

# **MAJOR RESEARCH PROJECT**

## **Voters' Attitude and Perception towards Instagram Marketing: a Study on Delhi Municipal Elections 2022**

Submitted by

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# **CERTIFICATE**

This is to certify that Ms. **Aishwarya Raj 2K21/DMBA/018**, has submitted the project titled “**Voters’ Attitude and Perception towards Instagram Marketing: a Study on Delhi Municipal elections 2022**” to **Dr. Rajan Yadav** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management.

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# DECLARATION

I, Aishwarya Raj, student of Delhi School of Management, Delhi Technological University hereby declare that the Summer Internship Report on **Voters' Attitude and Perception towards Instagram Marketing: a Study on Delhi Municipal elections 2022** submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Aishwarya Raj

2K21/DMBA/018

# **ACKNOWLEDGEMENT**

I would like to express my profound gratitude to all those who have been instrumental in the preparation of my project report. To start with, I would like to thank DSM-DTU for providing me the chance to undertake this internship study and allowing me to explore the domain of marketing which will surely prove to be very beneficial to me in my future assignments, my studies and my career ahead. I wish to place on record my deep sense of gratitude and sincere appreciation to my guide, Prof. Rajan Yadav, who played a pivotal role in the preparation of my project. I would also like to thank him for his continuous support, advice and encouragement, without which this report and the project could never have been in its present form.

Additionally, I want to thank my friends, classmates and family for their encouragement and backing.

# **EXECUTIVE SUMMARY**

The rise of social media has revolutionized the way political campaigns are conducted and how voters are reached. This study investigated the role of social media in political marketing and its impact on voters. The study found that social media plays a significant role in political marketing, with the majority of respondents using it for political purposes and political ads having a significant impact on voters' opinions. However, the study also found that respondents have low levels of trust in political information found on social media.

Overall, the results of this study highlight the importance of media literacy and the need to address the challenges and limitations of using social media for political marketing. The findings provide valuable insights into the role of social media in political marketing and its impact on voters and can inform future research in this field.

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# **1. Introduction**

The use of marketing techniques, methods, and tools to influence public opinion, advance political issues, and engage voters is referred to as "marketing in politics". In the political sphere, marketing is used to disseminate a candidate's or party's platform, build a strong brand, and make an emotional connection with voters.

Political marketing techniques include door-to-door canvassing, direct mail, email marketing, social media campaigns, and political advertising. These efforts try to persuade voters to support a certain candidate or political party by influencing them where they already stand..

Marketing in politics is becoming increasingly important as campaigns look for ways to differentiate themselves from their rivals and forge deeper connections with voters. Due to the rise of social media, political marketing has become more data-driven and targeted, allowing campaigns to target specific demographics and engage voters in a more personalized way.

## **1.1 Background**

Political parties and candidates utilized a variety of media to reach out to voters during the 2022 MCD elections, including TV and radio commercials, outdoor hoardings, posters, banners, and social media advertisements. Additionally, many political parties reached out to the electorate by holding rallies and door-to-door canvassing.

To guarantee that political advertisements adhere to the Model Code of Conduct's requirements and do not break any laws, the Delhi State Election Commission has created standards for them. All political advertisements must, per the rules, include a disclaimer that includes the name and address of the person who published the advertisement. Before releasing any election-related advertisements, political parties

and candidates must also receive approval from the Media Approval and Monitoring Committee (MCMC).

It is important to note that political advertising has been increasingly common on social media sites recently, including Facebook, Twitter, and WhatsApp. The authorities of each platform have established specific laws and regulations that must be followed when using that platform.



## **1.2 Problem Statement**

Social media has become a pervasive and crucial tool in modern political campaigns as political figures, parties, and interest groups increasingly rely on its platforms to engage with voters and influence public opinion. The impact of social media on political advertising and voter behavior is still poorly understood, despite this development. There is a growing need for research that studies the function of social media in political marketing and its impacts on voters in order to better understand how social media influences political discourse and voting behavior.

This study attempts to bridge this information gap by looking at the function of social media in political marketing and its impact on voters. Insights on how social media is used for political purposes, the effectiveness of political advertisements on social media, and the level of voter confidence in political information made available on social media platforms provided by the study. The results of the study aids in our understanding of the role of social media in political advertising and how it impacts voters, as well as serve to direct future research in this area.

## **1.3 Objective of the study**

This study aims to understand the use of social media in electoral campaigns, to examine how political candidates and their campaigns employed social media marketing strategies and how these strategies impacted voters' perceptions, behaviors, and political engagement. Additionally, the study examines the potential downsides and limitations of using social media for political marketing as well as the significance of crucial factors including media literacy and the dissemination of misleading information online.

## 2. Literature Review

While marketing perspectives and analytical methods can be useful in political marketing, the direct transfer of techniques and solutions from mainstream marketing may not be as straightforward as commonly assumed. Political marketing involves unique challenges and strategies, which require a distinct approach compared to traditional marketing. (Lock and Harris, 1996)

Previously, political ads were primarily disseminated through newspapers, direct mail, radio, and television. However, in 2008, Barack Obama became an early adopter of social media advertising during his campaign. That same year, a cumulative amount of \$22.25 million was invested in online political advertisements by candidates. Subsequently, the utilization of online political advertising has experienced a rapid surge, with candidates spending \$1.4 billion on them during the 2016 election. (Nott, 2020)

The potential reach of social media is unpredictable, and its efficiency is reliant on precise targeting and dissemination. This necessitates a comprehensive comprehension of both virtual and real social networks, as well as a recognition of the significance and relevance of particular political messages. It should be noted that social media serves as a supplement to, rather than a replacement for, conventional political campaigning techniques. (Lock and Harris, 1996)

**Instagram:** Instagram is a social networking site where users can upload and share images and videos as well as follow other users and interact with their content through direct messages, likes, and comments. Common uses of Instagram include:

1. **Personal expression:** Sharing images and videos that are indicative of their interests, hobbies, and personalities on Instagram allows many users to creatively express themselves.
2. **Brand building:** Companies and influencers can use Instagram to build their online presence
3. **Networking:** You can use Instagram to find like-minded people, establish connections, and work together on projects.

4. **Inspiration:** Instagram is a terrific place to find new ideas or inspiration in a variety of fields, including fashion, food, art, and more.
5. **News and current events:** By following news organizations, journalists, and other information sources, Instagram may also be used as a source of news and current events.
6. **Education:** A lot of organizations and educators use Instagram to engage with their audience and post educational content.
7. **Community building:** Instagram may be used to create and interact with communities that are centered around common causes, movements, and interests.

In general, Instagram is a flexible platform that, based on the user's interests and aims, can be utilized for a variety of reasons.

**Instagram for Political Marketing:** Because it enables politicians and groups to connect with a broad audience and engage with their followers through visual content, narratives, and community-building, Instagram is a powerful tool for political marketing.

**Microtargeting:** A marketing tactic known as microtargeting employs data analytics to discover and target particular demographic, psychographic, and behavioral groups of people. Advertisers can tailor their advertising to specific audience segments by using a range of data sources, including website tracking, purchase history, and social media activity.

The final and perhaps most crucial difference between social media platforms and the mediums that have come before them is that they allow for a practice called “microtargeting.” Microtargeting can be broadly defined as “a marketing strategy that uses people’s data—about what they like, who they’re connected to, what their demographics are, what they’ve purchased, and more—to segment them into small groups for content targeting.” In the past few years, this practice has become particularly controversial when it comes to targeted political ads. (Nott, 2020)

**Marketing for Millennials:** Given that they make up the biggest living generation and have a substantial impact on social and political trends, millennials are an

important audience for political marketing. Political campaigns should place a high value on social media interaction, honesty, and transparency in order to effectively sell to millennials. This entails utilizing social media sites like Instagram and TikTok to share interesting visual material and interact in real-time with followers. Prioritizing topics that are significant to millennials, such as economic injustice, social justice, and climate change, is another aspect of this. In order to reach millennials where they are and foster a feeling of community around shared values and concerns, political campaigns can also make use of influencer marketing and user-generated content.

The drive to acquire information is linked to the tendency to follow news media, whereas the urge to express oneself influences the inclination to follow politicians. Instagram users can access different forms of political information from news outlets and politicians. News media typically share concise news updates in a poster-like format that cover a wide range of topics from everyday events to political affairs. Conversely, politicians tend to post lengthy opinion-based content on their Instagram accounts that focus solely on political matters to showcase their expertise and qualifications in the field. (KWON, 2020)

Social media platforms' reputation and the quality of information provided on them are crucial factors for political candidates to consider, as they can affect the trust and engagement of millennial voters with political agendas. Politicians can use social media platforms to rectify any mistakes, clarify misunderstandings, and address any disparities between the promises they make and the public's expectations. Additionally, social media platforms provide an avenue for political candidates to develop programs that are tailored to the needs and interests of millennial voters and share them, potentially leading to increased political engagement among this demographic. (Hamid et al., 2022)

**Elections in India:** India has a democratic election system that is governed by the Indian Constitution and overseen by the Election Commission of India. India has a first-past-the-post (FPTP) voting system, in which the candidate with the most votes is declared the winner. Every constituency in the nation elects one representative to either the state legislature or the parliament. Voting is open to all Indian citizens who are at least 18 years old and are not otherwise barred by the law. The names of all

eligible voters are listed on the electoral roll, which is created by the Indian Election Commission.

