Investigation the role of Political Marketing in Public Policy Making in Iran

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Abstract

Undoubtedly marketing has an undeniable role in human societies and modern world advancement. With Information Revolution progress, new issues and contexts are appeared in marketing that need deep researches for emerged opportunities. One of these areas is political marketing. On the other hand one of the policy making area challenges in different countries is to reach public acceptance. The main purpose of this paper is to investigate the role of political marketing factors in public acceptance development in Iran. In this paper, first we study the literature review and then identify political marketing mechanisms and factors. After that we introduce main tools for implementing political marketing mechanisms. Moreover by referring to research population and Experts ideas, these factors are tested in Iran and the most important of these factors are presented.

Keywords: Political marketing, public policy making, Legitimacy, public acceptance, politics, Iran.

1. Introduction

With expansion of democracies and political organizations, and with more complexity of competition concept in non-business marketing, a new agenda in political competitions had emerged. Political players with classic methods couldn't progress and defeat their competitors and couldn't to reach their political objects and purposes. Hence use of marketing methods –similar to the methods of marketing in business area– creates the good conditions for politicians to get their purposes with more effective methods and procedures. In recent years the field of political marketing has developed and meets the more attention. Indeed the explicit use of techniques in politics which we would now describe as

marketing dates back at least to 1920 in Britain (wring, 1994). Since the Saatchi and Saatchi poster – "Labor isn't working" – it has become commonplace to speak of political marketing, and many marketers have come to believe that there is a direct transference of their concepts and tools to the political arena. To an extent this has been true, but there are a number of key differences between conventional product and service marketing settings, and the political choice process and how it may be influenced. These have received little, if any, attention in the literature to date. In addition, while the subject is beginning to develop some taxonomic frameworks, there has been a dearth of published work measuring and predicting the effect of political advertising and other communication tools.

The main purpose of this article is investigation the methods that Iranian public politicians have employed in order to gain public support and use of public acceptance for their opinion and politics after sanction. The subject that in this article has importance is recognition, presentation and applications of political marketing indexes, tools and parameters for use of policy makers and actors in decision making in the country. With help of this tools and indexes politicians and decision makers can gain public acceptance and execution becomes more effective.

Therefore the main research questions in this paper are:

1   What are the main political marketing mechanisms that affect on the public acceptance in policy making in Iran?
2   Which of these mechanisms is the main?
3   What are the parameters associated with each of political marketing mechanisms?
4   Which of these parameters is the main?
5   What are the political marketing tools that are needed for political marketing mechanisms implementation?
6   Which of these tools is the main?

2. Literature Review
2.1. Understanding Political Marketing

Over the past decade there has been a growing interest in market orientation (Kohli and Jaworski, 1990; Jaworski and Kohli, 1993; Kohli et al, 1993; Atuahene, 1996; Caruna et al, 1999; Morgan and Strong, 1998). Such interest is not surprising since market orientation is argued to represent the foundation of superior marketing practice and enhanced performance in commercial enterprise. However, what is surprising and perhaps a little disturbing, is the lack of research on this topic in the area of political marketing. However, in a similar area there is some research occurring in the area of not-for-profit marketing as it relates to market orientation and this does have some relevance to political marketing. This dearth of theory and research needs to be remedied as has been already noted by some (Bulter and Collins, 1994; OCass, 1996; Andrews, 1996); with the broadening of marketing's boundaries, its growing prominence in organizations and its growing impact on society one ponders the influence and significance of marketing in politics. This is particularly so with regard to marketing's focus on products, exchanges and markets politics influence on government, society and campaigns. With this view of marketing and politics in mind, market orientation is of significant interest not only because of its potential impact on the structure and processes of political parties, but also the ramifications that such an orientation may have on the structures and processes of political systems.

