

**Political Marketing: The Effects of Physical Appearance on Decision-Making – an Analysis of Demographic  
Variables on Puerto Rico’s General Elections**

**Track: Marketing Management**

**Key words: political marketing, physical appearance, demographic factors.**

## **Political Marketing: The Effects of Physical Appearance on Decision-Making – an Analysis of Demographic Variables on Puerto Rico’s General Elections**

### **Abstract**

The evolution of political marketing has focused on the possibility of observing political candidates as a consumer product. This investigation has as an objective analyzing if demographic variables – age, gender and academic level – are determining factors to choose a political candidate because of his/her physical appearance. Results show that age and gender are determining factors, while academic level is not. Electorate segmentation per demographic factors can be crucial when designing product strategies (political candidate).

**Key words: political marketing, physical appearance, demographic factors.**

### **Introduction**

More and more each time people tend to present themselves to audiences in a particular manner, leaving out unwanted details and revealing convenient ones. This process is known as self-presentation (Amorose & Hollembeak, 2005). Studies show that the differences in physical appeal affect social desire judgment and can be used as a sign of status (Perlini et al, 2001). Physical appeal, aesthetic and body image have been adhered to marketing given that these represent a symbolic capital that could be acquired, lost, or even purchased (Soosa, 2011). The evolution of marketing has focused on the possibility of observing people as a consumer product, as well as satisfying the needs of the target market. A study discipline that has achieved notoriety and can explain this phenomenon is political marketing.

Valdez & Huertas (2004) highlight that political marketing aims at seducing, captivating and enamoring voters by applying the same philosophies of commercial marketing. The authors mention that managing mass media, image, dialogue, emotional effects and public opinion become part of the elements. An adequate study of political marketing focuses on activities and strategies employed by political collectivities, which in turn are transmitted through the candidate who stars as the product intended to satisfy the needs of the electoral market (Valdez & Huertas, 2004). However, Martinez (2012) clarifies that political marketing or electorate market terms are frequently associated with the manipulation of people’s perceptions and opinions through sophisticated communication resources, mainly thought the television. It’s often thought that these procedures make a decisive influence over voters’ wills.

Strategic political marketing has become an indispensable working tool, not only to develop successful electoral campaigns for the contending opposing party that wishes to reach government, but also for government administrations to project a positive image on their work before the State, a needed condition to continue leading the government. Political marketing has been evolving and changing in search of other successful results. To that end, it has integrated advertising and mass media, where tactical actions and strategies focused on images have had great support and projection (Hoegg & Lewis, 2011). The study of a candidate's appearance has been performed from a psychological and political science perspective (e.g. Erikson and Palfrey 1998; Levitt 1994; Welch 1974). However, many political scientists consider that personal appearance is of very little interest to the electorate, and refuse to take such aspect into consideration (De Vries & De Landtsheer 2006). On the other hand, Hoegg and Lewis (2011) explain that from the marketing perspective, there are still gaps to understand regarding the effects of a candidate's physical appearance and his/her influence over the electorate. Which is why this quantitative investigation has as an objective analyzing if demographic variables like age, gender and academic level are determining factors to choose a political candidate by his/her physical appearance. Researchers discuss the issue with age, gender and academic level having an influence in the electorate when deciding to choose political candidates based on their physical appearance. This study has a significant impact given that it evaluates how important a political candidate's physical appearance is for the various demographic segments.

## **Literature Review**

### **Marketing vs. Political Marketing**

The definition of marketing has evolved through the years. The most recent one was approved in 2013 by the American Marketing Association (AMA) who defines it as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. On the other hand, Lerma et al (2010), establishes that marketing is a form of linking organizations and institutions between themselves and the community, and at the same time, maintain its objectives of communicating, persuading and generating earnings. The author highlights that marketing reaches a wider outlook over products or services and their focus divides into two categories: (a) commercial marketing, aimed at commercializing goods and services within a consumer market, and; (b) non-commercial marketing, which doesn't

focus on generating profit, but in providing changes within a more social focus like social marketing, religious marketing, educational or cultural marketing, health marketing and political marketing.

The marketing concept has been changing when applied to sectors never thought of before. This is the case with political marketing. According to Kotler & Armstrong (2009), the same marketing principle applied to the commercial sector is also applied for politics. The customer has to be the center of the decision-making process and the creation of value for said customers. Political marketing has transcended as a dynamic discipline of great proportion within demographic countries in adapting the North American model or electoral campaign processes.

