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# Mapping the Dynamics of European Elections: A Comparative Analysis of Voter Priorities, Campaign Strategies, and Electoral Outcomes (2019–2024)

Georgia Panagiotidou<sup>\*</sup>, Vasiliki Bouranta<sup>†</sup>

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## Abstract

Political marketing is a vital aspect of election campaigns, encompassing all facets of political behavior. Bigi (2017) emphasizes its role in providing frameworks for analyzing voter behavior and the positioning strategies of parties and candidates (Blumenthal, 1980; Nimmo, 1999; Sparrow & Turner, 2001). The "4 Ps" marketing mix—product, price, place, and promotion—is central to political campaigns. Here, the “product” includes the party, candidates, image, and the agenda (Farrell & Wortmann, 1987; Shaw, 1994). “Price” is not monetary but rather the ideological, emotional, and policy trade-offs voters must consider before making an electoral choice. “Place” relates to party organization, and “promotion” covers communication strategies (Bigi, 2017). This study conducts an in-depth, comparative analysis of the 2024 European elections, both cross-nationally and in relation to the 2019 elections, not only by examining electoral outcomes but also by exploring the role of issue-based voting and the strategic use of political marketing. Data from across 27 EU member states was gathered on party positioning along four axes: 'Left-Right,' 'Liberalism-Authoritarianism,' 'European Cooperation-National Isolation,' and 'Modernization-Conservatism.' The analysis also included media usage, television, radio, internet, and social media, and issues highlighted in campaign agendas. Using multivariate quantitative methods, the study identifies typologies of European parties based on competition axes, media use, and agendas, highlighting parties' political behavior in national and European contexts, uncovering convergences and divergences in strategies. Finally, the research examines how agenda-setting and political

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product positioning influence electoral strategies, offering insights into the evolving dynamics of political marketing in the EU.

**JEL Classifications:** C38, D72, M31.

**Keywords:** Political marketing; Political competition; Election campaign; European elections; Comparative politics; Voting behavior

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## **1 Introduction**

Political marketing is a dynamic and evolving scientific field that bridges the worlds of politics and marketing principles. In an era of rapid communication transformation and the redefinition of the public sphere by social media, political marketing has become indispensable for political parties, candidates, and governments. Its aim is to understand, predict, and address the needs of the electorate (Wright, 1999), fostering both political participation and the effective dissemination of political ideas and programs. Despite its significance, some academics resist embracing the comprehensive philosophy of political marketing (Crompton & Lamb, 1986). This philosophy advocates for the design and implementation of integrated, long-term strategies that influence all aspects of an organization—from structure and management to its operations and activities.

Today, political marketing transcends mere advertising and public relations. Communication, while important, is just one element of a broader strategy. Central to its success are data collection, voter behavior analysis, and the application of marketing tools to craft messages, actions, and policies that resonate with societal needs. Technological advancements, including big data analytics and targeted digital campaigns, allow political entities to reach diverse audiences with precision and effectiveness. Political marketing fosters a two-way flow of information—society to organizations and vice versa—creating mutual benefits for all. At its heart, it embodies democratic values: communication, interaction, and connection between political actors and citizens. In today's polarized and fast-changing societies, political marketing is not only a strategic tool but a vital means of promoting meaningful, reciprocal dialogue and engagement.

## **2 Literature review**

A significant subset of political marketing focuses on techniques and tools that help political parties and candidates understand the electorate, communicate effectively, and achieve their goals before an election. Long before it was established as a distinct academic field, marketing was almost exclusively associated with the design and implementation of election campaigns and political

actions (Lees-Marshment, 2009). Activities such as organizing pre-election campaigns, shaping messages and profiles, using media outlets, and strategically allocating resources at local and national levels remain key stages in planning and implementing electoral campaigns.

For over 45 years, however, citizens in European countries have been electing representatives to supranational institutions, specifically the European Parliament. The question arises: Are the strategies, methods, and tools of political marketing used to the same extent and with the same intensity at this level of elections? The answer appears evident. However, the perception of European elections as "second order" elections (Reif & Schmitt, 1980) in most European democracies—evidenced by voter turnout rates—affects both the marketing strategies adopted by parties and the extent and dynamism of their campaigns. Other characteristics of "second order" elections include a focus on local issues in electoral competition and their role as a platform for citizens to express protest or discontent against government policies without risking governmental stability. These factors contribute to a much milder pre-election atmosphere with less intense clashes between political parties, influencing the campaign design for each party and candidate. At the same time, there is also political and electoral competition at the level of political groups in the European Parliament (Euro parties), which shaped - equally and perhaps even more—the political agenda in the European Parliament and influence the legislative process. Every national party that elects national representatives to the European Parliament belongs either to a Euro party or to the independents, meaning that its election platform regarding European policies aligns with the political proposals put forth by the Euro party and the broader political ideology and direction it follows. Therefore, political and electoral competition is shaped on two levels: national and European.

It seems necessary for national parties to both align (not necessarily adopt) their political proposals with those of European groups and design election campaigns at the national level that address a supranational political agenda. Simply put, the national parties of the EU's 27 member states develop marketing strategies based on data targeting their domestic political market while crafting a discourse referring to European policy proposals and decisions made by supranational power centers. National objectives also significantly shape political discourse, but elected national representatives in the European Parliament will make decisions impacting all European citizens.

## **3 Sample and methodology**

### **3.1 Sample and background**

For the purposes of this study, data was collected and analyzed on the election campaigns of major party formations in each of the EU's 27 member states during the pre-election period of the European elections held from June 6 to 9, 2024, which were the 10<sup>th</sup> EU elections in order and the first after the Brexit. The data was gathered through observation of online platforms and political discourse analysis using a 35-question survey. A total of 182 surveys were collected and analyzed regarding pre-election issues, marketing and communication tools used, and criteria that may have favored certain candidates over others.

### **3.2 Hypotheses development**

The primary aim of this study is to investigate the interplay between marketing strategies, issue prioritization, and electoral outcomes across European countries in the context of the 2019 and 2024 European parliamentary elections. By analyzing public priorities, campaign approaches, and changes in parliamentary seat allocation, the study seeks to uncover the underlying dynamics shaping voter behavior and political group performance in a fragmented and evolving European political landscape.

The study addresses the following key research questions:

1. How are voter priorities, as captured in Eurobarometer surveys, structured across EU countries?
2. What are the primary marketing strategies employed by European political groups, and how do these strategies align with voter priorities across different countries?
3. How have seat allocations for European political groups changed between 2019 and 2024, and what factors explain these changes?
4. How do countries cluster based on their citizens' issue priorities, and how do these clusters relate to changes in electoral outcomes for political groups?
5. What is the relationship between turnout changes, voter preferences, and ideological shifts across the EU?
6. What are the implications of these findings for understanding the evolving European political landscape and the strategic positioning of political groups?

### 3.3 Methodology

The study employed a multi-step quantitative approach to explore the relationship between marketing strategies, voter priorities, and electoral outcomes for European political parties. The methodology combined data from Eurobarometer surveys, electoral seat changes, and marketing strategies, analyzed through a series of statistical and exploratory techniques. These methods were chosen to capture both individual dimensions of interest and their interrelationships across European countries and political groups.

The primary data sources included:

- Eurobarometer survey data (April/May 2024) capturing citizens' priorities on various issues across EU countries.
- Electoral results from European parliamentary elections (2019 and 2024), including seat changes for political groups.
- Secondary sources detailing marketing strategies employed by major political groups.

All data were harmonized and standardized to ensure comparability across variables and countries. For survey data, the most frequently mentioned issues were categorized into themes (e.g., "Health," "Climate/Environment"). Electoral results were expressed as seat changes between 2019 and 2024.

To assess the relationships between variables, correlation analysis was performed. This included examining how turnout changes correlated with shifts in voter preferences across ideological groups and how priority issues aligned with electoral dynamics. Pearson's correlation coefficients were used to quantify the strength and direction of associations.

Exploratory factor analysis (EFA) was conducted separately for issue priorities and seat changes to reduce dimensionality and identify latent structures. The analysis was performed using principal components extraction and varimax rotation to maximize interpretability. For issue priorities, five factors were extracted, representing key dimensions such as "Health and Climate/Environment" and "Crime and Immigration." For seat changes, three factors were identified, capturing ideological shifts and gains or losses across political groups.

Factor scores derived from the EFA were used as inputs for hierarchical cluster analysis (HCA) to group countries based on their issue profiles and electoral dynamics. Ward's method was employed to minimize variance within clusters. This resulted in five clusters for issue priorities and six clusters for seat changes, reflecting distinct regional patterns and party dynamics. To further explore the associations between clusters, countries, and political parties, correspondence analysis was

performed. This method allowed for the visualization of categorical relationships in low-dimensional space. Biplots were used to illustrate the positioning of countries and clusters relative to key factors and party groups.

