

Political marketing in the 100th Year of the Republic of Turkey: A bibliometric comparison of international and Turkish literature Türkiye Cumhuriyeti'nin 100. yılında siyasal pazarlama: Uluslararası ve Türkçe literatürün bibliyometrik karşılaştırması

Gönderim Tarihi / Received: 29.08.2023

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Kabul Tarihi / Accepted: 20.10.2023

Doi: [10.31795/baunsobed.1352007](https://doi.org/10.31795/baunsobed.1352007)

ABSTRACT: Political marketing is an essential field due to its role in shaping the function of democratic participation. It also has the function of increasing the level of conscious citizenship by encouraging the interest and participation of voters in democratic processes. It helps to create the desired public image for political candidates and parties and creates an identity in line with the values and aspirations of voters. In this respect, it is essential to analyse political marketing phases, which are becoming increasingly important in the literature. When the status of political marketing, which is a new field compared to traditional marketing discipline, is analysed both in international publications and in Turkey, it is seen that the number of publications is insufficient. There needs to be a comparative bibliometric analysis of international literature and Turkey among the existing publications. This study aims to provide a general map of foreign and domestic literature on the concept. The study analysed 1,150 publications in the Web of Science database by bibliometric analysis method. Only 14 studies from Türkiye have been included in these 40 years (1983-2023). "VOSviewer" software was used for data visualisation. The Dergipark database was used for Turkish literature. Since the Dergipark database does not support visualisation software, the researcher manually scanned and classified the publications. The study will serve as a summary guide for those who want to conduct research in the field of political marketing. The comparison of foreign and domestic literature is one of the essential aspects of the study. Insights were tried to be provided by looking at the volume and impact of the data. As a result of the analyses, research trends, the issues that have been studied so far and the recommended issues are also mentioned.

Keywords: Political marketing, Bibliometric analysis, VOSviewer, Dergipark, Web of Science

ÖZ: Siyasal pazarlama, demokratik katılımın işlevini şekillendirmedeki rolü nedeniyle önemli bir alandır. Seçmenlerin demokratik süreçlere ilgi ve katılımını teşvik ederek bilinçli vatandaşlık düzeyini artırma işlevine de sahiptir. Siyasi adaylar ve partiler için arzu edilen kamu imajının yaratılmasına yardımcı olur ve seçmenlerin değerleri ve istekleri doğrultusunda bir kimlik oluşturur. Bu bağlamda, literatürde giderek önem kazanan siyasal pazarlama evrelerini analiz etmek önemlidir.

Geleneksel pazarlama disiplinine göre yeni bir alan olan siyasal pazarlamanın hem uluslararası yayınlardaki hem de Türkiye'deki durumu incelendiğinde yayın sayısının yetersiz olduğu görülmektedir. Mevcut yayınlar arasında uluslararası literatür ve Türkiye için karşılaştırmalı bir bibliyometrik analize ihtiyaç duyulmaktadır. Bu çalışma, kavramla ilgili yabancı ve yerli literatürün genel bir haritasını çıkarmayı amaçlamaktadır. Çalışmada Web of Science veri tabanında yer alan 1.150 yayın bibliyometrik analiz yöntemi ile incelenmiştir. Bu 40 yıl (1983-2023) içerisinde Türkiye'den sadece 14 çalışmaya yer verilmiştir. Veri görselleştirme için "VOSviewer" yazılımı kullanılmıştır. Türkçe literatür için Dergipark veri tabanı kullanılmıştır. Dergipark veri tabanı görselleştirme yazılımını desteklemediği için araştırmacı yayınları manuel olarak taramış ve sınıflandırmıştır. Çalışma, politik pazarlama alanında araştırma yapmak isteyenler için özet bir rehber niteliği taşıyacaktır. Yabancı ve yerli literatürün karşılaştırılması çalışmanın temel unsurlarından biridir. Verilerin hacmine ve etkisine bakılarak içgörü sağlanmaya çalışılmıştır. Analizler sonucunda araştırma trendleri, bugüne kadar çalışılmış konular ve önerilen konulara da değinilmiştir.

Anahtar Kelimeler: Siyasal pazarlama, Bibliyometrik analiz, VOSviewer, Dergipark, Web of Science

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GENİŞLETİLMİŞ ÖZET

Literatür taraması

Siyasal pazarlama, demokrasinin katılım fonksiyonunu şekillendirmedeki önemli rolü sebebiyle çağdaş toplumlarda büyük önem taşımaktadır (Lilleker, 2015; Henneberg, Scammell ve O'Shaughnessy, 2009). Siyasal pazarlama, siyasal iletişim, halkla ilişkiler ve propaganda çalışmalarından her geçen gün ayrılmaktadır. Yapılan çalışmalar söz konusu kavramlar ile siyasi pazarlamanın farklarını ortaya koymaktadır. Siyasi adaylar ve partiler için istenen kamusal imajların oluşturulmasına ve yansıtılmasına yardımcı olarak seçmenlerin değerleri ve istekleriyle uyumlu, ilişkilendirilebilir bir kimlik oluşturur. Bu sebeple siyasal pazarlama kavramının, geçmişten bugüne kadar geçirdiği evrelerinin literatürdeki izdüşümünü çıkarmak önemlidir.

Siyasi pazarlama, pazarlama ilkelerinin siyasi kampanyalara, adaylara ve partilere stratejik olarak uygulanmasını içermektedir. Bu, belirli seçmen kesimlerinde yankı uyandıran mesajları uyarlamak için kamuoyu görüşlerinin, toplumsal dinamiklerin ve kültürel unsurların analizini kapsamaktadır. Ticari pazarlama (Kotler ve Roberto, 1986) ile benzerlikler taşısa da, siyasi pazarlama, bilgilendirilmiş vatandaşlığı teşvik etmek, seçmen katılımını artırmak ve demokratik söylemi zenginleştirmek gibi daha geniş bir hedefe sahiptir.

