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SIYASAL PAZARLAMA ÇERÇEVESİNDE PAZARLAMA İLETİŞİMİ ALGISININ KUŞAKLAR AÇISINDAN DEĞERLENDİRİLMESİ

Ferdi AKBIYIK*

Nedret ÇAĞLAR**

ÖZET

Bu çalışmanın amacı, farklı nesiller temelinde kadın seçmenler arasında siyasi pazarlamada pazarlama iletişimi algısında farklılıkların olup olmadığını incelemektir. Bu araştırma, kadın seçmenlerin algılarını kuşaklara göre değerlendirmesiyle önceki çalışmalardan farklılaşmaktadır. Bu amaca ulaşmak için, mevcut literatürden türetilen bir ölçek kullanılarak bir araştırma modeli önerilmiş ve bu model, çalışmanın amacıyla uyumlu hale getirilmiştir. Toplanan veriler, katılımcıların sosyo-demografik özelliklerini belirlemek için tanımlayıcı istatistikler kullanılarak SPSS 22 istatistik paketi kullanılarak analiz edilmiştir. Veri seti üzerinde güvenilirlik testi, KMO testi, faktör analizi, korelasyon analizi, ONEWAY ANOVA ve post hoc testleri de dahil olmak üzere çeşitli istatistiksel analizler yapılmıştır. Faktör analizi sonuçları, farklı öğe setlerinden oluşan ve “Pazarlama İletişimi,” “Reklam” ve “Siyasi Ürün” olarak adlandırılan üç ayrı faktörün varlığını ortaya koymuştur. Yapılan bu analizler çerçevesinde, Baby Boomer kuşağının diğer kuşaklarla kıyasla basılı ve dijital medya, siyasi liderler ve parti mitingleri gibi çeşitli reklam kanallarının etkisine karşı daha yüksek bir duyarlılık sergileyebileceği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Seçmen Davranışı, Siyasal Pazarlama, Kuşak.

JEL Sınıflandırma Kodları: M3, M31, D72.

EVALUATING THE PERCEPTION OF MARKETING COMMUNICATION IN POLITICAL MARKETING FROM A GENERATIONAL PERSPECTIVE

ABSTRACT

The objective of this study is to examine whether there are disparities in the perception of marketing communication in political marketing among female voters based on different generations. This research distinguishes itself from previous studies in the field by focusing on assessing the perceptions of female voters according to their generational cohorts. To achieve this aim, a research model was proposed using a scale derived from existing literature, aligning it with the study's objective. The collected data was analyzed using the SPSS 22 statistical package, employing descriptive statistics to ascertain the socio-demographic characteristics of the participants. Various statistical analyses, including reliability testing, the KMO test, factor analysis, correlation analysis, ONEWAY ANOVA, and post hoc tests, were conducted on the dataset. The results of the factor analysis revealed the presence of three distinct factors, consisting of different sets of items, labeled as “Marketing Communication,” “Advertisement,” and “Political Product.” Based on the conducted analyses, it was concluded that the Baby Boomer generation may exhibit a higher sensitivity compared to other generations towards various advertising channels such as print and digital media, political leaders, and party rallies.

* Isparta Uygulamalı Bilimler Üniversitesi, Sütçüler Prof.Dr. Hasan Gürbüz Meslek Yüksekokulu, Dr.Öğr.Üyesi, ferdiakbiyik@isparta.edu.tr / ORCID: [0000-0001-6138-0586](https://orcid.org/0000-0001-6138-0586)

** Süleyman Demirel Üniversitesi, İletişim Fakültesi, Doç.Dr., nedretcaglar@sdu.edu.tr / ORCID: [0000-0001-9769-056X](https://orcid.org/0000-0001-9769-056X)

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INTRODUCTION

Almost half of the world's population consists of women. In this context, the political participation and representation of women is substantial in a democratic system. While the active participation of women as voters in a democratic administration is considered as a political behavior that is desired and encouraged, the same sensitivity is generally not shown in the representation. It cannot be said that women, limited by gender stereotypes, are represented at the same rate in the political arena, therefore. Women, who are generally associated with the private space under the influence of sexist stereotypes, may have a limited presence in the public space in some countries, while in others they are almost nonexistent. However, the presence of female voters is determinant in the political process in terms of both political participation and political representation.

As a main actor in politics, voters make their political decisions and determine their preferences according to various factors. Harrop and Miller mention three basic approaches that are effective in determining voter preferences in the context of historical development. The first is the "sociological approach", the second is the "socio-psychological approach" or "identification with the party", and the third is the "economic approach" or "rational choice approach", respectively (Harrop & Miller, 1987)

According to Kalaycıoğlu (1999), voter preferences are affected by the deepening of ideological and cultural differences as well as socio-economic factors. The effect of political marketing activities on the political preference and participation behavior of voters is also obvious. In political marketing, parties, political candidates, ideas, and policies are marketed, and "votes" are demanded from the voters, in return.

