

The impact of political marketing on professionals marketing: a field study in the Iraqi parliament

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Abstract

The study's objective is to examine the relationship and influence of political marketing and people marketing for Iraqi Parliament candidates. The main research problem is represented by an important question (Is political marketing having an effect on marketing professionals), and two main hypotheses of correlation and influence are developed to clarify the relationship between the research variables. The second is that political marketing has a statistically significant effect on marketing people in its dimensions. The questionnaire was chosen as the primary tool for data collection and analysis, and it was subjected to validity and reliability tests because the sample included (345) people from the (3225) candidates for the Iraqi Council of Representatives. The statistical program (SPSS V. 24) (Excel) is used to analyze the given data. Statistical methods used in the analysis include (arithmetic mean, frequencies, coefficient of variation, standard deviation, relative importance index, Pearson correlation coefficient, multiple linear regression). The authors came to some important conclusions, according to the obtained results, are those concerning the effect of political marketing and people marketing in which the effect of the sub-variables leads to a greater influence of personal characteristics, political background, credibility, communication, and campaign management with people marketing activities than the rest of the people marketing variables, and this result implies that the candidates are based on personal traits through their possession of a leadership personality, enjoyment of a decent external appearance, ability to communicate, debate, and reliance on political background through enjoyment of candidacy's political history, possession of a political standing, and possession of a political program that brings happiness to voters. The most important recommendations are to increase marketing campaigns and benefit from marketing expertise in collaboration with the union or party to which the candidate belongs, to deliver an image to voters that matches the candidate's potentials, and to hold periodic workshops and seminars to clarify the party's concept and electoral projects and programs.

Keywords: political marketing, people marketing, personality traits, candidates.

Introduction

Social sciences in western experimental thought in general is driven by American sociology lead by the pioneers of the Chicago School in particular, who are the first advocates of this approach, which is based on the division of society into groups and classes according to each category, for example (the society of artists, politicians, athletes, voters, customers, and media people Each society and its characteristics are studied, and methods are developed to quantify it (converting quality to quantity) to facilitate the collection of information about it and accurately study it, as well as to know their desires and needs as a part of the social sciences.

Political marketing and its applications have formed a modern trend in marketing science in the last century for politicians and voters alike, as it consists in forming an idea about the candidates who plan to present themselves to meet the needs of society through various techniques and mechanisms that demonstrate their contributions in the governmental and administrative fields in the joints of the state. As political marketing works to strengthen the relationship between the politician and the citizens in order to achieve mutual benefits by carrying out the promises made by the candidate to his/her constituents, the candidate requires a set of promotional means and communications that enhance himself and communicate to the voters his ideas, projects, and experiences.

Marketing has become integrated and included many fields in recent years, such as people marketing themselves based on their personal experiences mixed with ambition

and aspiration for self-realization through the maturation of skills and the use of various types of media and supporting organizations. In order to achieve the objectives of the research and contain its problem, the development of a hypothetical model for designing research assumptions has been postponed. The first topic covered methodology and previous studies, while the second covered theoretical aspects such as political marketing and its dimensions, as well as marketing people and its dimensions.

The first topic: research methodology

First: the research methodology

1- The problem of searching

Research problem

Marketing science has witnessed developments in the nature of its variables through the different stages of its development, and among the topics of great importance at the present time in the Iraqi environment for the field of marketing management is (political marketing and people marketing), which needs more scientific and practical analysis. The acceptability of the candidates in the eyes of the people and the lack of convincing them of the appropriate choice, as well as the dispersal of opinions regarding choosing who is the best, what are his achievements, the best way for their parliamentary representation, and the decrease in mass communication between politicians and the public has led to a widening of the gap between them, and public opinion is usually affected by several factors, most notably the media such as television, radio and

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newspapers. Advertising and promotion campaigns, public seminars, and rumors, and this creates a negative or positive impression towards any political candidate. From here, the research problem can be shown through the following questions:

a - What are the mechanisms of political marketing in achieving people marketing?

b - How does political marketing achieve its role in marketing people by mediating marketing expertise?

c - Is there an impact of political marketing on marketing people?

d- To what extent do the candidates of the Iraqi Parliament possess awareness of the mechanisms of political marketing and personal marketing?

e - Do the candidates of the Iraqi Council of Representatives have the ability to adopt the mechanisms of political marketing in achieving the marketing of people?