Siyasal pazarlamanın temel bileşenleri, bölümlendirme ve hedefleme, konumlandırma ve markalaşma, mesaj geliştirme, medya ve iletişim stratejisi olarak sayılabilir. Bölümlendirme yani segmentasyon çalışmalarında ayrıca hedefleme çalışmalarında, ticari pazarlamaya benzer şekilde, siyasi pazarlamacılar da seçmenleri demografik, sosyoekonomik statü ve psikografik özelliklere göre analiz etmektedir. Bu segmentasyon, kişiselleştirilmiş kampanya stratejilerini kolaylaştırır. Özellikle internetin ve sosyal medyanın gelişmesi ile birlikte söz konusu programların algoritmaları, kişilerin beğenilerine, paylaşımlarına ve diğer tepkilerine göre kişiselleştirmiş mesaj üretme konusunda yetkindir. Konumlandırma ve markalaşma çalışmalarında siyasi partiler, liderler, adaylar veya kampanya yöneticileri, benzersiz değerlerini ve politika önerilerini vurgulayarak kendilerini seçmenlerin zihninde konumlandırmaktadır. Bu markalaşma çalışmaları, onları rakiplerinden ayıran tanımlanabilir bir kimlik oluşturmaktadır. Mesaj geliştirme çalışmaları, siyasal pazarlama çalışmalarının önemli bir aşamasıdır. Seçmenlerin kaygıları ve istekleriyle uyumlu, ilgi çekici mesajlar hazırlamak siyasi pazarlamanın özünde yatmaktadır. Etkili mesajlar seçmenle duygusal bağlar kurmakta ve seçmen sadakatini teşvik etmektedir. Siyasal pazarlama ile ilgili teorik literatür (Henneberg, Scammell ve O'Shaughnessy, 2009) veya önceki çalışmalarda tespit edilmiş bulgular (Lock ve Harris, 1996), günden güne değişmektedir. Küreselleşmenin etkileri ile birlikte dünyadaki demokrasi anlayışı değişmektedir. Aynı zamanda internetten ve sosyal medyadan sürekli bilgi alma özgürlüğü olan seçmenin tutum ve tavırları değişebilmekte, aidiyet ve sadakat konusunda esnek davranabilmektedir. Ömrünün sonuna kadar ya da uzun süreli bir siyasi partiye veya adaya bağlı olma alışkanlıkları terk edilmektedir. Medya ve iletişim stratejisi çalışmaları da önemli bir alandır. Çünkü her ne kadar konvansiyonel medya izlenme oranları düşmüş olsa da özellikle TV halen en etkili iletişim kanallarından birisidir (Stoll, 2023). Ayrıca yapılan çalışmalar, seçmenlerin sosyal medya haberlerinden şüphelendiklerini ancak TV yayınlarına güven duyduklarını göstermektedir (Torres, Piña, Southwell ve Garcia-Baza, 2023). Sosyal medyada doğrulanmamış haberlerin, montajlanmış görüntü ve fotoğrafların çokluğu bu sorunları derinleştirmektedir.

Yöntem

Çalışmada siyasal pazarlamanın yukarıda sayılan özelliklerini içerdiği varsayılan yayınların incelenmesi düşünülmüştür. Siyasal pazarlamanın hem uluslararası yayınlardaki hem de Türkiye'deki durumu incelendiğinde yayın sayısının diğer disiplinlerdeki konulara göre yeterli olmadığı söylenebilir. Mevcut yayınlar içinde uluslararası literatür ve Türkiye kıyaslamalı bibliyometrik analizine rastlanılmamıştır. Yüksek lisans tezlerinin bibliyometrik analizinin bir kez yapıldığı görülmüştür.

Alandaki söz konusu eksikliği gidermek adına yapılan çalışmanın amacı, siyasal pazarlama kavramı ile ilgili yabancı ve yerli literatüre ait çalışmaların genel bir haritasını ortaya koymaktır. Çalışmada Web of Science veri tabanında bulunan çalışmalar bibliyometrik analiz yöntemi ile mercek altına alınmıştır. 1984-2023 yılları arasında (erken görünüm yayınlar dahil) 1.150 adet çalışmaya rastlanmıştır, tamamı

analize dahil edilmiştir. 75 ülke içerisinde ABD (259 çalışma) ve İngiltere (204) çalışma ile göze çarpmaktadır. Yaklaşık 40 yıllık zaman diliminde ülkemizden sadece 14 çalışma yer bulmuştur. Analiz sonuçlarının veri görselleştirilmesi aşamasında “VOSviewer” adlı yazılım kullanılmıştır.

Türkçe literatür için Dergipark veritabanı esas alınmıştır. Dergipark görselleştirme yazılımlarını desteklemediği için söz konusu makaleler manuel olarak taranmış ve araştırmacı tarafından sınıflandırılmıştır.

Bibliyometrik analizler için öngörülen bazı adımlar vardır. Yapılan çalışmalar küçük farklardan da oluşsa hemen hemen izlenen adımlar benzerdir. Araştırmanın kapsamının belirlenmesi bibliyometrik analizin birinci adımı olarak düşünülmektedir. Sonraki aşama, veri tabanı seçimi ve anahtar kelimelerin belirlenmesini içermektedir. Üçüncü aşama, verilerin elde edilmesini ve filtrelenmesini içermektedir. Bu çalışmada 1.150 çalışmanın tamamı analize dahil edilmiş, herhangi bir filtreleme işlemi yapılmamıştır.

Bulgular ve tartışma

Web of Science veri tabanındaki ilk çalışma 1984 yılına aittir. Yaklaşık 40 yıllık zaman diliminde diğer bilim dallarına ve disiplinlere göre çalışmaların az olduğu söylenebilir. 2005 yılında çalışmalarda bir anda artış olduğu gözlenmektedir. 2020 yılından sonra çalışmaların sayısındaki düşüş ise dikkat çekicidir. Political marketing anahtar kelimeli Web of Science veri tabanındaki çalışmalar 74 farklı kategoride listelenmiştir.

Yine DergiPark veritabanındaki çalışmalar politik pazarlama ve siyasal pazarlama anahtar kelimeleri kullanılarak alınmış, sadece mükerrer olanlar analiz dışı tutulmuştur. Bir sonraki adım verilerin analiz aşamasıdır. Bu aşamada atıf analizi, ortak atıf analizi ve bibliyografik bağlantı analizi gibi bibliyometrik teknikler kullanılarak veriler analiz edilmektedir. Buradaki amaç, literatürdeki boşlukları belirlemektir. Son aşama, elde edilen sonuçların tartışılmasını içermektedir. Bu aşamada bibliyometrik analizden elde edilen bulgular temel alınarak sonuçlar sunulmuştur.

Sonuç ve öneriler

Çalışmanın, siyasal pazarlama alanında araştırma yapmak isteyenler için özet rehber niteliğinde olacağı düşünülmektedir. Ayrıca hem yabancı hem de yerli literatürün karşılaştırılmış olması çalışmanın önemli yanlarından birisidir. Çalışma sonucunda verilerin hacmi ve etkisine bakılarak içgörüler sağlanmaya çalışılmıştır. Yapılan analizler neticesinde araştırma eğilimleri, bugüne kadar çalışılan ve çalışılması önerilen konulara da temas edilmiştir.

Sonuç olarak, siyasal pazarlamanın demokratik katılımın şekillenmesindeki rolü göz önünde bulundurulduğunda, bu alanda yapılan araştırmaların artması ve çeşitlenmesi büyük önem taşımaktadır. Bu çalışma, literatürdeki boşluğu doldurarak, siyasal pazarlama alanındaki mevcut bilgi birikimine katkıda bulunmayı hedeflemektedir.

Introduction

Democracy is the best form of government known at the last point in human history. The participation of the public in political processes, the ability to intervene in politics not only from election to election but also at all times with the developing technology, and the existence of mechanisms that can make elected officials resign are the positive aspects of democracy. On the other hand, the possibility of manipulation of elections, the options of candidates and political parties with higher financial power to influence voters, and the use of this power in their favour by those who hold power in political parties can be counted among the handicaps of democracy.

While democracy is realised through elections, the methods and techniques for presenting promises to voters, convincing them and gaining votes have changed daily. These are constantly changing and developing, from street speeches to radio speeches, from print media to television in traditional media. Finally, with the introduction of the internet and social media, democratic processes have moved to a different point.

The methods used in reaching out to voters have also changed, and political science has collaborated with many disciplines, such as psychology, sociology, anthropology, law and economics. Recently, political science has started to use the techniques and tools of the marketing discipline, and thus, the concept of political marketing has entered the literature.