The nature, scope and impact of marketing on an organization's performance continues to be the focus of much debate, and the construct of market orientation has become an area of significant interest in academic and practitioner circles (Atuahene, 1996; Bhuian, 1998). Quite problematically for political marketing Scammell (1999) notes that as yet there is no consensus about a definition of political marketing, nor even that it is the most appropriate label for the common focus on study. To provide a framework for examining the marketing concept and market orientation a useful starting point would be to define political marketing as: ... the analysis, planning, implementation and control of political and electoral programs designed to create, build and maintain beneficial exchange

relationships between a party and voters for the purpose of achieving the political marketer's objectives (OCass, 1996).

Essentially, the different aspects of political marketing theory can be exemplified by two questions: "How to do marketing in politics" and "How to know in politics". Whilst to first question is focussed on managerial aspects of marketing (without implying a purely normative focus), the second is concerned with an epistemological stance per se and is therefore not limited to marketing applications. These two questions (and the underlying research activities associated with them) are not independent of each other, rather they are bound in a dialectic relationship: although one can describe political marketing practice without necessarily employing a marketing epistemology (as well as one can look at political phenomena through a marketing lens without focusing on marketing aspects), the two are intertwined. Managerial concerns of political marketing management usually imply (consciously or unconsciously) an application of a marketing-oriented epistemology, while theoretical sense making uses the actual *explanandum* (in this case political marketing practice and our understanding of it) as a 'check-and-balance' system regarding its appropriateness of explanatory efforts. These two elements together, in the dialectical integration as synthesis, provide the core for a holistic theory of political marketing (Henneberg, 2002).

It has often been argued that the application of 'marketing' tools and instruments in politics is nothing new (Perloff, 1999; Baines and Egan, 2001). This may or may not be the case, but what certainly has changed in the last 25 years is not (just) the magnitude of political marketing management but the belief that political actors (and these include not only political parties and politicians but also governments, single issue groups, lobbying organizations, etc.) (Harris et al., 1999; Nimmo, 1999; Harris, 2001a) not only act out but also 'think' in marketing terms; they believe that they do marketing management, and they try to integrate their use of marketing instruments in a coherent marketing strategy (Newman, 1994a; Dermody and Scullion, 2001). This is notwithstanding the idea that much of their 'marketing knowledge' might be "political folk wisdom" (Scammell, 1999, p. 738). The changes in the 'mind-sets' of political actors have been tracked in several studies, (Jamieson, 1992; Scammell, 1994; Scammell, 1995; Lees-Marshment, 2001; Wring, 2001; Wring, 2002b) and have been considered a "revolution" (Lees-Marshment, 2001, p. 229) or even a "new age in politics" (Newman, 1999b, p. 125). In addition, political marketing applications have moved from solely a communication tool to an integrated way of managing politics, be it policy development, permanent campaigning (Nimmo, 1999), or even governing (to the extent that government has become 'symbolic' in certain circumstances) (O'Shaughnessy, 2003). Six main developments of applied applications of political marketing can be generalized for most democratic political systems in the last two decades: an increased sophistication of communication and 'spin' (Kavanagh, 1995; Kaid, 1999; Sherman, 1999; Harris, 2001b; Lees-Marshment, 2001; Palmer, 2002); strategies for product and image management (Scammell, 1995; Baines, 1999; Kotler and Kotler, 1999; Newman, 1999b; Newman, 2001; Smith, 2001; Baines et al., 2002; White and de Chernatony, 2002); news-management, i.e. the use of 'free' media (Franklin, 1994; Schnur, 1999; Franklin and Richardson, 2002); more coherent and planned political marketing strategy development (Newman, 1994a; Butler and Collins, 1999; Kotler and Kotler, 1999; Lees- Marshment, 2001; Henneberg, 2002; Wring, 2002a); intensified and integrated use of political market research (Huber and Herrmann, 1999; Mitchell and Daves, 1999; Smith and Hirst, 2001; Sparrow and Turner, 2001; Sherman and Schiffman, 2002); and emphasis on political marketing organization and professionalization (Panebianco, 1988; Lees-Marshment, 2001).

However, most political actors are far from having an integrated and sophisticated understanding of marketing applications for their political exchange situations. Political marketing management in politics has caused some 'leading' parties and candidates to adopt a simplistic and populistic 'follower'-mentality, contributing to the disenchantment of the electorate and a resulting cynicism regarding politics in general (Henneberg, 2005).

