**CHAPTER – I**

**EXECUTIVE SUMMARY**

**INTRODUCTION**

Political communication or campaign through social media is now turning into a basic paradigm of Indian elections. For politician, the election is not about getting elected; it is about getting socially elected. Social media has changed the way people think, write and react but political pundits believe it has also influence the way people vote.Most of the political parties are aware of the pulse and the impulse of the public on social media timelines, which is why more and more politician are realising the importance of social media as an electoral tool. As a result, for the general election, digital strategies have become central to planning political rallies and party manifesto are no longer conspiracies of a coterie but are laid bare in the public eye, if not crowd-source to voters at large. Canvassing demand a party’s interactive presence on social platform like twitter, Facebook, You tube, Google plus. And so for anyone wanting to read the sentiment of the people, the notion of the dipstick survey has been replace by a tweetstick survey.

Social media connects people and gets them talking and sharing is one thing. But it become more meaningful when it allow campaigner to know the voters, target a specific audience, splice demographics, mobiles support, and urge people to participate. When some of these people actively engage in political debates, they become a great tool in spreading the word and influencing opinion.

With increasing knowledge of the computer and internet and invention of many devices in information communication technology (ICT) politicians as well as the electorate. were now familiar with use of blogs, websites and other social media platforms for communicating political issues. The new media are not only empowering people but they are also democratizing human relations. The use of the internet by politicians to communicate with their constituencies has extended the concept of ‘mediatization’1 of politics in developing countries. Increasing use of the internet or new media has inspired tremendous and influential innovations in political campaign communication. During elections they are now useful tool of servicing the political system by providing information, discussion and debate. Political gladiators of all shades of opinions, ideologies, intents and goals use the media with the belief that political communication through media exerts pressure or influence on people’s perception and behaviors as needle effect of media messages

Social media is emerging as a substantial promotion tool during elections by the political parties to connect and express their vision, to influence voters, to achieve its objective to help them increase their visibility or to gain majority. The perception of Indian people towards the modern marketing tools in politics remains unexplored. Social media is not only the current generation’s line of communications technologies but it has also changed daily activities and connected people in a manner never before possible. In the same manner, social media has also transformed politics in India and globally. Social Media marketing have created a new dimension in online advertising and political marketing resulting in easy access for the parties and political leaders or institutions to keep in touch with the people understanding their needs, wants and behavior. In this paper, the influence of social media on voter’s behavior and how political marketing takes new dimensions is discussed.

In the 21st Century, Social media have become an essential space of public communication. Every organization which provides products and services irrespective of whether it is big or small have recognized the privilege of social media to reach the customers. Marketing activities had been highly traditional earlier, but due to the increasing number of users in Internet there is a positive trend towards digital marketing. This trend has been catalyzed to a great extent by social media and the business marketing strategies. Increasing active users in social media has provided new opportunities to marketing strategists to target an emerging section of society that is heavily influenced by social media. Social media is a novel platform and a tool to help countries and its societies to create, express, share their thoughts and ideas without barriers. In the recent years, Political parties in India have also taken up this space understanding the success stories of corporates reaching the customers more easily and quickly.

The term ‘Political Marketing’ was first coined by Kelly in 1956. Political marketing can be described as a process by which political candidates, events and ideas directed at the voters and gain their support understanding the voters’ behavior. Wring (1997) defines political marketing as “the party or candidate’s use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes”. D Eisenhower, 34th President of USA was the first to apply political marketing into practical terms in the election campaign of 1952.In the world’s largest democratic country, elections are considered to be the festivals of democracy.