Political marketing is a field of study which concentrates on the use of marketing techniques in the political arena to form public opinion, attract voters, and win elections to this end (Blais & Levine, 2006). Political participation; however, refers to the active involvement of citizens in the political process, including voting, attending political rallies, and employing political discussions (Verba, Schlozman, & Brady, 1995).

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).

According to Bongard (1992), political marketing is all the techniques used to ensure that the highest number of voters suitable for a candidate's potential voter demands are recognized by each voter, to distinguish the candidate from the competitors, and to obtain the required number of votes for the candidate. Besides, political marketing includes the leadership or candidate staff who will rule the country and marketing their policies (Limanlılar, 1991).

Emphasizing the persuasive aspect of political marketing, Bongrand (1992) states that political marketing studies are used to make 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). However, to be successful in the election period, political marketing should not only be limited to the election, but also must show continuity in the pre- and post-election periods (Bayraktaroğlu, 2002).

Political marketing is an activity that should be considered while determining the establishment of the political party, the party program and the discourse and promises of the party apart from the election period. In addition, political marketing activities, the practices of parties and candidates in the period between two election periods, and the effective and immersive role of voters in the formation of positive attitudes and beliefs towards the party and the candidate should be considered. Informed using

political marketing mix elements, which are a short and clear definition and expression of political marketing activities, by choosing better quality and consistent political products, the voter would be able to contribute to the election of the right candidates who would determine the future of the country, and the implementation of consistent political programs more easily. At this point, political parties, and candidates both inform and influence voters by using political marketing components in election campaigns, and voters get information about the programs and actions of the political party/candidate by making use of these activities (Uslu Divanoğlu, 2017).

Political marketing components also consist of marketing mix elements such as product, price, promotion, and distribution. Political parties, leaders, candidates, and their ideas are seen as products in this approach. Member fees, donations, services and voting behavior are also considered as prices (Okumuş, 2007). Promotion, which is one of the elements of the political marketing mix, is explained as a communication process that is made up of conscious, programmed and coordinated activities performed by political organizations to ensure the adoption of a political party's candidate or ideas (Uslu Divanoğlu, 2008). In a study conducted with 400 participants (200 men and 200 women) to determine the use of political content consumption tools such as electronic media - television and radio by the people of Pakistan during the 2008 elections and its effects on the voting behavior of the voters, it was determined that women use television more than men to get political information (Yaser vd., 2011).

According to Newman (1994), the central principle of political marketing is set around the concept of "change". This process spreads out when the voters declare their vote, where they exchange their support for the services which the party or candidate would address via an enhanced governance structure post-election. Political marketing, therefore, offers political parties and candidates with the means to deliver different voter concerns and requirements through the application of marketing analysis, planning, implementation, and control techniques in election campaigns (Cwalina et al., 2015; O'Cass, 1996).

In addition to gender, age, occupation, education level, which are known as socio-demographic variables, such factors as family structure, socio-economic status, residence, ethnicity, belief, attitudes towards the party, leader and candidates and the level of interest shown in the elections are effective factors in the preferences of voters. A person's demographic characteristics are seen as a solid data source in predicting the choice he/she would make, as a result (Damlapınar & Balcı, 2005; Kalaycıoğlu, 1999).

Gender is an important indicator among demographic variables (Kaid, et al., 2007a). Likewise, in the political process, there are differences in voting behaviors between male and female voters (Newman & Sheth, 1984). Studies investigating the extent to which women support female candidates offer varying findings. Likewise, while certain scholars suppose that female voters are inclined to support female candidates barely centered on their shared gender, this viewpoint is not universally grasped (Ferree, 1973; Hershely, 1977; Studlar & Welch, 1986; Plutzer & Zipp, 1996; Sanbonmatsu, 2002; Dolan (1998, 2001, 2004) argue that the partisanship of the candidates is as important as the gender of the politician.

In this study, we intent to analyze the relationship seen between political marketing perception and political participation. To accomplish this goal, we carried out field research by surveying participants on their perceptions of political marketing and their level of political participation. The data obtained from the survey were analyzed to determine the effect of political marketing perception on political participation.

1. WOMAN VOTERS AND POLITICAL MARKETING

As a social being, human should be dealt with together with the society. The individuals that make up the societies are exposed to environmental, cultural, social, economic, and religious effects. These

effects can determine both the social life and individual preferences of the individual. Men and women are influenced in different ways by these dynamics that impose individuals and may show different reactions. Men and women, who shape their lives under the pressure of the roles that society has assigned to them, can also shape their political preferences and behaviors under this influence (Erzen, 2011).

