

Political Marketing: A study of the political attitude in the rural and urban population of the Municipality of Sucre

Marketing Político: Un estudio de la actitud política en la población rural y urbana del Municipio de Sucre

MIER, Andrea† & ORTUÑO, Jimmy

Universidad Mayor Real y Pontificia de San Francisco Xavier de Chuquisaca, Facultad de Contaduría Pública y Ciencias Financieras, calle Grau N° 117, Sucre, Bolivia

ID 1st Author: *Andrea, Mier*

ID 1st Coauthor: *Jimmy, Ortuño*

DOI: 10.35429/JMME.2020.6.4.20.32

Received March 25, 2020; Accepted June 14, 2020

Abstract

The present investigation explains and gathers various analysis variables for the theoretical understanding of the political marketing and its incidence over the people of the city of Sucre, taking as a parameter the rural and urban population. The text sustains that the influence of the political marketing on the population happens through its affectation in the environment of the political communication and the effort of the actual government to make it's acts believable in all the actions that performs. It exposed from an economic interpretation, how much the government invest in publicity in the different media (television, radio and newspapers) in a relation with the credibility that it is creating in the mind of the population able to vote.

Resumen

La presente investigación explica y recoge diversas variables de análisis para la comprensión teórica del marketing político y su incidencia sobre la población de la ciudad de Sucre, tomando como parámetro la población rural y urbana. El texto sostiene que la influencia del marketing político sobre la población pasa por su afectación en el ámbito de la comunicación política y el esfuerzo del actual gobierno por hacer creíbles sus actos en todas las acciones que realiza. Interpretación, cuánto invierte el gobierno en publicidad en los diferentes medios (televisión, radio y periódicos) en relación con la credibilidad que está creando en la mente de la población que puede votar.

Citation: MIER, Andrea & ORTUÑO, Jimmy. Political Marketing: A study of the political attitude in the rural and urban population of the Municipality of Sucre. Journal-Macroeconomics and monetary economy. 2020. 4-6: 20-32

† Researcher contributing first author.

Introduction

The concept of Political Marketing has begun to really become known, in Latin America, in the last decade. Generally associated with the term political marketing or electoral marketing connotations of manipulation of the perceptions and opinions of the people, through sophisticated resources through the media. It is often thought that these procedures determine a decisive influence on the will of the electors, which leads us to suppose that in a democracy power is held, in practice, by those who can best use the media. In everyday terms, political marketing is the search for votes with the help of technology.

The Political Marketing supposes the evolution of the techniques of knowledge of the electorate and of the communication techniques. As the electoral bodies become massive, as the voters are counted by the millions and not by the hundreds or thousands, the personalized knowledge of each one of them, in the manner of the old candidate, counts for little. In the same way, personal and intuitive eloquence is complemented by more effective forms of communication and persuasion. The traditional scheme of the politician, knowledge of the electorate and communication, is, however, permanent.

Political attitudes, whether positive or negative to the actions of a certain government, are profound political attitudes in relation to political and social phenomena. It is therefore important to investigate how political attitudes are influenced by the publicity that the government broadcasts in the media. To this end, this research study is presented that attempts to demonstrate the influence of government-issued advertising on the political attitudes of voters, understanding the degree of interest in politics, the attitude towards change, the attitude towards freedom and authority, his self-identification with the current line of government.

Material and methodology

The methodology to be applied will take into account the following:

Temporal delimitation: The information that was used corresponds to the first semester of the 2008 management.

Spatial delimitation: We only worked with the local media and their representations of national networks. In addition, the perception of the population settled in two districts of the Municipality of Sucre was collected; one rural and one urban.

Information sources: To collect the data, two types of sources will be used: primary and secondary. In the case of the primaries, the information was collected through survey reports to the media and the population of the districts (urban and rural) of the municipality of Sucre. In the case of secondary sources, specialized studies were used.

Limitations of data collection: It is necessary to emphasize that the information is approximate, reasonable and representative, since it has coverage limitations, as a result of time and resource limitations.

Target population of the research: the target population are people over 18 years of age from urban district 1 and rural district 7 of the Municipality of Sucre, who constitute the electorate and the sample unit. Media managers or owners have also been considered as a target population.

	Age	Age	Age	Age	Age	Age	Age	Total
ZONA 1	335	973	645	709	730	103	319	3,900
ZONA 2	169	413	372	242	260	65	107	1,630
ZONA 7	990	2,397	1,484	1,087	1,100	239	419	7,734
Total	1,503	3,787	2,505	2,038	2,099	487	845	13,264

Table 1

Television media

N°	Name of the Media	Channel	Category
1	Illimani de Comunicaciones S.A. - ATB	5	National
2	Associated Journalists Television Ltda. - PAT	14	National
3	Red Uno de Bolivia S.A.	2	National
4	Bolivian National Television Company	7	National
5	Chain A	15	National
6	Bolivision SRL	9	National
7	Unitel Network	4	National
8	Christian Communications System	27	National
9	University Television	13	Local
10	Catholic Television Sucre	54	Local
11	World Vision	4	Local
12	Global	36	Local
13	Colossal	33	Local
14	Gigavision	21	Local

Table 2

Radio Media

Nº	Name of Media	Frequency
1	Aclo	
2	Scope	
3	America	
4	2000 antenna	89,1
5	Arcadia	97,1
6	Blue	
7	Tropical California	97,9
8	Capital	
9	Juana Azurduy Comprehensive Support Center for Women	95,9
10	Ponds	
11	Churuquilla	
12	Colossal	90,7
13	Conqueror	99,1
14	Contact	
15	The sound of life	103,9
16	Meeting	
17	Emerald	103,5
18	People	94,7
19	Global	106,7
20	Guadeloupe	105,1
21	Hit	89,5
22	Horizons	91,1
23	Southern integration	96,7
24	The Bohemia	
25	The witch	
26	Silver	99,5
27	Liberty	
28	Loyola (FIDES)	98,3
29	Maria	95,5
30	Memphis	88,7
31	Millennium	89,9
32	world	96,3
33	The new World	
34	Young Wave	
35	Paradise	107,5
36	Popular	98,7
37	Royal Audience	
38	Solar	100,3
39	Sucre	
40	Christian Communication System	100,7
41	Tricolor	
42	University	93,9
43	Urcupiña	99,9
44	New life	93,1