The political sphere is also not an exception. Political sense of a human being in a country like India is very much significant because it is the largest democratic country in the world. India, with a population of more than one billion (presently 1.252 billion as of the record of 2013) enjoys the political taste of every human being through universal adult suffrage policy which means whenever an Indian citizen attains the age of 18 years, he or she is entitled to cast his / her vote in favour of any registered political party, who are participating in the general election. Therefore, politics and political knowledge are considered as most significant part of citizen life in India. Political sense among the Indian citizens grows through proper cultivation of the same through regular acknowledgement. In order to woo the Indian citizens regarding the awareness of political issues, nowadays the political parties and their leaders also try their best to use any kind of possible and sophisticated means to reach with their agenda. Social media network is considered one of the means to reach the Indian citizens. Earlier, it was the political web pages of different political parties in order to make an influence among the viewers. But in this competitive world, where everyone is just rushing after success, political parties and their leaders start to make personal contacts through social networking sites. Facebook, Twitter, Whatsapp – all are infested with certain qualities that can easily generate political awareness among the followers of those sites. It is believed that if anyone has failed to make an impact nowadays through social networking sites, he / she cannot get that much importance among white-collared class as the same is being utilised for a special section of the society. Here the word special section is used to denote the educated class who are considered digitally educated and well aware of the technological changes happened through the world. In the last Lok Sabha election in 2014, it was found that a thunderous revolution took place through internet based applications in order to generate and spread political message among different sections of the society. ‗Ab ki baar Modi Sarkaar‘ or ‗India Against Corruption‘ like messages or special web pages have been found in volume of numbers as well as a huge number of followers in Facebook. Therefore, social media networking site in the guise of Facebook has been utilised as a political platform to sell the political message to the target audience. Here the term ‗audience‘ has been used to justify the users of the particular social networking site as they are able to see and view or even listen to the message posted in the Facebook. Even in Twitter, the followers can easily get to know the tweets of the famous politicians or the most updated version of their liked ones. Not only that, the feedback procedure is instant. If the message is not liked by the followers or viewers, they can immediately respond back; and sometimes, leave comments with caricature. Therefore, in the social media platforms, response is immediate. It is not practiced in the print media or in the audio visual media to that level of extent. One of the significant positive sides of this social networking sites that its limitation cares no boundary. Throughout the world, wherever one goes, he or she can visit the Facebook pages or twitter account and easily comes to know about the updates. Therefore, the subject creators on political aspects in Facebook or Twitter, can easily consider their followers as customers of their contents. One of the charming points is the unknown followers and supporters whom the content-creator does not know earlier. There are many supporters or followers whom in technical term we generally refer to as ‗Friends‘ and whom we really do not know from earlier. But the widespread revolution of internet and communication has turned the entire world into a miniature. Social media is just a bedecked feather in the system. People throughout the world irrespective of geographical boundary know each other and would come into contact of each other through social media networking sites, especially here we would consult regarding two worldly known major social networking sites like Facebook and Twitter. Now we do not have to think whether it is feasible to send any message to anyone sitting in crores of kilometers away. The information and communication revolution have turned the same possible in these days. One of the interesting features of using the social media networking sites for spreading any kind of message is its affordable costing. Only a minimum charge is needed to pay the internet charge which is necessary to maintain a wide network with vast of population.

The marketing events in political elections begin from wall campaigns, public meetings and even door to door campaigns. Since all these are routine events, marketing in the election process takes a reform. Internet has showcased their democratizing potential by creating access to information and lowering the barrier of public participation in sharing their opinion. Low cost of managing social media helped the political parties to design new strategies for the political candidates through new methods of campaign. The impact of social media in Indian was first highlighted during the Mumbai Terrorist attacks in 2008 when timely information was shared through Twitter. In 2009, on the eve of national elections, social media was used in India for online voter registration and transparency campaigns started. It was the first time political parties tried to reach out to voters through social networking websites. In the past two decades, one of the most vital developments associated to internet has been the occurrence of social networking sites like Facebook, Twitter, YouTube, WhatsApp and Instagram. Social media cites Arab Spring Movement that began in late 2010 that changed the political scenario in many countries all over the world. The contribution of the social media and democracy to the events of the Arab Spring has led to idea that open access and a free Internet can eventually turn out to be a good medium. The social media has changed the traditional marketing landscape significantly since its emergence.

