



Attitude of Business Students towards Political Marketing

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Abstract

A number of researches have been conducted in the past that has analysed the impact of political marketing on voter's behavior. This study has aimed on similar aspect but by controlling a source of variation. This research has focused on students as a sample of the study. The major focus was on checking their attitude towards political marketing and the products. The researchers have also checked the impact of party affiliation and interest of the students in politics. It was found that the students interest in politics doesn't play a big role in attitude formation but association with a party mattered more.

Keywords: business, political marketing, voter's, politics

1. Introduction

The area of political marketing is yet to mature in India. Although in U.S and many other European nations' political marketing has been an inseparable part of politics. But in India this concept started not more than a decade back where it got recognized as a separate industry. The amount of research that has been conducted on this industry is less; therefore the need in the area for research is indispensable. Political Marketing in India has undoubtedly gained momentum and so is our interest in researching concept. On the initial level when it started in U.S and other European nations, the studies primarily focused on the defining the concept of political marketing, whether the term Political is even fit to be associated with the generic term marketing or not. Many researchers contributed on the various aspects on the subjects for decades. Simultaneously the research started on checking the impact of political advertising on elector's behavior and voter's turnout (Newman and Sheth, 1985; Nimmo and Sanders, 1986) ^[13, 6]. The empirical component in this study is the evaluation impact of social media from the point of view of young electors. The level of influence this medium can have on decision making related to the choice of political brand.

The segment on which this study is based is students and they have a huge amount of exposure to this medium. Social media has played a vital role in this session of lok sabha elections. The reason why this study has a prime focus on students is that in this lok sabha session we have more than 120 million first time voters and most of this age range population has the maximum exposure towards social and broadcast media. The prime focus of this session of every political party is young people and more than half of the politicians has their presence on social media and internet, they are either present on facebook or twitter or they have their own personal website. According to Autumn Worldwide, a social media agency, of a million conversations on social media on elections in September 2013, first-time voters led 40 percent of chats. They discussed the rupee, prices, women's safety, governance

and jobs. Their idea of accountability in politics will define India over the next 20 years. The cynicism that this segment carries has been found to be highest among other age group segments. Many studies in the past suggested that the youth in every nation is the most alienated segment from politics. This is the first election in the country that has majorly utilized the medium of internet and broadcasting for marketing the political figures. This has resulted in the highest voter turnout. The maximum exposure of this part of society is gained by social media. India has 120 million first time voters out of the total of 790 million voting population. These figures points in the direction that the majority of the electors under the age of 40 and most of them are using the social media in one way or the other has been proved by many researches and in order to reach them and influence them, this is the best channel.

Age structure

0-14 year: 31.5% (male 189,238,487/female 172,168,306) (2011 est)

15-64 years: 63.3% (male 374,157,581/female 352,868,003) (2011 est)

65 years and over: 5.2% (male 28,285,796/female 31,277,725) (2011 est)

Median Age

Total: 26.9 years (2016) (Source; India election statistics, <http://www.indian-elections.com/india-statistics.html>)

The concept of Political Marketing

Political marketing is a concept which tells us about the application of marketing concepts on the politics. In this technique the political parties in their political campaign market their party as a brand and the candidate as a product to the voters as discussed by kotler and kotler, (1981) ^[7]. To woo the electors in order to support their ideology different political parties implement different methods and to gain the maximum visibility today, mass media is utilized maximum

for the purpose; Newman and Sheth, (1985) ^[13]. Examining this process of political marketing for studying the electors behavior and voting psychology of the electors will definitely offer new insights.

