Project Report on

Influence of Political Advertisements on Citizens' Voting Pattern in India

Submitted by
Deepak Kumar
2K15/EMBA/504

Guided by
Dr. Meha Joshi

DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042

May 2017

I

Certificate of Originality

This is to certify that the project report entitled **"Influence of Political Advertisements on Citizens' Voting Pattern in India"** submitted to Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration is an original work carried out by me under the **guidance of Dr. Meha Joshi**. The matter embodied in this project is a genuine work done by Deepak Kumar to the best of my knowledge and belief and has been submitted neither to this University nor to any other University for the fulfillment of the requirement of the course of study.

Signature

DECLARATION

I Deepak Kumar student of EMBA 2015-2017 batch of Delhi School of Management, Delhi Technological University, Bawana road, Delhi-42 declare that term project on **"Influence of Political Advertisements on Citizens' Voting Pattern in India"** submitted in fulfillment of Executive MBA programme 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, Award and Fellowship.

Name of candidate with

Sign_____

Place: New Delhi
Date:

ACKNOWLEDGEMENT

The successful completion of any task would be incomplete without accomplishing the people who made it all possible and whose constant guidance and encouragement secured us the success."

I am grateful to Dr. Meha Joshi in Delhi School of Management, Delhi Technological University, Delhi, for her astute guidance, constant encouragement and sincere support for this project work. The knowledge and values inculcated have proved to be of immense help at the very start of our career.

I feel proud and privileged in expressing my deep sense of gratitude to all those who have helped me in presenting this project.

Deepak Kumar

TABLE OF CONTENTS

Abstracts

Purpose: The paper is aim to study the voting pattern or behavior of Indian citizens over the Political Advertisements through several medium. The purpose of this paper is to provide the scientific analysis of different factors which can or cannot influence the judgment of the Indian citizens to cast their vote after seeing the advertisement over different information medium. The study is aimed to research on different information sources which are used by Political Parties to reach or influence the citizens voting decision. I have tried to analyze the demographic factors which also directly or indirectly associated with Political Advertisement and impact the Voting decision.

Methodology: I have done my project study on two data survey medium. First, I have taken the consideration of Secondary data which is available on different information sources i.e. ADR report on expenditure by Political Parties during recent elections and comparing with voting percentage over the seats. Second part of study is based on; a convenience sampling technique is conducted to collect data from 76 respondents representing the desired range of demographic characteristics (e.g. gender, age, Income and education). The Factors are being framed under some demographic related questions and 18 questions are asked on likert scale (1-Strongly Disagree 5-Strongly Agree). The convenience sampling technique was utilized in the main survey that was conducted in the months of March and April 2017. The Survey has been rolled out to Metro and Semi Metro cities where recent elections are happened. This survey was sent to 116 respondents and received 76 responses through online mode and face to face.

1. Introduction

1.1 Political Advertisement Industry

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. The sponsors of advertising are often businesses who wish to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It is differentiated from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad".

Political advertising is a form of campaigning used by political candidates to reach and influence voters. It is a form of campaigning used by political candidates to reach and influence voters. It can include several different mediums and span several months over the course of a political campaign. Unlike the campaigns of the past, advances in media technology have streamlined the process, giving candidates more options to reach even larger groups of constituents with very little physical effort. Political advertising has changed drastically over the last several decades. During the 1952 Presidential elections, Dwight D. Eisenhower was the first candidate to extensively utilize television commercials, creating forty twenty-second spots to answer questions from everyday Americans. During the 1960 elections, both candidates - Vice President Richard Nixon and Senator John F. Kennedy - utilized television, although Kennedy's televised speech about his Catholic heritage and American religious tolerance is considered by many to be more memorable.

In India, Political Advertisement has been evolved recently into new dimension. If we analyze the way Political parties are using different medium to reach out to mass to convey their political agenda, we see that political advertisement patterns are completely

changed. The viral Political Advertisement has is new to Indian politics and Political parties are using this extensively and very wisely to read and place into mindset of citizens of India. The Ads are more planned and benefits are also calculated with adequate risk management by their professional campaigners.

Now, how political ads are relevant to the citizens and do really political Ads impact or influence the voting decision of citizen? These questions are analyzed by performing a suitable survey study and historical data on expenditure on Political Ads by Political parties and % (percentage) of vote share by them. If we study the data from difference sources about advertisement spending by political parties, this has been observed that advertisement spend are being done in two ways. One, they spend the money to promote their policies and programs; second, the expenditure is done during election time to promote the agenda or manifesto. The Election Commission's code of conduct doesn't allow governments to issue advertisements using public money during election time, but beyond such periods there are no real guidelines and governments can advertise in the manner they want. Central government advertisements are released through the Directorate of Advertising and Visual Publicity. According to DAVP reports, the central government spent nearly four billion rupees ($62 million) on advertising in newspapers last financial year. That figure doesn't include money spent in magazines and non-print advertising on television, radio and the Internet, or outdoor publicity.

Spending on advertising is accelerating as India approaches a general election, since some states assembly elections en route. The Congress party-led United Progressive Alliance government had an advertising budget of 1.8 billion rupees for May to February to showcase its achievements, a Mail Today report said in May'2014.

Critics fear that large advertising budgets can help governments get leverage over some sections of the media, particularly smaller publications. If the advertiser is unhappy with coverage, it can pull its advertising. Press Council of India Chairman Markandey Katju said such practices were undemocratic and betrayed a pettiness of mind, The Times of India reported earlier this year.

1.2 Political Advertisement History

There are two types of advertising in the context of political advertising- positive and negative advertising. If a party tries to project a positive image of it by highlighting its achievements when it was in power, it is referred as positive advertising while in case of negative advertising; one party smears another's image by criticizing it. Both positive and negative advertising are the most common types of political advertising. Negative advertising is more frequently employed to tarnish.

If we study the pattern of spending of political parties, we observed that most of the national parties are spending heavy money on their political campaign and promotion of their policies and programs. Political parties are required to submit a statement of election expenditure to the Election Commission within 90 days of completion of General Elections. The expenditure statement contains details of the total amount received as funds in the form of cash, cheques and demand drafts and the total amount spent under various heads. The expenditure statement contains information on the amount spent on the following heads at the state, district and constituency levels by the party: publicity, travel expenses, other expenses and expenditure towards candidates. Political parties submit these statements providing information of funds collected and spent between announcement and completion of elections. This period could be between 3 weeks to 3 months based on the notification issued by the Election Commission. The expenditure of National Parties during Lok Sabha 2014 and analyses the funds received and expenditure incurred by National Political Parties, during the election period of 75 days (05-03-2014 to 16-05-2014). Based on the information available on the website of the Election Commission of India, the ECI received the expenditure statements of INC on 22nd Dec,'14, BJP on 12th Jan,'15 , BSP on 8th Aug,'14, NCP on 22nd Aug,'14, CPI on 27th Oct,'14and CPM's expenditure statements on 25th Aug,'14. It is to be noted that while BJP, BSP, NCP, CPI and CPM submitted their expenditure statements with details of only Lok Sabha elections, 2014, the expenditure statement of INC included details of elections to Andhra Pradesh, Arunachal Pradesh, Sikkim and Odisha

Assemblies. As the details were not segregated by INC, the information is taken as is submitted by the party. Similarly, for Lok Sabha elections, 2004, the expenditure statements of BSP, CPI and CPM contained details of expenditure incurred during Andhra Pradesh, Karnataka, Odisha and Sikkim Assembly Elections.