The role of marketing strategies was analyzed through a correspondence analysis of campaign approaches and political groups. Marketing strategies were categorized as e.g. "traditional," "digital," or "mixed," based on qualitative assessments of campaign styles. These were then linked to electoral outcomes, highlighting how strategic choices influenced voter behavior. Biplots, factor loading matrices, and cluster visualizations were generated to facilitate interpretation. Patterns of alignment between countries, issues, political groups, and marketing strategies were examined to draw insights into voter behavior and campaign effectiveness. The analyses were conducted using statistical software, namely Python and IBM SPSS.

## **4 Results**

The 2024 European Parliament elections reflect significant shifts in political preferences across EU member states, marked by increased polarization, regional divergences, and fluctuating voter turnout. This analysis examines the electoral outcomes by political alignment and evaluates changes in voter participation compared to the 2019 elections, providing insights into the broader implications for the European political landscape.

The 2024 elections marked a notable surge in support for far-right parties across several European countries, underlining a growing wave of nationalism and Euroscepticism. Italy recorded the most significant increase, with a staggering 20% gain for far-right parties, signaling a profound ideological shift. Austria and the Netherlands followed, with increases of 7.8% and 6.5%, respectively. Conversely, Hungary and Poland experienced sharp declines, with Hungary's far-right parties losing 9.2% and Poland's dropping by 5.4%. These variations suggest that while the far-right continues to gain momentum in certain regions, its influence is waning in others, particularly in Eastern Europe, where political dynamics are increasingly driven by socio-economic concerns and domestic issues.

Center-right parties generally saw a decline in support, indicating a weakening of traditional conservative platforms across Europe. Countries such as Hungary and Poland reported substantial losses of 3% and 2.5%, respectively. Even in Western Europe, where center-right parties have traditionally maintained a stronghold, countries like Austria and Germany observed modest declines. Exceptions to this trend include the Netherlands, which recorded a 1.7% gain for center-right parties, suggesting that in some regions, these parties may still resonate with voters by addressing local concerns effectively.

Centrist parties displayed remarkable stability, with minor fluctuations observed across most countries. In Central and Eastern Europe, countries such as the Czech Republic and Slovenia registered moderate gains of 1.2% each, reflecting a growing appeal among voters seeking moderate and pragmatic policy solutions. However, minor declines were evident in Western European countries like the Netherlands and Austria, where centrists lost 0.2% of support. These trends indicate a continued, albeit cautious, reliance on centrist platforms as a middle-ground option in a politically polarized environment.

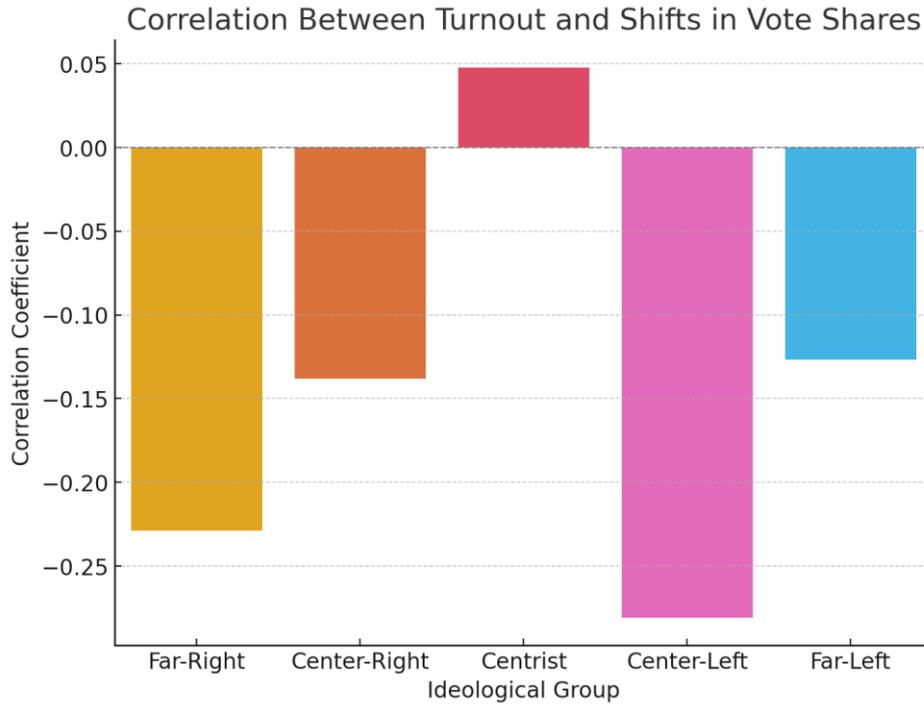
Center-left parties recorded some of the most substantial gains in the 2024 elections, particularly in Southern Europe. Spain emerged as a key example, with center-left parties gaining 3.4%, reflecting increased voter confidence in progressive platforms focusing on social equity and economic recovery. The Netherlands and Denmark also saw significant gains of 2.2% each. However, Eastern Europe presented a contrasting narrative, with Hungary witnessing a slight decline of 1.2%. These variations highlight the differing regional priorities and challenges, with Southern Europe emphasizing recovery from economic instability and Northern Europe addressing socio-environmental concerns. Support for far-left parties diminished in almost all EU member states. Hungary experienced the steepest decline, losing 3.5%, while Spain and Poland reported declines of 2% each. This consistent downward trend reflects a general disenchantment with radical left-wing policies, as voters increasingly gravitate towards centrist or moderate progressive platforms to address pressing issues.

Voter turnout exhibited stark regional contrasts. Hungary and Slovakia experienced notable increases in turnout, with Hungary recording a significant 16.1% rise and Slovakia reporting an 11.7% increase. These figures suggest heightened political engagement in regions facing intense socio-economic or geopolitical challenges. Conversely, Spain and Greece saw dramatic declines in voter turnout, falling by 13.6% and 17.5%, respectively. This decline indicates potential voter apathy or disillusionment with existing political options in these countries. To determine if there is an effect of voter turnout on shifts in voter choices for each ideological group, we can analyze the correlation between the changes in voter turnout and the changes in vote shares for each ideological group (Far-Right, Center-Right, Centrist, Center-Left, and Far-Left).

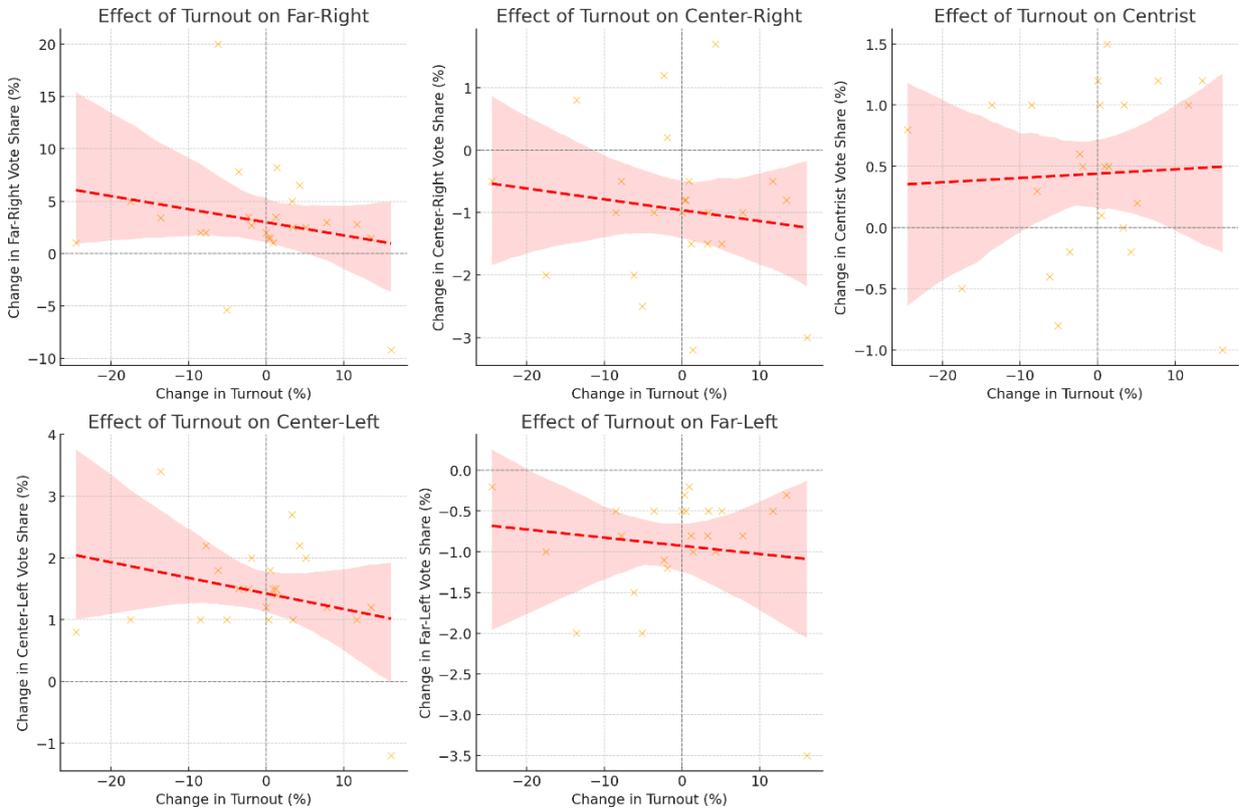
#### **4.1 Voter Turnout Effects Changes in Vote Shares for Each Ideological Group**

To determine if there is an effect of voter turnout on shifts in voter choices for each ideological group, we can analyze the correlation between the changes in voter turnout and the changes in vote shares for each ideological group (Far-Right, Center-Right, Centrist, Center-Left, and Far-Left).

