Political Marketing Power To Change The Choices Of The Electors: A Study On 1 November 2015 General Parliamentary Elections

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Abstract

The aim of this study is to evaluate the effects of political marketing done by political parties on the preferences and choices of the electors. In accordance with this aim, the concepts of political marketing, political marketing procedure and political marketing system are explained. Population of the research is consists of the electors from different cities and urban areas who voted in 1 November general parliamentary elections. The survey form is applied to 400 people which is above the limit value of n=384. The data collected through survey and questionnaire were evaluated using frequency-percentage analysis; “t-test” and “Variance (ANOVA) analysis” were used for unrelated measurements on the comparison of the opinions of the participants and demographic features of them. According to the results, the electors were affected more little by the near political marketing works to the date of the elections, while they were affected more by beforehand activities and marketing studies of the parties.

Keywords: Political Marketing, Political Marketing System, Voting Behaviors