Table 4

Calculation of the Sample: The following formula was taken into account for the calculation of the sample in both cases

$$n = \frac{N z_{\alpha/2}^2 P(1-P)}{(N-1)e^2 + z_{\alpha/2}^2 P(1-P)}$$

Urban District No. 1- Total population 13,264

$$n = \frac{13264 \times 1.96^2 \times 0.5(1-0.5)}{(13264 - 1)0.05^2 + 1.96^2 \times 0.5(1-0.5)}$$

$$n = 373.37 \approx 374$$

Rural District No. 7 - Total Population 1,251

$$n = \frac{1251 \times 1.96^2 \times 0.5(1-0.5)}{(1251 - 1)0.05^2 + 1.96^2 \times 0.5(1-0.5)}$$

$$n = 293.51 \approx 294$$

1. Calculation of the sample of No. Television and Stations in Sucre,

TV stations

$$n = \frac{14 \times 1.96^2 \times 0.5(1-0.5)}{(14 - 1)0.05^2 + 1.96^2 \times 0.5(1-0.5)}$$

$$n = 13.45 \approx 14$$

Radio Stations

$$n = \frac{44 \times 1.96^2 \times 0.5(1-0.5)}{(44 - 1)0.05^2 + 1.96^2 \times 0.5(1-0.5)}$$

$$n = 39.83 \approx 40$$

Information collection instruments:

survey questionnaires were used to collect information from all the actors involved in the research, the survey forms designed are found in annexes of this document.

Results Obtained

Plaza. Characteristics of the electoral group analyzed

Regarding sex and age, the population group studied corresponds to the following groups:

Area	Age	Gender	
		Male	Female
Urban	18 - 21 years	7.6	5.3
	22 - 30 years	20.8	22.4
	31 - 40 years	9.6	11.5
	41 - 50 years	7.3	12.2
	51 years and over	1.7	1.6
Total urban		47.00	53.00
Rural	18 - 21 years	14.3	33.3
	22 - 30 years	0	9.5
	31 - 40 years	4.8	23.8
	41 - 50 years	0	14.3
	51 years and over	0	0
Total rural		19.10	80.90

Table 5 Population studied by sex and age (in percentage)
Source: Own with data from the applied survey

Of the total of those surveyed in the urban area, it is observed that the female population between the ages of 22 and 30 is found in the highest percentage of voters with 22.4%; while in rural areas, the highest percentage is also present in females between the ages of 18 to 21 years with 33.3%.

Population included in the analysis by gender

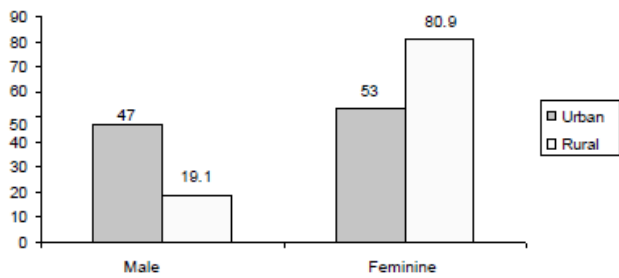


Figure 1

Area	Occupation	Percentage
Urban	Students	38.00
	Public employee Medium Technician	3.30
		2.60
		0.30
	Advanced technician	33.40
	Professionals	1.10
	Retired	19.30
	Others	2.00
Total urban	Does not respond	100
Rural		100
Rural total		100

Table 6 Population studied according to occupation (in percentage)

Source: Own with data from the applied survey

According to the occupation of the respondents, it is noted that the highest percentage corresponds to students with 38% and in second place are professionals with 33.40% in the urban area; in rural areas all respondents indicated that their most important occupation is agriculture.

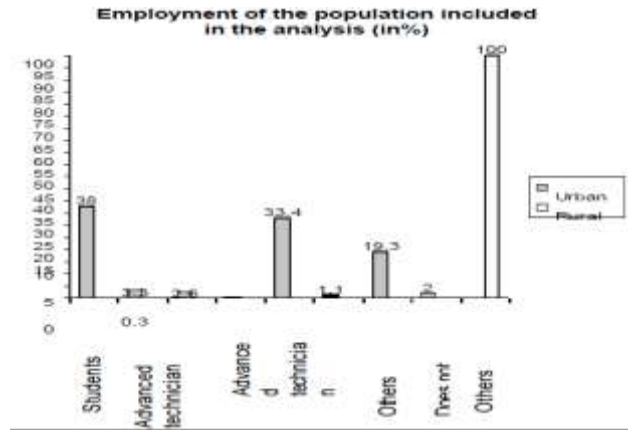


Figure 2

According to the ethnic identification, the surveyed population is characterized in its majority, for being Quechua. As for the rural population, 85.7% are Quechua and 14.3% consider themselves mestizo. In the urban population, 78% are Quechua, 3.3% Aymara and 4.6% are Guarani, in both areas the variable others refers to miscegenation.

Area	Ethnic identification	Percentage
Urban	Quechua	78.0
	Aymara	3.3
	Guarani	4.6
	Other	14.1
		100
Total urban	Quechua	85.7
Rural	Other	14.3
Rural total		100

Table 7 Population studied according to ethnicity (in percentage)

Source: Own with data from the applied survey

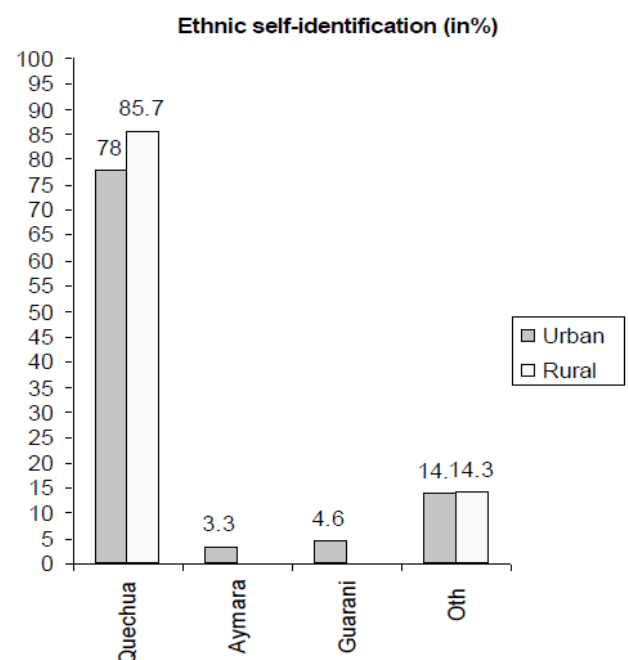


Figure 3

Price of political marketing.- Analysis of electoral trends Changes in electoral preference

