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AUTHORS: Nedret AGLAR,Ferdi AKBIYIK

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## THE IMPACT OF POLITICAL MARKETING PERCEPTION ON POLITICAL PARTICIPATION

Nedret ÇAĞLAR<sup>1</sup>

Ferdi AKBIYIK<sup>2</sup>

### ABSTRACT

Araştırma Makalesi  
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<sup>1</sup>Doç. Dr.  
Süleyman Demirel  
Üniversitesi  
İletişim Fakültesi

E-Posta  
nedretcaglar@sdu.edu.tr

ORCID  
0000-0001-9769-056X

<sup>2</sup>Dr. Öğr. Üyesi

Isparta Uygulamalı Bilimler  
Üniversitesi  
Sütçüler Prof. Dr. Hasan  
Gülbüz MYO

E-Posta  
ferdiakbiyik@isparta.edu.tr

ORCID  
0000-0001-6138-0586

The leading objective of this study was to explore the impact of political marketing perception on political participation. For data collection, an online form was created through Google Forms and distributed to female voters living in Isparta who were over 18 years of age and eligible to vote in elections. Out of a total of 544 female participants who volunteered for the study and achieved the questionnaire in its wholeness, were contained in the analysis. Simple random sampling was engaged in this descriptive research model. Afterwards, the data were exposed to various statistical tests, including “Reliability,” “KMO test,” “Factor Analysis,” and “Regression Analysis,” using the SPSS 21 package program to specify the effect of political marketing perception on political participation in accord with the proposed research model. Seven factors were discovered in the dimensions of political participation among female voters, with each factor being labeled rooted in the items that built it. These factors were named as “Political Support,” “Preference Reason,” “Political Product,” “Media and Interest,” “Reward,” “Candidate,” and “Social Structure,” respectively. Additionally, three factors were identified in the dimensions of political marketing among female voters, and each factor was named based on the items that made up it. The factors were designated as “Marketing Communication,” “Advertisement,” and “Visibility,” accordingly. The study revealed that strong marketing communication could potentially deliver as a dynamic strategy to enhance a candidate’s performance and reputation in the opinion of voters. In this regard, political parties and candidates may take into consideration boosting their investment in marketing communication efforts to enact an improving connection with voters and manage a positive image.

**Keywords:** Political participation, political marketing, voter behavior.

### SİYASİ PAZARLAMA ALGISININ SİYASİ KATILIM ÜZERİNDEKİ ETKİSİ

### ÖZ

Bu çalışmanın temel amacı, siyasal pazarlama algısının siyasal katılım üzerindeki etkisini incelemektir. Veri toplamak için Google Formlar aracılığıyla çevrimiçi bir anket formu oluşturulmuş ve Isparta’da yaşayan, 18 yaşından büyük ve seçimlerde oy kullanma hakkı bulunan kadın seçmenlere anket formu dağıtılmıştır. Çalışmaya gönüllü olarak katılan ve anketi eksiksiz tamamlayan toplam 544 kadın katılımcı çalışmaya dahil edilmiştir. Çalışmada, tanımlayıcı araştırma modelinde basit rasgele örnekleme yönetimi kullanılmıştır. SPSS 21 paket programı kullanılarak Güvenirlilik, KMO testi, Faktör Analizi ve Regresyon Analizi dahil olmak üzere çeşitli istatistiksel testlere tabi tutulan veriler, önerilen araştırma modeline göre siyasal pazarlama algısının siyasal katılım üzerindeki etkisini belirlemek için analiz edilmiştir. Kadın seçmenler arasında

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siyasal katılım boyutlarında yedi faktör elde edilmiş ve her bir faktör, faktör boyutunu oluşturan öğeler esas alınarak isimlendirilmiştir. Bu faktörler “Siyasi Destek”, “Tercih Sebebi”, “Siyasi Ürün”, “Medya ve Çıkar”, “Ödül”, “Aday” ve “Sosyal Yapı” olarak adlandırılmıştır. Ayrıca, kadın seçmenler arasındaki siyasal pazarlama boyutlarında üç faktör belirlenmiş ve her bir faktör, faktör boyutunu oluşturan öğeler temel alınarak isimlendirilmiştir. Faktörler sırasıyla “Pazarlama İletişimi”, “Reklam” ve “Görünürlük” olarak adlandırılmıştır. Çalışma, güçlü pazarlama iletişiminin, seçmenlerin görüşünde bir adayın performansını ve itibarını artırmak için dinamik bir strateji olarak kullanılabileceğini ortaya koymuştur. Bu bakımdan, siyasi partiler ve adaylar, seçmenlerle daha iyi bir bağlantı kurmak ve olumlu bir imaj yönetmek için pazarlama iletişimi çabalarını artırmayı dikkate alabilirler.

**Anahtar Kelimeler:** Siyasal katılım, siyasal pazarlama, seçmen davranışı

## INTRODUCTION

Marketing activity, which consists of various applications to meet the needs of consumers, is used in the commercial field as well as in areas where no market action is required - such as the campaigns of political parties or candidates. The application of marketing activities for political purposes brought the concept of political marketing to the agenda. There appears a value change covering goods and services in the process starting from the producer to the consumers to meet people's needs and desires in marketing. In political marketing, parties, political candidates, ideas, and policies are marketed, and “votes” are demanded from the voters, in return.

Political marketing is an area of research that focuses on the application of marketing strategies in politics to shape public perception, gain voter support, and secure electoral victories (Blais and Levine, 2006:1-3). In contrast, political participation pertains to citizens’ active engagement in the political process, such as casting votes, attending political gatherings, and participating in political discourse (Brady et al. 1995:272).

According to Clemente (1992), who evaluates political marketing as a field including ideas and opinions regarding public or political issues, the promotion of products and services in traditional marketing is replaced by parties, candidates, leaders and their ideas and programs in political marketing. Political marketing includes the leadership or candidate staff who will rule the country and marketing their policies, therefore (Limanlılar, 1991:39). In this context, political parties and

candidates make extensive use of marketing science in political campaign communication to provide competitive advantage in the struggle for power (Okumus, 2007:1-2).

Political marketing is a communication process conducted to satisfy the political needs of the political parties, candidates, and ideas of the voters, and to ensure that they support the candidates and ideas (Shama, 1976:766). The political marketing process, starting with the determination of the expectations and wishes of the voters, includes the development of policies, leaders, candidates, and ideas suitable for political preferences, thus creating a demand for them and gaining the support of the voters (Shama, 1975:116).

Harrop and Miller (1987) identified three fundamental methods for understanding the factors that specify voter preferences throughout historical development. The first approach is the “sociological approach,” which considers the social and demographic characteristics of voters, such as their class, education, and occupation. The second approach is the “socio-psychological approach,” also known as “identification with the party,” which analyzes the psychological factors that impact voters’ party affiliations, such as their emotional attachments and group identities. Finally, the “economic approach,” or “rational choice approach,” analyzes the individual voter's decision-making process and the role of economic considerations in shaping their preferences. These approaches are all valuable tools for understanding the complex factors that contribute to voter decision-making, and their application can shed light on the motivations behind political behavior (Harrop and Miller, 1987:26-35).