Ortigueira & Ortigueira (2003) define political marketing as a process of winning supporters thanks to a process of adaptation over electorate organization instead of the contrary; an adaptation of the voter to the political option.

Valdez (2006) adds that political marketing is a contemporary social science that emerges in modern societies with democratic political systems whose primary goal is the search and preservation of power. While Juarez (2003) mentions that it is a practice supported with the purpose of satisfying voters' demands. On the other hand, Valdez & Huestas (2004), emphasize that political marketing aims at seducing, captivating and enamoring voters.

### **The Political Candidate as a Product**

A product is a good, a service, an idea, an option or a person who pretends to be acquired by target markets and, once accepted by said markets, he/she should be accessible and presented as desirable and capable of satisfying needs (Lerma et al, 2010). Various researchers (Luque, 2004; Gerez, 2012) agree that a political candidate is a consumer product and the maximum exponent of any political brand. The political candidate has the same characteristics of any other consumer product given that he/she adds value to the brand, and can maintain coherence and credibility (Gerez, 2012). Barranco (2010) clarifies that choosing a political product (candidate) is one of the most difficult tasks within political collectivities.

As part of the process of developing the political product, it should be capable of transmitting value to voters. Gerez (2012) establishes a matrix focused on five relevant points with the purpose of having a political product transmit value: a) Relevance: associated with how it communicates and how interested citizens are in the message, b) Popularity: associated with how knowledgeable the electorate is of the product, c) Familiarity: connection in relation with the product, the political party and its voters, d) Quality: level of perception obtained

from the product and, e) Differentiation: attributes that make the political product a unique one. If collectivities focus on these aspects, there is a larger probability of successful campaigns.

### **Electorate Behavior**

In order for the political product to transmit adequate value, it's important to study electorate behavior, given that it allows the collectivity to know cultural elements and important aspects to develop successful product (candidate) strategies. Kuschick (2004) comments that one of the goals of sociological studies is explaining how individuals make decisions based on pressures and the social conditions in which they live. These studies allow an understanding of the electorate's behavior.

Matute et al (2011) defines the concept of electorate behavior as the expression of reasons leading the citizen to express his/her opinion on the ballot box, thus satisfying his/her needs. There are various theoretical currents that study electorate behavior through history. An aspect highlighted by the different theoretical currents is how mass media can influence electorate behavior. Kuschick (2004) establishes that mass media can generate certain connections in the manner in which individuals receive the message and how these resemble what they think of. Moreover, the researcher clarifies that mass media can effectively increase behavior over the way in which the leader's belief influences them. McCombs & Shaw (1977), quoted by Martínez (2012), comment that the most important effect of mass media is the ability to mentally order and organize the world for a specific audience. According to these experts, the product may not be successful in telling the audience what to think, but it is extremely successful in influencing their thinking.

Persuasion strategies through mass media have evolved to the point of using non-verbal communication strategies (aesthetic, image and physical appearance) as a strategic element to persuade voter's decision. To that end, from the political candidate's perspective, the projection of these non-verbal aspects before the medium is increasingly important. We can conclude that image as well as physical appearance should project the candidate as an ideal product.

Rodriguez & Hernandez (2010) comment that political leaders have been adapting their messages to the current audiovisual media guidelines to more strongly persuade TV viewers and potential voters. Montiel (2011) establishes that non-verbal communication as a strategy is the power to communicate a message using body gestures and movements. The researcher clarifies that one of the greatest influences generating non-verbal communication is physical appearance.

### **Political Candidate's Physical Appearance**

Nowadays, physical appearance has an effect of great importance given that, according to Cabañas (2001), its more commercial adaptation has evolved where the use of what is “beautiful” progressively takes over new viewers and consumers. Bakhshi & Baker (2011) comment that body image has been described as a combination of perceptions over an individual and over feelings generated by his/her body and general physical appearance. In his research, Perlini et al (2001) found a strong tendency to attribute more positive qualities to physically attractive candidates. Cabañas (2001) later on clarifies that as part of market logic, the basis for physical appearance is the innovation in forms and content presented through design strategies with any type of aesthetic support to achieve its possible objectives.

On the other hand, various researchers (Faber et al. 1993; Homer & Batra 1994; Klein & Ahluwalia 2005; Newman & Sheth 1985; Pinkleton 1997) comment that elections are a marketing course with results influenced by the marketing efforts of political parties and candidates, which is why one of the main aspects of said marketing effort is the candidate's image, and the influence his/her appearance makes on election results (Stanton 2000; e.g. Rosenberg and McCafferty 1987; Todorov et al. 2005).

