

PERCEPTION ON POLITICAL ADVERTISEMENTS

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ABSTRACT

Political advertising central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising differs from commercial advertising in that the product is either a person or a philosophy rather than goods and services. Also, political advertising carries a moral implication, because the results have potentially far-reaching effects on the population at large. Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, and the likelihood of slanderous or libelous claims made by political candidates. This study is especially conducted during the run up for the Kerala CM elections in the month of April.

Keywords – Political Advertising, Campaigns, Vote, Services, Goods, ideas, attitudes.

INTRODUCTION

Main purpose of marketing is the act of transferring information from one place, person or group to another. Customers are provided with various details of the products currently available in the market, and enable consumers to compare their products with competitor's products. The application of marketing concepts to political parties, candidates and elections are discussed in this paper. Political parties increase their reach and improve their image by any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, or other means of mass communication, used for the purpose of appealing directly or indirectly for votes or for financial or other support in any election campaign. Political marketing includes long-term planning; together with the development and implementation of marketing models in a wider sphere of social situations. It has become indispensable to plan political marketing in a very effective manner. The purpose of this paper is to highlight the importance of political marketing and its impact on public perceptions.

The political marketing bridges the gap between what the public want from a potential government and what candidates and parties propose. The political marketing process is concerned more with providing political content

and future programs but also aiding the interpretation and sense making of complex political world. In short it can be referred as application of marketing concepts in politics to attain specific political goals. Efforts are made to establish and then maintain the relationship between the political party (Brand) and the general public or voters (Audience). Political marketing helps to strengthen their position and image in their voter mind.

The purpose of this paper is to show the applicability of marketing concepts to the area of political marketing. It is the process by which political candidates and ideas are directed at the voters in order to satisfy their political needs and thus gain their support for the candidate and ideas in question. Clearly there is quite extensive use of media by the candidate for the purposes of informing, reminding, as well as changing attitudes and behavior. Possibly, such a comparison would also indicate that both marketing of goods and services, and marketing of political candidates utilize similar tools to reach the public and creating image among them

India is a democratic country. People have the authority to choose their governing legislators. Political advertisement has an important role in providing information about what is happening in the society and the

performance of the government elected by them.

STATEMENT OF THE PROBLEM

The role of Television, social media and other communication channels in human life is indefinable nowadays. Various medias are used for the purpose of entertainment, gaming, news, sports etc. Marketers use these medias for advertising their products. Thus, ads become inevitable while using these media. Public are exposed to various types of ads as a part of political campaigning. This paper is intended to study the perception of public towards political advertisement, and whether political ads influence their voting decision.

SIGNIFICANCE OF THE STUDY

Government is doing lot of ads in the context on campaigning their political party. We can see a lot of ads through different mediums that includes various promises and goals achieved by the government. These ads have a very important role in the voting decision of the public. It is hard to think an election campaign without political ads. Government also spends a lot of money for this purpose. It is very important to study the perception of public towards political advertising and their attitude towards political ads.

OBJECTIVES

- To study the type of information provided in political ads
- To understand the impact made by political Ads.
- To analyze the opinion of public on political ads

RESEARCH METHODOLOGY

Sources of data:

Primary data were collected through systematically prepared questionnaire in Google form then electronically summarized through SPSS. Secondary data is collected from internet, books, journals, magazines etc.

Research design: The study is a descriptive research.

Sample population: The sample population is the students of Christ College Irinjalakuda

Sampling technique: Sampling technique used in the study is stratified proportionate random sampling method.

Sample size: In this study, I have circulated around 100 questionnaires. The samples required is 93. Out of 100 questionnaire circulated, only 95 respondents gives their response through Google form, but 5 of the responses seemed to be incomplete. Therefore, I have fixed 90 as my sample size.

Tools for Analysis:

The data selected for the study has been tabulated, analyzed and presented with the help of appropriate tools. In this study percentage analysis is used to show the data. Pie chart, bar chart etc. are used to represent collected data graphically. Mann Whitney U test is also used to analyse the data.

SCOPE OF THE STUDY

The study is confined to the students of Christ college, autonomous Irinjalakuda, Kerala.

HYPOTHESES

H1: There is significant difference in attitude of public towards political ads.

H2: There is significant relationship between voting results and the type of ad they are exposed.

Review of literature

- EF Fowler, MM Franz, GJ Martin, Zachary Peskowitz (2021) Among candidates who use both advertising media, Facebook advertising occurs earlier in the campaign, is less negative, less issue focused, and more partisan than television advertising.
- Spending Fast and Furious: Political Advertising in 2020 (2021) Political advertising is largely similar in tone to past years. Political ad spending in 2020 may have been historically high because of the impact of COVID-19.
- P Tapas, S Naik (2020) Findings suggest that political advertising plays a decisive role. But voters issue priorities were found independent of voters demographic profile. The study is one of the initial attempts to expand the domain of both marketing

(advertising) and consumer behavior to politics and voter behavior respectively.