Political marketing is a new field in the ever-evolving environment of democracy, where ideas are debated, rigorously adapted, tested, and strategically disseminated. In an era characterised by rapidly changing means of communication, political marketing practices have emerged as an influential force shaping the destinies of societies and the outcomes of elections. The impact of traditional election campaigns and activities is gradually decreasing. From the days of square speeches and one-to-one contact with voters, we have moved to the era of live internet broadcasts. Political parties and candidates must navigate a complex and dynamic network of digital platforms, traditional media, and interpersonal connections to attract and win the attention of increasingly discerning voters. There needs to be more than just winning the voters in question; it is necessary to retain their votes until the next election. The decline in brand loyalty seen in marketing practices is also the case in politics. Voters do not stick to a party or a candidate fixedly and may experience an axis shift according to promises and policies.

The impact of political marketing is not limited to campaign periods and election results; it extends far beyond casting votes. The tactics used in this field influence how voters perceive leaders, parties or candidates, how policies are framed and how public discourse is shaped. It has the potential to polarise or unite, instil hope or instil fear, and raise public awareness on critical issues.

In this sense, political marketing is an increasingly important field of study. It would not be correct to perceive the framework of political marketing only as persuading voters. Political marketing should have a style that distinguishes it from political communication and propaganda. This means that political marketing should be social welfare orientated, unifying rather than dividing individuals, and protecting the main principles of democracy. Political marketing should be integral to democratic processes by raising its status as an assistant among other disciplines and disciplines to a higher level. Ethical concerns increase as the lines between political discourses and marketing techniques and tactics become more intertwined. Political marketing should also work on issues that eliminate these ethical concerns.

This study aims to provide a general mapping of the studies conducted to reveal the multifaceted world of political marketing mentioned above. It also includes a comparison of the issues addressed in both international literature and Turkish publications.

Literature review

Before defining the concept of political marketing, it is helpful to determine its foundations and application principles. When considered separately, politics and marketing disciplines can be perceived as very different fields.

Lees-Marshment (2001) states that political marketing has a broad scope and offers new analytical tools to explain the behaviour of political organisations. He also uses the metaphor of marriage to clarify the subject. Accordingly, political marketing is a marriage between politics and marketing. It is based on product, sales and other marketing concepts and techniques, such as market intelligence and adapts them to the traditional principles of political science to achieve better results.

Political marketing

As in other fields of social sciences, many definitions have been made for political marketing. Polat (2015) categorised these definitions according to their differences and adopted four approaches. These are the content approach, process approach, marketing-oriented approach and strategic approach. An example defined according to the content approach is found in the study conducted by Butler and Collins (1994). According to this approach, political marketing is marketing ideas and opinions about public or political issues or specific candidates. In general, political marketing is designed to influence the votes of voters. Unlike conventional marketing, concepts are presented instead of products or services. However, political marketing uses most of the techniques used in product marketing, such as paid advertising, direct mail and publicity.

The most important technological development that accelerates political marketing activities is mass media. Campus (2010) mentions the effect of television, which brings political activities, propaganda and promises to the voter's home, on personalising politics. With the advancement of technology, the influence of traditional mass media, as well as the internet and social media, on political marketing continues to increase. For example, Obama extensively used web 2.0 technologies and social media during his 2008 US Presidential Election campaign. Research shows that Obama's campaign created a large virtual organisation across the US and mobilised a base of more than five million volunteers (Cogburn and Espinoza-Vasquez, 2011).

Internet and social media have advantages and disadvantages compared to traditional and mass media. There is a high possibility of manipulating voters and consumers through the Internet and social media. However, it can be said that the Internet and social media are essential for political parties and candidates who cannot afford the cost of traditional media to make their voices heard and participate in democratic processes. Ridge-Newman and Mitchell (2016) emphasise in their study that citizens cannot intervene in the mainstream media and that the participation of society in public debates through the Internet and social media is essential for democracy.

Black and Veloutsou (2017) argue that political campaigns often recruit large numbers of volunteers or activists from the public, who act as working consumers and proactively build the brand, partly by utilising marketing resources.

In terms of political marketing, consumers, i.e., voters, directly derive value from the political process. They spend time or effort to obtain this value and vote. In this context, voters, active party supporters and current party members can be considered consumers. On the other hand, even if they do not actively participate in elections or even vote, all citizens are technically within the scope of political marketing. Due to the nature of political processes, all citizens are affected by state and government policies. Therefore, successful political marketing has to address specific target audiences and the needs of all stakeholders and society at large when in office. This means the entire community has a stake in the political process (Hughes and Dann, 2009).

As in the marketing mix, the political marketing mix consists of four elements. Tan (2002) states that the political marketing mix aims to influence the political behaviour in general and voting behaviour in particular of the electorate that political parties determine as the target audience. Here, the product is the political party leader, political idea or political party. The price is the voting behaviour of the voters. Promotion is all communication activities for the target electorate to vote. Distribution is considered as the representation points of political parties.

Bibliometric analysis of political marketing studies

Bibliometric analysis visualises the data by mapping the field of study using mathematical and statistical methods. These can be elements such as authors, journals, and keywords in the research field, as well as the field's intellectual, conceptual, and social structure (Şimşir, 2021).

A bibliometric analysis of studies published in political marketing will contribute to a better understanding of this field. A quantitative assessment of research outputs and scholarly activities in political marketing allows researchers, policymakers, and practitioners to measure the volume and evolution of the literature in this field over time. By identifying trends and patterns in publication frequency, bibliometric analysis helps to track the development of major themes, emerging topics and shifts in research focus.

Bibliometric analysis also allows the assessment of the influence and impact of specific articles and authors through citation analysis. By analysing citation patterns, researchers will be able to distinguish which studies significantly impact political marketing.

The most important contribution of bibliometric analysis in the field of political marketing is to identify gaps in the existing literature and to identify areas and topics that need further research in the field of political marketing.

Bibliometric analysis provides a panoramic view of political marketing research, enabling the identification of trends, influential names, influential studies, networks of collaboration and knowledge gaps.

Methodology

Some sources on conducting bibliometric analyses only summarise the relevant steps, while others elaborate on the steps in question. Ruiz-Real et al. (2018) listed the steps as defining search criteria, keywords and periods, selecting the database, adjusting and improving the search criteria, fully exporting the results, analysing the information and discussing the results. Öztürk (2021) detailed these steps in his study. In the first stage, the purpose of the research, questions such as what are the expected results of the research and what will the scope and focus of the research are expected to be answered. The second stage is creating the data set related to the relevant literature. Here, the data set is selected, the initial search process is conducted, and the data set file. The third stage is the analysis and visualisation stage. Here, determining the appropriate bibliometric analysis techniques, the appropriate computer package program for analysis, and the appropriate computer package program for visualisation and displaying the analysis results. The fourth and final stage is interpreting the analysis results and findings. This stage includes whether the research questions have been answered, new findings, and suggestions for future studies.

Although the steps are similar, this study was guided by the stages put forward by Öztürk (2021). Accordingly, in the first stage, the study's primary purpose was determined. The aim is to reveal the studies at the international publication level in the field of political marketing, which is a relatively new field, and to determine the studies' common points and impact levels. In addition to this aim, it aims to analyse the Turkish literature publications and compare them with international publications. The scope and focus of the research is to make a general view of the field and to make a mapping in terms of authors, citations, concepts and keywords.

