
The Comparison of Modern and Traditional Tools of Political Marketing on Political Participation in Presidential Election

Mina Khoshsohbat Foomani*,

Appearance of political marketing it's the result of two area of marketing and politic. The main goal of political marketing is facilitating of exchanging and profiting for political groups. In this process, there are some special tools and idea which make political marketing different other part of marketing like goods marketing. Basically, political marketing desire is improving the power of political groups for political debates during election. Political marketing and business marketing are near together in some aspects. In business marketing, the sellers send their information and goods to the market and receive money, loyalty and information, but in political champion, candidates sell their support, policy and their own personality to the voters and receive people votes, and voluntarily help. Political parties and candidates different media for achieving votes, one of this media is modern media. Modern media is a spread word which appear in 20th that be able to compose the traditional media like movie, picture, music ...with the power of computer and internet and make an interchange connection. For considering the effect of political marketing on election result, we investigate the effect of two tolls; the modern and traditional media of political marketing on election. This research has terms objective descriptive method and practical. To gathering information and a questionnaire was used field. Statistical population is all people upper than 20 and have at least one time record of voting and because of spreading of statistical population, 391 person ed as an example using. Method of data analysis and hypothesis testing in the research using correlation coefficient and regression equations model have been investigated. In this research, there are three hypotheses, that after and analyze statistical hypotheses test three hypotheses were confirmed confidence level of 95%. The result of this research shows that the modern and the traditional media tools

have direct effect on election participation.

Keywords : Political marketing, Modern media tools of political marketing, traditional media tools of political marketing, election participation

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