Making reference to the previous literature outlined in the above, it is possible to conceive of political marketing as: "*the party or candidate's use of opinion research and environmental analysis to*

produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes."

2.2. Marketing Ideology: Definition and Functions

Most marketing historians agree that marketing discipline can be dated to the turn of the twentieth century (Hollander et. al., 2005). However, as a field of study, marketing has not always been viewed from a management perspective. A distinct view of marketing, as a management discipline rather than an economic activity, emerged in the 1950s (Wilkie and Moore, 2003; Webster, 2005). The post-World War II marketplace offered huge business opportunities and the practice of market segmentation gained widespread acceptance (Cohen, 2003). During the 1950s and 1960s the most notable developments were the publication of several statements of the marketing concept (Drucker, 1954, McKitterick, 1957, Keith, 1960, Levitt, 1960), the growth of marketing staffs, the development of the product/brand management form of organization and the appearance of influential textbooks with a managerial focus: Howard, 1957, McCarthy, 1960, Kotler, 1967. These managerial texts produced a consensus definition of marketing strategy decisions as the four Ps. They also produced and disseminated marketing ideology.

Marketing ideology refers to marketing ideas, i.e. marketing thought and not marketing practice. However this distinction is somewhat problematic because business people create most of the innovations in business practice. Therefore marketing thought is intertwined with marketing practice. Marketing is a "performative science", conceptualizing and enacting market economy at the same time, a body of expertise that simultaneously describes and constructs its subject matter (Cochoy, 1998). This word is coined on Austin's notion of performative utterance in linguistic: those speech acts which perform the action the sentence describes, that simultaneously say and do what they say: "I now pronounce you man and wife", "I declare the meeting open".

In this paper we look at marketing ideas through the most cited authors and articles in the first chapter of marketing textbooks –especially Kotler's– and through marketing definitions codified by the AMA (American Marketing Association) from the 1950s (Mc Kitterick, 1957) to 2005 (AMA web page). This choice in not at random: the eleventh editions of Kotler's textbook are the worldwide reference for "classical" marketing and AMA is the world largest professional association. Both contributions can be considered as the mainstream marketing doctrine.

The formalization and dissemination of marketing principles and tools led to the construction of marketing professions reinforcing the need and presence of marketers in the economy. Moreover the extreme generalization of marketing vocabulary shows the pervasiveness of marketing ideas in our society. Their imprints are found in the constant use by all sorts of actors in every kind of situation of the metaphors of segmentation, targeting and positioning (Marion, 2004). It is today a set of collective representations (perspectives, frame of reference, viewpoints, worldview…) shared by more and more people in numerous countries.

The new definition of marketing, as released by the AMA in 2004, is: "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." Marketing's core activities being "a set of processes for creating communicating […] delivering […] and managing" these processes need committed people belonging to "an organizational function" to do the job. We argue that this people need good reasons that justify their commitment to marketing and render this commitment attractive and stimulating (Boltanski & Chiapello, 2005). We call these justifications marketing ideology.

Marketing ideology works as the collective action frame of marketers helping them to maintain their ability to meet the demands of their occupation. As justifications of marketing action become more accepted and taken-for-granted, marketing practices become more institutionalized. The more compelling and convincing a justification supporting marketing practice is, the less the justification needs to be sustained in order to maintain the practice.

Therefore, as marketing becomes more widely diffused and accepted the frequency and amount of justifications should decrease. Why then should a widely adopted practice such as marketing require justification to maintain its adoption? The answer is: criticism and resulting tensions.