In the second stage, the Web of Science database for international publications and the DergiPark database for Turkish publications were selected as databases. Due to the possibility of duplicate indexing of publications, only Web of Science was included, and databases such as Scopus and Google Scholar were excluded. In addition, DergiPark was preferred because it is the most extensive database in Turkish literature. At this stage, "political marketing" was preferred as a keyword in the Web of Science database. Due to their Turkish usage, the keywords "political marketing" and "politics marketing" were used in the Dergipark database. A total of 58 studies were identified for the keyword "political marketing", and 34 studies were identified for the keyword "political marketing". The analyses were carried out with 88 studies due to eliminating the second of four duplicate studies among 92. Since a

comprehensive scanning was aimed, no filtering process was performed, and all studies were included in the scope of the research. During data visualisations with the VOSviewer program, the researcher determined the criteria according to the structure of each analysis. For example, the best visually possible options were tried and applied, such as a minimum of 20 citations and at least ten publishing countries.

In the third stage, it was decided to conduct co-author, author citation, and keyword analysis. In addition, it was decided to present the studies in the Turkish literature in descriptive form. The VOSviewer (2023) package programme was preferred for analysis and visualisation; version 1.6.19 was used, as it is free of charge and practical to use. The results of the analyses were presented with screenshots of the same package programme.

In the fourth stage, the data, tables and graphs were interpreted, the study's contribution to the field was stated, and suggestions for future researchers were presented. Data extraction from both databases was carried out on 21 August 2023. Similar criteria for graphing or visualising the data in the Web of Science database were also applied to the DergiPark database. Frequent analysis identified keywords, and those with less than three repetitions were not included in the graph table. Again, due to the large number of authors, authors with less than two studies were not included in the graph table, and the researcher created the graphs according to these criteria.

Findings and discussion

The findings of the study were analysed in two parts. In the first part, the findings of the Web of Science database and in the second part, the findings of the DergiPark database are given.

Web of science database

When the keyword political marketing was typed, 1,150 studies were found in the Web of Science database. The studies started in 1984. In 2023, studies published in the early view were also included. Year-based numbers are shown in Table 1.

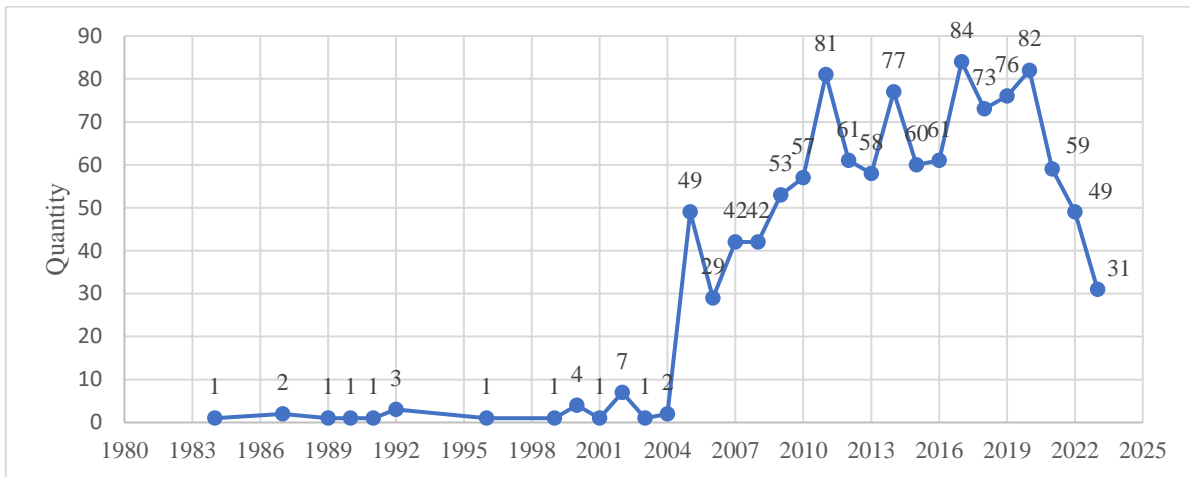
Table 1: 1984 - 2023 number of studies carried out between the years

Years	Quantity	Years	Quantity	Years	Quantity	Years	Quantity
1984	1	2000	4	2008	42	2016	61
1987	2	2001	1	2009	53	2017	84
1989	1	2002	7	2010	57	2018	73
1990	1	2003	1	2011	81	2019	76
1991	1	2004	2	2012	61	2020	82
1992	3	2005	49	2013	58	2021	59
1996	1	2006	29	2014	77	2022	49
1999	1	2007	42	2015	60	2023	31

Source: Created by the researcher based on Web of Science data.

The distribution trend is given in Chart 1 for easy visualisation of the increases and decreases in the number of studies by years.

Chart 1: 1984 - 2023 distribution curve of studies conducted between the years

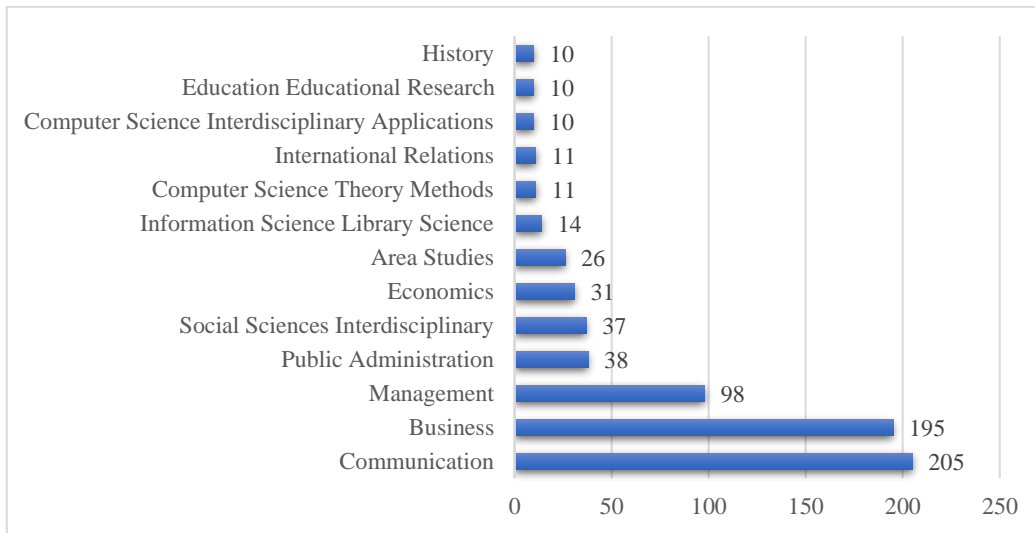


Source: Created by the researcher based on Web of Science data.

As seen in Table 1 and Chart 1, the first study in the database belongs to 1984. There are fewer studies than other disciplines in about 40 years (1984-2023). In 2005, it was observed that there was a sudden increase in studies. After 2020, the decrease in the number of studies is striking.

The studies in the Web of Science database with the keyword political marketing are listed in 74 categories. The fact that there are so many different categories is also worth examining. The distribution of categories with at least ten records is shown in Chart 2.