#### **Demographic Aspects of the Electorate and their Relation with Physical Appearance**

Various researchers throughout the world (e.g. Alman 2003; Cuddeback & Ceprano 2002; Gingold 2002; King & Leigh 2009, Ringenber 2005 & Berggren, Jordahl y Poutvaara 2007) have presented various points of view regarding how physical appearance, as a marketing strategy, influences the decision-making process for certain candidates. Results coincide that physical appearance has a positive relation with the voting decision. Ballew & Todorov (2007) showed that the mere facial observation of a political candidate can predict with precision the results of an election over a 65%. However, there was a study that had reached an alternate conclusion: Sigelman, Sigelman & Fowler (1987) found that a candidate's physical appearance does not have an effect on the political image.

When analyzing data from the demographic factor's perspective, there are few studies relating demographic factors with the possibility of choosing a candidate because of his/her physical appearance. The diversity of research focuses on the candidate itself and his/her relation with gender. Of the few studies analyzing demographic variables and their relation with physical appearance, there's Lawson & Lenz, (2011) who grouped variables in citizens such as: cultural level, academic level and high levels of TV exposure. The study concluded that

greater exposure to television and lower cultural and academic level have a tendency to consider physical appearance as a decisive element. Another study is Johns & Shephard's (2007) who comment that from a gender perspective, voters maintain differences when evaluating a political candidate's features and image. According to these researchers, female voters are better suited to make assessments over a candidate's features and warmth, in comparison with men.

Separately, Yu-Kang (2014) concludes that an appropriate analysis on the relation with gender, strategy and communication style is extraordinarily complex to analyze. An interesting fact found by him is that gender has a significant effect over how the candidate communicates his/her message. Chiao, Bowman, & Gill (2008) confirm that facial impressions through gender can predict electorate behavior. Their results showed that all participants are likely to vote for candidates who give the perception of being more competent, and that men tend to prefer to vote for attractive female candidates, as well as women who tend to vote for attractive men. However, the decision factor is based on a candidate's observation and perception of accessibility.

Research from De Vries & De Landtsheer (2006) has been one of the few studies analyzing gender, age and academic level variables, and their relation with preferring a candidate because of his/her physical appearance. The study showed that, with regards to gender, a masculine candidate's physical appearance is more important than a female candidate's. According to researchers, a female candidate's physical appearance is perceived as not being strong or efficient. Results related to age reflect that physical appearance has a bit more of an effect in minors than in adults. However, results were confusing. Finally, it was found that academic level has little or no influence on a voter's preference over a candidate because of his physical appearance. Nevertheless, even though they found certain common ground, it was concluded that, in general terms, there are no significant differences related to gender, age or academic level on preferring to choose a candidate because of his/her physical appearance.

### **Hypothesis:**

The aforementioned literature allows the establishment of the following hypothesis:

- H1: Age is a determining factor to choose a political candidate for his/her political appearance.
- H2: Gender is a determining factor to choose a political candidate for his/her political appearance.
- H3: Academic level is a determining factor to choose a political candidate for his/her political appearance

Figure 1. Conceptual frame

This study examined how independent variables – age, gender and academic level – can be factors that influence the decision of choosing a political candidate for his/her physical appearance. Figure 1 presents the conceptual frame of the relation between the demographically independent variables of age, gender and academic level, and the dependent variable of choosing a political candidate for his/her physical appearance.

### **Methodology**

The purpose of this research is being able to measure the relation between the independent variables of age, gender and academic level, with the dependent variable of choosing a political candidate for his/her physical appearance. An explanatory study was made with the purpose of reaching statistical inferences that explain the relation between the variables.

The sample was obtained from the electorate population of Puerto Rico's central region, who complied with the minimal legal age of 18 to vote, and had the intention of participating in the upcoming general elections. The sample was comprised of 200 people from different genders, ages and academic levels. After reviewing questionnaires, a total of 74 questionnaires were discarded and 63% of the sample was used (equivalent to 126 questionnaires). The distribution of the sample by area was 34% males y 65% females, Ages ranged 50+: 20%, 46-49:25%, 40-45:14%, 35-39: 17%, 30-34: 14%, 25-29:4%, 18-24: 5% and educational level: Master degree: 7%, Bachelor: 69%, High school: 25%.

