A Study on Impact of Political Promotion via Facebook on Voters in Surat City

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Abstract-This study examines the impact that political promotion via Facebook has on the orientation of individuals, in order to determine the extent of Facebook users' interest in political promoting messages. How the individuals deal with these messages, the impact of these messages in influencing the political events, individuals' choices, and changing individuals' political orientations. The technological development in various fields in the past few years and up to the present day, especially in communication and information exchange, has led to the emergence of the so-called social networks, which are considered to be one of the widespread modern means that represent an important axis in the communicating process and communication between individuals and organizations on the Internet. The widespread use of social networking is not confined to the exchange of information but also includes political, marketing, and health activities among others. This has earned them wider popularity, granted them a bigger impact in influencing both the lives of individuals and the activities of organizations, and enabled parties with mutual interests to connect, interact, share ideas and exchange views in order to achieve their common goals. Respondents of Surat city had filled this questionnaire; 100 questionnaires were used for data analysis. Certain statistical methods had been used for analyzing the results, which revealed the validity of all dimensions except the fourth one related to the reliability of the political promoting messages via Facebook.

Key Words- Political Promotion, Facebook, Influence, Messages, Social Networking

INTRODUCTION

The technological development in various fields in the past few years and up to the present day, especially in comm. and information exchange, has led to the emergence of the so-called social networks, which are considered to be one of the widespread modern means that represent an important axis in the communicating process and comm. between individuals and organizations on the Internet.

The widespread use of social networking is not confined to the exchange of information but also includes political, marketing, and health activities among others. This has earned them wider popularity, granted them a bigger impact in influencing both the lives of individuals and the activities of organizations, and enabled parties with mutual interests to connect, interact, share ideas and exchange views in order to achieve their common goals.

This development in the comm. process has contributed to the development of the marketing comm. means and facilitated the promoting process and the dissemination of the advertising messages, which prompted the workers in the political field to adopt the concept of political marketing and its elements including political promotion and the adoption of the modern comm. means to disseminate and promote their ideas, gain supporters, and change the political reality.

Facebook is one of the modern comm. means which were adopted by the politicians to disseminate their ideas, influence the individuals' opinions, induce them to adopt their ideas, and vote for them in elections. Facebook provides the workers in political marketing field with the access to the target audience by the advertising messages; it also provides Facebook users with various means for receiving the political promotion messages, interacting with each other, and exchanging the information. This is why workers in the political marketing field focus on Facebook in advertising information about political events, personal information about the politicians and candidates, with the aim of building a positive image about them and urging the users to promote them and their ideas and contribute to the process of political change.

The workers in political marketing field seek to:
- Create awareness among others about them, their ideas, and their politicalprograms.
- Build a good reputation for themselves and their

political orientation.

- Create loyalty and positive attitudes towards them and their politicalorientation.
- Improve their image in the public mind and induce the public to adopt apositive position towards them.

Political Marketing: Political marketing management but the belief that political actors and these include not only political parties and politicians but also govt., single issue groups, lobbying organizations, etc. not only act out but also 'think' in marketing terms; they believe that they *do* marketing management, and they try to integrate their use of marketing instruments in a coherent marketing strategy [Henneberg: 2004]. Political marketing applications have changed from a comm. instrument to a coherent way of managing politics, whether it policy making, election canvassing or executing decisions.

Facebook – way to reach out to youth : Even though politicians for their campaign still use posters, cut-outs, fliers, graffiti and personal rally's to reach and win over voters but with the social media changing the picture of urban India, political parties are becoming tech savvy and realizing that socialmedia is the only way to reach out to the youth. For general election social media usage in India was little. Today, however, Facebook has 93 million users and Twitter has an estimated 33 million accounts in the country. As per the LAMAI report this change for presence of social media could be observed as every political party participating in general election has set a 2-5 Percent of its election budget for spending on social media. Social Media has rapidly grown in importance as a forum for political activism in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role.

LITERATURE REVIEW

Davis (1998), Political marketing is designed to regulate the number of activists, financial assistance, to join the party, or a program of the candidate, using all means to reach this target to utilize the expectations of public opinion".

ALsamydai M, (1997) defines political marketing as a set of processes and activities that lead to the success of the candidate in political elections, this definition pertains to the electoral marketing rather than political marketing, however, the same author again defines the political marketing as "an integrated system in which sets of activities are interacting and working to plan, price, promote, masse, that help and support the candidate or political organization to success in the elections."

Henueberg (2001) points that "Political marketers use marketing theory to account for the strategies and instruments used by the politicians parties and the political machinery and that, therefore, current political marketing literature has, for the most part, taken an instrumental approach to the marketing phenomena."

Mona and Ming (2009) suggest that "Political marketing may be characterized as the application of marketing concepts to the study of a strategic process involving voters and politicians (and their parties)". Political marketing is a new sub - discipline, it has sought legitimacy for its theoretical basis by barrowing from conventional marketing concepts such as marketing orientation. Political marketing is essentially an interdisciplinary subject of marketing and political science (Stephan and O, Shaughnessy, 2009).

JoAndreA and MichAel (2011) indicate that the domain of political advertising show that candidate advertising is more successful when it focuses on issues already associated with the candidate's party. The success of political and promotion marketing policies requires the political advertising including an explicit and precise explanation of the ideology advocated by the political party and candidates in a way that removes uncertainty and doubt in the electorate and public opinion.