Similar studies have been conducted in U.S and Australia where the attitude of young electors were checked (Waller and Polonosky, 1999) ^[22]. In the study it was found that U.S and Australian youth has a similar attitude towards the political advertisements. They felt that in particular the negative advertisement exerts a great deal of influence on voters and their emotions. The other outcome of similar studies was that people are normally turned off by these political commercials. They believed that these commercials are misleading and it made them more cynical towards political advertising. Therefore, our study has tried to cover all the above mentioned areas in the research. There are studies that also highlight the positive side of the negative advertising (Benoit, Pier and Blaney, 1997) ^[2]

The researchers wanted to explore that is the youth of India is similar to the ones in U.S and Australia. There are studies that suggest that the young people are the most disengaged among the entire population of electors (Dermody and Hanmer-Lloyd, 2005) ^[4]. The Indian youth therefore can be assumed as equally cynical and disengaged about the Politics. Political commercial's negative spots exert more pressure on the emotions of the new generation. There has been an increase in the interest towards youth market. It can be easily observed that today they represent a substantial market. The interest in 'youth and election' is not just limited to political parties; it has been observed in the number of advertisements that companies offering commercial products has utilized the concept and theme of the advertisements on elections to their advantage. This marketing using the elections as a theme has also popularized the political discussion among the young electors.

Applying marketing to politics

Many tools and concepts of marketing of goods and services are shared by political marketing concepts; O'Casey, (1996) ^[15]. Politicians become the products and they apply the same strategy of promotion in their election campaign as in marketing, in order to gain the maximum exposure. The use of marketing offers political parties to deal with diverse voter's concerns and needs. The main purpose of political parties is to make the decision which gains them utmost exposure and votes and marketing serves the cake in the best possible manner.

This political arena unlike the commercial market is exceedingly charged up in nature, the emotional substance is high and so is the impact (Kotler and Kotler, 1999). The time duration for political marketing program is very less, the commercial products and services has continues nature of marketing. Commercial products have time for achieving the objectives and generating numbers but political marketing must create impact in a short duration and hence the need for its effectiveness increases.

A very interesting conceptual model was given by Lees and Marshment, (2001) ^[9], about the manner in which the political parties have evolved over the years. Their orientation has shifted from product orientation to sales and now finally they

are reaching on market orientation. This means that earlier the parties presented themselves as brands and had the only intention of announcing their presence. The beginning of this concept was marked by BJP when they successfully launched the '*India Shining*' Campaign. Although the campaign was aimed as a tool to win votes but somehow lacked sales and market orientation. In July 2003 when this campaign was introduced, it was effective till exit polls and a majority of votes were falling in NDA's basket. The turnout as we all know was surprising, UPA formed the government. The Campaign had its focus on improving economic condition and rapid progress, the relationship building and bonding with the voters was missing.

The congress at the same point started using the negative advertising with '*India Cheated*' and '*aam aadmi ko kya mila*', the outcome fell in the pocket of UPA (an INC Alliance), and Congress bagged the maximum number of votes. This orientation has now shifted and it has reached to its third form where we can say a matured style of campaigning can be observed.

Political branding is a tricky job to be performed, as this is completely based on personality branding (branding on the basis of an individual). Stockman, (2009) suggested that personality branding means strategically planning and developing trust relationship between individual and consumers. A framework from the field of Human Resources and Organization Behavior was adopted and applied to marketing, in order to understand this concept. Political marketing requires humanizing the corporate branding method.

The second era came for the Sales, where high focus was on the vote appeal, but the implementation of effective segmentation was observed in the recent Lok Sabha elections. The marketing strategy was very well implemented by understanding the uniqueness of electors segments. The electors segments when mixed in to the contemporary political climate and researched shows what part of marketing cue will generate the drive for which electors segment. Political communication channels were well utilized, each medium of communication was understood according to its reach and in order to reduce the level of cynicism and increase the level of efficacy the strategy and promotion design was molded.

Trust in Politicians

The young electors are less interested in political happenings and issues than the older population of a country (Bromley and Curtice, 2002) ^[3]. The level of interest is lower and the level of cynicism is higher. The notion that young electors carry about politicians is that they are dishonest and inefficacious. This notion is a contributing factor to the belief of the youth on voting is worthless. This notion creates anger that withholds the positive approach resulting in non-voting behavior (Mulgan and Wilkinson, 1997) ^[12]. There is big portion of young Indian voters that are alienated from politics and voting. The trust issues are important to be understood as the advertisers and brand creators understand it well and design promotions in such manner that they can use this cynicism and anger to the maximum of their benefits; this is generally in favor of the opponent. Higher the cynicism, higher the benefits for the opposing brand.

