

Effect of Voters' Demographic Profiles, Political Participation and Commitment Levels on Political Promotion Mix Elements: Case of Adana

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Abstract

Political parties and candidates intensively use political promotion activities to reach voters during election campaigns. They develop relationships with the voters via campaigns to influence their voting behavior. It is important to measure influence of campaign activities on voters' behavior in order to organize election campaigns for the next elections. This study aims therefore at determining influence levels of campaign activities involving political promotion mix elements and discussing whether such levels differ in terms of demographic characteristics, political participation levels and commitment levels of voters in Adana. Pursuing this aim, a field research was organized and conducted in Adana analyzing June 7, 2015 parliamentary elections. Six hypotheses, which were developed in relation to level of being influenced by political promotion mix elements in line with the purpose of research, were tested. Significant differences were observed between demographic characteristics of voters (age, marital status and education level) and their levels of being influenced by political promotion. Moreover, there is significant difference between political participation level of voters and their levels of being influenced by political promotion. Significant difference is also found between commitment level of voters and the levels of being influenced by political promotion. However, no significant difference was observed between gender of voters and their levels of being influenced by political promotion. In conclusion, study results present that voters are influenced from all activities involving political promotion mix elements at different levels.

Keywords: Political Marketing, Political Promotion Mix, Electoral Campaigns

Seçmenlerin Demografik Özellikleri, Siyasal Katılım ve Bağlılık Düzeylerinin Politik Tutundurma Karması Üzerindeki Etkisi: Adana İli Örneği

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Öz

Günümüzde siyasi partiler ve adaylar seçim kampanyaları süresince seçmenlere ulaşmak için politik tutundurma faaliyetlerini yoğun olarak kullanmaktadır. Bu sayede seçmenle ilişkilerini geliştirerek onları etkilemektedirler. Seçmenlerin bu faaliyetlerden etkilenme düzeylerinin ölçülmesi, bir sonraki seçim dönemi kampanya faaliyetlerinin düzenlenmesi açısından önemlidir. Dolayısıyla çalışmanın amacı, Adana'daki seçmenlerin politik tutundurma karması unsurlarına yönelik faaliyetlerden etkilenme düzeylerini belirlemek ve bu düzeylerin seçmenlerin demografik özellikleri, siyasal katılım düzeyleri ve bağlılık düzeyleri açısından farklılık gösterip göstermediğini ortaya koymaktır. Bu amaca yönelik olarak Adana'da 7 Haziran 2015 Genel Seçimleri'ni inceleyen saha araştırması gerçekleştirilmiştir. Araştırmanın amacına uygun olarak, politik tutundurma karmasından etkilenme düzeyine göre geliştirilen altı hipotez test edilmiştir. Seçmenlerin demografik özellikleri (yaş, medeni durum ve eğitim durumu) ile adayların kullandığı politik tutundurma karması elemanlarından etkilenme düzeyleri arasında anlamlı farklılık görülmüştür. Ayrıca seçmenlerin siyasal katılım düzeyleri ve partilere yönelik siyasal bağlılık düzeyleri ile politik tutundurma karması elemanlarından etkilenme düzeyleri arasında da anlamlı farklılık vardır. Ancak seçmenlerin cinsiyetleri ile politik tutundurma karması elemanlarından etkilenme düzeyleri arasında anlamlı farklılık görülmemiştir. Sonuçta, araştırma sonuçları seçmenlerin politik tutundurma karmasına yönelik faaliyetlerin tamamından farklı düzeylerde etkilendiklerini ortaya koymaktadır.

Anahtar Kelimeler: Politik Pazarlama, Politik Tutundurma Karması, Seçim Kampanyaları.

Introduction

Market knowledge is vital for political marketing. Without comprehending the sector, its means by which it carries on and it needs politicians cannot settle on accurate choices about how to react to it (Lees-Marshment, 2009, p.76). Each country shows different characteristics in terms of political, economic, social, cultural, religious and ideological structure. Structure of each political market is thus shaped differently. Relations between voters (qualities, demands, needs and expectations) and political parties (number and qualities) are idiosyncratic. Political parties and/or candidates should primarily make a detailed analysis of the political market (Polat, 2015, pp.103-105). In the field of politics, there is no real market; instead we would refer to "a voters buyer audience". There is no objective and concrete demand; there are citizens who are at the voting age (voters). Depending on ideas defended by the candidate, political marketing allows for "qualification" and "quantization" of customers (Bongrand, 1992, p.18). Political market can be expressed as a group of people who are willing to accept and buy, and who are in a position to buy individuals, organizations, ideas, programs and services that are marketed by political parties (Tan, 2002, p.15). Political market is comprised of sellers and customers who exchange something of value. Political parties and candidates offer representation to customers who in turn offer their support (Scammel, 1999, p.722).

Political parties may use political marketing elements when conveying their ideas to voters. According to Tan (2002, p.20) political marketing mix aims generally at political behavior and specifically at voting behavior of its electorate. Perceptions, attitudes and voting behaviors of the electorate would be influenced via political marketing mix elements in order to ensure that the voter acts in line with the party preferences (Divanoğlu, 2007, p.106). Creating a correct political marketing mix in order to succeed the election is important for political parties and candidates. Put in other way, the main component of success in elections is the correct use of political mix elements (Demirtaş and Orçun, 2015, p.41). According to İslamoğlu (2002, p.115), elections can be won by using marketing mix elements in a way to ensure voters developing perception, attitudes and new behaviors in favor of the party and/ or candidate.

The extent of the success would be pre-defined by means of measurement and assessment criteria.

2. Literature review

In this section, the relevant literature is briefly reviewed on the concepts of political marketing and political promotion.

2.1. Political Marketing

Lees-Marshment (2009, pp.28-29) claims that political marketing is not just about communication, advertising or campaigning. Parties are acting like enterprises, utilizing market insight to advise configuration of the political item they offer, getting to be market – (or voter-) driven. He explains political marketing with a market-oriented / customer-focused approach. According to this approach, profit occurs when the consumer is satisfied (Mucuk, 2012, p.9). The concept of political marketing indicates all marketing tools, notions and philosophies that are used by political parties and organizations to develop campaigns and organize internal affairs. This conceptualization reflects emergence of political consumerism and fall of party loyalty in the Western democratic societies as well as emergent democracies (Lilleker, 2013, p.207).