- Decomposing political advertising effects on vote choices, W Law - Public Choice (2020) is a paper studies the channels through which political television advertising influences individuals' voting decisions. Advertising's effects are stronger on those who did not plan to vote for a major-party candidate. In contrast to most studies that estimate the effects of aggregated exposure to advertising on voters' choices on Election Day.
- L Fernandez (2020) political advertising through digital channels are more effective for micro targeting and data analysis. This study also discusses about identifying and responding to challenges to political brands, understanding the roles and consequences of stakeholder actions, including malicious actors and the use of bots, trolls and misinformation; and examining the ethical and societal implications of how data are collected, analysed and used to target and reach potential voters by campaigns and candidates.
- AB Mahmoud, N Grigoriou, L Fuxman, W Reisel (2020) the beliefs are a four-dimensional structure consisting of information, veracity, sarcasm, and cynicism. Furthermore, war-time perceptions were found to negatively affect attitude towards political advertising via sarcasm among less politically involved voters. Negative attitudes regarding political advertising were found for lowering the chances for watching advertisements, for supporting a candidate, and for willingness to vote. The results also revealed that paying attention to political advertising does not relate to voters' intention to vote.
- H Kaur, S Sohal (2019) in his paper on topic "Examining the relationships between political advertisements, party brand personality, voter satisfaction and party loyalty" aims to address this gap in the academic literature by determining the relationship between the multifaceted advertising-brand personality-satisfaction-loyalty constructs in political context.
- M Rubtcova, O Pavenkov (2018) In political advertising all efforts are directed at demonstrating how the identity of the candidate meets the various needs of the electorate.
- M Kamins(2018) In a society enamored with reality television and hard-core news morphing quickly into the realm of entertainment, the notion that traditional

political advertising can maintain the impact that it has had in past elections is up for debate.

- E F Fowler, MM Franz, TN Ridout (2018) says that political advertising is as important as ever, ad spending records are broken each election cycle, and the volume of ads aired continues to increase.
- M Safiullah, P Pathak, S Singh, A Anshul (2017) social media buzz has a positive and significant impact on the outcome of General elections 2014.
- S Dunn, JC Tedesco (2017) candidates have to run a few more positive ads to give voters an affirmative reason to vote for them rather than trying to convince voters they were the lesser evil, they could have pulled away and won the election convincingly.
- M Safiullah, P Pathak, S Singh, A Ansshul (2016) Social Media has become an important tool of opinion formation in this technology driven age and marketing managers have realized its significance. The findings suggest that there is a positive correlation between the volume of tweet and vote share.
- Supriya Verma (2016) YouTube advertisements could influence determinants such as unnecessary purchasing and also helps in enhancing knowledge. It was recommended to advertise online as it has an impact on consumers buying behavior.
- Amrutha Vijay Pawar (2014) consumers rely upon more than one medium in order to enhance their brand related knowledge.
- Nitin Srivastava (2014) the visuals and online promotions serve as an excellent purpose in description of the entire product and service.
- L Vesnic-Alujevic, S Van Bauwel (2014) Results have shown the specificities of political advertising on the YouTube, a raising interest in social media among citizens in Europe, and the development of this way of campaigning
- M. Senthil et al (2013) the participants opinions of advertising do not necessarily have an impact on their perceptions of online advertising in online shopping sites and social network sites, but it may actually be the opposite.
- Sindhya. V (2013) The study implies the need for exposure and education to students so as to make them socially awakened and personally responsible citizens who are independent decision makers also.
- Vinita Srivastava and Mishra Sanjeev Kumar (2012) the researchers found that

internet advertisements have a significant effect in creating awareness among consumers. The study also concludes that consumers perceive the internet advertisement to be reliable and they compare it from other sources also

- Dalip Raina and kritika khajuria (2012) It has been concluded that in most of the research studies, customers were having positive perception towards advertising. They believe the advertisement messages to be relevant and consider them while taking buying decisions.
- K Sharma (2012) The study finds very limited support to establish the relevance of using political advertising at the scale it is presently used by various political parties in India.
- Priyanka Srivastava (2012) internet advertising is very informative, but at the same time these advertisements create irritation among all age group people

POLITICAL ADVERTISEMENT

Political advertising includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, digital or social media advertising, or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support in any election campaign.

Political Marketing or political advertising means information disseminated by a state politician, political party, its member, political campaign participant, on behalf and/or in the interest thereof, in any form and through any means, for payment or without return consideration, during the political campaign period or between political campaigns, where such information is intended to influence the motivation of voters when voting at elections or referendums, or where it is disseminated with the purpose of campaigning for a state politician, political party, its member or political campaign participant as well as their ideas, objectives or program.

Political advertising does not include letters to the editor, news or feature articles, editorial comment or replies to editorials in a regularly published newspaper, periodical, or on a radio

or television broadcast where payment for the printed space or broadcast time is not normally required.