By emphasizing the persuasive aspect of political marketing, Bongrand (1992) defines political marketing as efforts to have individuals accept an idea, thought, behavior in different ways, to gain new members and supporters to the party, and to attract undecided voters by influencing them (Bongrand, 1992: 52). The aim in election campaigns is to win undecided votes. A significant part of the seem to have decided which party they would vote for before the election period. It is thus rather difficult to change the decisions of these voters and acquire their votes. Parties try to get the votes of undecided voters by directing their promotion efforts in election campaigns. Various

communication studies are performed for the target voters to this end. These efforts to win the vote by influencing the voters are marketing efforts in political life (Bayraktaroğlu, 2002: 58-59).

The embodiment of voter support is its transformation into votes. Political parties and candidates targeting to get support by influencing the voters in the political process must embody this support by carrying out various activities. Success in political marketing depends on the fact that these activities are focused on voter demands and the effect it leaves on voters. According to a study conducted by Baltacı and Eke (2012: 125) also concluded that undecided voters are more open to the effects of political propaganda than the determined ones.

As a fundamental part of participation in the political process, political marketing includes targeted value propositions (promises to influence their choice) to voters in exchange for votes, for the benefit of social stakeholders (party, leader, candidate, non-governmental organizations, etc.). Parties and candidates design their proposals for political products to meet and influence the needs of the target audience (Hughes and Dann, 2009: 252).

Politicians are in the business of selling people hope to achieve their goals. This hope is about persuading people in favor of a political candidate or political party. From this perspective, the biggest challenge for political marketing is to connect a politician's words, actions, and vision to a realistic transformation of voters' dreams and aspirations (Cwalina et al. 2015: 7).

The aim in political marketing is to introduce a candidate suitable for potential voter demands to the largest number of voters, to determine the difference between other candidates and to collect the most votes to win the election (Topuz, 1991: 8; Bongrad, 1992: 17). The characteristics, ideas and policies of the political parties and candidates who would enter the elections should be introduced to the voters in the best way possible with this design.

In this context, political marketing targets those who are members and would be members of the party, those who are partisans and simply voters, and even those who do not vote for the party. The purpose here is to reinforce the positive attitudes

and behaviors of the members, supporters, and voters, to positively change the behaviors of the voters with a disinterested attitude, and to at least neutralize the attitudes of the voters with opposing or negative attitudes (Çakmak, 2011: 28). It is substantial for political success to know the factors that affect voter preferences and to conduct promotional activities through them.

According to the researches, political party, candidate, voter, agenda, propaganda, mass media, public opinion polls, religion, family, interest groups, public opinion leaders and economic policies are seen as effective among the factors influencing voter behavior (Doğan and Göker, 2010: 162-163). Moreover, demographic characteristics such as ethnicity, education, gender, and age play a role in determining political preferences and behaviors (Kalaycıoğlu, 1999: 62). Gender is also a vital indicator among demographic variables (Kaid et al. 2007: 1107).

Women make up approximately 50% of the world's population. In this context, when taken into consideration at the representation rate of women in politics around the world, the rate of female MPs is 26.2 percent as of May 2022 ([www.ipu.org](http://www.ipu.org)). In Turkey, the representation rate of women in politics is 17.3% as of 2018. However, when evaluated numerically, the representation of women in politics is not sufficient worldwide when compared to the population. One of the significant indicators of the problem of representation and subordination of women in politics is that women are seen and symbolized as an object rather than a subject in the political arena. Besides the policies followed, the attitudes of political parties and leaders in terms of increasing women's representation, it is essential that women politicians focus on political marketing activities that would be helpful in solving matter.

While several researches reveal that the media is influential in creating political consciousness and opinions (Bektaş, 2007: 118-119), manipulation tools such as public relations, propaganda, political communication campaigns and advertising are also determinant in the guiding effect of political choice and participation behavior. It is no longer just a standard practice for politicians to use - even manipulate - the mass media to support political goals but is seen as a necessary case to be a part of politics (Iyengar and Simon, 2000: 150).

Kaid et al. (2007: 1107), in their study investigating the effect of political advertisements on young voters, states that women tend to have lower levels of political interest and therefore bear less knowledge than men.

Studies show that there are differences between male and female voters in voting behavior of voters (Newman and Sheth, 1984: 15). Likewise, the factors that are impressive in determining the political preferences of male voters and female voters are different from each other (Doğan and Göker, 2021).

The aim of this study is to specify if female voters are affected by political marketing efforts according to generations. The data obtained as a result of the field research conducted for this purpose were analyzed.

## 1. Related Literature

Various studies examining the attitudes of female voters towards political marketing practices and summaries of research findings are given in the table below. Studies are listed in chronological order.

Table 1: Related Literature

Author(s)	Year	Summary of Findings
Bourque and Grossholtz	1974	In a study it was determined that some groups (women, blacks, minorities, people in the subgroup of the society) had problems with political participation. According to the study, the inability of these groups to apply to political channels effectively and the lack of organization among themselves also reduces their representation in the political arena (Bourque & Grossholtz, 1974: 225-266).
Norris	1985	In another study, it is stated that although the representation of women has increased significantly in European countries such as Finland, Denmark and the Netherlands in recent years, the patriarchy continues to exist in the British parliament, the US congress and the French national assembly (Norris, 1985: 90-101).
Kasapoğlu and Özerkmen	2011	In the study conducted by Kasapoğlu and Özerkmen (2011) to determine the political participation of women, it is stated that the level of women's participation in politics is not at the desired level. The existence of different factors is effective in the emergence of this situation. These factors are listed as the fact that women live with their families, being under the influence of their parents' and spouses' political views, and their father's influence in the family (Kasapoğlu & Özerkmen, 2011: 97-107).
Jacob et al.	2012	In a study performed by Jacob et al. (2012) in Nigeria, women's political participation and the difficulties they face