**Diagram 1: Correlation Between Turnout and Shifts in Vote Shares**



**Diagram 2: Effect of Turnout on Ideological Groups**



Correlation coefficients between changes in voter turnout and shifts in vote shares for each ideological group are shown in Diagram 1 and the scatterplots in Diagram 2 illustrate the relationships between changes in voter turnout and changes in vote shares for each ideological group.

For far-right parties, the analysis indicates a modest but discernible negative relationship between increased voter turnout and their electoral support. Specifically, as turnout rises, the vote share of far-right parties tends to decline. This trend suggests that far-right parties perform better in low-turnout elections, likely due to the dominance of their highly motivated and ideologically aligned voter base. In contrast, higher turnout dilutes their relative influence, as less polarized voters enter the electorate.

A similar, though less pronounced, pattern is observed for center-right parties. Increased turnout correlates weakly with a decline in center-right support. This trend may reflect challenges faced by these parties in retaining a broad coalition of voters in an environment where turnout mobilizes more diverse and often issue-specific constituencies. Despite this decline, the impact of turnout on center-right parties is not as pronounced as on far-right groups, suggesting a degree of resilience.

Centrist parties, in contrast, exhibit remarkable stability in their relationship with voter turnout. The analysis reveals no significant correlation between changes in turnout and shifts in their vote share. This consistency implies that centrist parties are relatively unaffected by fluctuations in voter engagement, maintaining a steady base of support regardless of whether elections are characterized by high or low turnout. This finding underscores the broad appeal of centrist platforms, which may resonate with both core supporters and moderate voters who participate intermittently.

The most striking relationship is observed with center-left parties, where a strong negative correlation emerges between rising turnout and declining vote share. This trend highlights the difficulties faced by center-left parties in mobilizing new or previously disengaged voters. While these parties have traditionally relied on narratives of social equity and progressive economic reforms, their inability to expand their appeal to a broader electorate in higher-turnout contexts suggests a disconnect between their messaging and the priorities of newly engaged voters. This dynamic may explain why center-left parties have struggled to capitalize on higher turnout elections compared to their centrist or far-right counterparts.

Far-left parties also experience a mild negative relationship between turnout and electoral support, although the effect is weaker than for center-left and far-right groups. Similar to far-right parties, far-left groups may rely on a dedicated but limited voter base that is disproportionately influential in

low-turnout elections. Higher turnout elections dilute this influence, as more moderate or issue-specific voters enter the electorate.

## 4.2 Shifting Dynamics of the European Parliament: An Analysis of Seat Changes from 2019 to 2024

The results of the 2024 European Parliament elections reveal significant changes in the distribution of seats among political groups compared to 2019, reflecting evolving voter preferences and regional dynamics across the European Union. This analysis explores the shifts in political power among the key parliamentary groups, contextualizing these changes within broader trends of polarization, regional divergence, and emerging political fragmentation. In table 2 the numbers indicate how many seats were gain or lost since 2019 elections for each European party in every EU country.

**Table 1: Change in seats (2019-2024) in the European Parliament for each country and European political party**

	EPP	S&D	PfE	ECR	Renew	G/EFA	The Left	ESN	NI
Austria	-2	0	3		1	-1			
Belgium	0	1	0	0	0	-1	1		
Bulgaria	-1	-3		1	2			3	
Croatia	2	0		1		1			
Cyprus	0	0		1			-1		1
Czech Republic	0		3	-1		-2		-1	1
Denmark	1	0	0	1	-2	1	0		
Estonia	1			0	-1				
Finland	1	0		-1	0	-1	2		
France	-2	7	7	4	-10	-8	3	1	
Germany	0	-2			1	-7	-2	3	8
Greece	-1	1	1	1			-2		2

Hungary	7	-3	-2					1	
Ireland	-1	1			4		1		
Italy	1	2	-21	18		4	-4		
Latvia	0	-1	1	1	0	1			
Lithuania	1	0		-1	1	1		1	
Luxemburg	0	0		1	-1	0			
Malta	1	-1							
Netherlands	2	-2	5	0	0	3	0		
Poland	6	-5		-7	1			3	3
Portugal	0	-1	2		2		-1		
Romania	-2	2		6	-7	1			2
Slovakia	-1				4			1	4
Slovenia	2	-1			0	1			
Spain	9	-1	2		0	1	0		3
Sweden	-1	0		0	0	0	1		
EU	<b>23</b>	<b>-6</b>	<b>1</b>	<b>25</b>	<b>-5</b>	<b>-6</b>	<b>-2</b>	<b>12</b>	<b>24</b>

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The European People's Party (EPP) registered a modest net gain of 23 seats, demonstrating relative stability amidst an increasingly polarized political environment. However, this gain was unevenly distributed, with countries such as Hungary and Poland contributing significantly to the increase, while others, including Austria and France, saw losses. The EPP's gains highlight its resilience in

maintaining a traditional base in certain regions, though its inability to expand significantly suggests limitations in its broader appeal.

The Progressive Alliance of Socialists and Democrats (S&D) suffered a net loss of 6 seats, underscoring the challenges faced by center-left parties in consolidating their support base. Despite gains in countries such as France and Romania, these were offset by substantial losses in Poland, Germany, and Bulgaria. This decline reflects a broader struggle for center-left parties to adapt to a changing political landscape where issues such as migration and economic instability are often framed in ways that disadvantage their platforms.

Nationalist and conservative forces, represented by the European Conservatives and Reformists (ECR) and the Patriots group, experienced significant gains. The ECR increased its seats by 25, driven largely by dramatic gains in Italy, where it secured 18 additional seats, and Poland, despite a net loss of 7 seats in the latter. The Patriots group, though only gaining 1 seat overall, exhibited notable growth in France and the Netherlands, where nationalist rhetoric on migration and sovereignty has resonated with voters. These gains illustrate a clear shift toward right-leaning and nationalist policies in several key regions, challenging the traditional dominance of centrist and center-left forces.

In contrast, Renew Europe (RE) and the Greens/European Free Alliance (G/EFA) experienced declines, losing 5 and 6 seats, respectively. Renew's losses were particularly pronounced in France, where it shed 10 seats, reflecting a broader decline in centrist liberal platforms in the face of rising polarization. Similarly, G/EFA faced significant losses in countries such as Germany and France, where voter attention appears to have shifted away from green policies toward more immediate economic and social concerns. These declines suggest that while climate change and liberal economic reforms remain important, they are increasingly overshadowed by other pressing issues, including migration and inflation.

The far-left, represented by The Left group, also faced challenges, losing 2 seats overall. While it made modest gains in countries such as Finland and France, these were offset by declines in Italy and Spain. This trend reflects a continued erosion of support for far-left parties across much of Europe, as their platforms struggle to attract broader voter bases beyond their traditional constituencies.

One of the most striking developments was the rise of smaller groups and non-inscrits (NI), which collectively gained 24 seats. This increase underscores the growing fragmentation of the European Parliament, as new and smaller political actors gain traction. The Europe of Solidarity and Nations (ESN) group also expanded, adding 12 seats, further highlighting the increasing diversity of political representation within the Parliament. This fragmentation reflects a shift away from the dominance

of traditional political blocs and raises questions about the future of coalition-building and policymaking in the European Union.

Regional variations further complicate this landscape. Western Europe, particularly France and Germany, exhibited sharp contrasts in political trends. France experienced one of the most dramatic shifts, with significant gains for nationalist and conservative forces. The Patriots group gained 7 seats, while the European Conservatives and Reformists (ECR) added 4 seats. These gains were accompanied by severe losses for centrist (Renew, -10 seats) and green (G/EFA, -8 seats) platforms. This shift suggests increasing voter disillusionment with traditional pro-European narratives, favoring parties advocating for sovereignty and stricter migration policies.

