

**T.C.**  
**ISTANBUL AYDIN UNIVERSITY**  
**INSTITUTE OF SOCIAL SCIENCES**



**THE IMPACT OF POLITICAL MARKETING ON THE VOTERS'  
BEHAVIOR IN AFGHANISTAN**

**THESIS**

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**Department of Business**  
**Business Administration Program**

**Thesis Advisor: Assist. Prof. Dr. Uyesi MUGE ORS**

**June, 2019**

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T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ  
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ



YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme İngilizce Anabilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı **Y1612.130136** numaralı **HAMİD BARAK**'ın "**The Impact of Political Marketing on the Voters Behavior in Afganistan**" adlı tez çalışması Enstitümüz Yönetim Kurulunun 19.06.2019 tarih ve 2019/14 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 27.06.2019 tarihinde kabul edilmiştir.

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## **DECLARATION**

I conform that the information given in this thesis presented according to the rules and the ethical conduct. Master's thesis that, I presented as "The Impact of Political Marketing on the Voters' Behavior in Afghanistan" is written without recourse to contradict the tradition that consists of those shown in the Bibliography; it indicates that it has been used with reference to them, and I declare with pride. (1/06/2019)

**Hamid BARAK**

## **FOREWORD**

Firstly, I would like to express my sincere gratitude to my advisor Assist. Prof. Dr. Müge ORS for the continuous support of my Master's study and related research, for her patience, motivation, and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis.

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**May 2019**

**Hamid BARAK**

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# THE IMPACT OF POLITICAL MARKETING ON THE VOTERS' BEHAVIOR IN AFGHANISTAN

## ABSTRACT

In current political world, the competition amongst politicians intending to achieve important positions by the civilians' votes is vividly substantial. Therefore, the process of creating favorable social attitudes through a strong campaign to win the voters over in the targeted area for each candidate is highly prominent to identify their importance in reaching a specific goal. Such a campaign is usually via advertisements aiming at selling the politicians' characteristics, ideas, future plans, and leadership abilities and so on which is called political marketing. This study examined the impact of political marketing on the voters' behavior in Afghanistan. The main purpose of this research was helping to solve the problems of politicians, independent candidates and political parties in terms of having a successful campaign (political marketing) in Afghanistan. Additionally, it provided a regular framework and conclusive result for political marketing for electoral, political candidates and political parties in Afghanistan. 199 participants who were eligible to vote were selected as the participants. Utilizing a quantitative method, the required data was collected through a questionnaire. The results of the current study indicated that Personality, Economic, Culture and Political marketing were the key factors affecting the voters' behavior towards voting to a particular candidate.

**Keywords:** *Political Marketing, voters' behavior, political parties, independent candidate, political campaign*

# SİYASİ PAZARLAMANIN AFGANİSTAN'DAKİ SEÇMEN DAVRANIŞINA ETKİSİ

## ÖZET

Mevcut siyasi dünyada önemli pozisyonlar siviller oy tarafından elde etmek niyetinde politikacılar arasında rekabet canlı bir şekilde önemli değil. Bu nedenle, olumlu sosyal tutumun hedeflediğiniz bölgede her aday için oy kazanmak için güçlü bir kampanya ile oluşturma işlemi belirli bir hedefe ulaşmada önemini belirlemek için son derece önemli. Böyle bir kampanya genellikle siyasi olarak adlandırılan siyasilerin özellikleri, fikir, gelecek planları ve liderlik yeteneklerini ve benzeri satış hedefleyen reklamlar pazarlama. Bu çalışmada Afganistan'da seçmen davranışı üzerinde siyasi pazarlama etkisini incelendi. Bu araştırmaların temel amacı politikacılar, bağımsız adaylar ve Afganistan'da başarılı bir kampanya (siyasi pazarlama) olması açısından siyasi partilerin sorunları çözmek için yardım ediyordum. Ayrıca, bu bir normal çerçeve ve kesin sonuç için seçim, siyasi adayları ve Afganistan'da siyasi partiler için siyasi pazarlama sağladı. 199 katılımcıların oy verme hakkına sahip katılımcılar seçildi. Nicel bir yöntem kullanarak, gerekli veri bir anket toplanmıştır. Geçerli çalışmanın sonuçları bu kişiliği, Ekonomi, kültür ve siyasal pazarlama doğru belirli bir aday için oy seçmen davranışı etkileyen en önemli faktörler olduğunu belirtti.

**Anahtar Kelimeler:** *Politik Pazarlama, seçmen davranışı, siyasi partiler, bağımsız aday, politik kampanya*

## **1. INTRODUCTION**

This chapter mainly covers the importance and justification of the research issues. In addition, the goals, objectives, and research questions that ultimately respond to this research will be discussed as well as a brief definition of marketing in politics. From the phenomenon of democracy which is most commonly used in today's political system was the phenomenon of Western Europe, but throughout the centuries it has gradually expanded to other lands, too. Because of the political crises of the political system, different party, theater and fascism were eventually replaced by a variety of democratic regimes. Afghanistan is one of the countries that entered democratic political system in the twenty-first century. After having two years' interim government, a new stable government elected by the majority of the people through election. If competitive free elections are the best means to reflect the needs and preferences of the people, they are an integral part of democracy (Bashiria, 2005).

In current political world, the competition aimed to achieve important positions by the civilians'' votes (Abramowitz, 1989). Therefore, the process of creating favorable social attitudes in the targeted area for each candidate is highly prominent to identify their importance in reaching a specific goal. Different managerial and psychological policies have led the leadership and management of this process to achieve this goal and win the people's vote. Generally, political marketing is the first usage (Kelly,1957). Definition of political marketing in general: Political marketing is facilitator of the social process of political exchanges (Bendle, 2014). There are various arguments about the use of political marketing during the election campaign (Bendle and Cotte, 2016). The political marking is a new phenomenon in countries like Afghanistan and influences the psychological skills and opinions of the voters to vote.

Political marketing provides effective tools to succeed in political candidates which provides solutions to overcome these problems. In addition, the use of modern political marketing tools by political groups is reinforced in political conflicts and promotional

activities whereas in the past, using only traditional tactics and ideas were used commercial marketing.

The field of political marketing (Sokolov, Harris 2005) is described as a complex method, in which it is not just about political propaganda, but also about the whole plan for forming a political party or political ideology among voters. Wring (1997) also stated that the goal of political marketing is to get an overview of different perspectives in a massive population and use them to solve problems. The voters cast their vote in very accurate and confidential way in order use his/her right in a better way. The leaders with which political market opportunities can ensure this. In some cases, effective research on population can easily identify the reasons to motivate the voters to vote easily. In this research, I examine the impact of political marketing on voters' behavior in Afghanistan. To achieve a favorable outcome of political marketing in Afghanistan, there are factors which have a greater impact on voters' behavior.

### **1.1 Statement of the Problem**

This study is one of the most serious challenges that the Afghan government has faced during its three rounds of elections. So the Afghan election commission did not have any winner in 2014 presidential election, due to the fact that none of the presidential candidates received a majority of votes. Therefore, they held the second round of it. This research, will study the political marketing efforts in the process of selecting people. One of the major challenges that the Afghan government and international community faced was the elections problem in Afghanistan. This study aims to find the result of political reward as one of the most significant factors in Afghanistan. The main purpose of this study is to include creating a model that examines the relationship between political marketing affecting the voters' behavior and choice in Afghanistan in terms of marketing according to political strategies.

Political marketing is a function of political communication and a set of processes to create communicating and delivering value to customers and managing customer relationships in the interest of political organizations and its stakeholders (Hughes & Dann, 2006). According to advocates and use of marketing practices in politics, the introduction of marketing techniques to the election has led to a fundamental shift in the tactic politicians and political parties have been presented to voters, so that the methods of presenting or delivering a political message is the most important issue in

Political advertising. Amazing discussions not only require appropriate knowledge and programs, but also the ability to select and convey the desired concepts of voters to have a suitable campaign style (Ldilleker & Darren, 2002). Scammell (1999) stated that political marketing increases the quantity and quality of information, and parties and candidates for voters, and makes them more sensitive and responsive to the needs of voters. For this reason, political marketing can improve communication channels between politicians and voters. We will come to a conclusion that reflects the actual impact of political marketing on the voters' behavior in Afghanistan.

## **1.2 Background Information.**

Throughout history, Afghanistan has had different ways of voting and voting behavior, which was chosen by the Lover in the 1700's, the regional elders of the Loya Jirga had formed and elected them. But the state of democracy and the policy-based issue have fluctuated over the years. In 1949, a political liberation movement came about, the censorship of calm media and the birth of opposition groups. The "liberal" parliamentary election was definitely less than ever controlled. The government's crackdown in the early days However, liberalization ended and more conservative policies emerged. Between occupation and civil war, advances in the development of systems Electoral stagnation, political parties are seen as dangerous, and the decisions has taken to the Islamic framework and have been taken into consideration (Ali Akbar Fayaz, Afghanistan's Contemporary History)

In the decade, the Bonn Agreement 2001 launched a new way for the constitution and the new electoral law. (Bsharat Bonn Agreement - December 5, 2001) The first Afghan presidential election was held on October 9, 2004. In terms of form, it can be said that the holding of such an election did not have a history in Afghanistan. The nominations and slogans of candidates, mainly from their political programs, showed that the country entered the new phase. The political life was propagating among the people in order to influence the voting behavior of the people. He conducted political marketing in traditional ways. However, the first Afghan presidential election was accompanied by specific challenges and problems. (Saeed Haghighi July 20, 2009) After that, one of the factors that the government and political leaders viewed as the behavior of voters in Afghanistan. A great deal has been done in this regard if the voters of 2010 voter behavior survey was conducted by the Asia Foundation. The findings of this study are

to access to the information that the election has a significant impact on participation. Radio was the most respondents and main source of information about the 2010 parliamentary elections. This is related to findings from the Asia Foundation. The annual poll of the Afghan people is widely used by the radio. However, in urban areas, a large number of respondents, as they say in rural areas, watch television for information on the election. People who had information about the election were more likely to vote. Its information can effect on the voters behaviour. Marketing in the politics of the world has a significant impact on the achievement of political actors in power, and it should not be forgotten that in societies like Afghanistan, there is a problem of uncertainty that the existence of such a situation will be followed by complications due to the diversity of elements of the political environment. Considering the above, the success of political powers in their social and public activities. It depends on the public domain. Problems with political success provide a valuable political marketing category that offers effective tools in this area. Political affiliation through the integrated marketing framework and through the use of commercial marketing in political environments is a major contributor to promote the politics of the world. The loyalty of United Forces to their promises, the critique of the war strategy in Afghanistan, the clashes. The turmoil and inconsistency among these components, among the factors of the scientific article, are the characteristics of the product of political marketing in Afghanistan (Atahhlla Enayit Radmard).

This research is looking for political marketing. How this component can affect the behavior of voters. In the literature section of the research, traditional and modern methods of political marketing will be discussed scientifically. But in the past, there has not been scientific research in Afghanistan that one uses as a credible scientific source. Political marketing, the new color offers the political state of government, parties, political parties and political candidates. And well as the methods that influence voting behavior.

### **1.3 Aims and Objectives**

This study explore the impact of political marketing on Voters' behavior in Afghanistan. Through the implementation of this research, I am going to find a certain amount of influential political marketing on the behavior of voters in Afghanistan. The main purpose of this research is helping to solve the problems of politicians,

independent candidates and political parties in Afghanistan. Additionally, it provides a regular framework and conclusive result for political marketing for electoral, political candidates and political parties in Afghanistan.

Regarding the aforementioned fields, this study first, examines the impact of political marketing on the on Voters' behavior in Afghanistan and second, finds a positive and definite result of the impact of political marketing on the behavior of the voters. This study aims to be used as an exact scientific statistic for political marketing in the future which is the main objective of this research.

The following objectives will be achieved over the duration of this research:

- Understanding the impact of political marketing on voter performance.
- Presenting an acceptable model with a specific measure for electoral candidates, parties, politicians.
- Identify the political marketing and marketing effectiveness indicators.
- Understanding of political marketing in Afghanistan during the second decade of the democratic system and the elected government.
- Proposing and delivering effective wins to politicians, political rulers, presidential candidates, as well as suggestions for effective strategies and approaches to resolving political marketer problems in Afghanistan.

#### **1.4 Research Questions**

This proposed research will be mainly addressing the following questions:

- How does political marketing affect the voters' behavior?
- To what extent do the political marketing components affect the voters' behavior?

#### **1.5 Research Hypotheses**

- SH1: Cultural factors affect on voters' behavior.
- SH2: Social factors affect on voters' behavior.
- SH3: Political factors affect on voters' behavior
- SH4: Economic factors affect on voters' behavior.
- SH5: Beliefs factors affect on voters' behavior.



- SH6: Personality factors affect on voters' behavior.
- SH7: Political marketing factors affect on voters' behavior.

## **2. LITERATURE REVIEW**

Over the course of this chapter the theoretical background of marketing is discussed. First, it's about common features of marketing, like marketing's definitions. Subsequently, the domain of political marketing has been investigated. The initial step is the description of the cores of political marketing, for example, definitions, differences and similarities between commercial and political markets are discussed. Then follow some typical and useful examples of an example entered in the advertising department which can be utilized to investigate the individual that affects voters' behavior for a party/candidate and the surrounding environment. Finally, this chapter shows a summary of the theoretical findings and how they are used together with a discussion on some important criticisms of political marketing.

### **2.1 General View of Marketing**

There are several definitions of marketing in literature, but there is a common definition amongst all. The perception of marketing means the user-based method as well as the perception of interchange (Scammell, 1999). The American Marketing Association (AMA), in 1985 formally approved the wide-ranging interpretation of marketing by including the "idea" to the list of products suitable for official marketing (Scammell, 1999, p.725). This is probably one of the reasons the main thing is that the American Marketing Association (AMA) has updated its marketing definition in two decades, which is completely different from the previous definition of AMA. Based on both definitions: Marketing is the process of planning and implementing concepts, pricing, promoting and distributing ideas, goods and services to create exchanges that meet individual and organizational goals. These decision areas are defined as 4 Ps, in other words, the "product (goods, ideas, and services in 1985 definition), price, promotion, and place". McCarthy (1960) decided on these 4 Ps in the definition of marketing. Therefore, the definition of marketing that has been updated in this recent past can be said to be half a century. The renewal of marketing definitions has been really long. One of the reasons for the decline in marketing, according to (Webster

2005). The lack of possessed in common-up-to-date marketing definition has been raised. Marketing is the fulfilment of people and community requirements, needs that are lucrative (Kotler & Keller, 2006).