Advertising in politics is a relatively a new feature in our country. Indian political campaigns may lack the glamour of US elections, but campaign slogans regularly provide the humour, interest and enthusiasm needed to engage pundits and voters alike. This has ensured that the history of Indian politics is peppered with such memorable slogans as **"Garabi Hatao"** (Eradicate poverty) **"India Shining"** and **"Jai Jawan, Jai Kisan"** (Hail the Soldier, Hail the Farmer). A good slogan can bring together people usually separated by religion, region, caste and language. In India such divides are widespread. The history of India's election slogans offers an insight into the country's political history. Former Prime Minister Indira Gandhi's **"Garibi Hatao"** campaign in 1971 resonated with the nation and secured a landslide victory for her Congress Party. 'Save the nation' India's economy was in a bad shape and the country's poor saw a glimmer of hope in a message which seemed to transcend divisions. But her electoral triumph ended in catastrophe when, four years later, a court declared her win invalid. A state of emergency was declared which saw the jailing of opposition leaders and severe restrictions to press freedom.

In response, several opposition parties united to form the Janata Morcha (People's Front) which campaigned under slogans such as **"Indira Hatao, Desh Bachao"** (Remove Indira, Save the Nation) and **"Sampoorna Kranti"** (Total Revolution). The bloc swept to victory in the 1977 election. Mrs Gandhi's father and India's first Prime Minister Jawaharlal Nehru was more famous for his speeches than slogans. However he did coin the slogan "Hindi-Chini Bhai-Bhai" (Indians and Chinese are brothers) in the early 50s. This backfired as relations between the nations deteriorated sharply as a result of border disputes, eventually leading to a full-blown war in 1962. But it was his successor and India's second PM Lal Bahadur Shastri who came up with the country's most popular slogan after Independence in 1947. India was locked in a war with Pakistan in 1965 and there was a severe food shortage. Shastri's slogan "Jai Jawan, Jai Kisan" (Hail the

Soldier, Hail the Farmer) boosted the nation's confidence at a time of crisis and aided the Congress Party's success at the polls. Former Prime Minister Atal Bihari Vajpayee tweaked the slogan after the nuclear tests in 1998. The new slogan **"Jai Jawan, Jai Kisan, Jai Vigyan"** (Hail the Soldier, Hail the Farmer, Hail Science) underlined the growing investment in science and technology at the time.

Modern slogans

National political parties hired professional public relations firms in the 2004 general elections to devise slogans and run campaigns. By outsourcing this work they also ran the risk falling out of step with the people. The BJP got a taste of this after its much-publicized "India Shining" campaign failed spectacularly in 2004. India's economy had been performing fairly well, but was far from shining. The voters recognized this and chose the Congress Party over the BJP. The Sonia Gandhi-led Congress had a more realistic slogan "Aam Aadmi Ko Kya Mila?" (What did the common man get?) which offered a strong counterpoint to the "India Shining" message. Regional parties seem to be doing better than their national counterparts when it comes to slogans. Trinammol Congress chief Mamata Banerjee ran a successful election campaign with "Maa, Maati, Manush" (Mother, motherland and people) in 2011 and came to power in West Bengal. After decades of rule by parties of the Communists, people saw freshness in this campaign and gave Ms Banerjee a chance to reinvent West Bengal. As India heads for assembly elections in 2017 in Himachal Pradesh, Rajasthan, Karnataka and Gujrat, political parties will look to the key combination of words which resonate best with the voters.

1.3 Objective of the study

The main objective of the study to analyze the impact or influence of political advertisement on voter's voting behavior. Since, parties are spending a lot on advertisement and they must seek the benefits or return on investment over these expenditures. Does political advertisement really influence the voting pattern of voters? If yes, what all variables decide this factor and how demographic dimensions affected by advertisement campaign. Since India has a unique diversify culture and different segments of people cast their votes during election time so, do they think to vote a particular party through these advertisement or information source campaign?

2.0 Literature Review

The review of extant literature in this field reveals that several theoretical frameworks have been developed to examine effectiveness of advertisement in different areas. If we review and study the authors perspective on effectiveness of advertisement, we found that advertising generates a certain desired effect. Measuring the effectiveness of advertisement is very important and it provides the amount of investments needed for advertisement to get the desired result. In view of political advertisement it is even more important to calculate its benefits in terms of effectiveness. The effectiveness can be measured thorough the political parties win seats or capture voting share in election. However, it is more difficult to measure the effectiveness and come into conclusion that advertisement plays an important role to decide the voting pattern.

Regarding the difficulty of measuring the overall effectiveness, I believe that it is due essentially to the following considerations

- Political Advertising interacts with other business variables (behavior, Brand and marketing policies, financial decisions, etc.) and environmental variables (competition, economic conjuncture, Political conditions etc.), hardly isolable;

- The effects of advertising are varied and not always be translatable into quantitative terms

- Advertising causes long-term effects, not always, therefore, the results occur in the same period in which are the costs. This is applicable in case of political branding. If we see that parties make their vision long term to get maximum benefits from investment into brand promotion.

In view of models, advertisement effectiveness has used two basic models-

- The dichotomous model;
- The 3-dimensional model

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the following-

•   Sales effect;
•   Communication effect

The sales effect basically refers to the assessment of the capability of advertising to translate into the sales volume and/or the market share. For Batra et al. (1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory (Chamberlin, 1948). The advertising effectiveness is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase.

Communication effect refers to the ability to reach to masses, with appropriate messages, a more significant share of public. Such effect is later examined in literature with different approaches:

Sociological, semiotic, Psychological and Socio-psychological

Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior (Moingeon, 1993). The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups. In context of political advertisement effectiveness it is important factor to decide how it change the social norms or behavior. If it change into positive way then we can say that political advertisement has great influence over social decision making however if it does not make any difference then we can say that political promotion or branding does not have significant impact on social decision making process.

9

There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values.

The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre-established intention, without reference to the consumer and the influence on the consumer behavior. This approach is useful especially in the context of advertising creation. Authors assess the effectiveness of advertising in reference either to the language of the message (Barthes, 1964; Durand, 1964) or the graphic image of the message (Eco, 1979; Mick, 1986; Scott, 1994). In context of political advertisement *slogans* or *Nara* plays an important role to affect the voter's mindset. In 2014 Loksabha election BJP came with certain *slogans/nara* ***"Abki baar modi sarkar"*** *or unique slogan about the ruling party* ***"Congress mukt bharat"*** Both were publicized and reaches to masses through different information medium – newspapaer, electronic media, Social media or Mobile. However, these slogans do not always effective or read the voters mindset. If we do the semiotic analysis about the slogan or punch line in Political advertisement, it is observed that slogans/nara must reflects according to the brand image created in between voters. For example in 2017- UP assembly election, Samajwadi Party slogan-***"Kaam bolta hai'*** miserably failed. Therefore, the impact of the message on the recipient is a minor problem in the process of the message evaluation. This is an important limitation to the semiotic approach in terms of Political marketing.

Communication in general and advertising in particular, were treated by psychologists starting from the motivations of recipients, which occupy a central position in the analysis. This is because of their influence on the perception of the recipient. They believe that the motivations drive consumer behavior. So the purpose for the advertising creator, is to identify the reasons of consumer behavior, in order to identify the most effective advertisement message or to remove the communication barriers. With the psychological approach, other types of research and investigation have emerged. The evidence (obtained through scientific experimentation) has become a necessary support to verify the assumptions. The psychological approach has the advantage to measure the effectiveness of advertising with reference to the recipient of the message, particularly to the consumers' characteristics. On the other hand, the approach does not provide exhaustive answers, not delving into the exact causes that lead the recipient of the message publicity to expose themselves voluntarily to the message, decode it, to store and, eventually, to make the purchase. So it is not taken into account the entire communication process, and, in particular, the external factors, especially those related to the environment, that may play a crucial role in determining the behavior of the recipient. In context of political branding or promotion, strategists look all these factors and then create or plan their political campaign during election.

The socio-psychological approach takes simultaneously into account the message and the recipient of the message. This approach aims to study the effectiveness of advertising in terms of persuasiveness, observing the effects on the formation process of attention, memory, attitude and behavior. This research methodology considers the environment of the communication process and its actual interactions. The socio-psychological approach plays an important role to formulate the hypothesis and to measure the models success through identified dependent and independent variables.

The major criticisms to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics (marketing and communication). For these reasons, sometimes, the three-dimensional models (i.e. AIDA model and model Dagmar) are preferred.