2- The importance of research

The importance of the research can be explained by the following points:

a - The importance of the research comes through important and contemporary variables in the field of marketing science, which are political marketing and people marketing, and the lack of studies that have been addressed.

b - The research sample is represented by the parliamentary elite in the Iraqi Council of Representatives who represent the political orientation of Iraq and the bodies responsible for enacting laws in Iraq.

c - Employing political marketing mechanisms in the field of marketing people to obtain votes and parliamentary representation.

d- Diagnosing the political reality and electoral campaigns and knowing the techniques of political marketing in influencing the masses and how to reach the parliament by the voters.

e- The importance of political marketing is in line with political developments, as it is no longer confined to media campaigns, but extends to all government decisions.

3- Research goals

The research objectives are embodied in the following points:

a- Defining research concepts represented by political marketing and its mechanisms, as well as marketing people and marketing experience, and bringing those concepts to the latest developments in theoretical enrichment.

b - Knowing the effect of political marketing on marketing people through marketing experience.

c- Identifying the degree of interest of the sample in the research with the mechanisms of political marketing in obtaining parliamentary representation through their marketing experiences.

d- Show the contribution of political marketing mechanisms in marketing people to parliamentary representatives in the Iraqi parliament.

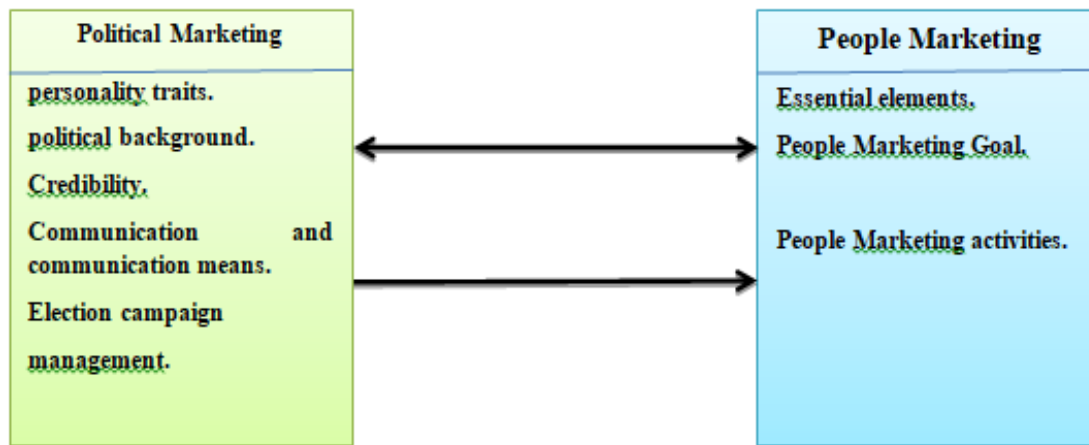
e - Building a hypothetical model for research and testing it in the Iraqi environment and highlighting the conclusions and recommendations related to it.

4- Hypothesis

The topic of the research includes political marketing as an independent variable and

people marketing as a dependent variable,

and figure (1) illustrates this



5. Research hypotheses

The first main hypothesis: There is a statistically significant correlation of political marketing with its dimensions with marketing people with its dimensions, from which the following sub-hypotheses are branched:

- a** - There is a statistically significant correlation of personal traits with marketing people in its dimensions.
- b** - There is a statistically significant correlation of the political background with marketing people in its dimensions.
- c** - There is a statistically significant correlation of credibility with marketing people in its dimensions.
- d**- There is a statistically significant correlation of communication and communication with people marketing in its dimensions.
- e** - There is a statistically significant correlation between the management of the

electoral campaign and the marketing of people in its dimensions.

The second main hypothesis: There is a statistically significant effect of political marketing in its dimensions with marketing people with its dimensions, from which the following sub-hypotheses are branched:

- a** - There is a statistically significant effect of personal traits with marketing people in its dimensions.
- b** - There is a statistically significant effect of the political background with marketing people in its dimensions.
- c** - There is a statistically significant effect of credibility with marketing people in its dimensions.
- d**- There is a statistically significant effect of communication and communication with people marketing in its dimensions.
- e** - There is a statistically significant impact relationship of electoral campaign management with people marketing in its dimensions.