Role of Positive and Negative advertising

Comparative advertising has been the corner stone of political marketing. The idea is to portray competitors in an unfavorable way without being perceived as attacking them. Political advertising does this by creating FUD: fear, uncertainty and doubt. Research shows comparative advertising lowers the image of the attacked candidate without affecting the attacking candidate because voters believe negative advertising gives them more information to make a better decision. Though the skepticism among the electors are high and in such a situation negative advertisements is an addition of distrust, but still the utilization of attacking appeal is not reduced by the opponent (Benoit, Pier and Blaney, 1997) [2].

The use of attack appeal and negative advertisement was done by the opponent brand but the marketing level was this high that the utilization of proper STP (Segmentation, Targeting and Positioning) made sure that the dilapidated electors participation turns the other way around (Thorson, Christ and Caywood, 1991) [21].

Social Media

The information technology world is the new effective medium that has submerged as the medium for the young electors. From micro blogging to twitting, from forwarding to sharing this medium has a widespread influence on the youth (Aharony, 2011) [1]. Micro blogging is the new phenomena among the youth, where the people that they follow share their stories feelings and expressions under 140 characters on the social network called twitter in the forms of tweet (Taylor, 2011). At present the popularity of the Indian prime minister on twitter is very high, he is the most followed Indian on the account with 22.4 million followers. He is in lead from the opponent party leader by a huge margin and the popularity also resulted in the same manner. The turnout of the 2014 election was same as the turnout of their twitter accounts (Twitter, 2016).

Cynicism on Political Advertising

The cynical approach must be studied in a section that highlights the electors cynicism towards the subject (Vromen, 1995). The researchers have designed various statements pertaining to favor the subject in all sections covering different aspects of political marketing. Exclusively one part of the research was used to check the cynical attitude of the electors in a quantifiable manner. Among youths the term cynicism instills a negative approach towards the subject (Pirie and Worcester, 2000) [18]. Anything that is instilling and clouding the opinions of the target prospects on the subject is needed to be evaluated. Even if the presented candidate has efficacy the prior cynicism recorded impacts and clouds the better judgment, the reason of studying the negativity is for forming a strategy to remove the stereotype of the brand (Park, 1999; White *et al*, 2000) [17, 25].

Electors Psychology

This section of research aims to record the opinions of the young electors towards political advertising and politics as what is their opinion on electors psychology of today. The electors of today is confused when the candidate through

marketing is presented to them like a product. The candidate offered in an advertisement is complexity which the audience is incapable of unbundling (Lock and Harris, 1996) [10]. The cost associated that is bequeathed by the electors is vote and buying is collective with a probability of its occurrence. The probability depends on the environment and majority voter's sentiment (O'Shoughnessy, 1990)

Objectives of the paper

This paper has aims to explore the existence or absence of phenomena of interest in the Political marketing. In framing the opinion towards anything that interest as a variable holds a great deal of influence. The impact of interest is an unquestionable fact on respondent's opinion on the political marketing. Similar to the interest, another variable that hazes the opinion creation in India is party affiliation. The party affiliation means being connected with the party and expressing the same out loud. As per the previous studies, it is a matter of pride to be associated with a political party. The affiliations can be judged on different levels. Weaker the affiliation level, unbiased is the judgment of the audience towards the concept. This research will also cater whether the level of affiliation impacts the opinion creation or not.

There are many parts of the political marketing that aims for form a positive attitude of the audience towards the political brand. To know the factors that play significant role in framing the opinion on the audience is another reason of researching. This study will establish the opinion building factor and the impact that these factors have in opinion formation towards the political marketing.

Hypothesis

There are previous researches (Dermody and Hanmer-lloyd, 2005) [4] that prove that interest and party affiliation are the variables that plays significant role in opinion formation about political marketing. These researches have proven that the young electors involvement level in politics is a major factor that contributes to the opinion making.