2.3. Applying Marketing to Politics

Shama (1973) believes that many concepts and tools are shared by marketing of goods and services and political marketing. Posner (1992) and Niffenegger (1989) argue that politicians have become likened to consumer products, complete with marketing strategies and promotion campaigns which enable them to gain market share, and increasingly election campaigns are being compared to marketing campaigns (Kotler, 1975; Kotler and Kotler, 1981; Mauser, 1983). It is argued that parties must understand the basic elements of marketing to be successful not only in the short but also in the long term (Niffenegger, 1989; Reid, 1988). This marketing analogy is more than coincidental as Kotler (1975), Niffenegger (1989) and Shama (1973) believe the very essence of a candidate and political party's interface with the electorate is a marketing one and marketing cannot be avoided. Marketing is not a panacea or cure all, but a process allowing a more effective and efficient method to design and implement political campaigns. Marketing offers political parties the ability to address diverse voter concerns and needs through marketing analyses, planning, implementation and control of political and electoral campaigns.

Kotler and Andreasen (1991) propose that the difficulty in transposing marketing into public and non- profit organizations (political parties) is a function of how organization- centred such organizations are as opposed to customer- centred. An organization- centred orientation counters the organization's ability to integrate marketing. Therefore marketing is viewed currently as a marketing mindset of customer- centeredness (Kotler and Andreasen, 1991), and is seen in organizations which exhibit: customer- centeredness, heavy reliance on research, are biased towards segmentation, define completion broadly, and have strategies using all elements of the marketing mix. Foxall (1989) and Trustrum (1989) advocate that only a synergistic and purposive application of the sum total of marketing tools and concept is marketing. Further the marketing concept appears to provide the necessary integrating mechanism and that the implementation of one or indeed all of the marketing functions without adoption of the marketing concept is not marketing. However, having adopted the marketing concept it is not necessary to implement all of the functions, merely those which are appropriate to prevailing circumstances (Trustrum, 1989). As such the marketing concept appears to be both a philosophical and practical guide for the management of marketing. However, one important point missing from the literature is the diversity of applications or situations the concept can be used in or, more importantly, is used in, especially in relation to politics.

2.4. Public Policy Making

Political participation is the key means for the inclusion of citizens in democracies. The conditions of public policy making are continuously changing. At present, policy makers are affected by the legitimacy crisis in modern states and cannot routinely count on existing legitimacy capital as a condition for policy making. On the contrary, policy makers frequently need to legitimatize the current policy. Public policy making is first and foremost about determining objectives or societal goals. These societal goals refer to 'big ticket' issues such as the principles to underpin the conduct of foreign affairs, how to promote internal social cohesion, to how best to meet citizens' needs during major life cycle changes. It follows that public policy has to be effective (achieve its goals) and efficient (do so in a way that achieves the greatest possible benefit at the least possible cost). Goal setting in public policy needs to be long-term in perspective. This means starting with a comprehensive understanding of the current environment and defining what society's needs are in a way that an appropriate policy response can address. It could, for example, involve developing likely 'futures' scenarios in which a proposed policy might need to operate. Good public policy also involves attention to process. This includes

giving the end users ample opportunity to participate in a variety of ways. It also involves ensuring, for example, that the 'silo' effect of departments operating independently of each other is minimized. The opposite of good policy making is an ad hoc or short-term policy response to an immediate problem. Poor policy making often results from unintended consequences that a piecemeal approach has not taken into account. In response to the declaration that 'this Government expects more of policy makers', the UK White Paper Modernizing Government proposed a set of key principles for the development of a new and more creative approach to policy making (UK Cabinet Office, 1999). An important starting point is to ensure that the policy has a strategic focus in terms of becoming more forward- and outward looking. Such a focus requires policy makers to look beyond current activities and programs; to improve and extend the capacity for contingency planning, and to learn lessons from other countries by integrating an international dimension into policy making process (UK Cabinet Office, 1999). Good policy also needs to be outcome-focused by identifying carefully how the policy will deliver desired changes in the real world. Policy makers also need to ensure that they are inclusive by putting in place policies that take full account of the needs and experience of all those likely to be affected by them, whether they be individuals or groups, families, businesses or community organizations. Good policy also requires involving those outside government in policy making. This includes consulting with those who are the target of the policy, outside experts, and those who are to implement the policy. Policy decisions also need to be based on a careful appraisal of the benefits any measure seeks to achieve, the costs it entails and the cumulative burden of regulation on those responsible for implementing the policy. Linked to this is also the need for policy makers to improve the way risk is assessed managed and communicated to the wider community. Finally, good public policy is based on learning from experience. Policy making needs to be a continuous, learning process, not as a series of one-off, isolated initiatives. This requires making use of evidence and research about the problems being addressed. It may also involve making more use of pilot schemes to encourage innovation and to test whether proposed options work. It also requires clearly specifying and evaluating independently the objectives of all policies and programs and making public the lessons of success and failure and acting upon them. Policy evaluation should also involve obtaining feedback from Good Public Policy Making: How Australia Fares 37 those who implement and deliver policies and services (Curtain, 2000).