		while participating in politics were investigated. In the study, the inability to gain economic independence, family responsibilities and childbearing stood out as obstacles to women appearing in the political arena (Jacob et al. 2012: 1077-1092)
Boyraz	2017	The study, which sought to answer the question of determining the factors affecting the voters' decision to vote in local elections and whether the voter market could be segmented on the basis of these factors, was conducted on 358 participants. As a result of the cluster analysis, it was found that the voters formed four different market segments in local elections as sensitive, pragmatist, reckless and rational voters. In the local elections, it was observed that female voters were represented more intensely in the sensitive electorate cluster, which is highly influenced by all factors, than other clusters (Boyraz, 2017: 1-27).
Oyesomi et al.	2017	In another study conducted by Oyesomi in Nigeria (2017), it was determined whether women's participation in politics differed according to demographic factors. The study revealed that young women are actively involved in politics. In this regard, in this study, it is suggested that political party leaders should encourage young women to participate in active politics and organize political organizations together with young women to win the vote (Oyesomi et al. 2017: 164-181).
Lv and Yang	2018	In the study conducted by Lv and Yang using panel data (2018), data between 1991 and 2012 were used. In the study, it is aimed to determine the relationship between the presence of women in the political arena and their presence in employment. It is a remarkable result of the study that women participate more in politics in countries where women are more involved in employment (Ly & Yang: 35-38).
Ara and Northcote	2020	In a study, it was aimed to identify the barriers to the political representation of Pakistani women at the national and local level. In the study, a gender obstacle consisting of cultural, socio-economic, historical and institutional factors emerged as impediments to the aforementioned representation of women (Ara & Northcote, 2020: 266-281)
Doğan and Göker	2010	The research, which tried to determine the factors that are effective in shaping the voter preference in local elections, was carried out with 944 participants. In the study, it was determined that the factors that are effective in determining the political preferences of male participants and female participants differ. The vast majority of women see the "family factor" as more effective than men in determining their political preference. The rate of those who never go to election offices is higher among women than men.
Fernandez and Valiente	2021	In the study conducted by Fernandez and Valiente (2021), studies aimed at increasing the representation of women in the political arena were discussed. In the study, positive discrimination is recommended for women by setting a gender quota in order to increase the representation of women. Moreover, citizens support this situation in countries



		where gender quotas are set so that women can appear more in politics (Fernandez & Valiente, 2021: 351-370).
Doğan and Göker	2021	In the research conducted with 1060 participants to determine the tendency of the voters in the general elections, the perception of the candidate and the factors they care about while making their political choices, it was determined that the preferred communication tool differs according to gender and that female voters prefer the internet more than men. It was revealed that gender is not a determinant on factors such as party leader, program, and parliamentary candidates in voting behavior.
Nakendo	2021	In a study by Nakendo (2021) in the Nakawa region, it is stated that women's economic freedom, age and family background are important factors for their participation in politics. According to the study, women who gain their economic independence can actively participate in politics without being hindered by their husbands (Nakendo, 2021: 17-18).
Varriale et al.	2022	In the study conducted by Varriale et al. (2022), which concerns 36 African countries, the relationship between women's adoption of technology and their representation in the political arena was tried to be determined. It was observed in the study that women with regular access to smart phones and the internet have a more positive attitude towards participation in politics. In this respect, technology should be internalized by women by increasing women's access to the internet and technology. In this way, the social status of women can be increased, their welfare level can be increased and they can make their political decisions more independently (Varriale et al. 2022: 1-37).

## 2. Methodology

### 2.1. The Aim and Importance of the Study

The study of the relationship between political marketing and political participation can help identify the factors that affect citizens' engagement in politics, which can be used to design effective policies and campaigns to increase participation. Besides, it may also provide insights into how political actors and parties can use marketing strategies to mobilize and engage citizens in the political process. Namely, study of the effect of political marketing perception on political participation is important for understanding the dynamics of democratic governance and citizen engagement in politics.

The purpose of the study is determining the influence of political marketing perception on political participation. The studies that were utilized in the development of the scales used in the research are as follows: Demirtaş (2010: 291-297), Akbiyık

(2014: 5-15), Demirtaş and Orçun (2015: 41-18), Uslu Divanoğlu (2017: 569-586), and Öztürk (2017: 247-251).

## 2.2. Research Method and Universe

The population of this study consisted of adult females from all professions. The participants were selected using the convenience sampling technique, which is a low-cost and straightforward method widely used in research (Gegez, 2014: 217). In this method, all individuals who respond to the survey are included in the study. It should be noted that convenience sampling is subject to sampling bias and may not provide a representative sample of the population. It is advisable to be discreet on deducing the outcomes of this investigation to populations other than the sample.

Due to the time and cost constraints associated with reaching the entire population, a survey study was performed utilizing a standard sample size of 384 participants (Anderson et al. 2011:326). However, to boost the dependability of the research findings and increase the generalizability of the analysis results, data was collected from a larger number of individuals than the specified sample size of 384.

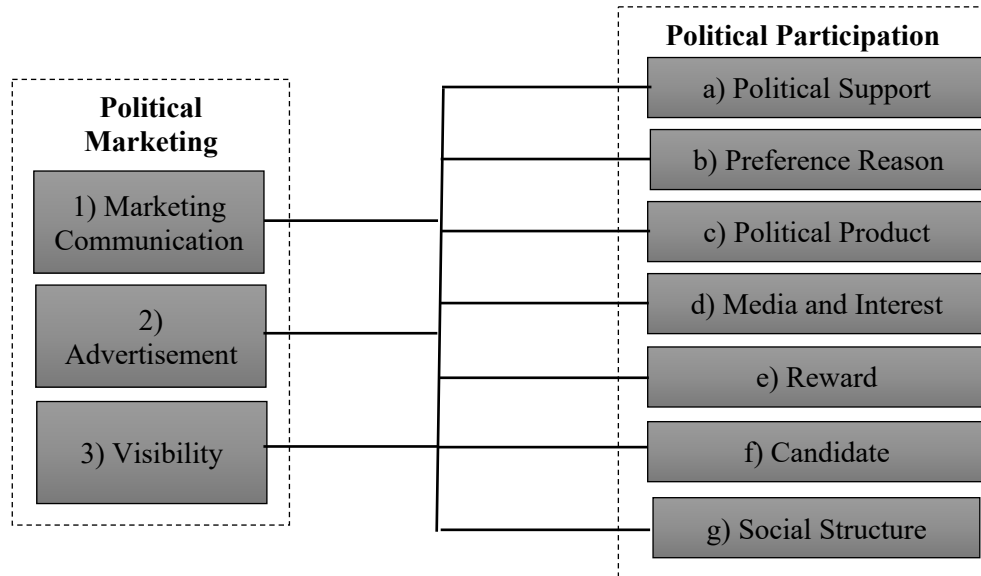
In the questionnaire study, a multiple-choice form consisting of three parts was utilized to collect data from participants. The study included 593 participants; however, incomplete questionnaires and those filled in randomly were excluded, resulting in the evaluation of 544 questionnaires. Descriptive analysis and hypothesis tests were conducted using SPSS 21.0 statistical software after data entry. The first part of the questionnaire focused on determining the socio-demographic characteristics of consumers, while the second and third parts covered questions related to political participation and political marketing, respectively.

The questionnaire form was developed based on the literature search and was pilot tested on 40 participants to make necessary corrections. After finalizing the questionnaire, the link to access it was distributed to potential participants. The lower frequency of smartphone usage among participants aged 1946-1964, compared to other participants, and their reluctance to answer survey questions resulted in lower participation rates among this group. The study was conducted between October 5, 2021, and November 15, 2021, through an offline survey method with female

participants residing in the province of Isparta. Prior to proceeding to the data collection stage, ethical approval was obtained from the Ethics Committee of Süleyman Demirel University with the approval number 111/20 and the date of 21.09.2021.