In 2004, AMA defined marketing as Marketing is the administrative approach and a group of communication and value-added processes for customer communication or customer relationship management that is in the interest of the organization and its stakeholders (AMA, 2008 Homepage). Also, in 2007, a new definition of the (AMA) was introduced; in this definition, marketing is a set of activities of institutions and processes that communicate, deliver and exchange proposals that are valuable to customers, partners and communities. In the latest description, marketing is referred to as an "activity" rather than a "function". In addition, marketing activities are believed to be wider. Therefore, the definition of marketing is defined not as a short-term provider, but rather as a long-term provider of value. In another definition of marketing management by Kotler and Keller (2006, p6), science and art is the relationship of superior customer value through the use of market selection processes to preserve, acquire and provide customers. In another place, one of the theorists states that the marketing goal is to realize the customer and to know that the product or service is in proportion to him and sells it. Peter Drucker (1973) Marketing involves activities that want to get the anticipated reply from alternative part – a corporate needs sells – a party or a political nominee needs the vote, etc. (Kotler & Claire, 2006).

Marketing is an exchange method to obtain the desired product by providing something rather than marketing transactions, transactions, and transfers (Kotler and Keller, 2006). A business deal between the two domains when agreed. In the transfer, nothing is unknown in return. However, something is expected to be given instead. For example, collectors are useful to donors (or donors) using email, magazine, invitations, etc. According to Kotler and Keller (2006) the now definition of marketing:

- Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

There are quite a number of definitions to Marketing, although it seems to be the only internal processes of organizations, but marketing should be defined as a process and

not as a structure. In further words, it often does not rely on a list of decision variables. This means that the nature of the marketing process should be the backbone of the definition of marketing, and structural aspects should help to facilitate that process. Obviously, in the updated definition three specific elements are discussed: (1) the concept of customer value; (2) marketing as a customer relationship management; and (3) marketing in the form of an organizational function. And step (4) defines a stage between what is being done and what should be discussed about how marketing is. This element has been lost in the definition and is still lost in the previous definitions of AMA marketing. However, if marketing is a process, at least one concept must express the nature and scope of the process in the central part of each definition (Grönroos, 2006)

Eventually, Marketing has emerged in a new field, for example service marketing, political marketing, network-based business marketing (IMP method), business to business marketing, interface marketing, along with the marketing of consumer goods. Eventually, the exchange is traditionally a central concept in marketing (Bagozzi, 1975; Hunt, 1976).

### **2.1.1 Political marketing**

Political marketing is relatively a new term in the political science literature, it means using marketing tools in your politics, expressing techniques and methods in the political process (Dr. Sudha Menon, 2008). In other words, the result of the interaction between politics and marketing is called political marketing. It is still an activity or method that reflects the influence of politics through marketing. Activities such as celebrity confirmation, political propaganda, professional advisers and campaign leaders, online campaigns, use of meetings, micro-targeting, etc. Some widespread use of political marketing is used (Marshment, 2006).

Political marketing is rooted in discuss that its analysis was started by the top management theorists of the 1960s (Newman & Wring, 1999). Sidney Louis and Philip Kotler, through the issuance of their groundbreaking examination of public establishments in 1969, challenged marketing problems with business activity (Newman, 1999a; Wring, 1999). Also, in the year (1971) Kotler and Zaltman, they identified and distinguished a distinct and new category of social marketing, arguing that nonprofit organizations could benefit from a pioneering business approach. In the

following years, theorists and analysts began to study and accept the needs and perception of non-commercial sectors (Newman, 1999a; Wring, 1999). Social marketing has since been analyzed, and in the 1980s and 1990s, research focused on government agencies such as public benefit organizations, religions, charities, and, more generally, government organizations. Therefore, the benefits of party politics, on how candidates were selected, especially to win the elections increased (Newman, 1999a; Wring, 1999). Over the duration of two decades, the interest has visibly grown in political marketing literature (Savigny, 2007).

In the past two decades, "political marketing" of scientific articles and journals was rarely found outside the United States. Even in the United States was in his new period and childhood (Scammell, 1999, p. 718). The growth and improvement of political marketing were in its first phase, and there was still no serious discussion about the character of the position of marketing and its application in the organization and political movements (Baines and Egan, 2001).

The clear coordination among marketing and politics, which was written in much scientific literature and in the US campaign in the 1980s, has had a measurable growth in this regard. Specialists and management enthusiasts have restored this issue. Bruce Newman, Garry Musser, and Nicholas O'Shaughnessy: are essential researchers in the arena, including those who have written several articles on United States political marketing and they are developed this science (Newman and Wring 1999). Widespread and swiftly growing worldwide literature related to political marketing, particularly in relation to political communication and elections (Scammell, 1999). Since 1990, a number of German scientists, England and the United States are aiming to create a political marketing role by means of a distinct subset and create new ways to become famous and know new politics (Scammell, 1999).

O'Shaughnessy in (1990) and Newman (1994) describe the literature of contemporaneous political behavior marketing in the United States (Savigny, 2007). Based on and with attention to (Savigny, 2007). In the UK by Scammell (1999) and also by Lees-Marshment (2001). These models are used to describe and succeed in up-to-date election rivalry. The concept of marketing is one of the key theories of these models, which is basically a requirement and indicates that the client is in the center of the merchandise. And such a notion has been acknowledged in the literature of political marketing (Savigny, 2007).

In 2001, two political marketing theorists argued that the wide range of political marketing was not broadly recognized in current literature (Marshment, 2001, Scammell, 1999). Even political scientists were concerned with political marketing as lecture jazz, and as a beautiful idea that was a little more than usual (Lees-Marshment, 2001). Behind this charge, the explanation is that most political marketers only focus on the PMC, although others understand more potential for more political marketing (Lees-Marshment, 2001). On the other hand, one purpose is that the context for marketing theory is not sufficiently consistent (lees -Marshment, 2001). This argument that people can make use of marketing strategies in political advertisements most of the time leads to unrest, especially those who believe that "" or marketing "style" instead of "material" Or "image" instead of "issues" (Egan and Baines, 2001, p. 27).

Political marketing is often located within 'campaign studies' by political scientists (Scammell, 1999, p.719). According to Scammell (1999) based on political scientists, political marketing is the study of campaign. He further argued that political scientists believe that marketing plays a crucial role in contemporary campaigns. Additionally, there is a disagreement about accepting marketing as an exact theoretical framework in which the strategies and the ways in the campaign should be understood (id.).

Political communication is part of the political knowledge that reveals the creation, integration, and impact of knowledge in a political framework. Also, the features investigated include media studies, the analysis of texts of political speeches. At the same time, political science is a branch of the social sciences, which is practiced by the practice of policy descriptions, explanations and evaluation of systems Political and ultimately political behavior (Wikipedia, 2008).

Political communication today reflects the fact that marketing in politics is generally seen as a response to the developments in communication technologies and media (Scammell, 1999). The third major political marketing approach is management and marketing (Scammell 1999), Kotler believes that electioneering holds an intrinsic marketing personality, and the correspondences in sales in industry and politics are very different. Though, (Butler and Collins 1999, quoted Baines and Egan, 2001) claim that simple use of "marketing orientation" in a political campaign may be too simplistic.

The major contribution of marketing literature to the emphasis on marketing strategy is to shift focus from promotion techniques to strategy party and organization goals, so changing other views of political marketing from a subsection of wider procedures. To become a wider procedure (Scammell, 1999). In the field of marketing, this is a crucial claim for increasing the field of marketing roots in politics, which has led to the growth of political marketing (Scammell, 1999 O'Shaughnessy, 2001). Ultimately, in the year (1996), Butler and Collins agreed that campaigners' strategic perception of political marketing matters rather than media coverage. Therefore, political marketing focuses on tactical issues in electoral campaigns, and in particular communications. They also try to confirm the limitations of other approaches to change to a strategic level. They use this framework to address key topics like competitive study, party/candidate status, and planned direction related to the field of political marketing (Butler and Collins, 1996).

It is said that Political Marketing suggests brand new and significant ways to appreciate and be familiar with current politics. Based on what Scammell (1999) claimed, Political Marketing aims to examine and enlighten the attitude and behavior of political leaders, to have a profound realization of the essential processes, and not only to present descriptive examples and prototypes of political parties but also the voters' behavior, together with an attention and curiosity in encouragement and convincement.

### **2.1.2 Definition of political marketing**

Political marketing does not mean political propaganda alone, but covers all television programs, electoral lectures, as well as covers the entire political party marketing in the electoral market related to Harrop. According to Kavanagh, political marketing is a collection of tools and strategies for tracking and studying public opinion before and for the duration of an election period, in order to strengthen and develop the planned communications and evaluate their effects (Sudha Menon, 2008).

Many terms are used, such as political management, modern political communication, promotional politics or politics to describe what is usually called "political marketing" (Scammell, 1999: p, 718). Political marketing can be viewed as democratic parties and candidates in fact to be selected and compared to previous forms of political sale (Scammell, 1999). Moreover, according to O'Shaughnessy (2001), there is the danger

of using the term "political marketing" but it is too small to refer to anything or simply to any kind of political communication that arises in general research.

Regarding to genre "political marketing" at various levels, is likely to function, because both are descriptive and experimental. Descriptive, structural and business labels give us the explanation, draw, order and flexibility of the campaign's exchange new ideas in the election. While many scholars in various degrees of knowledge claim that parties and candidates have to do this, it is a matter of necessity that they should carry out their mission in order to win the election. It is descriptive. Political marketing is already known as a subset, but it is a suggestion (O'Shaughnessy, 2001). Political marketing suffers from a significant confusion in a general definition (Scammell, 1999; Marshment, 2001). There was still no collective agreement on the definition of political marketing until the year 1999, and even the most appropriate tag for the subject (Scammell, 1999).

Generally, the definition of political marketing is "facilitating the social exchange of political exchange" as well as describing political marketing management as "art and science" (Henneberg, 2004: p, 226). Political marketing includes the following points: firstly, a network of businesses offering relevant consulting services and political organizations. Such as parties, candidates, lobbies, and PACs that hire them; secondly, a set of practices that include "the field of political marketing" include surveys, political research, strategy development, etc. (Palmer, 2002). Political marketing activities may include the creation of a political strategic position for a party, electoral management, coordinating specific relationships with parallel organizations, and focusing on marketing resources through political marketing research, etc. (Henneberg, 2004). Another definition of political marketing is ideas and opinions that relate to political or public affairs or a particular political candidate (Butler & Collins, 1994).

Furthermore, Less-Marshment, (2001) defined the political marketing "*is about the political organizations adapting the concepts and techniques of business marketing to help them achieve their goals*". Like political parties, local councils, interest groups continue to increasingly investigate the key concerns of citizens, and then make their behavior in line with it, in order to meet this demand, citizens are attracted to this (Lees-Marshment, 2001: p,692).



Ultimately, political marketing is the attempt to maintain and strengthen and the creation of long-term relationships in the profits of presidents, and political parties in a society in which political actors and organizations engage in their goals. This is done in the form of a cross-referencing and fulfilling the promise (Grönroos & Henneberg, 1990-1996, quoted and O'Shaughnessy, 2001).

## **2.2 The Macro View on Political Marketing**

In the advanced political marketing model, all marketing actions in politics particularly relate to political system and its related mechanisms. They consider these factors as a factor in the tendency toward democracy. These methods lead to the creation of specific rules for conducting regular political campaigns or voting campaigns. Ultimately, there is a particular case of political struggles for understanding political realities. It is divided into three stages, such as: "pre campaign period, campaign period, and post-election period" (Wojciech Cwalina, 2011 and Andrzej Falkowski 2012: p, 260). Macroeconomic studies include aggregate indicators such as gross domestic product, unemployment rate and price indices that help them act as a whole economy. Economists offer development models that explain the relationship between factors such as national income, production, consumption, unemployment, inflation, savings, investment, international trade and international finance (Blanchard, 2011).

Due to paying attention to the artificial division, the permanent personality of these struggles is a continuous process. The cut-off between these stages is fluid since each period after the election is a time to come to the next period of the campaign. Since the marketing policy is not narrow to a comparatively short period of elections, political marketing is continuously carried out by the presiding party or the leader. Marketing activities do not require a specific time period, its meaning there is no time limit for marketing activity, but it Getting bigger intense when it comes to the election period (Wojcieche Cwalina et al, 2012).

On the one hand, the political marketing process has also been influenced by environmental elements (Newman, 1994), for instance, existing technologies such as: TV, internet, direct post, mobile, as well as financial regulations about electoral and information campaigns, and the driving forces of the media, must be seen by way of a very significant power for a specific political system is granted in a particular country, it has a great impact on the voters' behavior, because these factors play a role in shaping

political marketing. The formal interaction between the democratic direction and the environmental forces on a certain system with a specific population in a country can be different from the demographic structure of voters (Newman, 1994). The key political marketing structures discussed in the following sections include some of the external frames in which all-political factors are used (Wojcieche Cwalina et al, 2012). In the context of political market research, the macroeconomic level of economics affects the way decisions and behaviors affect supply and demand for goods and services, which determines prices and, in turn, prices, in terms of supply and quantity of goods and determines the service. Which are factors that can influence voting behavior (Colander, 2008).

### **2.2.1 The political system and democracy orientation**

A political system consists of a complete set of institutions and groups such as political parties, trade unions, lobby groups, and the relationship between those institutions and political norms and laws that monitor their performance, using a constitution or electoral law. This system depends on the political tradition that makes the democratic process more effective in the direction of the development of the dictatorship (Wojciech Cwalina et al, 2012) In fact; the political economic environment was one of the main causes of recent democratic discontent over citizens across the ideological left wing, which affects their behavior. They consist of the continuing crisis of neoliberal capitalism, the development of economic and political discrimination, economic severity, and market solutions that endanger the lives of citizens, and war problems, weather change, collective immigration and refugee crises (Crouch, 2004; Harvey, 2007; Klein, 2015; Kriesi, 2012).

The democratic system defines the manner in which officials perform their duties, and is the dominant method of government. There is a democratic electoral orientation for voters, too. From this point of view, four basic types of democracy orientation can be identified, such as: democracy with, party-oriented candidate-oriented democracies, administration democratization and party democracy (Wojciech Cwalina et al, 2012).

The candidate-oriented democracy in the United States is a positive example of a very functional election and sophisticated use of political marketing tools, because the voters' vote on political parties to certain candidates who are running for several different offices, and in particular for the leader. USA parties have a little bit control

above the election of each member of the campaign and conduct of the elections. Significant results are made on the campaign strategy at the level of the single candidate and his campaign team. While the National Party and the relevant commissions play a supportive role on the ideas of candidates, political proposals are the main worries of voters (Wattenberg, 1991).