2.5. Policy Making in I.R. Iran

There are three level of management in Iran includes Political management, public management and private management that in the two high levels the policy making process is done. political management refers to the leader and its professional consulting councils that make meta policies. According to 110th article of Iran constitution, supreme leader is responsible for making Meta policies of I. R. Iran and this is done after consultation with the Expediency Council. Expediency Council is the most important specialized consulting group for supreme leader. In the second level public policies are made by triple forces including legislative, executive and judicial and in the third level public and private organizations create strategies instead of policies. Therefore, in this article our focus is on political and public management level.

3. Research Conceptual Framework

In order to access the research conceptual framework, the following steps are going through; and finally political marketing mechanisms, their parameters and tools are identified and will be tested.

3.1. The Position of Political Marketing in the Public Policy Making

As mentioned, the marketing ideology has been built based on public acceptance and legitimacy, and marketers are seeking their goals by means of gain legitimacy. In the other hand, policy makers in the

public policy making process need public acceptance and legitimize to the their politics for achieving public acceptance and gain efficiency in their action; in this atmosphere the political marketing are very important for public policy makers before and after the sanction of politics. Indeed, political marketing facilitate the acceptance of policies by the audiences and enhance the implementation of their decisions and politics. Figure 1 better show these realities (Curtain, 2000; Cohen, 2003).

Figure 1: Model of the political marketing effects on the public policymaking process (the research Conceptual Framework)
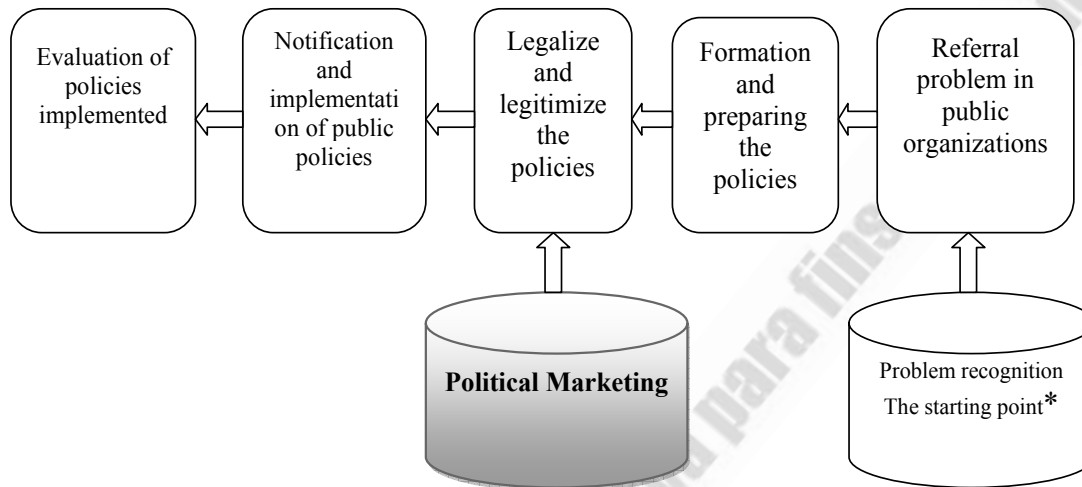
3.2. The Political Marketing Mechanisms in I.R. Iran

Politicians and political actors in Iran for long time are using the political marketing implicitly. While it may that they are not heard this term even for once. Using media, academic communities, and many other methods for audience attraction are exercised frequently. The identified political marketing mechanisms in this research are listed in the table 1.