6- The composition of the search questionnaire

Table (1) The composition of the research questionnaire and its sources

main dimensions	sub-variables	paragraphs	Measurement sources
political marketing	personality traits	1-6	Alsamydai ,2013& Al Khasawneh
	political background	7-11	
	Candidate credibility	12-15	
	Communication	16-19	
	Election campaign management	20-24	
People Marketing	1. The essential elements: a. value proposition (functional role)	1-4	Manai & Maria,2015
	emotional role	5-8	
	Self expression	9-12	
	My Relationships Role	13-16	
	My Relationships Role	17-22	
	c. luxury features	23-28	
	2 . People Marketing Goal	29-34	
	3. People Marketing Activities: a. people rating	40-45	
	b.strategy building	41-46	

Source: Prepared by the researcher based on the above-mentioned sources

The second topic: the theoretical side

First: political marketing

The concept of political marketing

The nineties of the twentieth century witnessed a field that increased interest in political marketing as an important branch

of marketing, as well as Shama (1973) believes that many concepts and tools are shared by the marketing of goods and services and political marketing and that politicians have become similar to consumer products with the completion of marketing strategies and promotional campaigns that

enable them to acquire Market share, and election campaigns are increasingly compared to marketing campaigns. It is argued that parties must understand the essential elements of marketing in order to succeed not only in the short term but also in the long term. This marketing analogy is more than a coincidence. Kotler (1975) believes that The essence of the candidate and political party interaction with voters is a marketing technique. Marketing cannot be avoided. Marketing is not a panacea or a cure-all, but a process that allows a more effective and efficient way to design and implement political campaigns. Marketing provides political parties with the ability to address the diverse interests and needs of voters through marketing analytics. Planning, implementation and control of political and electoral campaigns (O'cass, 1996:40).

According to (Hughes & Dann, 2006:5), political marketing is a set of processes for managing customer relations for the benefit of the organization and its stakeholders, almost identical to the definition element represented in maintaining beneficial exchange relations between the party and the voters in order to achieve the goals of political marketers, while (Yaş, et al., 2015: 140) defines political marketing as “all kinds of activities related to the promotion and presentation of persons—candidates to satisfy voters’ needs and desires—or parties and their programs to the electorate.” While (Dabula, 2017: 70) believes that political marketing is the study of the processes of interactions between political parties and their environment in order to determine the party's location and contacts, where voters

are seen as consumers whose needs must be met.

2- Dimensions of political marketing

There is an accuracy regarding the dimensions of political marketing (Vankov, 2013:76), and it included the framework of political marketing, the political candidate, and the sources of people’s electoral behavior. A model for the study was developed by(Alsamydai & Al Khasawneh, 2012:111), the most important and fundamental of which are the dimensions that the electoral candidate must have and their impact on the decisions of voter selection.

a - personal characteristics

The most common trait in each grade is accepted as the class trait and it is noted that the most important personality trait that political party leaders are expected to possess is knowledge, because it is the most common trait in the first grade. The second most important thing is honesty and being innovative is the third thing. Democracy is the fourth most important The fifth quality that respondents attach importance to is patriotism (Islamoglu, et.al, 2002:11).

b- political background

Both companies and political parties propagate the idea of a marketing campaign to achieve their goals. Commercial campaigns aim to promote certain products, ideas or services to consumers in order to increase their awareness, reconfirm and reconfirm their distinctive competitive position for the brand with the ultimate goal of maintaining market share and profit levels on the other hand. Political campaigns are

intended to promote candidates, parties, political issues, or political agendas, and target voters rather than commercial consumers with the aim of increasing awareness, gaining votes and improving the chances of winning elections(Foroudi, et . al , 2018:147).

c – Credibility

This information can be classified as relatively more credible, the newspaper will be a less credible source for that information than other sources, including government agencies tasked with publishing truthful information such as ombudsman offices and audit courts and should generally be expected to provide reliable information as long as professional incentives Its employees reward accuracy and there is no political interference in its work (Shapiro, & Winters, 2017:62).

d - means of communication and communication

Shows (Brants, & Voltmer,:4) explains that changes in contemporary political communication can be understood as occurring in two different dimensions, albeit closely interrelated, as the horizontal dimension describes the relationship between politicians and the media, that is, the elites of political communication that work together but Also in competition with each other to create and disseminate political messages for mass consumption, the vertical dimension refers to the interaction between the two groups of political communication elites on the one hand and the citizens as the final recipient of these messages on the other hand. It was previously described

within the social and institutional space for political communication.

e - managing the electoral campaign

Election campaigns and communications focus too heavily on individual candidates or party leaders to the detriment of parties This may also be particularly true of media coverage of election campaigns and in the way that parties themselves campaign For parties and media it may be easier to communicate effectively when focusing on Individual candidates and party leaders more than focus on abstract parties and media events, such as televised debates naturally focus on party leaders and candidates. It is important to note that most research shows that voters still vote for parties rather than individual candidates or leaders, particularly in democracies where Centered on the Party (Strömbäck, & Kioussis, 2014:116).