**Municipal elections in India:** MCD elections are held to choose representatives for the local governing bodies in charge of managing urban regions including cities and towns. Depending on the size and population of the area, these local governing organizations are referred to as municipal corporations, municipal councils, or nagar panchayats. The first-past-the-post (FPTP) system is used to conduct the elections, and the winner is determined by the candidate who receives the most votes. In India, a candidate must be an Indian citizen, at least 21 years old, and a registered voter in the municipality in order to be able to run in municipal elections.

In India, the Municipal Corporation of Delhi (MCD) elections are held to choose the members of the body that regulates how the city of Delhi is run. North Delhi Municipal Corporation (NDMC), South Delhi Municipal Corporation (SDMC), and East Delhi Municipal Corporation (EDMC) are the three divisions of the MCD.

**Active Instagram users in India:**

Indian Instagram users Jan. 20, 2022

In India, there were 253 335 900 Instagram users in January 2022, representing 17.7% of the country's total population.

71.4% of them were men, making up the majority.

The largest user group (105 100 000) were those between the ages of 18 and 24.

Men outnumber women by 75 500 000 in this age group, where there is the biggest gender gap.



# Instagram users in India

January 2022



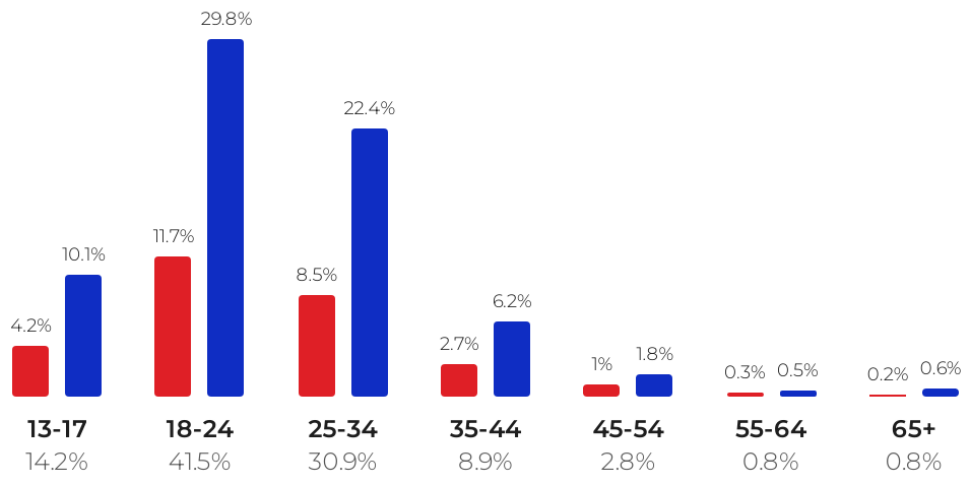
## 253 335 900



**28.6%**  
women



**71.4%**  
men



NapoleonCat.

Source: NapoleonCat.com

**Figure: 2.1 Instagram users in India age-wise**  
**Source: NapoleonCat.com**

### 3. Research Methodology

**Data Collection:** Instagram campaigns of the three most popular parties in Delhi were analyzed, the parties are-

1. Aam Aadmi Party
2. Bharatiya Janata Party
3. Indian National Congress

The traffic is analyzed in terms of audience reached through:

1. Views
2. Comments
3. Likes

The campaigns' effectiveness was analyzed through a questionnaire that was targeted to the people of Delhi who are 18+ in age.

**Non Probability Convenience Sampling:** a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

In accordance with the studies discussed in the literature review, the following is our first hypothesis:

**Hypothesis 1:** Frequency of using Instagram for political purposes has significant influence on the decision to vote in an election.

**Hypothesis 2:** Using Instagram for political purposes has significant influence on the decision to vote in an election.

**Hypothesis 3:** Seeing political ads on Instagram has a significant influence on the decision to vote in an election.

**Hypothesis 4:** Political ads on Instagram have significant influence on the decision to vote in an election.

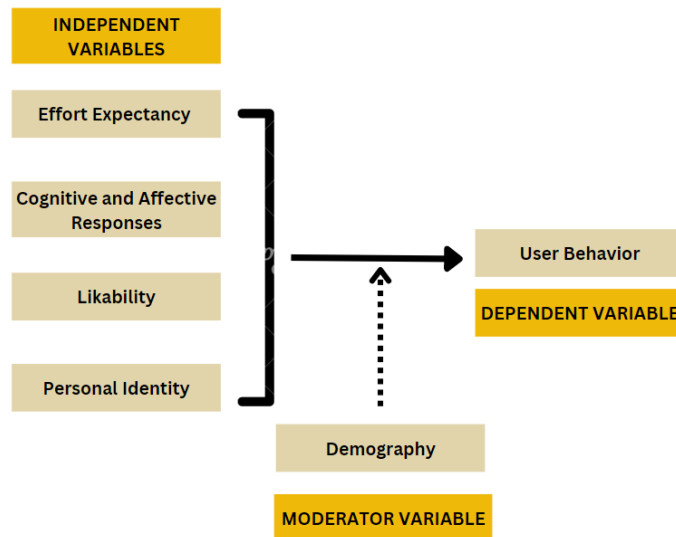
**Hypothesis 5:** Engagement with political content on Instagram has significant influence on the decision to vote in an election.

**Hypothesis 6:** Trust on political information found on Instagram has a significant influence on the decision to vote in an election.

Data sources: The study used a combination of primary and secondary data sources, such as surveys, interviews, and publicly available data from social media platforms.

- Geographical scope: Delhi
- Reference frame: 2022 Delhi MCD elections
- Social media platform: Instagram
- Political campaigns: Political campaigns from 15th November,2022 to the day before Election Silence
- Political Parties: BJP, Indian National Congress, Aam Aadmi Party
- Methodology: The study examined traffic on Instagram campaigns
- Questionnaire survey was conducted of voters to understand perception and factors affecting the decision making process
- Target audience for the primary research: Age 18 above
- Voter behavior: The study examined a wider range of voter behaviors.
- Political Parties: BJP, Indian National Congress, Aam Aadmi Party
- Methodology: The study used qualitative, quantitative, or mixed methods, depending on the research question.

According to the thesis, following is the proposed framework:



**Figure: 3.1 Proposed Framework**



## 4. Case Study

### 4.1 Introduction to the case

The measurements that are relevant for political decision-making may change based on the particular goals and objectives of the campaign or political organization. The following possible Instagram stats may be helpful:

**Follower demographics:** Tailoring messaging and campaign techniques can be done by taking into consideration the age, gender, geography, and other characteristics of an account's followers.

**Reach and impressions:** Reach and impressions are two metrics that can be used to gauge the exposure and visibility of campaign content as well as to monitor the effectiveness of various posts or messaging.

**Engagement rate:** This indicator can assist gauge how well a piece of content is connecting with readers and can assess the success of particular messages or calls to action.

**Hashtag performance:** Political organisations can find popular subjects or concerns and keep an eye on trends and dialogues in real time by measuring the success of hashtags.

**Sentiment analysis:** Using AI techniques to analyse the sentiment of messages and comments can assist determine public opinion and how people respond to political communications.

**Advocacy metrics:** Political groups may keep tabs on how many individuals respond to calls to action by pledging support, making donations, or attending events.

**Competitor analysis:** Monitoring the metrics of competing political parties or candidates can highlight areas for improvement or differentiation, which can assist shape messaging and campaign plans.

The campaign's objectives, target audience, and available resources ultimately determined the precise indicators that are most helpful for political decision-making.

Instagram political ads are significant in a number of ways for the MCD elections in 2022. First and foremost, with a sizable and diverse user base, Instagram is one of the most popular social media platforms in India. Political parties may reach a wide

audience by using Instagram, particularly among younger voters who are more prone to utilize social media.

Second, political parties may more easily connect with voters and engage them in conversation with their message thanks to Instagram's features like Stories, Reels, and Live videos. These capabilities make it possible to create rich and interactive material that can help political parties present their concepts, goals, and achievements.

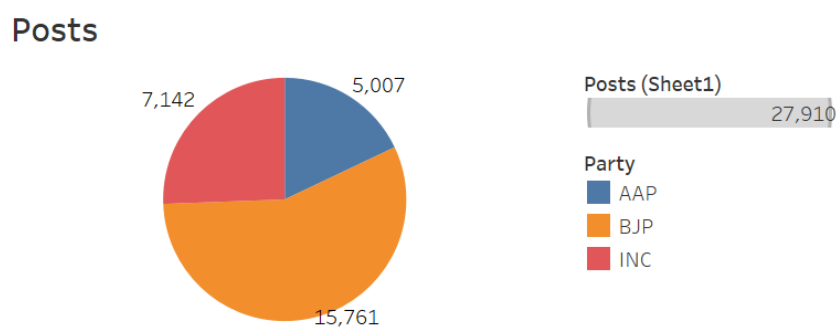
Thirdly, Instagram enables political parties to use sponsored posts and paid adverts to target particular demographics, including geography, age, gender, and interests. By using a focused strategy, political campaigns are more likely to succeed by reaching the intended audience.

