

# **Dissertation Report on Influence of Political Marketing through Social Media on Voters**

**Submitted By:  
Padam Kumar Nigam  
2K12/MBA/42**

**Under the Guidance of :  
Dr. Rajan Yadav  
Associate Professor**



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

**May 2014**

## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the Dissertation Project Report titled **Influence of Political Marketing through Social Media on Voters**, is a bonafide work carried out by **Mr. Padam Kumar Nigam** of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Dr. Rajan Yadav  
(Associate Professor)

Prof. P.K.Suri  
(Head of the Department)

Place:

Date:

## DECLARATION

I **Padam Kumar Nigam**, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on **Influence of Political Marketing through Social Media on Voters** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Place:

Padam Kumar Nigam

Date:

## ACKNOWLEDGEMENT

It would be prudent to commence this report with an expression of gratitude towards all those who played an indispensable role in the accomplishment of this project by providing their valuable guidance.

I owe an enormous intellectual debt towards faculty of Delhi School of Management and thank **Prof. P.K. Suri, Head, Delhi School of Management** for his continuous encouragement throughout the duration of course.

I would like to extend my sincere gratitude to **Dr. Rajan Yadav, Associate Professor, Delhi School of Management**, for his guidance and support.

Padam Kumar Nigam

## **ABSTRACT**

Political Marketing is evolving. Campaigns now rely heavily on political marketing on social networking sites such as Facebook, Twitter, YouTube, etc. for success in elections. Traditional Media has its own advantages and reach but with increasing popularity of Social Media it is important to consider both the Media for winning the elections.

The purpose of this study is to understand the influence of Political Marketing through Social Media on voters. Since Lok Sabha Elections 2014 are ongoing therefore this could be considered as the best time for conducting this research. For this study a sample size of 200 respondents was considered. An online questionnaire was prepared and circulated among the respondents. The respondents were identified through simple random sampling.

The collected data was analysed and it was clear that the political marketing through social media has a positive influence on voters.

## INRODUCTION

The primary aim of political warfare is to win votes, by building preference and shaping perception. The challenge of preference building has to be accomplished in a short period of time. This is not classic marketing warfare; marshalling the 4Ps. During the election time now days Political Parties use Social Media heavily to connect with the voters and to make a positive impact on the voters.

The fundamental difference between corporate business marketing and political marketing lies in the handling of the messaging, with the media taking an active role, rather than distributing the messages in a neutral manner. Political Parties are making full utilization of Social Media to influence the voters. Political Parties have their dedicated pages on Facebook, Twitter and You Tube etc. which are used to promote the party and different candidates.

The public is thus largely influenced by the bias of the media, rather than drawing their own opinions and inferences from the facts and history of the politicians.

Savigny argues: "First, that the media are political actors in their own right and that management-based marketing models in politics need to account for this; and second, that the media may play a corrective function to the democratic deficiencies that these models logically entail." (Savigny, 2010, p. 1050)

Political campaigns are an inherent component of democracy practices in our country. Candidates who run for public office must market themselves to a mass audience, sometimes the whole nation, to win an election. Candidates now face the problem of our increasingly digital world, where the consumer looks to the media for a great deal of direction. The media is obsessed with featuring the political arena; the highlights and background on a presidential candidate starts approximately two years before the nation has a chance to vote. A campaign manager for an electoral candidates is faced with creating a marketing and advertising plan to reach a mass audience. The candidate must maintain a positive image to establish his right to attain and hold office, while also battling and managing the influence of the media.

"In all political systems the media are not only shaping and influencing the political 'message' candidates wish to transmit: their activities are also impacting upon the democratic process more broadly (Street, 2001).

Savigny points out that, "The media are not neutral actors and that includes public service broadcasters." (Savigny, 2010, p. 1054). Basically, political marketing plans to increase political group's power in political conflicts especially in elections. Political groups try to boost their success probability in those races by invoking political marketing process. According to their ideology, political groups form suitable integrated marketing in accordance with the destination political markets.

The recent broad studies about contents and applications of marketing in politics have had an important role in defining a new field in social and public marketing. Political marketing archaism and its raised issues are originated more than three decades ago (Mauser, 1983; Newman, 1994).

Mouries Douvorget considers the political party as the gear for democracy machine. Today, all societies, whether developed or developing, have got this reality that the healthy competition of parties with different economical, political, social and cultural policies for obtaining tenure

and managing the society affairs and achieving power have resulted in people's more participation in the country management and more accountability and transparency of the authority. Therefore, societies are paying due attention to the serious presence and functions of parties, NGOs and other civil institutions in managing the country.

### **How Barack Obama used Social Media in his 2008 & 2012 presidential campaign**

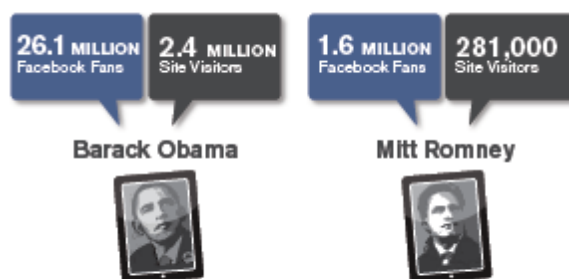
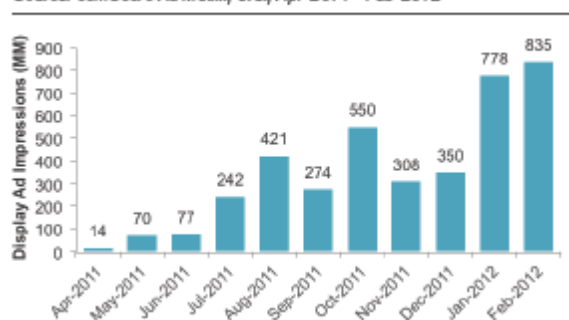
The 2008 Obama Presidential campaign made history. Not only was Obama the first African American to be elected president, but he was also the first presidential candidate to effectively use social media as a major campaign strategy. It's easy to forget, given how ubiquitous social media is today, that in 2008 sending out voting reminders on Twitter and interacting with people on Facebook was a big deal. When Obama announced his candidacy in 2007, Twitter had only just started and there wasn't even an iPhone yet.

Six years later, the media landscape looks a lot different. There are an ever-increasing number of social media tools and a rapidly growing user base across all demographics. Current measures of American adults who use social networks are at 79%; that's up significantly from the 37% of those who had social network profiles in 2008. And contrary to concerns about social media causing civic disengagement, numbers out of Pew Research show that 69% of social media users actively engage in political activism online. They estimate that to be the equivalent of 39% of all American adults. Like many other behaviours, online activities translate into offline ones. Researchers at the MacArthur Research Network on Youth & Participatory Politics report that young people who are politically active online are twice as likely to vote as those who are not.

Obama dominated the social media space because his team got how networks work. The real power of social media is not in the number of posts or Tweets but in user engagement measured by content spread ability. For example, Obama logged twice as many Facebook "Likes" and nearly 20 times as many re-tweets as Romney. With his existing social media base and spreadable content, Obama had far superior reach.

**Obama for America: Display Ad Trends**

Source: comScore Ad Metrix, U.S., Apr-2011 - Feb-2012



Source: comScore Media Metrix, U.S., Mar-2012, and Facebook, Apr-2012

The increasing use of social media demonstrates to people the power they have as individuals to make a difference increasing both individual and collective agency. Obama's group tapped into this increasing sense of political empowerment to generate support in spreading the word, encouraging other voters and raising funds. Social media and text messaging create opportunities for individual involvement that feel personal. Personal encourages participation; participation creates ownership. By encouraging contribution through small donations using the social media and cell phones rather than focusing on the traditional big donor strategy,

Obama's campaign succeeded in raising nearly \$1 billion not to mention the breadth of social capital.

A final aspect of the Obama campaign's social media success comes from the increasing sophistication of online data collection. We may equate data harvesting with large online presences such as Google or Amazon, but they aren't the only ones mining user data. The ability to collect and analyse data on a large scale allowed the Obama team to model behaviours and coordinate and target communications based. They could, for example, predict which types of people could be persuaded by which forms of contact and content. The Obama field offices ranked call lists in order of persuadability allowing them to predict donor behaviours and to mobilize volunteers to get people out to vote, particularly in the critical swing states.

### **Political Parties in India:**

India has a multi-party system with predominance of small regional parties. Political parties that wish to contest local, state or national elections are required to be registered by the Election Commission of India (EC). In order to gain recognition in a state, the party must have had political activity for at least five continuous years, and send at least 4% of the state's quota to the Lok Sabha (India's Lower house), or 3.33% of members to the Legislative Assembly of that state. These conditions are deemed to have failed if a member of the Lok Sabha or the Legislative Assembly of the State becomes a member of that political party after his election. If a party is recognised in four or more states, it is declared as a "National party" by the EC. Otherwise, it is known as a "State Party".

Almost all the National and State Party have a presence on Social Media. All the prominent leaders have their dedicated pages on Facebook & Twitter.

Below are the Major National & State political parties:

### **Indian National Congress**

The Indian National Congress (abbreviated **INC**, and commonly known as the **Congress**) is one of the two major political parties in India, the other being the Bharatiya Janata Party (BJP). It is the largest and one of the oldest democratically-operating political parties in the world. The party's modern liberal platform is largely considered to be on the centre-left of the Indian political spectrum.

