, the difference of supporting degree with new branding will be greater than that with rebranding.

H2b: In the case with the conservative ideological tendency, there will be no difference of supporting degree between rebranding and new branding.

2.3. Moderating effect of thinking style

The East and the West are not simply geographically divided. Not only the compositions of the countries but their environments are different. Each country has its own history, tradition, social structure and unique culture. Eastern thinking style can be summarized by three principles by Nisbett [19].

The first is the principle of change. Eastern people think the objects and concepts that make up the reality are constantly changing. This contradicts the same principle that the same subject will always maintain the same unique attributes regardless of the context. The second is the principle of contradiction. It is a thinking style that sees conflicting objects or opinions as complementary relations rather than confrontation. Eventually, one proposition can be true and false at the same time which is contradicted against the Western idea. The third is the principle of relationship or holism. The Eastern people think that no object or opinion is existed independently. Everything makes close relationship each other. To get a good understanding of one subject, it is necessary to understand its relationship with other associated things. Many studies have been conducted to prove the difference of thinking styles between the Eastern and the Western. The Asians are more context or field orientated than the Westerners because they focus more on the relationship to the environment, that is, the subjects and the situation where the subjects are placed [20,21,22]. The Westerners, on the other hand, see the world as discrete and discontinuous. As such, the Asian culture has promoted holistic thinking and the Western culture did analytic thinking. Holistic thinking focuses on the relationship between the focal object and the field, and prefers understanding and predicting the event under the relationship. Therefore, the overall context can be defined as an orientation to the context or field. On the other hand, analytical thinking largely tends to categorize the subjects focusing on them separating from the surrounding background or context. Also it tends to describe or predict the behaviors of a certain object using rules and properties for the categories. It can be predicted that the thinking style can control the difference of voters supporting degree in the cases of changing only the party name which is the external change of existing party, and new brand creation with separation from the existing party.

Analytical thinkers and holistic thinkers have different categorizing approaches when they choose the party brand. Ultimately, there will be diverse ways of choosing the party brand depending on the thinking style. Since the holistic thinker showed the tendency to categorize the party brands abstractly, the alternative as an integrated entity would be considered. In other words, it was expected that it would make a general judgement considering there was no difference of attributes between the existing party and the newly separated party. On the contrary, analytical thinkers represent the attribute-based tendency, alternatives would be compared by each attribute. In other words, they have the selection habit of the party brand and analytical skill of the attributes.

It is expected that the party and the property will be differentiated and the new branding concept will be more favorable. Therefore, it was hypothesized that supporting degree after the brand change of the party would be moderated by the voters' thinking style.

H3: The difference of supporting degree before and after the brand change of the party is moderated by the voters' thinking style.

H3a: In the case of analytic thinkers, the difference of supporting degree with new branding will be greater than that with rebranding.

H3b: In the case of holistic thinkers, there will be no difference of supporting degree between rebranding and new branding

3. Results and Discussion

3.1 Sample design and data collection

This study was conducted by the voters who lived in Daegu and Gyungbook Province, Korea. A total of 600 survey forms were distributed, and 572 copies were collected. Among them, 508 copies were used for the final data analysis except for those such as with missing answers. The variables used in the study were political frame of the party's brand name changes (rebranding vs. new branding); ideological tendency (conservative vs. progressive); and thinking style (holistic vs. analytic).

3.1.1 Stimuli development

In this study, Focus Group Interview(FGI) was conducted with15 students in the GBC Research Group to develop the stimulants. The selected parties as the experiment all stimulus are 'Jayuhankook party' whose name was changed from 'Saenuri Party', and 'Barun Party' which was created from the party of 'Saenuri Party'. Since the real case is applied as the stimuli, the manipulation check is unnecessary as shown in Table 2.