**The amount of posts, likes, comments, hashtag performance, and competitor analysis for the chosen 3 parties—BJP, AAP, and INC—have all been examined, keeping in view the limitations.**

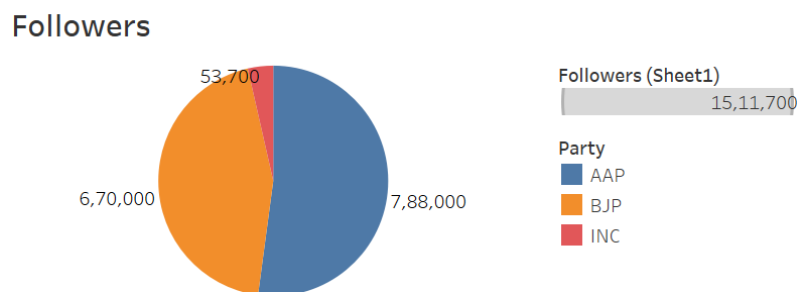
#### 4.1.1 Total number of Followers and posts

A user's impact on the platform may be indicated by the number of followers they have. Using their Instagram profiles, politicians and political parties may connect with their fans and attract a larger audience.

The quantity of posts might be a sign of a user's activity on the platform and the volume of content they are creating. How much involvement they get from their following may also depend on this.



**Figure: 4.1 Pie Chart of number of posts**  
**Source: Primary Data**



Party (colour) and sum of Followers (Sheet1) (size).The view is filtered on sum of Followers (Sheet1), which keeps non-Null values only.

**Figure: 4.2 Pie chart depicting number of followers**  
**Source: Primary Data**

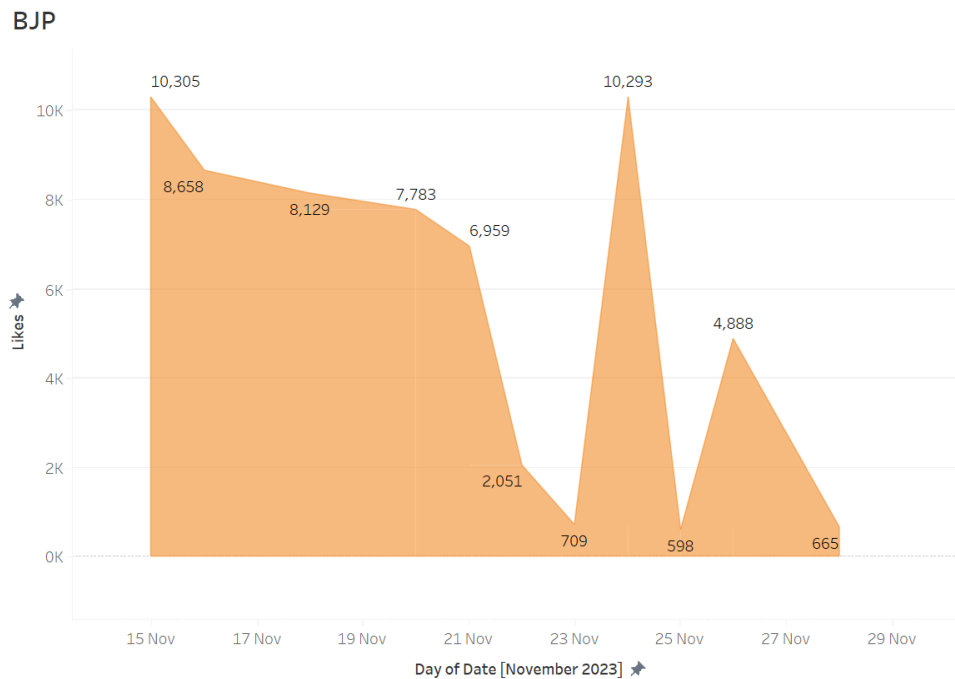
The data suggests that the AAP, with 788,000 followers, has the most supporters, followed by the BJP with 670,000 and the INC with 53,700. It is important to note that a political party's popularity or chances of winning an election do not necessarily correlate with the amount of followers they have. Additional elements, like the success of their campaign strategy, the support of different demographics, and the socio-political environment in which the election is held, may also be important.

With 15761 posts, the BJP has posted the most among the three parties. This shows that the BJP has been more active in posting content on social media channels.. The effectiveness and caliber of the posts, on the other hand, should also be taken into account. A successful social media strategy cannot be predicted solely by the quantity of posts. For maximum impact, it is crucial to produce high-quality content that connects with the intended audience.

Overall, the data offers some information on the three Indian political parties' social media activity. To get a full sense of their popularity and possibilities of winning an election, it is crucial to take into account additional variables and data sources.

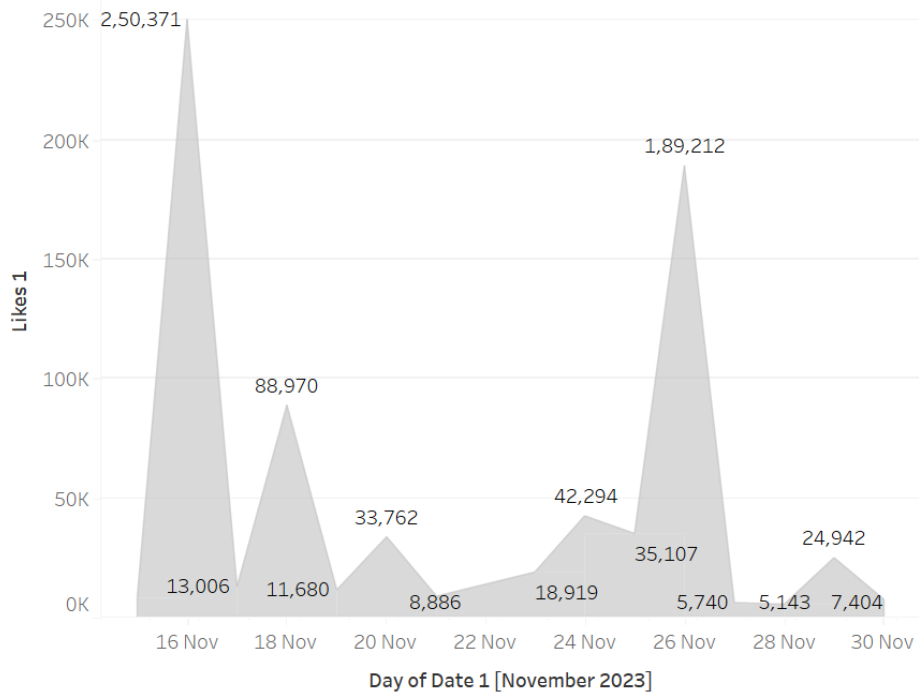
#### 4.1.2 Instagram Campaigns

Instagram's visual nature is perfect for political campaigns, as it enables political parties to create compelling content that can effectively convey their message to voters. Instagram is an excellent platform for showcasing candidates, promoting events, and sharing behind-the-scenes moments, which helps to build trust and credibility with voters.



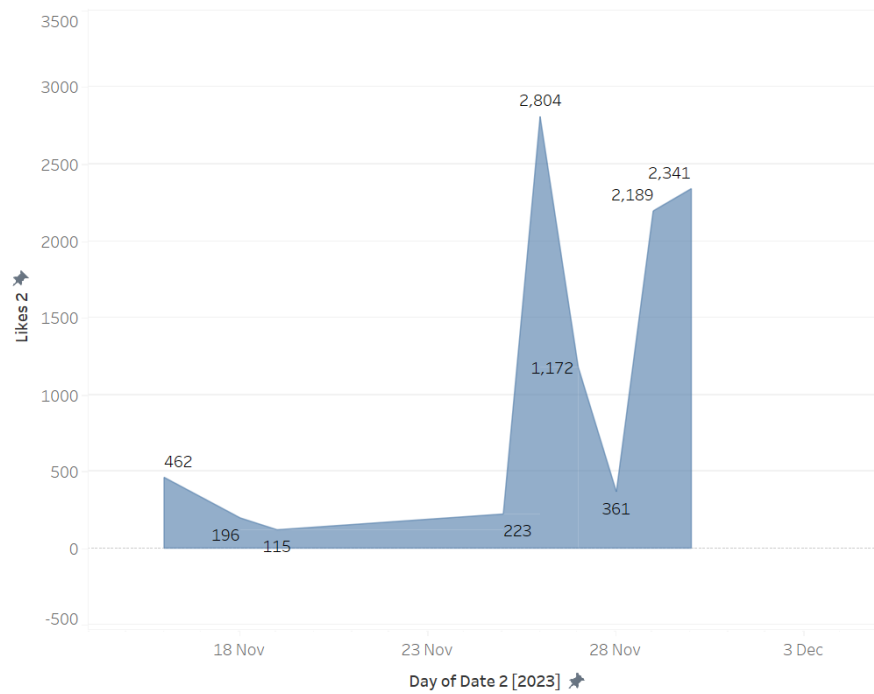
**Figure: 4.3 Likes frequency of BJP**  
**Source: Primary Data**