### 2.3. Research Model and Hypotheses

The primary objective of this study is to investigate the impact of political marketing perception on political participation, utilizing a descriptive research design. Furthermore, the study employed factor analysis, reliability testing, KMO testing, and multiple regression analysis. The study aimed to determine the relationship between political marketing and political participation among the female participants, in line with the proposed research model.



**Figure1:** Research Model

Numerous studies investigated the relationship between political marketing and political participation. For example, a study by Girma (2016: 330) concluded that political marketing could boost political interest and engagement among citizens. Similarly, a study by Kaid and Holtz-Bacha (2006:248) stated that political marketing campaigns may drive citizens to participate in political activities. However, other researchers suggested that political marketing may yield to negative effects on political participation. For instance, a study by Norris (2000:143-152) discussed that political marketing may cause to acrimony among citizens and dwindle their reluctance to take

part in the political process. In this study, as mentioned before, determination of the relationship between political marketing and political participation and the impact of political marketing upon political participation were meant. The hypotheses were formulated based on the proposed model and were evaluated through multiple regression analysis. The hypotheses of the research were as follows:

#### **2.4. Hypotheses:**

H<sub>1</sub>: There is an effect of marketing communication on political support in political marketing.

H<sub>2</sub>: There is an effect of advertisement on political support in political marketing.

H<sub>3</sub>: There is an effect of visibility on political support in political marketing.

H<sub>4</sub>: There is an effect of marketing communication on preference reason in political marketing.

H<sub>5</sub>: There is an effect of advertisement on preference reason in political marketing.

H<sub>6</sub>: There is an effect of visibility on preference reason in political marketing.

H<sub>7</sub>: There is an effect of marketing communication on political product in political marketing.

H<sub>8</sub>: There is an effect of advertisement on political product in political marketing.

H<sub>9</sub>: There is an effect of visibility on political product in political marketing.

H<sub>10</sub>: There is an effect of marketing communication on media and interest in political marketing.

H<sub>11</sub>: There is an effect of advertisement on media and interest in political marketing.

H<sub>12</sub>: There is an effect of visibility on media and interest in political marketing.

H<sub>13</sub>: There is an effect of marketing communication on reward in political marketing.

H<sub>14</sub>: There is an effect of advertisement on reward in political marketing.

H<sub>15</sub>: There is an effect of visibility on reward in political marketing.

H<sub>16</sub>: There is an effect of marketing communication on candidate in political marketing.

H<sub>17</sub>: There is an effect of advertisement on candidate in political marketing.

H<sub>18</sub>: There is an effect of visibility on candidate in political marketing.

H<sub>19</sub>: There is an effect of marketing communication on social structure in political marketing.

H<sub>20</sub>: There is an effect of advertisement on social structure in political marketing.

H<sub>21</sub>: There is an effect of visibility on social structure in political marketing.

## 2.5. Findings

In this section, both findings and comments are presented. The findings are presented first, followed by their corresponding comments. This approach allows for a clear distinction between the objective results and the subjective interpretation of those results and provides a comprehensive analysis of the study's findings.

Table 2. Socio-Demographical Characteristics of the Participants

	f	%
<b>Age</b>		
2000 and later	155	28,5
1980-1999	215	39,5
1965-1979	124	22,8
1946-1964	50	9,2
<b>Marital Status</b>		
Married	241	44,3
Single	303	55,7
<b>Education</b>		
Primary school	18	3,3
Highschool	80	14,7
Associate degree	157	28,9
Bachelor's degree	222	40,8
Master's or doctoral degree	67	12,3
<b>Income (Monthly)</b>		
0-1000	187	34,4
1001-3000	100	18,4
3001-5000	115	21,1
5001-7000	72	13,2
7001 and above	70	12,9
<b>Occupation</b>		
Official	72	13,2
Worker	39	7,2
Retired	49	9,0
Freelance work	43	7,9
Student	210	38,6
Housewife	60	11,0
Other	71	13,1

When examining Table 2 it can be said that 28,5% of the participants were born in 2000 or later, 39,5% were born between 1980 and 1999, 22,8% were born between 1965 and 1979, and 9,2% were born between 1946 and 1964. Furthermore, according to these results, 44,3% of the participants were married, while 55,7% were single.

Additionally, when the education levels of the participants were examined, it was observed that 3,3% had primary education, 14,7% had secondary education, 28,9% had associate degrees, 40,8% had bachelor's degrees, and 12,3% had master's or doctoral degrees.

When the income status of the participants was examined, it was seen that 34,4% had an income between 0-1000, 18,4% had an income between 1001-3000, 21,1% had an income between 3001-5000, 13,2% had an income between 5001-7000, and 12,9% had an income of 7001 or more. Finally, when the occupational distribution of the participants was examined, it was revealed that 13,2% were civil servants, 7,2% were workers, 9% were retirees, 7,9% were self-employed, 38,6% were students, and 11% were housewives.

In the analysis of reliability, Cronbach's Alpha was employed. Generally, a reliability coefficient of 0,60 or higher is considered acceptable for test scores (Gegez, 2014: 184). Similarity between the characteristics in the test items and the participatory behavior in the sample enhances the reliability of the test.

In this section, the analysis of the findings related to the scale used in the research is presented. Prior to discussing the results of the study, the reliability of the scale is assessed using Cronbach's Alpha coefficients ( $\alpha$ ). The research examined the reliability and suitability of two scales, namely the political participation scale and the political marketing scale. The results of the analysis indicate that the reliability coefficient of the political participation scale was ,785 while the reliability coefficient for the political marketing scale was ,926. To assess the suitability of the scales for exploratory factor analysis (EFA), the KMO test of sampling adequacy and Bartlett's test of sphericity were used. The KMO test value for the political participation scale was ,796 which was deemed satisfactory in this sample, while the KMO test value for the political marketing scale was ,926. Furthermore, the Bartlett's test value for both scales was 0,000 ( $p < 0,05$ ), indicating that the data had a normal distribution. These results suggest that the scales are suitable for further analysis and interpretation in the study.