Chart 2: Distribution of publications by category



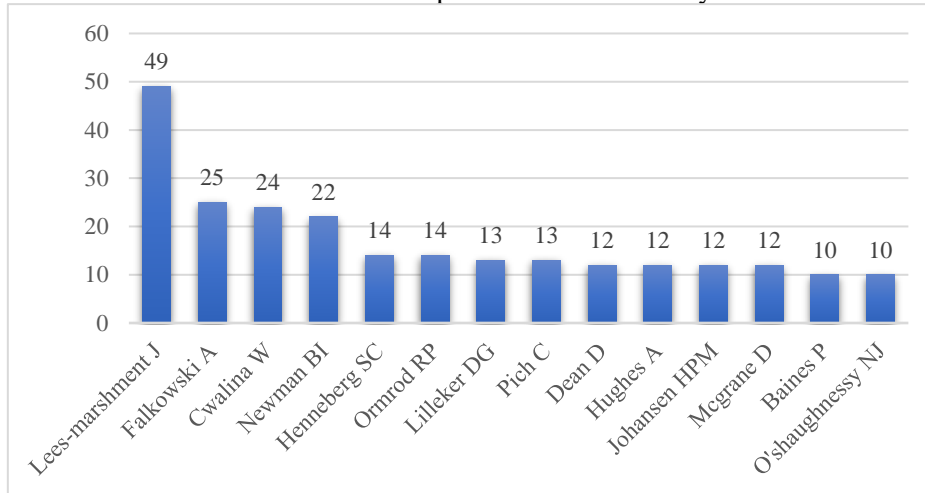
Source: Created by the researcher based on Web of Science data.

As can be seen in the chart, the three most studied categories are communication, business and management.

The studies in the Web of Science database with the keyword political marketing were addressed by 1,478 authors. Since it would be difficult to show the authors in a single chart, a part of the list has been included here to guide the researchers who will work in the field of political marketing. The fact that

there are so many different categories is an issue worthy of further analysis. The list of authors with at least ten studies is shown in Chart 3.

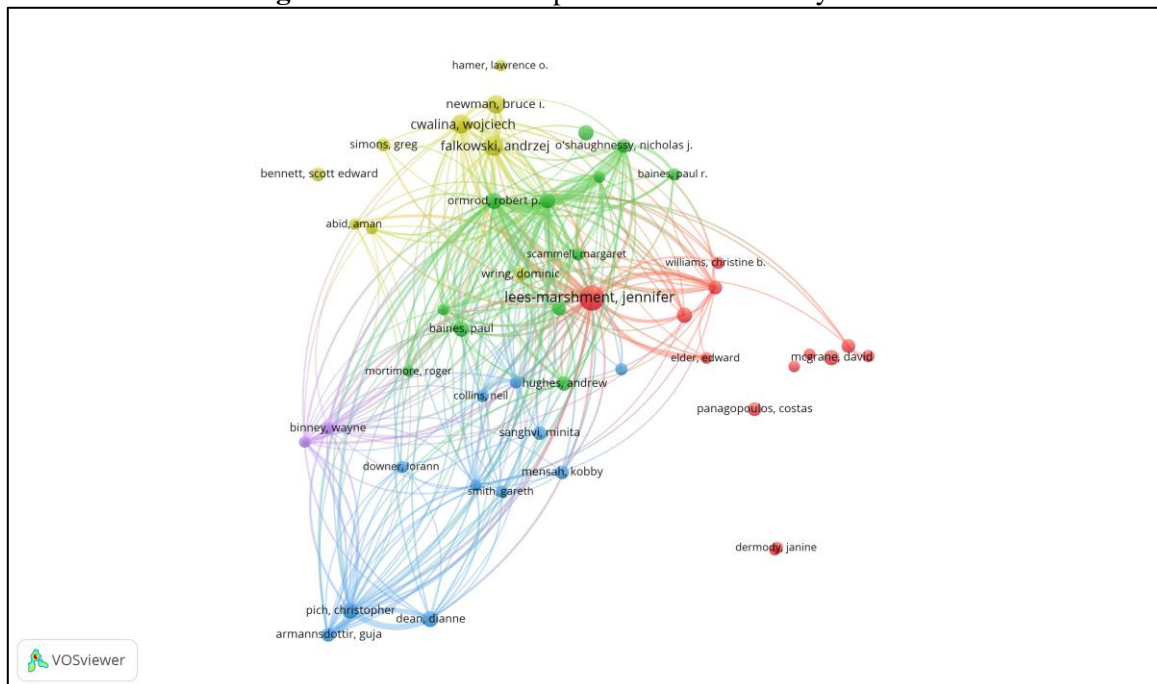
Chart 3: Distribution of publication numbers by authors



Source: Created by the researcher based on Web of Science data.

As can be seen in the graph, each of the authors named Lees-marshment J, Falkowski A, Cwalina W, Newman BI has more than 20 studies. The visualisation of this analysis with the VOSviewer package programme is given in the figure below.

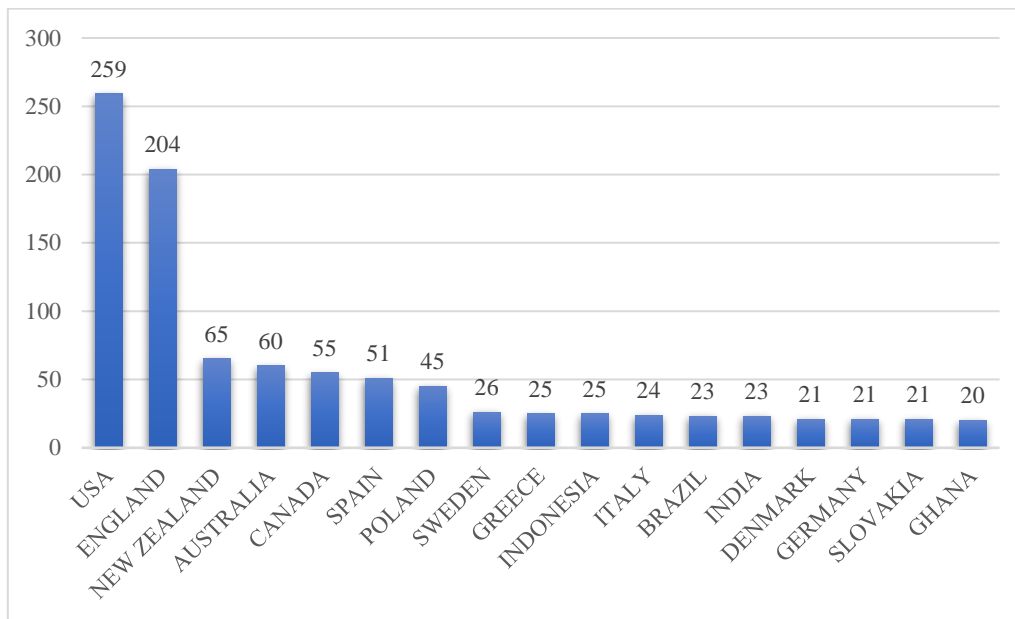
Figure 1: Distribution of publication numbers by authors



Source: Created by the researcher with the VOSviewer package programme based on WoS data.

The studies in the Web of Science database with the keyword political marketing were submitted from 75 countries. The list of countries with at least 20 studies is shown in Chart 4.