### AAP

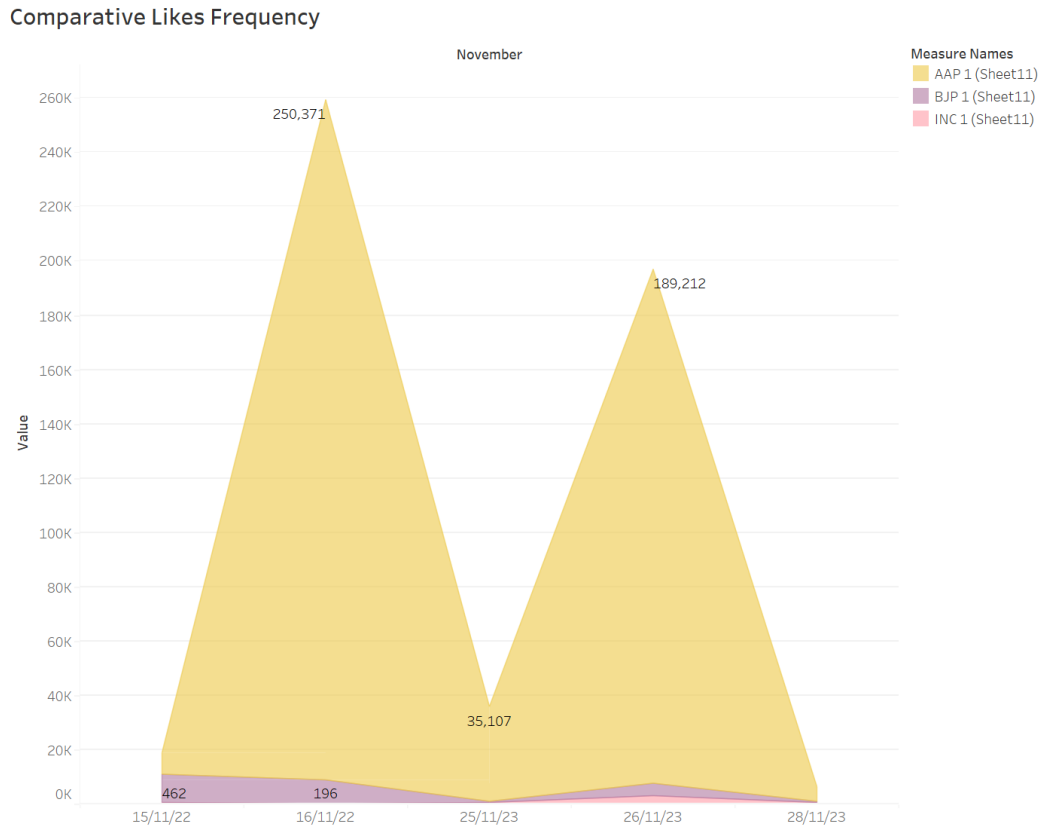


**Figure: 4.4 Likes frequency of AAP**  
**Source: Primary Data**

### INC



**Figure: 4.5 Likes frequency of INC**  
**Source: Primary Data**



**Figure: 4.6 Comparative likes frequency**  
**Source: Primary Data**

The above figure 4.3, 4.4, 4.5 and 4.6 reveal how many likes each political party obtained during the MCD (Municipal Corporation of Delhi) elections in 2022, including INC, AAP, and BJP. The information covers the time period from November 15, 2022, through November 30, 2024.

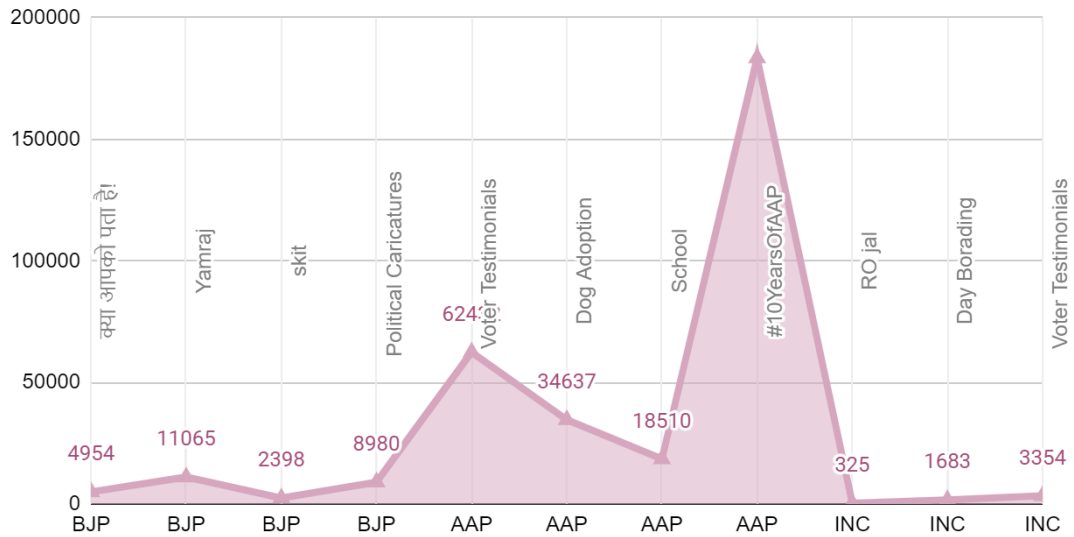
We can see from the statistics that each party's average number of likes changes dramatically over time. AAP received the most likes on November 16, 2022, with 250371, a number that is much larger than the likes received by the other two parties. Similar to this, on November 18, 2022, the BJP received the most likes (88970), while on November 26, 2023, the AAP earned the most likes (189212).

With BJP and INC trailing behind, it looks that AAP garnered the most likes overall during the MCD elections. It is crucial to remember that likes on social networking sites do not always correspond to actual votes cast in elections.

It would be necessary to do more analysis of the data pertaining to engagement rates, reach, and demographic characteristics of the people engaging with the postings in order to develop a more comprehensive picture of the influence of social media on

elections. It's also crucial to take into account other elements that might have affected the outcome of the election, such as voter sentiment, candidate popularity, and campaign tactics.

### Total Likes per campaign



**Figure: 4.7 Likes per campaign of all parties**  
**Source: Primary Data**

According to the likes, the #10YearsOfAAP campaign looks to have attracted the most attention, garnering 183,454 likes. The Aam Aadmi Party (AAP) may have run this campaign to commemorate the party's tenth anniversary, and the likes may have come from social media sites like Twitter or Facebook.

With 62,432 likes, the Voter Testimonials campaign is the one with the second-highest amount. This campaign may have been centred on gathering voter endorsements to highlight the party's accomplishments or activities, or to get feedback on their campaign promises.

34,637 people have liked the Dog Adoption campaign, which may indicate that it was a well-liked initiative to encourage dog adoption or support animal welfare.

18,510 people have liked the School campaign, but it's not clear what this campaign was exactly about or what group or political party might have been behind it.

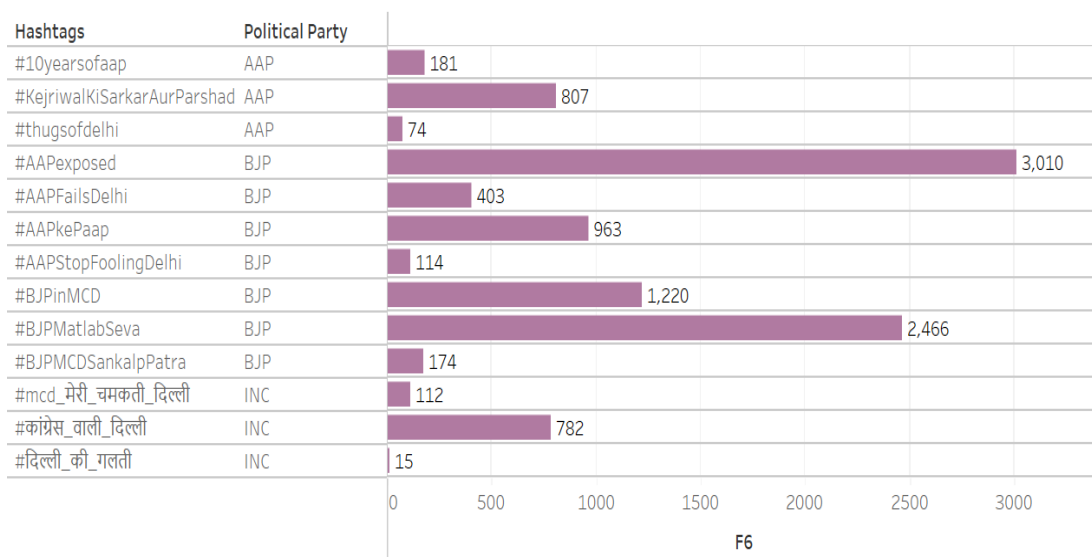
With 11,065 likes, the Yamraj campaign for the BJP has gotten the most likes, followed by Political Caricatures with 8,980 likes. The campaigns are successful! in comparison to the other BJP efforts, and Skit has gotten fewer likes.

With 3,354 likes, the INC campaign *dilli mange jawab* has received the most, followed by Day Boarding with 1,683 likes. With only 325 likes, the RO jal campaign has the fewest likes out of all the INC initiatives.

#### 4.1.3 Hashtag performance

Users of the popular social media site Instagram can share videos and photographs with their followers. Instagram users frequently categorize their material and increase its discoverability by using hashtags. Use hashtags to identify a post's subject or to join a related conversation.

Hashtags can be used in political discourse to amplify messages and advance specific political viewpoints. On Instagram, political campaigns and organizations frequently utilize hashtags to boost interaction and spread awareness of their causes. For instance, hashtags like #BidenHarris2020 and #Trump2020 were used to promote the respective campaigns during the 2020 U.S. Presidential election.