## 2.6. Factor Analysis on Political Participation

Table 3. Factor Analysis Related to Determination of Political Participation

	Question	Item	Factor	Explained Variance	Reliability Sig.
Political Support	A9	I do not feel any closeness to any political party.	,774	11,128	,804
	A5	I wholeheartedly support a political party.	,770		
	A3	I have not yet decided on the political party to which I will give my vote.	,763		
	A8	I follow political parties and their leaders on social media.	,708		
	A2	As a voter, I am following my country's political agenda.	,649		
Preference Reason	A21	A party's inclusion of female candidates in elections affects my voting preference.	,874	11,041	,812
	A22	A party's prioritization of female representation in economic and social policies affects my voting preference.	,819		
	A20	A party's inclusion of young candidates in elections affects my voting preference.	,793		
	A23	The belief in a political party's ability to reduce unemployment if they win the election affects my voting preference.	,531		
	A19	The presence of promises from a party to improve the country's international image affects my voting preference.	,482		
Political Product	A14	When voting for a political party, my priority is the party's past accomplishments.	,753	9,824	,687
	A17	A party's development of policies and activities to solve the issue of terrorism affects my voting preference.	,690		
	A16	A party's development of activities and policies to maintain the country's unity affects my voting preference.	,673		
	A15	When voting for a political party, my priority is the candidate's past experiences.	,613		
	A18	The production of religious-based policies and activities by a political party affects my voting preference.	,494		
Media and Interest	A25	Traditional media influences my voting preference.	,776	7,723	,608
	A26	Social media affects my voting preference.	,737		
	A29	I am influenced by the individual benefits I will gain after the election when making my voting decision.	,547		
	A34	When I vote, I prioritize societal interests over my individual interests.	,430		
Reward	A32	I will punish the party that fails to meet my expectations in the next election.	,789	6,849	,555
	A33	I will reward the party that meets my expectations in the next election by casting my vote for them again.	,735		
	A30	I evaluate all parties when voting.	,456		
Can dida	A12	My priority when voting for a political party is its candidates.	,821		



	A11	My priority when voting for a political party is its leader.	,728	5,789	,609
Social Structure	A4	I am considering voting for the political party my family votes.	,728		
	A27	Despite occasionally becoming upset and voting for another party in some elections, I usually return to the party I feel closer to.	,603	5,679	,551
	A28	My ethnic background is a fundamental determinant of my voting behavior.	,553		
<b>Total Explained Variance</b>				58,034	

The given table (Table 3) provides information on the factor loads of the items, the explained variances of the factor dimensions, and the reliability values of the factor dimensions. Table 3 displays the division of questionnaire items into seven factors. During the analysis, items 1, 6, 7, 10, 13, 24, and 31 were excluded from the factor analysis due to their factor loads being less than 0,45 and being distributed over multiple factors. It was deemed that items with a factor load of at least 0,45 can remain in the scale (Büyüköztürk, 2004: 188). Furthermore, a certain item collected under a factor was required to exceed a particular value to remain in the scale. The total explained variance was found to be 58,034% after factor analysis. Although some studies suggest that a stable factor had better include at least three items and have high factor loads (Hogarty et al. 2005: 202-226), other studies conclude that a factor defined by one or two variables with high variance can be cautiously interpreted with scientific utility (Büyüköztürk, 2002: 152). Furthermore, items with negative expressions were reverse coded, including items 3, 9, and 34.

While a Cronbach's alpha value of 0,50 is generally considered to indicate poor internal consistency reliability (Bland & Altman, 1997: 572; (Streiner, 2003: 99-103); (Taheri et al. 2019: 51); Abdullah & Alqarni, 2021: 290-297), there still appears internal consistency among the items. The factor analysis identified seven different factors, which were named as “Political Support,” “Preference Reason,” “Political Product,” “Media and Interest,” “Reward,” “Candidate,” and “Social Structure,” based on the items they contained.

Table 4. Values of Political Participation Factors

Factors	Variable Number	Cronbach Alfa	Explained Variance	Eigenvalues
Political Support	5	,804	11,128	4,865
Preference Reason	5	,812	11,041	3,648
Political Product	5	,687	9,824	1,956
Media and Interest	4	,608	7,723	1,568
Reward	3	,555	6,849	1,382
Candidate	2	,609	5,789	1,167
Social Structure	3	,551	5,679	1,083
Total Explained Variance		58,034%		
Cronbach Alfa		,785		
KMO Test		,796		
Bartlett's Test of Sphericity		X <sup>2</sup> : 4498,980; Sig:0.000		

The Table 4 displays the values of the political participation factors, including the number of variables comprising each factor, the Cronbach's Alpha values for the factor dimensions, the total explained variance of the factors, the total KMO value, and the Bartlett sphericity test scores. The analysis revealed a total explained variance rate of 58,038%. The KMO test value was ,796, the Cronbach's Alpha value was ,785 and Bartlett's test value was found to be statistically significant ( $p < 0,05$ ).

## 2.7. Factor Analysis on Political Marketing

Table 5. Factor Analysis Related to Determination of Political Marketing

Question	Item	Factor	Explained Variance	Reliability Sig.
Marketing Communication	B13	The SMS messages that are sent have an impact on my voting decision.	,843	32,500 ,914
	B12	Candidates' phone calls have an impact on my voting decision.	,830	
	B11	The decoration of streets with posters, flags, and pictures has an impact on my voting decision.	,815	
	B9	The emails sent by political parties have an impact on my voting decision.	,748	
	B10	Candidate visits to homes and workplaces have an impact on my voting decision.	,690	
	B14	The distribution of souvenirs and aids has an impact on my voting decision.	,674	
	B8	Election buses, songs, and folk songs have an impact on my voting decision.	,645	
Advertisement	B3	Newspaper advertisements have an impact on my voting decision.	,886	30,452 ,923
	B2	Radio advertisements have an impact on my voting decision.	,873	
	B1	Television advertisements have an impact on my voting decision.	,855	
	B4	Outdoor advertisements have an impact on my voting decision.	,835	
	B5	Promotions and advertisements made through social media have an impact on my voting decision.	,621	

Visibility	B6	Debate programs attended by leaders have an impact on my voting decision.	,907	12,530	,660
	B7	Rallies organized have an impact on my voting decision.	,622		
<b>Total Explained Variance</b>				75,482	

Table 5 in this study presents crucial information such as factor loads, explained variances of the factor dimensions, and reliability values of the factor dimensions. The analysis divided the questionnaire items into three factors, and all items were included in the analysis as their factor loads exceeded the threshold value of 0,45. The total explained variance obtained from the factor analysis was 75,482%. It is worth noting that factor analysis is a statistical method used to investigate the underlying structure of a set of variables, and it helps to identify the relationships between different items. Furthermore, the reliability values of the factor dimensions indicate the consistency of the items in measuring the same construct (Hogarty et al. 2005).

The results of the factor analysis revealed the presence of three distinct factors, each consisting of a set of items, which were named as “Marketing Communication,” “Advertisement,” and “Visibility”, respectively.

Table 6. Values of Political Marketing Factors

Factors	Variable Number	Cronbach Alfa	Explained Variance	Eigenvalues
Marketing Communication	7	,914	32,500	7,796
Advertisement	5	,923	30,452	1,581
Visibility	2	,660	12,530	1,191
Total Explained Variance		75,482%		
Cronbach Alfa		,926		
KMO Test		,926		
Bartlett's Test of Sphericity		X <sup>2</sup> : 6278,430; Sig:0.000		

Table 6 provides crucial information on the political marketing factors, which includes the number of variables for each factor, the Cronbach's Alpha values for the factor dimensions, the total explained variance of the factors, the total KMO value, and the Bartlett sphericity test scores. The analysis resulted in a high total explained variance rate of 75,482%. Additionally, the KMO test value was found to be 0,926, which indicates good sampling adequacy, while the Cronbach's Alpha value was 0,926, indicating high internal consistency. The Bartlett's test value was also

statistically significant ( $p < 0,05$ ), indicating that the correlation matrix is not an identity matrix.