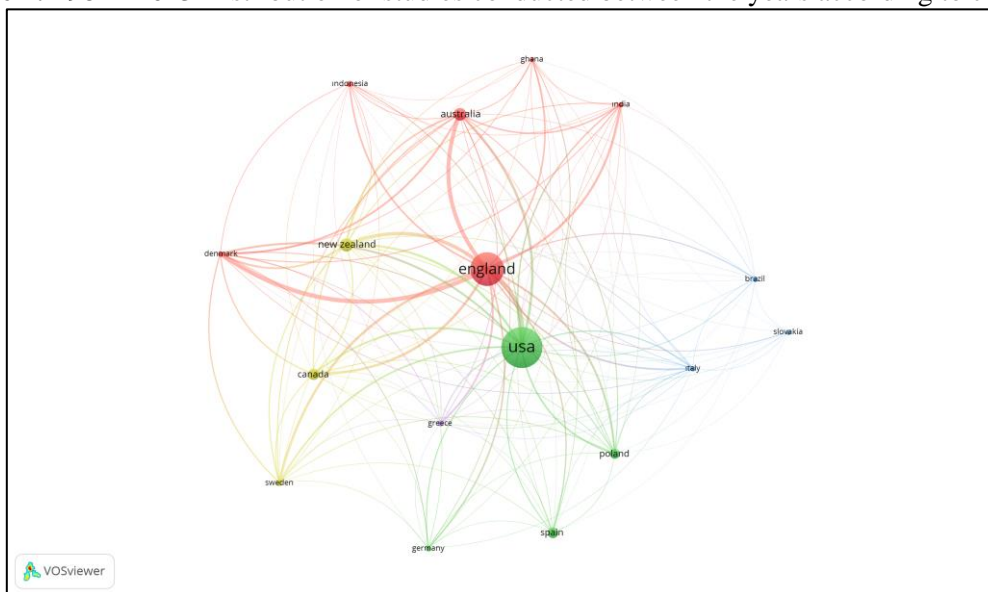
Chart 4: Distribution of publication numbers by country



Source: Created by the researcher based on Web of Science data.

As can be seen in the chart, the countries with the highest number of publications are the United States of America and the United Kingdom. There are 14 studies from Turkey in the list. The visualised analysis of this analysis with the VOSviewer package programme is given below.

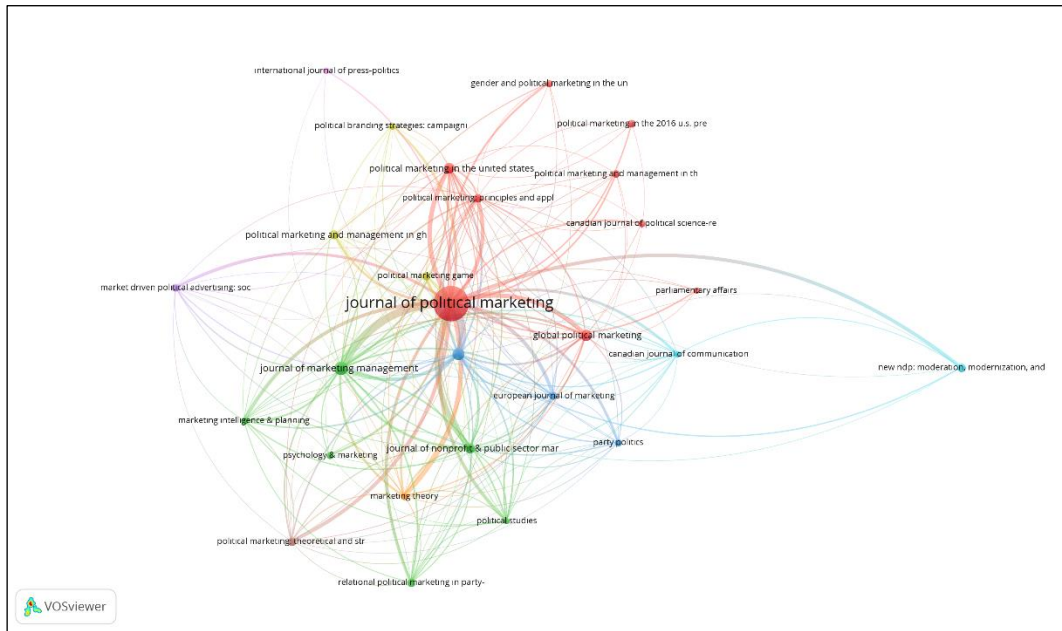
Figure 2: 1984 - 2023 Distribution of studies conducted between the years according to countries



Source: Created by the researcher with the VOSviewer package programme based on WoS data.

Between 1984 and 2023, the places where the studies with the keyword political marketing in the Web of Science database were published were examined, and the analysis results were visualised using the VOSviewer package program. The relevant visual is given below.

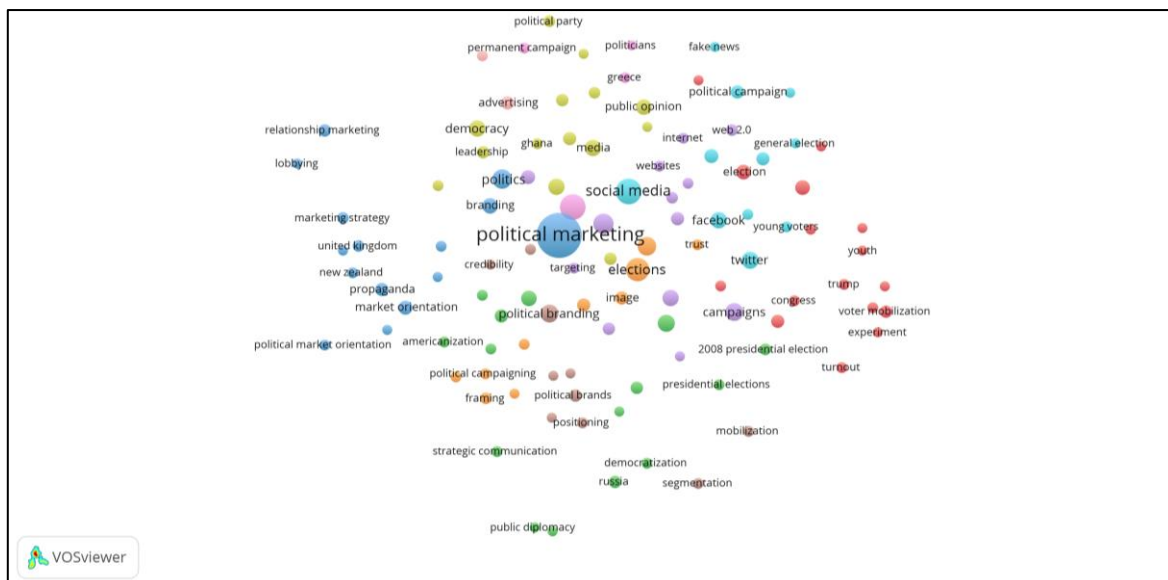
Figure 3: 1984 - 2023 Distribution of studies conducted between the years according to the place of Publication



Source: Created by the researcher with the VOSviewer package programme based on WoS data.

Journals publishing five or more articles were included in the analyses. Journal of Political Marketing ranks first with 408 studies. Journal of Marketing Management ranks second with 32 studies. The keywords used in the studies were examined, and the analysis results were visualised through the VOSviewer package programme. The relevant visualisation is given below.