The analysis of changes in electoral preference is one of the variables taken into account to measure the political attitude of the population included in the study. The results of the electoral preference change were analyzed according to the ethnic identification of the voters

Area	Ethnic identification	CAN	MORE	UN	Other
Urban	Quechua	36.9	27.2	7.6	6.9
	Aymara	1.0	0.7	1.4	0
	Guarani	3.8	1.1	0.3	0.7
	Other	8.6	1.7	0.7	1.4
Total urban		50.3	30.7	10	9
Rural	Quechua	26.7	53.3	13.3	0
	Other	0	6.7	0	0
Rural total		26.7	60	13.3	0

Table 8 electoral reference in the last general elections, year 2005. (In percentage and by geographic area)

According to the total number of people surveyed in both urban and rural areas, in the last elections of 2005, the most voted parties were: MAS, PODEMOS, UN.

The MAS obtained 53.3% in the rural area in the Quechua category, and in the urban area of the same category it obtained 27.2%.

PODEMOS obtained 26.7% in the rural area in the Quechua category, and in the urban area in the same category it obtained 36.9%.

UN obtained 13.3% in the rural area in the Quechua category, and in the urban area in the same category it obtained 7.6%.

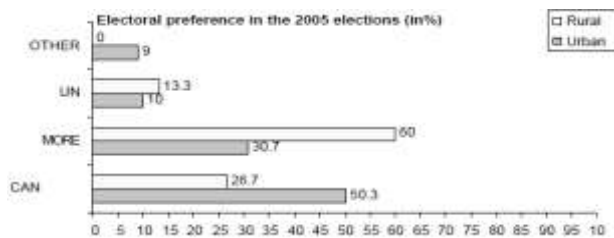


Figure 4

In general, without differentiating the geographical area, it can be concluded that the party with the most votes in the last elections according to the respondents was the MAS with 90.6%, in second place WE CAN with 76%.

Area	Ethnic identification	CAN	MORE	UN	Other	None
Urban	Quechua	23.2	6.5	3.3	22.8	23.9
	Aymara	0.7	0.4	0	0.4	1.8
	Guarani	1.4	0	0	2.2	1.1
	Other	3.3	0.4	0.4	4.3	4.0
Total urban		28.6	7.3	3.7	29.7	30.8
Rural	Quechua	12.5	6.3	0	12.5	50.0
	Other	0	0	0	12.5	6.3
Rural total		12.5	6.3	0	25.0	56.3

Table 9 Electoral preference if today were the general elections. (In percentage and by geographic area)

In the event that the general elections were today the perception of the population regarding their vote, considering the same political forces of 2005, they are:

The MAS would obtain 6.3% in the rural area in the Quechua category, and in the urban area in the same category it obtained 6.5%.

PODEMOS would obtain 12.5% in the rural area in the Quechua category, and in the urban area in the same category it obtained 23.2%.

For other parties, 25% would be obtained in the rural area in the Quechua category, and in the urban area in the same category it obtained 29.7%.

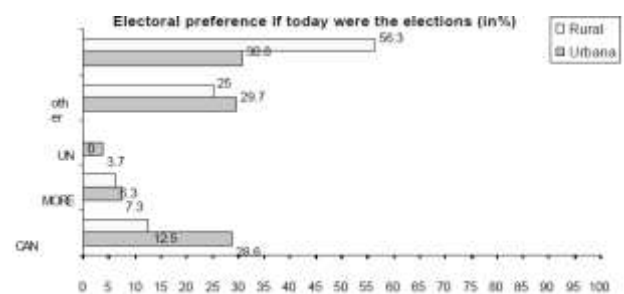


Figure 5

There is also a significant percentage of people who would not cast their vote for any party, without differentiating by area or by self-identification, 87.1% do not agree with any political party. The differences in voting presence are shown below:

	2005	Apr 2008	Difference
CAN	77.00	41.10	-35.90
MORE	90.70	13.60	-77.10
A	23.30	3.7	-19.60
Other	9.00	54.7	45.70
None		87.1	87.10

Table 14 Differences in electoral preferences

Analysis synthesis

A change in political preference is observed in both areas where the MAS had a decrease of 77.10%, PODEMOS also had a decrease of 35.90% and UN had a decrease of 19.60%. There is a positive difference in terms of the category of Other with 45.70% and of none with 87.10%, which means that there is no favorite party for the following electoral elections, this denotes that there is greater disappointment of the political system that is incapable to channel demands at the state level, especially those of a regional order, and that the possibility of providing support for a new proposal, a different alternative that may arise in the electoral landscape still persists.

In the same way, it is pertinent to take into account the results obtained in the electoral process that were carried out in our region, more properly speaking of the Elections for Prefects of 2005, where according to the following table:

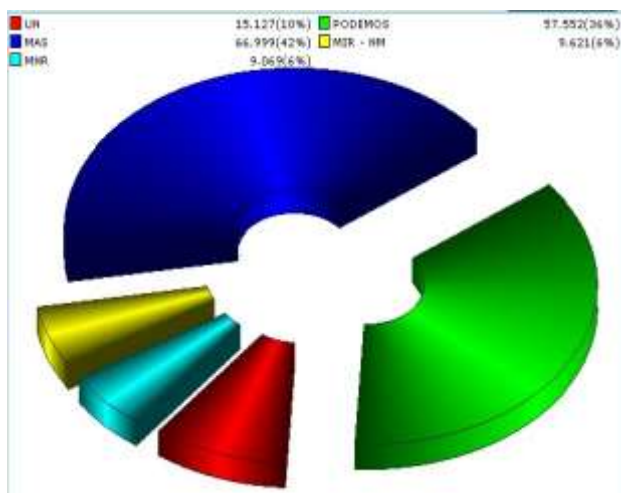


Figure 6 Prefectural Elections 2005, Year 2005
Source Page Departmental Electoral Court of Chuquisaca

The governing party won the victory with 42%, but after the events that arose in our region and the lack of credibility for it, the electoral process of the current year, for the Election of Prefects, the following results were obtained:

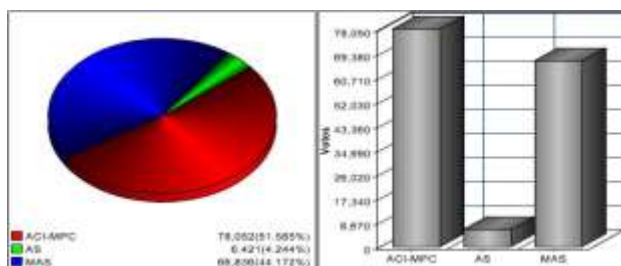


Figure 7 Prefectural Elections 2008, Year 2008

Analysis of Political Attitude

Perception about the importance of politics

Area	Degree of Importance of the Policy	Percentage
Urban	Nothing important	13.1
	Less important	17.7
	Indifferent	27.2
	Important	25.6
	Very important	16.4
Total Urban		100
Rural	Nothing important	23.8
	Less important	9.5
	Indifferent	19.1
	Important	9.5
	Very important	38.1
Total Rural		100

Table 15 Degree of Importance of Politics in the Electorate (In percentage and by geographic area)

In the urban area, we observe that of the total of those surveyed, 27.2% are indifferent to the issue of politics, 16.4% totally agree that politics is an important issue and 13.1% disagree.

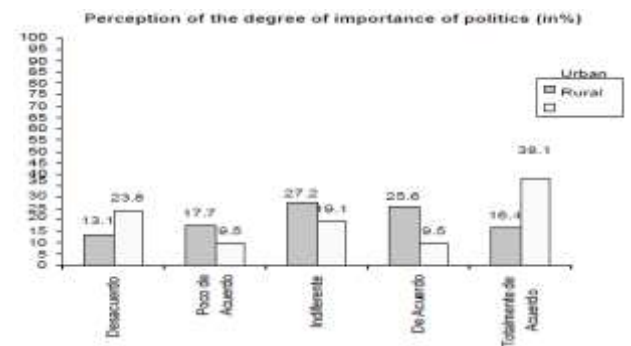


Figure 8

In rural areas, we observed that of the total of those surveyed, 23.8% consider that the issue of politics is not important, 38.1% totally agree that politics is an important issue and 19.1% are indifferent to the issue of politics.

Analysis synthesis

In both urban and rural areas, politics is not considered important, that is, the political attitude of the population regarding the importance of politics is mostly indifferent.

Perception of the current government's policy

This analysis attempts to show the political attitude regarding the perception of the changes, appropriation and self-identification of the changes of the government and the perception of the guarantee of freedoms.

Area	Opinion on the Current Government	Percentage
Urban	Disagreement	46.9
	Little Agree	32.8
	Indifferent	12.5
	In agreement	5.9
	Totally agree	2.0
Total Urban		100
Rural	Disagreement	25.2
	Little Agree	33.3
	Indifferent	9.5
	In agreement	4.8
	Totally agree	27.2
Total Rural		100

Table 12 Perception of the Current Government (In percentage and by geographical area)

Of the total of those surveyed in the urban area, 46.9% disagree with the changes in the current government and in the rural area, 25.2% also disagree with the changes in the current government.

Regarding the appropriation and self-identification of government changes, most of the surveyed population in both areas indicate that they do not feel part of the changes made by the current government, the results are shown below:

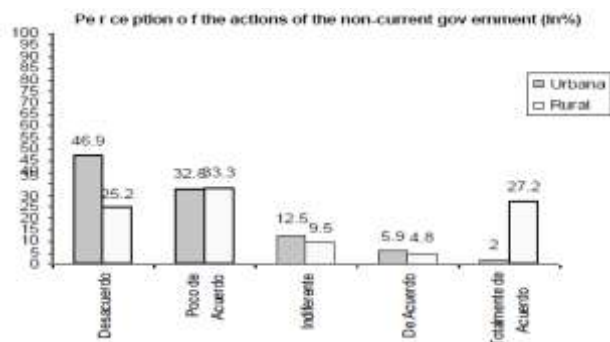


Figure 9

Of the total of those surveyed in both areas, it can be observed that 92.2% in urban areas and 68% in rural areas (categories: disagreement, little agreement, indifferent) do not feel identified with the current government.

Regarding the guarantee of freedom, most of those surveyed do not perceive many guarantees of freedom

Area	Guarantee of freedom	Percentage
Urban	Freedom is not guaranteed	49.8
	Little guarantee of freedom	31.5
	Indifferent	11.1
	Freedom is guaranteed	5.2
	Fully guaranteed	2.4
Total Urban		100
Rural	Freedom is not guaranteed	20.1
	Little guarantee of freedom	19.0
	Indifferent	14.3
	Freedom is guaranteed	4.8
	Fully guaranteed	41.8
Total Rural		100

Table 13 Perception of the Guarantee of freedom (In percentage and by geographical area)

Of the total of those surveyed in both areas, it can be observed that 49.8% in urban areas and 41.8% in rural areas disagree that the exercise of their freedom is guaranteed.

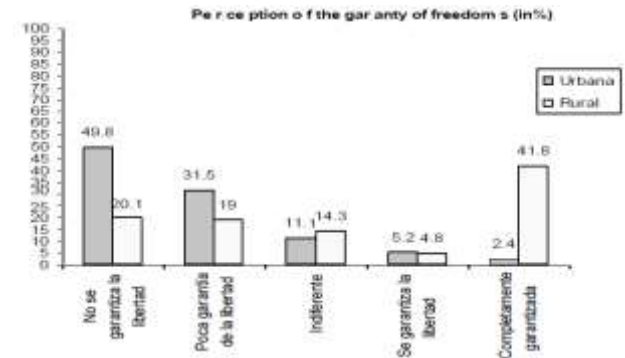


Figure 10

Analysis synthesis

Most of the electorate in the urban area indicates that freedoms in the country and under the logic of the current government are not guaranteed.

An important fact is that mentioned in the completely guaranteed category: in urban areas only 2.4% indicate that they have their freedom completely guaranteed.

Measurement of Political Attitude

The average value of the urban electorate that disagrees with the analyzed variables is higher than the relative average of those who agree, which denotes that the political attitude of the people, in the urban area, included in this study is low.