**CHAPTER – II**

**PROBLEM STATEMENT**

**RESEARCH PROBLEM**

The relationship between social media and politics is rooted in the desire for change. Today the public at large is using the online information and networking access to find solution. Civil society with its rising frustration over political apathy, is trying to use social media for a change. This online revolution may be less about technology and more about changing human behavior. An overview of the Indian social media literature suggests that there has been very little research on the impact of the social media on political campaign in general and voting behavior in particular. Therefore in this article we try to study the impact of the social media on political campaign in India with a special emphasis on voting behavior of people of Kannur.

**SIGNIFICANCE OF THE STUDY**

While discussing the statement of the problem of this research study, it is attempted at its best level to find out the importance of the social media networks especially the Facebook and its uses in the political spectrum in India. It is to be found out that whether social media network have really a role to play on the thinking power of the people of India regarding their political choices or not. Political knowledge of a person is getting intensified through constant reading of the political events from various available sources and discussion of the same.

Through the use of social network sites, the political parties can easily get in touch with the people whom they know and at the same time also come in contact with those whom they do not know also. For example, if a political party leader would get contacted with any one of his followers, his contact would automatically be extended to the friends of that particular person. It easily helps the political leaders to get connected with a number of people at a single time. The only thing is required is just a consent of the concerned person to add him or her as a friend in his or her Facebook profile. Hence he or she can easily maintain a large contact with volumes of people. Even the same would come into use when they are all in offline mode. The contact numbers, address can also be received through the Facebook profile of the concerned person with whom the political leaders can easily maintain a contact in offline mode.

**OBJECTIVES OF THE STUDY**

* To find out the impact and the role of social media on the political decision making process in Kannur District.
* To find out the impact of election manifesto on voting behavior
* To find out the views of the voters on the social media trend of the misuse of news than for development purpose.

**HYPOTHESIS**

* Young voters are more influenced by social media on voting behaviour
* Higher the education level of voters is more influenced by the social media on their voting behaviour.
* There is a no relationship between the educational qualification of the respondents and influence of candidate’s post on social media
* Social media does not help the people to select right candidate
* There is positive impact on the information provided on social media about political party.

**METHODOLOGY**

The present study is based on descriptive research design since the survey is conducted to get insight into the stated objectives of the research. The target population is those people completed at least 18 year or above and using any one social media like facebook, twitter etc., so mostly respondents.

**Methods of data collection**

The study is based on both primary and secondary data. The data were collected using a well-designed questionnaire prepared according to the specific objective of the study and was finalized after conducting a pretest on a few sample respondents. Further, the direct personal investigation method has also been employed to collect required information for a descriptive study.

**Sources of primary data**

The data required for the study has been collected by preparing a questionnaire. The data is collected from voters of Kannur district who uses social media. 50 samples are selected for the study.

 **Sources secondary data:**

The secondary data required for the study has been collected from different sources which include official data published by government departments, books, journals and magazines.

**Tools of data analyses**

For the analyses and interpretation of the data collected, MS Excel has been used. It helped in generating descriptive statistical analysis of data from the questionnaire, both quantitative and qualitative.

**Area of the study**

The primary data required for the study has been collected from Kannur District

**LIMITATIONS OF THE STUDY**

* Limited time for conducting a detailed study
* The study is limited with specific area because of the convenience.
* Inaccuracies in information supplied by respondents on nature and extent of work and about the income and their expenditure.
* Reluctances of the respondents in giving proper information regarding why they are not interested to work.

**REVIEW OF LITERATURE**

DR. MOLOY GHOSHAL (2018) This research was conducted to find out the voters opinion about the impact of social media buzz put by different political parties on this media. For data collection purpose, a convenient sampling technique was employed. The finding indicates that a political party can win greater number of general election seats in an election if it has a well-developed social media team to promote it and attack the opponent with more and more viral posts. The research paper provides evidence of social media buzz impact on election seat conversion.

MD SAFIULLAH , PRAMOD PATHAK, AND ANKITA ANSHUL (2016) The study was conducted to examine whether the use of Twitter had an effect on the 2014 General elections outcome. For this research, a total of 8,877,275 social media buzz for 100 days from January 01, 2014 to April 09, 2014 of 12 Indian political parties has been considered. The result indicates that social media buzz has a positive and significant impact on the outcome of General elections 2014.