These models are used both in planning advertising campaigns and evaluating their effectiveness. **They propose a hierarchy of communication effects, cognitive affective and behavioral (Brasini et al. 1993; Marbach and Fabi 2000).**

Namely the analysis of cognitive dimension concerns the messages understanding and storing and must take account of different types of memory: spontaneous recall, without any added indication; stimulated recall, facilitated by the presentation of certain evidence; related memory, when respondents are able to describe at least one specific element of the communication; recognition, or identification of the advertising; brand allocation, the memory not only of the advertising but also of the advertised brand).

The affective dimension is linked to the attitude toward and perceptions of communication. Affective reactions and emotional acceptance of that type of campaign are investigated. The affective attitude towards the images proposed and the spread opinion of consumers is detected.

The behavioral dimension describes changes in buying behavior, detectable by intentions and actions measured by sales and market share.

All the models mentioned so far are mainly focused on three elements of the communication process: **the recipients** (in terms of audience, memory, storage), **the media used** (in terms of impact, coverage, frequency, etc..) and **the feedback** (in terms of attitudes, behaviors, opinions, etc...). They totally omit other elements (source, code, context) assuming essentially that the communication process was conducted in optimal conditions or at least without distortion. Moreover a fundamental element for an effective communication process is the use of the same code by the source and recipient. Otherwise, the recipient will not understand the message or give a different meaning and this will lead to the phenomenon called "aberrant decoding".

3.0 Research methodology

3.1 Participants

The survey information was obtained from Citizens of India ranging from 18 Years to 65 Years Old and having different Income Group and educational background from higher secondary to postgraduate level. The Survey was rolled out in between period March-April 2017 after UP assembly election result through Google survey forms and Hard copy in Tabular way. The collection of Data approach was online and personal visit to voters and recording their view point. Initially, survey was rolled out to 116 identified respondents from different group however we have received 76 responses through different medium of data collection.

3.2 Constructs Measurement

Total 6 independent variables are considered in my research. A multi-item scale was developed, consisting of 15 items identified to measure the independent variables and an additional two items were used to measure the dependent variable "Voting Decision Pattern". All the items were measured on a Five-point Likert scale ranging from "Strongly Disagree (1)" to "Strongly Agree (5)".

3.3 Research Instrument

The research instrument consisted of two parts. The first part recorded information on variables related to the ages, Income, educations, Voter Card availability and Gender of the respondents. The second part obtained information on respondents' levels of agreement or disagreement with the 18 items selected to measure 6 variables. A survey was conducted to test and refine the survey questionnaire with over 76 respondents from different working group area. Google survey form in a tabular way was used to draft the questionnaire and later used SPSS (an IBM product) version 24 to do Data analysis to

accept or Reject the Hypothesis. Two statistical techniques are used - One way anova and Post Hoc Tests applied to make assumptions.

3.4 Sampling

In light of the nature of research problems where there was a lack of a proper sampling frame for the population, this research used judgment, snowball and convenience sampling techniques. The convenience sampling technique was utilized in the main survey that was conducted in the months of March and April 2017.

3.5 Data analysis

Table 1below summarises the demographic profile of the respondents. It is observed that almost 55 percent of the samples comprised of male respondents, nearly 45 percent of the respondents were female respondents. Out of 42 male respondents, 85% are Graduate and above qualified. In female proportion, out of 34 respondents, 94% are above graduate qualification. The survey is included illiterate class view as well and received 21% of respondents (out of 42 male) and 3% respondents (out of 34 female respondents) were illiterate.

Demographic Profile

Gender/Age Proportion and Age/ Educational Background

Table1

Gender/Age Proportion		Educational Background	
Age/Gender	Count	Age/Gender	Count
Female	34	Female	34
18-30	32%	Graduate	65%
31-45	18%	Illiterate	3%
46-60	38%	Post Graduate	29%
Above 60	12%	Up to 12th Standards	3%
Male	42	Male	42
18-30	26%	Graduate	68%
31-45	33%	Illiterate	21%
46-60	24%	Post Graduate	17%
Above 60	32%	Up to 12th Standards	7%
Grand Total	76	Grand Total	76

Income proportion in sample size-

Table 2

Age/Gender	Count	Percentage
INR < 1,00,000	28	37%
INR > 1000,000	7	9%
INR 100,000-500,000	25	33%
INR 5,00,000-100,0000	16	21%
Grand Total	**76**	**100%**

The proposed model was tested to analyze the voting pattern or degree of influence to voter's mindset to choose the party or candidate over political advertisement effectiveness. To study the attitude of citizen towards political advertisement, using the two way anova test to study the different income group's attitude towards advertisement effectiveness.

Hypothesis 1-

Hypothesis H_0 - There is no significant impact of political advertisement on different income group of people in India.

Hypothesis H_1 – There is significant impact of political advertisement on different income group of people in India.

Hypothesis 2-

Hypothesis H_0 - There is no significant impact of political advertisement on different Age group of people in India.

Hypothesis H_1 – There is significant impact of political advertisement on different Age group of people in India.

Hypothesis 3-

Hypothesis H_0 - There is no significant impact of political advertisement on interaction of Gender and income group of people in India.

Hypothesis H_1 – There is significant impact of political advertisement on interaction of Gender and income group of people in India..

To test the above hypothesis, I have used two way anova and selected income and Gender in factors and Voting Pattern as dependent variable

Test results shows in table2 -

Table 3- Tests of Between-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	137.943	1	137.943	54.359	0.004
	Error	8.413	3.315	2.538[a]		
Gender	Hypothesis	0.207	1	0.207	1.405	0.241
	Error	7.813	53.047	.147[b]		
Education_Level	Hypothesis	14.245	3	4.748	102.897	0.002
	Error	0.138	3	.046[c]		
Gender * Education_Level	Hypothesis	0.138	3	0.046	0.183	0.907
	Error	17.126	68	.252[d]		

Hypothesis 1-

Here, the p-value between education level and voting pattern is 0.002 which is below alpha value 0.05 so we reject the null hypothesis.

Therefore, there is significant impact of education level over the voting pattern because of Political advertisement.

Hypothesis 2-

The p-value between Gender and voting pattern is 0.241, which is > than 0.05 alpha value. Therefore, we accept the null hypothesis. So, age factor does not have significant impact on voting decision on political advertisement.

Hypothesis 3-

The p-value of Gender*Education level is 0.907 which is > than alpha value 0.05 so accept the null hypothesis. Hence, there is no significant interaction between age and income group level over Voting decision.

Descriptive Analysis –

In Descriptive analysis of Age and Income group on Voting Decision, we found that there is more agreement on political advertisement effectiveness over voting decision. This reflects that people who are less educated or illiterate more influenced by political ads and make their voting decision accordingly.

Table 4-

Descriptive Statistics				
Gender/Education level		Mean	Std. Deviation	N
Male	Illiterate	3.67	0.500	9
	Up to 12th Standard	2.00	0.000	3
	Graduate	1.74	0.449	23
	Post Graduate	2.00	0.577	7
	Total	2.21	0.898	42
Female	Illiterate	4.00		1
	Up to 12th Standard	2.00		1
	Graduate	1.86	0.468	22
	Post Graduate	2.30	0.675	10
	Total	2.06	0.649	34
Total	Illiterate	3.70	0.483	10
	Up to 12th Standard	2.00	0.000	4
	Graduate	1.80	0.457	45
	Post Graduate	2.18	0.636	17
	Total	2.14	0.795	76

Post Hoc Test Result-

Post Hoc Test Result basically gives Post-hoc (Latin, meaning "after this") means to analyze the results of your experimental data. They are often based on a familywise error rate; the probability of at least one Type I error in a set (family) of comparisons. In practice, post hoc analyses are usually concerned with finding patterns and/or relationships between subgroups of sampled populations that would otherwise remain undetected and undiscovered were a scientific community to rely strictly upon a priori statistical methods. Post hoc tests—also known as a **posteriori tests**—greatly expand the range and capability of methods that can be applied in exploratory research. Post hoc examination strengthens induction by limiting the probability that significant effects will seem to have been discovered between subgroups of a population when none actually exist. As it is, many

scientific papers are published without adequate, preventative post hoc control of the type I error rate

