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Research Article

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Mental Marketing and Political Leadership: A Quantitative and Comparative Analysis of Trump, Obama, and Berlusconi

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Abstract

This study explores the intersection of mental marketing strategies and political leadership, focusing on three high-profile figures: Donald Trump, Barack Obama, and Silvio Berlusconi. Employing a mixed-methods approach combining sentiment analysis, polling data, and statistical modeling, the paper investigates how these leaders leveraged emotional and cognitive marketing tools to shape voter behavior and maintain political influence. Through the lens of neuromarketing, branding theory, and political communication, the research identifies patterns of message framing, media influence, and psychological positioning that contributed to their respective successes and failures. Results indicate that mental marketing tactics—particularly emotional resonance, media saturation, and brand consistency—correlate with shifts in public approval and election outcomes. The study concludes by proposing a framework for evaluating political leadership effectiveness based on marketing cognition and psychological manipulation strategies, offering insights for scholars, strategists, and democratic institutions alike.

Keywords: Mental marketing, political leadership, sentiment analysis, Trump, Obama, Berlusconi, neuromarketing, political branding, media framing.

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