**Figure: 4.8 Frequency of Hashtags**  
**Source: Primary Data**



The hashtags affiliated with the BJP seem to be more common than those associated with the other two parties, according to frequency counts. #AAPexposed, which has been used more than 3000 times, is the BJP hashtag that is used the most frequently. The INC's most popular hashtag is #\_\_\_\_\_ (Delhi of Congress), which has been used more than 700 times. #KejriwalKiSarkarAurParshad (Kejriwal's government and councilors), which has been used more than 800 times, is the most popular AAP hashtag.

However, it is questionable whether hashtags have any real impact on how politicians make decisions. Although they can promote awareness and help circulate information, it is difficult to gauge how they affect actual political outcomes. It's also crucial to keep in mind that social media sites like Instagram use algorithms to decide which content is seen, which can restrict the reach of specific hashtags.

## 4.2 Data Collection

Data has been collected through questionnaires made on google forms circulated online. The data has been collected from 81 independent respondents.

### Questionnaire Design

Effective questionnaire design requires careful consideration of the research objectives, the target population, and the context in which the survey is being conducted. A well-designed questionnaire can lead to more accurate and reliable data, increase response rates, reduce respondent confusion and fatigue, and ultimately provide valuable insights for decision-making.

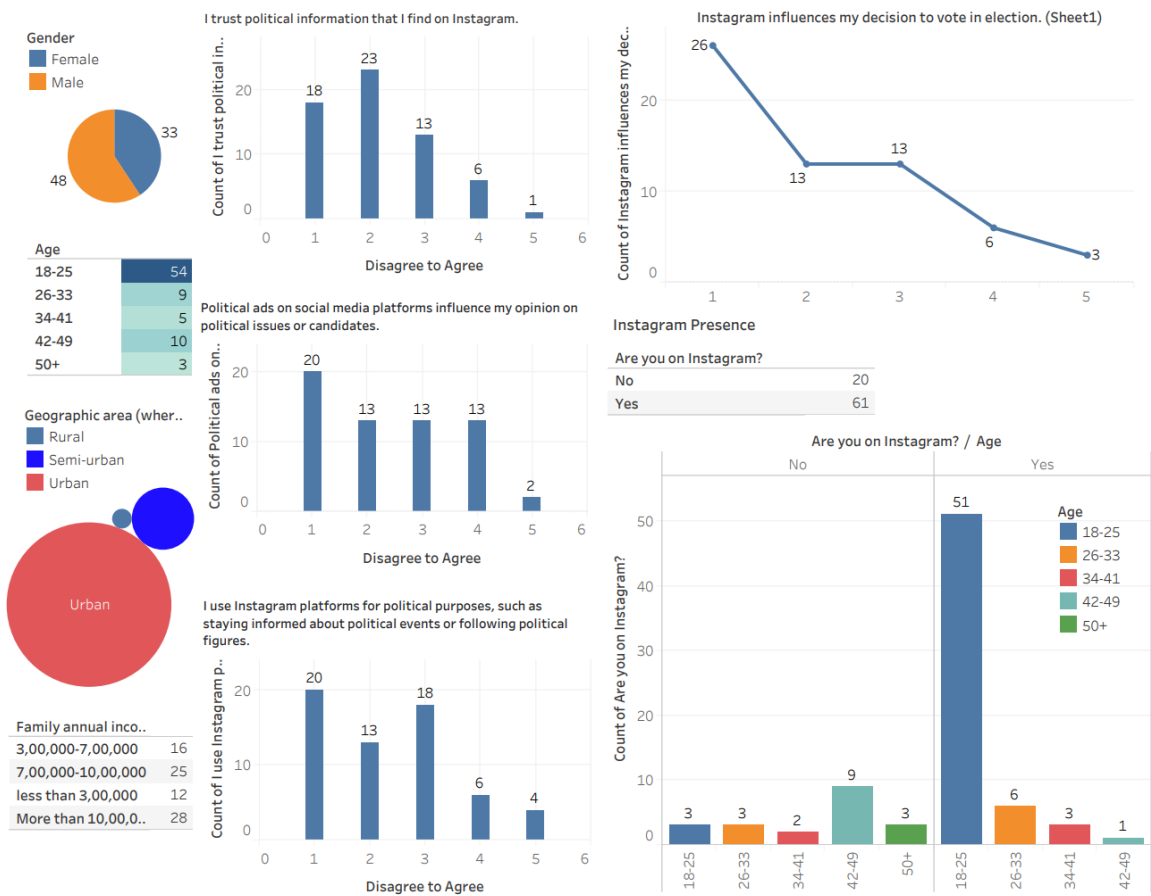
The following is the format in which my questionnaire has been designed:

1.	DEPENDENT VARIABLE User Behavior	<ul style="list-style-type: none"> <li>Instagram influences my decision to vote in the election.</li> </ul>
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2.	INDEPENDENT VARIABLES	
a)	Effort Expectancy	<ul style="list-style-type: none"> <li>The political content on Instagram during the Delhi Municipal elections campaign helped in making a decision on the candidate to support.</li> <li>This campaign is easy to understand for me (campaign-based question)</li> <li>I have seen political ads on social media platforms.</li> </ul>
b)	Cognitive and Affective Responses	<ul style="list-style-type: none"> <li>I use Instagram platforms for political purposes, such as staying informed about political events or following political figures.</li> <li>From 1-5, I would like to rate this video as ( 1</li> </ul>

		<p>being poor ).</p> <ul style="list-style-type: none"> <li>• I trust political information that I find on Instagram.</li> <li>• Political ads on social media platforms influence my opinion on political issues or candidates.</li> <li>• I have engaged with political content on Instagram, such as sharing, commenting, or liking.</li> </ul>
c)	Likability	<ul style="list-style-type: none"> <li>• I agree with the claims made in the video.</li> <li>• I think that political ads on Instagram should be regulated in a similar manner as political ads on traditional media (such as TV or radio)?</li> </ul>
d)	Personal Identity	<ul style="list-style-type: none"> <li>• Did you vote in the 2022 Delhi MCD elections?</li> <li>• Which party did you vote for in the MCD elections 2022?</li> <li>• I frequently discuss political topics with friends, family, or colleagues.</li> </ul>
3.	MODERATOR VARIABLE	Age, Gender, Geographical Area, Education, Family Annual Income,

# 5. Data Analysis



**Figure: 5.1 Descriptive statistics in Tableau**  
**Source: Primary data**

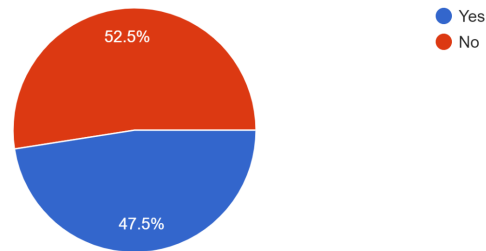
This data collected information about various factors related to politics and social media usage from different individuals, particularly their demographics, political affiliation, engagement with political content on Instagram, and their opinions on political ads on social media. It has been drafted on Tableau. The given visualization contain the data:

1. Age: The age of the individual.
2. Geographic area (where you live): The place where the individual resides, which is categorized as either urban, semi-urban, or rural.
3. Gender: The gender of the individual, either male or female.
4. Education Level: The highest level of education completed by the individual, categorized as either secondary education, graduate, or postgraduate.

5. Family annual income: The annual income of the individual's family, categorized into different income brackets.
6. Are you on Instagram?: Whether or not the individual uses Instagram.
7. I frequently use Instagram.: How often the individual uses Instagram.
8. I use Instagram platforms for political purposes, such as staying informed about political events or following political figures.: Whether the individual uses Instagram to stay informed about political events or to follow political figures.
9. I have seen political ads on social media platforms.: Whether the individual has seen political ads on social media platforms.
10. Political ads on social media platforms influence my opinion on political issues or candidates.: Whether political ads on social media platforms have an impact on the individual's opinion about political issues or candidates.
11. I have engaged with political content on Instagram, such as sharing, commenting, or liking.: Whether the individual has engaged with political content on Instagram, such as by sharing, commenting, or liking.
12. I trust political information that I find on Instagram.: Whether the individual trusts political information that they find on Instagram.
13. I think political ads on Instagram should be regulated in a similar manner as political ads on traditional media (such as TV or radio)?: Whether the individual thinks that political ads on Instagram should be regulated in a similar way as political ads on traditional media like TV or radio.
14. I believe that social media plays an important role in shaping the voting behavior of a candidate.: Whether the individual thinks that social media plays an important role in shaping the voting behavior of a candidate.
- 15. Instagram influences my decision to vote in an election.: Whether Instagram influences the individual's decision to vote in an election.**

The following is a descriptive visualization of the survey.

Did you vote in the 2022 Delhi MCD elections?  
61 responses

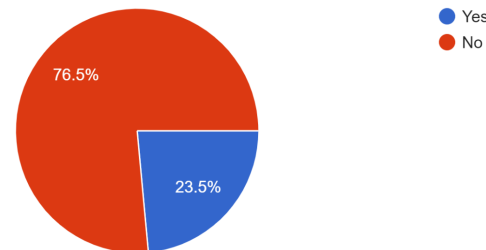


**Figure: 5.2 Voters pie chart**  
**Source: Primary data**

Of the 61 respondents who are active on Instagram, 47.5% people voted or were eligible to vote.