In terms of political behavior, it was observed that women participate in politics at all levels less than men in most countries (Tekeli, 1981). In addition to social, cultural, and environmental factors, the level of political interest and knowledge, the fact that women have the right to vote and be elected much later than men are effective in women's less participation in politics.

Although women's participation in politics is less than men in most societies, the extent and intensity of women's participation in politics also varies according to the social structure. The fact that women are less interested in politics than men can be attributed to many reasons. Many such factors as women's marital status, socioeconomic status, employment, education level, age are effective in their level of participation in politics. In addition, education and marriage are regarded among the main factors affecting the political behavior differences of women (Öztekin, 2016). As the level of education decreases, the rate of women being a member of political parties and carrying out active activities decreases (Kışlalı, 2007).

It is assumed that women are less interested in elections than men. Accordingly, it is thought that marriage and social class are similarly effective in this situation, and this is confirmed in the researches. Many women regard the "family factor" as more effective in determining their political preference than men (Doğan & Göker, 2021). According to researches, married women go to the polls more often under the influence of their husbands. Women who grow up in a patriarchal environment are exposed to the guidance of men (husband, father, brother, etc.) in their political preferences, and they make their political participation behavior accordingly. In industrialized, modern, and democratic societies, women can make more free decisions.

The profession of women can also be effective in the behavior of political participation. For example, political participation is more common among women working as public officials compared to women working as workers (Kışlalı, 2007; Çağlar, 2011). The economic independence of women is effective in their political choices and behaviors. In addition, women with profession and income can show more active political participation behavior than women without economic power. In other words, working women exhibit political participation regardless of male hegemony. In a nutshell, researches demonstrate that women who are working, and having economic independence, a profession and a high level of education show more active participation in politics without being influenced by their family and close relatives.

Researches show that women tend to have lower levels of political knowledge than men. (Kaid, et al., 2007a). Although there are many sociological factors influencing the political behavior and political knowledge level of the voter, it was determined in the studies that the personal characteristics of the individuals play a decisive role in the level of knowledge and in the political preferences, in turn. It is known that gender is an important variable, especially with the effect of cultural and social factors. It is understood that the most crucial factor in political information is the level of interest in politics. As the interest in politics rises, it is seen that both the rate of political knowledge and the rate of having the right political knowledge increase (Doğan & Göker, 2021).

It is stated that the low number of female politicians that they would take as role models is effective in the lack of political knowledge and interest of women in politics (Kaid et al., 2007a). In this context, women who cannot reflect themselves in the political arena feel more alienated from politics and may become more cynical. Finally, it is emphasized in the studies that women evaluate the factor of political knowledge as less trustworthy in this context (Kaid et al., 2007 b).

There are data that women tend to go to the polls less than men, except during crisis periods. While men hardly change their political preferences, women do not seem to be determined as much as men. The personality of the party leader or candidates generally affects women more than ideologies and party programs (Kışlalı, 2007). However, female voters are more persuasive in election campaigns than men, as the probability of women identifying with a particular party is lower than male voters (Campbell, 2006). Therefore, political parties and candidates should act by taking this data into account when planning their election campaigns and political marketing activities.

In the context of gender roles, women are often perceived as being primarily responsible for household chores and child-rearing. This situation can hinder women's participation in politics. Furthermore, the operational procedures of political parties can pose a barrier to women's involvement in politics. Additionally, male-dominated political parties frequently exploit women as mere figureheads and nominate them for positions where they are unlikely to be elected. These aforementioned factors can be identified as reasons for the underrepresentation of women in political representation. For example, a research study was conducted with the objective of examining the obstacles faced by Pakistani women in achieving political representation both at the national and local levels. The findings of the study revealed the existence of a gender-related barrier, which encompassed cultural, socio-economic, historical, and institutional factors that hindered women's access to political representation (Ara & Northcote, 2020.)

Increasing women's representation can foster greater interest among women in politics. Moreover, the endorsement of women's representation, particularly by political party leaders, may be positively received by the electorate. To illustrate, Fernandez and Valiente (2021) examined approaches utilized to enhance women's representation in politics. The study recommended the implementation of affirmative action measures, such as gender quotas, as a means to increase women's representation. Furthermore, the study highlighted that the establishment of gender quotas is generally met with public support in countries where they have been implemented, as they aim to facilitate greater female presence in politics.

The low tendency of women to participate in politics can be considered as a reflection of the lack of interest in political life and political issues in general (Kışlalı, 2007). Campbell (2006) states that female voters give more priority to health or education expenditures than men, but this will only turn into voting behavior if political parties disagree on these issues.