Table 1: The identified political marketing mechanisms and their parameters in Iran

Types of Political Marketing mechanisms	Parameters associated with any of the mechanisms
Values mechanisms	• National beliefs • Religious bodies • Of Friday prayers • Using religious scholars • Emphasizes the values of Islamic Revolution • Relying on Sacred Defense values • Relying on western values
Scientific/Academic mechanisms	• Conference speeches and scientific conferences • Compilation of books, articles and reports • Communication with universities and other scientific centers
Strategic mechanisms	• Focusing on the demands of political audiences • Considering the specific demands of social groups • Coalition the political sectors and create synergy

3.3. The Political Marketing Tools

The political marketing tools are those that political actors implement the political marketing mechanisms through them. Various tools of political marketing, provide the possibility of achieving

the purposes and objectives in the different times and places. Adding new tools of political marketing, space and time limitations have been removed, and this is possible that in the least time and cost with maximum ease the political actors connect with political audiences. Some of these tools with the emergence of political marketing have existed and some others with enter post-industrial society and the growth of ICT has emerged. In general, tools that used in political marketing are:

- Presses (especially newspapers)
- Radio, television and cinema
- Face to face meetings
- Speeches at various meetings
- Using the Internet space
- Advertising, new methods such as short message

With the increasing spread of information technology, in the future new tools for development ideas will be existed.

4. Research Methodology

The method of this research are Developmental-Practical in goal, and in the view point of data gathering is Descriptive-Analytic (non-experimental) that is implemented with the Survey Research format. In this study, six hypotheses are arranged to respond the research questions and satisfy the research objectives. These hypotheses in the section of Data Analysis will be tested.

Population and Sample of the Research

The statistical population of this research is parliament members and Islamic Society of Engineers (in Iran). These politicians because of their membership in political sections in the country are selected. Among the research population with systematic method a sample is selected. For data gathering in this research, we use the questionnaire, and for data analysis the software of SPSS is exerted.

In the first step, 150 questionnaires between the research population are distributed. Then among these questionnaires 135 numbers are gathered. The final steps in data preparing for analysis - data screening – 130 numbers of questionnaires have the capability for analysis that the hypotheses of this research are based on these.

Validity and Reliability

Validity and Reliability are characteristics that any research tools – such as Questionnaire - should have in order to gather the "Logic Data" for data preparation and then test the hypotheses of the research. In this research, for satisfy the validity of the research questionnaire, after compiling the tool, based on the "experts of the field" the questionnaire is modified, and eventually the final questionnaire is completed. Then with this modified tool the datas of the research are gathered. By this way the validity of the research - that is implemented for the first time in Iran – is satisfied. Also for reliability of the research, we use the Cronbach's α. The calculated Cronbach's α in this research is 0.88, which show the high reliability of the research.

5. Data Analysis

In order to answer the research questions and satisfy the research objectives, in this section the research hypotheses are tested.

> **Hypothesis 1:** "*Values mechanisms, Scientific/Academic mechanisms*, and *Strategic mechanisms* are the essential political marketing mechanisms for public acceptance in public policy making in Iran*".

In order to test this hypothesis and measuring the affectability of this political marketing mechanisms, the one sample t-test are used. The results of this test in the table 2 are showed.

Table 2:   The results of one sample T-Test for affectability of political marketing mechanisms

The basic political marketing mechanisms	T statistic	df	Sig*	mean	Test-Value	Confirm / reject
Values mechanisms	-29.799	129	0.000	14.5923	21	confirm
Scientific/Academic mechanisms	-14.710	129	0.000	7.1154	9	confirm
Strategic mechanisms	-7.592	129	0.000	7.5615	9	confirm

* $\alpha = 0.05$

As the above data analysis for the hypothesis 1, three main political marketing mechanisms that investigated in this research in the confidence level of 95% are confirmed. In the other hand, the main political marketing mechanism that in this research are recognized are affected on the public acceptance in public policy making in Iran.