The Organisation was founded in 1885 by Allan Octavian Hume, Dadabhai Naoroji, Dinshaw Wacha, Womesh Chandra Bonnerjee, Surendranath Banerjee, Monomohun Ghose, Mahadev Govind Ranade and William Wedderburn. Hume was also a prominent member of the Theosophical Society. In the following decades, the Indian National Congress became a pivotal participant in the Indian Independence Movement, with over 15 million members and over 70 million participants in its struggle against British colonial rule in India. After independence in 1947, it became the nation's dominant political party; in the 15 general

elections since independence, the Congress has won an outright majority on six occasions, and has led the ruling coalition a further four times, heading the central government for a total of 49 years. It has been led by the Nehru-Gandhi family for the most part, with major challenges for party leadership emerging only since 2010.

In the most recent general elections in 2009, the Congress emerged as the single largest party in the Lok Sabha, with 206 of its candidates getting elected to the 543-member house. Consequently it, as the leader of a coalition of political parties called the United Progressive Alliance (UPA), was able to gain a majority and form the government.



Website of Indian National Congress



Presence on Twitter



Presence on Facebook



Rahul Gandhi on Twitter



Rahul Gandhi on Facebook

It is evident that INC is making use of Social Media in a very effective manner with presence on Twitter, Facebook along with dedicated pages of their prominent leaders.

### **Bharatiya Janata Party**

The Bharatiya Janata Party ("Indian People's Party"; **BJP**) is one of the two major parties in the Indian political system, the other being the Indian National Congress. Established in 1980, it is India's second largest political party in terms of representation in parliament and in the various state assemblies. It is widely regarded to be the political wing of the Rashtriya Swayamsevak Sangh (RSS).

The BJP's roots lie in the Bharatiya Jana Sangh, formed in 1951 by Syama Prasad Mookerjee. For the 1977 general elections, the Jana Sangh merged with several parties to form the Janata Party to defeat the incumbent Congress party. Following Janata's dissolution in 1980, the rank and file of the erstwhile Jana Sangh reconvened as the Bharatiya Janata Party. Although initially unsuccessful, winning only two seats in the 1984 general election, the BJP soon grew in strength on the wave of the Ram Janmabhoomi movement, and came to power in several states. Following a series of increasingly better performances at the national elections, the party was invited to form the government in 1996, albeit only for 13 days.

From 1998 to 2004, the BJP-led National Democratic Alliance (NDA), a coalition of several parties, formed the national government. Headed by Prime Minister Atal Bihari Vajpayee, it was the first non-Congress government to last a full term in office. Since its surprising defeat in the 2004 general elections, the BJP has been the principal opposition party in parliament. The party is currently directly in power in five states, including Gujarat, whose Chief Minister Narendra Modi is the NDA's prime-ministerial candidate for the upcoming 2014 general election.

The BJP designates its official ideology and central philosophy to be "integral humanism", based upon a 1965 book by Deendayal Upadhyaya. Labelled as right-wing and "Hindu nationalist", the party advocates social conservatism, self-reliance as outlined by the Swadeshi movement, and a foreign policy centred on nationalist principles. Key issues for the BJP include the abrogation of the special constitutional status to Jammu and Kashmir (Article 370), building a Ram temple in Ayodhya and the implementation of a uniform civil code for all Indians. However, the NDA government pursued none of these controversial issues and implemented a largely-neoliberal economic policy in favour of globalisation.



Website of Bharatiya Janata Party



Presence on Twitter



Presence on Facebook



Narendra Modi on Twitter



Narendra Modi on Facebook

So it can be analysed that BJP is making good use of the Social Media. In fact the way BJP is promoting Narendra Modi in Lok Sabha 2014 elections is really commendable. All prominent leaders are very active on Social Media.

## Aam Aadmi Party

Aam Aadmi Party (translation: *Common Man Party*; abbreviated as **AAP**) is an Indian political party, formally launched on 26 November 2012. It came into existence following differences between the activists Arvind Kejriwal and Anna Hazare regarding whether or not to politicise the popular India against Corruption movement that had been demanding a Jan Lokpal Bill since 2011. Hazare preferred that the movement should remain politically unaligned while Kejriwal felt the failure of the agitation route necessitated a direct political involvement.

The party's first electoral test was in the 2013 Delhi legislative assembly election, from which it emerged as the second-largest party, winning 28 of the 70 seats. With no party obtaining an overall majority, the AAP formed a minority government with conditional support from the Indian National Congress. The first point in its election manifesto had been that within 15 days, it would pass a bill for a strong ombudsman position that would investigate charges against political leaders on a priority basis. When it became clear that the other major parties would not support this bill, the government resigned after 49 days.

The screenshot shows the official website of the Aam Aadmi Party. At the top, there is a navigation bar with the party's logo (a broom) and the text 'AAP AAM AADMI PARTY'. To the right of the logo is a dropdown menu for 'National (Select State)' and a 'Donate' button. Below the navigation bar is a green banner with a white house icon and links to 'About Us', 'News', 'AAP TV', 'Manifesto', 'Pol Khol', 'AAP Candidates', 'Loksabha Campaign', and 'DONATE'. The main content area features a large orange banner with the text 'Multiply your vote by joining in calling campaign for Arvind' and 'Call Varanasi Voters through toll Free Number and convince them to vote for AAP'. A large phone icon and the number '1800-3010-1223' are prominently displayed. To the right of the banner is a vertical sidebar with buttons for 'Donate', 'My AAP', 'Download Mobile APP', 'Subscribe', 'Nomination-LS 2014', 'Forums', and 'Members/Volunteer'. Below the banner, there are three columns: 'Latest News' with headlines like 'भारत रत्न बिस्मिल्लाह खान को केजरीवाल का नमन' and 'Rahul's Adani attack mere shadow boxing'; 'Follow us on Twitter' with a 'Tweets' section showing posts from @AapYogendra and @VishalDadlani; and 'Join us on Facebook' with a placeholder image.

Website of Aam Aadmi Party



Presence on Twitter



Presence on Facebook



Arvind Kejriwal on Twitter



Arvind Kejriwal on Facebook

AAP has made a very good use of Social Media in promoting their candidates in Delhi Assembly elections and same can be witnessed for the Lok Sabha Elections. Almost all prominent leaders have dedicated pages on Facebook & Twitter.

## Samajwadi Party

Samajwadi Party (SP; literally, *Socialist Party*; founded October 4, 1992) is a recognised state political party in India based in the Indian state of Uttar Pradesh (UP). It describes itself as a democratic socialist party and is mainly representing the interests of a caste grouping called Other Backward Classes (OBCs).

The Samajwadi Party was one of several parties that emerged when the Janata Dal (People's League), fragmented into several regional parties. The Samajwadi Party is led by Mulayam Singh Yadav, who was Chief Minister of Uttar Pradesh and defence minister of India.



Website of Samajwadi Party



Presence on Twitter



Presence on Facebook



Akhilesh Yadav on Twitter



Akhilesh Yadav on Facebook

SP has a presence on Social Media but is not making the best use of Facebook and Twitter. Among prominent leader very few have their dedicated pages on Twitter and Facebook. Even the Prime Ministerial candidate of Samajwadi Party i.e. Mulayam Singh Yadav has no presence on Social Media. If Samajwadi Party wanted to increase its number of seats in Lok Sabha, Rajya Sabha & State Assembly then it would have to work in this area.

### Bahujan Samaj Party

The Bahujan Samaj Party (**BSP**) (Hindi: बहुजन समाज पार्टी) is a national political party in India. It was formed mainly to represent Bahujans (literally meaning "People in majority"), referring to people from the Scheduled Castes, Scheduled Tribes and Other Backward Castes (OBC) as well as minorities. The party claims to be inspired by the philosophy of B. R. Ambedkar. The BSP was founded by a Dalit charismatic leader Kanshi Ram in 1984, who was succeeded by Mayawati in 2003. The party's political symbol is an Elephant. In the 15th Lok Sabha the party has 21 members, making it the 4th-largest party. The BSP has its main base in the Indian state of Uttar Pradesh. The party was founded in 1983 by Kanshi Ram. Due to his deteriorating health in the 1990s, former school teacher Mayawati became the party's de facto leader. The party's power grew quickly with seats in the Uttar Pradesh Legislative Assembly and India's Lower House of Parliament. In 1993, following the assembly elections, Mayawati formed a coalition with Samajwadi Party President Mulayam Yadav as Chief Minister. In mid-1995, she

withdrew support from his government, which led to a major incident where Mulayam Singh Yadav was accused of keeping her party legislators hostage to try to break her party. Since this, they have regarded each other publicly as chief rivals. Mayawati then sought the support of the Bharatiya Janata Party (BJP) to become Chief Minister on 3 June 1995. In October 1995 the BJP withdrew support to her and fresh elections were called after President's Rule.



Website of Bahujaan Samaj Party



Presence on Twitter



Presence on Facebook



Mayawati on Twitter



Mayawati on Facebook

Bahujan Samaj Party has very less presence on Social Media and no prominent leaders have active presence on Facebook or Twitter. BSP has to work hard in this area to increase its popularity among the voters.

## **OBJECTIVE OF THE STUDY**

Objective of this study is to analyse the following:

- To understand the influence of Political Marketing on voters.
- To analyse the influence of Social Media on voters.
- To identify the reliability of Social Media in comparison with other mediums.
- To determine the impact Political Marketing on Social Media has on voters.
- To understand the credibility of Social Media for Political Marketing.
- To analyse whether the Political Marketing on Social Media helps the Political Parties and their Candidates in changing the orientation of voters and influencing the voters.
- To identify the future prospects of Political Marketing on Social Media.