Variables	Perception in favor	Perception against
Perception of the importance of politics	16.4	13.1
Perception of the current government's policy	2	46.9
Perception of the guarantee of freedoms.	2.4	49.8
Average	6.93	36.6

Table 14 Measurement of political attitude in the urban area

Unlike the urban area, in the rural area the results of the measurement of the political attitude of the electorate, according to the variables included in the analysis, show that there is a high political attitude and superior to that of the electorate of the urban area.

Variables	Perception in favor	Perception against
Perception of the importance of politics	27.2	25.2
Perception of the politics of current government	41.8	20.1
	38.1	23.8
	35.70	23.03

Table 15 Measurement of political attitude in rural areas

Political Marketing Product "Evo complies"

Just as advertising tries to generate in a product a brand personality, a particular style, and no longer enumerate the objective qualities of said product, political marketing appeals, with the mass media as high performance instruments, to all resources possible to achieve the best image of the product, in this specific case of President Evo Morales Ayma, this through the use not only of television, radio and newspapers but also through the reuse of certain traditional methods such as marches, interpersonal communication, caravans that manage to provide only a media impact. In this specific case, the product is the image of President Evo Morales that is specifically evidenced in the "Evo Cumple" advertisement and that also exploits the image of the first indigenous president who proposes a change with equality for the country.

This image or the product has been successfully positioned which is evidenced in the results of the referendum last August. On August 10 of this year, the Recall Referendum for President, Vice-President and Prefects was held in our country, where the government has managed to position itself (apparently) in the minds of 60% according to the Recall referendum of 2008, but only in one part of Bolivia, thus demonstrating that the use of the different media has been able to influence.



Figure 11 Results of the referendum for president at the national level
Fuente: CNE

Promotion of political marketing

Positioning of government advertising in the voter's mind Ranking of government advertisements

To determine the positioning of the government advertisements in the mind of the voter, a ranking was carried out, the results are as follows:

Area	Most remembered advertisements	Percentage
Urban	Evo Complies	29.8
	None	19.3
	New Cpe	15.1
	Rent Dignity	14.8
	Juancito Pinto	6.3
	Hydrocarbons	3.9
	Against Autonomy	3.6
	Oil	3.0
	More Jobs	0.7
	Discrimination	0.3
Rural	Against Autonomy	33.3
	None	19.0
	Evo Complies	14.3
	New Cpe	14.3
	Juancito Pinto	14.3

Table 16 Positioning of advertisements (In percentage and by geographic area)

Among the government advertisements most remembered by the surveyed subjects in the urban area, 29.8% belong to the advertisement of "Evo Cumple" and with 15.1% the advertisement of "New CPE"; However, in rural areas the most remembered advertisement is "Against Autonomies", observing in second place a tie in three advertisements with a 14.3% "New CPE", "Evo Cumple", "Juancito Pinto".

Taking into account the results obtained, the percentage shown in both areas is striking, where approximately 19% do not remember any advertising despite being one of the governments that most used advertising as an instrument of political credibility.

Intensity of central government political advertising

Local television and radio stations were analyzed, interviews were conducted with the following media:

Canales	Rádios	Periódicos
Radio patria	Aclo	South Mail
World vision	Scope	The reason
TV	America	
University	2000 antenna	
Atb-sucre	Arcadia	
Catholic	Tropical California	
Global	Capital	
Network one	Juana Azurduy	
Christian	Ponds	
Colossal	Churuquella	
Gigavision	Colossal	
Chain a	Conqueror	
Bolivision	The sound of life	
Unitel	Meeting	
	Emerald	
	People	
	Global	
	Guadeloupe	
	Horizons	
	Southern integration	
	The Bohemia	
	The witch	
	Silver	
	Liberty	
	Loyola	
	Maria	
	Memphis	
	Solar	
	Sucre	
	Christian	
	Tricolor	
	University	
	Urkupíña	
	New life	

Table 17 Media included in the investigation

Television Channel Preference

The preferences of the channels watched by the electorate are as follows:

Area	Television channel	Percentage
Urban	UNITEL	30.50
	ATB	16.70
	NETWORK ONE	12.80
	PAT	8.20
	CABLE	8.20
	BOLIVISION	7.50
	TVB	3.30
	TVU	3.00
	EVERYBODY	3.00
	GIGAVISION	2.50
	NONE	2.20
	GLOBAL	1.40
CHAIN A	0.70	
Total Urban		100.00
Rural	UNITEL	33.20
	BOLIVISION	23.80
	ATB	23.80
	PAT	4.80
	TVU	4.80
	TVB	4.80
	NONE	4.80
Total Rural		100.00

Table 18 Television channel preference (In percentage and by geographic area)

In rural areas, UNITEL television channel is the most accepted with 33.2%, which is why the most remembered advertisements in this area are directly related to said television channel, taking into account the percentages of the two television channels with the most acceptance. after UNITEL are BOLIVISION and ATB with 23.80% respectively.

Area	Most remembered advertising	Percentage												Total	
		Red Uno	Unitel	Bolivision	PAT	ATB	Cable	Global	TVU	TVB	Gigavision	California A	Tricolor		Niagara
Urban	EVO COMPLIES	4.1	0.7	0	14.1	6	4	0.3	29.3	1	0	3	1	3	66.50
	NONE	3.7	1.4	3	9.7	3.4	2.7	0.7	12.2	0.3	0	4.1	0.7	4.1	46.00
	NEW	0	0.3	2.3	5	4.7	2.7	0.3	10.8	0.3	0.3	2.7	0.7	2.7	34.80
	CPE RENT	3.4	0.7	1.3	8.4	2.3	3	0	11.5	0.7	0	0.3	0.7	0.3	32.60
	DIGNITY														
	JUANCITO	1.7	0.3	0.7	2	1	0.7	0	2.7	0.3	0	0.3	0.7	0.3	10.70
	HYDROCARBON	1.7	0	0.3	1.7	2	0	0	3	0	0	1	0	1	10.70
	AGAINST	1	0.3	1.3	0.7	1	0.3	0.3	2.7	0	0	1	0	1	9.60
	AUTONOMY	0	0.3	0	3	1	0	0	1.7	0.3	0	0.3	0	0.3	5.90
	OIL	0	0	1	0.7	0.3	0	0	1.4	0	0	0	0	0	3.40
OTHER	0.3	0	0.3	1	0	0	0	0.7	0	0	0	0	0	2.30	
INFLATION	0	0	0	0.3	0.3	0	0	0.7	0	0	0	0	0	1.30	
MORE JOBS	0	0	0	0.3	0	0	0	0.3	0	0	0	0	0	0.60	
Area	Most remembered advertising	Unitel	Bolivision	PAT	ATB	TVB	Niagara	Total							
	AGAINST	10.5	10.5	5.3	0	0	0	26.3							
Rural	AUTONOMY	5.3	10.5	0	5.3	0	0	21.1							
	NONE														
	NEW CPE	3.3	3.3	0	0	3.3	0	13.9							
	EVO COMPLIES	5.3	0	0	10.5	0	0	15.8							
JUANCITO	10.5	0	0	0	0	5.3	15.8								
RENT	0	0	0	5.3	0	0	5.3								

