

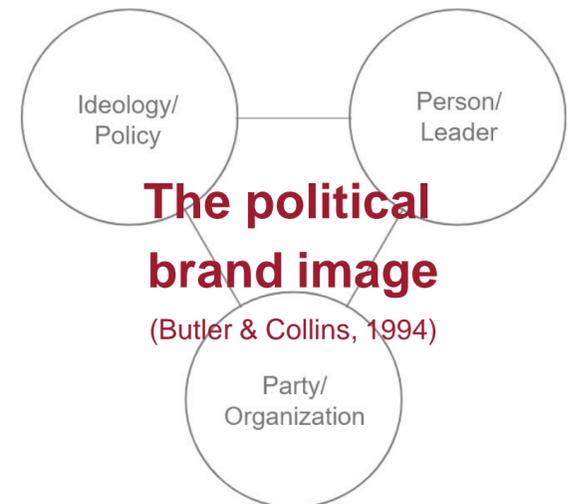


The colours of politics: a psycho-marketing study on the association between colours and political sides

Background

Three components define the political offer: party, policies, and leader (Butler & Collins, *European Journal of marketing*, 1994). The stronger the **associations** that the political offer forms in voters' minds, the clearer the **political brand image** results (Keller, *Journal of marketing*, 1993).

Colours are key elements in parties' brand image.



Research question

What are the elements that affect the easiness of association between a colour and a political side?

Study design

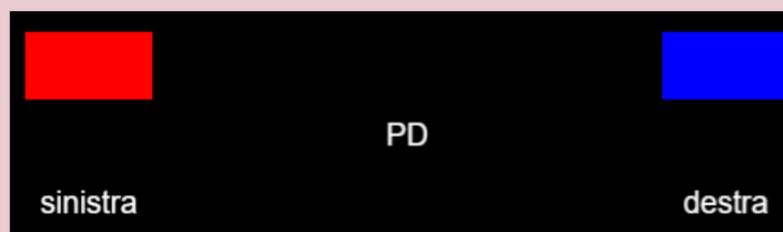
Online experiment

n = 103 participants
Fluent in Italian, >18y/o
47% F, 53% M
Age (m = 36, sd = 16,09)

I. Implicit Association Test (IAT)

Greenwald et al., *Journal of Personality and Social Psychology*, 1998.

Outcome: easiness of association between **red** and Left-wing and **blue** and Right-wing (**d-score**).



II. Profiling questionnaire

1. Political literacy score

2. Chronotype (rMEQ)

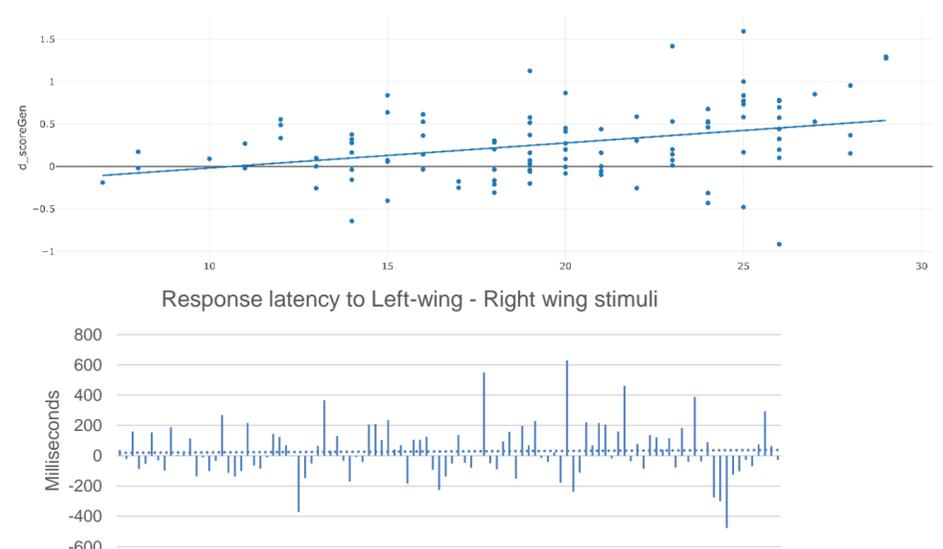
Adan & Almirall, *Personality and Individual Differences*, 1991. Italian validation by Natale et al., 2006.

3. Autistic quotient (AQ)

Baron-Cohen et al., *Journal of autism and developmental disorders*, 2001. Italian validation by Ruta et al., 2012.

Results

- Participants with higher political literacy found it easier to associate **red** to the Left-wing and **blue** to the Right-wing (Spearman's correlation, $r = 0.37$, $p = 0.001$)
- Positive significant correlation between **d-score** and **AQ score** (Spearman's correlation, $r = 0.2521$; $p = 0.0102$)
- Participants' response **time for establishing an association was significantly lower** (29 ms less) for stimuli representing **Right-wing parties/politicians** than for those showing Left-wing parties/politicians



- Political literacy plays a relevant role in political brand image.
- The use of unconventional profiling variables is valuable in political marketing.

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