In my project study to analyze the different education group relation, it is important to study the pattern in respect to how these subgroups are related to each other. Is there any significant relationship among these subgroups. The test results shows in *table 5*

Table 5-

Post Hoc Tests						
Education_Level						
Dependent Variable: Voting Decision						
					95% Confidence Interval	
(I) Education_Level		Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Illeterate	Up to 12th Standard	1.70*	0.294	0.000	0.86	2.54
	Graduate	1.90*	0.174	0.000	1.40	2.40
	Post Graduate	1.52*	0.198	0.000	0.96	2.09
Up to 12th Standard	Illeterate	-1.70*	0.294	0.000	-2.54	-0.86
	Graduate	0.20	0.259	0.897	-0.54	0.94
	Post Graduate	-0.18	0.276	0.938	-0.97	0.61
Graduate	Illeterate	-1.90*	0.174	0.000	-2.40	-1.40
	Up to 12th Standard	-0.20	0.259	0.897	-0.94	0.54
	Post Graduate	-0.38	0.141	0.078	-0.78	0.03
Post Graduate	Illeterate	-1.52*	0.198	0.000	-2.09	-0.96
	Up to 12th Standard	0.18	0.276	0.938	-0.61	0.97
	Graduate	0.38	0.141	0.078	-0.03	0.78
Based on observed means.						
The error term is Mean Square(Error) = .247.						
*. The mean difference is significant at the .05 level.						

Here, illiterate subgroup has p-value 0.000 which is very less than alpha value – 0.05 with all other subgroup Graduate, Post Graduate and Up to 12th Standard. Therefore, we can say that preference to choose the party or voting decision is significantly different with other education group

Data analysis over different information medium are used to view political advertisement between the groups-

Survey results provide an use of pattern between different voters group on different information medium to view the political ads. This has been observed that Social media and electronic media are mostly used by voters. However, Radio and Nukad Sabha have limited audience or viewership.
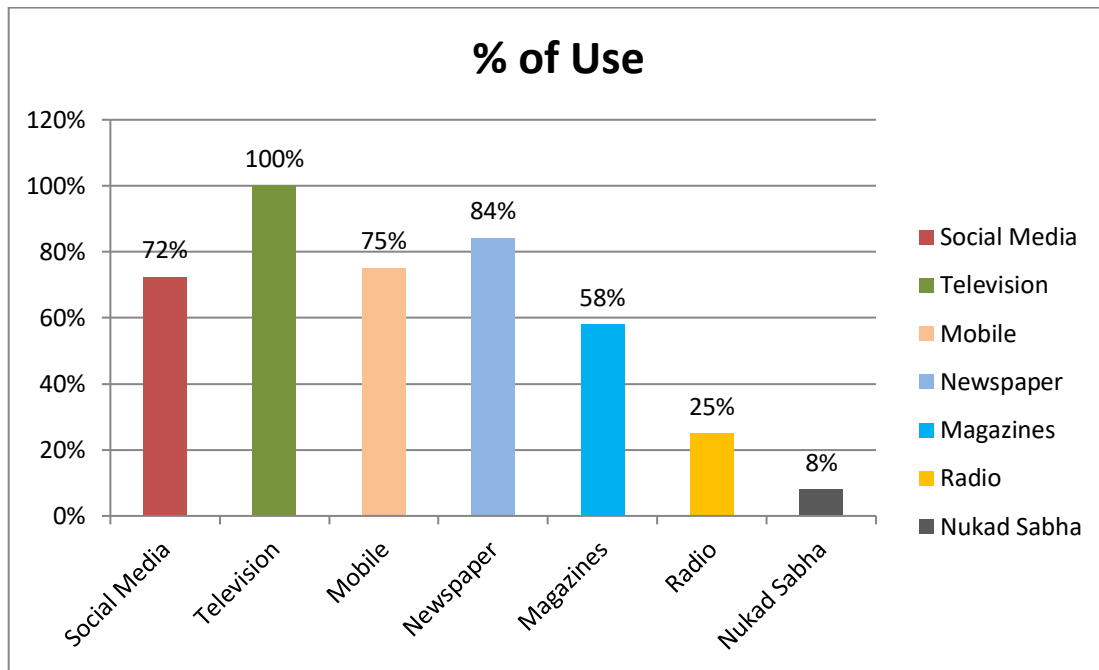
Table 6 shows in total 76 respondents, 72 % are suing Social media to see these advertisements. While, 25% and 8% are only using Radio and Nukad sabha along with these medium of political ads.

Table 6-

Use of Information Medium	Count
Social Media (Facebook, Twitter, Instagram etc.), Television, Magazines, Mobile	1
Social Media (Facebook, Twitter, Instagram etc.), Television, Mobile	1
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper	5
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Magazines	2
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Magazines, Mobile	36
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Magazines, Radio, Mobile	3
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Mobile	3
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Nukad Sabha	1
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Radio	1
Social Media (Facebook, Twitter, Instagram etc.), Television, Newspaper, Radio, Mobile	2
Television, Mobile	5
Television, Newspaper	1
Television, Newspaper, Magazines, Radio, Mobile	8
Television, Newspaper, Nukad Sabha, Radio, Mobile	1
Television, Newspaper, Radio	1
Television, Nukad Sabha, Radio, Mobile	5
Grand Total	**76**

Trend –

% of Use

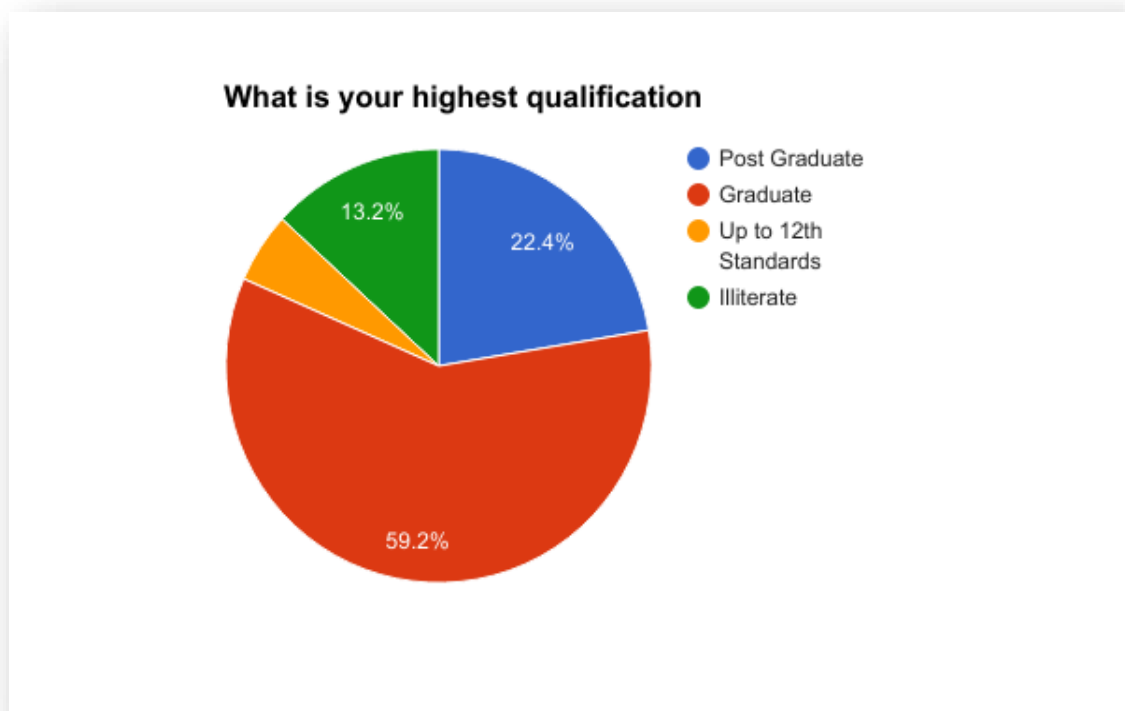| Category	%
Social Media	72%
Television	100%
Mobile	75%
Newspaper	84%
Magazines	58%
Radio	25%
Nukad Sabha	8%

4.0 Conclusion

The study gives very clear indication towards restricting the heavy use of political advertising particularly in Indian context. Simply intensifying the exposures to political ads does not ensure decision making on selecting the party or candidate. Rather, their decision making is more considerate and involving, giving more weightage to news based information rather than repetitive political ads. Thus, in view of differences found in voting decision involvement, the idea of using selective approach for intensifying ad exposures might work in the direction of restricting the large wasteful expenditure on political advertising. The selective approach calls for identification of right type of target audience, the media and the message. In regard to message content, generally political ads either focus on candidate, political ideology or some developmental issue.