Political marketing starts with the identification of political needs of candidates and parties, presents them to voters through various tactics and strategies in order to gain voter support in exchange. It continues with the necessary communication, information and persuasion processes to satisfy voters in exchange for their electoral support (Gürbüz and İnal, 2004, p. 8). Marketing science would thus be applied in politics and marketing would be used when election campaigns are announced. There exist various definitions of political marketing. In this study, the definition of American Marketing Association (www.ama.org) is adopted: “Political marketing is that marketing designed to influence target audiences to vote for a particular person, party, or proposition”. There are different approaches on emergence of political marketing. Some argue that the first political marketing activities started as of the end of 1960s, as they do not consider election campaigns and public relations

activities conducted for a certain period of time as political marketing. Others recognize such practices as the core of political marketing and argue that political marketing practices date back to 1930s (Parılı and Baş, 2002, p.13). In Turkey, even if the 1950 legislatives would be considered as the first elections when political marketing practices were conducted (Özkan, 2014, p.36), political marketing practices are actually started to be used in the elections held in 1984 and afterwards. Political parties and candidates have adopted political marketing practices to their campaigns by substantially using mass media in parallel with technological developments (Demirtaş and Özgül, 2011, p.16).

Comparison of the vote rate and election campaign expenses across previous and current elections would be taken as sources of an assessment. If there a failure is found after measurement of the results, political parties, leaders and candidates may check and develop controllable factors and prepare for the next elections (İslamoğlu, 2002, p.116). Marketing mix elements would also be used for political marketing. Since marketing of political activities is mainly marketing of an idea and future, 7P approach would be suggested as more suitable for politics (Polat, 2015, p.420). Components of a such approach in political marketing mix are; product, price, place, promotion, people, process and physical evidence.

2.2. Political Promotion

Promotion activities are crucial elements of political marketing mix According to Harris (2001, p.36), promotion plays a crucial role in political marketing mix. Candidates of a political party present and themselves to voters via promotion activities; those activities would be considered as marketing since they contribute to survival and development of the party (Tan, 2002, p.58). According to İslamoğlu (2002, pp.138-140), political promotion is a communication process consisting of many elements that conveys information about a political party, candidates, a leader or their policies and services targeting voters or individuals in a particular manner. Promotion campaigns run by candidates, party organizations and political groups mainly try to influence electoral behavior and to ensure voters behave in favor of their suggested political product package and designate election results accordingly (Polat, 2015, p. 447).

The power of communication to be created between target audience and institutions is the most important factor on the way to success in promotion of concrete goods or services offered by political parties, and promotion of products subject to political marketing (Kaleli, 2015, pp.21-22). Marketing communication is utilized for different reasons, not simply to win the election. We may enumerate some of those reasons as following: to strengthen the candidate's or political leader's image, to give information about the party and or the leader, induce voters to a perspective, make something clearer, counter negative assaults from the opposition, instruct and educate voters, pick up or build support for a specific bit of enactment, place an issue on the plan, and expand support for referendum proposition (Lees-Marshment, 2009, p.162). As a result, political promotion mix elements used by political parties would be identified as: advertising, propaganda, public relations, and promotional incentives (Tan, 2002; Lees-Marshment, 2009; Oktay, 2002; Bongrand, 1992; Bowler and Farrel, 2011; Polat, 2015; Divanoğlu, 2007). Today, parties/candidates intensively use political promotion activities to reach voters during election campaigns. They thus develop relationship with their electorate and influence it. As a result of such interaction, parties/candidates may maintain support of their existing electorate and/or gain support of floating voters. Due to such importance, the purpose of the study is to determine levels influence of political promotion mix activities and to present whether such levels differ in terms of demographic characteristics, political participation levels and commitment levels of voters via empirical study conducted in Adana for June 2015 elections.

3. Methodology

The research method is explained under three sub-sections: Population and sampling of the study, research model applied and hypotheses formulated in the study, and lastly data collection and questionnaire design.

3.1. Population and Sampling

The constituency in Adana in the General Election of June 7, 2015 was consisted of 1.477.328 voters. The sampling frame is determined as voters in Adana who vote for political parties that are represented as a group in the Great National Assembly of Turkey (TBMM); namely Justice and Development Party (AK Parti), Republican People's Party (CHP), National Movement Party (MHP) and Peoples' Democratic Party (HDP). Since the sample size is known, sample size is determined as 384 (Nakip, 2006, p.236). However, in order to strengthen reliability of the study, sample size is designated as 500. Stratified sampling, one of the methods of probability sampling, is used in the study. In stratified sampling, the sample is determined basing on stratas which are created based on certain characteristics of the sample, such as district and parties. Relevant numbers of units are then included in the sample from each strata . In this context, proportional distribution of the sample is made based on the number of voters in fifteen districts of Adana (www.yzk.gov.tr) and on vote rates received by abovementioned four parties in the districts of Adana in the General Election of June 7, 2015 (www.yzk.gov.tr). Accordingly, sampling distribution is shown in Annex1.

3.2. Research model and hypotheses

The research model includes demographic characteristics, levels of being influenced by political promotion, political participation levels, and commitment levels of voters. The research model is shown in Shape 1.

Basing on research model, six hypotheses are developed:

H1: There is significant difference between age of voters and their levels of being influenced by political promotion.