### **Bharatiya Janata Party**

I saw this video campaign on Instagram during the elections.  
17 responses

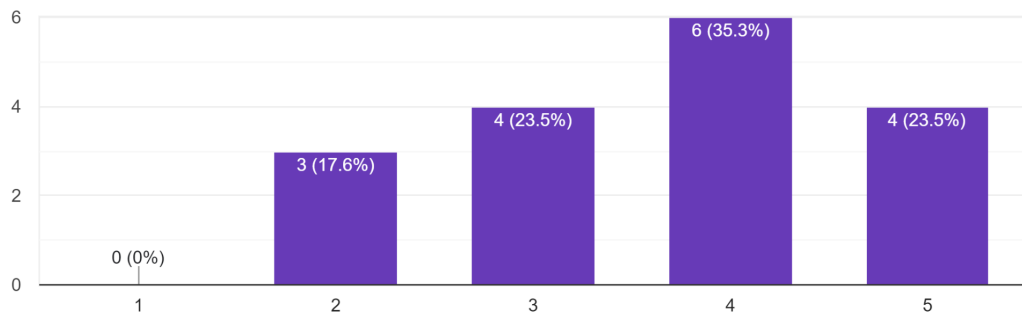


**Figure: 5.3 Watched campaign**  
**Source: Primary data**

I attached the election campaign video in the google form and of those who voted for BJP, only 23.5% people saw this video during the elections.

From 1-5, I would like to rate is video as

17 responses

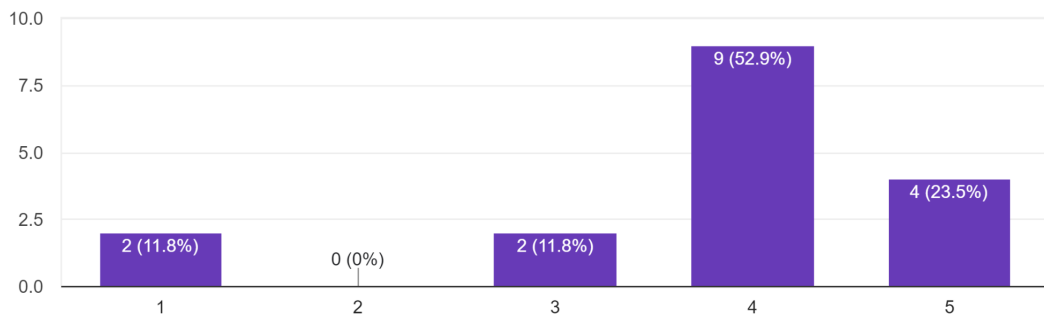


**Figure: 5.4**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Poor” and 5 stands for “Excellent”. Of the 17 respondents, none of them thought of the campaign video as poorly made.

This campaign is easy to understand for me.

17 responses

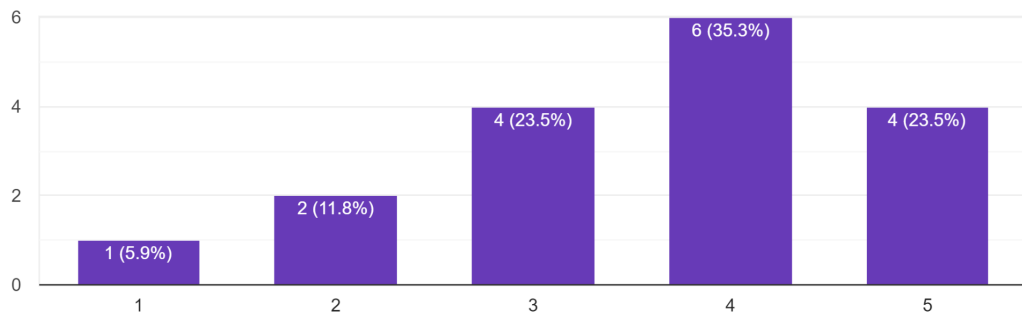


**Figure: 5.5**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree”. Of the 17 respondents, only 2 people thought of this campaign as not easy to understand whereas 9+4 thought of this campaign as highly understandable.

I agree with the claims made in the video.

17 responses

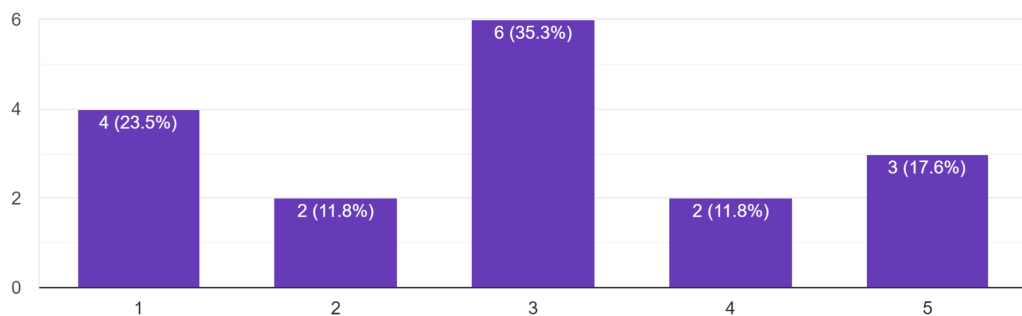


**Figure: 5.6**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree”. Of the 17 respondents, 6+4 agree with the claims made in the video.

This campaign influenced me to change my voting decision.

17 responses



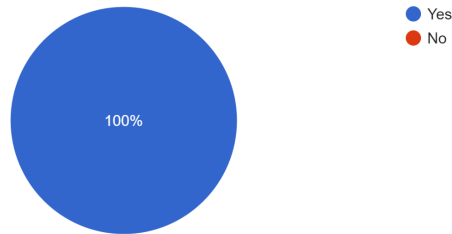
**Figure: 5.7**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree” and 4 people think that the video did not influence them to change their voting decision.



## Indian National Congress

I saw this video campaign on Instagram during the elections.  
1 response

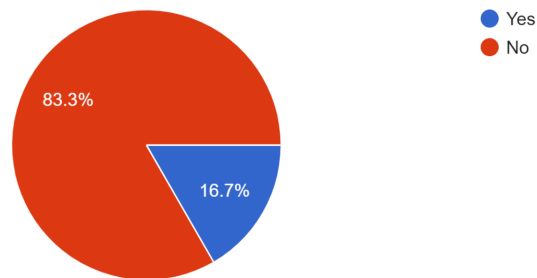


**Figure: 5.8**  
**Source: Primary data**

Of the 61 respondents who are active on Instagram, only 1 person voted for Indian National Congress. This kind of response is one of the limitations of this project as it cannot be a representation of the whole sample.

## Aam Aadmi Party

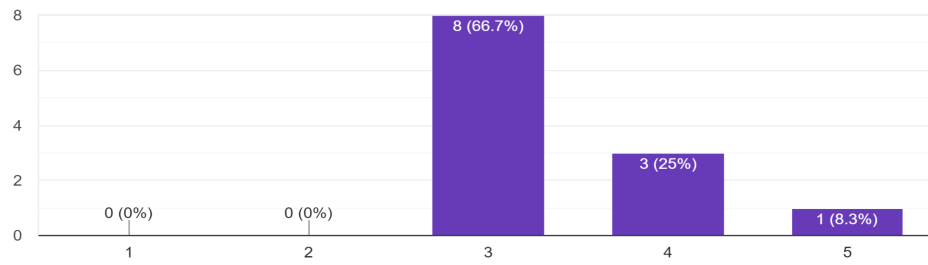
I saw this video campaign on Instagram during the elections.  
12 responses



**Figure: 5.9**  
**Source: Primary data**

Of the 12 people who voted for BJP, only 16.7% people saw the attached campaign video.

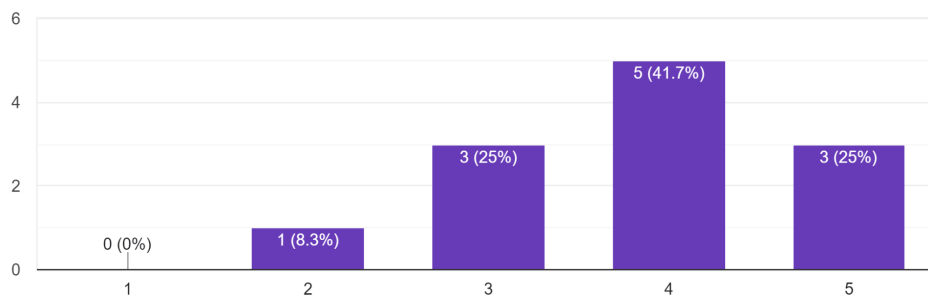
From 1-5, 1 being poor, I would like to rate is video as  
12 responses



**Figure: 5.10**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Poor” and 5 stands for “Excellent”. Of the 17 respondents, none of them thought of the campaign video as poorly made and a majority of 8 were neutral about it.

This campaign is easy to understand for me.  
12 responses

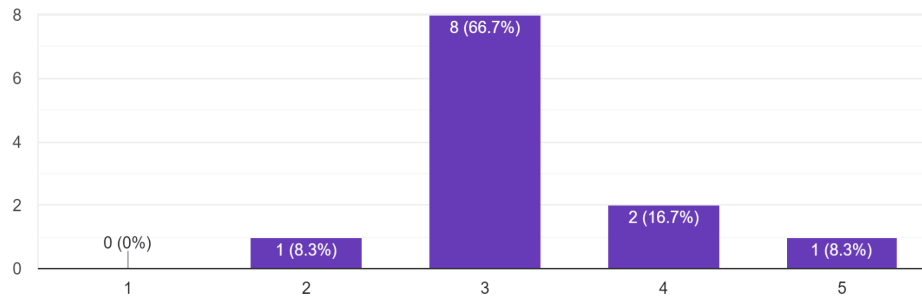


**Figure: 5.11**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree”. Of the 12 respondents, 5+3 thought of this campaign as highly understandable.