In the study titled "The Changing Role of Female Voters in India" by Shantha (2019), it is stated that female voters have become more and more important in politics for all political parties because the political participation of women has increased recently. Since women have become a decisive actor in politics, it is noted that political parties should give more importance to women's issues in their election campaigns.

According to the general trend revealed by the studies that have been repeated over time, it is seen that the differences between the voting behaviors of women and men are decreasing and the behaviors of women and men in the political context are increasingly similar to each other. (Tekeli, 1981).

According to the research conducted to reveal how the effect of political marketing factors on the tendencies of the voters differ according to the gender of the voters, it was determined that men are more affected by the party leader, party program and ideology than women (Öcal et al., 2011). Çavusoğlu et al., on the other hand, (2015), found that female voters see variables such as political party, candidate, and party leader as an important factor in voting, while male voters see party ideology and actions as vital factors. In the study, female voters state that it is not notable to specify the direction of the votes of the results of the public opinion polls, while the male voters state that they are undecided on this issue. In their study, Karaçor and Gözüm (2012) concluded that there appeared no significant difference among male and female participants in terms of perception levels regarding political marketing practices.

Demirtaş and Orçun (2015) found in a study on students that female students are happier to see young people in politics than male students and that male students follow the political agenda at a higher level than female students. According to the study, it is stated that young male voters give more importance to candidates in their political product preferences than female voters. It has also been determined that female voters tend to vote at a lower level than male voters for a political party that produces religion-oriented policies and activities. The visits of the candidates to their homes and workplaces are seen as a substantial activity in political promotion. According to the research, female voters are less affected by candidates' home and workplace visits than male voters. However, male voters are more influenced than female voters by the candidates' phone calls to voters in their polling districts. Another outstanding difference is that male voters are more impressed by the promotional mix components such as souvenirs and aids distributed by the parties during the election periods compared to female voters.

Although women's voting behavior does not meet many of the criteria of group politics, many women voters have started to be influential on campaign discourses and election issues lately. These changes formed a prominent policy in the Republican campaign in the United States in 1988, especially to win undecided female voters (Mueller, 1991).

Hayes and McAllister's (2001) study shows that a considerable number of female voters' experience disconnection from party politics, which is especially evident among undecided voters. Still, it is acclaimed that there has been an increase in competition amid political parties to obtain the support of female voters.

When an evaluation is made in the context of general and local elections in terms of political participation and voter preferences, studies in the literature mostly mention the low level of political participation and involvement of female voters in general elections. However, Boyraz (2017) observed that female voters are represented more intensely than other clusters in the sensitive electorate cluster, which has a high level of influence by all factors in local elections. This shows that female voters should be one of the primary target audiences of political marketing on a local scale.

Harmer and Wring (2013), who stated that female voter groups have long been potentially vital in determining the outcome of elections, researched and compared the Conservative Party's policies in England to address the concerns of mothers with children. In the study, it was found that a traditional message that the primary role of female voters is a domestic role is supported in party politics. Despite this, it is also stated that the emergence of social networking sites provides opportunities, especially for women, to assert themselves more consciously in various spheres of public life, including politics. Moreover, Harmer and Wring (2013) inform that major parties and their male leaders view social media platforms as a vital way to connect with female voters, and this contributes to supporting the impact of web presence.

All the findings constitute worthy data for political parties and candidates to reach female voters and impress their political attitudes and behaviors. As it is clearly understood that traditional media (Işık, 2005) and new media environments are effectively used to inform the target audience about the candidate, to show the changes in the candidate's attitudes and behaviors, and to affect the perception of the voters.

2. RESEARCH

There are studies in the literature related to determining the marketing perceptions of voters. In this research, quantitative research processes were used to determine the marketing perceptions of the participants. The aim of the study is to evaluate the perception of marketing communication in terms of generations within the framework of political marketing. In this section of the study, the purpose and importance of the research, research model and hypotheses, data collection tool, population and

sample, data collection process, analysis of data, and findings obtained in the research are emphasized. These findings are described and interpreted.

2.1. The Purpose and Significance of The Research

Marketing communication plays a significant role in political practices, as effective communication strategies are necessary for political campaigns to establish connections with voters and encourage them to support a particular candidate or issue. Research conducted in this field often focuses on investigating the role of media, such as social media, in political communication, as well as examining the effectiveness of various types of messages and campaigns. Additionally, studies may explore the impact of candidate image and reputation, voter demographics, and political polarization on communication strategies. The present study aims to assess marketing communication perception in political marketing with respect to different generations among female voters, which distinguishes it from prior research in this field. Specifically, this study attempts to determine the perceptions of female voters according to their generations. That is, especially females were chosen as the participant group. Because female voters are considered as an important target group in terms of political marketing strategies. Moreover, the number and influence of female voters has been increasing in many countries recently. Political parties focus on the needs and priorities of female voters and use various marketing tactics to win them over and gain their support.