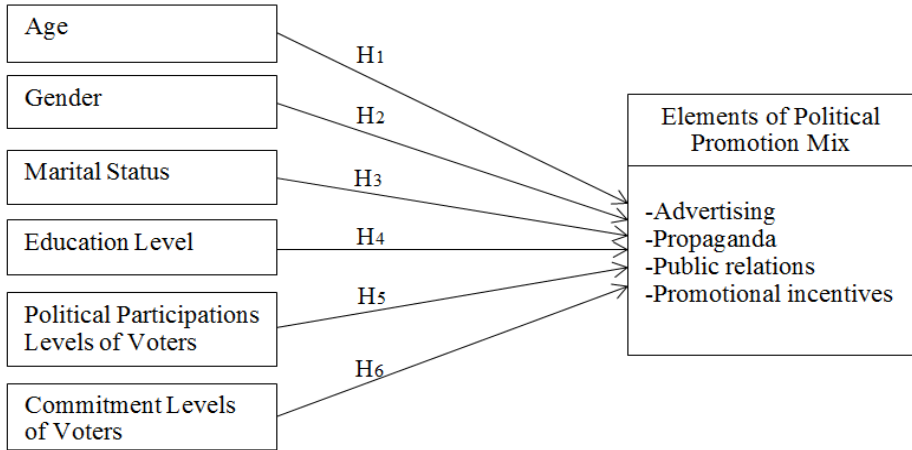
H2: There is significant difference between gender of voters and their levels of being influenced by political promotion.

H3: There is significant difference between marital status of voters and their levels of being influenced by political promotion.

H4: There is significant difference between education level of voters and their levels of being influenced by political promotion.

H5: There is significant difference between political participation levels of voters and their levels of being influenced by political promotion.

H6: There is significant difference between commitment levels of voters and their levels of being influenced by political promotion.



Shape 1. The conceptual model of the research

3.3. Data collection and questionnaire design

A questionnaire is used to measure the research hypotheses using multiple-item scales. Measurement scales and questions of the questionnaire are determined basing on relevant literature and purposes of the present study. Annex 2 presents references used for developing the questionnaire. The questionnaire is conducted following the elections, between June 8 and 21, 2015.

The questionnaire is comprised of eight questions to measure the level of being influenced by political promotion used in the election campaigns, supporting means of propaganda, political participation level, commitment level and demographic characteristics of voters. The first three questions comprise statements to which participants respond according to 5-point Likert scale. These questions seek to comprehend participants' level of being influenced by political promotion, political par-

ticipation level, and commitment level. The rest of the questions are designed to capture some demographic characteristics of the sample, namely age, gender, marital status, education level and occupation.

4. Analyses and Results

Demographic characteristics of participants are shown in Table 1.

Table 1. Demographic Characteristics of the Sample

| Demographic Characteristics | N | Percentage (%) |
|-----------------------------------|-----|----------------|
| Gender | | |
| Female | 234 | 46,8 |
| Male | 266 | 53,2 |
| Marital Status | | |
| Married | 298 | 59,6 |
| Single | 202 | 40,4 |
| Age | | |
| Between 18-35 | 204 | 40,8 |
| Between 36-45 | 132 | 26,4 |
| Between 46-55 | 81 | 16,2 |
| Between 56-65 | 52 | 10,4 |
| 66 and older | 31 | 6,2 |
| Education Level | | |
| Primary school graduate | 119 | 23,8 |
| Secondary school graduate | 89 | 17,8 |
| High school graduate | 164 | 32,8 |
| Bachelor's degree | 120 | 24,0 |
| Master's degree or PhD degree | 8 | 1,6 |
| Occupation | | |
| Qualified self-employed | 62 | 12,4 |
| Merchant/Industrialist/Shopkeeper | 68 | 13,6 |
| Civil servant | 44 | 8,8 |
| Worker | 73 | 14,6 |
| Retired | 48 | 9,6 |
| Housewife | 118 | 23,6 |
| Unemployed | 38 | 7,6 |
| Student | 49 | 9,8 |

As seen in Table 1, gender, marital status, age, education level and occupation of the participants are evaluated under demographic characteristics. Approximately 47% of participants are women, while remaining 53% as men. 60% of the participants are married, while 40% are single,

41% of participants are aged between 18-35, while approximately 33% are high school graduates. Lastly, approximately 24% of participants are housewives, 15% are workers, and 14% are merchants/industrialists/shopkeepers.

A reliability analysis is equally carried out on advertising, propaganda, public relations and promotional incentives as elements of political promotion mix. The results of reliability analysis are shown in Table 2.

Table 2. Reliability Analysis Results

| Political Promotion Mix Elements | Cronbach's Alpha |
|----------------------------------|------------------|
| Advertising | .926 |
| Propaganda | .801 |
| Public Relations | .890 |
| Promotional Incentives | .800 |

Accordingly, total Cronbach's Alpha coefficient of political promotion is .863. Alpha coefficients of advertising, propaganda, public relations and promotional incentives are respectively as follows: .926; .801; .890 and .800. Having an Alpha coefficient between $.80 < \alpha < 1.00$ indicates that the scale is highly reliable (Akgül and Çelik, 2003, p.435). In this respect, it would be suggested that the data set is highly reliable. Data on participants' levels of being influenced by political promotion mix elements are shown in Table 3.

Table 3 shows that participants are influenced at different levels from all activities related to political promotion mix elements. Participants said they are influenced from the following activities above average: 56.8% from public meetings, 53.6% TV news, debates and interviews, 49.8% from candidates' participation in social events, 49.2% from organization of press release and press conference by candidates, and 48.6% from television advertisements. Two activities related to political promotion mix influenced the participants with a value above 50%. On the other hand, participants said that they are not influenced or influenced at a very low level from the following activities: 61.4% from mobile messages, 55.8% from magazine advertisements, 53.8% from websites of candidates, 53% from cinema advertisements, 52.2% from flags/balloons/banners/pennants, 51.8% from radio advertisements, 50.2% from gifts such as badge, key holder, coffee etc.