Second: People Marketing

1- The concept of people marketing

Pointed out (543 Kotler et.al, 2016:) indicated in one paragraph about marketing to individuals the term marketing to the person, as the last trend is to identify the same people as products and brands similar to those they buy, as stated in (396 Kotler et al, 2016:) that celebrities Politicians use personal marketing in the context of describing individuals in order to take responsibility for marketing themselves for the purpose of maintaining the public relations industry broadly. In contrast, marketing people means creating the brand of the individual, and that many articles and studies have been published on the topic of people marketing and the majority of the discussion revolves around Skills to display

people and marketing techniques, in addition to that, in recent years there has been a tendency to use marketing specialists or agencies instead of people marketing themselves and is expressed in indirect marketing,(Manai, 2011: 8), as marketing to people is the outcome of pressure to promote the movement of the personal brand through effective ideologies of the individual, as well as the perspective of identity and control (Lair et.al, 2005,:314).

2- Dimensions of people marketing

Experimental data suggested different activities for those who would like to participate in it so that they can improve their skills to help them stand out as job seekers. These activities were combined in building a person marketing model with the lens of the personal and illustrated mark (Manai & Maria, 2015: 17).

a - Essential elements

It is represented by the intrinsic value and the functional role describing the proposed value of the product or for a brand as the benefits that are promised to the customer, which are expressed in comparison with the assumed costs in order to obtain offers. It is assumed that it is presented in the work or in the performance of any role or through a specific site and that the value proposition can lead to the decision of hiring or selection directly, after which the personal mark is strengthened, as indicated by Keller, 2009:141) (The successful role should be more In connection with employee well-being when the job role is important to personal identification, although it is not derived from identity theory, a previous group of research on job participation has

proposed a similar hypothesis explaining a cognitive or doctrinal state of psychological identification with the current job of the individual (Kanungo, 1982: 342) which indicated That job engagement is a potentially important mediator of the relationship between job-related experiences and individual outcomes because Strong reactions to working conditions will not occur, except in workers for whom the job is a major concern (Frone, et.al, 1995: 2).

b - the core identity

People marketing is through which an individual's abilities are communicated to a wider audience in communication situations, in applying for jobs and in making a name for himself as a way to advance his career and when implemented correctly. To consumers to the brands of the organization to the brand of the person and the profession is not surprising when the push to strengthen the brand movement through the ideology of individual effectiveness, identity and control (Lair, et. al, 2005:314) is considered.

c – luxuries

The luxury characteristics and promotions of products that have been selected within people marketing campaigns for major organizations and analyzed from the time of the ad campaign appearance, the people involved, the elements used in the campaign, the campaign result, reactions and effectiveness of the campaign in addition to other characteristics related to the advertising campaign In addition, the concepts mentioned in The sources review section to clarify the mechanism of product promotion using those aesthetic characteristics, which were the reason for

choosing cases such as the Coca Cola advertising campaign and the advertising campaign (Beats Electronics), (GoPro) and online celebrity examples of this analysis is that these are the major organizations that produce well known products, as the products of those organizations influence people in such a way that the products are not only promoted among them, but also to promote integrated selfies in those Products (Yang, 2017:28).

2. People Marketing Objective

The goal of marketing people is more than those that are concerned with the mere presence of the senses of the external system, it will resemble the model of motivational self and respond to it, but the person is also able to self-determination and activate his purposes in dealing with his environment, and people carry purposeful habits of behavior in attitudes and habits that combine cultural values and experience Personality, deep-rooted needs, and purposeful habits that must be embodied, and this method includes how people's goals meet a particular situation, i.e. it is achieved or revised in a situation, and its larger context is the good life, given if everyone is immersed in cultural traditions with competing goals, if those goals are available which allow for self-determination in the context of a good social life essentially for genuine persons, and these goals must culminate in their subjectivity Acting freely and able to be herself with emotional, spontaneous and critical intelligence, and own (consumer) conformity Humanity is placed under the rule of two, pain and pleasure, and they should indicate what to do, that is, individual sensations determine

the life purpose in the stimulus-response model, which does not qualify the sources of sensations and focuses on the moment of consumption as a goal. In contrast, the main goal of people is something more, and happiness, unlike Pleasure and happiness are essentially social, derived primarily from the way family, friends, and neighbors are loved (Halton & Rumbo, 2007:303), as well as that the goal of people marketing is to control, regulate and manipulate behaviors in order to impose a positive impression on the audience, as people participate in strategic actions to create and maintain the desired image and people engage in many methods of self-presentation to maintain On the desired image of others to achieve short or long-term personal goals by looking at people as brands.