## 2.8. Findings Related to Hypothesis Testing

Multiple regression analysis was utilized to test the hypotheses proposed depending on the purpose of the research. Regression analysis attempts to clarify the impact of the independent variable on the dependent variable via a mathematical equation (Büyüköztürk, 2010:209). Before conducting regression analysis in the study, VIF values were examined to test the potential problem of multicollinearity among variables. As these values were less than 10, it was figured out that there was no correlation problem between the variables. The Durbin-Watson statistic was checked out to test the autocorrelation status of the dataset. Owing to the distribution of this statistic between 1.5-2.5, it was deduced that there appeared no autocorrelation in the dataset. Furthermore, the homoscedasticity condition was considered, and it was specified that the variance associated with regression error terms was constant, and the error terms were distributed close to normal (Orhunbilge, 2010: 41). Based on these findings, the results obtained from the regression analysis are presented in the tables below, and decisions were made regarding the hypotheses.

Table 7: Regression Analysis for Political Support Dependent Variable

Dependent variable	Independent variables		
Political Support	Marketing Communication	Advertisement	Visibility
$\beta$	,180	-,250	-,040
T Test	3,175	-4,315	-,813
Sig.	,002	,000	,417
Constant	2,290		
F	7,753		
R	,203		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 7 shows the hypothesis created for the political support dimension, which is the dependent variable, and the significance and effect levels of the independent variables that are thought to influence this dimension. In this context, it is understood that the results of the regression analysis are significant for the marketing communication and advertisement variables, but insignificant for the visibility

variable ( $F=7,753$ ;  $p=,002$ ;  $F=7,753$ ;  $p=,000$ ;  $F=7,753$ ;  $p=,417$ ). For the political support dependent variable, the explanation rate of the marketing communication and advertisement independent variables was found to be 20% (Adjusted  $R^2=,203$ ). According to the findings, it was seen that marketing communication had a positive and significant ( $\beta=,180$ ;  $p=,002<0,05$ ) effect on political support, and the “ $H_1$ : There is an effect of marketing communication on political support in political marketing.” hypothesis was supported. In addition, according to the regression results, it was observed that the advertisement had a negative and significant ( $\beta= -,250$ ;  $p=,000<0,05$ ) effect on political support, and thus the “ $H_2$ : There is an effect of advertisement on political support in political marketing.” hypothesis was supported. However, it was seen that visibility did not have a significant ( $p=,417>0,05$ ) effect on political support, and the research suggested hypothesis “ $H_3$ : There is an effect of visibility on political support in political marketing.” was rejected, therefore.

In brief, the findings suggest that marketing communication exerts a positive influence on political support, while advertisement bears a negative impact, and visibility does not appear to have any effect on political support at all.

Table 8: Regression Analysis for Preference Reason Dependent Variable

Dependent variable	Independent variables		
Preference Reason	Marketing Communication	Advertisement	Visibility
$\beta$	,044	-,031	-,040
T Test	,793	5,779	-,544
Sig.	,428	,586	,000
Constant	1,324		
F	16,287		
R	,288		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 8 presents the hypotheses formulated to investigate the preference reason dimension, which is the dependent variable, and the levels of significance and effect of the independent variables that are presumed to impact this dimension. In this context, it is understood that the results of the regression analysis are insignificant for the marketing communication and advertisement variables, but significant for the visibility variable ( $F=16,287$ ;  $p=,428$ ;  $F=16,287$ ;  $p=,586$ ;  $F=16,287$ ;  $p=,000$ ). For the

preference reason dependent variable, the explanation rate of visibility independent variable was found to be 29% (Adjusted  $R^2=,288$ ). According to the findings, it was seen that marketing communication had no significant ( $\beta=,044$ ;  $p=,428>0,05$ ) effect on preference reason, and the “H<sub>4</sub>: There is an effect of marketing communication on preference reason in political marketing.” hypothesis was rejected. In addition, according to the regression results, it was observed that the advertisement had no significant ( $\beta= -,031$ ;  $p=,586>0,05$ ) effect on preference reason alike, and thus the “H<sub>5</sub>: There is an effect of advertisement on preference reason in political marketing.” hypothesis was rejected. However, it was seen that visibility had a negative and a significant ( $\beta= -,040$ ;  $p=,000<0,05$ ) effect on preference reason, and the research suggested hypothesis “H<sub>6</sub>: There is an effect of visibility on preference reason in political marketing.” was supported, therefore.

In short, the findings suggest that marketing communication and advertisement bear no influence on preference reason, visibility has a negative and a significant impact on preference reason, however.

Table 9: Regression Analysis for Political Product Dependent Variable

Dependent variable	Independent variables		
Political Product	Marketing Communication	Advertisement	Visibility
$\beta$	,123	-,049	,155
T Test	2,123	-,848	3,119
Sig.	,034	,397	,002
Constant	1,576		
F	8,093		
R	,207		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 9 outlines the formulated hypotheses that aim to explore the political product dimension, which serves as the dependent variable, and the levels of significance and effects of the independent variables that are hypothesized to influence this dimension. In this context, it is understood that the results of the regression analysis are insignificant for advertisement variable, but significant for the marketing communication and visibility variables ( $F=8,093$ ;  $p=,034$ ;  $F=8,093$ ;  $p=,397$ ;  $F=8,093$ ;  $p=,002$ ). For the political product dependent variable, the explanation rate of marketing communication and visibility independent variables was found to be 21%



(Adjusted  $R^2=,207$ ). According to the findings, it was seen that marketing communication had a positive and a significant ( $\beta=,123$ ;  $p=,034<0,05$ ) effect on political product, and the “H<sub>7</sub>: There is an effect of marketing communication on political product in political marketing.” hypothesis was supported. In addition, according to the regression results, it was observed that the advertisement had no significant ( $\beta= -,049$ ;  $p=,397>0,05$ ) effect on political product, and thus the “H<sub>8</sub>: There is an effect of advertisement on political product in political marketing.” hypothesis was rejected. However, it was seen that visibility had a positive and a significant ( $\beta= ,155$ ;  $p=,002<0,05$ ) effect on preference reason, and the research suggested hypothesis “H<sub>9</sub>: There is an effect of visibility on political product in political marketing.” was supported, as a result.

The results indicate that political product is not influenced by advertisement. However, visibility and marketing communication were found to have a significant and favorable effect on political product. This suggests that increasing marketing communication and visibility could be an effective strategy for improving the performance of political products for the voters.