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Table 3. Levels of being Influenced by Political Promotion Mix Elements

| Political Promotion Mix Elements | Not at all | Slightly | Moderately | Very | Extremely |
|---|------------|------------|------------|------------|-----------|
| | N (%) | N (%) | N (%) | N (%) | N (%) |
| Newspaper Advertisements | 117 (23,4) | 112 (22,4) | 95 (19,0) | 123 (24,6) | 53 (10,6) |
| Magazine Advertisements | 145 (29,0) | 134 (26,8) | 106 (21,2) | 86 (17,2) | 29 (5,8) |
| Radio Advertisements | 133 (26,6) | 126 (25,2) | 102 (20,4) | 100 (20,0) | 39 (7,8) |
| TV Advertisements | 60 (12,0) | 92 (18,4) | 105 (21,0) | 149 (29,8) | 94 (18,8) |
| Cinema Advertisements | 155 (31,0) | 110 (22,0) | 103 (20,6) | 100 (20,0) | 32 (6,4) |
| Online Advertisements | 136 (27,2) | 95 (19,0) | 105 (21,0) | 121 (24,2) | 43 (8,6) |
| Wall Advertisements | 134 (26,8) | 102 (20,4) | 119 (23,8) | 108 (21,6) | 37 (7,4) |
| Bill-board ads and Posters | 123 (24,6) | 101 (20,2) | 121 (24,2) | 114 (22,8) | 41 (8,2) |
| Vehicle Advertisements | 132 (26,4) | 96 (19,2) | 117 (23,4) | 117 (23,4) | 38 (7,6) |
| Delivery of Introductory Document by Mail | 126 (25,2) | 100 (20,0) | 99 (19,8) | 118 (23,6) | 57 (11,4) |
| Flyers, Brochures | 113 (22,6) | 108 (21,6) | 123 (24,6) | 116 (23,2) | 40 (8,0) |
| Catalogue / Introductory Book | 121 (24,2) | 124 (24,8) | 111 (22,2) | 111 (22,2) | 33 (6,6) |
| Introductory Film | 121 (24,2) | 117 (23,4) | 97 (19,4) | 117 (23,4) | 48 (9,6) |
| Flags/Balloons/Banners/Pennants | 110 (22,0) | 106 (21,2) | 132 (26,4) | 112 (22,4) | 40 (8,0) |
| Mobile Messages | 158 (31,6) | 103 (20,6) | 108 (21,6) | 92 (18,4) | 39 (7,8) |
| E-mail Messages | 184 (36,8) | 123 (24,6) | 92 (18,4) | 68 (13,6) | 33 (6,6) |
| Door-to-door Voter Visits | 81 (16,2) | 76 (15,2) | 102 (20,4) | 162 (32,4) | 79(15,8) |
| Canvassing with election office visitors | 78 (15,6) | 86 (17,2) | 95 (19,0) | 153 (30,6) | 88(17,6) |
| Phone calls and presentations | 131 (26,2) | 99 (19,8) | 102 (20,4) | 126 (25,2) | 42(8,4) |
| Organization of meetings, such as Commemoration, celebration, wishing merry holiday, etc. | 77 (15,4) | 99 (19,8) | 107 (21,4) | 151 (30,2) | 66(13,2) |
| Organization of special meetings such as conferences and seminars | 80 (16,0) | 93 (18,6) | 101 (20,2) | 157 (31,4) | 69(13,8) |
| Attending Social Events | 69 (13,8) | 73 (14,6) | 109 (21,8) | 171 (34,2) | 78(15,6) |
| Public meetings | 65 (13,0) | 53 (10,6) | 98 (19,6) | 179 (35,8) | 105(21,0) |
| Organizing press releases and press conferences | 75 (15,0) | 77 (15,4) | 102 (20,4) | 153 (30,6) | 93(18,6) |
| TV News, Debates and Interviews | 48 (9,6) | 61 (12,2) | 123 (24,6) | 174 (34,8) | 94(18,8) |
| Radio News, Conversations and Interviews | 102 (20,4) | 125 (25,0) | 108 (21,6) | 121 (24,2) | 44(8,8) |
| Newspaper articles, Conversations and Interviews | 86 (17,2) | 110 (22,0) | 112 (22,4) | 140 (28,0) | 52(10,4) |
| Candidate Website | 150 (30,0) | 119 (23,8) | 122 (24,4) | 80 (16,0) | 29(5,8) |
| Use of Social Media | 104 (20,8) | 88 (17,6) | 102 (20,4) | 139 (27,8) | 67(13,4) |
| Gifts such as Badge, Pen, Key holder, Coffee etc. | 144 (28,8) | 107 (21,4) | 112 (22,4) | 85 (17,0) | 52(10,4) |
| Organizing events such as free concerts, exhibitions | 121 (24,2) | 89 (17,8) | 103 (20,6) | 110 (22,0) | 77(15,4) |

Data on political participation levels of survey participants are shown in Table 4.

Table 4. Participation Levels of Voters in Political Activities

| Political Participation | Percentage (%) | | | | | | Mean | Std.Deviation |
|---|----------------|--------|-----------|------------|--------|------|------|---------------|
| | None | Rarely | Sometimes | Frequently | Always | | | |
| I attend public meetings of the party I support in elections. | 37,6 | 12,0 | 14,0 | 10,4 | 26,0 | 2,75 | 1,65 | |
| I visit election offices of the party I support. | 63,0 | 10,4 | 9,0 | 7,6 | 10,0 | 1,91 | 1,39 | |
| I work as a volunteer for the party I support in elections. | 67,8 | 10,0 | 7,0 | 6,6 | 8,6 | 1,78 | 1,32 | |
| I attend meetings of the party I support. | 64,0 | 11,2 | 7,6 | 9,0 | 8,2 | 1,86 | 1,34 | |
| I attend house and workplace visits of the candidates of the party I support. | 72,2 | 8,4 | 5,6 | 7,0 | 6,8 | 1,68 | 1,25 | |

As seen in Table 4, participation levels of survey participants in political activities are very low. About 38% of the participants stated that they never attended public meetings of the party they support. However, compared with other participation activities, the level of participation in public meetings as an environment where political excitement and party commitment is consolidated among the electorate is relatively higher. Percentage of those who said they have never worked as a volunteer for the political party they support is about 68%, while 64% of participants never attended party meetings. About 72% of the participants said that they never attended house and workplace visits of the candidates of the party they support, which constitutes the lowest level in our study, compared to other participation activities. Therefore, if we are to consider survey participants' responses, the average of five statements in question is $[(2,75+1,91+1,78+1,86+1,68)/5=2]$ calculated as two. Therefore, it is concluded that participants, and in general voters, rarely attend political activities.

Data on commitment levels of voters are shown in Table 5.