## **LITERATURE REVIEW**

The review of literature focuses on the review of published literature and current best practices for political marketing.

### **Segments of Political Marketing**

“The government’s policies are like cornflakes - If they are not marketed they will not sell” (Franklin, 2004, p. 5). Political marketing has become an invaluable part of the discipline of politics. The definition of political marketing can be broken down into three distinct segments in its most basic form: “communications, management, and political science” (Scammell, 1999, p. 718). “Political marketing is about political organizations adapting business-marketing concepts and techniques to help them achieve their goals” (Lees-Marshment, 2001, p. 692). Political marketing has emerged in recent years as an important process for the political campaign. However, there is disagreement within the field about how political marketing should be approached, due to the numerous theories and models within the discipline. “Communications centred approaches to political marketing tend to privilege news and media management strategies; management approaches reify marketing models; while the concern of political science (broadly defined) is with the potential impact of marketing on the political process” (Savigny, 2010), p. 1050). Those managing political campaigns must decide how to approach the campaign process, taking into account the three fields which influence the discipline. “Political marketing has hitherto suffered from significant confusion (Scammell, 1999) because it is commonly perceived to be simply about political communication, but it is a potentially fruitful marriage between political studies and marketing” (Lees-Marshment, 2001, p. 692).

### **Current Models of Political Marketing**

The most common theory for political marketing, the Three-Stage Model, has been widely accepted and discussed in academic literature. This model for political marketing consists of three distinct steps for the candidate to follow, providing a template to achieve a market orientation and eventual electoral success. (Savigny, 2010, p. 1050) The Three-Stage model was built by Robert Keith in 1960 with his Three-Stage Evolutionary Model and Dominic Wring’s theoretical framework for political marketing in 1997, and further elaborated upon by Egan, 1999, Lees-Marshmen, 2001, and O’Cass, 2001.

In the Three-Stage marketing model, business organizations are assumed to identify consumer demand, feed this back into the product and refine it accordingly.

Step One: Identify consumer demand, feed this back into the product and messaging and refine it accordingly.

Step Two: Inform the consumers of the changes to the product due to their demands and needs.

Step Three: Delivery of the refined product which will satisfy the consumer demand better, thus producing incrementally greater profit for the company.

The Three-Stage Model assumes “that parties are able to establish what voters want using methods that include sophisticated polling methodology and feedback from focus groups. Conceptually, the suggestion is that parties/candidates listen to (targeted) public opinion, and

provide the electorate with a 'product' that they want, in order to achieve electoral victory.” (Savigny, 2010, p. 1052)

By melding the Three-Stage model of business organizations and implementing the inclusion of the active role of the media presented by Savigny, the world of political marketing could be radically transformed, providing the electoral candidates a concrete plan to follow for electoral success. “The ‘inside job’ played by political reporters and commentators in interpreting, changing, and challenging the message of the political marketers is clearly vital in any marketing campaign, as are the interests of media organizations themselves” (Savigny, 2010, p. 1049).

A survey released by the Pew Research Center for the People & the Press on January 11, 2003 found that the Internet is gaining importance as a source of political news, especially for young people. One in five Americans between the ages of 18 and 29 turns regularly to the Internet for news. The Internet is still only the seventh most popular news source for the 18-29s. More young people say that they turn to cable news networks, local news, nightly network news, TV news magazines, daily newspapers, and comedy TV shows. However, the young audience for other news sources is decreasing, while the Internet is rising. Since it has been a decade since this research was done and now we know that the internet using population has increased exponentially in last 10 years so we can assume that now social media is very important.

Researchers and specialists in the field of marketing argue that political marketing is one of the important and contemporary topics with applications that can serve politicians, while politicians note that they engage in marketing activities, in a way that does not go beyond some of the means and methods of political and electoral propaganda and some of the techniques related to the communication activities or the political promotion, but without much depth in it. (ALsamydai, M, 1997).

(Mona and Ming, 2009) suggest that “Political marketing may be characterized as the application of marketing concepts to the study of a strategic process involving voters and politicians (and their parties)”. Political marketing is a new sub - discipline, it has sought legitimacy for its theoretical basis by barrowing from conventional marketing concepts such as marketing orientation. Political marketing is essentially an interdisciplinary subject of marketing and political science (Stephan and O, Shaughnessy, 2009).

(Stephan and O, Shaughnessy, 2009), on the other hand, see “Political marketing as essentially an interdisciplinary subject of marketing and political science: taking the explanandum from politics and the explanans from marketing theory”.

According to (Lees - Marshment, 2001 a, p 358-370) political marketing management entails the use of marketing strategies, concepts and tools in the political exchange. This implies that understanding the character and the mutuality of the political exchange processes, as stated by (Kotler and Kotler 1999), is central for a marketing orientation of political actors (Stephan and O, Shaughnessy, 2009).

(ALsamydai, M, 2000) said that workers in the field of political marketing plan marketing activities, organize their work and implement it in order to gain the public's support and improve their attitudes toward the party or candidate, through the followings:

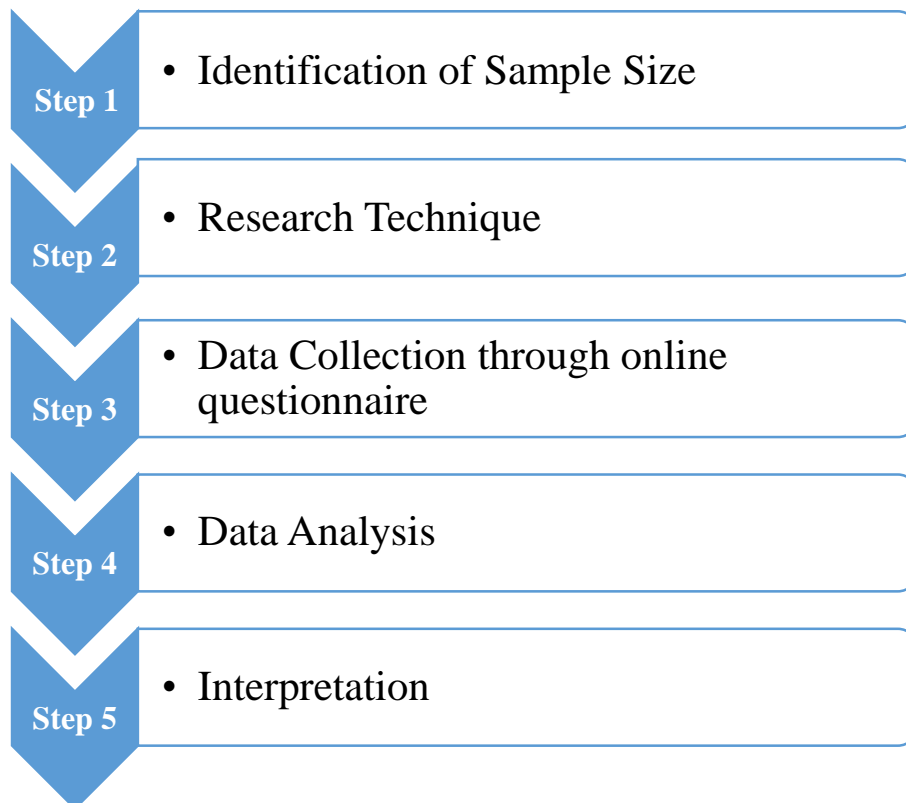
Forming a good, positive mental image for the voters, as the party or the party's candidate require a good information preparation because improper perception will generate an unclear

image, which makes people incapable of making a decision as they are unable to draw a clear image about the party or the party's candidate. The absence of consensus between the mental image that the organizations and individuals are seeking to configure with their beliefs and attitudes will adversely affect their decisions so the workers in the field of political marketing focus on creating a positive mental image for the candidate or the party to achieve their planned objectives, with the utilization of Facebook (ALsamydai and Rudaina, 2001) .The workers in the field of politics should seek to disseminate information that enable individuals to recognize them well without intersecting with their attitudes and beliefs, but rather working to influence them in order to build a positive image by highlighting the personal characteristics of the candidates and their programs of work that are consistent with the ambition of individuals. This reflects the fundamental goal of political marketing, and is achieved by the preparation and designing of the appropriate promoting messages.

## RESEARCH METHODOLOGY

The study is conducted to understand the influence of Political Marketing through Social Media on Voters. The Lok Sabha Elections 2014 are ongoing so it was easy to conduct the research at this time. Since not much of Secondary Research material was available so mainly the research relies on the primary data collected.

The following steps have been involved during the research process:



### Identification of Sample Size

The research has been conducted to get an insight about the influence of Political Marketing through Social Media on Voters. Since the research was restricted mainly to the respondents of online medium so a sample size of 200 has been identified for this study.

### Research Technique

Primary research Technique has been used for this research project. Primary Research consists of collection of Primary data and analyzing it. It is often undertaken after the researcher has gained some insights by reviewing Secondary Research or by analyzing previously collected primary data. Since not much of secondary data was available, the research depends mainly on the primary data collected through online questionnaire.

See Annexure for the questionnaire.