Table 10: Regression Analysis for Media and Interest Dependent Variable

Dependent variable	Independent variables		
Media and Interest	Marketing Communication	Advertisement	Visibility
$\beta$	,112	,421	,110
T Test	2,337	8,631	2,639
Sig.	,020	,000	,009
Constant	1,684		
F	85,032		
R	,566		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 10 grants information on the formulated hypotheses aiming to explore the correlation between the media and interest dimension, which serves as the dependent variable, and the independent variables that are hypothesized to have an influence on it. Moreover, the table displays the significance levels and effect sizes of the independent variables on the dependent variable. In this context, it is understood that the results of the regression analysis are significant for all independent variables which are the marketing communication, advertisement, and visibility, respectively



( $F=85,032$ ;  $p=,020$ ;  $F=85,032$ ;  $p=,000$ ;  $F=85,032$ ;  $p=,009$ ). For the media and interest dependent variable, the explanation rate of all the independent variables were found to be 57% (Adjusted  $R^2=,566$ ). According to the findings, it was seen that marketing communication had a positive and a significant ( $\beta=,112$ ;  $p=,020<0,05$ ) effect on media and interest, and the “ $H_{10}$ : There is an effect of marketing communication on media and interest in political marketing.” hypothesis was supported, accordingly. Besides, according to the regression results, it was observed that the advertisement had a positive and a significant ( $\beta=,421$ ;  $p=,000<0,05$ ) effect on media and interest alike, and thus the “ $H_{11}$ : There is an effect of advertisement on media and interest in political marketing.” hypothesis was supported. Additionally, it was seen that visibility had a positive and a significant ( $\beta=,110$ ;  $p=,009<0,05$ ) effect media and interest altogether, and the research suggested hypothesis “ $H_{12}$ : There is an effect of visibility on media and interest in political marketing.” was supported, consequently.

In a general sense, it appears that the media and interest variable is influenced by all the independent variables (marketing communication, advertisement, visibility). This suggests that these variables may be interrelated and collectively impact the media and interest variable. Based on these findings, it may be advisable for researchers and practitioners to consider the interplay between these variables when analyzing and developing strategies for promoting political product to attract voters’ attention and to gain their support alike. Moreover, by employing a holistic approach which focuses on the potential effects of all relevant variables, stakeholders may be better equipped to make informed decisions and achieve their desired outcomes to this end.

Table 11: Regression Analysis for Reward Dependent Variable

Dependent variable	Independent variables		
Reward	Marketing Communication	Advertisement	Visibility
$\beta$	-,052	,089	,294
T Test	-,949	1,594	6,103
Sig.	,343	,111	,000
Constant	1,539		
F	20,600		
R	,320		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 10 introduces the hypotheses formulated to investigate the reward dimension, which is the dependent variable, and the levels of significance and effect of the independent variables that are presumed to impact this dimension. In this context, it is understood that the results of the regression analysis are insignificant for the marketing communication and advertisement variables, significant for the visibility variable, however ( $F=20,600$ ;  $p=,343$ ;  $F=20,600$ ;  $p=,111$ ;  $F=20,600$ ;  $p=,000$ ). For the reward dependent variable, the explanation rate of visibility independent variable was found to be 32% (Adjusted  $R^2=,320$ ). According to the findings, it was seen that marketing communication had no significant ( $\beta= -,052$ ;  $p=,343>0,05$ ) effect on reward, and the “H<sub>13</sub>: There is an effect of marketing communication on reward in political marketing.” hypothesis was rejected, accordingly. In addition, according to the regression results, it was observed that the advertisement had no significant ( $\beta= ,089$ ;  $p=,111>0,05$ ) effect on reward alike, and thus the “H<sub>14</sub>: There is an effect of advertisement on reward in political marketing.” hypothesis was rejected. However, it was seen that visibility had a positive and a significant ( $\beta= ,294$ ;  $p=,000<0,05$ ) effect on reward, and the “H<sub>15</sub>: There is an effect of visibility on reward in political marketing.” was supported, therefore.

In short, the findings suggest that marketing communication and advertisement do not have any impact on reward, visibility; on the other hand, has a positive and a significant influence on reward. In may be concluded from the finding that as the visibility increases, the dependent variable, which is reward indeed, goes up alike.

Table 12: Regression Analysis for Candidate Dependent Variable

Dependent variable	Independent variables		
Candidate	Marketing Communication	Advertisement	Visibility
$\beta$	,180	,104	,005
T Test	3,225	1,187	,101
Sig.	,001	,070	,920
Constant	1,323		
F	13,354		
R	,263		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 12 demonstrates the hypotheses formulated to check the candidate dimension, which is the dependent variable, and the levels of significance and effect

of the independent variables that are presumed to impact this dimension. In this context, it is understood that the results of the regression analysis are significant for the marketing communication but insignificant for the advertisement and visibility variables ( $F=13,354$ ;  $p=,001$ ;  $F=13,354$ ;  $p=,070$ ;  $F=13,354$ ;  $p=,920$ ). For the candidate dependent variable, the explanation rate of marketing communication independent variable was found to be 26% (Adjusted  $R^2=,263$ ). According to the findings, it was seen that marketing communication had a positive and a significant ( $\beta=,180$ ;  $p=,001<0,05$ ) effect on candidate, and the “H<sub>16</sub>: There is an effect of marketing communication on candidate in political marketing.” hypothesis was supported, accordingly. However, according to the regression results, it was observed that the advertisement had no significant ( $\beta=,104$ ;  $p=,070>0,05$ ) effect on candidate alike, and thus the “H<sub>17</sub>: There is an effect of advertisement on candidate in political marketing.” hypothesis was rejected. Besides, it was also seen that visibility had no significant ( $\beta=,005$ ;  $p=,920>0,05$ ) effect on candidate, and the “H<sub>18</sub>: There is an effect of visibility on candidate in political marketing.” was rejected, therefore.

The results suggest that advertisement and visibility do not have an impact on candidate, but marketing communication has a positive and significant effect on candidate. These findings show that increasing marketing communication may be an effective approach to enhance the performance of candidate in the eyes of voters. Therefore, it may be beneficial for political parties or candidates to allocate more resources towards marketing communication efforts to increase the communication with voters and improve positively their image in the minds of voters. However, it is also substantial to contemplate other factors that can affect the voting behavior of the voter and to develop a comprehensive strategy which regards all relevant variables.

Table 13: Regression Analysis for Social Structure Dependent Variable

Dependent variable	Independent variables		
Social Structure	Marketing Communication	Advertisement	Visibility
$\beta$	,263	,114	-,069
T Test	4,784	2,034	-1,423
Sig.	,000	,042	,920
Constant	2,109		
F	20,307		
R	,319		

Note: The  $\beta$  value in the table represents the standardized regression coefficient.