2.2. Research Model and Hypotheses

A research model was proposed using a scale taken from the literature, which is aligned with the aim of the study. Each variable included in the research was displayed within a box in the model. The relationship between the variables and generations was indicated using arrow signs. The model developed in the scope of the study is illustrated in Figure 1. The research hypotheses were also presented in this section.

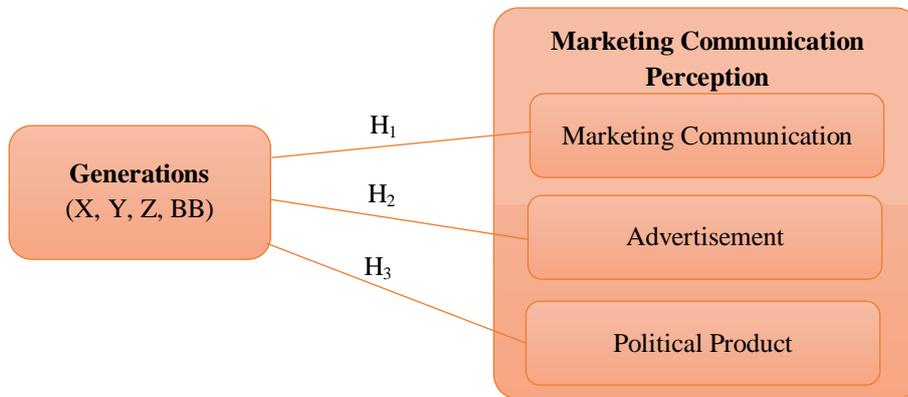


Figure 1: Research Model

The research hypotheses are as follows:

H₁: There are differences in marketing communication perception among generations.

H₂: There are differences in advertisement perception among generations.

H₃: There are differences in political product perception among generations.

2.3. Data Collection Tool

A 15-item survey was designed to evaluate voters' perceptions of political marketing communication and their demographic characteristics in two main sections. The first section consisted of 14 Likert-type scale questions on a five-point scale (1=strongly disagree, 5=strongly agree) aimed at determining

participants' perceptions of political marketing communication within the context of political marketing. The scale used in this study was obtained by adapting scales used by Demitaş (2010) and Akbıyık (2014) (Cronbach's Alpha=,92; KMO=,93). The second section contained only one question related to participants' socio-demographic characteristics. In this study, data were collected by grouping participants according to generations, as the aim was to determine voters' perceptions of political marketing communication within the context of political marketing by generations.

After the preparation of the questionnaire, two experts in the field were consulted, and a preliminary test was conducted on a sample of 40 participants to evaluate the clarity and comprehensibility of the questionnaire and to make any necessary adjustments based on the feedback received. Subsequently, the final version of the questionnaire was obtained.

2.4. Universe and Sample

The population under study comprised female individuals from all professions belonging to the BB, X, Y, and Z generations with no restrictions on their ability to vote in elections. Due to time constraints and difficulties in obtaining a representative sample (Gegez, 2014; Anderson et al. 2011), a non-probability sampling method known as "convenience sampling" was utilized in this research. Prior to data collection, a pilot study was conducted with 40 participants to refine the questionnaire based on the results of the initial investigation that aimed to evaluate the clarity and comprehensibility of the questionnaire items. It was determined that the statements were easily understood, and no changes were made to the questions, and thus the questionnaire was finalized. Online questionnaire forms were distributed to participants with internet access. The results of the surveys indicated that a total of 489 participants were included in the study, with 50 participants from the BB generation, 124 from the X generation, 167 from the Y generation, and 148 from the Z generation.

2.5. Analysis of Data

The aim of this study is to determine whether there is a difference in marketing communication perception in political marketing based on generations. Drawing on the existing literature, the study shows that there is a difference in the perception of marketing communication for advertisement and political products. In the analysis of the data set, SPSS 22 statistical package programs were utilized for the analysis of the research model. Descriptive statistics techniques were exerted to specify participants' socio-demographic characteristics. Various statistical analyses were performed on the data in this study, such as "Reliability," "KMO test," "Factor Analysis," "Correlation Analysis," "ONEWAY ANOVA," and "Post Hoc Tests."

3. FINDINGS

The choice between parametric and non-parametric analysis for data analysis depends on whether the data exhibits a normal distribution. Accordingly, prior to proceeding with the analysis, missing and outlier data were checked and Skewness and Kurtosis values were examined. The values were found to be within the range of 1,5 to 2,5, as suggested by Orhunbilge, (2010), indicating a normal distribution of the data. Parametric tests were deemed suitable for the analysis without any transformations, therefore. The study aimed to assess marketing communication perception in political marketing for different generations of participants, which was done using quantitative analysis methods.