## **Data Collection**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research.

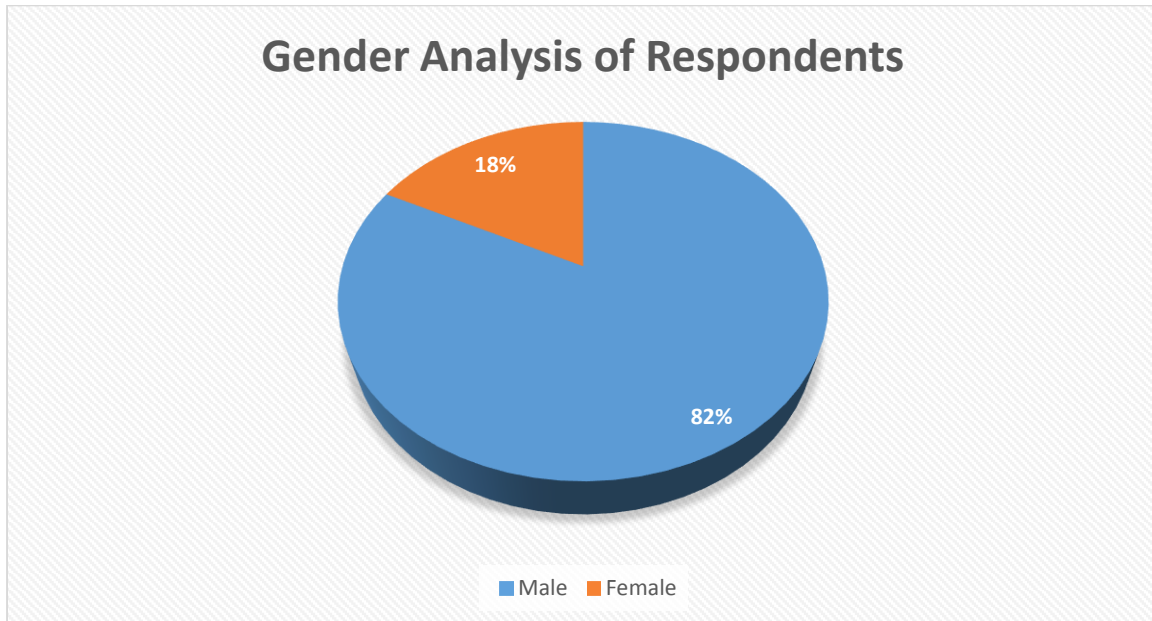
Since not much of secondary data was available apart from some of the journals published on Political Marketing, the research work relies on the primary data collected through online questionnaire.

Importance of Primary data cannot be neglected. A research can be conducted without secondary data but a research based on only secondary data is least reliable and may have biases because secondary data has already been manipulated by human beings. Secondary data is available effortlessly, rapidly and inexpensively. Primary data takes a lot of time and the unit cost of such data is relatively high. Thus efforts put in to collect primary data are a lot more than what is imaginable at first instance.

Using primary data in research can improve the validity of research. First-hand information obtained from a sample that is representative of the target population will yield data that will be valid for the entire target population. Primary research tools and data can become more authentic if the methods chosen to analyze and interpret data are valid and reasonably suitable for the data type. Primary sources are more authentic because the facts have not been overdone. Primary source can be less authentic if the source hides information or alters facts due to some personal reasons. Reliability improves with using primary data. Sources for primary data are limited and at times it becomes difficult to obtain data from primary source because of either scarcity of population or lack of cooperation. Regardless of any difficulty one can face in collecting primary data; it is the most authentic and reliable data source.

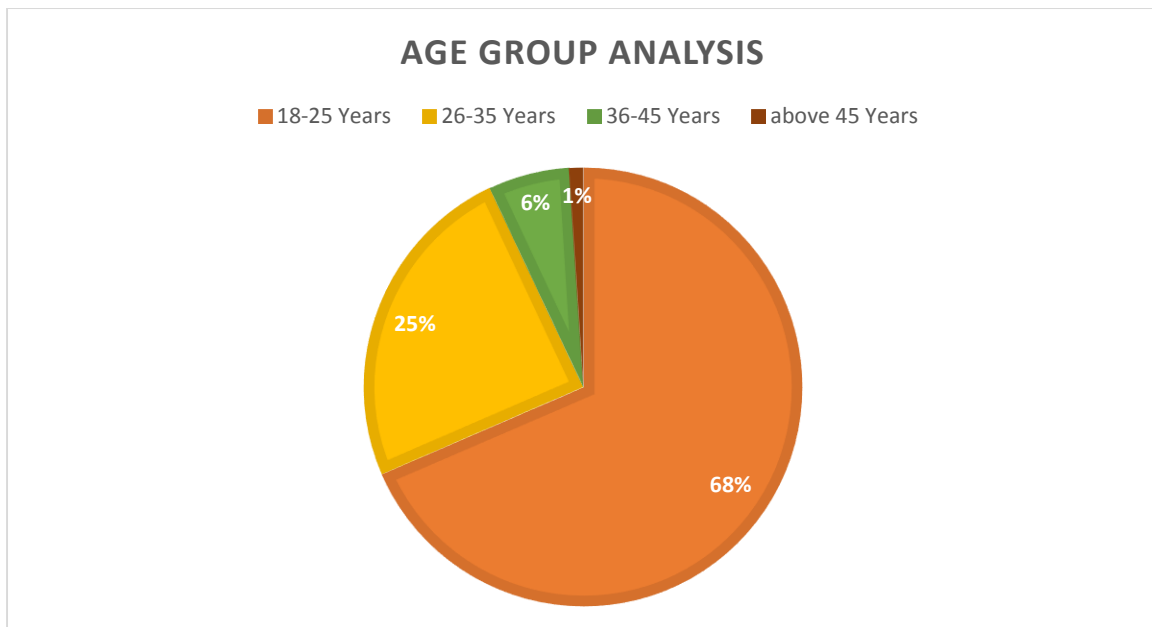
## DATA ANALYSIS

### Demographic Analysis:



#### Interpretation:

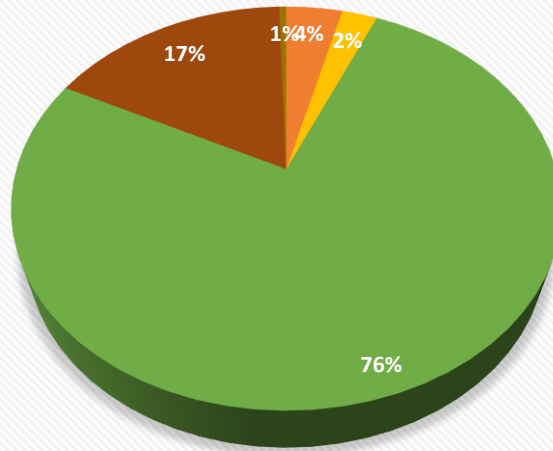
82 % of the respondents were male and remaining 18% were female.



#### Interpretation:

It is clear from the graph that the maximum respondents were from the age group 18-25 Years. This age group consists of 68% of total respondents. Age group 26-35 Years is being second with 25% of total respondents. Remaining two age group consists of 7% of respondents.

## Occupation Analysis of respondents



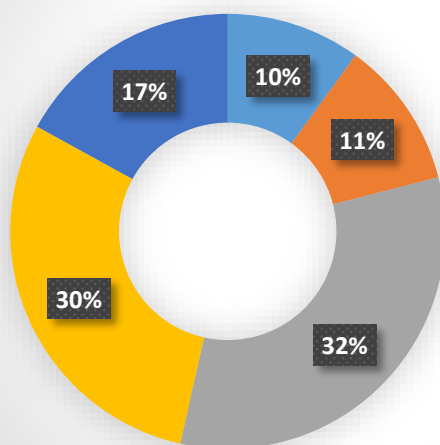
Self Employed House Wife Student Private / Government Job Other

### Interpretation:

76% of the total respondents were students & 17% were in Private / Government Job. Remaining 7% is constituted by House Wife, Self Employed & others.