Democracy seems to be a supporter of the British or Mexican party, somewhere in the campaign, it's still focused on the individual, but choosing to vote in the election is more than "confirming" a great person of influence that decides who will vote to the election (Wojciech Cwalina et al, 2012, P: 256). In general, political parties' position is very powerful, after the selection of candidate, so that still the marketing techniques are used actively. Ideologically, the British party is disciplined and integrated. Focused on national hierarchical organizations, and their leaders are guided by the entire party's behavior in search of the office (Wattenberg, 1991). But some of the leaders are more popular than policy-makers, while others are less common. Therefore, an elector might prefer active political parties, in fact, due to the value the leader of party, and political potentials will not be delivered, and eventually, another party member who is expert in political marketing could win the mission. To fill the role of the prime minister and believe that he can pursue politic in a better way, member of political party may even be more important than the direction in which they are guided. The important point is that the leader mainly focuses on the campaign's goal and voter (Wojciech Cwalina et al, 2012).

In most countries, a recent comparative mapping reveals a surprisingly uniformity in party structure (Poguntke, 2016). Democracy seems to be in the government's eyes, especially in countries such as Russia, China, and other countries in which the state - the political system - is dominated by a party. The website of China's Internet Information Midpoint "[www.china.org.cn](http://www.china.org.cn)" is a self-governing center (Wojciech Cwalina et al, 2012, P: 257). The Chinese Communist Gathering, the official - through in-party elections - and the unofficial, selected by the top level party, administrations inside the Chinese government. Regarding democratic centralism, in principle, all memberships of the entire Chinese Communist Party are affiliated with Central Committee and the National Congress of the Party. The orientation of democracy expresses the electoral process directly in three phases, such as: pre-campaign periods, during the electoral campaign and after the election. In fact, indirectly, the specific

tactics and toolset used to support the residents of this tool, so money, marketing and management have a major impact (Wojciech Cwalina et al, 2012). In an electoral relationship in democracies, modern representation depends on the concept of institutional communication between society and government, which makes communication and organization organized as one of the most important tasks perceived by political parties (Almond, 1960; Sartre, 1976).

### **2.2.2 The technological forces**

Developments of technology in advanced countries such as the United States or some European countries, plays a key role in the success of modern political campaigns as well as marketing campaigns in politics (Newman 1994). The three regions of technological improvement mentioned in the political marketing model have a significant impact on changes in communication through computer, IT, television and direct mail. Their evolution has led to the widespread application of marketing practices. They also became more involved in the development of an interconnected communication platform and the use of technology as a toolkit of struggle, especially the usage of the Net to gather news and extensive investigation resources, has led to greater political marketing (Gibson,2004). Through campaigning on the Internet and its related tools, a number of campaigns bring significant progress to the increase in gathering information, voluntary coordination, logistics, and other voters (Howard, 2006).

In developed countries with advanced technology, the integration of these technologies have led to organizational adaptation, organizational goals, political leadership, volunteers and relationships among professional staff, grants, citizens, and other actors in political campaigns. The development of technologies in recent years has led to the creation of information and the creation of more personal relationships between political life, individual level of voters and citizen relations among the participants (Constantinides and Fountain, 2008: p, 232–233). The new challenges that modern telecommunication employs for politicians and policy advisors is true. It is now a kind of "mobile revolution" that moves the snake with all information technologies. Mobile marketing and wireless use (Constantinides and Fountain, 2008: p, 232–233).

Media is an integral part of the content integrity in a media advertising infrastructures package, and precisely the mobile phone upsurge has created an environment where a

person abruptly takes a private mobile trick and is all the time available (Kaplan & Haenlein, 2010).

All dimensions of the mobile telephone spreads the modern time-space media perfect. Mobile advertisers can provide SMS (SMS) ads to consumers based on their geographic data and demographic qualities (Kaplan and Haenlein, 2010). Wireless advertisers around the world now have SMS connected to the media suite. In political campaigns, finished the usage of (SMS), political figure effort to straight invite residents about their happenings and their implementation plans which ultimately organize people's votes (Kaplan and Haenlein, 2010). Social networks is another important tool in individual levels continues to be the indirect role of democracies throughout the world. Therefore, they can motivate voters as tools in implementing the political marketing process (Wojciech Cwalina et al.2012).

### **2.2.3 The role of media**

Another technological force linked to the key political marketing structure is the media and their character in the democratic civilization, the clear sight that the media are "fourth estate", the advocates of this view emphasizes the importance of mass media in the political struggle that these media influence in political campaigns (Kyd and Holtz Bacha, 2006). It is noteworthy that the media system in each country delivers detailed legal regulations, with a number of countries focusing on media performance in the field of politics. They are the nature of the media system, based on the (public system, private media), and to access television commercials (able period on communal or commercial television, the probability of buying marketing time, limitations in accordance with the content of advertisements), and, moreover, those who Control the rules based on the rules of the political camps and the comprehensive review of the rules of the regulations of the media systems in different countries (Kyd and Holtz Bacha, 2006).

In 1992, Gammon, stated that the close interface between the media and the world of politics coincided with certain features of communicational communication, and maintained that a wide range of media programs or more clearly media messages as Teachers values, beliefs or attitudes and ideologies that actually provide interpreted images to the world (Gamson, 1992).

McQuail in (1994) Media organizations enclose their plans as a product aimed at attracting audiences. They sell their apps to advertise creators. But the media rivalry it does not make possible well quality programs, but just opposite of TV newflash statuses, manufacturing techniques, for journalists. One of the prominent features of the media environment is that it combines its intelligence with recreational programs. This is the policy on television. Therefore, these methods are designed with the dominant role of celebrities unofficially, as a friendly approach and with different devices (Bastien, 2009). As a result of this change in political communication and modern politicians in the form of more TV news into a culture and industry of entertainment, Media is one of the most important tools for providing feedback to people. (Bastien, 2009).

#### **2.2.4 The demographic makeup of a country**

Democracy's direction in a party-political system, technological forces, established rules and media are major factors at the macro level that play a valuable role in the demographic structure of a country, in fact, the level of education, the age of voters, their social, economic, Ethnicity, etc., these factors play an important role in the policy and role of political marketing in Dinah. Various strategies for accessing voters already use cell phones and direct connections to homes away from city centers. And in campaigns for communicating with voters, they will spend more time in various city centers at various events (Wojcieche Cwalina et al, 2012).

In the same way, the socio-economic status of an individual determines his compassion to info plus assessment of happenings associated by a particular economic program whose penalties straight lead to healthier or poorer quality of lifecycle in different community groups (Andrzej, 2011). Two major changes in demographic change are the aging of the population and the shift in the gender gap, which at the same time attracted the attention of demographers, psychologists, sociologists, and especially economists in different countries (Falkowski 2012).

(Patterson 2002), the democracies that are relatively older than the older ones have never experienced the world. He also argued that almost all elderly people (65 years and older) never account for extra than 2 or 3 percent of the populace. But currently in the world it is 15percent. In (2030), UN missions will be close to (25%) percent. On the one hand, one of the victories of modernity is life expectancy, which has created

new problems, including health and social care costs, pensions, which, in fact, create anxiety in a peripheral society (Metz, 2002).

(Newman and Shetton 1984) stated that in most countries, which would form the majority of voters in political marketing management in the majority of countries, there should be a focus on a more distinct strategy for political candidates and separate plans. On the other hand, competition among parties to the polls will intensify and make parties more likely to make more comprehensive and stronger policies for older electorates (Davidson, 2005; Boston & Davy, 2006).

### **2.2.5 Money, management and marketing.**

Marketing in politics is in a very close relationship with management. Initially, it's clear that the election is costly. And in a macro perspective, management is the result of financial regulation that determines the development of marketing plans and the amount of asset "costs" in making information, processes, and political happenings. In calculating the price of sending info to electorates, included. As well, with the help of advisors for complex marketing techniques, high costs come from marketing functions. From this perspective, managing financial resources is a good base for any marketing action and saving the amount of financial resources is the most proficient tactic to reach the aims of the campaign (Campbell and Herrnson, 2009). Political marketing in the macro perspective is related to the development of marketing in the form of a science and experience of political campaign consultants. It emphasizes the importance of micro-political marketing as political advisers and political candidates / political parties (Wojciech and Andrzej, 2012).

At a Glance at first, the concept of political marketing refers to the classic marketing factors 4P: "price, product, place, promotion" in the field of political affairs (Kotler and Shama, 1975; Nayfenhager, 1988). Thus, over time, significant differences between the practice and the effectiveness of the marketing strategy have emerged for economic and political purposes. In fact, Marketing in politics is much bigger and wider than fields such as communications, sociology, political science, and psychology. In addition, there are developed ideas in the area of marketing of services, and in particular marketing (Cwalina et al. 2011), which is replicated in the political marketing process of a certain number of these models ( Newman, 1994; Kutler and Kutler, 1999).

The basic political message (platform) is distributed directly or indirectly to voters. First of all, in the direct campaign, the person is trying to make a volunteer people address the day-to-day activities of the campaign. Indeed, it seeks to create or heighten relations with other party-political and electorates influences, not only transferring nominating messages to voters (Wojcieche Cwalina et al, 2012). the main aim in community relationships activities in campaigning is to reinforce the appearance of the candidate and his message by making favorite narratives, event management, creating positive media relations and flaring (the psychology section), and ultimately by public relations efforts Activities should be supported because they are in harmony with them. On the one hand, the Scientific Committee for the Publishing of Messages, the Committee on Organizational Tasks for the Collection of Employees to build a strong campaign team, the definition of tasks and the monitoring of their activities, plays an important role at this stage. Therefore, after analyzing data, research is used to grow and examination new ideas and control how ideas can succeed policy advisers (Kotler and Shama, 1975; Nayfenhager, 1988).

The process of political marketing in the third element, based on the party's or political candidate's goal, is to institute strong relationships, uphold and strengthen relationships with electorates and other political influences, including media, parties, popular administrations, supporters, supplicants, and importance groups. Etc. This is achieved when two-way exchanges take place during the campaign and then when the candidate succeeds.

Political marketing at the macro level is an infrastructure in the political market that determines the structures of political figure, behaviors, electorates and other factors in the political market. And in an external setting, "actors" and "spectators" display their political act. The analysis in metaphorically speaks and answers the following. And the answer to the question "What is political leadership inside?" At the same time, one of the most important other issues to be answered is: "What is inside the chief of political affairs?" And this is the same thing that the emphasis is on the privileged view of political marketing (Wojciech and Andrzej, 2012: p, 261).

### **2.3 The Micro View of Political Marketing.**

Factors affecting political marketing at the macro level include politicians, voters, political parties, advisers, creators, public or non-public leaders, and lobbyists. In the



first view, the macro-political marketing relationships of the active agents in objects have been shaped by changes in the political marketing level (Wojcieche Cwalina et al, 2012). They analyze and analyze Marketing in politics and in particular behavior, it determines who will rule and how. Therefore, the viewpoint of the Marketing in politics school emphasizes on the description and sympathetic of electorates, candidates and other factors as of within - from the point of view of sensations, wants, motives, values or character. They regulate their actions on the basis of different areas of social life and political behavior. Therefore, the mechanical outlook in political marketing, as a starting point, is the general human behavior related to the processing of various stimuli at the cognitive and emotional levels, as well as attempts to response the problem of how to effect these procedures and, as a consequence, the impact of citizen activity and relationships They are in the field of politics (Wojcieche Cwalina et al, 2012).

### **2.3.1 The voter**

Voters and their initial wishes and wishes are the choices that all candidates are seeking to succeed in the chosen constituencies they represent. Candidates must understand the needs, and needs of the community. Political marketing is a successful political campaign that must be understood by voters in order to achieve this success because voters have the key to power in all democracies. In fact, the "knowing" of voters is related to two parts. The first part involves recognizing the point in the social building of "sociological, demographic, traditional, and geographical topographies." And the partner includes the needs and objectives of "beliefs, issues and well-being," and "spiritual characteristics" of personality, attitude, motives, feelings or values (Wojciech Cwalina et al 2012: p, 262). On the second part, voters' perceptions of how information is received and processed, and how to interpret political information, the politicians evaluate their programs and their proposals. In other words, voters act according to the rules governing cognitive, emotional and behavioral functions (Wojcieche Cwalina et al, 2012). Sociologically, also called the sociological paradigm, assumes that the main reason for voting is the feeling of a member of the social community. Examples of such communities may include ethnic, religious or occupational groups, social classes or neighboring networks, all of which refer to the collective character of voting behavior. In other words, they are those who vote, but

their preferences are determined by their dependence on a particular group (Lazarsfeld, 1944; Berelson., 1954).

From a scientific point of view, voter focus in the political marketing process involves the division of these sectors or groups into these three major parts of the "money, marketing and management" sector, which the nominee cares about his message. Voters are divided into different groups based on their similarities. In political marketing, there are different approaches to dividing the voter into different methods, but more use for political marketing is based on these four categories of variables: "Demography, Geography, Behavior, and Psychology", in some of the other divisions of others The political market goes beyond these varied groups founded on more simple models (Cwalina, 2011: p,162). In addition, what definitions are recycled to find elector variables is not important. Their purpose is to identify the best way to identify voters and satisfy them to campaign and provision the candidate, otherwise focus on the basic characteristics of voters who influence their decisions in the elections. For example, there are those developed in social psychology, economics and sociology (Wattenberg, 1991; Qualina et al., 2008).

The sociologist, called the sociological paradigm, assumes the key aim for voting, the common sense of a member of the social community. Which includes examples of the community including religious, ethnic, and occupational groups that actually include different social classes. In addition, points to voter behavior. In other words, they are those who choose, but their favorites are strongminded by their dependence on another particular collection (Berelson et al, 1954; Lazarsfeld et al, 1944). In fact, the variables of sociological reveal the benefits of a set of political alliances that show the level of party compliance to the basic needs. The electorates are not identified as persons, however as a public of recognized welfares, they are accepted with their social status (social stratification) (Lazarsfeld et al, 1944; Berelson et al, 1954).

According to Campbell et al. (1960) an important factor of voter behavior in a progressive negotiation of psychological tension is social psychology which helps to recognize a party and give emphasis to political behavior. Party identification is based on the "attitude, positive emotional value of the political principles" of the parties and the following. Which parties are for establishing political data, assessments, and performances (Feldman and Conover, 1981; Qualina et al., 2008). It is a caring of "perceptual page" that people understand and calculate their political info through

"filtering". The party's identity, including the past of the Party, is a sign of the party in social and ideological themes such as "generous, conventional, communist, separatist or, extra generally, right and left." (Conover and Feldman, 1981: p, 263).

Then, according to the national elections of Italy in 2001. Caprara in (2006) establish that electorates consider loving personality traits, leadership, and conscientiousness about the values of globalization, benevolence and autonomy and power, achievement, adaptation, and tradition in the personality factor of candidates (Caprara et al., 2006).

The economic approach expresses the basic principles of voter behavior. In the economic approach, it is assumed that the behavior of citizens (voters) is in the field of rational politics (Downs, 1957). Voters choose and support a nomination or party in an informed manner. He believes that he has the most advantage. For example, a rational citizen decides to maximize profits. He acts similar a customer. He selects his political package in a market that contents him more. In fact, and he will not vote for a single candidate, but rather to solve a specific political problematic and the like. (Nay et al., 1976) and, based on the ruling party's assessment, better chooses after the last election (Ked, 1966).