H1_a – Interest in politics play a vital role in opinion formation towards political marketing.

H2_a – Level of Part Affiliation plays a vital role in opinion formation towards political marketing.

Research methodology

The methodology adopted in order to peruse this research was a modified version of Perloff and Kinsley, 1992 and Waller and Polonski, 1999. In order to study the attitude and opinions of the young electors, a modified version of Waller and Polonski, 1999; which was originally a modified version of Perloff and Kinsley, 1992 questionnaires were distributed. The questionnaire instrumented items were measures on a 7-point Likert scale. A total of 560 sample size data was collected from which 48 were either incomplete or unengaged responses. These 48 responses were dropped and a total of 512 sample data was collected. These responses were collected from the students engaged in higher studies and maximum of these were in the age range of 19-23. Four universities in Haryana, India were selected for the collection of data. A quasi-random sampling approach was used for the purpose. The questionnaire took 10 minutes to be filled completely and

was administered in a controlled environment of a classroom. For this purpose specifically advance business students were chosen as their understanding of advertising is presumably higher than others.

The followed studies were required to be modified as number of new statements related to social media was introduced. These statements were to be an important part of the research as it was quoted Chakarvarty, 2014, that the outcome of 2014 elections is a result of social media. It was prophesized by many international media channels. CNN and New York Times also reported that social media has changed the phase of Indian democracy. A new element introduced that impacted the opinions and results can't be ignored for a research. The researchers therefore included statements related to social media for checking the attitude of the youth.

The next step in the study is to present the factors that are responsible for making the opinion of the audience. These factors will be recognized on the basis of priority of their contribution. Contribution of explanation on the opinion formation towards political marketing is what the purpose of finding these factors is. Afterwards these factors will be compared by dividing the sample segment in two different

categories. Category one is respondents interested in politics and the second is the uninterested ones. This will prove the impact that interest as a variable has on opinion formation. Similar to this another variable that contributes in opinion formation is party affiliation. A comparative analysis of the segments divided on the basis of affiliation level will be done.

Data analysis and Interpretation

To examine the convergent and the discriminant validity, the method of factor analysis was adopted. This was applied using SPSS 16.0(Using the principal component analysis with varimax rotation). This was sorted by size to have a clear vision of the factors. The details of the factors analysis is shown in table 2. The analysis of the data revealed 6 important factor outcome the results of which is shown in appendix in the component rotated matrix. The initial solution carried all the factors that had Eigen value above 1.0, the minimum value was 1.345. The seven extracted factors are capable of explaining the communality of 69.49% of the total variance. Each factor's reliability was calculated and this is shown in the table under the 'α' Section, each factor has reliability score higher than.6.

Table 1: Factor Analysis

Name and Construct of the source	Measure of the construct	Factor Loading	Eigen Value	Variance	α	Mean
Trust	Trust in Politicians		7.034	29.747	83	6.211
	Most politicians are trustworthy	.760				
	I trust the intentions of politicians to always do the right	.748				
	I trust those we elect will keep their promises	.716				
	Those elected will not lose touch with general public.	.703				
	Most of the politicians serve the nation only a few are corrupt.	.702				
	Candidates for election are interested in the public opinions and not their votes.	.666				
	What politicians tell the media is mostly true.	.607				
Negative Advertising	Opinion on Negative Ads		3.436	14.530	77	4.357
	Negative ads exerts a powerful impact on voter's mind	.694				
	Negative ads are more effective then positive ads in steering people's emotions.	.686				
	People remember negative ads better than positive ads.	.679				
	The impact of negative is fairly higher than the positive ads.	.648				
	Negative ads increases the voters distrust in candidate to whom the ads are aimed at	.591				
Social Media and Internet	Role of social media and internet		1.764	7.460	81	4.322
	Social media reaches the young educated voter better than TV.	.780				
	Ads done in social media and internet are reliable.	.703				
	Ads in social media are highly relevant for the parties.	.685				
	The use of negative ads against parties on social media has proven effective.	.659				
	Social media has been a strong carrier of negative ads in India.	.634				
Preconceived Voter's Psychology	Preconceived Voter's Psychology		1.451	6.136	78	4.27
	Political ads are unlikely to change people's mind coz they have strong views about issues and candidate.	.735				
	Most people decide who to vote based on their gut feeling	.703				
	Voters decide who to vote for primarily based on matching of their opinion on certain issues.	.680				
	Voters remember political ads verbally and carry its influence in polling booth	.668				
	Most people decide who they will vote for weeks before election	.638				
Name and Construct of the source	Measure of the construct	Factor Loading	Eigen Value	Variance	α	Mean
Political advertising effect - 1	Emotions and Information		1.402	5.929	61	4.11
	Political advertisement hits the right emotions effectively.	.696				
	People obtain a lot of information on issues from political ads.	.624				
	Political ads leave a great deal of influence on voters.	.580				
Political advertising	Elements of Advertisement		1.345	5.688	78	3.36