Germany, in contrast, displayed relative stability for the EPP, which retained its seats, but saw losses for the S&D (-2 seats) and G/EFA (-7 seats). Notably, non-inscrits (NI) gained 8 seats, reflecting growing fragmentation within the German electorate. These trends suggest that while Germany remains committed to centrist and pro-European values, rising support for smaller and independent groups points to a diversification of political representation.

Southern Europe exhibited divergent trends. Italy showcased a dramatic shift toward the right, with the ECR gaining 18 seats while the Patriots lost 21 seats. This realignment indicates a consolidation of conservative forces under the ECR, likely driven by issues such as migration and economic instability. Conversely, Spain leaned toward centrist and center-right politics, with the EPP gaining 9 seats while the S&D lost only 1. The Left and non-inscrits remained relatively stable, reflecting a less polarized electorate compared to Italy.

Portugal showed modest gains for Renew (+2 seats) and The Left (-1 seat), signaling continued support for progressive platforms. However, the small magnitude of changes suggests political continuity, with limited shifts in voter allegiances.

Northern Europe, including countries such as Sweden, Denmark, and Finland, exhibited smaller shifts, with centrist and green platforms showing resilience. Denmark saw Renew lose 2 seats while G/EFA and EPP gained 1 seat each, reflecting balanced support for environmental and centrist policies. Finland showed slight gains for The Left (+2 seats), while G/EFA and EPP each lost a seat, signaling a subtle leftward shift in voter preferences.

Sweden demonstrated remarkable stability, with negligible changes across most political groups. These results suggest that Northern European voters are less influenced by polarization and remain focused on pragmatic governance and environmental concerns.

Eastern Europe displayed a mixed political landscape. Hungary and Poland, the region's largest countries, presented contrasting dynamics. Hungary saw a significant gain for the EPP (+7 seats) alongside losses for the S&D (-3 seats) and the Patriots (-2 seats). These results indicate growing support for traditional conservative values while far-right nationalism faced a decline. Conversely, Poland recorded a net loss for the ECR (-7 seats) and S&D (-5 seats), while the EPP gained 6 seats. Non-inscrits added 3 seats, reflecting increasing fragmentation.

In smaller Eastern European countries such as Slovakia, Slovenia, and the Czech Republic, centrist and liberal forces experienced modest gains. Slovakia's Renew group gained 4 seats, while Slovenia added 2 seats for the EPP. These shifts suggest a strengthening of pro-European platforms in parts of the region, counterbalancing the nationalist tendencies observed in Hungary and Poland.

Central European countries such as Austria and the Czech Republic displayed strong nationalist trends. Austria saw the Patriots gain 3 seats, while the EPP lost 2. Similarly, the Czech Republic recorded a 3-seat gain for the Patriots, reflecting a consolidation of nationalist forces in response to migration and economic concerns. Renew and The Left experienced losses, highlighting the region's drift away from liberal and far-left platforms.

The implications of these changes are profound. The rise of nationalist and conservative forces highlights a growing skepticism toward traditional European integration and the emergence of more inward-looking political agendas. At the same time, the decline of centrist and green platforms suggests that traditional narratives around economic liberalization and environmental sustainability may need to be reframed to resonate with a broader electorate. The increasing fragmentation within the European Parliament, driven by the rise of smaller groups and independents, complicates the process of coalition-building, potentially hindering the Parliament's ability to address transnational challenges such as climate change, migration, and economic recovery.

The 2024 European Parliament elections reflect a continent in flux, characterized by polarization, regional divergence, and political fragmentation. These dynamics underscore the need for adaptive governance strategies that can bridge ideological divides and address the diverse priorities of European citizens. As the European Union navigates this complex political environment, the ability of its institutions to foster cooperation and deliver meaningful solutions will be critical in shaping its future trajectory. Further research is needed to examine the localized factors driving these trends and their implications for the broader European project.

### 4.3 Shifts in Party Alliances in the 2024 European Parliament Elections

The 2024 European Parliament elections marked a significant realignment of party alliances, reflecting deeper political, social, and economic undercurrents within the European Union. These shifts provide insights into the evolving ideological landscape and the reconfiguration of power dynamics across the Parliament's political groups. Below, the changes in party alliances are analyzed, focusing on key political blocs and their transformations since 2019.

The EPP, traditionally the largest political group in the European Parliament, experienced modest gains in seat allocation (+23), indicating its ability to maintain a stronghold in certain regions while facing challenges in others. Significant gains were observed in countries like Spain (+9 seats) and Hungary (+7 seats), where traditional conservative narratives resonated with voters. However, the EPP faced setbacks in Austria (-2 seats) and France (-2 seats), highlighting the group's struggle to adapt to growing nationalist rhetoric and voter disillusionment in some Western European countries. These results indicate that the EPP remains a cornerstone of the European Parliament but faces increasing competition from more polarized forces, such as the European Conservatives and Reformists (ECR) and the Identity and Democracy (ID) group. The EPP's gains in Eastern Europe suggest that traditional conservative values remain relevant in these regions, but its limited growth elsewhere points to the need for strategic repositioning.

The S&D group experienced a net loss of 6 seats, reflecting ongoing difficulties in consolidating its voter base amid rising challenges from both the right and the left. While the group gained seats in countries like France (+7) and Romania (+2), these gains were offset by losses in key regions such as Poland (-5), Germany (-2), and Bulgaria (-3). The decline in these countries reflects the S&D's struggles to present itself as a viable alternative to increasingly polarized narratives, particularly in addressing economic and social concerns. The S&D's performance underscores a broader difficulty for center-left parties across Europe: the inability to effectively mobilize voters in regions where economic insecurity and migration dominate the political discourse. Despite these challenges, the group remains influential in Southern Europe, particularly in Spain and Portugal, where it has managed to retain significant support.

The ECR group emerged as one of the major winners of the 2024 elections, gaining 25 seats overall. This growth was driven by significant gains in Italy (+18) and Romania (+6), where conservative and nationalist platforms capitalized on voter concerns about migration, sovereignty, and economic recovery. However, the ECR also faced losses in Poland (-7), a traditional stronghold, reflecting internal shifts within the country's political dynamics. The ECR's expansion highlights the rising appeal of conservative and nationalist platforms in several European countries, particularly in

Southern and Eastern Europe. The group's ability to attract voters from both the far-right and center-right blocs positions it as a growing force in the European Parliament, with potential implications for policymaking on issues such as migration and EU integration.

The ID group, representing far-right nationalist parties, experienced modest overall growth (+1 seat), but with significant regional variations. France (+7) and the Netherlands (+5) accounted for the bulk of the gains, reflecting a growing appetite for nationalist and Eurosceptic narratives in these countries. However, these gains were offset by substantial losses in Italy (-21), where voters shifted their support toward the ECR, and in Hungary (-2), where the far-right base appeared to consolidate under the EPP. These results suggest a redistribution of the far-right electorate rather than a net expansion. The ID group faces increasing competition from the ECR, which has absorbed much of the far-right momentum in key regions. Nonetheless, the group's strong performance in France and the Netherlands underscores its continued relevance in shaping the European Parliament's discourse on sovereignty and migration.

The RE group faced a net loss of 5 seats, marking a slight decline in its influence. This decline was particularly pronounced in France (-10), where centrist liberal platforms struggled to compete against the rise of far right and nationalist forces. Other notable losses were observed in Denmark (-2) and the Czech Republic (-2). Despite these setbacks, the group managed to make gains in Slovakia (+4), Portugal (+2), and Ireland (+4), reflecting continued support for centrist and pro-European policies in specific regions. The RE group's performance highlights the challenges faced by centrist parties in an increasingly polarized political environment. While the group retains a strong presence in Northern and Western Europe, its losses in major countries like France signal a need to refine its messaging and address voter concerns more effectively.

The Greens/EFA group suffered a net loss of 6 seats, driven by significant declines in France (-8) and Germany (-7). These losses reflect a reduced voter focus on environmental issues in the face of pressing economic and social challenges. However, the group made modest gains in countries like the Netherlands (+3) and Spain (+1), where environmental platforms remain relevant. The Greens/EFA group's decline underscores the difficulties faced by green parties in maintaining their momentum during periods of economic uncertainty. While climate change remains a critical issue, voters in many regions appear to prioritize immediate economic and migration concerns over long-term environmental policies.

The Left group experienced a slight decline, losing 2 seats overall. Gains in France (+3) and Finland (+2) were overshadowed by losses in Italy (-4) and Portugal (-1). These results highlight the continued erosion of support for far-left platforms across much of Europe, as voters gravitate

toward centrist or nationalist alternatives. The Left's modest performance indicates a shrinking base, particularly in Southern Europe, where economic instability and migration dominate the political agenda. The group's ability to remain relevant will depend on its capacity to address these issues while differentiating itself from other progressive platforms.