Table 5. Commitment Levels of Voters

| Commitment Level | Percentage(%) | | | | | | Mean | Std. Deviation |
|--|---------------|----------|------------|------|-----------|------|------|----------------|
| | Not at all | Slightly | Moderately | Very | Extremely | | | |
| I'd prefer voting for the same party. | 10,6 | 11,8 | 10,8 | 15,0 | 51,8 | 3,86 | 1,43 | |
| I trust in the political party that I voted for. | 6,6 | 5,8 | 10,8 | 20,8 | 56,0 | 4,14 | 1,22 | |
| I have enough knowledge about the political party and candidates that I support. | 8,2 | 7,0 | 19,4 | 21,8 | 43,6 | 3,86 | 1,28 | |

As seen in Table 5, a considerable part of voters, about 52%, prefer voting for the same party. The 56% of voters reported that they extremely trust their political party. Also, about 44% of voters have extreme knowledge about the political party and candidates they support. Therefore, when the answers of voters to all statements are considered, the average of three statements in question is about $[(3,86+4,14+3,86)/3=3,95]$ four. As a result, it was concluded that commitment levels of voters are high.

The six hypotheses, which were developed in relation to levels of being influenced by political promotion in line with the purpose and scope of the research, are tested. In the study, the Kolmogorov–Smirnov (KS) test was made to see whether the data matches with normal distribution. Table 6 shows the results of normality test.

Table 6. Results of Normality Test

| Political Promotion Mix Elements | Kolmogorov-Smirnov Z | Significance Level (P) |
|----------------------------------|----------------------|------------------------|
| Advertising | 0,046 | 0,014* |
| Propaganda | 0,081 | 0,000* |
| Public Relations | 0,049 | 0,006* |
| Promotional Incentives | 0,081 | 0,000* |

*p-value < 0,05

According to K-S test results conducted on the elements of political promotion mix, it is concluded that elements of political promotion mix

do not show a normal distribution [Significance Level (P) < Table value ($\alpha=0,05$)]. Moreover, the assumption of normal distribution ($P=0,027$; $K-S=0,043$) does not exist for political promotion as well. Non-parametric tests should therefore be used. In cases where variables do not have a normal distribution, the independent two-sample t-test (*Mann Whitney U*), which is non-parametric test, is used to compare two groups; and the K Independent Samples Test (*Kruskal Wallis H*) is used to compare more than two groups. Accordingly the k independent sample test is performed in order to test the H1 of the study. Results are shown in Table 7.

Table 7. Difference between Age and Levels of being Influenced by Political Promotion

| | Age | | | | | | | | | | Chi-Square (χ^2) | Sig. (P) |
|-------------------|------------------|-----------------|------------------|-------|------------------|-------|------------------|-------|--------------|-------|----------------------------|----------|
| | Between 18-35 | | Between 36-45 | | Between 46-55 | | Between 56-64 | | 65 and older | | | |
| | N | MR ¹ | N | MR | N | MR | N | MR | N | MR | | |
| Pol.Pro. | 204 | 277,3 | 132 | 267,4 | 81 | 210,3 | 52 | 219,7 | 31 | 159,0 | 29,89 | 0,000* |
| Ad.** | 204 | 277,1 | 132 | 269,8 | 81 | 213,6 | 52 | 210,3 | 31 | 157,0 | 31,57 | 0,000* |
| Prop*** | 204 | 263,5 | 132 | 264,3 | 81 | 209,8 | 52 | 245,7 | 31 | 220,6 | 10,78 | 0,029* |
| PR**** | 204 | 271,5 | 132 | 262,9 | 81 | 218,0 | 52 | 234,6 | 31 | 170,7 | 19,49 | 0,001* |
| Pro. Inc.***** | 204 | 275,9 | 132 | 260,5 | 81 | 234,0 | 52 | 210,3 | 31 | 151,2 | 26,91 | 0,000* |

*p-value < 0,05; **Advertising; ***Propaganda; ****Public Relations; *****Promotional Incentives, MR¹: Mean Rank

As seen in Table 7, there is statistically significant difference in terms of mean ranks. There is thus difference between participants' ages and their levels of being influenced by the political promotion. H1 is therefore accepted. Accordingly, participants aged between 18-35 said that they are more influenced from political promotion elements compared to other age groups. Those who have the lowest mean rank are the participants over the age of 65. Statistically significant difference between the age of participants and their levels of being influenced by advertising, propaganda, public relations and promotional incentives is also observed. In terms of mean ranks, those who stated that they are influenced from advertising, public relations and promotional incentives at the highest level are aged between 18-35. On the other hand, participants aged over 65 are influenced from advertising, public relations and pro-

motional incentives at the lowest level. Levels of being influenced by advertising and promotional incentives decrease as their age increases. Therefore, campaigns with a targeting young and middle age should focus more on advertising and promotional incentives. The participant group whose levels of being influenced by propaganda activities are at the highest level amongst 36-45 age group. On the other hand, 46-55 age group is the one influenced at the lowest level by propaganda activities.

In order to test H2, the difference between gender and levels of being influenced by political promotion, the Independent Two Sample T Test (Mann Whitney U Test) is performed. Test results are shown in Table 8.

Table 8. Difference between Gender and the Levels of being Influenced by Political Promotion

| | Gender | | | | Chi-Square (χ^2) | Sig. (P) |
|------------------------|--------|-----------|------|-----------|-------------------------|----------|
| | Female | | Male | | | |
| | N | Mean Rank | N | Mean Rank | | |
| Political Promotion | 234 | 237,4 | 266 | 262,0 | 28048,5 | 0,057 |
| Advertising | 234 | 240,4 | 266 | 259,4 | 28762,5 | 0,143 |
| Propaganda | 234 | 238,0 | 266 | 261,5 | 28204,5 | 0,069 |
| Public Relations | 234 | 234,4 | 266 | 264,7 | 27355,0 | 0,019* |
| Promotional Incentives | 234 | 251,1 | 266 | 250,0 | 30991,5 | 0,935 |

* *p-value < 0,05*

As seen in Table 8, there is no statistically significant difference in terms of mean ranks. In other words, there is no difference between participants' genders and their levels of being influenced by political promotion. H2 is thus rejected. However, there is statistically significant difference between participants' genders and their levels of being influenced by public relations activities. Accordingly, in terms of mean ranks, men are influenced more from public relations activities than women.