3. People Marketing Activities

pointed out (Kim & Ko, 2012) indicated that people marketing campaigns for luxury brands include five main factors, namely entertainment, interaction, direction, personalization and word of mouth, and that these five factors will produce significant effects on customers' brand equity, purchase intentions, etc. Services are external factors to users, while people marketing activities are the result of interactions between individual mental states and events, and although everyone can experience the same service activities, it is likely that They have different feelings and thoughts about a particular event, so the experiences of consumers and users are different The marketing competition in the future will focus on people marketing activities for the brand, so these marketing activities must provide topics and sensory stimulation to

convince customers (Chen & Lin, 2019:23) and people marketing activities consist of the following:

a- Evaluate people Evaluating people

over several years is a big call for the effectiveness of practices in which people review their work and people need to develop the ability to make judgments about their work if they want to be educated. The regular activities that people do as part of their work, but the systematic facilitation of opportunities to assess people is rare in most cases. Involving people in improving their ability to make good judgments about different tasks is difficult without Provide a comparison with criteria-based assessment by experts through this process, finding that people ,They can move incrementally toward the kinds of semi-independent judgments about people's performance necessary for effective lifelong learning and problems arise with including people's assessment opportunities in the normal assessment of tasks that there is often little opportunity to feed on criteria-based comparisons of people on their own (Boud,el. at, 2015:2).

b. strategy building

Having adequate resources (particularly physical and financial) helps build a sound

Table (2) Analysis of the relationship of the effect of the dimension of personality traits in marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
personality traits	A	2.668	1.919	2.286	2.471
	B	0.295	0.499	0.402	0.349
	R ²	0.082	0.111	0.109	0.135
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

environmental marketing strategy that emphasizes the importance of acquiring and maintaining appropriate tangible and intangible assets that can differentiate ,The organization is separated from its competitors and helps it maintain its important marketing programs in order to effectively influence building a marketing strategy (Leonidou ,el.at, 2013: 29), in addition to the fact that people marketing may have a positive impact on brand ownership in general, however no There are still many important questions that need to be addressed regarding the impact of different activities and means of communication, the question arises what level and type of people marketing activities are needed to help organizations build a marketing strategy, as organizations are currently trying to find best practices from those who have knowledge of the potential effects of presence on types different marketing platforms .

The third topic: the practical aspect

Analyzing and testing the influence relationship between the dimensions of political marketing in marketing people:

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a. **The first sub-hypothesis of the first main hypothesis:** There is a statistically significant effect of personality traits in marketing people.

It is clear from Table (2) related to the simple linear regression test for personality traits, then one of the dimensions of political marketing in the dependent variable (people marketing), as the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this indicates that there is The effect of the choice of personality traits in marketing people, and that the regression equation

The simple line would be:

$$\text{People Marketing} = 2.471 + 0.349 (\text{Personal Traits})$$

As it was found that the value of the fixed limit (α) amounted to (2.471), and this means that the marketing of people is equal to (2.471) if the personal traits are equal to zero, and that the value of the influence coefficient (β) for the personal traits in the marketing of people amounted to (0.349), meaning that changing the unit of One of the personality traits leads to a change in the marketing of people by 34%, and the value of the interpretation coefficient (R²) reached (0.135), meaning that (13%) of the marketing of people came from personal traits and the rest from random variables or errors, and these results indicate On the acceptance of the first sub-hypothesis, which states (there is a positive, statistically significant effect of personality traits in marketing people with its dimensions).