3.1. Socio-Demographical Characteristics

To overcome the limitations of time and cost associated with reaching the entire population, a survey study was conducted using a standard sample size of 384 participants, as suggested by Anderson et al. (2011). However, to enhance the reliability of the research outcomes and improve the generalizability of the analysis results, data was collected from a larger number of individuals than the recommended sample size of 384. The study focused on voters' perceptions of political marketing communication in

the context of political marketing, categorized by generations. A total of 489 participants were included in the study, comprising 50 participants from the BB generation (%10,2), 124 from the X generation (%25,4), 167 from the Y generation (%34,2), and 148 from the Z generation (%30,3). The BB generation participants exhibited lower participation rates due to their lower frequency of smartphone usage compared to other participants and their reluctance to respond to survey questions.

3.2. Factor Analysis on Political Marketing

Table 1. Factor Analysis Related to Determination of Marketing Communication in Political Marketing

	Question	Item	Factor	Explained Variance	Reliability Sig.
Marketing Communication	B12	The outreach of political candidates via telephone has the potential to influence my electoral decision-making.	,849	32,899	,917
	B13	The transmission of SMS messages by political campaigns is a factor in my voting deliberations.	,845		
	B11	The embellishment of public spaces, such as streets, with posters, flags, and pictures by political campaigns could sway my voting choice.	,811		
	B9	Political party emails can have an impact on my electoral decision.	,760		
	B10	Visits by candidates to residences and workplaces are a consideration in my voting choice.	,693		
	B14	The provision of souvenirs and aid by political campaigns is a factor in my electoral decision-making.	,674		
	B8	The use of election-themed buses, songs, and folk tunes by political campaigns influences my voting decision.	,645		
Advertisement	B3	Advertisements in newspapers are a factor in my electoral decision-making process.	,883	30,427	,925
	B2	Political advertisements broadcasted via radio have an influence on my voting decision.	,866		
	B1	Political advertisements broadcasted on television have the potential to sway my electoral choice.	,845		
	B4	Outdoor advertising, such as billboards and posters, can have an impact on my electoral decision.	,834		
	B5	Promotions and advertising campaigns disseminated through social media platforms are a consideration in my voting deliberations.	,633		
Political Product	B6	Participation of political leaders in debate programs is a factor in my electoral decision-making process.	,905	12,556	,669
	B7	Political rallies that are organized have the potential to sway my voting choice and influence my electoral decision.	,623		
Total Explained Variance				75,882	

In this study, table 1 is a critical source of information as it presents factor loads, explained variances, and reliability values of the factor dimensions. The analysis involved categorizing the questionnaire items into three distinct factors, with all items meeting the minimum factor load threshold of 0,45. The overall explained variance obtained from the factor analysis was 75,882%. Notably, factor analysis is a statistical technique that aids in exploring the underlying structure of a set of variables, revealing the relationships between different items. The findings of the factor analysis indicated the existence of three discrete factors, each comprising a set of items, named as “Marketing Communication,” “Advertisement,” and “Political Product,” respectively.

Table 2. Values of Marketing Communication in Political Marketing Factors

Factors	Variable Number	Cronbach Alfa	Explained Variance	Eigenvalues
Marketing Communication	7	,917	32,899	7,796
Advertisement	5	,925	30,427	1,581
Political Product	2	,669	12,556	1,191
Total Explained Variance		75,482%		
Cronbach Alfa		,923		
KMO Test		,927		
Bartlett's Test of Sphericity		X ² : 5716,596; Sig:0.000		

Table 2 is a vital source of information on the political marketing factors, providing details on the number of variables for each factor, Cronbach's Alpha values for the factor dimensions, total explained variance of the factors, total KMO value, and Bartlett sphericity test scores. The analysis yielded a high overall explained variance rate of 75,882%. The KMO test value was 0,927, which indicates that the sample was adequately representative, and the Cronbach's Alpha value was 0,923, demonstrating strong internal consistency. The Bartlett's test value was statistically significant ($p < 0,05$), indicating that the correlation matrix was not an identity matrix.

3.3. Testing of Research Hypotheses

In this study, both One-way ANOVA and correlation analysis were employed to test the research hypotheses, aiming to explore the possible association between consumers' generational differences and their perception of marketing communication in the political marketing context. The analytical results were expected to shed light on whether such a relationship existed or not.

3.4. One way ANOVA Analysis Related to Hypotheses of The Study

H₁: There are differences in marketing communication perception among generations.

H₂: There are differences in advertisement perception among generations.