Newman (1999) and Newman and Sheth (1985) presented a model of the voter's choice behavior which illustrated that the significance of the data reaching the voter hinges on the precise areas it matters such as: concerns and guidelines, social descriptions, sensitive feelings, contemporary procedures, individual dealings, and humanitarian and cognitive issues. He further argued that there could be four types of voters based of the significance of information regarding those specific areas. Rational voters who mainly tend to mind solely the issues about economy, foreign policy, and social factors while deciding on their votes. Emotional voters who just primarily consider the characteristics of the candidates and the emotions they induce amongst voters. Social voters are those who only vote for the nominees that are somehow related with a specific social group and this sort of voters resemble the prospect shown in the sociological approach. Finally, situational voters are principally subtle and delicate about not only negative but also positive things happen to them.

Another approach to knowing the behavior of voters is assumed in a combination with ideas of reasoning psychology and the mind of voters' emotions; this model has been suggested by Koolina and colleagues for predicting voter behavior (Cwalina and

Falkowski, 2002; Cwalina, 2004; Cwalina et al., 2010). According to the Newton model, this model is a reinterpretation of selective voters' behavior, which, according to the psychological approaches of constructivism to realism, assumes relations. The predicted model of the two approaches in the dominant starting point for the relationships between the reasoning and emotional basics of man and their impact on the actions of the decision of the way is expressed (Wojciech Cwalina, et al., 2012).

The best way to identify voters is to plan effective marketing campaigns (cash, marketing, and administration). Therefore, it is not enough to find them, including his sociological characteristics, his psychological traits, or his political problems. On the other hand, it is worth noting the psychological procedure of dealing out the political data, the data of opinions and the decision-making process of voting on that cornerstone (Fiske and Taylor, 2008).

### **2.3.2 The political party/politician and the candidate**

Politics and ambition, goal is at the nature of political affairs, then it is hoped that it would be preferable for office. Schlesinger, in the year (1996), deliberated three kinds of ambition: "separate, still and liberal". Discordant drive: It's about the representative looking for a workplace just for a period. In addition, immediately it does not revisit and no other office. Static ambitions: It is about a politician who seeks to reach an office and endeavors to keep it as long as possible. Ambitious progress: This kind of ambition is about politicians who have an office and are trying to focus on getting to a better position than others (Schlesinger, 1996: p, 264).

Rohde (1979), in view of these types of ambitions, argued that contemporary politicians almost all have a progressive ambition, that is, they would accept a higher office if they offer them without cost or risk. And these types of politicians may also be affected by a motivational syndrome that requires strength, status, achievement and dependence (Winter, 1982).

Moreover, these officials have certain benefits (for example, common voters, well-known people, experience of the previous campaign), in fact their failure does not cut off only professional work, but end them. Sending amateur politicians named "ambitious, amateurs" are persons who are solemn about winning the arm chair of the parliament or "searching for experience," those who do not intend to win, much more because of the value of private consumption in process (Canon, 1993).

Choosing these features provides an excellent field of action, which in fact (money, marketing, and management) is the most main issue in making one image. In the context of the characteristics of the personality traits of voter opinions about social nature (for example, honesty and capability. Friendship and Mondak in (1995) Energy and Caprara Zimbardo (2004) Honesty, Competency, and Integrity is a importance of social request in a second of period (Kerasim, Pancer et al, 1999).

In fact, they are the nucleus in which environmental features are located. This is an important issue. This particularity is not so important for voters. Indeed, they are very important for nominee image realism. The image should coordinate a candidate from a psychological point of view, and does not take in the illogicalities that create him "strange" or "unreasonable." Hence, not totally of the positive environmental topographies should be. At that time, it believed that some of the environmental features by completing the image lead to the foundation of a human face. To create a picture, features are in the form of behaviors, or else these behaviors clarify the features of this image, but these are non-verbal behaviors (Kerasim, Pancer et al, 1999).

In the political marketing process, the nominal positions of nominees and nominees are used equally for the position of candidates and their operating systems, which is basically a mix of cognizance and influence (Baines, 1999; Smith, 2005; Cwalina and Falkowski, 2011; p,2012). And the political communication (policy) created in the voter market directly or indirectly (money, marketing, and management).

### **2.3.3 The political consultants**

In the world today, profitable politicians have become profitable consultants who help to produce politicians' images and make successful advertising. Political advisers described as "product managers of the political world" Advisers are gaining ground because they are helping a politician who brings a winner image from a politician to the citizen (O'Shaughnessy, 1990:7). Plasser in the (2009), there are two distinct types of political advisers in the management of modern electoral campaigns. The first type of *Party-driven sellers*, these advisers tend to build their own advertising strategies on the organization of the National Party and the Forces, strong party organizations, in a centralized and coordinated approach to managing the electoral campaign. They focus their party politics on time, focusing on the role of the communication of their great

candidates, who are known as party proxies, to represent and establish partisan relations and party arguments. The second type *Message-driven marketers*, these strategic advisers focus their candidates on existing financial resources, and deliver messages that focus on the prospects of particular objective groups (marketing, money and management (Plasser, 2009).

Consultants are hired by campaigns, in which a company, based on explicit advice and relative success in the past, hires a consultant. In this way, we are becoming a strong market-based democracy, and by recruiting powerful advisers from government officials, this issue is an inherent risk to society, which bases the selection of candidates by the ability of both, legal advisor considers this a serious issue, however, it is not only increasing administrative costs for government departments. Blackie continues to hire consultants to make politicians pictures (Wojciech et al., 2012).

#### **2.3.4 Influential**

Zaller (1992) stated: "Every marriage is information and talent." The information is for shaping the mental image as it is given, and it requires motivation for some conclusions about it. And citizens, with very little attention to public affairs, are able to respond critically to political communication (Zaller 1992: p, 6).

Their perception of the biosphere of political affairs and their actions is established on the views and indications commencing individuals or administrations that they believe. People tend to share their votes: their husbands, trade unionists, staff members, and so on. As a result, there are people in the community who exercise a great deal of influence on the purpose of voting. And they are the supposed view leaders (Lazarsfeld & Katz, 1955). Though leaders are not typically "leaders" they are the thoughts, feelings, or other behaviors that influence actual, implicit, imagination or action in their immediate environment (Latané, 1981). At the same time, they are dependent on data upcoming from other foundations. And in two phases of the ideas that often move from media to attitude leaders and from them into fewer active sectors of the society (Katz & Lazarsfeld, 1955).

The effectiveness of the media also includes issues. The frame, as well-defined by (Modigliani and Gamson, 1987:143). Is a vital knowledge or story organizing, which means linking them to an emerging event bar? The frame shows the discussion about the subject and the nature of the subject (Nelson and Druckman, 2003). In the field of

all of media impact, specifically specified that frame special effects happen once, during a topic or happening, media stress on a subsection of the related potential considerations makes persons at the time of creation Your opinions focus on these considerations. Therefore, the frame mentions to understate changes in the declaration or to provide judgments or selective difficulties, and implies the implied special effects of deviations in the outcome of the decision-making resulting from these changes (Modigliani and Gamson, 1987:143).

In shaping public opinion, candidates who need to growth the power of their promotions in their favor will attract the same effect. They effect the option and make candidates' opinions different from one perspective. In addition, they are also represented by lobbyists. Its "stimulating and communicating by someone other than the citizenry that acts alone and pushes on government decisions" (Mcgrath, 2007:273). And this involves weight on the state, or simply, mobilizing public opinion and the media about a specific problem (Lock & Harris, 1996). Accordingly, their social function, which affects citizens 'and politicians' decisions, plays a significant role in the quality of marketing on the politic.

#### **2.4 The Macro and Micro Views of Political Marketing an Integration**

School of political marketing in the macro and micro perspective presented here. Their components form a net of opposing impacts at a certain level, as well as between them. The political situation of the country is characterized by key elements, including its political nation and the grade of transformation in the civilization, which are the grounds for curtailing and reforming the activities of the country's specific political agents: politicians, voters and political parties and advisers of the viewpoint Political marketing is an example of assimilating in cooperation the stages that make it. Micro and Macro; Macro is a small set of factors that is here more than the existing knowledge and can now be expressed by the political behavior and voters developed (Andrzej Falkowski, 2012).

This approach to politically motivated marketing lets individuals to better-known voter actions and learning them at the culturally diverse level. A person can totally understand behavior, which enables him to understand the cause and effect interface, causal relationships not simply among those micro-macro, but also in the middle of micro and macro (Canon, 1993). A look at the political procedures and behaviors of a

large and frequent viewpoint concurrently can help to better know the working of modern democracies, the methods involved in it, and the chances for development and the threats faced by it. Such a tactic mixes several different philosophies of integrated political actions in the entire external structure. And this problem is considered as a broad social, economic, legal, political and technological and forms the social behavior of institutions and individuals. on the contrives, this method can also be an exploratory action on the source of new thoughts and creative tactics for political marketing, as well as for explaining the political behavior that can be considered and predicted in the future (Wojciech Cwalina, et al., 2012).

## **2.5 Voter Behavior**

To understand the importance of political marketing, it is important to understand the identity of the voters. On the one hand, we identify the influential actors on the behavior of voters. One of the key issues has been the focus of whether voters and customers can be seen as a category in business marketing and political marketing. Newman (1999) argues that voters and business voters are both individual actors who make decisions based on information, evaluation, and then rational choice based on this basis. He further argued that voters were unique and logical, saying that it would be difficult to analyze a micro level for further research (Newman, 1999). The submitter agrees with the view of political voters firstly confirmed by the theoretical framework of the customers (Brennan and Lomasky, 1993).

According to Brennan (1993) the idea that voters use their own personal profits instead of social benefits is not new. So far, several models have been developed on these thoughts. In some literature, there are different models based on different academic disciplines, and there is a great similarity between voting behavior (O'Shaughnessy, 1990).

O'Cass (2002) continues to work on the concept of political and demographic participation in his study of an ISIS counterparts in the Australian Federal Reserve. He found that interference was influenced by the level of gender and education, and this interference would affect the satisfaction of politics and the choice of both candidates and party. In the (2003) O'Cass and Natarajan, continues to use data gathered from the Australian elections, which concerns voters significantly affect voter involvement. They also showed that voter involvement affects both voter confidence and



satisfaction. In another study, he showed that the control and control of political conditions affects voter decisions and vice versa. And the vice-speaker pointed out that voters' perceptions of risk affect their interference. In addition, voter satisfaction is in fact influenced by feelings of emotion and participation, and individual voters' emotions, participation, and satisfaction are also affected by the viability of the vote (O'Cass, 2002).

In Baines et al (2003), in a survey of local politics, they found national policies, leaders, values and candidates as indicators of electoral behavior in the UK elections of 2001, which saw the perceived performance of respondents in these issues, intends to vote more effectively than the importance of understanding them, common demographics, or characteristics. Also in another study in 2005, based on British general elections, Baines et al., Party image imagery is also better predictors than demographic polling for major U.K. political parties.

Recent studies have been attempting to understand the behavior of voters in specific political contexts. In a longitudinal examination of the American elections amid 1980 and 2000, spending a series of analysis of the phase, Newman (2007). Philips et al. (2010) Means the ultimate ladder to examine how voters are divided based on their decision-making processes to facilitate the presentation of campaign messages. French and Smith (2010) have adopted a mental mapping approach to understand how voters are visiting U.K.'s political brands. In addition, Baines et al. (2011) used long-term tracking studies of voter traps in the UK 2010 election to determine how communication channel experiences affect voter turnout decisions.

In nearly all models, it is expected that voting behavior can be concise as an additional equivalence. There are worthy ins and outs for stating this model, as it is thought that a group of the voters are expose to further attentions than others, and they persist to make use of various decision-making policies. Or, in the lay term, this drawback was created “Most models assume that voting behavior can be summarized by a single additive equation. There are good reasons, however, for believing that some voters place more weight on some considerations than others or use different decision rules. In both cases, a single additive equation will produce misleading accounts of the causal processes (Barthel, 2005).

According to the argument, it has been believed that several different models are needed in this research.

### **2.5.1 Predictive model of voter behavior**

In the United States, Newman (1981) developed a model for testing voters' behavior - and this model is based on formal work that was completed by Shott (1975) on individual behavior. These models are based on a basic hypothesis that delivers seven different areas of voter behavior. These include:

#### **2.5.1.1 Policies and issues**

Ideological representation and voter attachment to political candidates. Newman (1981) argued that there are prominent issues and policies between the four dimensions of economic policy, foreign policy, socialism and leadership. According to Homo economics' rational voter model, this focus is on the aspect that the candidate was working on with the voters' personal interest (Newman, 1981).

#### **2.5.1.2 Social image**

It is a stereotypical idea that indicates whether the candidate is balanced about what can be reasonably justified. In the 1980 US election, Newman (1981) compared with the Reagan administration (and Republicans in general) with a middle-class conservative middle class and Carter with middle-class liberals. At the same time, it has shown that this is not only the personal perception of the candidates but also those who are associated with political parties. Britain is another good example in this regard, because the work is more closely linked to their social images with the working class of the country, while conservatives are more affiliated with the rich. Neumann (1981) argues this as a solidarity with the arguments of Odegard and Helms (1938) confirmed that the political process pushed political candidates to translate social pressures into politics and social groups. Contrary to the European elections, he argues, does this have an impact with those European umbrella parties that are in parliament? So, it could be transferred to national parties and their social images for national voters (Odegard and Helms, 1938; Newman, 1981).

### **2.5.1.3 Emotional feelings**

It focuses on personal feelings about the emotion generated by a candidate or political party when making a decision. In this case, there are different enthusiasts in different locations. As in Europe, this can be important when it comes to political debate when dealing with sensitive issues such as immigration or gender identity. Neumann (1981) also stated that the problem was specifically focused on the American election in the 1980s because it can be said that focusing on the individual's candidate, rather than the party as a whole, for political identity they are much more important than what is in Europe (Tommy Alexander Lund, 2015).

### **2.5.1.4 Candidate image**

Another critical issue is the personal opinion of political candidates. The candidates, according to their political line, can adapt these values as a personal attribute of self-sufficiency to voters. This is a marketing strategy, especially for those who have a policy of skepticism in political debates about the state of the country, and this is for recognition of their own brand. Shama In (1975) compared voter turnout approaches to customer behavior, and found that voter attachment to a political party was based on perceived candidate voters (Tommy Alexander Lund 2015).

### **2.5.1.5 Current presentations**

Identify possible cases that occur during the election, and can greatly change the mindset of voters. While Newman showed Iran's hostage-taking crisis in 1980 as a major influence after the success of Riyadh elections, there have been similar common examples in continental Europe in recent times. For example, the 2004 bombing in Madrid, as an important factor in conferring on the Socialist Party of Spain, was a surprise election victory that was only three days after the attacks (Woehrel 2004).