### Reliability analysis of different mediums:

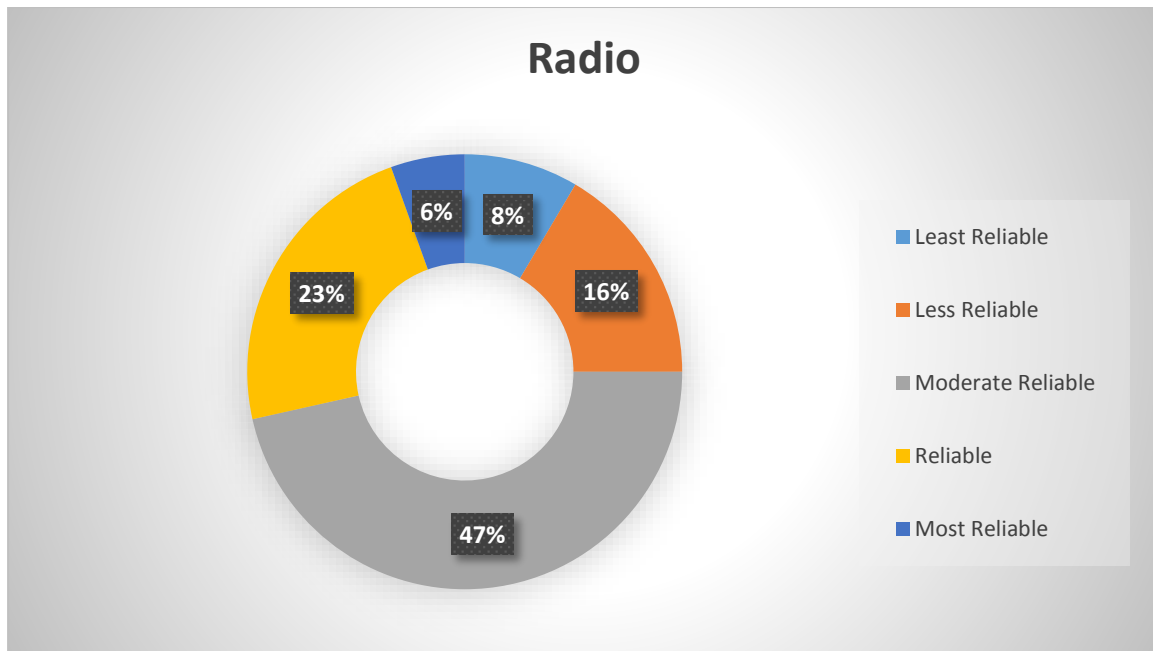
## Television



Least Reliable  
Less Reliable  
Moderate Reliable  
Reliable  
Most Reliable

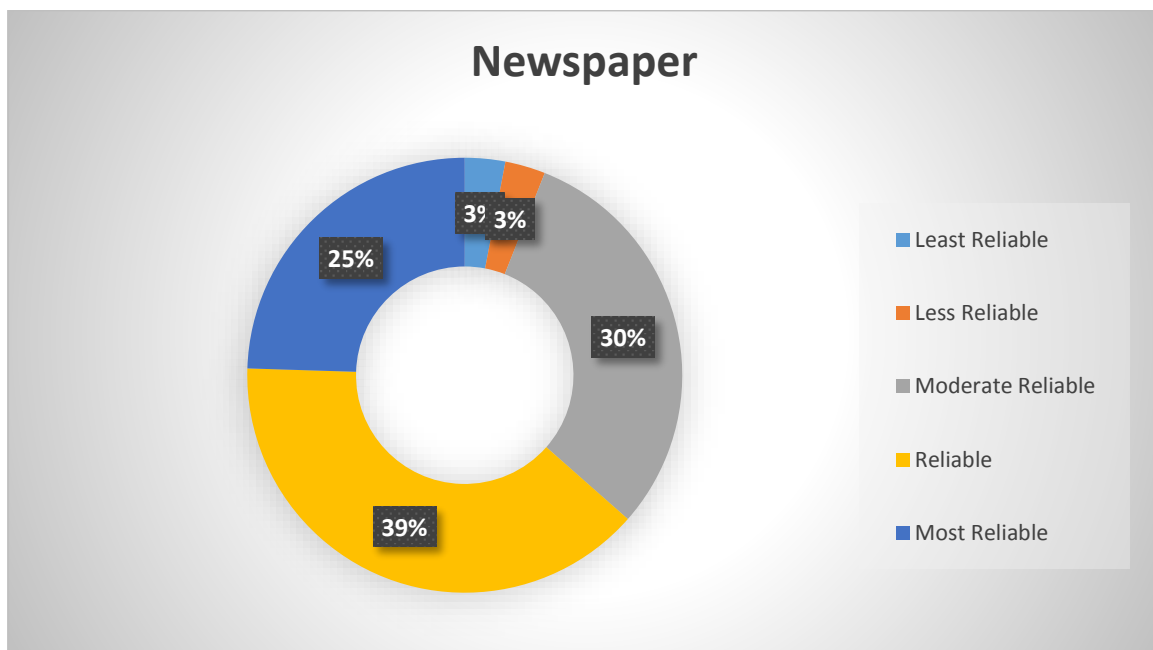
### Interpretation:

32% of respondents think that Television as a medium for political news is Moderate Reliable. Whereas 30% think it is reliable.



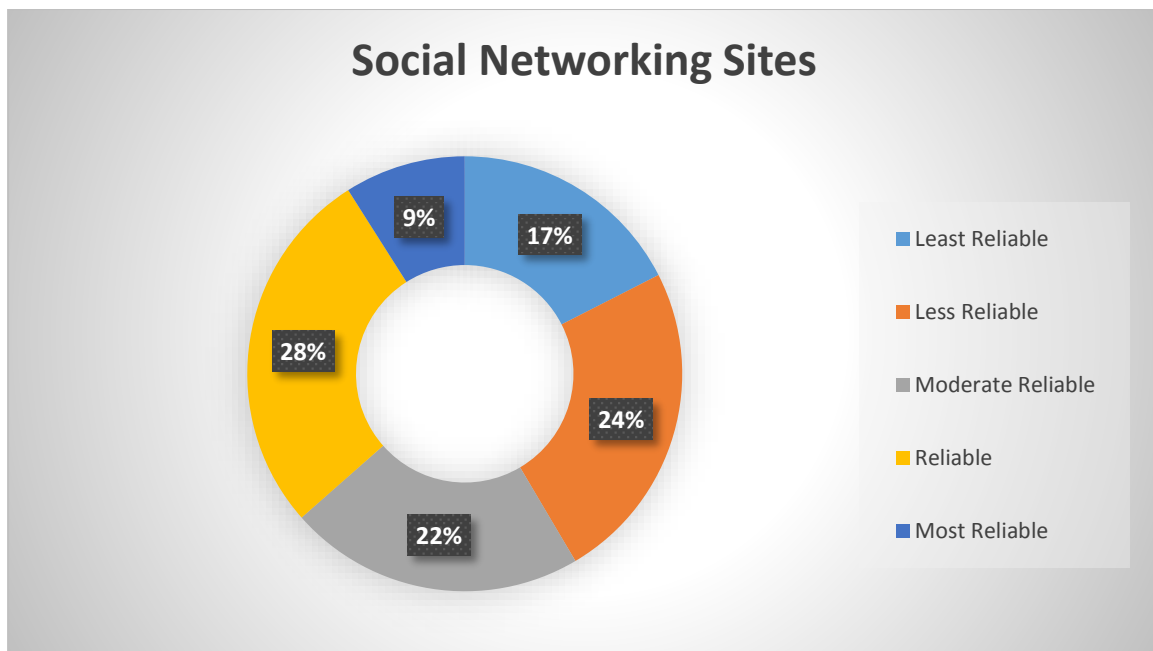
Interpretation:

47% of total respondents think that Radio as a medium for Political News is Moderate Reliable & 23% think it is reliable.



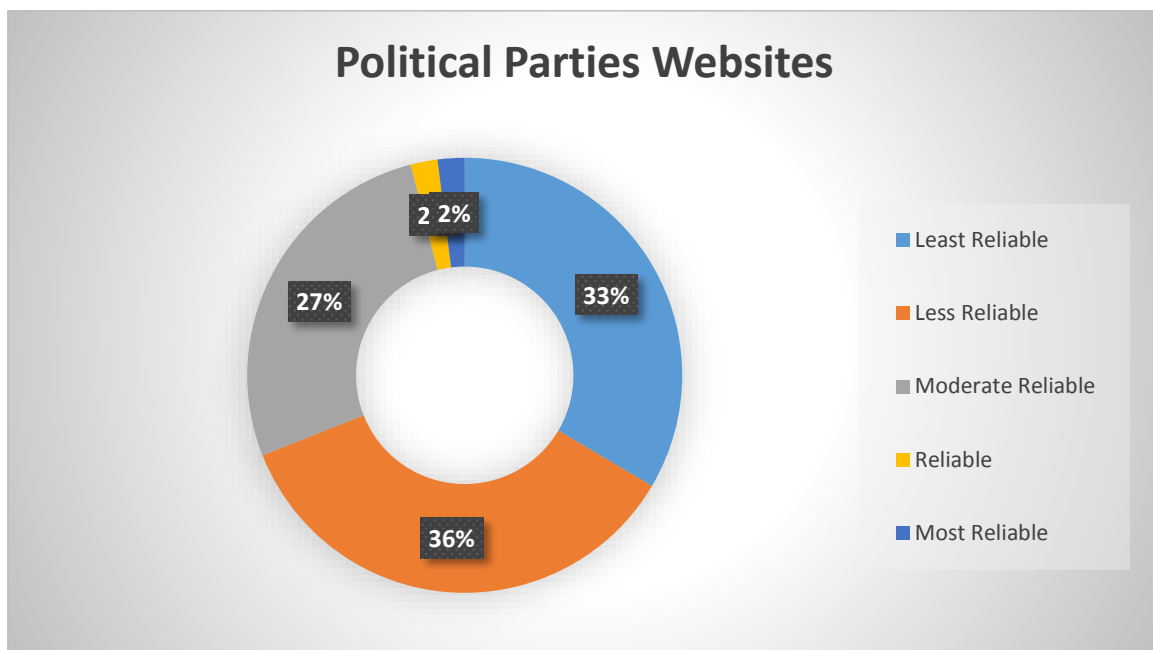
Interpretation:

39% of total respondents think that Newspaper as a medium for Political News is Reliable & 30% think it is Moderate Reliable.