Figure 4: 1984 - 2023 Keyword distribution of studies conducted between the years

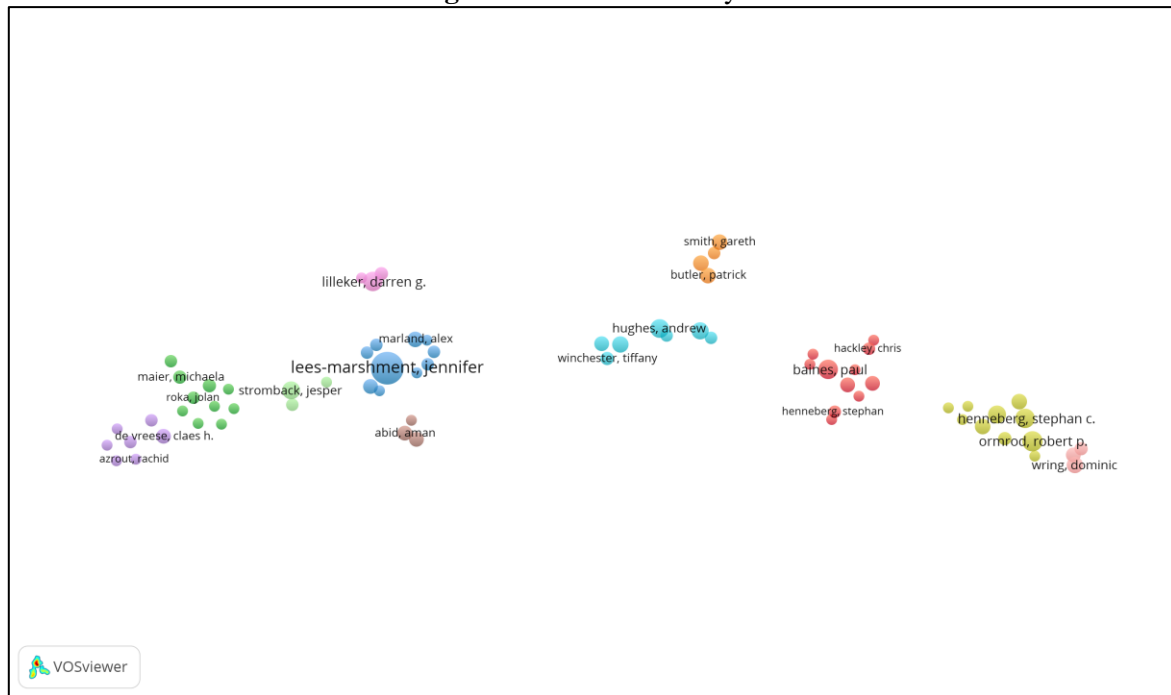


Source: Created by the researcher with the VOSviewer package programme based on WoS data.

The figure for co-author analyses of publications is as follows. The co-authorship criterion was determined during the analyses as a minimum of two. In the co-author analysis, it is seen that the most

studies were conducted by Jennifer Lees-Marshment. The name that came next was Alex Marland. It is observed that the authors in the co-author analysis did not conduct studies with other authors.

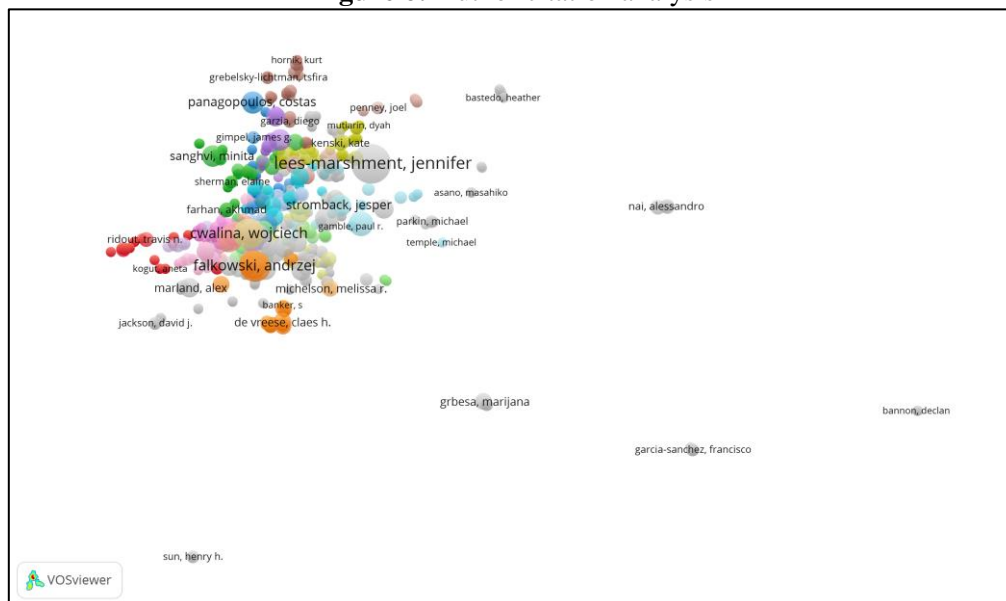
Figure 5: Co-author Analysis



Source: Created by the researcher with the VOSviewer package programme based on WoS data.

The analysis of the citations to the authors is given below. During the analysis, the minimum number of citations was set as 20. In the author citation analysis, the high number of citations of Jennifer Lees-Marshment draws attention.

Figure 6: Author citation analysis

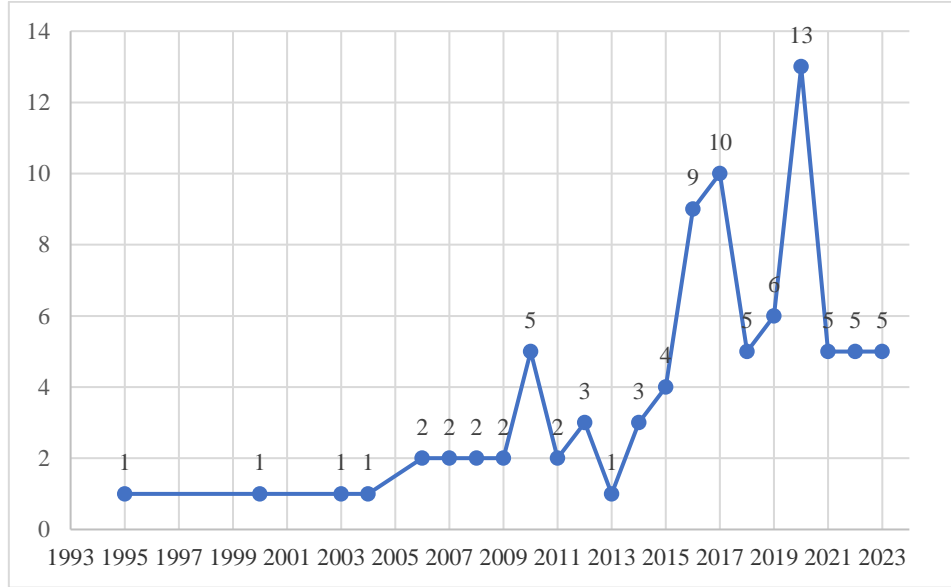


Source: Created by the researcher with the VOSviewer package programme based on WoS data.

DergiPark database

Based on the keyword criteria of the research, the first study in the DergiPark database belongs to 1995. Until 2016, it was seen that political marketing / political marketing studies did not increase much. The studies, which increased relatively between 2016-2020, started to decline again in the following years. The number of studies by year is given in the chart below.