effect - 2	Television is the best media to promote politics on a mass level.	.758			
	Advertising a politician is same as advertising a product.	.599			
	Political ads carry a higher accountability then product ads.	.493			
	A strong slogan or statement creates a big deal of importance in political advertisements.	.455			

Table is clearly depicting the factors and the factor 1 that has been named trust, which means the trust of the voters on politicians. This factor is explaining the maximum of the total variance which is 29.747%. This factor is a linear combination of all variables that are related to trust on politicians. Hence trust issues that the cynical young electors have with politician can be concluded as the most important opinion forming factor.

The second most important factor that explains the phenomena of political marketing is negative advertisements that are used in the campaigning to degrade the value of the opposing brand. This combination of linear variables is explaining variance of 14.530%. This factor is a clear indicator of the fact that negative advertising is the most impactful in influencing the image of a political figure in the mind of the young electors.

The next most important factor is social media and internet. This factor is explaining the variance of 7.460. This would mean that the young electors are influenced by Social Media and Internet to a good extent. The factor is explaining a considerable amount of the attitude formation towards the concept. After this the major attitude formatting factor is the preconceived notions that the voters have about the concept. Preconceived notions in general are responsible for creating stereotypes. This factor is explaining a variance of 6.136%. The next factor is emotion and information factor. This factor is carrying three statements which are checking the impact of political advertising on the emotions, information and influence on voting. This factor is explaining a variance of 5.929%. The last factor that is contributing the least to the explanation is the elements of advertising. It is explaining the variance of 5.688%. this factor is stressing on the factor that the traditional form of television advertising and print is not what is going to influence the young electors.

The above mentioned table 1 is providing the details of the factor analysis. This is helping in understanding the young generation is not easily influenced by traditional form of advertising. The way to influence the young electors is the new medium and it must start by establishing the trust among them for their own brand and at the same time target the opponent brand with negative advertising. This strategy will help the voter’s change their preconceived notion about the brand and politicians as well.

The next objective was to find out the impact of interest level and party affiliation level of the students in politics on the attitude formation towards the concept. To check these two hypotheses were framed which will be checked by evaluating the collected data. The evaluation of the collected data will be done by performing ANOVA for the level of affiliation and T-test for the interest level. These tests will tell us that does respondents are keeping different opinions on the subject who

have different affiliation level and interest in politics.

To check the first hypothesis T-test was used for the analysis Table 2: is showing the results of the analysis. H1_a – Interest in politics play a vital role in opinion formation towards political marketing.

