Impact of Political Advertisement Done by Political Parties on People of Ahmedabad

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ABSTRACT
Political campaigning is one aspect of any election system and it includes the use of many forms of communication tools including political advertising. As compared to other campaigning tools a large share of campaign expenditure is allocated for the purpose of political advertising and that too across various political parties in India. But, in India where elections are contested more on the basis of caste, creed, religion and regional issues, the attempt to make the people informed and knowledgeable, and to have their favorable action tendencies through the intense use of advertising is certainly a matter which makes us inquisitive about the role of political advertising in Indian context. To examine impact of political advertising of people whether they are influencing or not? The present paper is an attempt to study impact of political advertisement done by political parties on people of Ahmedabad. The study investigates awareness level of people, various media used by political parties and messages passed by parties. The study finds positive impact of media used by parties on young generation compare to generation X.

Keywords— Political advertisement, campaign, impact of political advertisement, Forms of advertisement.

I. INTRODUCTION

ADVERTISING
Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit. In terms of overall advertising expenditures, media advertising is still dominated by Press and television, which are of comparable size (by value of 'sales'). Posters and radio follow some way behind, with cinema representing a very specialist medium.

TYPES OF ADVERTISING MEDIA
1. Newspapers
   It has a wide reach and it enables the advertiser to communicate with a large number of people, of different social classes. Newspapers carry advertisements, for low cost product and luxuries also.
2. Magazines and journals
   Periodicals are a powerful and popular media of advertising. Several types of magazines are in circulation. They vary in language, frequency of publication, etc.
3. Radio Advertising
   Radio has become a popular medium of advertising as more and more people own radio sets. Radio commercials have adopted new techniques of advertising by broadcasting music, songs and other entertainment programmes.
4. Television Advertising

Television has become the fastest growing medium due to rapid expansion of cable network. Both short commercials and sponsored programmes are shown on television. Electronics media delivers a great deal of information rapidly whereas print media deliver one topic and one thought at a time.

5. Cinema/Film Advertising

Cinema is another popular medium of advertising. Business firms get cinema slides and short films prepared. These are shown in cinema houses before the start of regular shows and during intermission.

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6. Direct mail Advertising

Under this medium a mailing list of potential buyers is prepared. Post cards, letters, folders, brochures, catalog, leaflets booklets are sent directly to them through mail.

7. Outdoor and Vehicular Media

Outdoor media consists of posters, banners, hoarding, wall painting, neon signs and sky writing. This is the oldest medium and continues to be popular in spite of development of new media.

8. Internet

Through internet people do shopping and retailers do e retailing, on line transactions are increasing day by day as more and more people are gaining access to internet.

9. Mobile Advertising

It is a new and emerging media of advertising. Personal mobile phones have become an attractive advertising media to network operators, but are relatively unproven and remain in media buyers' sidelines.

Political Advertising

The disclosure statement and notice requirements discussed in this section apply to "political advertising." In the law, "political advertising" is a specifically defined term. Do not confuse this special term with one's own common-sense understanding of advertising.

To figure out if a communication is political advertising, one must look at what it says and where it appears.

1. Political advertising includes communications supporting or opposing a candidate for nomination or election to either a public office or an office of a political party.

2. Political advertising includes communications supporting or opposing an officeholder, a political party, or a measure (a ballot proposition).

II. LITERATURE REVIEW

As in many other democratic nations, use of advertising as political campaigning tool has grown in its significance in India also over the past few years. Enlargement of voters’ size, availability of technologically advanced communication opportunities, and also the rising complexities and competitiveness in political scenario are considered as major reasons for the growing usage of advertising in political context.

There has been a fundamental shift in the balance of political communication from news to advertising, and people are now exposed to huge amount of political advertising in every election cycle (Bartele, L.M. and W.M. Rahan 2000). As a result, the commercial use of various forms of mass media including television, radio, newspaper etc., has increased dramatically, thus bringing a significant increase in campaign expenditure.

There are numerous researches which subscribe to the potentials of political advertising. On the basis of empirical investigations into the effects of political advertising, it is considered as: - a valid source of information about the candidates during a political campaign (Kaid, L.L., Monica Postenieu, K. Landreville, H.J. Yun and Abby Gail LeCirang 2007); - a mode for retaining of knowledge and information about the candidates, such as their name, stance on issues, or image attributes and influencing viewer’s evaluations of the candidates. - a basis for influencing voters’ perceptions of the political process in general and their political behaviour. - a source of issue based learning and agenda-setting effect, i.e., resulting in changes in the issues that respondents judge as most important; - a basis to effect attitude towards the candidate, to stimulate the interest in the campaign, to influence vote choice and finally the voter turnout. Previous researches used experimental design to find the influence of political advertising on voting decisions, which is viewed as occurring at two levels: (1) as a direct stimulus/response type of situation, where regardless of content, exposure is tantamount to influence and quantity of exposure determines candidate choice; or (2) as a vehicle through which information about the “actual determinants of voting behavior – issues, candidate image, and party affiliation” are disseminated.