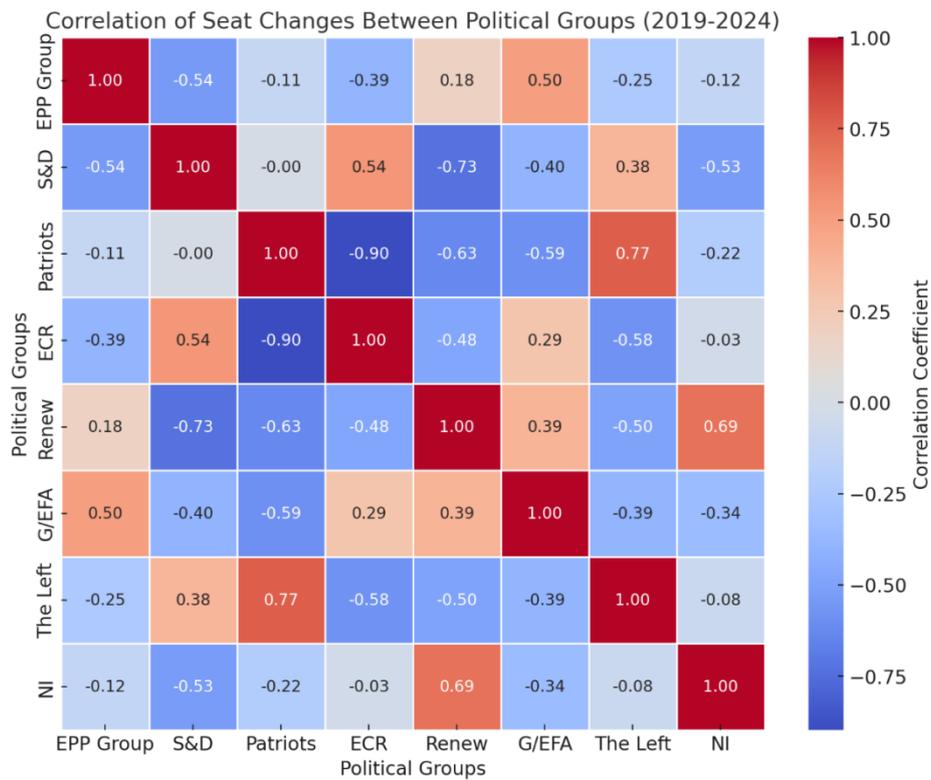
The most significant gains were observed among smaller groups and non-inscrits (NI), which collectively added 24 seats. This growth reflects increasing political fragmentation, as new and independent actors gain traction in the European Parliament. The Europe of Solidarity and Nations (ESN) group also gained 12 seats, signaling the emergence of new coalitions focused on regional or issue-specific agendas. This fragmentation underscores a growing challenge for the European Parliament: the need to navigate a more diverse and divided political landscape. The rise of smaller groups and independents complicates coalition-building and policymaking, potentially hindering the Parliament's ability to address transnational challenges effectively. The shifts in party alliances during the 2024 European elections reflect an increasingly polarized and fragmented European political landscape. While traditional groups such as the EPP and S&D continue to play central roles, their influence is challenged by the rise of nationalist and conservative forces, as well as the emergence of smaller and non-aligned groups. These dynamics highlight the complexity of European politics and underscore the importance of fostering collaboration and adaptability within the Parliament to address the pressing issues facing the European Union. Future developments will hinge on the ability of political actors to build effective alliances and navigate an increasingly fragmented political environment.

#### **4.4 Correlation Analysis of Seat Changes Between Political Groups (2019-2024)**

Analyzing the correlations between seat changes among these groups revealed both competitive and cooperative dynamics among political groups as shown in Diagram 3.

Positive correlations emerged between groups with overlapping constituencies or aligned policy priorities. For example, The Left and the Greens/EFA demonstrated a strong positive correlation in seat changes, indicating that gains or losses for one group were mirrored by similar trends in the other. This relationship likely reflects shared voter bases emphasizing progressive social and environmental policies. Similarly, a modest positive correlation between the EPP and Renew Europe suggested an overlapping appeal to centrist and pro-European constituencies, where gains for one group likely signaled broader support for moderate platforms.

**Diagram 3: Correlation of Seat Changes Between European Political Groups (2019-2024)**



In contrast, negative correlations highlighted competitive relationships between groups vying for the same voter bases. The conservative ECR and center-left S&D exhibited a strong negative correlation, underscoring the ideological polarization evident in many EU countries. Gains for the ECR were frequently matched by losses for the S&D, particularly in regions where migration, economic reform, and social policies dominated the political discourse. A similarly strong negative correlation was observed between the far-right Patriots and the centrist Renew Europe group, reflecting the stark ideological divide between Eurosceptic nationalism and pro-European liberalism. These findings underscore the extent to which voter shifts between these groups are driven by competing policy narratives.

Some groups exhibited weak or neutral correlations, reflecting distinct and non-overlapping constituencies. The non-inscrit (NI) group, characterized by its heterogeneous composition of independents and niche parties, showed minimal correlation with other groups, highlighting its fragmented and diverse voter base. Similarly, the lack of a significant correlation between the far-right Patriots and far-left The Left indicated minimal competition for voter support between these ideologically opposed groups, as their constituencies remain starkly different.

Polarization remains a defining characteristic, as reflected in the strong negative correlations between conservative and progressive groups. This polarization indicates an increasing divide among European voters on key issues such as migration, economic inequality, and sovereignty. Second, overlapping voter bases between some groups, such as The Left and Greens/EFA, point to opportunities for collaboration among parties with shared policy priorities. Such alliances could strengthen their collective influence in the European Parliament, particularly on progressive and environmental agendas. Third, the rise of fragmented and independent groups, as evidenced by the weak correlations involving non-inscrit parties, highlights the growing complexity of European politics. This fragmentation presents challenges for coalition-building and consensus-driven governance, especially on transnational issues requiring unified action.

#### 4.5 Analyzing the marketing promotion strategies of the European Parties

The Multiple Correspondence Analysis (MCA) in table 2 and the corresponding biplot (Diagram 4) provide valuable insights into the associations between different European political groups and the marketing strategies they employed during the elections. The two dimensions, Factor 1 and Factor 2, represent the primary axes of variation, capturing the relationships between political parties and their respective promotional approaches.

**Table 2: Coefficients Scores for marketing variables and European parties for MCA**

	Factor 1	Factor 2
ECR	432	276
EPP	-444	-86
GREENS_EFA	258	39
PfE	-310	584
LEFT	249	454
RENEW	-78	-312
SD	167	-158
traditional	445	35
low marketing mix / other	586	500
mixed strong marketing	-614	420
social media and use of professionals	989	330
digital / events and use of professionals	101	-445

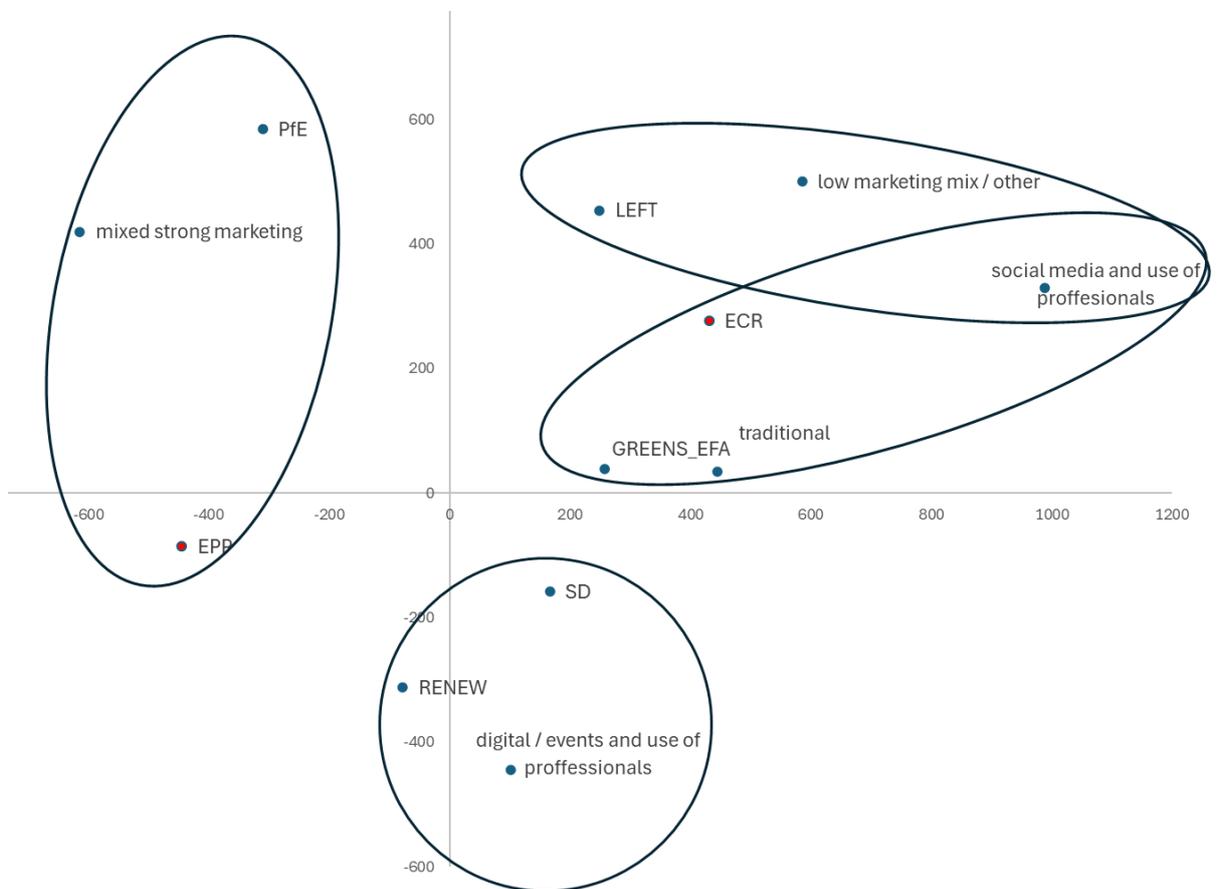
- Dimension 1 (Factor 1): Traditional vs. Innovative Marketing Approaches