MALIK & NEHA (2014) This research studies whether political campaigns that are more social media savvy finally garner more votes. The sample size for this study was 150 Indian citizens who were above the 18 years’ age who agreed to take part in the quantitative element of this research investigation.

AINDRILA BISWAS, NIKHIL INGLE AND MOUSUMI ROY (2014) This research examined that whether getting influence by social media young voter will cast their vote in election. From the findings it is clear that social media play a significant impact on voting behavior of young voters. Social media is replacing the traditional media but in remote areas traditional media still has significant impact in creating awareness among people. Social media provides platform to the people to get connected to parties they favor.

It became an important marketing tool to reach to target audience in minimum time and within less cost. Online banners adds and other form of advertising has a significant impact on young voter specially students which not only influence them but also help in shaping their behavior. There is significant relationship with aged of people. People use social media platform to keep track of political development, technology play a vital role in giving first-hand information that to in less time.

STEFAN STIEGLITZ AND LINH DANG-XUAN (2012) This research paper analyses the impact of social media communication and public discourse in the society. The study observed the increasing relevance of and the need for analyzing political discussions on different social media platforms such as Twitter, Facebook, and weblogs. They proposed a framework for social media analytics in political context. More specifically, various approaches of data tracking and data analysis as well as corresponding analysis methods that might help gain a deeper insight into political discussions in social media was outlined.

According to Dr. Ranjit Nair, CEO, Germin8 social media does not influence much too rural voters but in urban India it has huge impact on opinion of undecided voters. It may also help in galvanizing the support base to vote in large numbers and influencing others to vote.

(Ukwatta, 2017). Twitter, Facebook, Instagram and internet blogs are progressively developed and became popular as social media. The evolution of public relations through social media has transformed the role of traditional media in the electoral process and political communication. Facebook is one of the most popular and widespread social media and is used for elections in various nations of all over the world. Recently, during the 2015 presidential election, a remarkable political communication campaign was launched through Facebook which was at the focal point of the history of the social media movement in Sri Lanka

(Ukwatta, 2017), In 2015, most of the presidential candidates have initiated their official social media pages, and their supportive parties communicated political messages, news and share every important event through their own social media pages. It was the first election held in Sri Lanka with extensive communication and discussion through social media. Youth participation in political affairs via social media was highlighted here and the coverage of all the events during the presidential election was undoubtedly impacting on the final outcome. Previous elections in Sri Lanka has experienced extraordinary campaigns using banners, posters, public meetings and traditional media.

Bhakuni&Aronkar (2012) tried to understand the usage pattern of social media among the students of Gwalior city and also assessed the influence of social media advertising on the purchasing intention of the students. The study concluded that social media is a rapidly growing area with large number of young students associating with it and there is a strong positive relationship between purchase intention and social media advertising.

Dash (2011) explored the relevant factors applicable for online marketing awareness, Purpose of use and usage of social networking sites and concluded that college students are well aware about different social networking sites and their use & popularity is increasing hence it is serving as a very good medium to connect students. Therefore, marketing with the help of these sites can play an important role for online marketing but it is necessary to ensure product quality since user groups are educated.

Bluestreak (2006), a digital marketing technology and services firm, published a research on ―Emerging Digital Channels: Consumer Adoption, Attitudes &Behaviour. It revealed consumer behaviour and attitudes towards emerging technologies including podcasts; text messages (SMS), RSS, blogs and message boards as well as the more traditional email platform. Findings showed that marketers have a huge opportunity on emerging platforms, as well as email, as adoption rate increases and consumer attitudes towards targeted, relevant, permission-based advertising becomes more accepting. The study was conducted among 1,000 consumers from a panel of over 1.5 million households and includes respondents who use email and at least one of the other five emerging technologies (RSS, Text Messaging, Blogs, Message Boards and Podcasting). Some of the key findings are: Consumers mostly feel that the level of or quantity of advertising on these channels is appropriate. Although consumers accept the existence of advertising, most do not respond unless they feel the offer is "personalized" or "useful". Demographic data revealed that the 35+ age group tends to be more responsive to online marketing offers. Lastly, it also reported a downside effect of using these technologies - Consumers are mainly concerned about viruses, identity theft and spyware as by-products of using such channels.