H₃: There are differences in political product perception among generations.

Table 3. Anova Test Results According to the Generations Related to the Determination of Political Marketing Perceptions

	Generations	N	M	Sd	F	Sig
Marketing Communication	Z	148	-,13807	,10122	1,073	,360
	Y	167	,03662	,09968		
	X	124	,01105	,10354		
	BB	50	,09081	,12499		
Advertisement	Z	148	-,21277	,10625	2,625	,049
	Y	167	-,04497	,10476		
	X	124	-,00033	,10881		
	BB	50	,25807	,13136		
Political Product	Z	148	-,19507	,11169	3,818	,010
	Y	167	,04307	,11012		
	X	124	-,18679	,11437		
	BB	50	,33888	,13807		

A One-Way ANOVA analysis was conducted to examine the significance of political marketing dimensions across different generations. Upon reviewing Table 3, it was found that there is a

statistically significant difference in the dimensions of advertisement and political products across generations, as indicated by a p-value less than 0,05. To further investigate these differences, a post-hoc Tukey test was employed:

There is a difference in the means of the participants in Generation Z and Baby Boomer generation in terms of advertisement dimension. The mean values of Generation Z participants are lower than those of Baby Boomer participants. In other words, it can be stated that the Baby Boomer generation may be more influenced by newspaper, television, radio, and outdoor advertisements as well as social media shares than the Generation Z.

Based on the analysis of political product dimension, there exists a disparity in the mean values between participants from Generation Z and Baby Boomer generation. Specifically, the mean values of Baby Boomer participants were found to be higher than those of Generation Z participants. This suggests that the Baby Boomer generation may be more influenced by political leaders and party rallies compared to the Generation Z.

In this context, the “**H₁**: There are differences in marketing communication perception among generations.” hypothesis was rejected ($p > 0,05$). However, “**H₂**: There are differences in advertisement perception among generations.” and “**H₃**: There are differences in political product perception among generations.” hypotheses were accepted ($p < 0,05$). In a nutshell, while two hypotheses were accepted, one hypothesis was rejected in the study.

Table 4. Determination of the Relationship Between Political Marketing Dimensions and Generations by Correlation Analysis

Generations	Marketing Communication	Advertisement	Political Product
Z	r: -,078 p: ,083 n: 489	r: -,098* p: ,030 n: 489	r: -,080 p: ,076 n: 489
Y	r: ,038 p: ,402 n: 489	r: ,006 p: ,900 n: 489	r: ,064 p: ,159 n: 489
X	r: ,016 p: ,719 n: 489	r: ,029 p: ,524 n: 489	r: -,067 p: ,140 n: 489
BB	r: ,036 p: ,427 n: 489	r: ,098* p: ,030 n: 489	r: ,118** p: ,009 n: 489

As mentioned before, the research sample comprised a total of 489 participants, with representation from four distinct generations. Among the participants, 50 individuals (%10.2) belonged to the Baby Boomer generation, 124 individuals (%25.4) were from Generation X, 167 individuals (%34.2) were from Generation Y, and 148 individuals (%30.3) were from Generation Z. The study classified participants into four generational groups based on their birth years. Specifically, Generation Z pertained to individuals born in or after the year 2000, Generation Y encompassed those born between 1980-1999, Generation X included those born between 1965-1979, and Baby Boomers referred to those born between 1944-1964 (Altuntuğ, 2012).

To investigate the relationship between political marketing dimensions (marketing communication, advertisement, political product) and Generation Z, a correlation analysis was performed. The results of the correlation analysis conducted to determine the association between the political marketing dimensions and Generation Z revealed that no significant relationship could be identified in the dimensions of marketing communication and political product, as indicated by p-values greater than 0,05. However, a statistically significant, positive, and very low relationship was observed between the

advertisement dimension and Generation Z, with a Pearson correlation value of $r = 0,098$ and p-value less than 0,05 (Table 4).

A correlation analysis was carried out to explore the relationship between political marketing dimensions (marketing communication, advertisement, political product) and Generations X and Y. The results of the analysis indicated that no significant association could be found between any of the political marketing dimensions and Generations X and Y, as demonstrated by p-values exceeding 0,05 in each dimension (Table 4).

A correlation analysis was conducted to investigate the relationship between political marketing dimensions (marketing communication, advertisement, political product) and Generation BB. The findings of the analysis revealed that no significant association could be found in the marketing communication dimension, with p-values exceeding 0,05. However, a statistically significant, positive, and very weak relationship was observed between the advertisement and political product dimensions and Generation BB, with Pearson correlation values of $r = 0,098$ and $r = 0,118$, respectively, and p-values less than 0,05 (Table 4). Based on the results, it is apparent that the Baby Boomer generation may be more susceptible to the influence of various advertisement channels, including print and digital media, as well as political leaders and party rallies in comparison to other generations.