The instrument to collect data was a questionnaire with an auto-supplied survey. The questionnaire was comprised of questions related to demographic data and physical appearance questions under a semantic scale



graded per influence level, where: 5 = high influence, 4 = some influence, 3 = average influence, 2 = low influence 1 = no influence

The instrument was validated in terms of content, construct and reliability. During the first stage, validity was assessed through the evaluation of experts. Questions were reviewed in accordance with comments and recommendations offered by them. To measure internal consistency, a Cronbach Alpha was performed. The statements chosen to measure the physical appearance variable obtained a reliability coefficient of .75, which is an accepted alpha showing the instrument's reliability.

For the data analysis, a descriptive statistical assessment was performed for the different items in the questionnaire. Study hypotheses were tested through the analysis of correlation and multiple regression analysis known as ANOVA.

### Results Analysis

With the objective of analyzing if there is a relation between the independent variables of age, gender and academic level with the dependent variable of choosing a candidate per his/her physical appearance, firstly, a Pearson Correlation analysis was made. Table 1 shows these results. Data reflects that age has a moderate to weak relation with a candidate's physical appearance (.202), while gender has a weak relation with the academic level (.177). It can be observed that in relation with other variables, there is no relation among them. Neither academic level nor gender reflected having any relation with choosing a political candidate for his/her physical appearance.

**Table 1. Correlation Analysis**

Variables	Sig CP	Physical Appearance	Age	Gender	Academic Level
Physical Appearance	Sig	1	<b>.202*</b>	.169	-.059
	CP		<b>.023</b>	.058	.509
Age	Sig	<b>.202*</b>	1	.097	-.040
	CP	<b>.023</b>		.282	.655
Gender	Sig	.169	.097	1	<b>.177*</b>
	CP	.058	.282		<b>.048</b>
Academic Level	Sig	-.059	-.040	<b>.177*</b>	1
	CP	.509	.655	<b>.048</b>	

\*. Correlation is significant at the 0.05 level (2-tailed).

Hypotheses were tested with a multiple regression analysis, ANOVA. Table 2 presents a summary of the results of hypotheses tests. Results show that age is the most important determining factor for choosing a political

candidate because of his/her physical appearance ( $p=.04 < .05$ ). This is why Hypothesis 1 is not rejected but accepted. The second determining factor to choosing a political candidate for his/her physical appearance is gender ( $p=.065 < .10$ ), which is why Hypothesis 2 isn't rejected, but accepted. The study showed that academic level didn't result as a determining factor to choose a political candidate for his/her physical appearance. With this, Hypothesis 3 is rejected.

**Table 2. Summary of Results from the Hypotheses Test**

Relation of Hypotheses	Awaited	Rejected / Not Rejected	Coefficients Standardized $\beta$	T Value	Significance
H1: Age	+	Not Rejected	.182	2.076	.040
H2: Gender	+	Not Rejected	.166	1.862	.065
H3: Academic Level	+	Rejected	-.081	-.916	.362

Table 3 shows the results of the collinearity analysis. To detect the existence of collinearity issues, the empirical rule quoted by Kleinbaum, Kupper & Muller, (1988) was applied, which considers the existence of collinearity issues if some Variance Inflation Factor surpasses (VIF) 10, and if the Tolerance level is less than 0.1. After analyzing them, we can conclude that there are no collinearity issues given that ( $VIF < 10$ ,  $T > 0.1$ ).

**Table.2: Results of Collinearity Analysis**

Collinearity	
Tolerance	VIF
.958	1.044
.965	1.036
.987	1.013

### Conclusions and Implications

As mentioned before, few studies have been performed in which an analysis is made on the relation between demographic factors like age, gender and academic level, and their impact in choosing a political candidate

by his/her physical appearance. The study confirms that age and gender are determining factors in choosing a candidate for his/her physical appearance, while academic level doesn't have a significant impact. These conclusions somewhat coincide with the study made by De Vries & De Landtsheer (2006), where they found that gender and age indeed have a relation with voting per physical appearance, but they establish differences per gender and age. However, they don't specify if age and gender are determining in voting for a political candidate because of his/her physical appearance. In relation with the variable, academic level coincides with the research, given that it was found having little or no influence over the preference in choosing a candidate for his/her physical appearance.