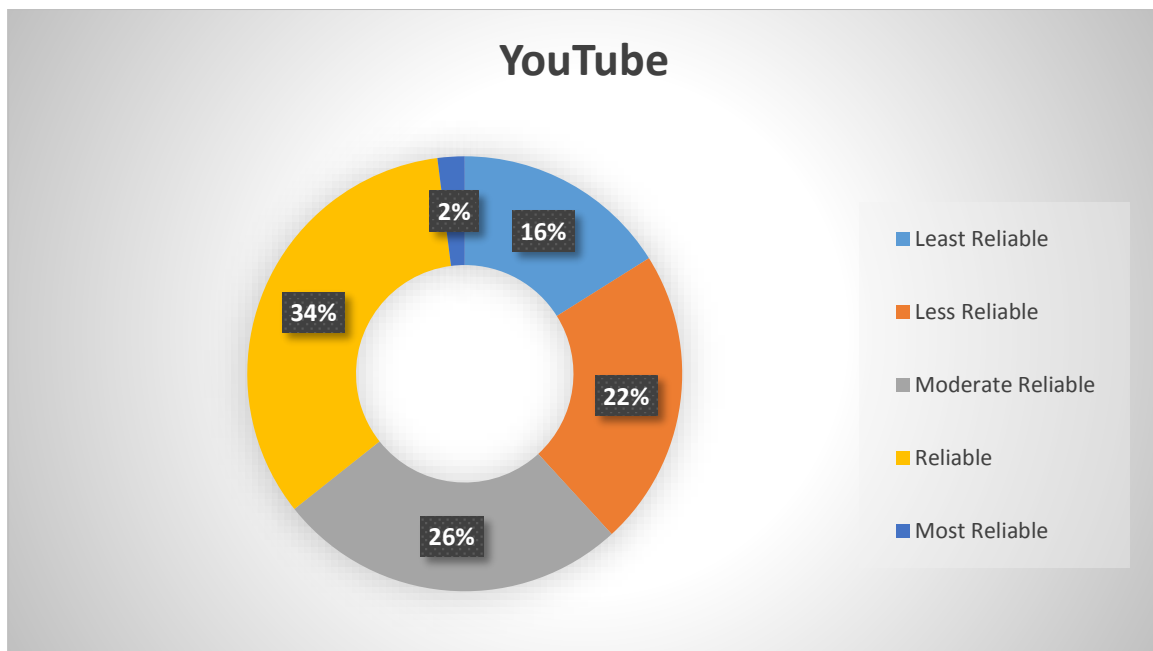
Interpretation:

28% of total respondents think that Social Networking Sites as a medium for Political News is Reliable whereas 24% think it is Less Reliable. Also 17% think it of as Least Reliable medium.



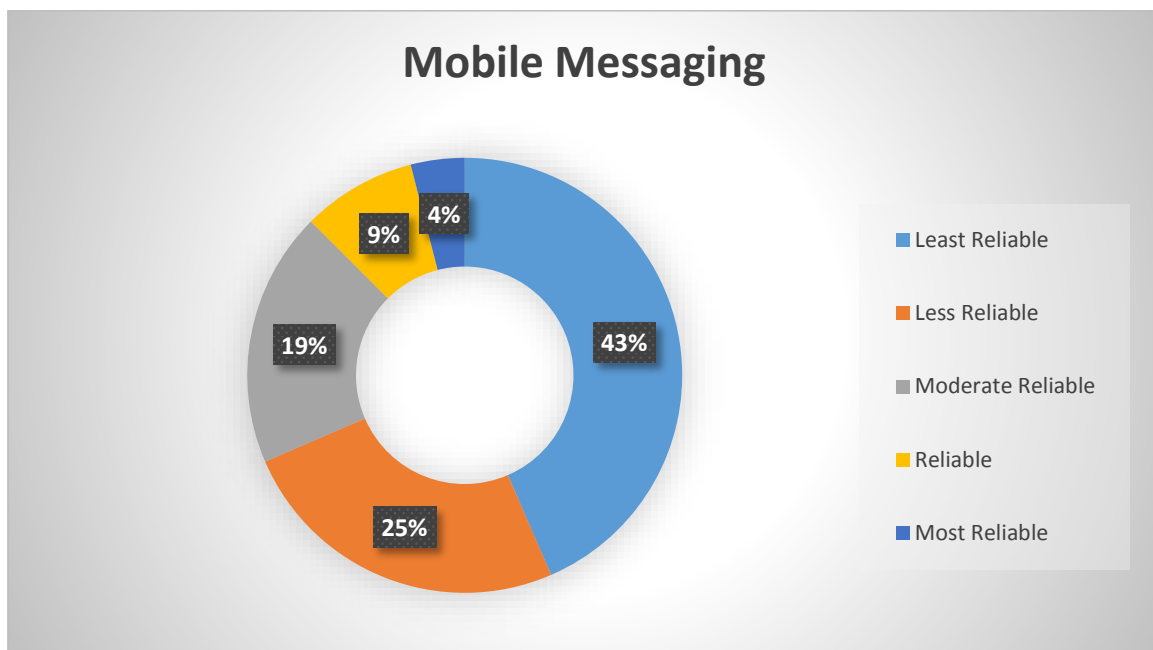
Interpretation:

36% of total respondents think that Political Parties Websites as a medium for Political News are Less Reliable whereas 33% think of it as Least Reliable. Only 2% think it of as a Reliable medium.



Interpretation:

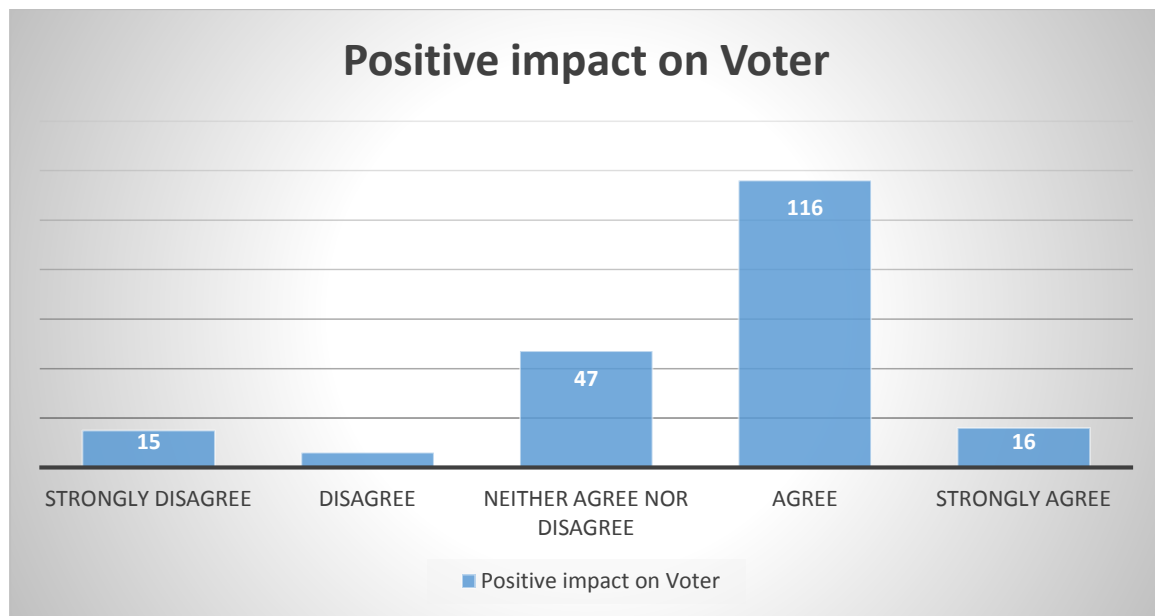
34% of total respondents think that YouTube as a medium for Political News are Reliable whereas 22% think of it as Less Reliable. Only 2% think it of as a Most Reliable medium.



Interpretation:

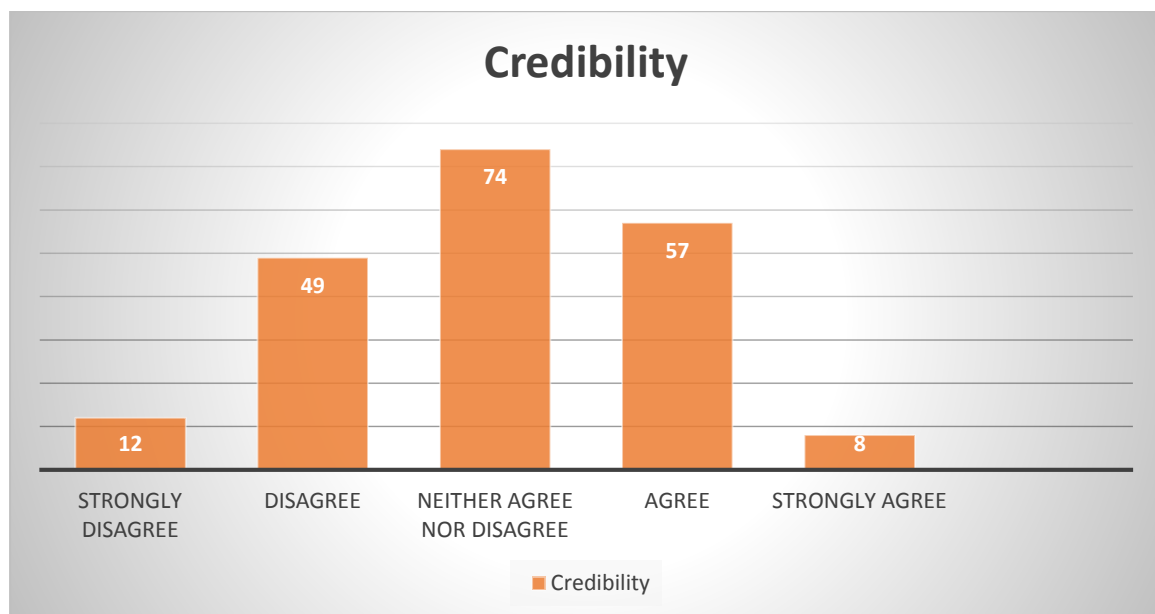
43% of total respondents think that Mobile messaging as a medium for Political News is Least Reliable whereas 9% think of it as Reliable. Only 4% think it of as a Most Reliable medium.