In order to test the difference between the marital status of voters and their levels of being influenced by political promotion (H3), the Independent Two Sample T Test (Mann Whitney U Test) is performed. Test results are shown in Table 9.

Table 9. Difference between Marital Status and the Levels of being Influenced by Political Promotion

| | Marital Status | | | | Chi-Square (χ^2) | Sig. (P) |
|------------------------|----------------|-----------|--------|-----------|----------------------------|-------------|
| | Married | | Single | | | |
| | N | Mean Rank | N | Mean Rank | | |
| Political Promotion | 298 | 233,2 | 202 | 276,0 | 24941,0 | 0,001* |
| Advertising | 298 | 234,8 | 202 | 273,7 | 25415,5 | 0,003* |
| Propaganda | 298 | 238,5 | 202 | 268,2 | 26524,5 | 0,024* |
| Public Relations | 298 | 236,6 | 202 | 271,1 | 25944,5 | 0,009* |
| Promotional Incentives | 298 | 233,6 | 202 | 275,4 | 25069,5 | 0,001* |

* p-value < 0,05

As seen in Table 9, there is statistically significant difference in terms of mean ranks. There is thus difference between marital status of participants and their levels of being influenced by political promotion. H3 is therefore accepted. Accordingly, single participants affirmed that they are more influenced from political promotion than married ones. There is also statistically significant difference between marital status of participants and their levels of being influenced by advertising, propaganda, public relations and promotional incentives. Accordingly, in terms of mean ranks, advertising, propaganda, public relations and promotional incentives are more influential on single participants than married ones.

In order to test the difference between education levels of participants and their levels of being influenced by political promotion (H4), the K Independent Samples Test (*Kruskal Wallis H*) is performed. Test results are presented in Table 10.

As seen in Table 10, there is statistically significant difference in terms of mean ranks. There is thus difference between education levels of participants and their levels of being influenced by political promotion. H4 is therefore accepted. Accordingly, college graduates said that they are more influenced from political promotion compared to those with other education levels. Those who have the lowest rate of mean rank are primary school graduates. Significant difference between education levels of participants and their levels of being influenced by promotional incentives is equally found. Accordingly, participants with master's or PhD degree stated that they are more influenced from promotional incentives

compared to others. Those who affirmed that they are influenced at the lowest level from these incentives are also primary school graduates.

Table 10. Difference between Educational Background and the Levels of being Influenced by Political Promotion

| | Level of Education | | | | | | | | | | Chi-Square (χ ²) | Sig. (P) |
|--------------------|--------------------|-----------------|------------------|-------|-------------|-------|-------|-------|------------|-------|------------------------------|----------|
| | Primary School | | Secondary School | | High School | | Univ. | | Master/PhD | | | |
| | N | MR ¹ | N | MR | N | MR | N | MR | N | MR | | |
| Pol. Pro. | 119 | 225,3 | 89 | 258,4 | 164 | 241,2 | 120 | 281,7 | 8 | 261,4 | 10,20 | 0,037* |
| Pol. Pro. Adl** | 119 | 229,2 | 89 | 257,3 | 164 | 242,6 | 120 | 274,5 | 8 | 293,5 | 7,30 | 0,121 |
| Pol. Pro. Prop*** | 119 | 229,1 | 89 | 269,9 | 164 | 245,1 | 120 | 266,2 | 8 | 227,7 | 6,12 | 0,190 |
| Pol. Pro. PR**** | 119 | 227,4 | 89 | 252,2 | 164 | 247,5 | 120 | 278,3 | 8 | 219,2 | 7,95 | 0,093 |
| Pol. Pro. Lit***** | 119 | 214,0 | 89 | 266,8 | 164 | 235,4 | 120 | 291,6 | 8 | 304,2 | 21,52 | 0,000* |

*p-value < 0,05; **Advertising; ***Propaganda; ****Public Relations; *****Promotional Incentives, MR¹: Mean Rank

In order to test the difference between political participation levels of participants and their levels of being influenced by political promotion (H5), the K Independent Samples Test (*Kruskal Wallis H*) is performed. Test results are presented in Table 11.

As seen in Table 11, there is statistically significant difference between political participation levels of participants and their levels of being influenced by political promotion used by the candidates. H5 is thus accepted. Voters who always participate in activities are more influenced from political promotion than others.

Table 11. Difference between Political Participation Levels and the Levels of being Influenced by Political Promotion

| | Political Participation Level | | | | | | | | | | Chi-Square (χ ²) | Sig. (P) |
|--------------------|-------------------------------|-----------------|--------|-------|-----------|-------|------------|-------|--------|-------|------------------------------|----------|
| | None | | Rarely | | Sometimes | | Frequently | | Always | | | |
| | N | MR ¹ | N | MR | N | MR | N | MR | N | MR | | |
| Pol. Pro. | 235 | 233,3 | 136 | 254,4 | 61 | 251,3 | 38 | 297,9 | 30 | 305,7 | 11,89 | 0,018* |
| Pol. Pro. Adl** | 235 | 236,1 | 136 | 262,2 | 61 | 245,4 | 38 | 277,6 | 30 | 286,0 | 6,44 | 0,168 |
| Pol. Pro. Prop*** | 235 | 243,6 | 136 | 237,7 | 61 | 255,1 | 38 | 298,2 | 30 | 292,2 | 8,37 | 0,079 |
| Pol. Pro. PR**** | 235 | 236,3 | 136 | 245,2 | 61 | 254,2 | 38 | 300,8 | 30 | 314,4 | 12,98 | 0,011* |
| Pol. Pro. Lit***** | 235 | 226,9 | 136 | 257,3 | 61 | 254,5 | 38 | 314,5 | 30 | 315,2 | 20,25 | 0,000* |

*p-value < 0,05 **Advertising; ***Propaganda; ****Public Relations; *****Promotional Incentives, MR¹: Mean Rank

There is also statistically significant difference between political participation levels of participants and their levels of being influenced by promotional incentives and public relations activities. Participants are more influenced from public relations as their level of participation in activities increases. Promotional incentives have more influence on participants who regularly participate to political activities compared to other groups. In terms of public relations and promotional incentives, participants who have no level of participation are influenced at the lowest level from promotional incentives. Level of being influenced by public relations and promotional incentives may thus increase as the level of political participation increases. Similarly, level of being influenced by political promotion increases as voters' level of participation increase.