Table 2: Stimuli

Division	rebranding		new branding	
	from	to	from	to
party name	Saenuri party	Jayuhankook party	Saenuri party	Barun Party
change frame	Changing only party's name from existing party		Separating from existing parties	

3.1.2 Conceptualized model

Based on the theoretical background and the previous research, the differences in supporting degree before and after the brand changes were confirmed according to the political frame of the party's brand name change (re-branding vs. new branding)in this study. In addition, a research model was established as shown in Figure 3 to test the moderating effect on the difference of supporting degree between the thinking style (analytic vs. holistic) and between the ideological tendency (conservative vs. progressive).
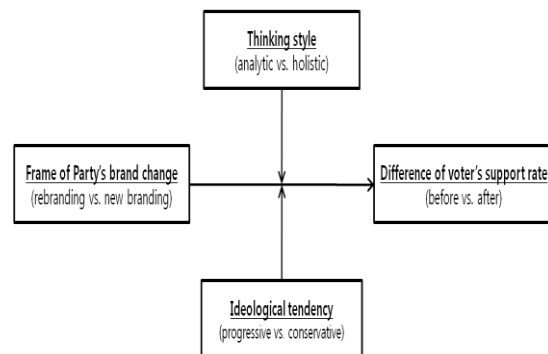

Figure3:Research model

3.1.3 Measurements of variables

The ideological tendency was measured by six measurement items of the tool RWA (Right-Wing Authoritarians) by Adorno's (1950) with Likert 7-point Scale (1 = strongly disagree, 7 = strongly agree. [23,24,25] In addition, upper 35% (M> 5.60) and lower 35% (M <4.80) were classified as the conservative and the progressive ideological tendencies, respectively. Thinking style was measured by the tools developed by Choi, Rees had, Chu, Park (2003)[26]based on the holistic thinking tendency and reconstructed with ten items by Enkchimeg, Kim, Oh (2014)[27] (1=strongly disagree to 7 = strongly agree). Based on the total mean value of the thinking style, upper 35% (M> 5.60) was classified as the holistic thinker and lower 35% (M <4.80) as the analytic thinker except for middle 30%.

3.1.4 Factor analysis and reliability test

Factor analysis was performed before the hypothesis testing. In other words, it was to check whether the variables with higher correlation were bundled with the same factors. Six items in the ideological tendency and ten items in the thinking style were identified as the same factors. Factor loading was found to be over 0.5, which confirmed both items as the important variables. In addition, reliability test was performed based on each item. It was to ensure internal consistency of each questionnaire item and reliability was tested with Cronbach's alpha above the 0.6. Significant reliability was verified and Cronbach's α>0.6 demonstrating moderating effect of both ideological tendency and the thinking style as seen in Table 3.

Table 3: Reliability Test

Variables	Measured items	Cronbach's α
Ideological tendency	6	.842
thinking style	10	.857

3.2. Hypotheses testing

3.2.1 Results of hypothesis 1

H1 aimed to find the difference of supporting degree between rebranding and new branding when they change the party brand from the existing party. To compare the mean values between two groups, t-test (independent sample) was conducted with two frames of party's brand-change as the independent variable and differences in supporting degree as the dependent variable. As the result of the analysis, the difference of new branding support was higher than rebranding(Mrebranding= -. 140, Mnew branding= .098, t = -1.546, p> .05).Thus, H1 was rejected unlike expectation. The analysis results are shown in Table 4 and Figure 4.

Table 4: Support difference in frame of party's brand change

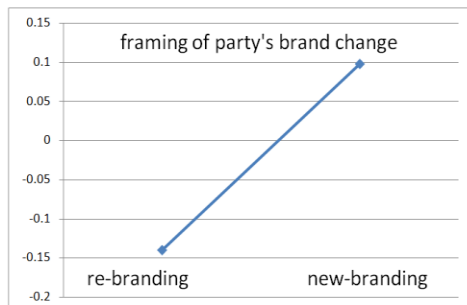| Framing type	n	mean	S. D	t	P
Rebranding	263	-.140	1.507	-1.546	.123
New branding	245	.098	1.980		

Figure4: Support difference in frame of party's brand change

3.2.2 Results of hypothesis 2

H2 aimed to identify whether the difference of supporting degree for rebranding versus new branding is moderated by ideological tendency.