The first dimension distinguishes between traditional marketing strategies and more digitally driven or professionalized methods. For example, the "traditional" category clusters closely with Greens/EFA, suggesting their emphasis on conventional campaigning techniques such as in-person events and grassroots mobilization. In contrast, the use of social media and professionals is strongly associated with the "low marketing mix" category and ECR. This indicates a reliance on digital platforms and specialized expertise to connect with voters.

- Dimension 2 (Factor 2): Strength and Diversity of Marketing

The second dimension reflects the intensity and diversity of marketing approaches. For instance, P/E and mixed strong marketing are aligned along the higher end of Factor 2, indicating a broad and robust campaign strategy that combines multiple channels and methods. Conversely, RENEW and digital/events and use of professionals are positioned on the lower end of Factor 2, suggesting a more focused, yet less diverse, marketing approach centered on digital engagement and organized events.

**Diagram 4: Scatterplot visualizing 4 groups of marketing strategies associated with each European party's campaign**



Further observation of diagram 4 reveals distinct patterns in how different EU political groups utilized marketing strategies during their campaigns, with each group aligning closely with specific approaches. P/E is strongly associated with a "mixed strong marketing" approach, characterized by a comprehensive strategy that integrates digital tools, traditional campaigning, and personalized outreach. This multifaceted method likely enhanced its visibility and appeal across diverse voter demographics, allowing it to connect effectively with a broad audience. ECR, on the other hand, is closely linked to social media and professionalized campaigning. This approach highlights its reliance on targeted digital outreach, emphasizing efficiency and expertise in communication. By leveraging these modern techniques, ECR was able to appeal to a voter base that values precision and strategic messaging.

Greens/EFA demonstrated a preference for traditional marketing strategies, which aligns with their emphasis on grassroots mobilization and environmental advocacy. Their campaigns appear to have prioritized local events and direct voter engagement, reflecting their commitment to community-oriented initiatives and face-to-face interactions with supporters.

RENEW adopted a strategy centered on digital platforms and event-based interactions. This approach underscores its focus on engaging urban and tech-savvy audiences, tailoring its messaging and outreach to resonate with voters who prioritize innovation and forward-thinking policies. EPP occupies a balanced position, incorporating elements of both traditional and modern campaigning without relying excessively on any single method. This mixed strategy demonstrates adaptability and the ability to appeal to both conservative and progressive voter bases. SD is closely aligned with event-centric and professionalized strategies, reflecting a calculated focus on structured interactions designed to engage key voter blocs. By combining digital elements with organized events, SD likely aimed to strengthen its presence among specific demographics.

The broader analysis of marketing strategies reveals three distinct clusters. Traditional strategies, which prioritize grassroots efforts and conventional campaign methods, resonate with political groups that emphasize stability and long-standing voter bases. In contrast, digital and professional strategies are favored by groups seeking efficiency and scalability, often targeting younger, tech-oriented demographics. Lastly, a low marketing mix, representing minimalist efforts, reflects either resource constraints or a strategic focus on narrow voter bases. These findings highlight the diversity in campaign strategies and their alignment with the goals and resources of different political groups.

## 4.6 Analysis of Factor and Cluster Relationships from Eurobarometer Issues

A factor analysis was conducted on Eurobarometer issues across EU countries to identify underlying dimensions influencing citizens' concerns.

**Table 3: Factor Scores for issues as priorities**

	1	2	3	4	5
Rising prices/Cost of living	-0.651	-0.342	-0.062	0.082	-0.068
Health	0.792	-0.249	0.026	-0.331	0.05
Financial situation of household	0.089	-0.027	-0.007	-0.236	0.864
Climate/Environment	0.521	0.495	-0.217	-0.418	-0.211
Economic situation in country	-0.18	-0.476	0.392	0.121	0.658
Pensions	-0.095	-0.357	0.714	-0.009	0.305
Living conditions	0.124	0.015	0.808	-0.263	0.031
Taxation	0.065	-0.301	-0.034	0.789	-0.344
Education system	0.829	0.045	-0.009	0.156	0.004
Working Conditions	-0.414	-0.011	0.626	0.249	0.3
Housing	-0.069	-0.194	-0.453	-0.304	-0.58
Crime	0.19	0.767	-0.265	0.008	0.026
Immigration	-0.397	0.321	-0.548	-0.089	0.199
Unemployment	-0.142	0.029	-0.053	0.828	0.099
Terrorism	-0.113	0.892	0.037	-0.108	-0.05

The rotated component matrix (Table 3) revealed five distinct factors:

- Factor 1: Predominantly linked to Health and Climate/Environment, this factor represents public concerns about well-being and ecological sustainability.
- Factor 2: Strongly associated with Crime and Immigration, this factor reflects issues related to safety, law, and social integration.
- Factor 3: Dominated by Economic Situation and Living Conditions, it encapsulates concerns about financial stability and quality of life.
- Factor 4: Primarily tied to Taxation and Unemployment, this factor represents fiscal and labor market concerns.

- Factor 5: Associated with the Financial Situation of Households and Economic Situation, this factor highlights personal financial challenges and economic performance.

These factors were interpreted based on their high loadings on specific issues, emphasizing their thematic coherence and relevance to societal priorities.

Using factor scores derived from the factor analysis, a hierarchical cluster analysis was performed to group countries based on their issue profiles. This approach resulted in the emergence of five distinct clusters:

Cluster 1: Associated with Factor 2 (Crime and Immigration), indicating that countries in this cluster prioritize safety and social integration issues.

Cluster 2: Linked to Factor 3 (Economic Situation and Living Conditions), suggesting that economic stability and quality of life are central concerns for these countries.

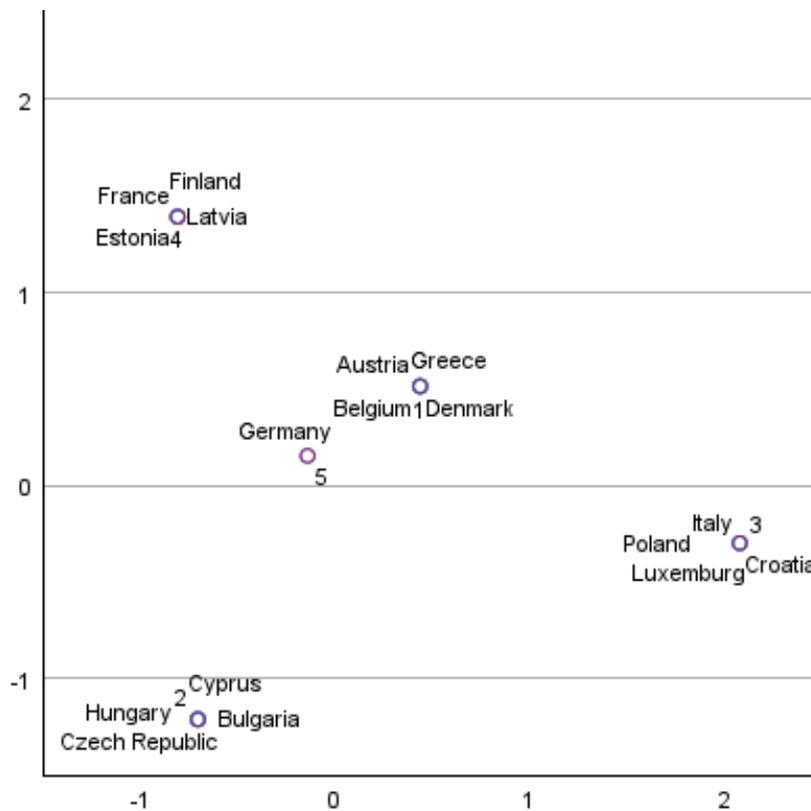
Cluster 3: Not strongly associated with any factor, implying that countries in this cluster have a balanced or neutral stance on the identified issues.