I agree with the claims made in the video.

12 responses

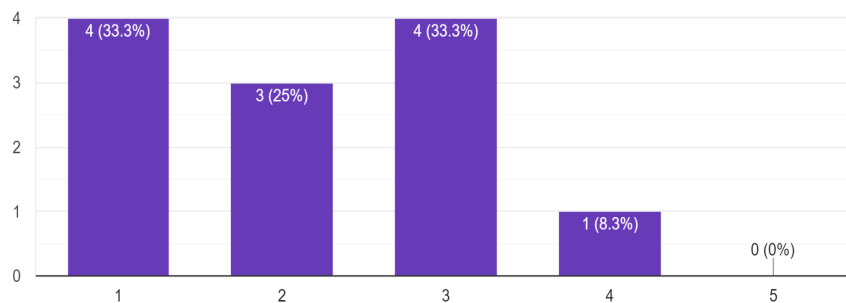


**Figure: 5.12**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree”. Of the 12 respondents, 8 people are neutral about the truthfulness of the claims made.

This campaign influenced me to change my voting decision.

12 responses



**Figure: 5.13**  
**Source: Primary data**

The above is likert scaling where 1 stands for “Highly Disagree” and 5 stands for “Highly Agree” and 4+3 people think that the video did not influence them to change their voting decision.

From the above analysis, we can see that very few people watched the electoral campaigns through instagram and a good number of them don't believe that those campaigns had any influence on them whereas the respondents are also neutral to the truthfulness of the claims made in those videos.

**An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and frequency of Instagram usage.**

**Table: 5.1**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.312	4	.828	.541	.706
Within Groups	85.639	56	1.529		
Total	88.951	60			

The ANOVA table shows the results of a test conducted to determine if there is a significant difference between groups in terms of the influence of Instagram on the decision to vote in an election. Here's a breakdown of the values:

**Sum of Squares (SS):** The total sum of squares is 88.951, which represents the total variability in the data. This value is partitioned into two components: Between Groups and Within Groups.

**Between Groups:** This value is 3.312 and represents the variability between the groups. It indicates how much variation in the data can be attributed to the differences between the groups.

**Within Groups:** This value is 85.639 and represents the variability within the groups. It indicates how much variation in the data can be attributed to random variation or noise.

**Degrees of Freedom (df):** Degrees of freedom refers to the number of independent observations in the data. In this table, there are two components: df for Between Groups and df for Within Groups. The total df is equal to the sum of the df for the two components plus one.

**Mean Square (MS):** Mean Square is the sum of squares divided by the degrees of freedom. In this table, there are two components of MS: MS for Between Groups and MS for Within Groups.

**F statistic:** The F statistic is calculated as the ratio of the mean square for Between Groups to the mean square for Within Groups. In this table, the F statistic is 0.541.

Significance (Sig.): Significance value indicates the probability of obtaining the observed F statistic by chance, assuming that there is no difference between the groups. **In this table, the significance value is 0.706.**

The results of the ANOVA indicate that there is no significant difference between the groups in terms of the influence of Instagram on the decision to vote in an election, as the significance value is greater than 0.05. The F statistic is also relatively low, which further supports the lack of significance between groups.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and usage of Instagram platforms specifically for political purposes, such as staying informed about political events or following political figures.

**Table: 5.2**

<b>ANOVA</b>					
Instagraminfluencesmydecisiontovoteinelection					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.687	4	3.672	2.769	.036
Within Groups	74.264	56	1.326		
Total	88.951	60			

The null hypothesis is that the use of Instagram for political purposes has no significant influence on the decision to vote in an election. The "between groups" row shows that there is a significant difference in the mean scores between the groups (based on Instagram influence level) with a p-value of .036. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is evidence to suggest that using Instagram for political purposes has an influence on the decision to vote in an election.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and seeing political Ads on Social Media Platforms.

**Table: 5.3**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.319	4	2.330	1.638	.177
Within Groups	79.632	56	1.422		
Total	88.951	60			

The table shows the results of an analysis of variance (ANOVA) test. The null hypothesis is that seeing political ads on Instagram has no significant influence on the decision to vote in an election. The "between groups" row shows that there is no significant difference in the mean scores between the groups (based on Instagram influence level) with a p-value of .177. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is no evidence to suggest that seeing political ads on Instagram has an influence on the decision to vote in an election.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and **influence of political Ads**.

**Table: 5.4**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.805	4	7.951	7.792	<.001
Within Groups	57.146	56	1.020		
Total	88.951	60			

The table shows the results of an analysis of variance (ANOVA) test. The null hypothesis is that Political ads on Instagram has no significant influence on the decision to vote in an election. The "between groups" row shows that there is a significant difference in the mean scores between the groups (based on Instagram

influence level) with a p-value of less than .001. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is strong evidence to suggest that Political ads on Instagram do have an influence on the decision to vote in an election.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and seeing political Ads on Social Media Platforms and **engagement with political content on Instagram, such as sharing, commenting, or liking.**

**Table: 5.5**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.914	4	4.479	3.531	.012
Within Groups	71.036	56	1.269		
Total	88.951	60			

The table shows the results of an analysis of variance (ANOVA) test. The null hypothesis is that engagement with political content on Instagram has no significant influence on the decision to vote in an election. The "between groups" row shows that there is a significant difference in the mean scores between the groups (based on Instagram influence level) with a p-value of .012. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is evidence to suggest that engagement with political content on Instagram does have an influence on the decision to vote in an election. However, the significance level is not as strong as in the previous example.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and level of **trust in political information that is found on Instagram.**

**Table: 5.6**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.045	4	7.011	6.447	<.001
Within Groups	60.905	56	1.088		
Total	88.951	60			

The table shows the results of an analysis of variance (ANOVA) test. The null hypothesis is that trust on political information found on Instagram has no significant influence on the decision to vote in an election. The "between groups" row shows that there is a significant difference in the mean scores between the groups (based on Instagram influence level) with a p-value of less than .001. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is strong evidence to suggest that trust on political information found on Instagram does have an influence on the decision to vote in an election. The significance level is similar to the second example.

An ANOVA test was conducted to analyze the association between Influence of Instagram in voting behavior and **views on regulation of ads on Instagram.**

**Table: 5.7**

**ANOVA**

Instagraminfluencesmydecisiontovoteinelection

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.718	4	5.430	4.523	.003
Within Groups	67.232	56	1.201		
Total	88.951	60			

The table shows the results of an analysis of variance (ANOVA) test. The null hypothesis is that regulation of political ads on Instagram has no significant influence on the decision to vote in an election. The "between groups" row shows that there is a significant difference in the mean scores between the groups (based on Instagram influence level) with a p-value of .003. The "within groups" row shows the variance within each group. The "total" row shows the overall variance. Therefore, there is



evidence to suggest that regulation of political ads on Instagram does have an influence on the decision to vote in an election. The significance level is stronger than the third example, but not as strong as the second example.

According to statistical testing, it was found that Age, Gender, Education level and Family Income did not have an effect on the influence of Instagram for political decision-making.

Since demography showed no significance, we can assume that the moderating variables didn't affect the voter's decision making. From the Independent variables, Cognitive and Affective response and Likability have shown significance whereas Effort Expectancy and Personal Identity were not significant.

The following hypotheses was supported by the data as the significance was well below 0.05

Using Instagram for political purposes has an influence on the decision to vote in an election.

Political ads on Instagram have an influence on the decision to vote in an election.

Engagement with political content on Instagram has an influence on the decision to vote in an election.

Trust on political information found on Instagram has an influence on the decision to vote in an election.

Contrary to our hypothesis,

the Frequency of using Instagram for political purposes was not found to have an influence on the decision to vote in an election.

and Seeing political ads on Instagram was also not found to have an influence on the decision to vote in an election.

## 6. Findings

The objective of the primary study was to investigate the attitude and perception of voters towards Instagram marketing, specifically in relation to political decision-making. A questionnaire method was utilized to collect data, and the statistical software SPSS was employed to conduct ANOVA testing to ascertain significance. The study findings revealed that the frequency of Instagram usage did not significantly influence the political decision-making of voters. However, if Instagram was utilized to obtain information about political parties and personalities, it had a discernible impact on decision-making. Moreover, the study discovered that the display of political ads on Instagram had no effect on decision-making, but seeing these ads on other social media platforms had a significant impact on forming an opinion about the party or personality. Additionally, the study found that voter engagement, as measured by likes and comments, and the perceived trustworthiness of the information found on Instagram, also had a significant impact on decision-making. Furthermore, the study showed that the regulation of political ads on Instagram had an influence on the decision to vote in an election, suggesting that voters would prefer to see campaign content that is regulated. These findings suggest that political campaigns could use Instagram to reach voters, but they must consider the manner in which information is presented and the level of regulation required to maintain trust among voters.

**Election and Campaigns:** Even though BJP had the most Instagram followers and posts, its influence was not as significant.

BJP has a very inventive campaign team, and several creative campaigns were used during the election period.