Table 19 Preference for the most remembered TV channels and Government Publicities (In percentage and by geographical area)

Linked to the channel with the highest acceptance among those surveyed, the advertisements that managed to position themselves in the minds of the electorate were “EVO CUMPLE”, “CONTRA AUTONOMIAS”, “NUEVA CPE”, “RENTA DIGNIDAD” and “JUANCITO PINTO”.

Radio Station Preference

Area	Radio Station	Percentage
Urban	La Bruja	17.40
	Panamericana	15.40
	Ninguna	12.80
	Encuentro	10.20
	Global	7.20
	América	6.20
	Fides	4.30
	La Plata	4.30
	Otras	3.80
	Patria Nueva	3.20
	Solar	2.60
	Milenium	2.60
	Antena 2000	2.30
	Loyola	2.30
	Paraíso	1.00
	Colosal	1.00
	Todas	1.00
Libertad	0.70	
Up Down	0.70	
Universitaria	0.70	
Bohemia	0.30	
Total Urban		100.00
Rural	Ninguna	38.10
	Antena 2000	14.30
	Milenium	9.50
	Loyola	9.50
	Encuentro	9.50
	Aclo	9.50
	Solar	4.80
La Plata	4.80	
Total Rural		100.00

Table 20 Radio Stations Preference (In percentage and by geographic area)

In the urban area of the total of those surveyed, the radio stations with the highest acceptance are "BRUJA" with 17.4%, "PANAMERICANA" with 15.4% and it was observed that many of the respondents do not use radio as a means of information about according to the 12.8% obtained as a result of the survey.

In rural areas, the most popular radio station is “ACLO” with 28.6% and in second place the radio station “ANTENA 2000”.

Most remembered advertising	ACLO	La Bruja	Panamericana	Libertad	Paraiso	Fides	Up Down	Global	Encuentro	Solar	América	La Plata	Antena 2000	Milenium	Patria Nueva	Loyola	total
EVO COMPLIES	-	4.10	5.10	-	0.30	1.30	0.10	3.10	3.80	1.20	1.80	0.70	0.70	0.30	0.30	0.30	25.90
RENT DIGNITY	-	1.40	1.40	-	-	0.30	-	2.00	2.30	0.30	0.70	0.70	1.00	-	-	0.30	14.80
NONE	4.4	1.70	1.40	-	-	1.00	-	1.00	0.30	-	1.40	1.30	-	-	-	-	14.80
NEW CPE	-	2.00	2.10	0.30	-	0.30	-	1.70	1.40	0.30	1.70	0.30	0.30	-	-	-	12.80
AGAINST AUTONOMY	5.1	1.00	0.70	-	-	-	-	0.30	-	0.30	0.30	0.30	-	-	-	-	8.50
JUANCITO PINTO	-	1.70	0.30	-	-	-	-	0.30	-	0.30	0.30	-	0.30	-	-	-	3.80
PINTO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OIL	-	-	1.00	-	0.30	-	-	-	-	-	-	0.30	-	-	-	1.00	2.60
HYDROCARBONS	-	1.70	0.30	-	-	0.30	0.30	-	-	-	-	-	-	-	-	-	2.60
OTHER	-	-	0.30	-	-	-	-	-	0.30	-	-	-	-	-	-	-	1.30
INFLATION	-	0.30	0.30	-	-	-	-	-	0.30	-	-	-	-	-	-	-	0.90
MORE JOBS	-	-	-	-	-	-	-	0.30	-	-	-	-	-	-	-	-	0.30

Table 21 Preference of Radio Stations with most remembered Government advertisements (In percentage)

In urban areas, taking into account the most accepted radio station "LA BRUJA", the positioning of the advertisements issued by the government of the day is insignificant, and in the radio station "PANAMERICANA" 5.1% recall the advertisement "EVO CUMPLE". In rural areas, the most remembered advertisement on the most popular radio station "ACLO" is "CONTRA LA AUTONOMIA" and 4.4% of respondents do not remember any advertisement.

Newspaper Preference

Area	Most remembered advertising	Correo del Sur	La Razón	El Diario	Otros	Ninguno	total
Urbana	EVO COMPLIES	25.30	1.70	-	0.30	3.40	30.70
	NONE	14.10	1.70	-	1.30	2.70	19.80
	NEW CPE	10.40	1.30	0.70	1.00	1.70	15.10
	RENT DIGNITY	13.10	0.30	-	0.30	1.30	15.00
	JUANCITO PINTO	3.40	0.30	-	0.30	0.30	4.30
	HYDROCARBONS	2.70	-	-	0.30	1.00	4.00
	AGAINST AUTONOMY	3.00	-	-	0.30	0.30	3.60
	OIL	2.40	0.30	-	-	-	3.00
	OTHER	2.00	-	-	-	-	2.00
Rural	INFLATION	1.00	-	-	-	-	1.00
	MORE JOBS	0.70	-	-	-	-	0.70
	DISCRIMINATION	0.30	-	-	-	-	0.30
	Publicidad + recordada	Correo del Sur	Ninguno	total			
	AGAINST AUTONOMY	21.1	5.3	26.4			
NONE	5.3	15.8	21.1				
NEW CPE	10.5	5.3	15.8				
EVO COMPLIES	15.8	0	15.8				
JUANCITO PINTO	5.3	10.5	15.8				
RENT DIGNITY	5.3	0	5.3				

Table 22 Preference for the most remembered Newspaper and Government Advertisements (In percentage and by geographic area)

The newspaper with the highest coverage in both areas is "CORREO DEL SUR", through this the advertisements that managed to position themselves more in the minds of the electorate are: "EVO CUMPLE" 25.3% and "RENTA DIGNIDAD" 13.1% in the urban area, and in rural areas “CONTRA LAS AUTONOMIAS” 21.1% and “EVO CUMPLE” 15.8%.