Cluster 4: Corresponding to Factor 4 (Taxation and Unemployment), reflecting concerns about fiscal policy and labor market dynamics.

Cluster 5: Associated with Factors 1 (Health and Climate/Environment) and 5 (Financial Situation and Economic Performance), indicating a dual focus on ecological and financial issues.

A correspondence analysis was subsequently applied to explore the relationships between the clusters and countries. The following biplot (Diagram 5) visually represents the alignment of countries with specific clusters, highlighting how national priorities are distributed across the identified factors.

**Diagram 5: Bi-plot with groups of countries in association to each issues-related cluster**



Cluster 1: Includes Austria, Greece, Belgium, and Denmark, positioned closely to the center of the plot. This cluster is linked to issues in Factor 2 (Crime and Immigration), suggesting these countries share a focus on safety, security, and social integration concerns.

Cluster 2: Includes Cyprus, Hungary, Bulgaria, and Czech Republic, located at the bottom-left of the plot. These countries emphasize Factor 3 (Economic Situation and Living Conditions), reflecting public concerns about financial stability and quality of life.

Cluster 3: Comprises Italy, Poland, Luxembourg, and Croatia, situated at the bottom-right of the biplot. These countries are less associated with key factors, suggesting their public concerns may be more neutral or distributed across multiple issues.

Cluster 4: Includes France, Finland, Estonia, and Latvia, located at the top-left of the plot. This cluster is closely associated with Factor 4 (Taxation and Unemployment), indicating fiscal and labor market issues dominate public discourse in these countries.

Cluster 5: Is represented by Germany, positioned distinctly from the other clusters. This cluster is strongly linked to Factor 1 (Health and Climate/Environment) and Factor 5 (Financial Situation and Economic Performance), highlighting an integrated focus on ecological and financial issues.

#### 4.7 Analysis of Factors and Clusters Based on Seat Changes in European Political Groups

A factor analysis was conducted on the differences in European parliamentary seat changes for political groups between 2019 and 2024.

**Table 4: Factor Scores for parties' change in seats in European Parliament (2019-2024)**

	Components		
	1	2	3
EPP Group	0.711	0.015	-0.039
S&D	-0.934	-0.045	-0.226
Patriots	-0.098	0.92	0.093
ECR	-0.493	-0.81	-0.197
Renew	0.74	-0.168	0.076
G/EFA	0.504	-0.449	-0.623
The Left	-0.24	0.858	-0.199
ESN	0.257	0.058	0.791
NI	0.036	-0.103	0.893

Three key factors emerged, each explaining distinct patterns of association among political groups (Table 4):

- Factor 1: Represents polarization between gains for the EPP Group, Renew, and Greens/EFA and losses for S&D and ECR. This factor captures shifts in voter alignment between center-right, liberal, and green parties versus social democrats and conservatives.
- Factor 2: Reflects competition between Patriots and The Left gaining seats and losses for ECR and Greens/EFA. This factor highlights contrasting dynamics between far-right and far-left growth at the expense of conservatives and greens.
- Factor 3: Highlights gains for ESN and NI versus losses for The Left. This factor captures the rise of niche or independent groups and fragmentation within the left-wing spectrum.

The rotated component matrix provides clear associations, with high positive or negative loadings for specific parties on each factor.

Using factor scores, a hierarchical cluster analysis was applied to group countries based on patterns of seat changes associated with these political groups. Six clusters were identified:

Cluster 1: Associated with the negative side of Factor 3, indicating a pattern of losses for The Left.

Cluster 3: Associated with the positive side of Factor 2 and the negative side of Factor 1, reflecting gains for Patriots and The Left and losses for EPP and Renew.

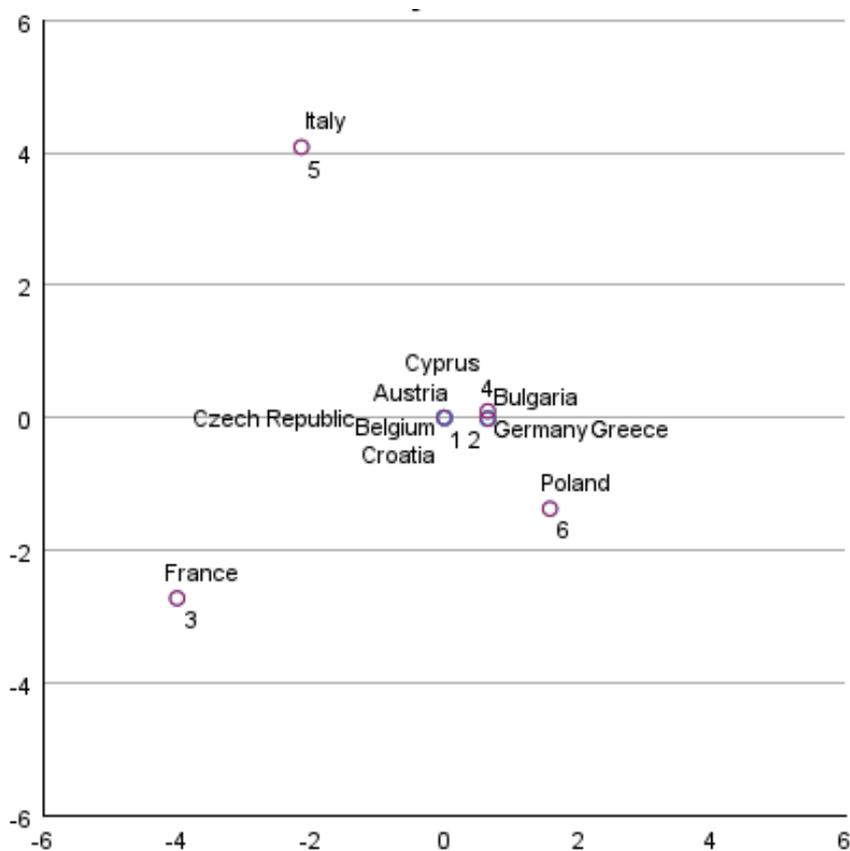
Cluster 4: Linked to the positive side of Factor 3, showing gains for ESN and NI.

Cluster 5: Associated with the negative side of Factor 3, capturing losses for The Left.

Cluster 6: Associated with the positive side of Factor 1, indicating gains for EPP, Renew, and Greens/EFA.

A correspondence analysis was performed to link countries to these clusters of political group seat changes.

**Diagram 6: Bi-plot with groups of countries in association to each issues-related cluster**



The biplot reveals distinct groupings (Diagram 6):

Cluster 6: Represented by Italy, this cluster reflects strong gains for EPP, Renew, and Greens/EFA, aligning with the positive side of Factor 1.

Cluster 3: Includes France, which reflects gains for Patriots and The Left, corresponding to the positive side of Factor 2.

Cluster 4: Represented by Poland, highlighting gains for ESN and NI, linked to the positive side of Factor 3.

Cluster 5: Includes Austria, Greece, Belgium, and Germany, reflecting mixed dynamics with losses for The Left and more fragmented changes.

Cluster 1: Includes Czech Republic, Bulgaria, and Cyprus, reflecting the negative side of Factor 3 and indicating losses for The Left.

The analysis highlights the diversity in political dynamics across Europe between 2019 and 2024. Factor 1 reveals a significant polarization between traditional center-right and liberal groups versus social democrats and conservatives, with notable gains in countries like Italy. Factor 2 emphasizes the rise of extremes, with far-right and far-left parties gaining traction at the expense of traditional parties like ECR and Greens/EFA, evident in countries like France. Factor 3 reflects the fragmentation of the political landscape, with niche parties like ESN and NI gaining relevance in countries like Poland.

Cluster analysis aligns countries with these political shifts, demonstrating regional patterns and ideological divides. Italy's alignment with Cluster 6 highlights its strong association with center-right and liberal gains, while Poland's Cluster 4 positioning underscores its distinct focus on niche political movements. France's alignment with Cluster 3 reveals its significant far-right and far-left dynamics.

This analysis underscores the evolving nature of the European political landscape, where polarization, extremism, and fragmentation are reshaping voter behavior and parliamentary representation. These findings provide valuable insights for understanding the regional and ideological complexities of European politics.

## **5 Conclusions**

The analyses conducted reveal an intricate interplay between marketing strategies, issue prioritization, and electoral outcomes of European political parties, shedding light on the dynamics that have shaped the political landscape across the continent. By integrating data from

Eurobarometer surveys, electoral seat changes, marketing approaches, and factor and cluster analyses, a comprehensive understanding of the connections between these elements emerges.