Hypothesis 2. "*Values mechanisms* are the main among the political marketing mechanisms for public acceptance in *public* policy making in Iran".

In order to test this hypothesis and clarify the main political marketing mechanism, the Bonferoni test is used. The results of this test in the table 3 are showed. (A: *Values mechanisms,* B: *Scientific/Academic mechanisms, and* C: *Strategic mechanisms*)

Table 3:   Paired compared of political marketing mechanisms

Compare:		Means difference	Sig**	Rank
Mechanism "i"	Mechanism "j"			
A	B	* 7.477	0.000	1
	C	* 7.031		
B	A	* -7.477	0.000	3
	C	* -0.446		
C	A	* -7.031	0.000	2
	B	* 0.446		

* Mean difference in the level of 0.05
* Adapted for multi compare in Bonferoni

As the above data analysis for the hypothesis 2, the main political marketing mechanism in this research is the case of "A' means: "Values mechanisms". The lower ranks there are "Strategic mechanisms" and "Scientific/Academic mechanisms".

Hypothesis 3. "*National beliefs*, *Religious bodies*, *Of Friday prayers* and etc. are the effective political marketing parameters for public acceptance in public policy making in Iran".

In order to test this hypothesis and measuring the affectability of these political marketing mechanisms, the one sample t-test is used. The results of this test in the table 4 are showed.

Table 4:   Clarify the affectability of the political marketing parameters in Iran

The parameters associated with the political marketing mechanisms	T statistic	df	Sig*	mean	Test-Value	Confirm / reject
National beliefs	-23.554	129	0.000	1.5692	3	confirm
Religious bodies	-31.380	129	0.000	1.4615	3	confirm
Of Friday prayers	-11.947	129	0.000	2.1308	3	confirm
Using religious scholars	-13.629	129	0.000	2.0615	3	confirm
Emphasizes the values of Islamic Revolution	-24.090	129	0.000	1.5308	3	confirm
Relying on Sacred Defense values	-20.833	129	0.000	1.7000	3	confirm
Relying on western values	16.534	129	0.000	4.1385	3	reject
Conference speeches and scientific conferences	-2.261	129	0.000	2.8385	3	confirm
Compilation of books, articles and reports	-17.541	129	0.000	2.2385	3	confirm
Communication with universities and other scientific centers	-18.200	129	0.000	2.0385	3	confirm
Focusing on the demands of political audiences	-4.685	129	0.000	2.6231	3	confirm
Considering the specific demands of social groups	-7.023	129	0.000	2.3846	3	confirm
Coalition the political sectors and create synergy	-5.955	129	0.000	2.5538	3	confirm

* α = 0.05

As the above data analysis for the hypothesis 3, the whole parameters associated with the political marketing mechanisms that investigated in this research in the confidence level of 95% except the parameter of "Relying on western values", are confirmed. In the other hand, the recognized political marketing parameters associated with the mechanisms in this research are affected on the public acceptance in public policy making in Iran.

Hypothesis 4. "*National beliefs* are the main among the political marketing parameters for public acceptance in public policy making in Iran".

In order to test this hypothesis and clarify the main political marketing parameter (also the second and third and ete.), the Bonferoni test is used. By means of this test the rank of any parameters associated with political marketing mechanisms are clarified. The results of this test in the table 5 are showed.

Table 5:   The results of pared compare for political marketing parameters

Political marketing parameters	Mean	Sig	Rank
National beliefs	1.569	0.000	2
Religious bodies	1.462	0.000	1
Of Friday prayers	2.131	0.000	7
Using religious scholars	2.062	0.000	6
Emphasizes the values of Islamic Revolution	1.531	0.000	3
Relying on Sacred Defense values	1.700	0.000	4
Relying on western values	4.138	0.000	13
Conference speeches and scientific conferences	2.838	0.000	12
Compilation of books, articles and reports	2.238	0.000	8
Communication with universities and other scientific centers	2.038	0.000	5
Focusing on the demands of political audiences	2.623	0.000	11
Considering the specific demands of social groups	2.385	0.000	9
Coalition the political sectors and create synergy	2.554	0.000	10

As the above data analysis for the hypothesis 4, the main political marketing parameter in this research is the "Religious bodies". After this parameter, there are "National beliefs" in the second place and "Emphasizes the values of Islamic Revolution" in the third place. The ranks of other parameters are listed in the table 5.