CONCLUSION AND RECOMMENDATIONS

The study aimed to identify statistically significant associations between female participants' generational cohorts and their perceptions of political marketing. To achieve this, quantitative analysis techniques were employed, utilizing a scale that has been previously established for its reliability and validity in the existing literature. The goal was to ascertain the relationship between participants' generational cohorts and their perceptions of political marketing in a manner consistent with established research practices, thus ensuring the robustness of the findings.

The study on perception of marketing communication in political marketing from a generational perspective identified three factor dimensions: marketing communication, advertisement, and political product. These factors were analyzed in relation to different generational cohorts, namely Baby Boomers, Generation X, Generation Y, and Generation Z. However, it is worth noting that there have been more recent studies on the topic, which have expanded on these findings. As political marketing is becoming increasingly important in modern election campaigns in that there seem a significant relationship between political advertising and voter behavior. Besides, the use of social media in political marketing has increased significantly in recent years alike.

The study, as mentioned before, revealed the presence of three distinct factors within political marketing perceptions. These factors, namely "Marketing Communication," "Advertisement," and "Political Product," were named based on the specific items they encompassed. This categorization allows for a comprehensive understanding of the different dimensions that constitute political marketing as perceived by individuals.

To explore the association between participants' generational cohorts and their dimensions of political marketing perception, a correlation analysis was performed. The findings indicated the presence of a statistically significant, positive, and minimal relationship between certain dimensions.

According to the correlation analysis, there appeared an association between different dimensions of political marketing (marketing communication, advertisement, political product) and Generation BB. However, the findings also revealed that no statistically significant relationship was found in the marketing communication dimension, as indicated by p-values exceeding 0,05. However, a statistically significant, positive, albeit very weak, relationship was observed between the advertisement and political product dimensions and Generation BB. The Pearson correlation coefficients were $r = 0,098$ for advertisement and $r = 0,118$ for political product, both with p-values

less than 0,05 (Table 4). These results suggest that the Baby Boomer generation might display greater susceptibility to the influence of various advertisement channels, including print and digital media, as well as political leaders and party rallies, when compared to other generations. This indicates that the Baby Boomer generation may be particularly receptive to political messaging conveyed through these mediums. It is worth noting that appropriate caution should be exercised when interpreting the weak correlation coefficients, as they indicate only a limited degree of association.

The study has certain limitations that also serve as recommendations for future research. Firstly, it is important to note that the research was conducted within a specific city and on a specific scale, limiting the generalizability of the findings to a broader Turkish context. Future studies should aim to include participants from different cities and regions to enable comparisons and enhance the generalizability of the results. Secondly, the study focused solely on female voters in the Isparta province who were above 18 years old and had access to the internet and smartphones. This restricted participant selection may have introduced bias and limited the diversity of perspectives. Future research should consider including a wider range of demographic backgrounds to obtain a more representative sample. Thirdly, the use of online survey methods, while convenient, lacks the personal interaction and context provided by face-to-face interviews. Moreover, the accuracy of participants' answers in the survey remains uncertain.

Nevertheless, the identification of a connection between political marketing perception and generational cohorts in this study suggests a promising avenue for future research. Conducting similar studies on a larger scale, incorporating a more diverse sample, and spanning a longer time period, would allow for longitudinal analysis and provide more insightful and detailed outcomes.

Understanding the interests and concerns of female voters helps political parties offer women-focused policy recommendations. For example, it is known that women attach more importance to issues such as equality, prevention of gender-based violence, women's employment, and childcare. Parties can try to gain the support of female voters by developing policies on these issues. In addition, communication, and messages for female voters also play an important role in political marketing. It is important to pay attention to the issues that women can be sensitive to and to use a language that women voters can understand and connect with. Also, highlighting female leaders and candidates can also affect female voters. Similarly, cooperation can be made with women's organizations, non-governmental organizations, and women's solidarity groups in the society to reach women voters. Reaching women voters through these groups and understanding their suggestions, demands and expectations can contribute to more effective political marketing strategies. For political parties and candidates to get the vote, which is their absolute goal, especially to gain the support of women voters, women's empowerment, equal representation, and women-oriented policies can help political parties to establish bonds with women voters and gain their support.

In conclusion, it is of utmost importance to evaluate the perception of marketing communication in political marketing from a generational standpoint to grasp the intricacies and efficacy of political campaigns. By conducting an extensive examination of existing scholarly works, pinpointing significant generational groups, and employing suitable research methodologies, researchers can acquire invaluable knowledge regarding the varying perceptions and responses of different generations towards marketing communication strategies implemented in political campaigns.

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