## Influence Analysis of Political Marketing through Social Media on Voters:



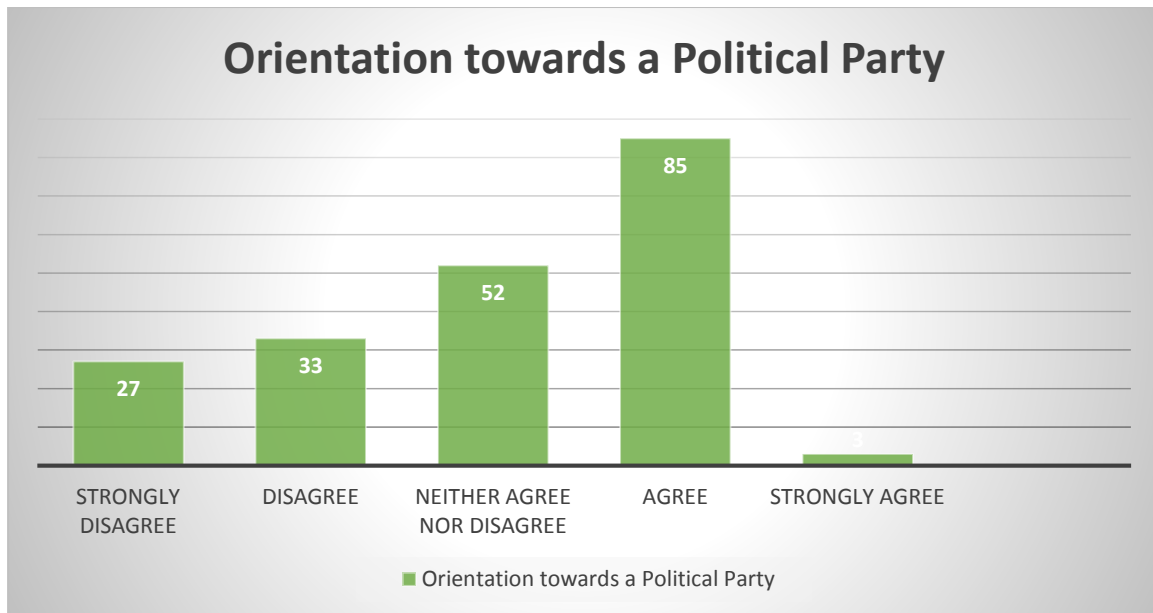
### Interpretation:

Out of 200 respondents, 116 Agree that Political Marketing through Social Media has a positive impact on the voters.



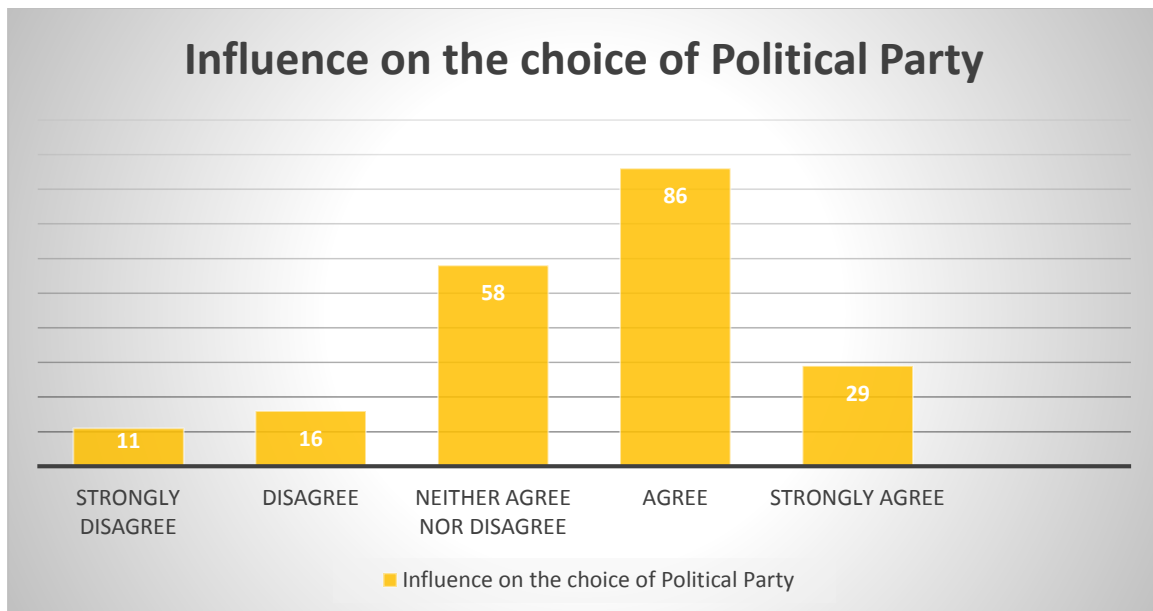
### Interpretation:

Out of 200 respondents, 74 are not sure about the credibility of Political Marketing through Social Media. However 57 respondents agree that Political Marketing through Social Media has credibility whereas 49 respondents disagree that Political Marketing through Social Media has credibility.



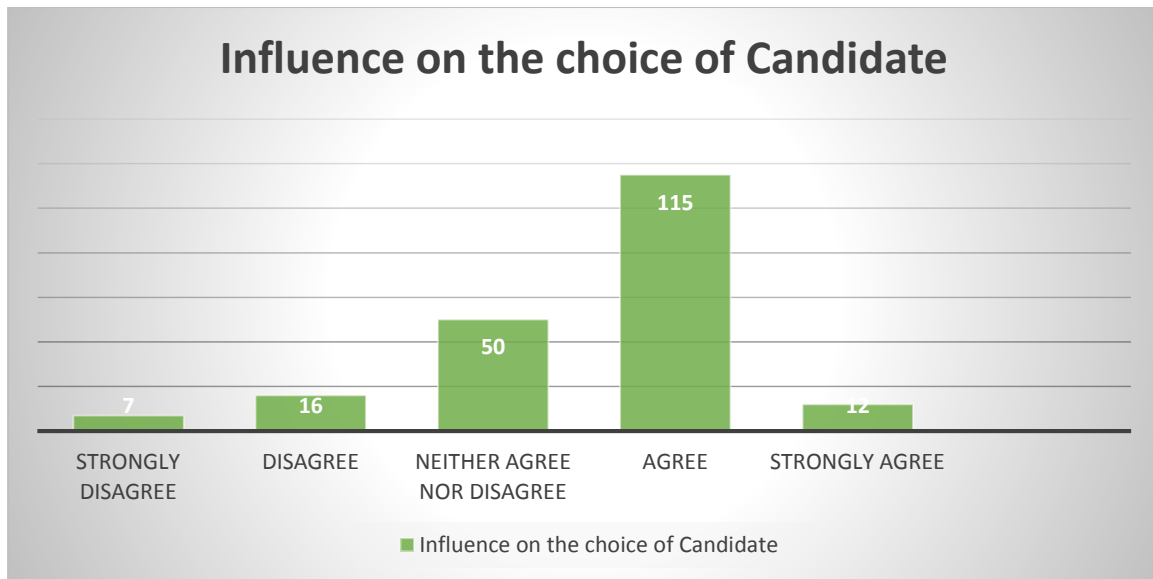
#### Interpretation:

Out of 200 respondents, 85 agree that Political Marketing through Social Media has changed their orientation towards a Political Party. However 52 respondents are not sure about the influence and 33 respondents disagree that Political Marketing through Social Media has changed their orientation towards a Political Party.



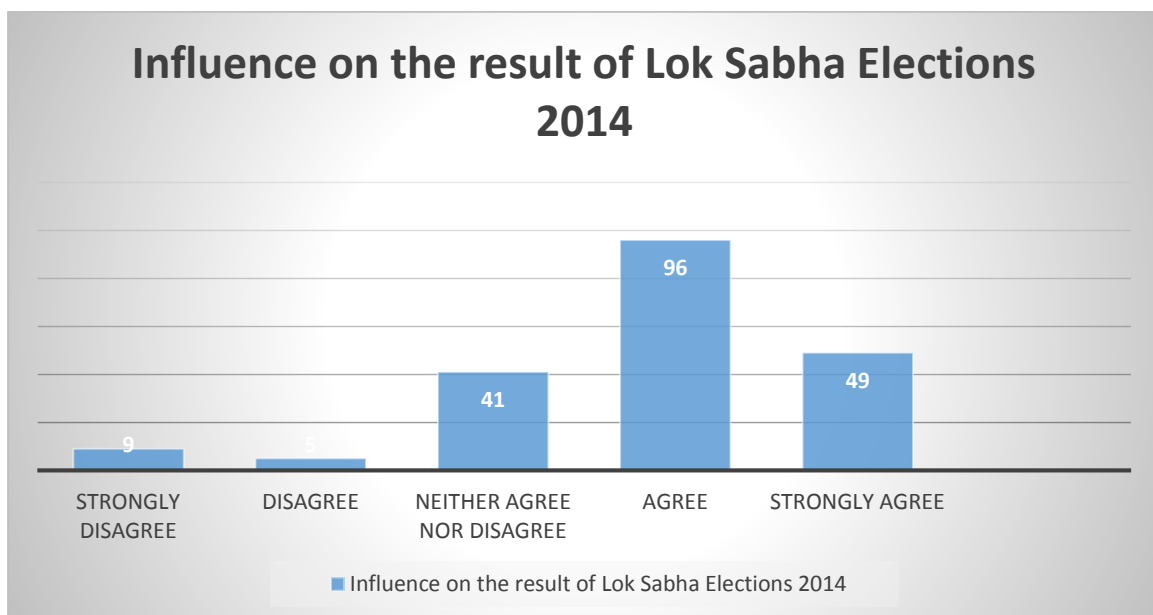
#### Interpretation:

Out of 200 respondents, 86 agree that Political Marketing on Social Media influences their choice of Political Party. However 58 respondents are not sure about the influence and only 16 respondents disagree that Political Marketing on Social Media influences their choice of Political Party.