Hypothesis 5. "*Presses (especially newspapers), Radio, television and cinema*, and etc. are the effective *political* mar`keting tools for public acceptance in public policy making in Iran".

In order to test this hypothesis and measuring the affectability of this political marketing tools, the one sample t-test are used. The results of this test in the table 6 are showed.

Table 6:   Investigation the affectability of the political marketing tools

Political marketing tools	T statistic	df	Sig*	mean	Test-Value	Confirm / reject
Presses (especially newspapers)	-17.329	129	0.000	2.0077	3	confirm
Radio	-16.860	129	0.000	1.922	3	confirm
Television	-6.628	129	0.000	1.9308	3	confirm
Cinema	-15.261	129	0.000	2.0692	3	confirm
The new methods of advertising such as SMS	-3.337	129	0.000	2.4308	3	confirm
Face to face meetings	-11.671	129	0.000	2.200	3	confirm
Speeches at various meetings	-17.100	129	0.000	2.0308	3	confirm
Using the Internet space	-13.269	129	0.000	2.0769	3	confirm

* α =0.05

As the above data analysis for the hypothesis 5, the whole tools of political marketing that investigated in this research in the confidence level of 95% are confirmed. In the other hand, the recognized political marketing tools in this research are affected on the public acceptance in public policy making in Iran.

Hypothesis 6: "*Television* is the main tools among the political marketing tools for public acceptance in public policy making in Iran".

In order to test this hypothesis and clarify the main political marketing tool (also the second and third and ete.), the Bonferoni test is used. By means of this test the rank of any tools of political marketing are recognized. The results of this test in the table 7 are showed.

Table 7:   The results of paired compare among the political marketing tools

Political marketing tools	Mean	Sig	Rank
Presses (especially newspapers)	2.008	0.000	3
Radio	1.992	0.000	2
Television	1.783	0.000	1
Cinema	2.070	0.000	7
The new methods of advertising such as SMS	2.426	0.000	4
Face to face meetings	1.194	0.000	8
Speeches at various meetings	2.031	0.000	6
Using the Internet space	2.070	0.000	5

6. Conclusion and Recommendations

Political marketing is the modern and applicable concept that is spreading in the fields of social sciences. One of the areas of social sciences that are strongly affected by concepts of marketing is the politics sections of the countries and Iran also are affected by this concepts and outcomes. Because of this, researchers of the different fields especially marketing management, public administration, and political sciences have the great attention to this field of study. The framework that is presented in this research can be the good guidance for both researchers and practitioners in the field.

Theoretical Recommendations

Marketing in its development path has been changed and evolved. One of the interesting and very practical areas of study in marketing is "political marketing". By entrance the concept of marketing in

the political sciences the new era of marketing debates is emerged. In this research the role of political marketing in public policy making in Iran are investigated and its mechanisms, parameters associated with these mechanisms, and finally its tools are recognized, tested and eventually valuated and presented. These results are very valuable for the future researchers that want to enter or continue this field of study. Future researchers can test and measure the conceptual framework of this research or the tools and ete in the other areas of work and other political parts in the country or other countries of interest.

Practical Recommendations

Political practitioners in the any level or base of the politics are the objectives and for meet these objectives need relevant and applicable tools. By the observation the behavior of politician in Iran and other countries, applications of political marketing tools and mechanisms are very common. Even these uses of political marketing are seen unconscious, but use of this is indispensible. Political practitioners in the country by study and recognition the political marketing mechanisms, parameters and tools, can use these in order to facilitate and meet their personal, parties and post parties political goals.

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