RESEARCH METHODOLOGY

PROBLEM STATEMENT

A key research question is the impact of the political promotion via Facebook on individuals' political orientation. The utilization of Facebook in the political marketing and promotion field represents a somewhat recent tendency with a significant effect dueto the popularity of this tool in many of the social, economical and cultural activities. Thus, the question of the study is restricted in these sub-questions, which are as the

following:
• Do Facebook users show an interest in the political promoting messages viaFacebook?
• Do the political promoting messages via Facebook have a significant impact on community, political realty and political events?
• How do Facebook users deal with political promoting messages?
• Do the political promoting messages via Facebook influence the individuals'political orientation, and choices?

OBJECTIVES OF THE STUDY

• To know the Facebook users' interest in the political promotion messages via Facebook on voters in Surat city.
• To know the political influence of political promoting messages on individuals' political choices.
• To know the effect of the political promoting messages via Facebook on thecommunity, and on current political events.

RESEARCH DESIGN: Researcher has used descriptive research design.

COLLECTION OF DATA

To address the objectives underlying the study, the data includes, from bothprimary sources and secondary sources.
The primary data include data collected through questionnaires.
Secondary data comprise of data collected from research articles, journals,websites, etc.

SAMPLING PLAN

The required primary data was collected through a self-administrated questionnaire which was originally developed and employed for the purpose of this study. To achieve this purpose 100 questionnaires were sent to Surat city. The questionnaire contains six dimensions, these dimensions were prepared to reflect the structure of the study and to fully answer the research questions. And for this study nonprobability convenience sampling technique has been used.

STATISTICAL TOOLS

In order to accomplish the objectives of the study, the collected data are classified group and presented in the form of table. These data are analyzed with the help of various or relevant statistical tools like frequency analysis, multiple response analysis with the help of excel package to generate to meaningful results. Results are interpreted to come out with findings and suggestions/ recommendations. And then conclusion is drawn based on findings and suggestions offered on the study.

SCOPE OF THE STUDY

This project will deal with understanding the impact of political promotion via Facebook on voters in Surat city by forming political promotions and political marketing strategies that build a positive mental image about the candidate and getting them to vote.

FINDINGS OF THE STUDY

▪ Majority of the respondents i.e.54 Percent are between the age group of 18-26 years.
▪ Majority of the respondents are female i.e.56 Percent.
▪ 63 Percent of the respondents are unmarried.
▪ 29 Percent of the respondents are graduate.
▪ Majority of the respondents i.e., 40 Percent are students.
▪ 50 Percent of the respondents have monthly income between 0-10,000.
▪ Majority of the respondents i.e., uses Facebook daily.
▪ Majority of the respondents i.e., feel political issues are important to them.
▪ 50 Percent of the respondents receive messages from political parties on Facebook.
▪ 35 Percent of the respondents read but rarely follow messages received from politicalparties.
▪ 50 Percent of the respondents are not interested in the political promotion messagesposted on Facebook.
▪ Majority of the respondents i.e., 35 Percent feel neutrally that the political promotion messages have impact on society.
▪ 43 Percent of the respondents think the political promotion messages have notchanged the political reality.
▪ Majority of the respondents i.e., 45 Percent

agree that the political promotionmessages have an effect on the political event.

- Majority of the respondents i.e., 46 Percent do not receive promoting messages from political parties during election.
- 57 Percent of the respondents do not transfer the political promotion messages tofriends via Facebook.
- 53 Percent of the respondents believe that the political promotion messages do not have credibility.
- Majority of the respondents i.e., 40 Percent feel political promotion messages doesn't lead to change in orientation.
- Majority of the respondents i.e., do not believe that the political promotionmessages influence in the choice of candidates for election.

CONCLUSION

The objective of this study is to determine the impact of Facebook on political promotion, it deals with many aspects related to this subject, including the interest in the politics and the political promotion messages and the extent of these messages effects via Facebook on the reality and current political events, and changing the users' political orientation and political choices. This study contains six Dim., although it is evident from the current research that the respondents do nonetheless have an interest in political subjects and political promoting messages posted via Facebook. Additionally, Facebook users confirm the great impact of Facebook in disseminating the political promoting messages in the community and affecting political reality and politicalevents. This study also revealed that political promoting messages posted via Facebook are positively received and dealt with, this can be invested by the politicians (organizations, individuals, and candidate for elections) to effectively achieve their political goals. This study also concluded that the political promoting messages via Facebook have an effect on the individuals' political choices (political organizations, political individuals, and candidate for elections). This result is supported by the utilization of Facebook in political promotion by some candidates for elections inmany countries. Politicians must depend more on Facebook, as one of the most popular social comm. networks, in disseminating their political promoting messages, they should also develop the style and content of

the message in way that enhances its ability to affect and achieve the appropriate change in individuals' orientations and beliefs in the contains of these messages. They should also adopt the reliability concept as an essential feature in their posted political messages and present the required promises because reliability is the base in building confidence which is essential in achieving the essential change in individuals' orientations to the benefit those politicians.

SUGGESTIONS

- Future research can expand political marketing research fields and political issues through increasing not only Facebook usage but also the usage of other social comm. network sites as twitter, YouTube, and others.
- Political parties should also develop the style and content of the message in way that enhances its ability to affect and achieve the appropriatechange in individuals' orientations and beliefs in the contains of these messages.
- Politicians must depend more on Facebook, as one of the most popular social comm. networks.

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