In order to test the difference between the commitment levels of participants and their levels of being influenced by political promotion (H6), the K Independent Samples Test (*Kruskal Wallis H*) is performed. Test results are shown in Table 12.

As seen in Table 12, there is statistically significant difference between political commitment levels of participants and their levels of being influenced by political promotion used by the candidates. H6 is thus accepted. Compared with others, voters who have extreme level of commitment expressed that their level of being influenced by political promotion is higher. Also, there is statistically significant difference between commitment levels of voters and their levels of being influenced by activities related to advertising, propaganda, public relations and promotional incentives. When the mean ranks are considered, it was concluded that voters who have extreme level of commitment are more influenced from advertising, propaganda, public relations and promotional incentives. The group that is influenced from advertising, propaganda, public relations and promotional incentives at the lowest level are those whose level of commitment is very low.

Table 12. Difference between Commitment Levels and the Levels of being Influenced by Political Promotion

| | Commitment Level | | | | | | | | | | Chi-Square (χ ²) | Sig. (P) |
|---------------|------------------|-----------------|----------|-------|------------|-------|------|-------|-----------|-------|------------------------------|----------|
| | Not at all | | Slightly | | Moderately | | Very | | Extremely | | | |
| | N | MR ¹ | N | MR | N | MR | N | MR | N | MR | | |
| Pol. Pro. | 22 | 228,4 | 33 | 160,9 | 95 | 221,6 | 143 | 250,6 | 207 | 280,3 | 25,84 | 0,000* |
| Adl** | 22 | 227,4 | 33 | 177,2 | 95 | 219,0 | 143 | 238,2 | 207 | 287,6 | 28,31 | 0,000* |
| Prop*** | 22 | 237,5 | 33 | 167,0 | 95 | 231,6 | 143 | 260,2 | 207 | 267,2 | 16,38 | 0,003* |
| PR**** | 22 | 224,5 | 33 | 143,6 | 95 | 224,8 | 143 | 265,6 | 207 | 271,6 | 27,82 | 0,000* |
| Pro. Inc***** | 22 | 250,2 | 33 | 172,8 | 95 | 239,1 | 143 | 257,6 | 207 | 263,2 | 12,21 | 0,016* |

* p-value < 0,05; ** Advertising; *** Propaganda; **** Public Relations; ***** Promotional Incentives, MR¹: Mean Rank

5. Conclusion and Discussion

Political marketing uses marketing mix elements (7P) designed based on demands and needs of political parties and candidates as well as voters. Main purpose of political marketing is to make sure political parties and candidates achieve their targets using right elements and at the least cost. Effective use of political marketing by political parties and candidates during election campaigns ensures that voters are well informed and influenced. Political parties and candidates heavily use political promotion activities in order to reach voters especially during election campaigns. Parties and candidates benefiting from these activities maintain votes of their electorate and/or gain support of floating voters. In this respect, parties and candidates are required to benefit from political promotion activities in an effective and efficient manner. In this process, determination of voters' level of influence from political promotion activities is important for designing next election campaign. Due to such importance, the purpose of the study is to determine levels of being influenced by activities towards political promotion mix elements and present whether such levels differ in terms of demographic characteristics, political participation levels and commitment levels of voters in

Adana. In order to achieve this purpose face-to-face questionnaires were conducted with 500 people in Adana.

The study results suggest that voters are influenced from all activities related to political promotion at different levels. Survey participants stated that they are influenced above average from two of the activities related to political promotion mix with a value above 50%. These activities are public meetings and television news, debates and interviews. Political participation levels of participants are found very low. However, compared to other participation activities, the level of participation in public meetings as an environment where excitement and commitment of voters are consolidated is relatively higher. Participation level of participants in candidates' house and workplace visits is at the lowest level compared to other participation activities. Similarly in the study conducted by Demirtaş (2010, p.185), it was observed that the participation levels of voters in political activities is very low and voters rarely participate in those activities. In the study conducted by İnal, Polat Gürbüz and Akın (2003, p.57) on the effectiveness of political advertising tools, activities that voters mostly participate are public meetings, election office visits, and house, workplace and coffee shop meetings. It is therefore observed that public meetings are the most frequented political activity of the voters. It was concluded that commitment levels of the study participants are high. Most of the participants significantly prefer voting for the same party. Additionally, more than the half of the participants significantly trust in the political party they vote for. However, 15% of the participants do not have enough information about the political party and candidates they support. In order to reach those voters and attract them, candidates should use the right elements of political promotion mix.

Six hypotheses, which were developed in relation to level of being influenced by political promotion in line with the purpose of research, are tested. Since the elements of political promotion mix do not show normal distribution, non-parametric tests are also used. As a result H1, H3, H4, H5 and H6 are accepted, while H2 is rejected. Difference between demographic characteristics of participants and their levels of being influenced by political promotion is examined. Differences are observed in terms of age, marital status and level of education. Regarding the difference be-