The biplot illustrating marketing strategies in relation to political groups highlights the decisive role of campaign methods in influencing electoral performance. PfiE, for instance, employed a "mixed strong marketing" strategy that integrated digital tools, traditional campaigning, and personalized outreach. This multifaceted approach allowed it to enhance its visibility and appeal to a wide range of voter demographics. Similarly, ECR's reliance on digital outreach and professionalized campaigning underscores the effectiveness of targeted methods in connecting with conservative and right-wing voter bases. In contrast, Greens/EFA and The Left leaned heavily on traditional campaigning methods, emphasizing grassroots mobilization and direct engagement. These approaches align with their platforms centered on ecological sustainability and social justice, demonstrating the continued relevance of traditional methods in community-oriented political contexts.

Renew and SD focused on event-based interactions and digital platforms, tailoring their strategies to resonate with urban and technologically sophisticated audiences. Meanwhile, EPP adopted a balanced marketing approach, blending traditional and modern methods to attract both conservative and progressive voters. The analysis underscores the significant impact of strategic innovation in voter mobilization while highlighting the enduring value of traditional techniques for parties with deeply rooted support bases.

Factor analysis of Eurobarometer data identified five overarching dimensions of voter priorities, each representing critical societal concerns. These factors—health and climate/environment, crime and immigration, economic stability and living conditions, taxation and unemployment, and personal financial challenges—provided a structured framework for understanding public sentiment. The correspondence analysis linking these factors to specific countries revealed significant regional variations in issue prioritization. For instance, Germany emerged as a country prioritizing health, environmental concerns, and financial stability, reflecting a comprehensive approach to addressing ecological and economic challenges. In contrast, countries such as France and Finland prioritized taxation and unemployment, indicative of fiscal and labor market pressures. Regions like Austria and Greece, situated in Cluster 1, exhibited heightened concern for crime and immigration, aligning with geopolitical factors and migration dynamics.

The factor analysis of seat changes for European political groups between 2019 and 2024 highlighted the polarization and fragmentation of Europe's political landscape. Gains for centrist and progressive platforms, represented by EPP, Renew, and Greens/EFA, contrasted sharply with losses for S&D and

ECR, indicating a shift toward centrism and environmental priorities. Meanwhile, far-right and far-left parties such as Patriots and The Left recorded significant gains, reflecting voter disenchantment with traditional political options and a growing appetite for ideological extremes. The rise of niche or independent groups, such as ESN and NI, further underscored the fragmentation of the European political scene.

Cluster analysis of countries based on political group seat changes revealed distinct regional patterns. Italy, aligned with Cluster 6, demonstrated strong support for center-right and liberal parties, consistent with a broader centrist shift. France, in Cluster 3, underscored the appeal of far-right and far-left ideologies, reflecting deep societal polarization. Poland, associated with Cluster 4, showcased the growing influence of niche political movements, indicative of fragmentation and the diversification of voter preferences.

Integrating these findings reveals clear connections between marketing strategies, issue prioritization, and electoral outcomes. Parties that aligned their platforms with dominant public concerns—such as economic stability, climate change, or migration—achieved notable gains. Greens/EFA, for instance, effectively leveraged their focus on environmental issues to resonate with electorates in countries where ecological concerns were paramount. Marketing strategies also played a pivotal role, with innovative approaches employed by parties like PfE and ECR enhancing voter outreach and mobilization, while traditional methods maintained their relevance in community-driven contexts.

Finally, regional dynamics emerged as a critical determinant of electoral success. The clustering of countries around specific issues and political group gains illustrates the importance of tailoring strategies to national and regional contexts. Italy's alignment with Cluster 6 reflects a centrist orientation, while Poland's association with niche political movements highlights the growing influence of alternative platforms. France's polarization between far-right and far-left parties further demonstrates the complexity of voter behavior in an evolving political environment.

This synthesis explores in various dimensions the complicated nature of electoral dynamics in Europe. At the same time, the interconnections between marketing strategies, voter priorities, and electoral outcomes reveals the strategic considerations that shape political success. As Europe continues to navigate an era of fragmentation and ideological polarization, these findings provide critical insights into the factors driving voter behavior and the implications for governance and policymaking across the continent.

The findings of this study have significant implications for research, practice, and society. From a research perspective, the study contributes to the growing body of knowledge on political marketing

by providing a comparative analysis of voter behavior, campaign strategies, and electoral outcomes across the European Union. The application of advanced analytical techniques, such as Hierarchical Cluster Analysis and Multiple Correspondence Analysis, offers a methodological framework for future studies on political marketing dynamics. In practice, the study's insights can inform political parties and campaign strategists on how to optimize their communication and engagement strategies to align with voter priorities, thereby enhancing electoral success. The economic and commercial impact is evident in the growing role of data-driven political marketing, where targeted digital campaigns and the strategic use of media resources influence electoral outcomes. Additionally, the study's findings have implications for teaching by serving as a case study for courses on political science, marketing, and electoral behavior. From a societal perspective, the study highlights how political marketing strategies shape public attitudes, influence voter engagement, and ultimately affect the quality of democratic participation in European elections. By bridging the gap between theory and practice, this research underscores the evolving nature of political communication and its broader implications for governance, policy-making, and the future of European democracy. These implications align with the study's findings, reinforcing the need for continued research and adaptation in political marketing strategies to address the dynamic political landscape.

While this analysis provides a comprehensive understanding of the interplay between marketing strategies, issue prioritization, and electoral outcomes in Europe, it is not without limitations. A primary constraint of the study lies in the reliance on aggregate data for analysis. While Eurobarometer surveys and electoral results offer valuable insights, they may obscure nuanced individual-level voter behaviors and preferences, especially in diverse electorates. The aggregation of priorities and marketing strategies into overarching categories may oversimplify the complexity of political campaigns and voter motivations, potentially overlooking subnational variations and socio-demographic factors that influence electoral behavior.

Another limitation arises from the temporal scope of the study. The analysis primarily focuses on the 2019 and 2024 European elections, providing a snapshot of changes over a single electoral cycle. This limited timeframe constrains the ability to identify long-term trends and evolving dynamics within political groups or voter priorities. Future studies could benefit from incorporating data from multiple electoral cycles to capture more comprehensive patterns of change.

The methodological approach also introduces potential constraints. Factor and correspondence analyses provide robust tools for dimensionality reduction and clustering; however, they rely on subjective interpretation of the extracted components and clusters. For instance, assigning specific

political groups or countries to factors and clusters based on high loadings or proximity in biplots involves a degree of judgment that may introduce bias or misrepresentation. Additionally, while hierarchical clustering effectively groups similar countries or parties, the number of clusters chosen may affect the results and their interpretability. Sensitivity analyses exploring alternative clustering methods or criteria could provide a more robust validation of findings.

The study's focus on marketing strategies introduces another limitation. The categorization of strategies—such as "traditional," "digital," or "mixed"—is inherently broad and may fail to account for subtler variations in campaign execution or the effectiveness of specific tools within each category. Moreover, the data on marketing strategies are inferred from publicly available information and are not always directly measurable. Future research could employ more granular data, such as campaign expenditure, digital engagement metrics, or voter surveys on campaign recall, to better understand the relationship between strategy and voter behavior.

To address these limitations, future research should consider several avenues. First, individual-level data, such as survey responses or focus group interviews, could offer richer insights into the motivations and behaviors of different voter demographics. Such data would allow for a more detailed exploration of how specific subgroups respond to campaign strategies or prioritize issues. Second, longitudinal studies spanning multiple electoral cycles could shed light on the durability of observed trends, providing a deeper understanding of how voter behavior and party strategies evolve over time.

Another promising direction for future research involves the integration of social media and digital communication data. As political campaigns increasingly rely on digital platforms, analyzing data from social media interactions, online advertisements, and voter sentiment analyses could offer valuable insights into the effectiveness of modern campaign strategies. This approach would also enable researchers to study the impact of misinformation, echo chambers, and algorithm-driven content delivery on electoral outcomes.

Finally, comparative studies examining differences in electoral dynamics across regions or political systems could provide a broader perspective on the findings. For instance, contrasting European election dynamics with those in other regions, such as North America or Asia, could highlight unique aspects of European politics while identifying shared trends in voter behavior and party strategies. Similarly, examining the role of institutional factors, such as electoral systems or party funding regulations, could illuminate structural influences on campaign effectiveness and voter decision-making.

In summary, while this study offers valuable insights into the connections between marketing strategies, voter priorities, and electoral outcomes, its limitations underscore the need for further research. By addressing these constraints and exploring new avenues, future studies can build on these findings to enhance our understanding of political dynamics in Europe and beyond.

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