Government Advertising Spending

Surveys were conducted in different media, both television and radio stations, to determine the amount charged by these media to present advertising spots, in order to estimate what the government's spending, based on press data in order to support said study.

According to the previous tables, it is possible to estimate the government's spending on advertising broadcast in the aforementioned media; The cost per month or daily has been calculated for its equivalent per year; The result shows that close to one million Bolivians are spent per year (1,387,200 Bs) and only with an average number of 135 passes per year in each analyzed media.

Name Radio station	Transmit S or N	Amount	Ad more diffused	Intensity
Aclo	Yes	3000 Bs. Month for 18 passes	New CPE	Totally agree
Alcance	Yes	2600 Bs. Month for 16 passes	Evo Meets	Totally agree
America	Yes	2200 Bs. Month for 14 passes	Evo Meets	Totally agree
Antena 2000	Yes	1800 Bs. Month for 18 passes	Hydrocarbons	Totally agree
Arcadia	Yes	2500 Bs. Month for 10 passes	New CPE	Totally agree
California Tropical	Yes	1200 Bs. Month for 24 passes	Juancito Pinto placeholder image	Totally agree
Capital	No			
Juana Azurduy	No			
Charcas	No			
Churuquilla	No			
Colosal	No			
Conquistador	Yes	2000 Bs. Month for 12 passes	Evo Meets	Totally agree
1. Sonido de la Vida	No			
Encuentro	Yes	1800 Bs. Month for 18 passes	New CPE	Totally agree
Esmeralda	Yes	4500 Bs. Month for 20 passes	Income Dignity	Totally agree
Gente	Yes	1500 Bs. Month for 5 passes	Against Autonomies	Totally agree
Global	Yes	300 Bs. Daily for 5 passes	Evo Meets	Totally agree
Guadalupe	Yes	1250 Bs. Month for 10 passes	New CPE	Totally agree
Horizontes	Yes	450 Bs. Daily for 8 passes	Juancito Pinto placeholder image	Totally agree
Integración del Sur	Yes	80 Bs. Daily for 3 passes	Against Autonomies	Totally agree
La Bohemia	Yes	3000 Bs. Month for 40 passes	Evo Meets	Totally agree
La Bruja	No			
La Plata	Yes	350 Bs. Daily for 15 passes	Evo Meets	Totally agree
Libertad	No			
Loyola	Yes	2000 Bs. Month for 20 passes	Evo Meets	Totally agree
Maria	Yes	600 Bs. Daily for 10 passes	Evo Meets	Totally agree
Menfis	Yes	500 Bs. Daily for 20 passes	Bolivia Worthy	Totally agree
Solar	Yes	1350 Bs. Month for 15 passes	Evo Meets	Totally agree
Sucre	No			
Sistema Cristiano de Comunicación	No			
Tricolor	Yes	300 Bs. Daily for 10 passes	New CPE	Totally agree
Universitaria	No			
Urcupíña	Yes	250 Bs. Daily for 20 passes	Against Autonomies	Totally agree
Vida Nueva	No			

Table 23 Television Stations, Advertising Prices, Most Popular Advertisement and Political Marketing Intensity in the City of Sucre

Name Television	Transmit S or N	Amount	Most popular announcement	Intensity
Radiopatria	No			
Mundo vision	Yes	It is according to the number of passes and the frequency ex: electoral cut 1 month bs 1200. Advertising with the government send an agreement	National: no at Autonomies and socialization new constitution. Local: departmental electoral court- Referendum and Prefect selection	Totally agree
Television Universitaria	No			
Atb-sucre	Yes	Bs 70 per spot pass Of 30 seconds (with the government this send a rate)	New socialization Political constitution, income dignity	Totally agree
Catolica	No			
Global	Yes	0.45 dollars per second	New constitution State policy, Juancito pinto	Totally agree
Red uno	Yes			
Cristiana	No			
Colosal	No			
Gigavision	Yes	\$ 0.50 per second of spot	New constitution And rent dignity	Totally agree
Cadena a	Yes	ars per second	In general all Referred to evo Compleis	Totally agree
Bolivision	Yes	r second	New constitution, Juancito pinto, from Oil	Totally agree
Unitel	No	\$ 1.40 per second		
Pat	Yes	r second of spot	Generally socialization of the new constitution	Totally agree

Table 24 Radio Stations, Advertising Prices, Most Broadcast Announcement and Political Marketing Intensity in the City of Sucre

Radio station name	Unit cost	Monthly cost	Annual cost
Aclo	3000 Bs. Month for 18 passes	3,000.00	36,000.00
Alcance	2600 Bs. Month for 16 passes	2,600.00	31,200.00
America	2200 Bs. Month for 14 passes	2,200.00	26,400.00
Antena 2000	1800 Bs. Month for 18 passes	1,800.00	21,600.00
Arcadia	2500 Bs. Month for 10 passes	2,500.00	30,000.00
California Tropical	1200 Bs. Month for 24 passes	1,200.00	14,400.00
Conquistador	2000 Bs. Month for 12 passes	2,000.00	24,000.00
Encuentro	1800 Bs. Month for 18 passes	1,800.00	21,600.00
Esmeralda	4500 Bs. Month for 20 passes	4,500.00	54,000.00
Gente	1500 Bs. Month for 5 passes	1,500.00	18,000.00
Global	300 Bs. Daily for 5 passes	9,000.00	108,000.00
Guadalupe	1250 Bs. Month for 10 passes	1,250.00	15,000.00
Horizontes	450 Bs. Daily for 8 passes	13,500.00	162,000.00
Integración del Sur	80 Bs. Daily for 3 passes	2,400.00	28,800.00
La Bohemia	3000 Bs. Month for 40 passes	3,000.00	36,000.00
La Plata	350 Bs. Daily for 15 passes	10,500.00	126,000.00
Loyola	2000 Bs. Month for 20 passes	2,000.00	24,000.00
Maria	600 Bs. Daily for 10 passes	18,000.00	216,000.00
Menfis	500 Bs. Daily for 20 passes	15,000.00	180,000.00
Solar	1350 Bs. Month for 15 passes	1,350.00	16,200.00
Tricolor	300 Bs. Daily for 10 passes	9,000.00	108,000.00
Urcupíña	250 Bs. Daily for 20 passes	7,500.00	90,000.00
Total		115,600.00	1,387,200.00

Table 25 Cost estimation in political advertising

Calculating an estimated average, the current government per month spends about 115,600.00 bolivianos for propaganda in the Municipality of Sucre.

