Perception of University Students’ About Promotion Activities of Political Parties: The Case of Gazi University

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Introduction
In the world with intense competition, marketing that main-aimed as being stronger in markets, has a massive importance. Political parties determine the marketing strategies about affecting electors, who have customer property. What, when and how do they want? After they can meet these wantings, needs and can subordinate other parties. Promotion activities also can be defined as election drive, is an mix of marketing. It is upon impressing and affecting customer properitied electors and their decides. But as the seen changing of electors' wantings also in politic marketing, kinds and variations of promotion activities, especially in our technological age are more important than classic promotions.

Methodology
With this paper inquiry work that consists of 9 parts also has done to know about how the university students are affected and which promotion activities affect the students more. Inquiry appliers are students in University of Gazi, Faculty of Trade and Tourism Education. In the inquiry, questioned to students that students' gender, incomes, the place they live, their enrolling in political parties, being affected by promotion activities, if they are affected, by which promotion activity and how much they are affected, advertisement, public relations, personal marketing and marketing development. After performing the questionnaire application the questionnaires were digitized and coded via SPSS 12.0 program and tried to obtain data. Among the statistical methods; percentage, frequency distribution, chi-square and anova test, tukey test analysis methods were used for the Analysis of the data obtained by questionnaires.
Findings and Conclusions

Working under the leading of the results, many university students observed that the party membership, party membership party with these non-voters were informed about the only means of promotion. Voters preferred political party, college parties, promotional activities also affect the level of interference between the observed results. However, a preferred political party, political party preference shown to affect the next election is probably to be preferred.

When determining the selection decision by voters advertising promotion activities, public relations, personal selling and sales levels that affect the development dimensions of the relationship between the election campaigns of many voters to vote for the party before the judgment was given. Not fully reflect the views of the electorate college with a successful campaign to vote for a party who says yes when asked whether the scripted rate is only 12%, this ratio becomes too low, Marketing, Promotion unable to carry out its main function. Regarding the relationship between the level of promotion activities as voters to choose the gender of its effect on the perception of gender promotion is to choose. Promotion activities with income levels that affect voters' The relationship between the income state voters are choosing not affect the perception of promotion. Town in which they reside with the promotional activities of the electorate Regarding the relationship between exposure levels, only the voters of the town of residence of the other variables affect the level of influence of public relations activities-advertising, personal selling and sales promotion-activity was not affected by. Finally, the elements of promotion mix-advertising, public relations, personal selling and sales promotion-looking voters more than the voters of their level of public relations activities of his paws, and secondly as advertising, personal selling and sales promotion activities last seen to be affected. The existence of the political world, for example in the personal selling and sales development activities, meetings, home and office visits, phone calls, financial support, and distributed to voters accessories that are now within the scope of self-study is a result of the new promotion strategies should stop. Instead, the results of public opinion surveys in the selection of the written and visual media from the news about the party more influence voters' decisions.

How ever have been seen in the more important findings as the results, university students aren't affected much by the promotion activities of political parties, and also features that they dont impress the promotion affecting level, and much of them already elected a political party that decided before. In the case of these, promotion activities that has an importance in marketing cant be used effective by political parties, and it is necessary that finding out what university students want and what their needs are.