Here, in Indian context the understanding of issues related to caste, creed, religion or region might provide more focus in developing of message content. But, there could be some ethical, social or even legal concerns related to their use as a basis to content development and, therefore, one needs to address these issues with adequate care. The present study has only attempted to find out the relevance of using political advertising as a source of political campaigning in respect to Gender and Income group. This has been observed that less educated people more influence towards the political ads and make their decision accordingly, although it does not effect on income group level. The study also indicates that use of social media and Mobile are increasing these days therefore, use of political ads information spread would be changing at political party end. The voters are more concerned about their civic duty and casting votes are totally changed these days. They are using different information medium to evaluate them on the basis of election manifesto of political parties spread during election time. So, advertisement effectiveness in Politics has limited audience so political parties must use this wisely to reach out to voter's mindset.
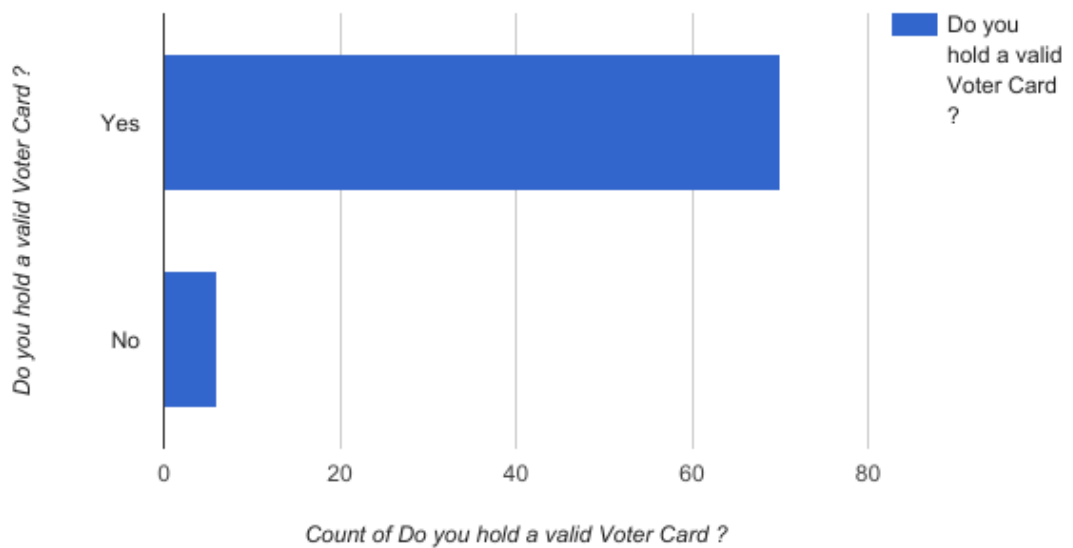
9.0 Appendix

*Excel based survey result analysis on received responses-*

What is your highest qualification

- Post Graduate
- Graduate
- Up to 12th Standards
- Illiterate

22.4%
59.2%
13.2%

I think my vote really influence the selection of my choice government
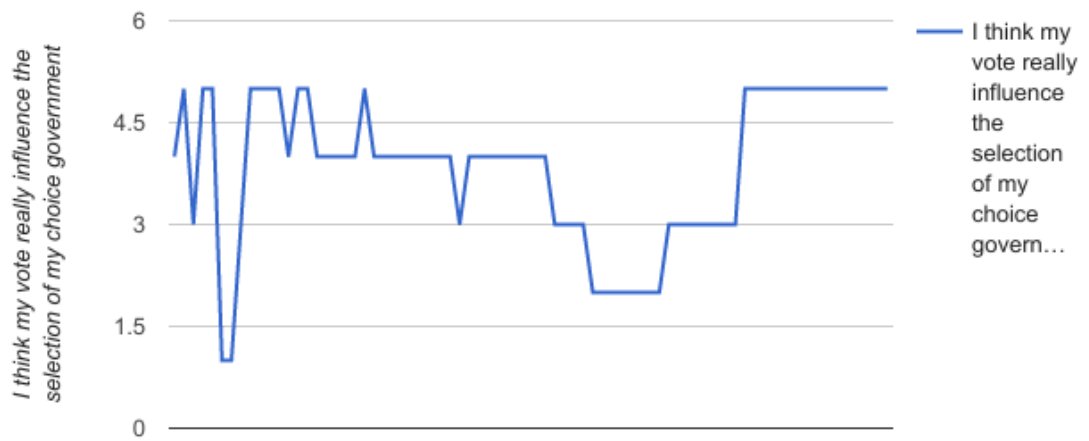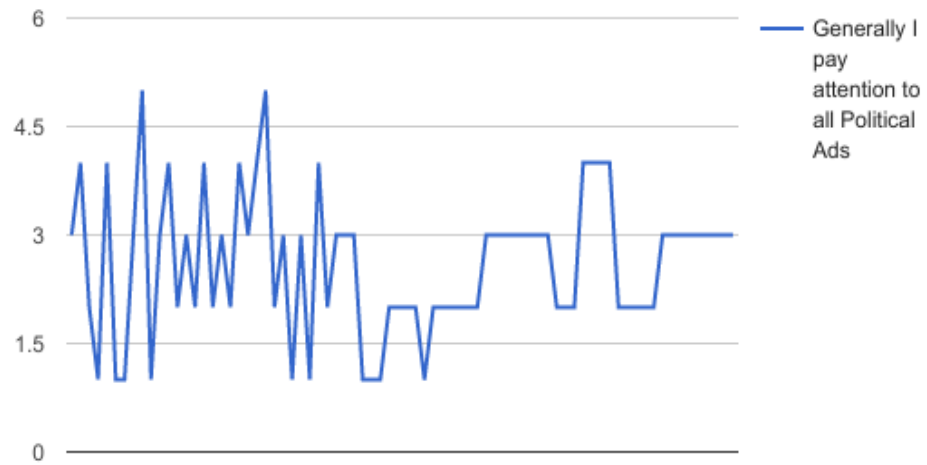

Count of Do you hold a valid Voter Card ?