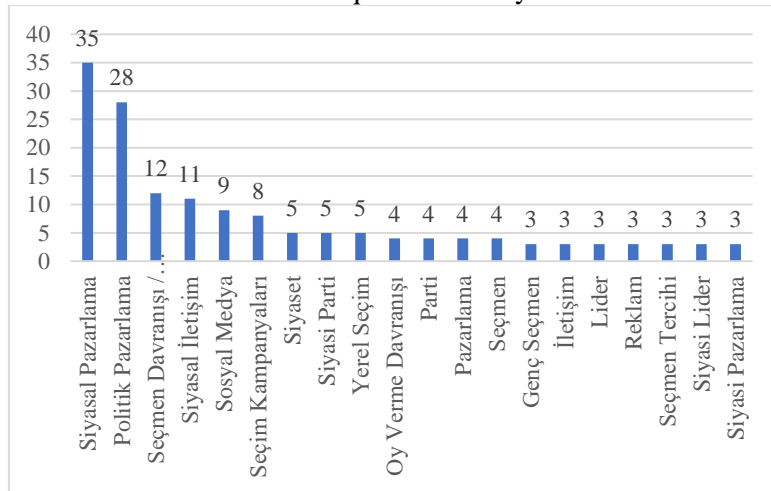
Chart 5: Distribution of publication numbers by year



Source: Source: Created by the researcher based on DergiPark data.

When the keywords of the studies were analysed according to frequency, i.e. the number of repetitions, the results were by the study's title. When frequency values were taken, the graph did not include keyword repetitions of less than three. Accordingly, political marketing and political marketing keywords are in the majority. While the keyword political marketing was repeated 35 times, the keyword political marketing was repeated 28 times. The keyword voter behaviour or behaviours follows this. The Internet and social media impact on the electorate was also seen here, and the keyword social media ranked high. The most striking situation is that the name of a political party or the name of a political leader is used two or fewer times in the keywords. The graph of the frequency analysis is given below.

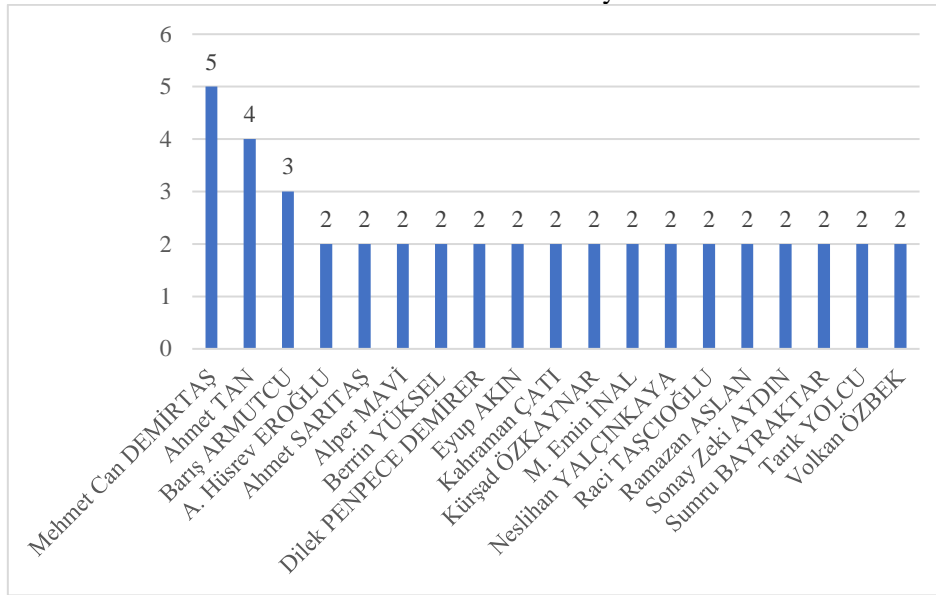
Chart 6: Frequencies of keywords



Source: Source: Created by the researcher based on DergiPark data.

When the number of studies according to the authors is analysed, it is seen that Mehmet Can Demirtaş has the highest number of studies, followed by Ahmet Tan and Barış Armutçu. Other authors have two studies. Authors with one study were not included because it would be difficult to show the chart.

Chart 7: Number of studies by authors



Source: Source: Created by the researcher based on DergiPark data.

Results and recommendations

Political marketing is a new field compared to other fields of study. This is also seen in the two databases used during the study. The bibliometric analysis of political marketing articles using the data obtained from the Web of Science and DergiPark databases provided information on trends, patterns and research development in this dynamic field. This study aims to help researchers who will review the literature to shed light on the authors who have contributed to the literature and thematic areas in political marketing. The analysis revealed that there has not been a steady and significant increase in political marketing publications over the years. Although politics is an essential agenda item in the world and Turkey, the need for more publications is remarkable. Increasing the number of studies on this subject will be essential in advancing the understanding of political marketing strategies, techniques, methods and their results. Political marketing studies should be increased to cover political communication, public relations and propaganda studies to eliminate ethical concerns. One of the reasons for the need for more political marketing studies is that the researchers who will work on political marketing should have a command of many disciplines and disciplines. These fields are politics, marketing, psychology, sociology and communication.

The bibliometric analysis revealed a few prominent focus areas in political marketing research. These themes are voter behaviour, the role of media and especially social media and technology in political campaigns. In future studies, branding of political candidates, branding of political parties, image building and ethical dimensions of political marketing practices will expand the scope of political marketing.

The field of political marketing will continue to develop and adapt to the changing dynamics of politics and communication in the coming periods. The insights gained from the study map the current state of political marketing research and provide an infrastructure for identifying potential topics for further research. Researchers, practitioners and policymakers will be able to utilise these findings to deepen their understanding of effective political marketing strategies, increase voter turnout and contribute to the informed functioning of democratic societies.

In conclusion, the bibliometric analysis provides a comprehensive overview of political marketing research's development, diversity and evolving themes. As political environments and communication technologies evolve, political marketing research will continue to be instrumental in deciphering the intricacies of effective political messaging and engagement. This study sets the stage for future research to understand and shape the intersection of politics and marketing.

In future studies, researchers can conduct studies based on why there are few political marketing studies in the world and Turkey. In addition, the issue of why there is a decline after 2020 in Turkey can also be examined. Based on the keywords from bibliometric analysis, studies can be carried out on the missing topics. There is a need for more research on political parties and political leaders in Turkey. Regarding the international literature, Scopus or equivalent databases can be used for future bibliometric analyses. Thus, it will be possible to compare with this study.

Updating the DergiPark database to enable bibliometric analyses and to be compatible with computer package programs on data analysis and visualisation will facilitate researchers. It would be beneficial for political parties, leaders, and candidates to be interested in political marketing, public relations, and political communication. It is thought that an expanded scope of political marketing will not only be an effort of persuasion but will reach dimensions that integrate the society, emphasise democratic values and eliminate ethical concerns.

As in every study, this study also has limitations. The first of these limitations is the databases used. In the study, the Web of Science database was selected for international literature and DergiPark database was selected for Turkish literature, and the others were excluded from the scope. The most important reason for this is the concern that the selection of multiple databases will include duplicate studies. This would cause the data in the study to be misleading.

The study focuses only on quantitative measures and may not capture the nuanced qualitative aspects of individual research contributions. Based on the deficiencies identified in this study in political marketing, qualitative studies can be conducted with researchers to address the reasons for the deficiencies.

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Ethical approval

Since this study is a bibliometric analysis, it is among the studies that do not require ethics committee approval.

Conflict of interest

There is no potential conflict of interest in this study.