It also promotes Newman Nygren and Jones (1997), which sets the position of the political candidate in responding to a particular situation and the behavior of the voter. The ability of current events to have a major impact on political hegemony over a very short period of time should not be ignored, and similarly, current events are a frequently used political instrument (Newman Nygren and Jones 1997).

### **2.5.1.6 Personal events**

This is a matter of aspects of the candidate's image, personal events about a candidate, and the choices they make, which affects how to identify the candidate's identity by virtue of which the voter is affected by the conflict. And this in the US political marketing system focuses more than political culture on Europe as a political marketing culture on individual candidates (Savigny 2004).

### **2.5.1.7 Epistemic issues**

This area responds to feelings when a voter rejects his vote. For example, voters think about changing to vote. If voters may not necessarily be willing to vote because they do not want to have a current policy, often rooted in political and rational arguments. In the 2014 European Parliament elections, the Eurosceptic parties have argued that floating votes are more than expected, and the reasons for the indifference of the tribe of value, the general distrust, and so on, have caused the issue, and this was not the first time that happened in the political history of the West (Tommy Alexander Lund 2015).

## **2.5.2 Factors that affect the voters behavior**

Newman and Shett (1985) use seven variables: social imagery, issues and policies, candidate image, emotional feelings, current events, epistemic issues, personal events in the lives of voters, political options more than 90% accurately predicted. Their model is more than predictions based on population or participation. Later, five predictive variables were reformed based on political issues, candidate personality, social imagery, probable situational and epistemic (Newman and Sheth, 1987). This model has been repeated several times (Benur and Newman, 2010; Newman, 1999; Newman, 2002).

The basic principle is that voters are consumers of services provided by a politician or political party, and the results are consistently indicative of a significant predictor of the model. For example, Newman's study (2002), 98.9%, and 97.8% show predictability for party and nominee selection, and Benn and Norman's (2010) model gained 93% accuracy for a party candidate. Recently, the original model (Newman and Shett, 1985) has been adapted and re-examined in international preparatory studies. Variables include issues and policies, current events, personal events, candidate

images, social images, epistemic issues, media and emotions (Cwalina et al., 2004; 2010). The results show that model predictor behavior is useful as a theoretical framework for analysis, not all variables are related; variables in elections with the highest predicted power are determined by the election (O'Cass, 2002).

O'Cass (2002) continues to work on the concept of political and demographic participation in his study of an ISIS counterparts in the Australian Federal Reserve. He found that interference was influenced by the level of gender and education, and this interference would affect the satisfaction of politics and the choice of both candidates and party. In the (2003) O'Cass and Natarajan, continues to use data gathered from the Australian elections, which concerns voters significantly affect voter involvement. They also showed that voter involvement affects both voter confidence and satisfaction. In another study, he showed that the control and control of political conditions affects voter decisions and vice versa. And the vice-speaker pointed out that voters' perceptions of risk affect their interference. In addition, voter satisfaction is in fact influenced by feelings of emotion and participation, and individual voters' emotions, participation, and satisfaction are also affected by the viability of the vote (O'Cass, 2002).

### **2.5.2.1 Economic**

Economic factor is one of the most important factors in people's lives, this factor directly affects the financial status and economic power of people. Economic indicators based on economic factors in society are the main indicators of social welfare and welfare of people (Bode, Dalrymple, 2015). In the different researches show that the effectiveness and effect of economic factors on social satisfaction and life satisfaction in society and positive attitude towards politicians with favorable economic attitude (Andrews, Kaplan, 2015).

Heydari in (2016) in a research entitled Economic Poverty and Elections a case study was carried out that the results of this study showed that all variables including economic poverty had a positive and significant relationship with electoral behavior. In short, poverty, unemployment, taxes, and per capita income affect the behavior of voters.

The racers rationally calculate their own costs and interests in each operation and maximize their net profits. If a person discovers that his expenses in his election are greater than his interests, he will not participate in the elections, and vice versa (Davids, 1957).

Economic transformations have a special impact on voter perceptions and their selective behavior, which has been raised from several theoretical and conceptual angles. For example, in the "classic boycott model", there is a retrospective view that shows the economic transformation to the state; it is argued that voters tend to punish the ruling parties when they do not operate well. The economic crisis (Fair, 1978; Ferejohn 1986; Fiorina, 1981; Key, 1966; Cramer, 1971). In contrast, the recent model of choice in this model adopts a future, which is an important perspective. If voters are interested in future developments in line with the popular Downsian classical model for voting, comparing alternative political systems and attempting to gain their merit for managing economics (Alesina et al. 1997; Duch and Stevenson, 2008; Persson and Tabellini, 1990). In addition, research on the impact of economic conditions and perceptions of public support on various issues, including European integration (Anderson, 1998; Gabel and Whitten, 1997; Garry and Tilley, 2009; Serricchio et al., 2013).

#### **2.5.2.2 Social**

The social status and related conditions, such as education, social organizations, per capita studies, etc., are catastrophic factors that affect public opinion, support people from the ruling party, or lead people to government or against the rule it. In other words, this component focuses more on the issue of party rather than on individual and individuals. Therefore, the factor is very effective in people's behavior (Bode and Dalrymple, 2015).

One of the influential factors in the whole geography is that it affects voting behavior: but Republicans now have won many Southern elections. In the big cities, most voters wishing to vote are Democrats the majority of voters in suburbs, rural areas, and small cities, who want to vote for Republicans, and in general, family members tend to vote in the same way. In fact, the geographic factor has a great impact on voting behavior (Persson and Tabellini, 1990).

One of the social factors influencing voter behavior is age. As young people in the UK are more likely to vote for the Labor Party, on the other hand, older officials in the UK are more likely to vote for conservatives. For example, a report stated that at the younger age, the vote was taken from the Labor Party (YouGov, 2017).

The conservative party is changing. In an experienced research, over thirty-four years at a decade, the greater the chance of this right spin would increase by 8%. Using the concept of selfish voting, the cause of this trend may be that young voters feel that they are doing more than the conservatives. Jeremy Corbin's mission in 2017, with higher taxes for high-income individuals, can reduce the cost of education and address the lack of affordable housing for low-income people. If this is beneficial to the young, it is costly for young people with lower incomes. Therefore, age is an important factor influencing the behavior of voters, since this reflects the interests of voters themselves (Garry and Tilley, 2009; Serricchio et al., 2013).

### **2.5.2.3 Political**

The political party can only maintain its identity when it maintains its identity. In fact, it is a marketing campaign that can constantly update a party, and that the party will have the planning and decision to nominate, to gain and maintain it makes it a connection to the people. Therefore, this indirect political effect on people's opinions directly affects public opinion, with direct consequences of the political situation, which is based on political slogans and titles based on the relationship and policy of reform and reconstruction (Collinson, 2015).

Public policy issues play an important role in the election, a matter of particular interest to political analysts in influencing elections as an important means for citizens to make voter decisions, and this has been widely studied. That is often the hypothesis that voters choose candidates based on their policies, it makes it a policy of government. On the other hand, when this phenomenon comes to an end, political commentators are very critical. Which in fact often makes complaints, for example, that presidential candidates have not been able to answer clearly the real issues (Miller and Shanks, 1996).

But we use the narrower term, and we point out that public policy issues are the principle of the position. In fact, this means what questions the government should or should not do. And these include politics in politics in the government. Some of these

political issues are well known in the election, as well as different issues with a broad approach to general problems. In a clearer example for a better environment, is it necessary for the federal government to adopt more stringent environmental regulations to run? Or is it necessary for the federal government to try to ensure all healthcare insurance (Duch and Stevenson, 2008).

#### **2.5.2.4 Culture**

Cultural issues include cultural, social, and political issues, words, habits and cultural conditions, including the foundations of society and the traditional beliefs of every society (Bendle, Ryoo and Nastasoiu, 2017). In other words, people in different nationalities have certain cultural principles that respect and value their values and traditions. Over the years, various studies have also shown that candidates have always been more likely to vote and support with slogans and programs based on the preservation of cultural issues that have been held in the election, and that cultural issues play a role in voter behavior. It has also been remarkable for political parties and politics (Bendle and Wang, 2016).

From different perspectives, researchers have studied cultural values that have been studied in various social sciences, such as sociology, psychology, organizational behavior, consumer behavior and voter behavior, and others. In fact, Ruckach (1968) argued that the concept of cultural values lies at the core of the whole social sciences. In one study, he concluded that cultural values are the main variables in the study of culture, society and personality and the main variables in the study of social and behavioral attitudes. In short, cultural values are powerful explanations and have a strong influence on human behaviors (Homer and Kahle, 1988).

Other researchers (Williams, 1968; Rokeach, 1973) have also expressed cultural values as standards used by voters to choice candidates, explain actions and assessments, and events that cultural values have a significant impact on emotional and behavioral responses of individuals (Locke, 1976; Rokeach, 1973; Schwartz, 1992).



### **2.5.2.5 Belief**

Religious teachings and teachings on ethics and social practices often lead to political behaviors of individuals and group norms, or in other words, they refer people to a series of political and party preferences that have a religious basis, society Accepts. Therefore, insistence on ethical-religious beliefs and values and the survival of these values and beliefs through religious practices, such as: worship, reading the Bible, etc. In fact, strengthening political preferences and a party based on religious teachings and teachings. In addition, empirical evidence supports the relationship between religiosity and voting tendencies. The United States and Britain are typical examples of this kind of electoral behavior. In the United States, those who have more religiosity, vote for the Liberal Democratic Party for reasons that are condemned to the Republican Conservative Party and those with low religiosity (Lehman, 2001).

Voters tend to have an ideological orientation. While most voters have well-documented and clearly convinced political ideology, and have broad ideological interests. , These general ideological tendencies affect voting (Miller and Shanks, 1996, 288-294). The Impact of Ideology on Presidential Elections for Different Reasons The general international view of general issues and perceptions of opinion is one of the important factors that has an impact on voter behavior. Ideology affects certain conditions and issues. Ultimately, ideology may also affect the identification of the party, which is another way of penetrating. Indeed, identifying the ideology and the party and recognizing the candidate is now more balanced (Saunders and Abramowitz 2007).

### **2.5.2.6 Personality**

The personality consists of specific patterns of thinking, emotions and behaviors that shape the individual's interaction with the social and material environment (Bendle and NastasoIU, 2014). Regarding the personality characteristics of the candidates discussed, according to the research, it is noteworthy that mostly social, casual and happy personalities are more appealing and attracting more people, but in political figures, research has shown that people are opposed to People are mostly stable, happy, social, and self-confident (Bendle, Ryoo, NastasoIU 2017). Therefore, Character and personality are very important for people.

In political information processing, political parties know that potential personalities and personalities are more likely to vote for advocates, based on the personality of the candidate, there are plans to create campaigns and design messages that attract more voters. In addition, it is known that the personality is simultaneously with belief systems and values. This system relates to the solidarity of how voters receive political information about candidates and parties that integrate and retrieve them (Fiske and Taylor, 1991; Greenwald, 1980).

Political marketing researchers are also interested in examining the impact of personality on voters' behavior (Eystenck, 1954). In literature, personality traits such as authoritarian personality, hard-core controversy, conservative, storytelling, and other personal factors are used to explain the behavior of voters. To develop a relationship between personality and political choices, one can develop various personality theories to this day. It will be useful for political marketers to understand the relationship between personality traits and voters' choices in terms of political ideology, which voters love what kinds of personality (Mc Glosky, 1958; Rokeach, 1960).

Certain theories have been created to understand personality. These theories "like Freudian and Neo-Freudian theories of personality". Characterize personality traits with qualitative measures such as viewing, analyzing dreams, predicted techniques, or experiences reported by an individual. These actions need to be interpreted by the scholar who can be somewhat subjective. However, the theory measures personality traits experimentally by expressing character as the sum of the pre-organizational traits that are called traits. Traits are defined as "a distinct and relatively stable method in which a person is different from others" (Buss and Poley, 1976).

#### **2.5.2.7 Political marketing**

Political marketing is a political communication purpose and a set of procedures for making, collaborating and offering benefit to clients and for governing customer associations so that does good to the political organization and its shareholders (Hughes & Dann, 2006).

Marketing in politics has led to a fundamental shift in the way policy-makers and political parties have been presented to voters, which politicians, as such, present their political messages in ways that have evolved into a political message approach. The

most important issue in marketing is winning discussion not only requires knowledge and programs, but also the ability to select and convey desired concepts to voters and have a proper campaign style using factors influencing voter behavior in the format of a marketing program is appropriate (Lilleker & Darren, 2002).

In the year (Scammell, 1999), political marketing has increased the quantity and quality of candidates' information for voters, making the party and the candidate more sensitive and responsive to the needs of voters, which is why political marketing can make communication channels. It will improve among politicians and voters.

Political marketing is a successful political campaign that must be understood by voters in order to achieve this success because voters have the key to power in all democracies. In fact, the "knowing" of voters is related to two parts. The first part involves recognizing the location in the social building of (demographic, sociological, geographic features and cultural). And the partner includes the needs and objectives of "beliefs, issues and well-being," and "spiritual characteristics" of personality, attitude, motives, feelings or values. On the second part, voters' perceptions of how information is received and processed, and how to interpret political information, the politicians evaluate their programs and their proposals. In other words, voters act according to the rules governing cognitive, emotional and behavioral functions (Wojciech Cwalina and et al., 2012: p, 262).

#### **2.5.2.8 How the Voters' behavior can be affected**

The behavior of voters is the way people tend to vote. In fact, in our voting behavior, we must examine the factors influencing this behavior. Also, in the polls, we can identify what makes voters decide to vote for a particular party or individual (Social and Political Studies, 2008). Voting behavior is a kind of political behavior. Indeed, the perception of voter behavior can explain how decisions have been made by decision makers and why, and this is in fact a concern for political scientists or voters. To interpret and understand the conduct of our voting, we need both medical science and psychology expertise, and it is imperative that this field emerged in political psychology. How can the voters look at how they can look at how voters are more selective, and finding that emotional influences can help voters make voters more informed. Some argue that voters, despite the slightest attention and political focus, make political choices confident (Bendle, Ryoo, NastasoIU 2017).

To determine attitudes and predictions regarding the behavior of the decision process, certain factors such as gender, race, culture, and religion must be considered. In addition, key public impacts include the role of emotion, political socialization, tolerance of the diversity of political perspectives and the media. The impact of these effects on voting behavior through theories increases with the attitudes, beliefs, designs, knowledge structures, and information processing practices. For instance, analyses from different countries show that people are eligible in individual cultures, while their salaries are like voting rights. The amount of voting decisions affected by the inside processing systems of political information and external impacts will change the quality of justly democratic verdicts (O'Shaughnessy, 1990).