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 13 offers the hypotheses formulated to check the social structure dimension, which is the dependent variable, and the levels of significance and effect of the independent variables that are presumed to impact this dimension. In this context, it is figured out that the results of the regression analysis are significant for the marketing communication and advertisement but insignificant for the visibility variable ( $F=20,307$ ;  $p=,000$ ;  $F=20,307$ ;  $p=,042$ ;  $F=20,307$ ;  $p=,920$ ). For the social structure dependent variable, the explanation rate of marketing communication and advertisement independent variables was found to be 32% (Adjusted  $R^2=,319$ ). According to the findings, it was observed that marketing communication had a positive and a significant ( $\beta=,263$ ;  $p=,000<0,05$ ) effect on social structure, and the “H<sub>19</sub>: There is an effect of marketing communication on social structure in political marketing.” hypothesis was supported, accordingly. Additionally, according to the regression results, it was observed that the advertisement had a positive and a significant ( $\beta=,114$ ;  $p=,042<0,05$ ) effect on social structure alike, and the “H<sub>20</sub>: There is an effect of advertisement on social structure in political marketing.” hypothesis was supported, therefore. However, it was seen that visibility had no significant ( $\beta= -,069$ ;  $p=,920>0,05$ ) effect on social structure, and the “H<sub>21</sub>: There is an effect of visibility on social structure in political marketing.” was rejected, consequently.

According to the study’s results, marketing communication and advertisement were found to bear a significant impact on social structure, while visibility had no significant effect. These findings entail that increasing the focus on marketing communication and advertisement may be an effective approach to flourishing the performance of social structure, especially in relation to political participation.

Based on these results, it may be advised that several strategies could be designed to target the relevant audience effectively and promote political participation. Such strategies may include employing diverse media platforms, establishing addressed messaging, and building up alluring content that influences with the target audience.

## **DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

In the study, a field research was performed by administering a survey to participants to collect data on their perceptions of political marketing along with their level of political involvement. Afterwards, we evaluated the gathered data to confirm the impact of political marketing perception on political participation.

A significant statistical association has been observed between the utilization of political marketing strategies and the degree of involvement of consumers in political activities. This finding points out that the use of political marketing tactics can have a vital influence on the political engagement of consumers.

In the study, a total of twenty-one hypotheses were generated based on the relationships between the dependent and independent variables. After statistical testing, it was found that twelve of these hypotheses were supported, as the results were found to be statistically significant with a p-value of less than 0,05. On the other hand, nine of the hypotheses were rejected as their p-values were greater than 0,05, indicating that the results were not statistically significant. These findings highlight the complexity of the relationships between the various factors that influence political participation among consumers. As such, policymakers and other stakeholders should carefully consider the specific contexts and factors that may be influencing political behavior when designing strategies to promote greater engagement and participation in the political process.

The research identified seven distinct dimensions that were found to affect political participation among consumers. The factors were named based on the items that comprised each dimension, and include “Political Support,” “Preference Reason,” “Political Product,” “Media and Interest,” “Reward,” “Candidate,” and “Social Structure.” These dimensions reflect the various factors that influence individuals’

political behavior and attitudes and can provide priceless insights for policymakers and other stakeholders who seek to benefit better commitment and participation in the political process.

The identification of seven different dimensions applying a vital influence on consumers' political participation presents a notable contribution to the field of political science. By naming each dimension formed on the constituent elements that build up it, this research offers an evident comprehension of the diverse factors that shape individuals' political attitudes and behavior. This finding is coherent with prior studies that highlight the various nature of political participation, as presented by the works of Crick (2018: 1-29) and Verba & Nie (1972: 3-33). For example, the political support dimension was shown to have an important influence on political participation (Banks, 2017: 157-170). Similarly, social structure, which is found in this humble study as well, reflects the effect of such social factors as socioeconomic status and social networks on political participation (Putnam, 2000: 19-67).

The study analyzed the factors which effect political marketing applications between consumers and recognized three different dimensions. These dimensions were marked rooted in the specific items which were found to comprise each dimension and included "Marketing Communication," "Advertisement," and "Visibility." The findings of this research enable drastic insights for policymakers and other stakeholders who desire to design effective political marketing campaigns which may productively target and employ potential voters.

Earlier research displayed that political marketing may have a vital influence on political behavior and attitudes between consumers (Kim & Lee, 2017: 1-27). However, the specific factors affecting the effectiveness of political marketing strategies may be complex and versatile. The current study contributes to the understanding of these factors by detailing the basic dimensions that determine political marketing applications between consumers. By concentrating on these dimensions, policymakers and political campaign managers better design more effective marketing campaigns which are proper to the specific needs and preferences of their target audience.



In a broad sense, it appeared in the study that the media and interest variable is influenced by all the independent variables, namely marketing communication, advertisement, and visibility. This implies that these variables may be interdependent and collectively impact the media and interest variable. Based on these findings, it may be advisable for researchers and practitioners to take into consideration the interplay between these variables while analyzing and devising strategies for promoting political products to stand out voters' attention and obtain their support. Additionally, employing a holistic approach which concentrates on the potential effects of all relevant variables may supply stakeholders to make informed decisions and achieve their desired outcomes.

Studies have displayed that political such marketing strategies as advertising, public relations, and social media may have an influential impact on political participation (Lees-Marshment et al. 2010)). For example, political advertising may boost voter turnout by constructing awareness regarding the significance of voting and the consequences of not voting. Social media may bear an effective tool to mobilize citizens and encourage them to join in political campaigns, likewise (Bode & Dalrymple, 2017:1-18). However, it is noteworthy to note that political marketing strategies may also include adverse influences on political participation. For instance, gloomy campaigning may deter citizens from taking part in the political process by generating a sense of cynicism and disengagement (Lau et al. 1999: 1175-1209). Additionally, the utilization of misleading or false information in political marketing may also weaken citizens' trust in the political system and reduce their willingness to participate (Ansolabehere et al., 2008: 215-232).

In conclusion, the study declared that flourishing marketing communication may possibly serve as a productive strategy to boost a candidate's performance and reputation from the perspective of voters. Political parties and candidates may deviate from expanding their contribution to marketing communication attempts to establish their connection with voters and manage an encouraging image. Still, it is notable to recognize other factors that could affect a voter's decision-making process and to promote an integrated strategy that resolves all related variables.



The study has certain limitations that also serve as recommendations for future research. The research was conducted in a specific city, with a particular scale and within a specific time frame. The study was performed with female voters living in the Isparta province who were above 18 years of age and had access to the internet and smartphones. The findings of this research cannot be generalized across Türkiye, therefore. Conducting the study in different cities and regions may lead to more generalizable results and enable comparisons between different areas, however. The use of online survey methods, which lacks the intimate environment of face-to-face interviews, and the relatively short scale of the survey questions may have affected the responses of the participants. Besides, the accuracy of the answers given by the participants in the survey remains ambiguous. Nevertheless, the discovery of a connection between political marketing perception and political participation among female voters is exhibitivite of a potential channel for imminent researches. Different scales used in similar studies may yield different results. It is anticipated that carrying out this study with a larger sample size including a differing range of demographic backgrounds and a broader time could allow for longitudinal analysis and give a rise to more elaborative and enlightening consequences.

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