**CHAPTER – III**

**THE STUDY**

**INTRODUCTION**

The emergence of Web 2.0 is one of the biggest development in the history of commerce came along with Social Media as an evolution based on the Web 2.0, this technical revolution had huge affecting in the traditional marketing approach, brought new era among marketers, an era were social media changed totally the relationships between marketers and stakeholders, Social Media is shifting the power from marketers to consumers, because regarding to the democracy allowed in social media all users as consumers can now be in contact with each other exchanging the information about products and services, which push marketers changing their old methods to match the new needs of consumers, and contact with them in individual as possible as they can, especially in their buying behavior by using social media as marketing channel in both free as word-of-mouth and paid as social media advertising. Furthermore, advertising is simply one way that consumers learn about new products, learn about things consumers may want or need, because the more consumers know about products more choices they can make, as no one prefer to make poor choices when it comes to purchase, what social media provide is smart many choices more than poor or just many choices.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Indian marketers are moving at a fast speed to tap the new normal‘ opportunity. Social media has gone mainstream. And for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

The aim of this chapter is to set up a theoretical outline in a systematic way. Social Media has received good amount of consideration from practitioners recently, but little empirical research has conducted on the topic. It presents current understanding of practitioners and academicians.

**SOCIAL MEDIA**

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals.

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'"

* **Facebook**

Facebook is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard College roommates and fellow students Eduardo Saverin, Andrew McCollum, DustinMoskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University and, since 2006, anyone over 13 years old. On July 13, 2015, Facebook became the fastest company in the Standard & Poor’s 500 Index to reach a market cap of $250 billion. As of 2020, Facebook claimed 2.8 billion monthly active users, and ranked fourth in global internet usage. It was the most downloaded mobile app of the 2010s.

* **Whatsapp**

WhatsApp Messenger, or simply WhatsApp, is an internationally available American freeware, cross-platform centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by Meta Platforms.It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices but is also accessible from desktop computers, as long as the user's mobile device remains connected to the Internet while they use the desktop app.The service requires a cellular mobile telephone number to sign up.In January 2018, WhatsApp released a standalone business app targeted at small business owners, called WhatsApp Business, to allow companies to communicate with customers who use the standard WhatsApp client.

* **Twitter**

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read those that are publicly available. Users interact with Twitter through browser or mobile frontend software, or programmatically via its APIs. Prior to April 2020, services were accessible via SMS.The service is provided by Twitter, Inc., a corporation based in San Francisco, California, and has more than 25 offices around the world. Tweets were originally restricted to 140 characters, but the limit was doubled to 280 for non-CJK languages in November 2017. Audio and video tweets remain limited to 140 seconds for most accounts.

* **Myspace**

Myspace is a social networking service based in the United States. Launched on August 1, 2003, the site was the first social network to reach a global audience, and had a significant influence on technology, pop culture and music. The site played a critical role in the early growth of companies like YouTube, and created a developer platform that launched the successes of Zynga, RockYou and Photobucket, among others. From 2005 to 2009, Myspace was the largest social networking site in the world.

 In July 2005, Myspace was acquired by News Corporation for $580 million, and in June 2006, it surpassed Yahoo! and Google to become the most visited website in the United States. It generated $800 million in revenue during the 2008 fiscal year. At its peak in April 2008, Myspace and Facebook reached 115 million unique users, but Myspace narrowly lost to the newly emerging Facebook in terms of global users. In May 2009, Facebook surpassed Myspace in its number of unique U.S. visitors. Since then, the number of Myspace users has declined steadily despite several redesigns. By 2019, the site's monthly visitors had dropped to seven million.