According to Brennan (1993) the idea that voters use their own personal profits instead of social benefits is not new. So far, several models have been developed on these thoughts. In some literature, there are different models based on different academic disciplines, and there is a great similarity between voting behavior. Voters are affected by a combination of sociological and psychological factors. Sociology includes the individual characteristics of voters and their group affiliations. Psychology involves how one sees a voter of politics.

### **3. RESEARCH METHODOLOGY**

In this chapter, the research methodology, which according to the research philosophy, the research approach used, the research method, as well as the tool used to pursue the goal, is the purpose of the research in the first chapter, the research questions, and the expression of the problem. The main objectives of the explanation of the research philosophy, in comparison with other research philosophies, are to explain the methodology of research and the introduction of the tool used to obtain the research objectives.

#### **3.1 Research Philosophy**

The belief that information about a phenomenon should be collected, analyzed and used, or, in other words, the belief in the way in which data on the subject of research are collected and evaluated for research questions are analyzed and evaluated. The epistemological term "known, is reality", and epistemology, which means "what is right as it is believed," includes many different philosophies of the research method. The research goal is to transform the transformation of things that "believe." In the tradition of Western contemporary research, the main philosophies are positivist (sometimes called scientific) and interpretivist "also as anti-positivist" (Galliers, 1991).

Positivism: The positivist hypothesis defines this concept as a fundamental fact that is irreplaceable and can apply relationships that are applied at all times. They are generally related to quantitative studies that follow statistical analysis results. Positive thinkers believe that reality is sustainable and visible. The objective view (Levin, 1988), studied without interfering with being phenomenal. They claim that phenomena should be separate and observable, should be repeated. This often involves manipulating reality with changes in only one independent variable, in order to identify events and shape those relationships between some elements of the social world. Most empirical research is positive in its approach and also indirectly supports this philosophy; this philosophy has a very good connection with physical and natural

sciences; there is a constant discussion of the suitability of the positivist paradigm for the social sciences (Alawi and Carlson 1992).

Interpretivism: This philosophy generally suggests the fact that only through subjective interpretation and interference in reality can be shown and understood accurately. The study of phenomena in their natural environment is a key to interpretive philosophy, which scientists cannot prevent from the phenomena that affect them. Interpretation in relation to epistemology and psychology is that interpreters believe the reality is multiple and relative (Hudson and Ozen, 1988). Lincoln and Guba (1985). They say that the multiple realities of other systems depend on meanings, which can even be interpreted in terms of constant facts (Neuman, 2000). Knowledge in this social field is built rather than objectively determined. Their study admits that there may be many interpretations of reality, but note this Interpretations are part of their scientific knowledge. The pursuit of fanaticism has a tradition, not shorter or less than positivism (Carson et al., 2001).

### **3.2 The Justification for Approach Selection**

In Greek classical periods, both the traditions of the research (positivist) and the sophists (anti-positivists) began with Plato and Aristotle. Following the darkest and longest period of scientific thought in Europe, the sixteenth and seventeenth-century Renaissance positivists included Bacon, Mill, Descartes, Russell, Durkheim and Popper. On our side, Kant, Hegel, Marx, Freud, Polanyi and Cohen (Hirschheim, 1985).

In both systems of science and information system research, interpretive research was used as a norm (Vreede 1995). The interpretive research of this idea was transformed into tradition by late 1970, then Positivism became a tradition. This fact, in studies by Dickson et al. (1990), Orlikowski et al. (1991), proved that 96.8% of scholarly conclusions were found in US journals they follow this paradigm. Pervan (1994) assessed 122 GSS studies, found in existing literature (3.27%), researchers can be classified as interpreter.

Bennett and colleagues (19874) had a great deal. As a result of precise observations, no method of research was better than others with other methods. A number of authors believe that these methods can be combined to enhance the quality of research. Some

recommending institutions use a special methodology called "home style" (Galliers, 1991); given that real-world phenomena are very complex and rich, the appropriate method for the specific problem and the purpose of the research (Benbasat, 1984) to be used.

In this research, we have tried to reconcile what may be as a methodological one, insisting on the use of a research method, that the "positivist" philosophy is consistent with the problem of the research, because positivism brings about the realities of The basis of real knowledge is solid and is reliable through observation and measurement, and positivism is the limitation of the role of researchers in collecting and analyzing data. In this research, this role is limited only to the collection of quantitative data about Political marketing and its impact on voter behavior in Afghanistan. Which is a cross-sectional empirical study of qualified voters in Afghanistan. Data was collected through research tools that were taken from previous studies. Data were analyzed using SPSS (Statistical Package for Social Sciences) software and interpretations and observations related to the subject were studied.

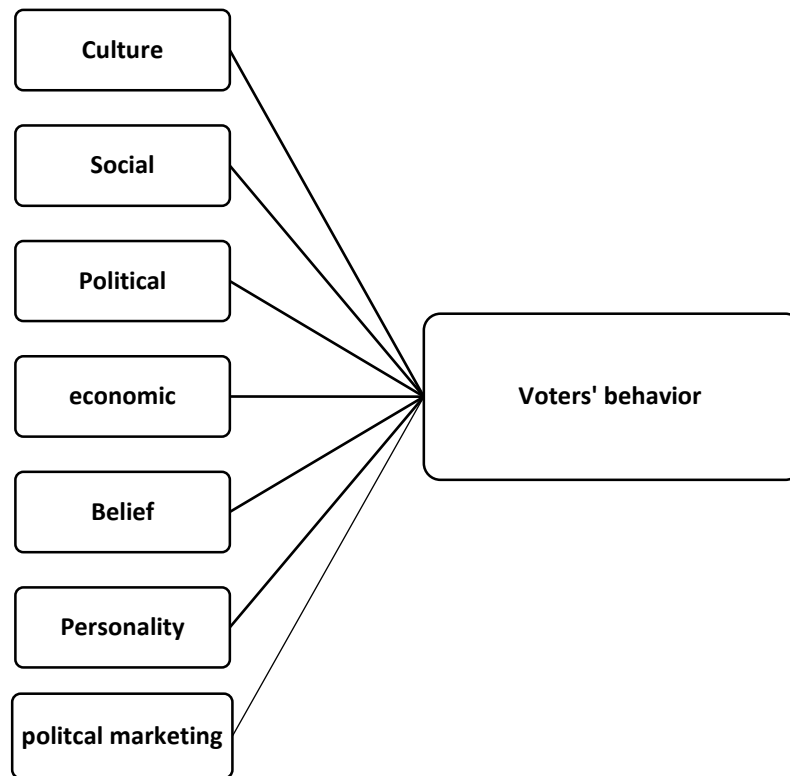
### **3.3 Research Approach**

In the research method, a deductive or inductive approach can be followed in the research, in the stretch pattern, it is at the very beginning of the hypothesis for testing, thus, this study goes in a way that its hypothesis can be tested, on the other hand, the researcher in the inductive method, before the development of a research theory, improves the data. Saunders et al. (2007) clarify this.

Qualitative research methods are usually inductive, while quantitative studies use the discovery research method. Gay et al. (2003). Barro had suggested that the quantitative theory of theory can be taught through the correlation of the hypothesis and the results of proposed research in terms of available knowledge. Cormack (1991). This research investigates the research approach to test the hypotheses of Chapter 1, a test based on quantitative data that was conducted by a survey of political marketing activities carried out by political and political organizations in Afghanistan and the impact of voters. As the hypothesis after analyzing the data collected, it will be accepted or rejected.

### 3.4 Research Model

The research model investigates The Impact of Political Marketing on the Voters' behavior in Afghanistan. This research, political marketing is independent variable and voters' behavior are dependent variable.



**Figure 3.1:** Conceptual Model

In this research, political marketing involves cultural, social, political, economic, opinion, personality. For example, it shows that in general, there are many factors in political marketing that are shaping these issues according to the main components. When the slogans of political and social reform as well as influential factors influence the voting of society. It provides the context for choosing the desired candidates.

### 3.5 Research Methodology

This is a descriptive research, that we examined the impact of independent variables “Political marketing, Economic, Social. political, Culture, Beliefs, Personality” on dependent variable “voters’ behavior”. This quantitative study evaluated the impact and correlation between the factors influencing the behavior of voters. In this research,



seven factors affecting voting behavior have been investigated. In addition, this method can show the correlation between the variables.

The following factors are examined in this paper: Economic factors, political factors, social factors, cultural factors, personality, beliefs, and political marketing. The latter one is considered as one of the main factors affecting voters' behavior. Each of them has been considered and evaluated separately throughout this study.

The survey questionnaire was sent to participants by an online platform, which is a survey conducted online. Since the researcher tried to choose the participants from different age groups, different ethnic groups, different backgrounds and different parts of the country, online polling was needed because it was much more convenient and the poll was mainly based on social networking sites, networked websites such as: Facebook, WhatsApp, and personal email addresses. The questionnaire link was sent to a number of respondents who, as a result, were able to find out the responses within a four-week period.

The questionnaire of this research was primarily about one hundred and fifty questions related to the topic which were chosen from 18 different articles. Based on the research hypotheses, 37 questions were selected out of 150 questions and they were divided into two main sections: the first part was demographics information about the participants, and the second part contains (37) questions. Since the official language of Afghanistan is Farsi, the questionnaire was in both English and Farsi languages. Initially, a pilot study was conducted to check the validity of the questions. Hence, the questionnaire was sent to 50 people and after finding out that the questions and the questionnaire were valid enough to be distributed, it was sent the target population to collect the required data. The following table contains the list of the articles from which the questions were selected.

- A1: Constituent Element of Political Marketing in Creating a Positive Attitude for Voting for a Particular Candidate
- A2: Political Marketing, Work of Mouth Communication and Voter Behavior.
- A3: The Impact of Political Promotion Via Facebook on Individuals' Political Orientations' .
- A4: Celebrity- Persona Identification Scales Political

### **3.5.1 Target population**

The target population in a survey is the whole set of units in which survey data should be used to conclude. The target population determines the unit's findings in order to generalize it. Paul J. Lavrakas (2008)). From another perspective, based on the definition of the Sekaran (2006), which states that the totality of individuals, groups, actions, or phenomena that the researcher intends to analyze, the population of the survey is all eligible voters in Afghanistan, including from city centers of thirty-four provinces, districts. According to the announcement of the Independent Election Commission (IEC) of Afghanistan (8800000) in 2018. The poll was conducted using a reasonable sample that can accurately represent the population.

### **3.5.2 Sample size and sampling method**

The participants of the current study were Afghan citizens who were eligible to vote. Acknowledging the convenience sampling, 199 subjects of the study whose ages range from 18 to 55 were the respondents. The researcher preferred the convenience sampling in order to facilitate and accelerate the data collection procedure. The target sample consisted of both male and female participants and majority of them held either Bachelor's or Master's degree and the rest of the sample size were undergraduate students. The required data for the current study was collected through a questionnaire (see appendix A) which was sent to the participants through an online platform. Because the researcher tried to select the participant from different age groups, different ethnic groups, different backgrounds and different parts of the country, an online survey-distribution was required since it was a lot more convenient and the survey was sent, mainly, via social networking websites such as: Facebook, WhatsApp, and personal E-mail addresses.

To calculate the size of sample formula proposed by (Tabachanick and Fidell, 2007) was used (2007).

$N = 50 + 8m$ . Where

$N =$  Sample Size

$M =$  the number of independent variable

$N = 50 + 8m.$

$50 + 8 \cdot 7 = 199$

Based on this formula required example size for this learning is defined as 90 (as the amount of independent variable equals to seven).

Sample size is defend as (199) to exceed the minimum threshold.

### **3.5.3 Survey instrument and data collection**

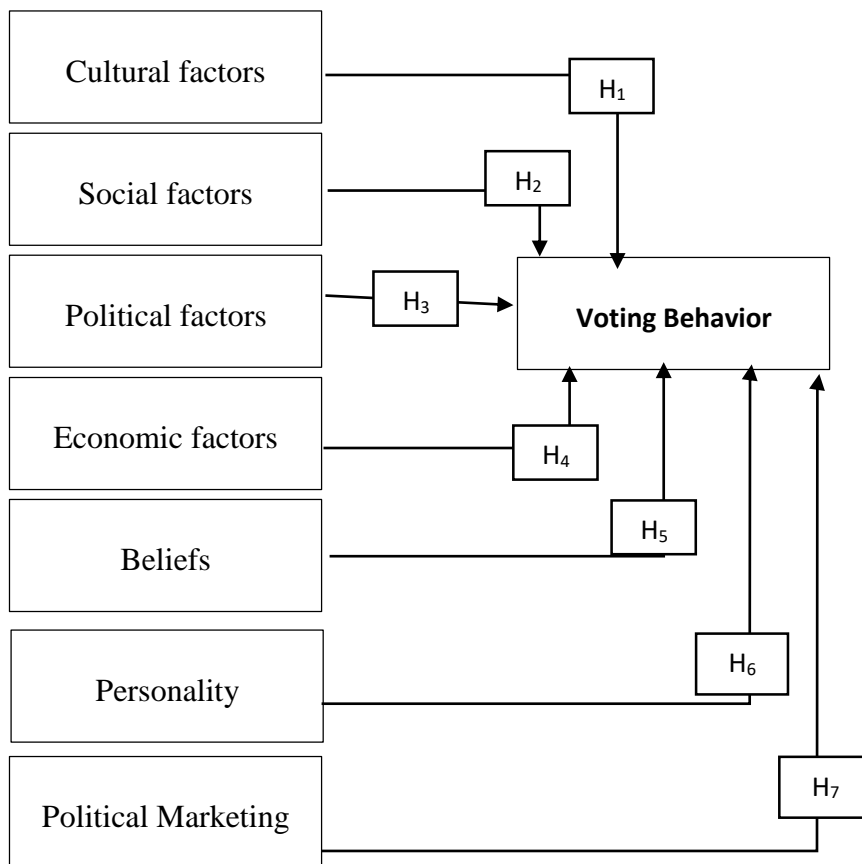
In this research, in the literature section of the research, library resources are used, such as books and articles and sources of publications. Moreover, field research in this thesis, data is collected through structured questionnaires. The questionnaire is divided into two main parts; the first part is the demographic information of the participants and the second part consists of 37 items which were provided in both English and Farsi languages.

Data collection: The required data was collected through an online research questionnaire. Since the researcher utilized a questionnaire to collect the required data, the collected data through the survey was going to be subjected to Statistical Package for Social Science (SPSS) for further analysis. In this research, the ethical values of quantitative research methods have been studied, participants are clearly asked before answering the questionnaire questions to answer the basic facts of the questionnaire whose responses indicate their confidential information is considered. The response of all participants is used only for research purposes. Questionnaire survey questionnaire was translated in English and in Persian in the official language of the country, to ensure that respondents carefully answer what they do, without asking for a translation, to know the question, to provide accurate answers.

