

Audience Mindset and Influence on Personal Political Branding

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ABSTRACT In most researches that touch on consumer behaviour, the bus stops have always been consumer satisfaction and intentions. The intentions of a consumer will normally drive his behaviour on a particular product or service. This will ultimately lead to his satisfaction or dissatisfaction as the case may be. But the question is: if an intention is what you plan or purpose to do, what are those things that drive that plan or purpose? It is the job of this paper to make us understand that a successful branding or brand management does not emerge except the mindsets of the target audience are analyzed and acted upon. These mindsets form the force that propels the intention of a customer to buy or not to buy. This message becomes clearer when we transpose into personal branding, and more specifically, personal political branding.