Political advertising central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising differs from commercial advertising in that the product is either a person or a philosophy rather than goods and services, and, in addition, the advertising objectives must be met within a specific time frame. Also, political advertising carries a moral implication, because the results have potentially far-reaching effects on the population at large. Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, and the likelihood of slanderous or libelous claims made by political candidates.

Mann Whitney U test

1. H1: There is significant difference in the attitude of public towards political ads

Test Statistics ^a		decision	
	perception	Not significant	H0 accepted
Mann-Whitney U	666.000		
Wilcoxon W	2319.000		
Z	-2.306		
Asymp. Sig. (2-tailed)	0.021		
a. Grouping Variable: gender			

The table shows whether there is significant difference between gender and attitude of college students towards political. The analysis shows that the significance level is .021. the researcher hypothesis can be accepted only when the significance is on or above 0.05. so null hypothesis is accepted which shows that there is no significant difference between gender and attitude of public towards political advertisements.

0. H2: There is significant relationship between voting results and the type of ads they are exposed

Mann Whitney U Test

Test Statistics ^a		Decision	
	Voting results are affected by the type of ad to which they are exposed	Significant	H1 accepted
Mann-Whitney U	1.000		
Wilcoxon W	2.000		
Z	-1.208		
Asymp. Sig. (2-tailed)	0.227		
Exact Sig. [2*(1-tailed Sig.)]	.444 ^b		
a. Grouping Variable: factors			

The table shows there whether there is significant relationship between voting results and the type of ad to which public are exposed. The output data shows that the significance level is .444. So the researcher hypothesis is accepted as the significance level is greater than .05. thus the study shows there is significant relation between voting decisions and type of ads to which public are exposed.

Findings

- The samples have been collected from Christ College, Irinjalakuda.
- The respondents are between age group of eighteen to twenty-six, in which majority belongs to the age group of twenty-two to twenty four. Among them Sixty three percent respondents are female and remaining thirty seven percent belongs to male.
- Fifty seven percent of respondents are pursuing degree and forty-three are doing post-graduation.
- About eighty nine percent are unmarried and eleven percent are married.
- Majority of the respondents is of the opinion that political parties advertise a lot as part of their campaigning and agree that that the political parties advertise after their promises have been met. But same time twenty one percent doesn't agree with the statement. They are of the opinion that political parties

may advertise even before completing their promises.

- Most of the respondents strongly agree that they consider the ads before they make their voting decision. At the same time there are respondents who doesn't consider the ads instead they vote for the party they love.
- The respondents are happy when the party they support keeps their promise and feel their morale boosted when they see good ads of the party they support.
- Majority of the respondents agree that the political ads focus on the projects completed by the party during their term.
- The respondents agree that they don't find political ads emotionally touching. They don't feel influenced by any kind of political ads even if they are emotionally touching, they have their own rational decision. The respondents agree that the parties depict what they have achieved, through political ads. Majority of the respondents agree that the parties use celebrities in their Ads to make it appealing
- Majority of the respondents agree that the political ads are made to project and add value to the party. They agree that the political ads provide information to the public regarding the party and also about new rules, regulations and changes.
- Most of the respondents doesn't seem motivated when they see political ads.

- Majority of the respondents also believe that the political ads contain false promises.
- Majority of the respondents are of the opinion that a party doesn't advertise another party in their ads.
- Approximately about the same number of respondents agrees and disagrees to have political ads in TV and newspaper.
- Majority of the respondents feel that the political ads exaggerate content in their ads and also push people to vote for a particular party.
- Majority of the respondents agree that political ads are relevant in order to capture the hearts of neutral persons.
- Majority of the respondents agree that political ads showcase the vision of the parties.
- Majority of the respondents agree that promises made in political ads are not met.
- Majority of the respondents are of the opinion that the money spent for political ads can be utilized in a more fruitful way.
- Majority of the respondents agree that political ads have more coverage through social media than TV and newspaper.
- Majority of the respondents agree that political parties don't advertise the promises they made during political campaign and which are not been met.
- Majority of the respondents agree that political ads helps in assisting people to choose their party wisely and also helps them to influence or comment up on a matter which is currently the subject of extensive public debate.
- Most of the respondents agree that the voting result are affected by the type of ads the public is exposed to.
- Majority of the respondents are of the opinion that political ads gives them oversimplified picture of party stand points and gives guidelines regarding which party suits me the best.
- According to SPSS data analysis, there is no significant difference between gender and attitude of public towards political advertising
- There is significant relationship in voting results and type of ads to which public are exposed to.

CONCLUSION

Political ads have both bright and dark sides. the voting results are affected by the type of ad to which the public is exposed. Ads help the public

to choose a party wisely and be more informed about the party and their promises.

There are chances of misleading information to be conveyed through political ads resulting in faulty decision making by the public. The fund that should be fruitfully utilized is spent on these ads. So, I conclude that political ads have major impact on the voting decision of the public

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