Histogram of I always keep the track of various Political Ads aired on different Print, Electronic and Social media platforms
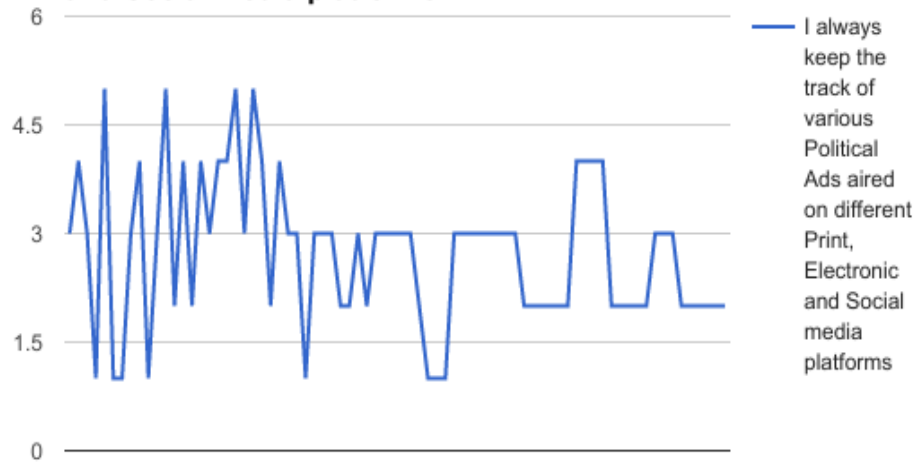
I always keep the track of various Political Ads aired on different Print, Electronic and Social media platforms

Histogram of Generally I pay attention to all Political Ads

Generally I pay attention to all Political Ads

Histogram of I like political Ads aired on different media platforms since these are less annoying

I like political Ads aired on different media platforms since these are less annoying

Histogram of In current political conditions, use of advertising for political purpose is not justified
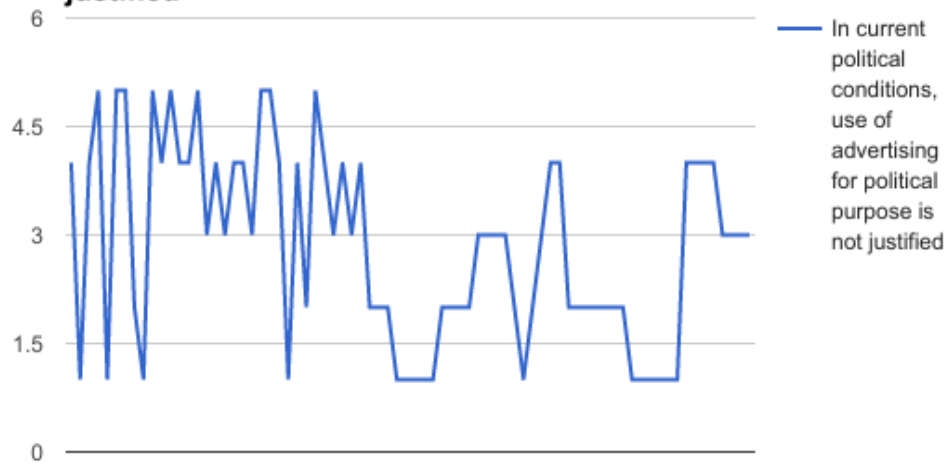
In current political conditions, use of advertising for political purpose is not justified

Histogram of Political purpose is more like a fashion statement which a party really needs in this information age.
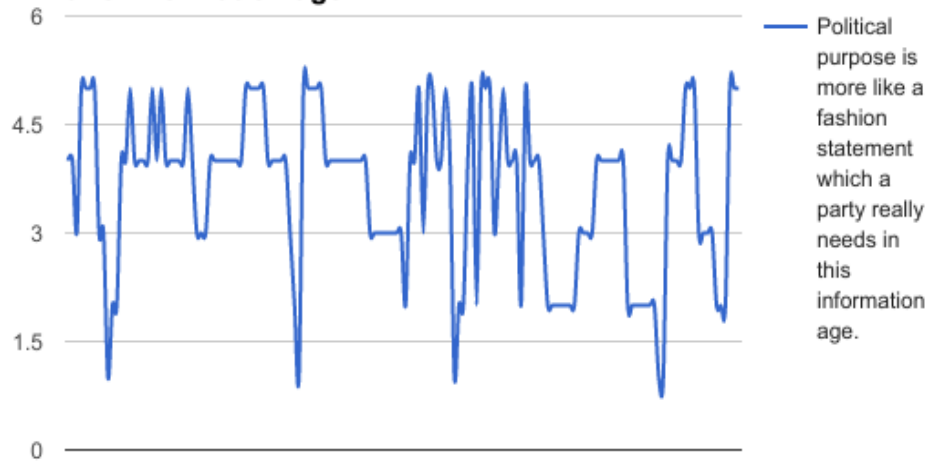
Political purpose is more like a fashion statement which a party really needs in this information age.

Histogram of Political Ads are better way to communicate the agenda compare to door-to-door approach
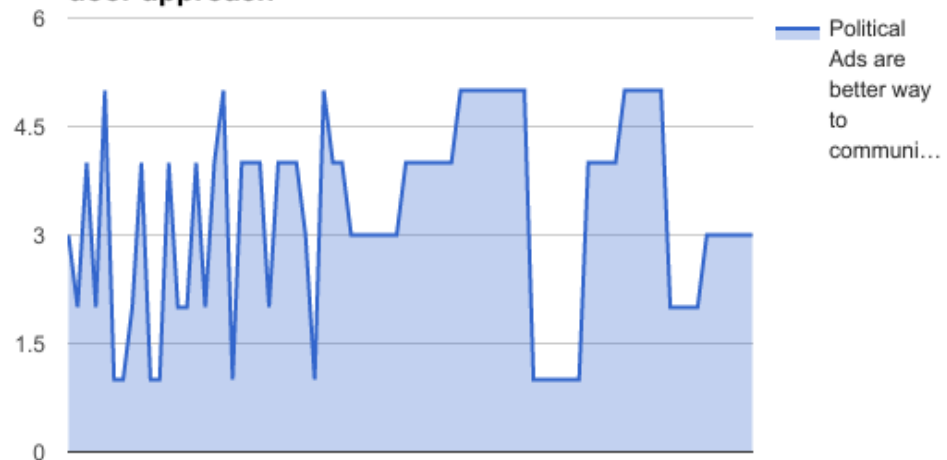
Political Ads are better way to communicate the agenda compare to door-to-door approach

Histogram of Political Ads do not directly affect my voting decision or I do not make decision on the basis on Political Ads only

Political Ads do not directly affect my voting decision or I do not make decision on the basis on Political Ads only

— Political Ads do not directly affect my voting decision or I do not make decision on the basis on Political Ads only

Political Ads do not directly affect my voting decision or I do not make decision on the basis on Political Ads only
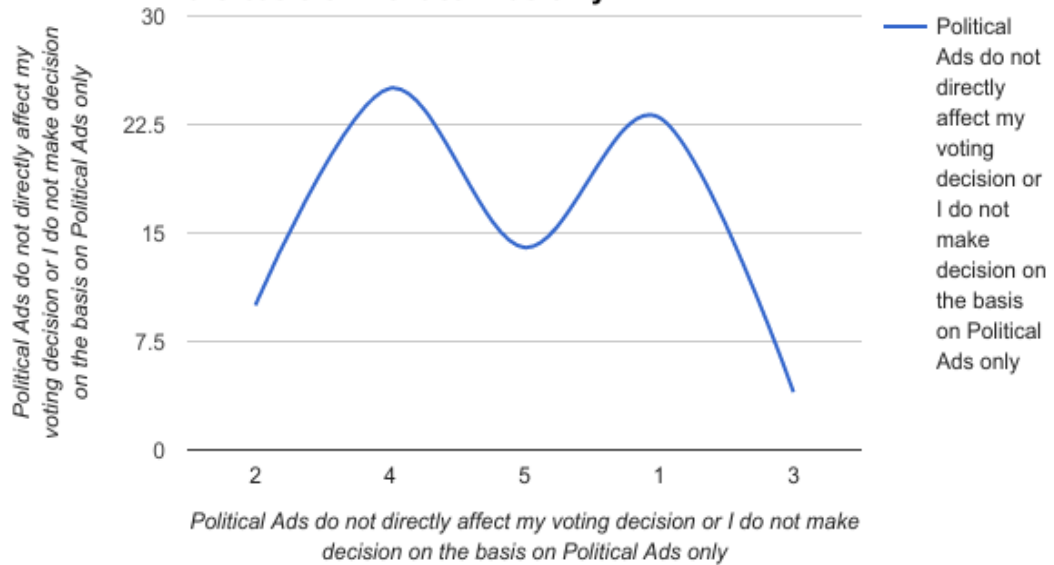
**Histogram of Advertising campaigns during election times, it is one of the deciding factor for their election outcome.**