Political marketing continues to evolve. Political collectivities should accept and understand that the candidate is a product that should be designed with the same sophistication as any other consumer product. The package (physical appearance) should be worked at carefully in order for it to project the image that the political collectivity is interested in projecting (Newman, 1999). It's important that collectivities take into consideration the demographic factors of the electorate, in such a manner that they can design their candidates' physical appearance with the means of influencing citizens to express their opinions through their vote for their chosen candidate in the ballot box (Matute et al, 2011).

Segmenting voters by demographic factors – age and gender – in the case of Puerto Rico can be the critical at the time of designing product strategies (political candidate). Which is why it is suggested that more in-depth studies be made to analyses electorate behavior per differences in age, gender and academic level, given that this will make way for planning effective strategies, not only of physical appearance, but of the different aspects taken into consideration by the various segments at the time of choosing a candidate. On the other hand, it's also important to make in-depth studies to understand the academic level variable and its influence in choosing a candidate per his/her physical appearance. Other different factors, aside from physical appearance, should be considered in future studies for and effective strategic planning process.

## References

- Alman, J. (2003). *Rational politics, decisions, games and strategy*. London: Harcourt.
- AMA (2014). Marketing Definition. Retrieved from <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>
- Amorose, B., Hollembeak, A. (2005). Examining the Moderating Effect of Appearance Impression Motivation on the Relationship between Perceived Physical. *Research Note-Psychology*, 4, (76), 507-520.
- Bakhshi, S., & Baker, A. (2011). 'I think a fair girl would have better marriage prospects than a dark one': British Indian adults' perceptions of physical appearance ideals. *Europe's Journal of Psychology*, 7(3), 458-486.
- Ballew, C., & Todorov, A. (2007). Predicting political elections from rapid and unreflective face judgments. *PNAS*, 104, (46), 17948-17953.
- Barranco, J. (2010). *Marketing Politico y Electoral* (1th ed). Madrid, SP: ESIC Editorial.
- Berggren, N., Jordahl, H and Poutvaara, P. (2007). The looks of a winner: Beauty, gender, and electoral success. *University of Helsinki*, 2-20.
- Cabañas, J. (2011). Mutaciones estéticas y cultura mediática Cosmética política y poética de la apariencia física. *Revista de Pensamiento Sociológico*, 22, 45-76
- Chiao, J. Y., Bowman, N. E., & Gill, H. (2008). The Political Gender Gap: Gender Bias in Facial Inferences that Predict Voting Behavior. *Plos ONE*, 3(10), 1-7. doi:10.1371/journal.pone.0003666
- Cuddeback, C., & Ceprano, R. (2002). A Faustian pact: Political marketing and the authoritarian personality. *Journal of Public Affairs*, 4(3), 244-267.
- De Vries P. & De Landtsheer C. (2006). *Crafting the political image: a Belgian case in perception politics*. International Political Marketing Conference IPMC, Workshop Political Marketing and Culture, Nicosia, April 2006 - s.l., 2006.
- Faber, Ronald A., Albert R. Tims, and Kay G. Schmitt (1993), "Negative Political Advertising and Voting Intent: The Role of Involvement and Alternative Information Sources," *Journal of Advertising*, 22(4), 67-76
- Gerez, J. (2012). ¿Existes porque Planificas y Administras Eficazmente tu Marca? El Branding Político como herramienta eficaz para construir marcas de éxito. *Campaings & Elections*, 2, 57-59.