The relationship between the positioning of advertising and its spending can be obtained from the calculation of a correlation coefficient, both for rural and urban areas.

Urban area		
Advertise more Remembered	Average positioning advertising	Average spending per Advertising
Evo Complies	4.38	67,533.33
New Cpe	2.18	42,120.00
Rent Dignity	2.22	54,000.00
Juancito Pinto	0.65	88,200.00
Hydrocarbons	0.59	21,600.00
Against Autonomy	0.55	45,600.00
Correlation coefficient		0.24
Rural área		
Advertise more Remembered	Average positioning Advertising	Average spending per Advertising
Evo Complies	5.27	67,533.33
New Cpe	3.28	42,120.00
Rent Dignity	2.55	54,000.00
Juancito Pinto	5.27	88,200.00
Against Autonomy	3.17	45,600.00
Correlation coefficient		0.82

Table 26 Cost estimate in political advertising

Urban area; The result of the relationship between the variables of advertising positioning and the expenditure made by the government indicates that there is a direct but weak correlation.

Rural area; In rural areas, between the two variables analyzed there is a strong and direct one; which quantitatively explains the fact that the advertising positioning is maintained with values even higher than in the urban sector.

Analysis synthesis

The positioning of the political marketing product is evident; EVO CUMPLE advertising comes first in both oral, visual and written media. There is a direct relationship between the positioning of the product and the cost of promoting it; which leads to affirming that the intensity in the use of advertising has positive results, which is evidenced in the voting results.

Consideration on the hypothesis raised

Taking into account the data obtained, it is concluded that in the conjuncture the country is going through, the current government manages the advertising resource in order to reinforce the indigenous discourse that is transmitted nationwide, in prime-time hours, during news from different television networks and in political analysis programs, to try to create credibility for all the actions that have been carried out.

In this sense, the hypothesis of this study: The political attitude, understanding by attitude the degree of interest in politics, the attitude towards change, the attitude towards freedom and authority, its self-identification with the current line of government; it is less positive despite the publicity and use of the media by the government; has two connotations for your proof.

First connotation; Despite the intensity of the use of the communication media in the dissemination of advertisements to solve their governmental actions, in the urban area the indicated hypothesis is demonstrated since the negative political attitude regarding the importance of politics, the approval of the actions of the current government and the guarantee of freedoms is greater than the positive.

Second connotation; In rural areas, on the contrary, the indicated hypothesis is not demonstrated since the negative political attitude regarding the importance of politics, the approval of the actions of the current government and the guarantee of freedoms is less than the positive one; It can be said that the massive use of the media has managed to position the actions of the current government and especially the image of the President with success.

Conclusions

There is a change in political preference in both areas where the MAS had a decrease of 77.10%, PODEMOS also had a decrease of 35.90%.

45.70% prefer to vote for another and 87.10% would not vote for any of the candidates considered.

Both in urban and rural areas, politics is not considered important, that is, the political attitude of the population regarding the importance of politics is mostly indifferent.

The majority (49.8%) of the electorate in the urban area indicates that freedoms in the country and under the logic of the current government are not guaranteed.

Among the media taken into account, the most remembered advertisements in both areas were: EVO CUMPLE. NEW POLITICAL CONSTITUTION OF THE STATE and AGAINST AUTONOMIES.

In the Urban Area, the most popular television channel was UNITEL, the most popular radio station LA BRUJA, and the most widely accepted newspaper CORREO DEL SUR. In the Rural Area, the most popular television channel was UNITEL, the most popular radio station ACLO, and the most widely accepted newspaper CORREO DEL SUR.

There is a direct relationship between the positioning of the product and the cost of promoting it; which leads to affirming that the intensity in the use of advertising has positive results, becoming evident in the voting results.

Acknowledgments

The researchers thank the Directorate for Science and Technology Research (DICYT) of the San Francisco Xavier de Chuquisaca University for the support provided in the development of this work.

References

Acosta A.1980. La Publicidad a su Alcance. Bogotá Editorial Norma. Aguilar Alejandro 2002. Marketing Político.

Barragán, Roxana; Salman Ton; Ayllón, Virginia; Sanjinés, Javier; Langer, Erick D, Córdova, Julio; Rojas, Rafael. 2003. "Guía para la formulación y ejecución de proyectos de investigación". PIEB tercera edición, La Paz.

Collado, C Y Sampieri, R. 2002. "Marketing electoral e Imagen de Gobierno en funciones", Mc. Graw Hill. Interamericana México.

Costa Bovino Luis 1999 "Manual de marketing político", Ed. Fin de Siglo. Costa Bonino Luis 1998 Manual de Marketing Político Elgarresta, Mario 1994 "Campañas Electorales". Fundación Jacinto y Jijon y Caamaño. Quito

Feliu Albaladejo Angeles 999. Publicidad Institucional y publicidad electoral. Universidad de Alicate

Felton Arthur P 1959 "Making the Marketing Concept Work".

Herreros Arconada, M. 1989 "Teoría y técnica de la propaganda electoral"

Kotler Philip "Dirección de la Mercadotecnia, análisis, planeación, implementación y control", Prentice Hall.

Kotler Philip & Lane Keller Kevin. 2006 "Dirección de Marketing" 12ma. Ed. Napolitan Joe. 2008 Marketing Político" Staton, Etzel, Walker 2004 "Fundamentos de Marketing"

Mori Roberto 1992. El caso de las campañas electorales en Puerto Rico. Centro de Diseño y Producción de Recursos Instruccionales (CEDPRI).

Taveras Oswaldo 1997 "Promoción de Productos".

<http://www.uprh.edu/exegesis/ano10/v27/mori.html>

<http://www.mekate.com/topicos-posicionamiento.html>

http://www.hipermarketing.com/columnas/Columna.asp?Aut_Id=9&Col_Id=10