In summary, while the number of followers and the number of posts on Instagram can be factors in political discourse and engagement with supporters, they are not necessarily indicative of the effectiveness of a political message or impact on political decision-making.

**Campaign Clash:** It is significant to note that although AAP and INC have a single Instagram account that is used for all types of campaigns, the BJP maintains different

Instagram sites for each state in which it operates. Due to the fact that AAP was running campaigns for both the MCD elections and the Gujarat elections at the same time, and INC was running campaigns for both the MCD elections and the Bharat Jodo Yatra, there was a conflict between their campaigns.

**Type of Campaigns:** according to my analysis, I could identify 3 major types of strategies used:

- a. **Combative:** Combat political campaigning on Instagram refers to the use of aggressive and confrontational tactics to attack or criticize political opponents or opposing views on the social media platform. This can take many forms, including using derogatory language, spreading false information, and attacking opponents on a personal level. Political combat on Instagram can be detrimental to the democratic process because it frequently favors aggressive strategies over healthy debate and discussion. Additionally, it may help propagate misinformation and undermine public confidence in the democratic process.

Examples of combat political campaigning on Instagram might include creating negative memes or videos that attack an opponent's character or record, spreading false information about an opponent's policies or actions, or using aggressive language to attack opponents or their supporters.

**All 3 parties used this strategy on and off in order to garner support from the voters.**

- b. **Testimonial-based:** A customer's remark about how a good or service has helped them typically involves them promoting it. This is known as a testimonial. One of the finest ways to sell your company is through testimonial advertising, which leverages these real client testimonials in the ad language and creative.
- c. **Creative Strategy:** BJP used a lot of creative ways of advertising itself, one of the regular campaigns was that of Yamraj discussing the current situation of the capital, while skits and caricatures with meme-marketing were also used by the parties.

## 7. Limitations of the Study

There are several limitations to a study on Voters' Attitude and Perception towards Instagram marketing specifically related to the Delhi Municipal elections 2022. Here are some possible limitations:

1. **Sampling Bias:** The study suffers from sampling bias, which occurs when the sample used in the study is not representative of the population being studied. The sample may not accurately represent the attitudes and perceptions of all voters in Delhi, especially since the study has been conducted on a small sample size.
2. **Social Desirability Bias:** The respondents may give answers that they think are socially desirable, rather than their true opinions. This could lead to inaccurate results and flawed conclusions.
3. **Recall Bias:** The respondents may not remember their exact reactions to Instagram marketing during the election campaign. This could lead to inaccuracies in their responses and may limit the reliability of the study.
4. **Generalizability:** The results of the study may not be generalizable to other elections, regions or even countries. Instagram marketing strategies, voting patterns, and political cultures may vary greatly from one region to another, and this may affect the study's ability to generalize its findings.
5. **Access to Data:** Instagram data analysis may not provide comprehensive data. The study's findings is limited by the availability of relevant data on Instagram marketing, and this may limit the study's ability to draw meaningful conclusions as we did an analysis of only visible metrics such as followers, likes and campaigns.
6. **Time Constraints:** The study may be limited by time constraints, as it may not be possible to conduct a comprehensive study within a limited time frame. This could limit the scope of the study and lead to the omission of important variables that could have influenced the study's findings.
7. **Limited Sample Size:** The study suffers from a limited sample size, which can reduce the representativeness of the findings. The sample size is 80 so the

results may not be generalizable to the larger population. Also, only 1 respondent voted for INC in my survey.

8. **Limited Scope:** The study may have a limited scope, as it is only focused on the Instagram marketing strategies of **3 political parties**. This may not provide a comprehensive understanding of voters' attitudes and perceptions towards Instagram marketing in general, as different political parties may use different strategies that could influence voter behavior.
9. **Social Desirability Bias:** Respondents may be hesitant to provide honest answers to questions about their attitudes and perceptions towards Instagram marketing, particularly if they believe that certain answers may be more socially desirable than others.

## 8. Conclusion

Instagram is a platform that attracts young individuals who wish to express their personal opinions on public issues and scrutinize politicians. These users tend to gather pertinent information to form a well-reasoned argument about the topic at hand. Furthermore, they participate in various forms of self-expression, such as posting content, commenting on current events, indicating their approval of contested posts by clicking the "like" button, participating in live discussions hosted by politicians to share their views and ask questions, and even sending direct messages to politicians. (KWON, 2020)

Based on the findings of your research paper, here are some recommendations:

- Political parties should concentrate on producing interesting and educational material for their Instagram campaigns since it has a big impact on how voters feel and think.
- Even though having a large number of Instagram followers and posts is crucial, this does not imply that you have more influence over voters' choices. Parties should concentrate on developing resonant campaigns for their intended audience.
- While having several Instagram profiles for each state can help you reach a larger audience, doing so can cause disputes across campaigns. Parties should carefully prepare their campaigns to prevent voter confusion and overlap.
- Political parties should make an investment in producing reliable and educational advertising that is likely to connect with their target audience given the huge influence that political advertisements have on social media platforms.
- To ensure that they reach out to all sections of the electorate, parties should continue to use Instagram and other social media platforms to communicate with voters, but they should also concentrate on other conventional campaigning strategies, including door-to-door canvassing.
- Finally, more research may be necessary to comprehend how Instagram marketing has affected voting patterns in different areas and nations. This might aid political parties in improving their communication with their target demographic and campaigning tactics.

## 9. References

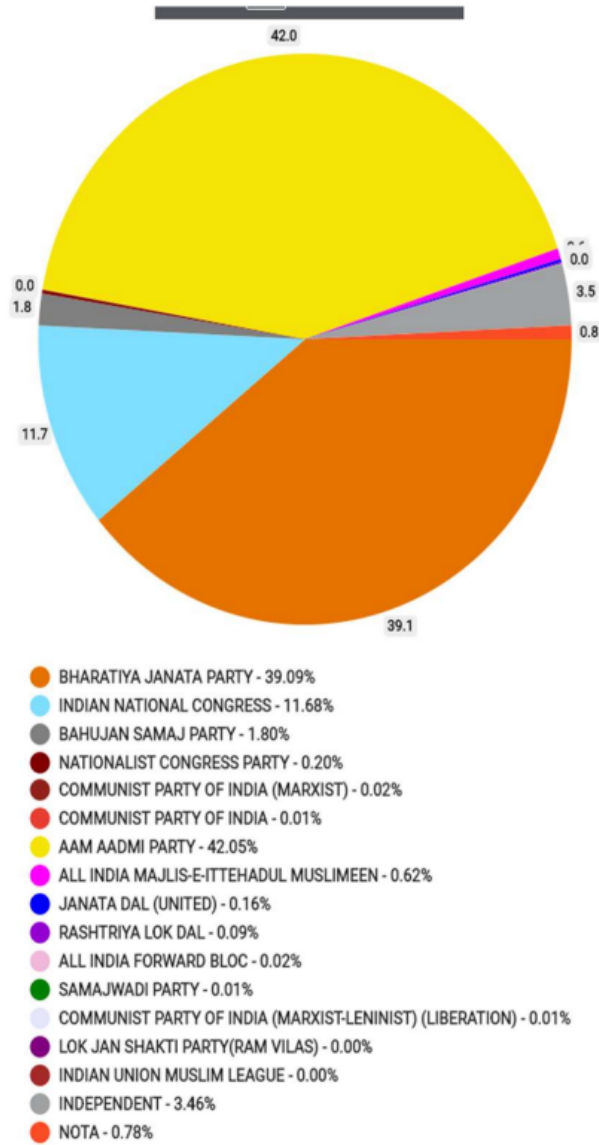
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# 10. Annexure

Figure: 10.1

## GENERAL ELECTION TO MCD-2022

### PARTY WISE VOTES SHARE



Source: State Election Commission, NCT of Delhi



**Figure 10.2**

12/7/22, 3:52 PM

Party Wise Votes Share

<b>State Election Commission - Delhi</b>			
<b>General Election to Municipal Corporation of Delhi - 2022</b>			
<b>Party Wise Votes Share</b>			
<b>Sr. No.</b>	<b>Party Name</b>	<b>Votes Polled</b>	<b>(%) Share</b>
1	BHARATIYA JANATA PARTY	2867472	39.09
2	INDIAN NATIONAL CONGRESS	856593	11.68
3	BAHUKAN SAMAJ PARTY	131770	1.80
4	NATIONALIST CONGRESS PARTY	14890	0.20
5	COMMUNIST PARTY OF INDIA (MARXIST)	1804	0.02
6	COMMUNIST PARTY OF INDIA	413	0.01
7	AAM AADMI PARTY	3084957	42.05
8	ALL INDIA MAJLIS-E-ITTEHADUL MUSLIMEEN	45628	0.62
9	JANATA DAL (UNITED)	11480	0.16
10	RASHTRIYA LOK DAL	6586	0.09
11	ALL INDIA FORWARD BLOC	1115	0.02
12	SAMAJWADI PARTY	988	0.01
13	COMMUNIST PARTY OF INDIA (MARXIST-LENINIST) (LIBERATION)	696	0.01
14	LOK JAN SHAKTI PARTY(RAM VILAS)	155	
15	INDIAN UNION MUSLIM LEAGUE	102	
16	INDEPENDENT	253631	3.46
17	NOTA	57545	0.78
	<b>Total</b>	<b>7335825</b>	

**Source: State Election Commission, NCT of Delhi**

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