Table 2: T-Test on the basis of interest in politics

	Interested	UnInterested	Levene	Anova
trust1	3.0587	2.6491	.861	.003
trust2	3.3196	2.7368	.044	.000
trust3	3.4340	3.1053	.944	.024
trust4	3.3636	3.1228	.908	.081
trust5	3.5367	3.1404	.725	.003
trust6	3.3255	3.2398	.939	.579
trust7	3.2141	2.9357	.728	.047
advt1	3.8974	3.7193	.906	.229
advt2	4.2698	3.9240	.872	.019
advt3	4.6862	4.7193	.639	.829
advt4	4.4194	4.6118	.646	.233
advt5	4.5103	4.3333	.793	.244
advt6	4.5132	4.4795	.535	.820
advt7	4.2845	4.4561	.691	.237
negadvt1	4.3695	4.2281	.262	.369
negadvt2	4.2082	4.2456	.602	.810
negadvt3	4.5191	4.5263	.499	.963
negadvt4	4.4516	4.4386	.053	.933
negadvt5	4.2434	4.3392	.005	.540
negadvt6	4.0469	4.0526	.785	.969
social1	4.8886	4.6842	.010	.235
social2	4.0938	3.9474	.428	.269
social3	4.1965	3.9240	.011	.045
social4	4.3754	3.9942	.078	.005
social5	4.4194	4.3333	.044	.562
psycho1	4.1584	4.2398	.338	.534
psycho2	4.2727	4.2632	.967	.948
psycho3	4.2639	4.3860	.514	.373
psycho4	4.1202	4.1462	.985	.851
psycho5	4.4340	4.4678	.379	.797

The above table is showing that there is no major difference based on the respondent’s interest in politics. The above table though is showing major difference in the area of trust on politicians. This proves that the skepticism in the interested respondent is less in comparison to the uninterested respondents. Thus the hypothesis stands rejected on the grounds of difference in opinion based on interest level.

The second hypothesis which was framed was on the basis party affiliation of the respondents; this hypothesis was framed to check the party affiliation had any impact on attitude formation towards political marketing.

H2_a – Level of Part Affiliation plays a vital role in opinion formation towards political marketing.

Table 3: ANOVA Based on Party Affiliation

	Not Affiliated	Weak Affiliation	Normal Affiliation	Strong Affiliation	Levene	Anova	Welch
trust1	2.7244	3.2174	3.0758	3.3243	.024	.001	.004
trust2	2.9295	3.2174	3.2727	3.5676	.374	.001	.002
trust3	3.1474	3.4783	3.5152	3.6757	.003	.012	.014
trust4	3.1731	3.5217	3.3333	3.5135	.704	.162	.159
trust5	3.2756	3.6087	3.6212	3.5946	.217	.048	.038
trust6	3.1667	3.3913	3.3636	3.6036	.196	.012	.013
trust7	2.9744	3.5652	3.3333	3.3153	.724	.041	.041
advt1	3.8013	3.6957	4.0152	3.8649	.033	.750	.693
advt2	4.1186	4.0870	4.3182	4.1712	.654	.020	.838
advt3	4.8718	4.1739	4.3939	4.4955	.032	.019	.008
advt4	4.6141	4.4783	4.1667	4.3063	.001	.156	.149
advt5	4.4840	4.0435	4.4848	4.4234	.024	.049	.402
advt6	4.5929	3.9130	4.2727	4.5045	.130	.029	.043
advt7	4.3622	4.0000	4.2121	4.4324	.050	.571	.461
negadvt1	4.3205	4.6957	4.1667	4.3423	.006	.034	.291
negadvt2	4.2628	4.0000	4.1364	4.1982	.037	.050	.774
negadvt3	4.5929	4.7391	4.3485	4.3784	.156	.046	.437
negadvt4	4.5481	4.5652	4.2121	4.2793	.088	.285	.273
negadvt5	4.3558	4.4783	4.1212	4.0991	.019	.357	.292
negadvt6	4.0929	4.6522	3.8788	3.9009	.396	.047	.086
social1	4.8365	4.9565	4.8485	4.7297	.690	.923	.915
social2	3.9744	3.7826	4.0000	4.3243	.003	.112	.091
social3	4.0160	4.2174	3.9545	4.4234	.341	.038	.049
social4	4.3269	4.0870	4.0152	4.1982	.031	.047	.408
social5	4.3942	4.3043	4.1667	4.5315	.198	.031	.435
psycho1	4.2051	4.0870	4.2424	4.1171	.065	.907	.908
psycho2	4.3205	4.4348	4.0152	4.2432	.097	.494	.485
psycho3	4.3173	4.2174	4.3333	4.2703	.409	.979	.972
psycho4	4.0256	4.0000	4.1970	4.4054	.179	.124	.175
psycho5	4.4744	4.2174	4.4697	4.3964	.002	.827	.462