Two frames of party's brand change and ideological tendencies were selected as independent variables, and differences of voters' supporting degree were selected as the dependent variable. As a result of analysis, in the case of progressive tendency, they showed Mrebranding= .132, Mnew branding= .700, t = -2.47, p <.05 demonstrating statistically significant difference. Thus, H2a was accepted. In the case of the conservative tendency, they showed Mrebranding= -. 324, Mnew branding= -. 317, t = .038, p> .05, and H2b,demonstrating no significant difference. Thus, H2b was accepted. The analysis results are shown in Table 5, Table 6 and Figure 5.

Table 5: Moderating effect of Ideological tendency

Source	Type III Sum of Squares	df	Mean square	F-value	p
Ideological tendency (A) (conservative vs. progressive)	10.129	1	10.129	3.509	.062
Supporting degree (B) (before vs. after)	66.457	1	66.457	23.020	.000
(A)*(B)	9.601	1	9.601	3.326	.069
Error	1454.991	504	2.887		
Total	1536.667	507			

Table 6: Moderating effect of Ideological tendency

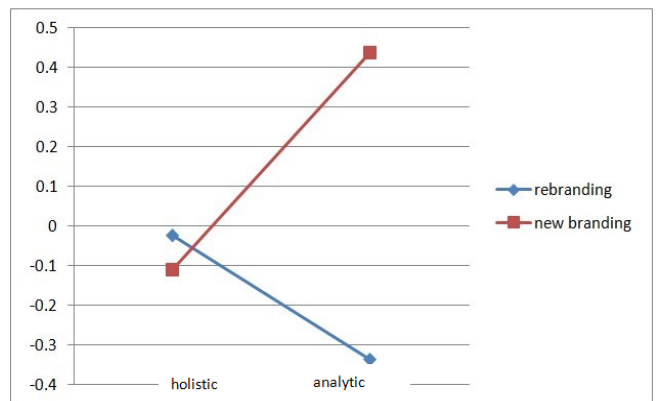| Ideological tendency	Framing type	n	mean	t	P
Progressive	Rebranding	106	.132	-2.47	.014
	New branding	100	.700		
Conservative	Rebranding	157	-.324	-.038	.970
	New branding	145	-.317		
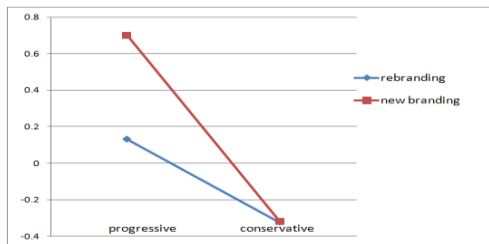
Figure5:Moderating effect of Ideological tendency

3.2.3Results of hypothesis 3

H3 is to identify whether the difference of supporting degree for rebranding versus new branding is moderated by the thinking style. Two frames of party's brand change and thinking styles were selected as the independent variables and differences of voters' supporting degree were selected as the dependent variable. As a result of the analysis, in the case of holistic thinkers, they showed $M_{rebranding}$= -.0256, $M_{new\ branding}$= 1.1111, t = 2.76, p> .05demonstrating statistically significant difference and no difference between rebranding and new branding, thus, H3a was accepted. In the case of analytical thinkers, H3b was accepted because there was a statistically significant difference with$M_{rebranding}$= -. 337, $M_{new\ branding}$ = .437, t = -2.739, p <.05 and new branding was higher than rebranding. The analysis results are shown in Table 7, Table 8 and Figure 6.