In June 2009, Myspace employed approximately 1,600 employees. In June 2011, Specific Media Group and Justin Timberlake jointly purchased the company for approximately $35 million. On February 11, 2016, it was announced that Myspace and its parent company had been purchased by Time Inc. for $87 million. Time Inc. was in turn purchased by Meredith Corporation on January 31, 2018. On November 4, 2019, Meredith spun off Myspace and its original holding company (Viant Technology Holding Inc.) and sold it to Viant Technology LLC.

* **YouTube**

YouTube is an American online video sharing and social media platform owned by Google. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is the second most visited website, right after Google itself. YouTube has more than one billion monthly users who collectively watch more than one billion hours of videos each day.As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.

In October 2006, YouTube was bought by Google for $1.65 billion. Google's ownership of YouTube has also changed its business model; it no longer generates revenue from advertisements alone, YouTube now offers paid content such as movies and exclusive content produced by YouTube. It also offers a paid subscription option for watching content without ads, YouTube Premium. YouTube and approved creators participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube's reported revenue for 2020 was $19.8 billion.

* **LinkedIn**

 LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. Since December 2016, it has been a wholly owned subsidiary of Microsoft. As of September 2021, LinkedIn has 774+ million registered members from over 200 countries and territories.

 LinkedIn allows members (both workers and employers) to create profiles and "connect" with each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a "connection". LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.

* **Instagram**

Instagramis an American photo and video sharing social networking service founded by Kevin Systrom and Mike Krieger. In April 2012, Facebook Inc. acquired the service for approximately US$1 billion in cash and stock. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a personal feed.

Instagram was originally distinguished by only allowing content to be framed in a square aspect ratio with 640 pixels to match the display width of the iPhone at the time. In 2015, these restrictions were eased with an increase to 1080 pixels. The service also added messaging features, the ability to include multiple images or videos in a single post, and a 'stories' feature—similar to its main competitor Snapchat—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each. As of January 2019, the Stories feature is used by 500 million users daily.

* **Google Plus**

Google+ (pronounced and sometimes written as Google Plus; sometimes called G+) was a social network owned and operated by Google. The network was launched on June 28, 2011, in an attempt to challenge other social networks, linking other Google products like Google Drive, Blogger and YouTube. The service, Google's fourth foray into social networking, experienced strong growth in its initial years, although usage statistics varied, depending on how the service was defined. Three Google executives oversaw the service, which underwent substantial changes that led to a redesign in November 2015.

Due to low user engagement and disclosed software design flaws that potentially allowed outside developers access to personal information of its users, the Google+ developer API was discontinued on March 7, 2019, and Google+ was shut down for business and personal use on April 2, 2019.Google+ continued to be available as "Google+ for G Suite"; all users transitioned to "Google Currents" later, and will eventually transition from Google Currents to "Google Chat" in 2023.

* **Slideshare**

SlideShare is an American hosting service, now owned by Scribd, for professional content including presentations, infographics, documents, and videos. Users can upload files privately or publicly in PowerPoint, Word, PDF, or OpenDocument format. Content can then be viewed on the site itself, on mobile devices or embedded on other sites. SlideShare also provides users the ability to rate, comment on, and share the uploaded content. Launched on October 4, 2006, the service positioned itself to be similar to YouTube, but for presentations. The company was acquired by LinkedIn in 2012,and then by Scribd in 2020.

In 2018, it was estimated that the website gets an estimated 80 million unique visitors a month. SlideShare's biggest competitors include Zoho.com, Issuu and edocr.

**GROWTH IN SOCIAL MEDIA USAGE: RURAL INDIA BEATS URBAN INDIA**

Usage of social media in rural India has grown by 100% during the last one year with 25 million users residing in that belt, according to a report. However, urban India registered a relatively lower growth of 35% with the total number of users at 118 million as on April 2015, says the 'Social Media in India 2014' report by the Internet and Mobile Association of India (IAMAI) and Indian MARKET Research Bureau (IMRB) International. There are 143 million social media users in India as on April 2015. The report stated that the top four metros continue to account for almost half of the social media users in urban India. The report said the largest segment accessing social media consists of the college going students with 34% followed by young men at 27%.School-going children constitute 12% of the social media users. College-going students and young men still form the 60% of the social media users in urban India. The report further stated that 61% of these users access social media on their mobile device." The fact that almost two-thirds of the users are already accessing social media through their mobile is a promising sign. With the expected increase in mobile traffic the number of users accessing social media on mobile is only bound to increase," the report added.