Table 3 shows a clear depiction of 16 variables on which there is difference in the opinion of the respondents out of the 30 variables asked. There is clear difference in the stand point of respondents on trusting the political brand or politician. The research is highlighting the fact that as the level party affiliation becomes stronger the level of trust on politicians also increases. Another finding in the study is that the alternate attractiveness of the advertisement to the respondent varied as well. Respondent with stronger affiliation felt the advertisements were more effective. Then afterwards the impact of negative advertisement showed that statements 1, 3 and 6 of negative advertisement that talked about the impact, remembering the advertisement and basing an entire campaign merely on negative advertisements had shown difference. Affiliation also moulds the attitude towards impact of campaigning by degrading the opposition brand. It is amusing how the affiliation increases the belief in own brand and hatred for the opposition brand. In the end the opinion differed on the social media usage by the party brands. Social media posts were found more reliable among the partisans then non partisans. The overall trust in political marketing concept varies significantly among the respondents on the basis of their level of affiliation. This means that the hypothesis framed based on past research stands accepted.

Implication

There are many issues that were aimed with this research and most of it focused on the youth. Most important finding was

the apparent similarity of youth's attitude towards political marketing. It was found that the disposition towards the subject that was shown by the youth had been same. There were grounds of difference based on the level of affiliation that the youth shared with the party. The partisan respondents were affected on a higher degree then non-partisan respondent. This indicates that it is important for the political parties to create the orientation among youth before the election campaigning. This instillation will increase the impact of political marketing towards the brand. The affiliation must make the youth feel proud of the association. The campaigning always has varying degree of success and that degree depends on the number of people affiliated. This election BJP started the affiliation practice among the youth to associate with the party in a very early stage and as a result of that the election outcome was hugely in their favor.

Similar behavior and attitude by a segment leads for designing a common approach for getting influenced (Elebash, 1984). The youth's consistent cynical attitude towards the politics and politicians is asking for the similar design approach for this particular segment. This means that the marketing must start before campaigning and should focus on association rather than influence for votes. In addition to this the new mediums are being utilized. 2014 elections witnessed the use of social media for campaigning for the first time. This medium surpasses many legal obligations. This election a big name calling and blame game was observed. Freedom was utilized to the fullest and it also provided the results. Many

international news channel prophesized it as India's first social media election. Though it has been called the sleaziest way to win elections (Seccombe, 1995) but despite all it worked. This was due to the impact of using the new medium in use (Markus and Benjamin, 1997) ^[11]. The traditional format of advertising works the least on this section, it is important to understand the impact of medium (Suri, Sharma and Sharma, 2016) ^[20].

Conclusion

Overall it appears from the outcome of the research that cynicism among the youth creates a similar view point for them. In particular the distrust among the youth is high and the impact of political marketing can change that. They believed that political advertising is good way to influence voters and negative advertisement exerts more impact. The similarity of youth cynicism among cross cultures has been proved (Waller and Polonsky, 2008). Across culture the youth carry a similar view points and the strategy of party association can work on a global scale as a strategy. The NDA campaign has proved that when a political communication fails it leads to mass rejection. The cynical attitude enforces rejection fast and the distrust grows higher.

Negative advertising is a reason for increasing the cynicism and distrust (West, 1997) ^[24]. Negative advertisement being done at the regional or national level has an equivalent impact on political brand. It harms the opposing brands, is more informative and also damages the trust on politicians. It can be successfully utilized by the candidate if used strategically causing less damage (Sonner, 1998) ^[19]. From this research it appears that the youth sampled has similar views on social media usage and they have found it impactful. This marks the possibility of using the similar style of marketing the political brand in various level of election.

This research can be expanded further to research the same on different segments of the electors. And impact of other important demographics on the political strategy can be checked. The research can also analyse and focus on one party strategy to check for the reason of success and failures.

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