**Interpretation:**

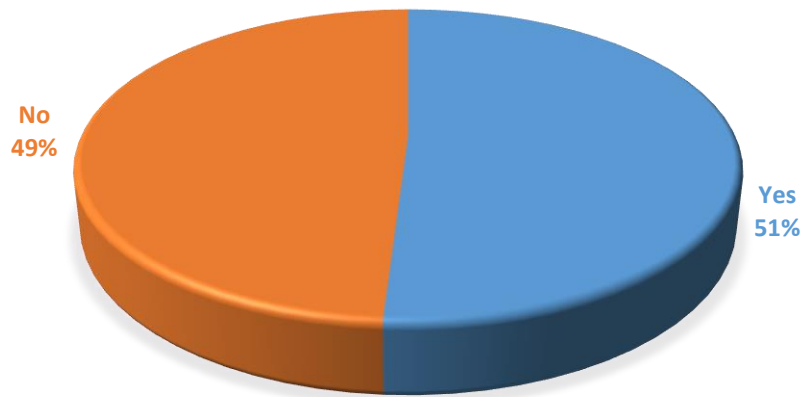
Out of 200 respondents, 115 agree that Political Marketing on Social Media influences their choice of Candidate. However 50 respondents are not sure about the influence and only 16 respondents disagree that Political Marketing on Social Media influences their choice of Candidate.



**Interpretation:**

Out of 200 respondents, 96 agree that Political Marketing on Social Media will influence the result of Lok Sabha Elections 2014. Also 49 respondents strongly agree that Political Marketing on Social Media will influence the result of Lok Sabha Elections 2014. Only 41 respondents were not sure about the influence of Political Marketing through Social Media on Voters and only 14 respondents disagree or strongly disagree that Political Marketing on Social Media will influence the result of Lok Sabha Elections 2014.

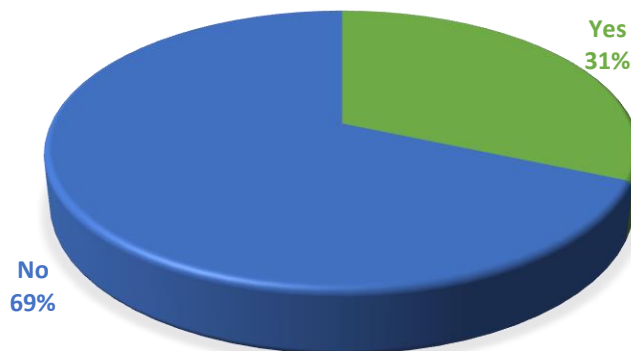
### INTERESTED IN RECEIVING POLITICAL MESSAGES ON SOCIAL NETWORKING SITES



#### Interpretation:

51 % of total respondents were interested in receiving Political Messages on Social Networking Sites whereas 49 % were not interested.

### DO YOU "LIKE/SHARE/RETWEET" THE POLITICAL PROMOTIONAL MESSAGES ON SOCIAL NETWORKING SITES



#### Interpretation:

Only 31 % respondents would "Like/Share/Retweet" the promotional messages on Social Networking Sites whereas remaining 69 % are not interested in sharing or retweeting the promotional messages.

## CONCLUSION

Indian democracy is on the cusp of a revolution led by social media users. At a very conservative estimate, the fortunes of contestants seeking election to the next Lok Sabha from not less than 150 constituencies will be determined by Facebook users making them the newest Vote Bank with the power to shape Indian politics. The inevitability of a three way split of the popular vote between the ruling UPA, the principal opposition NDA and the emerging third front formations increases the relevance of social media users as a community, rendering unto them an opportunity like never before to register their presence.

"Social media is a legitimate tool of persuasion. It helps build a personal rapport, may be, more effective than door-to- door campaigning. In the information age, political parties today need to flex 'electronic muscle' along with money and might," says Professor Deepak Kumar, chairperson of Centre for Media Studies at Jawaharlal Nehru University. However these online campaigns cannot reach the people in the rural belt of the country owing to the digital divide.

"Though young voters are moving to new media to get information about candidates, they do not consider it to be the only source. The social media marketers are still struggling to gauge whether 'likes and shares' are actually translating into action, i.e. votes," says PN Vasanti, director of CMS.

As per our study also we can say that Political Marketing through Social Media has a positive influence on most of the voters that are available on digital world. In short span of time i.e. on 16<sup>th</sup> May (Day of announcement of results) it would be clear that what amount of impact this Political Marketing through social media had on voters.

Finally we can say that Social media cannot be ignored. It has to be encouraged.

## **LIMITATIONS OF THE STUDY**

Following limitations has been identified during this project work:

- The scope of this study is limited only to the urban scenario. India being a diverse country, this study cannot be generalized for the whole country.
- Due to the digital divide in the country Social Media might not be of any relevance in rural India and hence has been kept out in this study.
- Social Media is highly dynamic and therefore the results might not remain valid for a longer period of time.
- Because of the time constraint the number of respondents have been kept low to manage the research work efficiently.
- Respondents might not share the actual information.
- Despite all the necessary care taken, a small amount of error might be present.

## **FUTURE SCOPE OF THE STUDY**

This research has provided some valuable insights and in future the work can be extended to explore areas such as:

- After the results have been announced, the research work can be extended to measure the actual influence.
- For future State Assembly Elections the research can be extended to study the nation-wide behaviour of voters.
- Study can also be extended to rural part of country once the digital gap has been covered.

## REFERENCES

Hendricks, John Allen; Denton, Robert E. Jr. (eds.) (2010). *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House*. Lanham, Maryland: Lexington Books.

Jill Donovan (2012). *Modern Political Marketing: An Analysis of Tactics, and the Changing Role of the Media*. California Polytechnic State University, San Luis Obispo

Baumgartner, Jody C.; Morris, Jonathan S. (2010). "Who Wants to Be My Friend?". *Communicator-in-Chief*. pp. 51–66.

Harfoush, Rahaf (2009). *Yes We Did: An Inside Look at How Social Media Built the Obama Brand*. Berkeley, California: New Riders—Peachpit.

*Aam Aadmi Party*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/Aam\\_Aadmi\\_Party](http://en.wikipedia.org/http://en.wikipedia.org/wiki/Aam_Aadmi_Party)

*Bahujan Samaj Party*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/Bahujan\\_Samaj\\_Party](http://en.wikipedia.org/http://en.wikipedia.org/wiki/Bahujan_Samaj_Party)

*Bharatiya Janata Party*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/Bharatiya\\_Janata\\_Party](http://en.wikipedia.org/http://en.wikipedia.org/wiki/Bharatiya_Janata_Party)

*BJP*. (2014, April). Retrieved from <http://www.bjp.org/>: <http://www.bjp.org/>

*BSP INDIA*. (2014, April). Retrieved from <http://www.bspindia.org/>: <http://www.bspindia.org/>

*INC*. (2014, April). Retrieved from <http://www.inc.in/>: <http://www.inc.in/>

*Indian National Congress*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/Indian\\_National\\_Congress](http://en.wikipedia.org/http://en.wikipedia.org/wiki/Indian_National_Congress)

*List of political parties in India*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/List\\_of\\_political\\_parties\\_in\\_India](http://en.wikipedia.org/http://en.wikipedia.org/wiki/List_of_political_parties_in_India)

*Samajwadi Party*. (2014, April). Retrieved from [http://en.wikipedia.org/http://en.wikipedia.org/wiki/Samajwadi\\_Party](http://en.wikipedia.org/http://en.wikipedia.org/wiki/Samajwadi_Party)

*samajwadiparty*. (2014, April). Retrieved from <http://www.samajwadiparty.in/http://www.samajwadiparty.in/>

## ANNEXURE

### Questionnaire:

## Political Marketing Survey

This survey is being done to understand the influence of Political Marketing through Social Media on Voters

**\* Required**

### Age \*

- ☐ 18 - 25 Years  
☐ 26 - 35 Years  
☐ 36 - 45 Years  
☐ Above 45 Years

### Gender \*

- ☐ Female  
☐ Male

### Occupation \*

- ☐ Student  
☐ Private / Government Job  
☐ Self Employed  
☐ House wife  
☐ Other:

**On a scale of 1 to 5 mark the reliability of following medium for Political News \***

	Least Reliable	Less Reliable	Moderate Reliable	Reliable	Most Reliable
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networking Sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political Parties Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Are you interested in receiving Political Messages on Social Networking Sites \***

- ☐ Yes  
☐ No

**Do you Agree Political Marketing on Social Media : \***

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Has a positive impact on Voter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has Credibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has changed your orientation towards a Political Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influences the choice of Political Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influences the choice of Candidate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will influence the result of Lok Sabha Elections 2014	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Do you "Like/Share/Retweet" the political promotional messages on Social Networking Sites \***

- ☐ Yes
- ☐ No

Submit