Table (3) analyzes the relationship of the impact of the candidate's political background on marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
political background	A	3.243	3.116	3.150	3.202
	B	0.178	0.250	0.224	0.199
	R ²	0.128	0.120	0.145	0.188
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

b. **The second sub-hypothesis of the first main hypothesis:** There is a statistically significant effect of the candidate's political background in marketing people It is clear from Table (3) related to the simple linear regression test of the candidate's political background, then one of the dimensions of

political marketing in the dependent variable (people marketing), as the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this indicates that There is an effect of the candidate's political background choice in marketing people, and the simple linear regression equation will be:

$$\text{Marketing People} = 3.202 + 0.199 (\text{political background})$$

As it was found that the value of the fixed limit (α) amounted to (3.202), which means that marketing people is equal to (3.202) if the political background is equal to zero, and that the value of the influence coefficient (β) for the candidate's political background in marketing people amounted to (0.199), meaning that Changing one unit of the candidate's political background leads to a change in people's marketing by 19.9%,

while the value of the interpretation coefficient (R^2) was 0.188, meaning that (18.8%) of people's marketing came from the candidate's political background and the rest from random variables or errors, and these results indicate the acceptance of the second sub-hypothesis, which states (there is a positive, statistically significant effect of the candidate's political background in marketing people with its dimensions).

Table (4) analyzes the relationship of the impact of the candidate's credibility on marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
Candidate credibility	A	2.305	1.765	1.912	2.132
	B	0.382	0.545	0.494	0.432
	R ²	0.186	0.178	0.222	0.278
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

b. The third sub-hypothesis of the first main hypothesis:

There is a statistically significant effect of the candidate's credibility in marketing people. It is clear from Table (4) related to the simple linear regression test for the credibility of the candidate, then one of the

dimensions of political marketing in the dependent variable (people marketing), as the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this means that there is an effect for an option for the candidate's credibility in people marketing, and the simple linear regression equation will be:

$$\text{People Marketing} = 2.132 + 0.432 (\text{Candidate Credibility})$$

As it was found that the value of the fixed limit (α) amounted to (2.132), and this means that marketing people is equal to (2.132) if the credibility of the candidate is equal to zero, and that the value of the impact factor (β) for the credibility of the candidate in marketing people amounted to (0.432), meaning that changing the unit of One of the candidate's credibility leads to a change in people's marketing by (43%), and

the value of the interpretation coefficient (R2) reached (0.278), meaning that (27.8%) of people marketing came from the credibility of the candidate and the rest from random variables or errors, and these results indicate On accepting the third sub-hypothesis, which states (there is a positive, statistically significant effect of the candidate's credibility in marketing people in its dimensions)

Table (5) analyzes the relationship of the effect of the dimension of communication and communication on marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
on Communicati	A	2.781	2.115	2.385	2.591
	B	0.280	0.474	0.394	0.335
	R ²	0.131	0.176	0.185	0.218
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

d. Fourth sub-hypothesis of the first main hypothesis: There is a statistically significant effect of communication and communication in marketing people.

It is clear from Table (5) related to the simple linear regression test for communication, then one of the dimensions

of political marketing in the dependent variable (people marketing), as the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this indicates that there are The effect of communication and communication on marketing people, and that the equation of the simple linear regression will be:

$$\text{People Marketing} = 2.591 + 0.335 (\text{communication and communication})$$

As it was found that the value of the fixed limit (α) amounted to (2.591), and this means that marketing people is equal to (2.591) if communication and communication is equal to zero, and the value of the impact factor (β) for communication and communication in

marketing people amounted to (0.335), meaning that changing the unit of One of the contact and communication of the candidate leads to a change in the marketing of people by (33.5%), and the value of the interpretation coefficient (R2) reached (0.218), meaning that (21.8%) of the

marketing of people came from communication and communication with the candidate and the rest from random variables or errors, and these The results indicate the acceptance of the fourth sub-

hypothesis, which states (there is a positive, statistically significant effect of communication and communication in marketing people with its dimensions).

Table (6) analyzes the relationship of the impact of electoral campaign management on marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
Election campaign	A	3.118	3.213	3.425	3.211
	B	0.222	0.245	0.173	0.212
	R ²	0.122	0.071	0.053	0.131
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

e.The fifth sub-hypothesis of the first main hypothesis: There is a statistically significant effect of campaign management in marketing people.