## 4. DATA ANALYSIS

### 4.1 Hypotheses and Graphical Model

Graphical model of the study and hypotheses are as following;



**Figure 4.1:** Graphical model

- SH1: Cultural factors affect on voters' behavior.
- SH2: Social factors affect on voters' behavior.
- SH3: Political factors affect on voters' behavior
- SH4: Economic factors affect on voters' behavior.
- SH5: Beliefs factors affect on voters' behavior.
- SH6: Personality factors affect on voters' behavior.

- SH7: Political marketing factors affect on voters' behavior.

## 4.2 Respondent's Profile

The sample for current study consisted of 199 complete responses. 79 % of them are male and 21% are female. 41 % of the respondents were married and 59% of the respondents were single. The age of survey participants varied between 18 and 55 years, 60 % of them are between 26-45 years. Majority of the sample (93 %) has bachelors and postgraduate degree. 63 % of the sample is student whereas 31 % of them is employee. 78 % of the respondents have income less than 500 USD yearly. A considerable part of the survey participants (69%) has voted before. Table 4.1 presents demographics of sample.

**Table 4.1:** Demographics

<u>Variable</u>	<u>Count</u>	<u>Percentage (%)</u>
<i>Sex (n=199)</i>		
Male	157	79
Female	42	21
<i>Marital Status (n=192)</i>		
Married	78	41
Single	114	59
<i>Age group (n=198)</i>		
18-25	80	40
26 -35	104	53
36-45	13	7
46-55	1	0
<i>Education level (n=199)</i>		
Intermediate	3	2
High School	11	5
Bachelor Degree	88	44
MsC & PhD Degree	97	49
<i>Occupation (n=198)</i>		
Student	125	63
Employee	61	31
Retired	1	1
Unemployed	11	6
<i>Income Level(n=198)</i>		
Less than 200 USD	68	34
200 – 500 USD	87	44
501 – 1000 USD	31	16
1001 and above	12	6
<i>Voting (n=195)</i>		
Yes	134	69
No	61	31

### 4.3 Descriptive Statistics and Normality Assessment

In Table 2 mean, variance and standard deviation of each item is presented.

**Table 4.2:** Descriptive Statistics

<b>Items</b>	<b>N</b>	<b>Min.</b>	<b>Max.</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Variance</b>
1. Participation of candidate in cultural events, supporting them and their views effects on my voting.	194	1.00	5.00	3.7784	1.14147	1.303
2. Candidate who respects cultural events and take part in them catches my attention to vote.	197	1.00	5.00	3.9442	1.04585	1.094
3. Candidate who is a cultural activist and has influential views in this section encourages me to vote.	197	1.00	5.00	3.9239	.95794	.918
4. Respecting traditional and cultural views of civilians catches my attention to vote.	196	1.00	5.00	3.9235	1.17201	1.374
5. Understanding the people's behavior and identification is very influential for me to vote for the candidate.	196	1.00	5.00	4.1378	.95885	.919
6. Social attitudes and social foundations of the candidate affect my vote.	197	1.00	5.00	4.0000	1.05463	1.112
7. Slogans of national unity, social stability, and people-oriented programs affect my vote to a candidate.	197	1.00	5.00	3.7716	1.27919	1.636

**Table 4.2 (continued):** Descriptive Statistics

Items	N	Min.	Max.	Mean	Std. Dev.	Variance
8. Support of social conditions (environmental protection, public health, and education) affect my vote.	196	1.00	5.00	4.2143	.91987	.846
9. The clear cut foreign policy of the candidate which reflects every beneficial issues of my country catches my attention to vote.	194	1.00	5.00	4.1701	.91444	.836
10. The slogan of political relations with other countries (political centers enhancing exchanges) has an effect on my vote.	197	1.00	5.00	3.9848	1.05694	1.117
11. The slogans of political and freedom of expression (within a city, state or country) influence my vote to the candidates.	197	1.00	5.00	3.8325	1.08202	1.171
12. Economic slogans and financial welfare affect my vote a lot.	197	1.00	5.00	4.0761	1.00979	1.020
13. Programs of the candidate regarding the aims of increasing domestic production, supporting domestic industries and exports persuade me to vote for the person.	197	1.00	5.00	4.1574	.99520	.990
14. Slogans declining commodity prices and reduction of inflation and improving economic distribution affects my vote.	197	1.00	5.00	3.9695	1.07812	1.162

**Table 4.2 (continued):** Descriptive Statistics

<b>Items</b>	<b>N</b>	<b>Min.</b>	<b>Max.</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Variance</b>
15. Financial pledges and increased pay or benefits by the candidate attract my attention and affect my vote for him.	196	1.00	5.00	3.9439	1.08695	1.181
16. The economical slogans and financial welfare of the candidate effects my vote.	196	1.00	5.00	3.8112	1.08608	1.180
17. The reduction of inflation and supporting internal economy influences me to vote.	197	1.00	5.00	4.0406	.98373	.968
18. Publishing through utilizing the general ideological expressions and perceptions of the candidates affect my vote.	197	1.00	5.00	3.9848	.93937	.882
19. Statements through the application of intellectual ideology, nationalism and national integrity of political parties and candidates affect my vote. .	196	1.00	5.00	4.0255	.99967	.999
20. Use integration of formulated religious rules in one's campaign affect my vote to a particular candidate.	197	1.00	5.00	3.6904	1.19119	1.419
21. Support incorporating the religious values and beliefs in a candidate's campaign remarkably affect my vote.	195	1.00	5.00	3.8308	1.17845	1.389



**Table 4.2 (continued):** Descriptive Statistics

Items	N	Min.	Max.	Mean	Std. Dev.	Variance
22. Responsibility and doing previous duties of the candidate affects my vote.	197	1.00	5.00	4.1929	.97067	.942
23. I prefer a candidate who has a strong personality.	195	1.00	5.00	4.2308	1.07122	1.148
24. I prefer a candidate who has high academic achievement.	195	1.00	5.00	4.2410	.97830	.957
25. I prefer a candidate who has wide range of experience, being a social activist.	197	1.00	5.00	4.2589	.88582	.785
26. I prefer a candidate who is expert in public speaking.	197	1.00	5.00	3.8985	1.08320	1.173
27. I prefer a candidate who has great influence in making decision.	197	1.00	5.00	4.0964	.97197	.945
28. The political marketing messages have an impact in society.	197	1.00	5.00	4.1066	.96034	.922
29. The political marketing messages changed the voter's behavior.	194	1.00	5.00	4.0670	.94438	.892
30. The political promotion messages led to change your orientations.	197	1.00	5.00	3.7970	1.17343	1.377
31. The political marketing messages influence the choice of political individuals.	195	1.00	5.00	4.0410	.92967	.864
32. I am affected by the political message of a particular candidate.	195	1.00	5.00	3.5282	1.38957	1.931
33. Candidates performance / reaction influence my behavior.	196	1.00	5.00	3.8929	1.08309	1.173

**Table 4.2 (continued):** Descriptive Statistics

Items	N	Min.	Max.	Mean	Std. Dev.	Variance
34. Economic Condition, influence my behavior.	197	1.00	5.00	4.0711	1.01269	1.026
35. The ideology of the candidate influence my behavior.	195	1.00	5.00	3.9846	1.03783	1.077
36. General Activities of the candidates influence my behavior.	193	1.00	5.00	4.0000	1.01550	1.031
37. Political marketing for final choice influence my behavior.	196	1.00	5.00	3.8163	1.13992	1.299

Normality assessment is one of the prerequisite of parametric analysis. In order to conduct parametric analysis, it is important to ensure that the given data is multivariate normal. Due to our sample is larger than 30, Kolmogorov-Smirnov test was used to test normal distribution assumption. According to the results of Kolmogorov-Smirnov test all metric variables are normally distributed ( $\text{sig} > 0.05$ ).

#### 4.4 Reliability Assessment

Reliability is related to the degree to which test results are free of measurement error. Additionally, the reliability examines how consistent the measured item is among respondents and steadiness of the characteristics across time period (Smith and Albaum, 2005). Table 3 depicts the reliability assessment of each construct. The reliability has been established as Cronbach alpha value is above 0.7 for each construct.

**Table 4.3:** Reliability Analysis

Construct	Reliability (Cronbach Alpha)	Number of Items
Cultural Factors	0,856	5
Social Factors	0,759	3
Political Factors	0,772	3
Economic Factors	0,877	6
Beliefs	0,801	4
Personality	0,852	6
Political Marketing	0,883	5
Voting Behavior	0,887	5

## 4.5 Hypotheses Testing

Regression analysis is defined as a reliable method followed in statistics for identifying the relationship between independent variables and dependent variables. By regression analysis, which variables have an impact on the research topic of interest and also the degree of that impact can be observed.

In standard multiple regression, all the independent variables are evaluated in terms of its predictive power, over and above that offered by all the other independent variables and this approach is explain how much variance a set of variable explain dependent variable. On the other hand, there are some assumptions of multiple regression analysis such as sample size, multicollinearity, outliers, normality, linearity, homoscedasticity and interdependence of residuals in order to implement related analysis to the data (Pallant, 2010).

In order to examine hypotheses linear regression analysis was conducted. Table 4 shows that there is a positive strong correlation between two variables ( $0 < 0.05$ ,  $R = 0,810$ ) According to ANOVA test results ( $p = 0,00 < 0,05$ ) independent variables explain % 64 of the variance in voting behavior ( $R^2 = 0,641$ ,  $p < 0,05$ ). To test each hypotheses p values and  $R^2$  are examined. As seen in Table 6 cultural factors, ( $t = 2,264$ ,  $p = 0.025$ ), economic factors ( $t = 2,535$ ,  $p = 0.01$ ) personality ( $t = 3,58$ ,  $p = 0.00$ ) and political factors have positive affect on voting behavior in the 95% confidence interval, whereas the effect of social, political factors and beliefs weren't found statistically significant ( $p > 0,05$ ). Additionally, the tolerance value of all variables is above 0.10 and the VIF value is less than 10 means that there is no multicollinearity between the independent variables (Pallant, 2010).

As a summary, cultural factors ( $H1: \beta = 0.184$ ,  $p < 0.05$ ) economic factors ( $H4: \beta = 0.190$ ,  $p < 0.05$ ), personality ( $H6: \beta = 0.194$ ,  $p < 0.05$ ) and political marketing ( $H7: \beta = 0.270$ ,  $p < 0.05$ ) have positive impacts on voting behavior.

**Table 4.4:** The Results of Regression Analysis

	$\beta$	t value	p	R	R2	Tolerans	VIF
(Constant)		0,094	0,925	,810 <sup>a</sup>	0,641		
Cultural Factors	0,184	2,264	0,025			0,322	3,013
Social Factors	- 0,057	-0,677	0,500			0,301	3,318
Political Factors	0,04	0,048	0,962			0,321	3,111
Economic Factors	0,190	2,027	0,044			0,244	4,101
Beliefs	0,153	1,671	0,097			0,255	3,924
Personality	0,194	2,535	0,012			0,366	2,732
Political Marketing	0,270	3,588	0,00			0,378	2,649

According to the multiple regression analysis results, H<sub>1</sub>, H<sub>4</sub>, H<sub>6</sub> and H<sub>7</sub> were accepted ( $p < 0,05$ ), while H<sub>2</sub>, H<sub>3</sub> and H<sub>5</sub> are rejected ( $p > 0,05$ ). Summary table of hypothesis tests are shown at below (Table 5).

**Table 4.5:** Summary Table of Hypthosis Tests

Hypotheses	Relationships	Status
H <sub>1</sub>	Voting <--- Cultural Factors Beh	Accepted
H <sub>2</sub>	Voting <--- Social Factors Beh.	Rejected
H <sub>3</sub>	Voting <--- Political Factors Beh.	Rejected
H <sub>4</sub>	Voting <--- Economic Factors Beh.	Accepted
H <sub>5</sub>	Voting <--- Beliefs Beh.	Rejected
H <sub>6</sub>	Voting <--- Personality Beh.	Accepted
H <sub>7</sub>	Voting <--- Political Marketing Beh.	Accepted

## **5. CONCLUSION AND RECOMMENDATIONS**

### **5.1 Conclusion**

The purpose of this research was to find out the impact of political marketing on the voters' behavior in Afghanistan. This study examined the importance of factors influencing the behavior of voters, and reflecting the real impact of political marketing on voters' behavior in Afghanistan. The role of political marketing in Afghanistan is determined by several factors that influence the behavior of voters. The findings of this research among all the influential factors have shown that what hypotheses have been accepted in this research and what hypotheses have been rejected.

This research, firstly, in the literature, key components of political marketing have been studied. As stated in the research tool, the real components of political marketing are personality, economic, political, social, cultural, ideological, political marketing, that have a crucial effect on the voters' behavior. In a similar study that was conducted in Iran by Soleimani and Monem (2017), five of the above mentioned factors were considered as the main components of political marketing on the behavior of voters.

In an explicit definition, political marketing is a variable with many components that are used in the election for the purpose of using psychological marketing and management techniques to guide public opinion and vote for the candidate (Bendle, 2014). It is also used in the basics of selling business-based and psychological products to attract a positive candidate to a specific candidate, based on certain political and managerial regulations (Bendle, Nastasoiu 2014). In other words, they place emotional aspects of public opinion in terms of management rules and try to attract popular vote for a candidate or a person.

The whole idea is similar in political marketing and marketing, but there are differences in the use of techniques. The required data was collected through a questionnaire that was based on similar research as a strong structure. The results of the current study showed that seven main factors of political marketing are economic, political, social, cultural, political marketing, beliefs and personality. In addition, the

results obtained from this model showed that the strongest factor affecting political marketing is the economic factor. Cultural, political personality and political marketing influence the behavior of voters and also affect variables such as: political, social, and political factors on the voters' behavior. Therefore, the results have proven that the factors behind the creation of the political marketing and the factors are the definitive elements that can guide them through appropriate use of them and the related solutions of thought and public opinion in the predicted direction. Additionally, in this research, using regression analysis as a reliable method in statistics to determine the relationship between independent variables and dependent variables, we have defined which variables affect the topic of the research and also its impact. It can be seen that in the standard multiple regression, all independent variables are evaluated in terms of their predictive power, more than that provided by other independent variables.

## **5.2 Recommendation**

The purpose of this study was to examine the impact of political marketing on the behavior of voters in Afghanistan. There are so many problems that political parties, politicians and candidates face in Afghanistan, that is emerging as a developing country, which newly experiences a democratic and selective governments. In view of the problems expressed, the current research was conducted to find out the implications of this analysis of the major contributors to voter behavior through political marketing. The research has been conducted until the political parties, politicians, and electoral candidates focus more on what promoters can make the most votes. In this study, we found that what factors significantly affected the Afghan voters' decisions. We were able to provide a regular charter. The structure of the factors affecting the behavior of voters in Afghanistan is a result of reaching out to the extent to which people's demands are expressed in influential factors such as economic, cultural, personality, opinion and social factors in political marketing that affects voters' The effect is transient.