Giti Zahedzadeh 2012 suggested that campaigns for their ability to communicate information that helps citizens make voting decisions. However, some lament the increasingly negative tone of contemporary campaigns. Contributed to the broad literature on the effect of negative advertisements on candidate evaluations, by looking carefully at one important mechanism through which negative advertisements operate namely political trust. While studies have looked at the effect of attack ads on turnout and candidate evaluations, they have not fully explored the mechanisms driving these relationships (Lau and Redlawsk, 2006).
What started with a slap to policies of a party has now turned into a full-fledged web war. With political parties realizing that their virtual constituencies on social media are as important as the real poll arena, BJP and Congress are fighting it out on the internet (Chitra Unnithan, TNN Oct 29, 2012, 06.16 AM IST).

### III. RESEARCH METHODOLOGY

**NEED OF RESEARCH**

As companies are doing researches to know the impact of their product’s advertisement, Political also strives to know the impact of their political advertisement, but little research is done till today to know that impact. So, various political parties do not know about the impact of their political advertisement on people. To study awareness level of people towards political advertisement, various media used my political parties and messages passed by parties to people.

**Research Objectives**

- To study the impact of the political advertisement done by political parties on people of Ahmedabad
- To study the awareness level of people towards political advertisement
- To study various media used by parties for political advertisement
- To compare various media of advertisement used by political parties

**Research Design**

The current research is descriptive in nature. The literature survey through physical resources and electronic media has been carried out. Also, Cross sectional survey has been carried out in the research.

**Data collection**

**Primary data**

To collect primary data prepared structured questionnaire. A combination of multiple choice questions, dichotomous questions and open ended questions was used in the questionnaires depending upon the complexity as well as the objective of the issues involved in the questions.

**Secondary data**

The secondary data for understanding the current trends of political advertising, across the global have been collected from various sources such as books, journals, periodicals, magazines, newsletters, research reports of previously conducted studies in this direction and the internet.

**Sample Design**

The sample frame consisted in various resident areas of Ahmedabad. From different areas selected 100 respondents for research.

### IV. DATA ANALYSIS

- From the study various forms of advertisements most of the Respondents put trust on Newspaper and word of mouth and believes on the other people opinions about the party.
- From the voters who voted for BJP, highest number of voters agrees that they have voted for BJP because of Development of the state and leadership of Mr. Narendra Modi. There is significant difference between consumer Y(less than 40 year age group) and consumer X (more than 40 year age group) people casting their vote in favours of BJP because of dynamic leadership of Mr..Narendra Modi so, conclude that there is high impact of Mr. Narendra Modi’s leadership on consumer Y.
- From the study, there is significant difference between the overall performance of the advertisement campaign performance done by BJP and Congress. BJP and Congress both the parties had applied different campaign strategies for people.
- There is significant difference between male and female for number of times come across political advertisement in a day. As compare Male on an average 3 to 5 times across political advertisements while Female on an average 1 to 3 times across political advertisements in a day.
- Found that people agreed on Congress’s defeat due to their wrong subject of advertisement campaign and BJP’s 3D campaign was golden step for their advertisement campaign. So, on the basis study conclude that Congress negative messages advertisements didn’t worked for people.
- As per the respondent’s opinions, Political advertisements on various forms like social media, newspaper, word of mouth, 3D campaigning helped them for taking decision. Respondents also responded that they had found
V. CONCLUSION

Impact of political advertisements done by parties on people of Ahmedabad, conclude that people have different mindsets and preference regarding politics. So, one will take the political advertisement as per his/her mindset and preference. So, political parties should be able to understand their mindset and preferences to make their advertisement more convincing for viewers. From the voters who voted for BJP, highest number of voters agrees that they have voted for BJP because of Development of the state and leadership of Narendra Modi. Respondents responded that people are agreeing on Congress’s defeat due to their wrong subject of advertisement campaign and BJP’s 3D campaign was golden step for their advertisement campaign. On the basis of study conclude that respondents found highest numbers of advertisements on Gujarati TV channels and newspapers. As well as most trusted tool of advertisement is newspaper as per our research.

REFERENCES