- Gingold, M. (2002). An analysis of presidential television commercials 1952–1984. In L. L. Kaid, D. Nimmo, and K. R. Sanders (Eds.), *New perspectives on political advertising* (pp. 21–54). Carbondale, IL: Southern Illinois University Press.
- Hoegg, J., & Lewis, M. (2011). The impact of candidate appearance and advertising strategies on election results. *American Marketing Association; Journal of Marketing Research*, 47 895-909.
- Homer, P. and Rajeev Batra (1994), “Attitudinal Effects of Character-Based versus Competence-Based Negative Political Communications.” *Journal of Consumer Psychology* 3(2), 163–
- Johns, R., & Shephard, M. (2007). Gender, Candidate Image and Electoral Preference. *British Journal Of Politics & International Relations*, 9(3), 434-460. doi:10.1111/j.1467-856X.2006.00263.x
- Juárez, J. (2003). Hacia un estudio del Marketing Político: Limitaciones teóricas y metodológicos. Universidad de Guadalajara. *Espiral*, 9 (27), 61-95.
- King, A., & Leigh, A. (2009). Beautiful Politicians. *University of South Australia*, 62(4), 579-593.
- Klein, Jill and Rohini Ahluwalia (2005), “Negativity in the Evaluation of Political Candidates,” 36 *Journal of Marketing*, 69(1), 131–42.85.
- Kotler, P., & Armstrong, A. (2009). *Principles of Marketing*. New Jersey, USA: Prentice Hall
- Kuschick, M. (2004). Teoría de Comportamiento Electoral y algunas aplicaciones. *Revista Mexicana de Ciencias Políticas y Sociales*, 190, 42-72.
- Lawson, C., & Lenz, G. (2011). Looking the part: Television leads less informed citizens to vote bases on candidates’ appearance. *American Journal of Political Science*, 55(3), 574-589.
- Lerma et al (2010). *Marketing Politico*. Queretano, MX: ArtGraph Cengage Learning.
- Luque, T. (2004). *Marketing Político* (1th ed). Argentina: Editorial Ariel.
- Martínez, E. (2012). “La imagen de los candidatos a la gobernación de Puerto Rico”. Un estudio de Mercadeo Político sobre como el pueblo percibe a sus candidatos y la influencia que ejercerá esas percepciones en las próximas elecciones. Disertación Doctoral. Universidad de Puerto Rico.
- Matute et al (2011). *Rol de los medios digitales en el marketing electoral: el caso de Lima* (1th ed.). Lima, Perú: Editorial ESAN.
- Montiel, A. (2011). La Comunicación No-Verbal como herramienta persuasiva. *Champaign and Elections*, 10, 36-37.

- Newman, B. (1999). Political Marketing: The Role of Marketing in American Politics. *De Paul University*, 654-664.
- Newman, Bruce and Jagdish Sheth (1985), "A Model of Primary Voter Behavior," *Journal of Consumer Research*, 12(2), 178-87.
- Newman, I. (1999), Handbook of political marketing. 389-402. Thousand Oaks, CA: Sage.
- Ortigueira, M., Ortigueira, J. (2003). Evolución e Investigación del Marketing Político. *Universidad Hispalense*, 211-220.
- Perlini, A., Marcelo, A., Hansen, S and Pudney, N. (2001). The effects of male age and physical appearance on evaluations of attractiveness, social desirability and resourcefulness. *Social Behavior and Personality*, 29 (3), 277.
- Pinkleton, Bruce (1997), "The Effects of Negative Comparative Political Advertising on Candidate Evaluations and Advertising Evaluations," *Journal of Advertising*, 26(1), 19-29.
- Ringelber, P. (2005). *Affective intelligence and political judgment*. Chicago: Chicago University Press.
- Ringelber, P. (2005). *Affective intelligence and political judgment*. Chicago: Chicago University Press.
- Rodriguez, I., Hernandez, M. (2010). Analysis of José Luis Rodríguez Zapatero's non-verbal communication. *Revista de Comunicación Social*, 436-450.
- Rosenberg, Shawn W. and Patrick McCafferty (1987), "The Image and the Vote: Manipulating Voters' Preferences," *Public Opinion Quarterly*, 51, 31-47.
- Rumsey, N., & Harcourt, D. (2004). Body image and disfigurement: Issues and interventions. *Body Image*, 1, 83-97.
- Sigelman, L., Sigelman, C. & Fowler, C. (1987). A bird of different feather? An experimental investigation of physical attractiveness and the electability of female candidates, *Social Psychological Quarterly*, vol 50, 32-43.
- Sossa, A. (2011). Análisis desde Michel Foucault referentes al cuerpo, la belleza física y el consumo. *Revista Polis*, 28, 2-16.
- Stanton, Frank (2000), "The First Debate over Presidential Debates," *Newsweek*, 136(13), 11.
- Todorov, Alexander, Anesu Mandisodza, Amir Goren, and Crystal Hall (2005), "Inferences of Competence from Faces Predict Election Outcomes," *Science*, 308 (June), 1623-26.
- Valdez, A. (2006). Mercadotecnia de las emociones: Su aplicación en la política-electoral. *Investigación y Marketing*, 92, 37-41

Valdez, A., Huerta, D. (2004). Los múltiples procesos de la mercadotecnia política: profundizando en su concepto. *Revista Latina de Comunicación Social*, 58 (7), 1-24.

Yu-Kang, L. (2014). Gender stereotypes as a double-edged sword in political advertising. *International Journal of Advertising*, 33(2), 203-234. doi:10.2501/IJA-33-2-203-234