It is clear from Table (6) related to the simple linear regression test for electoral campaign management, then one of the dimensions of political marketing in the dependent variable (people marketing), as the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this indicates that There is an effect of campaign management in marketing people, and the equation of the simple linear regression will be:

$$\text{Marketing People} = 3.211 + 0.212 (\text{election campaign management})$$

As it was found that the value of the fixed limit (α) amounted to (3.211), and this means that marketing people is equal to (3.211) if the electoral campaign management was equal to zero, and the value of the influence coefficient (β) for managing the electoral campaign in marketing people amounted to (0.212), meaning that Changing one unit of the electoral campaign management leads to a change in the marketing of people by (21%), and the value of the interpretation coefficient (R²) reached (0.131), meaning that (13%) of the marketing of people came from the management of the electoral campaign of the candidate and the rest were from variables or errors Random, and these results indicate the acceptance of the fifth sub-hypothesis, which states (there is a positive, statistically significant effect of campaign management in marketing people in its dimensions).

Table (7) analysis of the relationship of the impact of political marketing on marketing people with its dimensions

		essential elements	People Marketing Goal	People Marketing Activities	Total Marketing People
political marketing	A	2.104	1.478	1.845	1.955
	B	0.436	0.621	0.519	0.482
	R ²	0.215	0.206	0.218	0.307
	Sig.	0.000	0.000	0.000	0.000
	indication	morale	morale	morale	morale

Source: SPSS V.24 Outputs

f. The first main hypothesis: There is a statistically significant effect of political marketing with its dimensions in marketing people by removing it.

It is clear from Table (7) related to the simple linear regression test for political

marketing in marketing people that the value of (sig) reached (0.000) at the level of significance (0.01) and (0.05), and this indicates that there is an effect of political marketing in marketing people, and that the linear regression equation The simple will be:

$$\text{People Marketing} = 1.955 + 0.482 (\text{Political Marketing})$$

As it was found that the value of the fixed limit (α) amounted to (1.955), and this means that marketing people is equal to (1.955) if political marketing is equal to zero, and that the value of the impact factor (β) of political marketing in marketing people amounted to (0.482), meaning that changing the unit of One of the political marketing leads to a change in the marketing of people by 48%, and the value of the interpretation coefficient (R²) reached (0.307), meaning that (30.7%) of the marketing of people came from political marketing and the rest from random variables or errors, and these results indicate On accepting the fifth main hypothesis which states (there is a positive, statistically significant effect of political marketing in

marketing people in its dimensions), and this indicates the presence of an effect of political marketing on marketing people, and this means that political marketing gives an impression of the candidates for their tendencies, orientations and ideas as well as their party affiliations and projects Expected to advance the country and serve the citizens as well as their cultural and intellectual levels and their CVs and marketing them as actors in the political movement within the country.

Fourth topic: conclusions and recommendations

First: the conclusions:

- 1- The results related to the effect of political marketing and people

marketing showed that there is an effect between the sub-variables leading to the influence of personality traits, political background, credibility, communication and campaign management with people marketing activities in a higher way than the rest of the people marketing variables, and this result infers that candidates are based on personal traits By having a leadership personality.

- 2- The enjoyment of a decent external appearance and the ability for dialogue and discussion and reliance on the political background by enjoying the political history of the candidacy and having a political image and having a political program that brings happiness to the voters, just as the candidates seek credibility by dealing with the voters.
- 3- The public trusts the promises made to them by the candidates, as well as the candidates' possession of contact and communication with the target audience and the ability to appear in the media and manage the electoral campaign for the candidates through having an electoral program that qualifies them for nomination and enjoying popular support from their masses.
- 4- The electoral strategy that they possess in order to access information that supports their possession of value, essential identity and luxury characteristics in order to evaluate and improve them.

Second: Recommendations

1. In order to enjoy popular support from the public and the reasonableness of assumptions, inferences, conclusions and

solutions in order to promote political marketing that would achieve preference compared to competitors, there are a set of mechanisms for political marketing of candidates:

- a. Direct communication with voters through meetings, seminars and councils, as well as field visits.
 - b. Intensifying advertising campaigns through promotion, whether in person through direct communication or through social media platforms and television, or by publishing pictures and posters in roads and public places, and using resonant slogans that touch the emotions of the masses.
 - c. Benefiting from the experiences of the winning parties or personalities or the suspended entities over the democratic age in Iraq.
 - d. Examine the experiences of civilized countries based on democratic systems in communicating in building a political name for candidates and parties.
2. Understanding Iraq's political history and relying on it to enhance future directions for building the party's project candidate.
 3. Electoral financing and financial support for the party and candidates to reach the largest number of voters.
 4. Choosing the right opinion leaders to convey the messages of political marketing to the masses.

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