The proposals presented on the heart of the findings of this study for candidates, parties and politicians, their focus on strong factors, is one of the important factors for the people of the economic factor, which in fact the number of respondents based on the questions asked to candidates who vote for a strong economic plan to take on the

interests of the people. Therefore, the economic factor is one of the most important options for candidates to understand the economic demands of people in general.

The cultural factor is another factor influencing voters' behavior in the findings of this research. Electoral candidates and parties, must consider these factors in order to strengthen cultural programs for people to present their cultural plans to consider public opinion.

Personality factor is another key indicator that a party or political candidates must focus on. According to the questions raised in this study, the Afghan people are sensitive to the issue of the candidate's character. A political marketer should plan programs to highlight the personality indicators of the leader or candidate in the community, and these programs should be based on the people's will. In this research, the questions raised in the personality factor section express people's will and desire to express exactly what people are asking for, what kind of personality they are, and accurately answer the question.

Ultimately, this is a political marketing that influences the behavior of voters, in the form of all influential factors, which can modification the behavior of the elector. Political marketing in Afghanistan is still traditionally carried out in many ways, Afghanistan's politicians are not familiar with the parties and techniques of political marketing and cannot clearly address their message. They need a political marketer to showcase their ability to market by the marketer. Exactly marketing is the same as commercial marketing, but there is a clear difference between political marketing and business marketing.

Also, all factors affecting the behavior of voters should be taken into account, as in this research, factor-driven, political, and social factors also affect voters' behavior. It is suggested that politicians and political candidates in Afghanistan, considering this component of programs, economic, social, political, cultural, beliefs, personalities, and so forth, should pay attention to the factors and influence the behavior of voters for a particular candidate.

### **5.3 Ethical Considerations**

The issue of morality, here, is defined by a radical expression from a philosophical point of view first. Creativeism based on civilization, if we want to express the moral ethics of the ancestral Greek origins, which has come down to the moral philosophical question. In fact, ethics is a collection of titles, choices and actions that are referred to by the original system that changes the preview of thought about it. Moral trades are expressed and dynamic, and they write if what is wrong or correct, but precise researchers, such as human behavior that are governed by individuals and social and social principles, work in research beliefs with regular work and defense self-observance of the subject and informing the information in the investigation of the subject of ethics are expressed. (Fourak, Georgia & Mantzorou, 2018).

In this research, the ethical values of quantitative research methods have been studied, participants are clearly asked before answering the questionnaire questions to answer the basic facts of the questionnaire whose responses indicate their confidential information is considered. The response of all participants is used only for research purposes. The questionnaire was prepared in both English and Farsi, to ensure that respondents carefully understand what is asked and answer what really they think, without asking for a translation, to know the question, to provide accurate answers.

### **5.4 Limitations of the Study**

The main limitation of this research has been as follows. First, the questionnaire was sent online to participants via emails and social media. Second, a lot of time was spent to get answers from the contributors. Finally, the shortage of scientific resources in this field and other problems, such as time constraints, lack of work in this regard in Afghanistan.

Another major limitation was the lack of funding for research as well as the limited population who participated in this study. That is to say, this research was only conducted in the southern and south western parts of Afghanistan. At various stages of each research, it requires financial costs. Obviously, according to the special circumstances of the researcher, student research does not exclude this issue. On top of that there was not a similar research conducted on the same topic in Afghanistan which has also been a major problem for the researcher that limited his access to the



similar sources in the same context. Ultimately, this research was carried out with many difficulties to find the influence of political marketing on the voters' behavior in Afghanistan and since it was the first ever research in this field, it is recommended to do more studies with wider range of population to achieve a more precise result.

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## Appendix A

### The Impact of Political Marketing on the Voters' Behavior in Afghanistan

The purpose of this questionnaire is to collect the required information for the Master's Degree Program in Business Administration (MBA) as well as to explore the Afghan voters' conceptions about political marketing. There are no correct or incorrect responses; we are merely interested in your personal point of view. All responses to this questionnaire are completely confidential and will be used for research purpose only.

Thank you very much for your time and cooperation!

#### Part 1. Demographic information

##### 1. Gender: جنسیت

a) Male: مرد [ ]

b) Female: زن [ ]

##### 2. How old are you? چند ساله هستید؟

a) 18 – 25 [ ]

b) 26 – 35 [ ]

c) 36 – 45 [ ]

d) 46 – 55 [ ]

e) 56 – 65 [ ]

F) 66 – over [ ]

##### 3. Educational Background: درجه تحصیل

a) a) Intermediate school [ ] دوره متوسط مکتب

b) b) High School Diploma [ ] فارغ صنف دوازدهم

c) c) Bachelor Degree [ ] لیسانس

d) MA & PhD) [ ] فوق لیسانس و دکتورا

حالت مدنی

#### 4. Marital Status

- a) Single [ ] مجرد
- b) Married [ ] متاهل

#### 5. Occupation

- a) Student [ ] محصل
- b) Employee [ ] کارمند
- c) Retired [ ] متقاعد
- d) Unemployed [ ] بیکار
- e) Unable to work [ ] عدم توانایی کار

#### 6. Month income

درآمد ماهانه

- a) Less than 200\$ [ ]
- b) 200\$-500\$ [ ]
- c) 550\$-1000\$ [ ]
- d) More than 1000\$ [ ]

#### 7. Have you ever voted before?

- a) Yes [ ]
- b) No [ ]

**Part 2.** The second part contains questions that measure the components of political marketing. In this section, choose one of the options based on your personal opinion.

**1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree**

بخش دوم شامل سوالاتی است که مولفه های بازاریابی سیاسی را اندازه گیری می کند. در این بخش، یکی از گزینه های بر اساس نظر شخصی شما را انتخاب کنید.

**1= شدیداً مخالف 2= مخالف 3= ممتنع 4= موافق 5= شدیداً موافق**

Main factors		Questions	1	2	3	4	5
Culture	1	Participation of candidate in cultural events, supporting them and their views effects on my voting. مشارکت کاندیدان در محافل و رویدادهای فرهنگی، حمایت از آنها و دیدگاه های آنها بر رأی من تاثیر می گذارد.					
	2	Candidate who respects cultural events and take part in them catches my attention to vote. نامزدی که به رویدادهای فرهنگی احترام می گذارد و در آنها شرکت می کند برای رأی دادن به وی در من ایجاد انگیزه میکند.					
	3	Candidate who is a cultural activist and has influential views in this section encourages me to vote داشتن دید موثر در راستای فعالیتهای فرهنگی توسط یک نامزد در تشویق من به رأی دادن به وی تاثیر گذار است.					
	4	Respecting traditional and cultural views of civilians catches my attention to vote احترام به دیدگاه های سنتی و فرهنگی مردم عام توجه من به رأی دادن به یک نامزد خاص را جلب می کند.					

	5	<p>Understanding the people's behavior and identification is very influential for me to vote for the candidate</p> <p>درک و فهم عمیق از رفتار و هویت مردم توسط یک کاندید در رای من به وی تأثیرگذار است.</p>					
Social	6	<p>Social attitudes and social foundations of the candidate affect my vote.</p> <p>نگرش های اجتماعی و پایه های اجتماعی کاندیداها بر رای من تأثیر می گذارد</p>					
	7	<p>Slogans of national unity, social stability, and people-oriented programs affect my vote to a candidate.</p> <p>شعارهای وحدت ملی، ثبات اجتماعی و برنامه های مردم گرا، رای من را به یک نامزد متاثر میسازد.</p>					
	8	<p>Support of social conditions (environmental protection, public health, and education) affect my vote.</p> <p>حمایت از شرایط اجتماعی (حفاظت از محیط زیست، بهداشت عمومی و آموزش و پرورش) بر رای من تأثیر می گذارد.</p>					
political	9	<p>The clear cut foreign policy of the candidate which reflects every beneficial issues of my country catches my attention to vote.</p> <p>سیاست خارجی منحصر به فرد نامزدی که منعکس کننده هر گونه مسائل مفید کشور من است، رای من را به وی تحت تأثیر قرار میدهد.</p>					
	10	<p>The slogan of political relations with other countries (political centers enhancing exchanges) has an effect on my vote</p>					

		شعار روابط سیاسی با کشورهای دیگر (مراکز سیاسی مبادلات را افزایش می دهد) بر رای من تأثیر می گذارد.					
	11	The slogans of political and freedom of expression (within a city, state or country) influence my vote to the candidates. شعارهای سیاسی و آزادی بیان (در یک شهر، ولایت یا کشور) بر رای من به نامزدها تأثیر می گذارد.					
	12	Economic slogans and financial welfare affect my vote a lot. شعارهای اقتصادی و رفاه مالی تأثیرات فراوانی بر رای من میگذارد.					
	13	Programs of the candidate regarding the aims of increasing domestic production, Supporting domestic industries and exports persuade me to vote for the person. برنامه های کاندیدای مربوط به اهداف افزایش تولید داخلی، حمایت از صنایع داخلی و صادرات، من را متقاعد می کند که برای این فرد رای بدهد.					
	14	Slogans declining commodity prices and reduction of inflation and improving economic distribution affects my vote شعارهای کاهش قیمت کالاها و کاهش تورم و بهبود اوضاع اقتصادی بر رای من تأثیر می گذارد.					
	15	Financial pledges and increased pay or benefits by the candidate attract my attention and affect my vote for him. تعهدات مالی و افزایش معاش یا امتیازات توسط یک نامزد توجه من را جلب می کند و بر رای من به او تأثیر می گذارد.					
<b>Economic</b>							

<b>Beliefs</b>	16	<b>The economical slogans and financial welfare of the candidate effects my vote.</b> شعارهای اقتصادی و رفاه مالی کاندیداها رای من را متأثر میسازد.					
	17	<b>The reduction of inflation and supporting internal economy influences me to vote.</b> کاهش تورم و حمایت از اقتصاد داخلی برای من تاثیر می گذارند.					
	18	<b>Publishing through utilizing the general ideological expressions and perceptions of the candidates affect my vote.</b> درک عمیق و استفاده عام فهم و درست از عبارات و کلمات در تالیف توسط کاندیدان بر رای من اثر می گذارد.					
	19	<b>Statements through the application of intellectual ideology, nationalism and national integrity of political parties and candidates affect my vote.</b> صدور بیانییه با استفاده از ایدئولوژی فکری، ملی گرایی و یکپارچگی ملی احزاب سیاسی و کاندیداها بر رای من تاثیر می گذارد.					
	20	<b>Use integration of formulated religious rules in one's campaign affect my vote to a particular candidate.</b> استفاده از ادغام قوانین مذهبی فرموله شده در مبارزات انتخاباتی بر رای من به یک نامزد خاص تاثیر می گذارد.					
	21	<b>Support incorporating the religious values and beliefs in a candidate's campaign remarkably affect my vote.</b> حمایت از ارزشهای مذهبی و اعتقادات در مبارزات انتخاباتی کاندیدان، به شدت بر رای من تاثیر می گذارد.					

	22	Responsibility and doing previous duties of the candidate affects my vote. مسئولیت و انجام وظایف قبلی کاندیداها بر رای من تاثیر می گذارد.					
	23	I prefer a candidate who has a strong personality. من نامزدی را که دارای شخصیت قوی باشد ترجیح میدهم.					
personality	24	I prefer a candidate who has high academic achievement. من نامزدی که دارای دستاوردهای علمی بلندی باشد را ترجیح می دهم.					
	25	I prefer a candidate who has wide range of experience, being a social activist. من ترجیح می دهم یک کاندیدایی داشته باشم که دارای تجربه گسترده ای در راستای فعالیتهای اجتماعی باشد.					
	26	I prefer a candidate who is expert in public speaking. من ترجیح می دهم نامزدی که متخصص در سخنرانی عمومی است					
	27	I prefer a candidate who has great influence in making decision. من ترجیح می دهم نامزدی که نفوذ زیادی در تصمیم گیری دارد.					
Political marketing	28	The political marketing messages have an impact in society. پیام های بازاریابی سیاسی در جامعه تاثیر می گذارد.					
	29	The political marketing messages changed the voter's behavior. پیام های بازاریابی سیاسی باعث تغییر رفتار رای دهندگان می شود.					

	30	The political promotion messages led to change your orientations. پیام های تبلیغاتی سیاسی منجر به تغییر جهت شما شد.						
	31	The political marketing messages influence the choice of political individuals. پیام های بازاریابی سیاسی در انتخاب افراد سیاسی تاثیر می گذارد.						
	32	I am affected by the political message of a particular candidate. من تحت تاثیر پیام سیاسی یک نامزد خاص قرار می گیرم.						
	Voters behavior	33	Candidates performance / reaction influence my behavior. عملکرد / واکنش نامزاد ها بر رفتار من تاثیر می گذارند.					
		34	Economical Condition, influence my behavior. وضعیت اقتصادی، بر رفتار من تاثیر می گذارد.					
		35	The ideology of the candidate influence my behavior. ایدئولوژی نامزد من را تحت تاثیر قرار می دهد.					
		36	General Activities of the candidates influence my behavior. فعالیت های عمومی کاندیداها بر رفتار من تاثیر می گذارد.					
37		Political marketing for final choice influence my behavior. بازاریابی سیاسی در انتخاب نهایی بر رفتار من تاثیر می گذارد.						



## RESUME

**Name** Hamid Barak

**Date of Birth** 21/3/1989

**Nationality** Afghan

**Place of Birth** Herat, Afghanistan

**Email** hamid\_barak2011@yahoo.com



### Education

**Bachelor Degree:** Economic & Management (Jamı University)

**Master Degree:** Business Administrations (MBA) Istanbul Aydın University

### Experience

**May 2009 –July 2010** Supreme Fuel Trading FZE, Herat, Afghanistan, Liaison Officer, Main Responsibilities

Liaison between Supreme Group and all local government officials in Port, Customs, Transport Directorate, Police and Governor Office.

Coordinate to get burnt fuel tankers removed from Highway1

Act as interpreter/Translator as and when required by Supreme Staff.

**May 2009- May 2014** Transport Supervisor, Main Responsibilities,

Allocation of fuel trucks for upload, down load, dispatch to FOBs and other distribution centers as per schedule from Distribution Center.

Investigate and Report all failures deemed to be attributed to dispatch work.

Ensure the distribution schedule is maintained and reported in a timely manner to all interested parties.

Record all transport movement within the RDC and throughout convoy movements.

Coordinate the transport team admin related documentation such as attendance and leave forms/report

### **In-Service Courses**

- Business Ethics
- British Safety Council Introductory Award in Health and Safety
- Risk Assessment
- Emergency First Aid At Work
- Transport Representative Orientation
- Mechanical Handling Equipment (MHE)
- Fire Warden/extinguisher
- Environment Awareness
- Spill Prevention & Response