— Advertising campaigns during election times, it is one of the d…

Advertising campaigns during election times, it is one of the deciding factor for their election outcome.
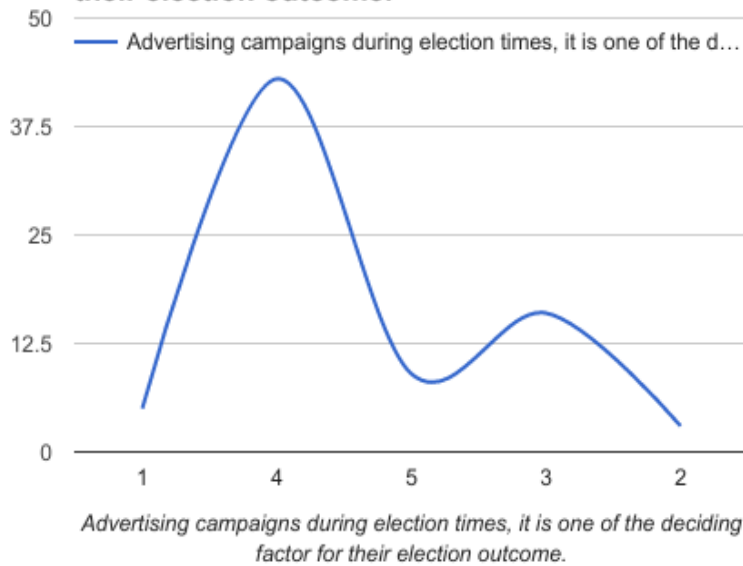
Histogram of I do not think my liking for a particular political ads influence my voting decision
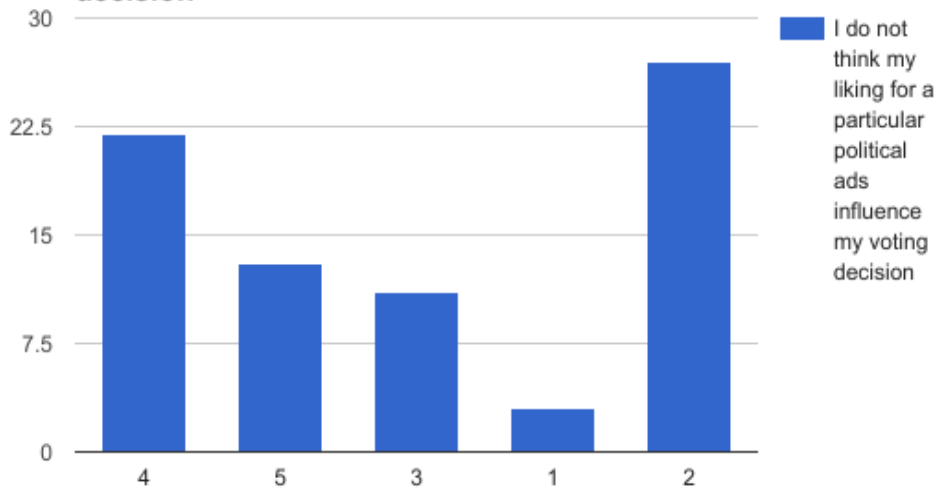
Histogram bars (x-axis categories 4, 5, 3, 1, 2; y-axis 0 to 30):
- 4: ~22
- 5: ~13
- 3: ~11
- 1: ~3
- 2: ~27

Legend: I do not think my liking for a particular political ads influence my voting decision

I do not think my liking for a particular political ads influence my voting decision

Histogram of I prefer to use of Internet whenever I require to get some information about election and Political Parties

Histogram bars (x-axis categories 4, 3, 5, 1, 2; y-axis 0 to 40):
- 4: ~36
- 3: ~13
- 5: ~15
- 1: ~3
- 2: ~9

Legend: I prefer to use of Internet whenever I require to get some information about election and Political Parties
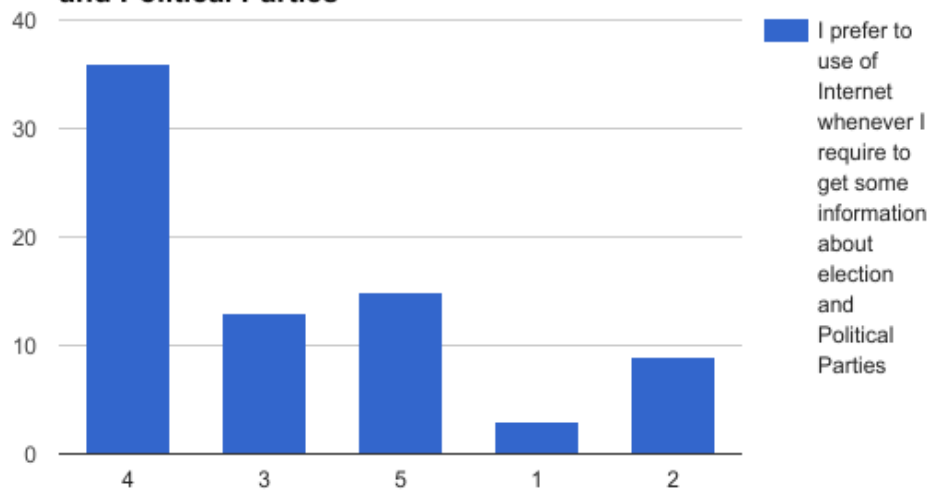
I prefer to use of Internet whenever I require to get some information about election and Political Parties
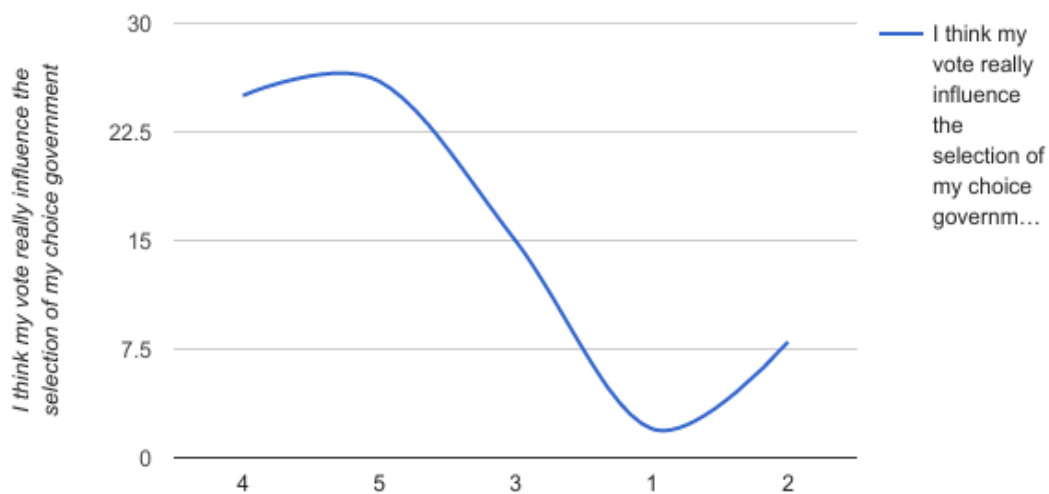
Histogram of Brand creation for political parties do require heavy expenditure on Political Parties during election
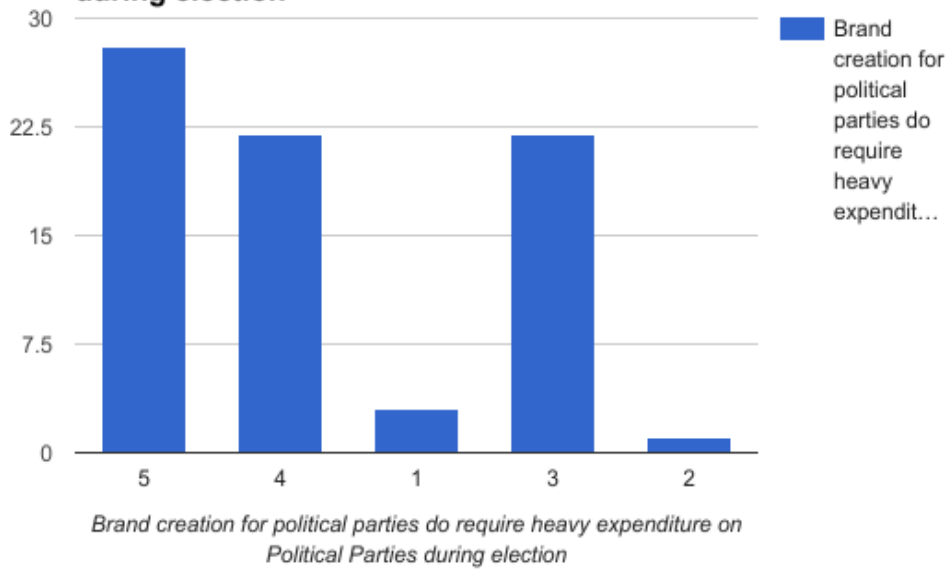
Histogram of I generally evaluate political party and its candidate for issues/ items being addressed up in its election manifesto
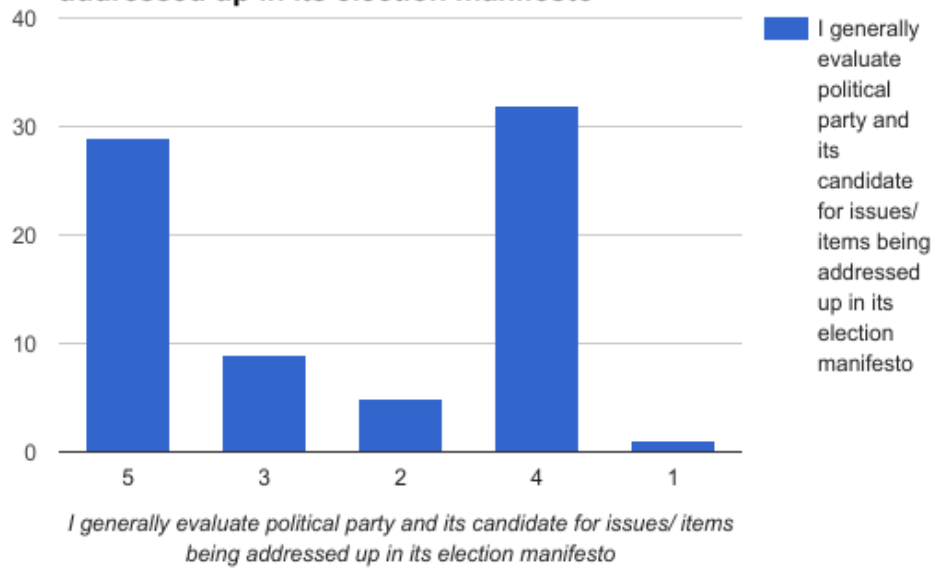
I think my vote really influence the selection of my choice government