tween age of participants and their levels of being influenced by political promotion, participants aged between 18-35 stated that they are influenced more from political promotion compared to other age groups. Participants aged over 65 are influenced lesser than other age groups. The level of being influenced by advertising and promotional incentives decreases as age increases. Therefore, campaigns targeting young and middle aged people should focus more on advertising and promotional incentives. In the study conducted by Yılmaz (2014, pp.172-174) on trends related to political marketing practices, it was also found that there are significant differences between age and the levels of being influenced by political promotion. There is no statistically significant difference between gender of participants and their levels of being influenced by political promotion. In the study conducted by İşcan (2013, p.116) on the influence of promotion activities on voter behavior, no difference was found between the gender and the influence of elements of political promotion mix on the voter's preference. Similarly, in the study conducted by Çatlı (2011, p.90) on the perception of political promotion activities, no significant correlation was found between gender of voters and their level of being influenced by political promotion. However, there is a statistical difference between gender of participants and their level of being influenced by public relations activities. Accordingly, in terms of mean ranks, men are influenced more from public relations activities than women. There is statistically significant difference between marital status of participants and their levels of being influenced by political promotion. Accordingly, single participants said that they are more influenced from political promotion than the married ones. Also, there is statistically significant difference between marital status of participants and their levels of being influenced by advertising, propaganda, public relations and promotional incentives. Accordingly, in terms of mean ranks, single participants are more influenced from advertising, propaganda, public relations and promotional incentives than married participants. Candidates targeting young population target audience should thus take this difference into consideration. There is statistically significant difference between education levels of participants and their levels of being influenced by political promotion. Accordingly, university graduates constitute the group the most influenced from elements of

political promotion, while primary school graduates are influenced at the lowest level. There is equally statistically significant difference between education levels of participants and their levels of being influenced by the promotional incentives. Accordingly, participants holding a Master's or PhD degree stated that they are more influenced from promotional incentives compared to others. Those who stated that they are influenced at the lowest level from those incentives are primary school graduates.

There is statistically significant difference between political participation levels and the levels of being influenced by political promotion. Survey participants who regularly participate in activities are more influenced from political promotion, while those who never participate are influenced the least. There is also statistically significant difference between political participation levels of participants and their levels of being influenced by promotional incentives and public relations activities. Those who are more influenced from public relations and promotional incentives are the participants who regularly and frequently participate in political activities. Candidates, by increasing level of participation of voters in political activities, may therefore also increase the influence of political promotion. There is also statistically significant difference between political commitment levels of participants and their levels of being influenced by political promotion used by the candidates. Participants with extreme level of commitment expressed that their level of being influenced by political promotion is higher compared to others. Statistically significant difference between commitment levels of participants and their levels of being influenced by activities related to advertising, propaganda, public relations and promotional incentives is also observed. Participants with extreme level of political commitment are more influenced from advertising, propaganda, public relations and promotional incentives. On the other hand, the group that is influenced from advertising, propaganda, public relations and promotional incentives at the lowest level are those whose level of commitment is very low. It is therefore important to create and develop commitment among voters.

In conclusion, this paper aimed to determine influence levels of electoral campaigns and to discuss whether such levels differ in terms of

demographic characteristics, political participation levels and commitment levels of voters. The research however has some limits. First, the field research is conducted in Adana; it has therefore regional limits. Second, six variables are tested against political promotion mix elements. Voting behavior is in fact a much more complex issue involving sociological, psychological, economical aspects that it cannot be easily explained according to limited number of variable. However the study would be considered as an attempt to offer insight to researches on electoral campaigns and marketing. Further field researches would be designed involving qualitative and quantitative methods in order to comprehend the relationship between electoral campaigns and voting behavior. Comparative researches would significantly contribute to the field especially on voting behavior of different socio-economic, cultural and ethnical groups.

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Annex.1. Sampling Distribution

| District | Number of Voters | Sampling Percentage | Number of Samples | JDP | RPP | NMP | PDP |
|------------|------------------|---------------------|-------------------|-----|-----|-----|-----|
| Aladağ | 12.399 | 0,84 | 4 | 2 | 1 | 1 | 0 |
| Ceyhan | 108.965 | 7,38 | 37 | 10 | 10 | 10 | 7 |
| Çukurova | 256.138 | 17,34 | 87 | 21 | 36 | 23 | 7 |
| Feke | 12.874 | 0,87 | 4 | 2 | 1 | 1 | 0 |
| İmamoğlu | 20.149 | 1,36 | 7 | 3 | 2 | 2 | 0 |
| Karaisalı | 15.942 | 1,08 | 5 | 3 | 0 | 2 | 0 |
| Karataş | 15.562 | 1,05 | 5 | 1 | 2 | 2 | 0 |
| Kozan | 89.987 | 6,09 | 31 | 14 | 7 | 10 | 0 |
| Pozantı | 14.517 | 0,98 | 5 | 2 | 1 | 2 | 0 |
| Saimbeyli | 11.410 | 0,77 | 4 | 2 | 1 | 1 | 0 |
| Sarıçam | 92.082 | 6,23 | 31 | 12 | 5 | 12 | 2 |
| Seyhan | 529.658 | 35,85 | 179 | 48 | 58 | 33 | 40 |
| Tufanbeyli | 13.067 | 0,89 | 4 | 1 | 1 | 2 | 0 |
| Yumurtalık | 13.408 | 0,91 | 5 | 2 | 1 | 2 | 0 |
| Yüreğir | 271.170 | 18,36 | 92 | 32 | 23 | 18 | 19 |
| TOTAL | 1.477.328 | 100 | 500 | 155 | 149 | 121 | 75 |

Annex.2. Questionnaire Design

| | | Number of Variables | References |
|--|--|---------------------|---|
| Elements of Political Promotion Mix and Importance Rates | Advertising | 13 | Kocabaş and Elden, 2002, p.33; Divanoğlu, 2007, p.113; İşcan, 2013, p.48; Lees-Marshment, 2009, p.168; Demirtaş, 2010, p.150. |
| | Propaganda | 4 | Tan, 2002:61; Divanoğlu, 2007, p.114; Bowler and Farrel, 2011, p.671; Lees-Marshment, 2009, p.127. |
| | Public Relations | 11 | Adapted from Tan, 2002, pp.62-79; Divanoğlu, 2007, pp.115-118; Lees-Marshment, 2009, pp.183-184. |
| | Promotional Incentives | 3 | Adapted from Budak and Budak, 2014, p.291; Tan, 2002, p.62. |
| | Political Participation Levels of Voters | 5 | Adapted from Demirtaş, 2010, p.292. |
| Participation | Commitment Levels of Voters | 3 | Adapted from Demirtaş, 2010, p.293. |
| Commitment | Commitment Levels of Voters | 3 | Adapted from Demirtaş, 2010, p.293. |
| Demographic Character- | Age, Gender, Marital Status, Education Level, Occupation | 5 (Question) | |

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