Table7: Moderating effect of thinking style

Source	Type III Sum of Squares	df	Mean square	F-value	p
Thinking style **(A)** (analytic vs. holistic)	.242	1	.242	.084	.779
Supporting degree **(B)** (before vs. after)	72.500	1	72.500	25.090	.000
(A)*(B)	10.832	1	10.832	3.749	.053
Error	1453.484	503	2.890		

Table 8: Moderating effect of thinking style

Thinking style	Framing type	n	mean	t	P
holistic	Rebranding	78	-.025	2.76	.783
	New branding	81	-.111		
analytic	Rebranding	89	-.337	-2.739	.007
	New branding	64	.437		

Figure6: Moderating effect of thinking style

4. Conclusion

This study examines the ways to earn the voters' approval ratings through the establishment and operation of political parties in the political situation in Korea. In other words, the researchers tried to find out the implications how to promote the political identities and the policy activities. Many negative events occur in the implementations of the party activities. There are many ways to regain the lost image. They try to change the name of the political party by concentrating only on the external appearance of the changes, or to find out the opportunities in the people by recruiting celebrities from the society. They also want to regain supporting degree through a variety of strategies such as integration or separation of the parties. However, meaningful results were obtained that voters did not show the favorable attitudes toward the changed brands of the parties in this study, as follows. First, new branding was the highest in the support of brand change frame, but not statistically significant (H1). At the time of the study, a large scandal involving the parties was observed. Generally, the approval ratings of the brand in the separating party are increased in Korea. However, it seems that the negative perception of the party was spread rapidly which influenced the approval rating results in the survey. In addition, no difference was found in this study in the policies of the two parties for frame of the party brand change, and the result supports ELM (elaboration likelihood model) that is perceived through the surrounding path in the short term on the external change of the party. While, after a certain period of time, when the election is imminent, it is

expected that voters will be able to change their choice of political parties to support it through the central path of the party in line with their identity. Second, the moderating effects of ideological tendency showed meaningful results. In the case of the progressive tendency, the acceptance level of the new branding was higher than that of rebranding. (H2a) In the case of the conservative tendency, there was no significant difference between new branding and rebranding. (H2b) Third, upon verification of the moderating effect of the thinking style, there was no statistically significant difference between new branding and rebranding in the case of the holistic thinkers. (H3a) In the case of analytic thinkers, the difference of supporting degree changes in new branding was higher than that in rebranding(H3b). In the study results, the supporting degree aspect per capita income is higher in the progressive and those with analytical tendency. Studies showed that higher supports for the creation of party-separation were found in the progressive and those with analytical tendency. This might be because the party was perceived as significant changes in party identity and attributes rather than change of party name. On the other hand, in the case of the conservative and those with holistic tendency, there was no difference of approval rating between the change of the party name and brand-separating establishment of the party.

This might be because brand change frames of the parties were perceived as those with similar attributes and contexts. This is consistent with the findings in the prior study.

Korea had not well developed the democratic party politics due to the two military coups. However, the pro-democracy uprising against the military in1987 led to June 29 Declaration. This was the starting point of the political environment change that the presidential election was directly elected by the people. The people participated in the Presidential election and the active political environment where the people gathered in the plaza and expressed the needs of individuals and organizations. The political consciousness in Korean people can be considered to be equal to or even higher than that of the developed countries. The protest against the importation of beef from the cows with potential mad cow disease in 2008 and the candlelight protests calling for the impeachment of the previous President in 2016 are good examples. As such, the reality of political party politics in Korea shows a very low level even in a situation where the political interest and participation of the people is high. It is a painful reality the two parties cannot escape from the chronic regional tendency, attack the other party with the poor ideological conflicts and security frames, and show the confrontation and conflict without common and reasonable policy discussion between the parties. It is not too much to say that the existence of the political party is determined by the support and choice of its voters. It is necessary to establish the party policy that reflects the needs of the voters by strengthening the party brand rather than the external changes. Political parties also need their own branding. Therefore, continuous communication with voters will be needed for political marketing. It may not be an innovative idea focusing on the short-term image improvement after the occurrence of negative events. Constant efforts are needed to modify the party identity and policies by changing the characteristics of the party brand. The results of the study, which is similar to the supporting degree in the actual two political parties used as stimuli, provide the political parties with meaningful implications.

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