I believe that I can make difference through my Voting right during election

10. References

1. Ansolabehere, Stephen and Shanto Iyengar, "The craft of political advertising: A progress report, political persuasion and attitude change," in Diana C. Mutz, Paul M. Sniderman and Richard A. Brody, eds. Ann Arbor, University of Michigan Press, 1996, pp. 101-122

2. Atkin, Charles and Gary Heald,"Effects of political advertising" Public Opinion Quartely, 216-228, (1976).

3. Kahn,K.F. and Gear J.G., "Creating impressions: an experimental investigation of political advertising on television," Political Behaviour, 16(1), 16(1),1984.

4. http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.943.4927&rep=rep1&type=pdf

5. http://creativizt.com/political-advertising.html

6. Inside Law: Political Ads in India- Wall Street Post - Sep 2, 2013 9:00 am IST- By By Anish Dayal

7. https://en.wikipedia.org/wiki/Campaign_advertising

8. http://eci.nic.in/eci_main1/PolPar/annualauditreport.aspx

9. http://adrindia.org/research-and-reports/documents-publications- ADR annual report 2015-16

10. http://www.nielsen.com/in/en/solutions/advertising-effectiveness.html

11. Use of Google forms to survey creation and data analysis

12. Use of IBM SPSS version 24 tool for Data analysis

Survey Questions-

Political Advertisement and Impact on Voting pattern in India

India is the largest democracy in world and Advertisement enables Political parties to connect with voters during election time . The survey will study the voting decision influence by Political Advertisement. I appreciate if you can take your time to respond to this survey. Please fill this quick survey which is completely for academic purpose only (your answers will be anonymous

*Required

1. **What is your age**
   Mark only one oval.

   ◯ 18-30

   ◯ 31-45

   ◯ 46-60

   ◯ Above 60

2. **What is your highest qualification**
   Mark only one oval.

   ◯ Up to 12th Standards

   ◯ Graduate

   ◯ Post Graduate

   ◯ Illiterate

3. **What is your Gender** *
   Mark only one oval.

   ◯ Male

   ◯ Female

   ◯ Transgender

4. **What is your annual Income ?** *
   Mark only one oval.

   ◯ INR < 1,00,000

   ◯ INR 100,000-500,000

   ◯ INR 5,00,000-100,0000

   ◯ INR > 1000,000

5. **Do you hold a valid Voter Card ?**
   Mark only one oval.

   ◯ No

   ◯ Yes

6. **Have you casted your vote recently ? (in last 5 years)**

   Mark only one oval.

   ◯ No

   ◯ Yes

   ◯ Other: _____

7. **What are the information sources you use to watch political condition in India during election time ? (You may select more than one option)** *

   Tick all that apply.

   ☐ Social Media (Facebook, Twitter, Instagram etc.)

   ☐ Television

   ☐ Newspaper

   ☐ Nukad Sabha

   ☐ Magazines

   ☐ Radio

   ☐ Mobile

8. **I always keep the track of various Political Ads aired on different Print, Electronic and Social media platforms**

   1 = Strongly disagree 5 = Strongly agree
   Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

8. **I always keep the track of various Political Ads aired on different Print, Electronic and Social media platforms**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

9. **Generally I pay attention to all Political Ads**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

10. **I like political Ads aired on different media platforms since these are less annoying**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

11. **In current political conditions, use of advertising for political purpose is not justified**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

12. **Most of the expenditure on political advertising is waste because it has very limited political purpose to serve**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

13. **Political purpose is more like a fashion statement which a party really needs in this information age.**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

14. **I certainly like the way political parties advertise during election time**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

15. **Political Ads do not very meaningful to me as I otherwise keep myself updated on political issues**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

16. **I think political ads do make us aware about various political issues**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

17. **People miss out voting due to their busy schedule**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

18. **Political ads are the easy way for us to learn about political agenda for any election.**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

19. **Political Ads provide us good opportunity to learn about the parties and candidate objectives.**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

20. **Political Ads are better way to communicate the agenda compare to door-to-door approach**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

21. **Political Ads do not directly affect my voting decision or I do not make decision on the basis on Political Ads only**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

22. **Advertising campaigns during election times, it is one of the deciding factor for their election outcome.**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

23. **Do you think missing out voting is an act of irresponsibility or denying one's civic duty during election ?**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

24. **I always follow the news before and during elections to enable me to take a right decision**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

25. **I do not think my liking for a particular political ads influence my voting decision**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

26. **I prefer to use of Internet whenever I require to get some information about election and Political Parties**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

27. **Brand creation for political parties do require heavy expenditure on Political Parties during election**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

28. **I always prefer to find out information about election manifesto of various parties and decide about my voting choice accordingly**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

29. **I generally evaluate political party and its candidate for issues/ items being addressed up in its election manifesto**

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

30. I believe that I can make difference through my Voting right during election

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

31. I think my vote really influence the selection of my choice government

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree

32. I think use of Advertising during election time is essential to remind us about our fundamental rights and duties

1 = Strongly disagree 5 = Strongly agree
Mark only one oval.

	1	2	3	4	5	
1- Strongly disagree	◯	◯	◯	◯	◯	5-Strongly agree