**TREND OF SOCIAL MEDIA MARKETING IN INDIA**

Growth in the number of social network users around the world may be slowing, but it shows little sign of stopping, based on eMarketer’s latest forecast of internet, broadband and social network users worldwide. This year, eMarketer estimates, 1.61 billion people will log in to social networking sites at least monthly, from any electronic device. That’s a 14.2% gain on social networker numbers from 2012, and double-digit growth is expected to continue for another year. By 2017, 2.33 billion people will use social networks.

Currently, the highest penetration of social network users as a share of total population occurs in the Netherlands, where 63.5% of all residents are social network users; Norway follows just behind at 63.3%. Majorities of residents in Sweden, South Korea, Denmark, the US, Finland, Canada and the UK also use social networking sites monthly.

The fastest growth in social network usage is happening in less-developed MARKETS, however. India, with the highest growth this year, will increase user numbers by 37.4%, while Indonesia’s numbers will climb 28.7% and Mexico will grow its social network user base by 21.1%.

All three of those countries are also high-growth areas for Facebook, the world’s largest social network, which eMarketer estimates will reach a worldwide monthly user base of 1.026 billion this year. The US remains the single country with the greatest number of Facebook users, at 146.8 million this year, and India comes in a distant second. But with India’s large population and high expected growth rate, eMarketer believes it will develop the largest Facebook population of any country in the world by 2016. (Since Facebook is banned in China, eMarketer assumes there are no users of the social network in the country.)

More Indians are logging into Facebook and Twitter accounts, as evident from a record growth of 37 % in social networking during 2013, according to a study by eMarketer.

"Indians are increasingly logging into Facebook and Twitter accounts, with the country recording the highest social networking growth of 37.4 % in 2013," the US-based independent market research firm, which provides insights and trends in digital marketing, media and commerce, said in the study.

Though the growth rate of social network users may be slowing globally, there is no stopping in India, as the number of social media users in urban India is projected to cross a whopping 80 million this year from 63 million years ago.

 With the second largest Facbook user base outside the US, India is expected to have the largest Facebook population in the world by 2016, according to a data released Friday at an international conference here on SOCIAL MEDIA MARKETING in Emerging Markets".The conference was organised by L.N. Welingkar Institute of Management Development & Research in association with Academy of India Marketing and IDG Media.

A survey by the Internet and Mobile Association of India found that 78 million netizens across the country were active users of Facebook in early 2013, registering a 50 % growth over the same period in 2012, followed by 33 million users on Twitter and 20 million users on LinkedIn.

Asserting that social media was the next big frontier, institute group director UdaySalunkhe said whether people like it or not, they could not ignore the powerful medium in the virtual world.

"The boom has established social media as an imperative part of a holistic marketing strategy as it proved to be hugely beneficial for businesses to reduce costs, improve customer services and create an online personality," Salunkhe told about 200 participants from management and marketing fields.

Executives from corporate world and research experts from B-schools across the country spoke on the best practices they adopted to use social media for promoting and marketing products and services in the virtual world.

Among the noted speakers at the conference included LinkedIn India head NishanthRao, US-based Emory University marketing and strategy professor Jagdish N. Sheth, Portea Medical founder K. Ganesh and Social Wavelength founder Sanjay Mehta.

**Social Media Advertising**

Social network advertising, also social media targeting is a group of terms that are used to describe forms of online advertising that focus on social networking services. One of the major benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately.

Social media targeting combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

People who use social networks store various information about themselves including, but not limited to, their age, gender, interests, and location. This stored information allows advertisers to create specific target groups and individualize their advertisements. The advantage for advertisers is that their ads can reach people who are interested in the product or service. The advantage for users is that they can see ads that appeal to them. Facebook, for example, the hugely popular social network, has developed a targeting technology which allows advertisements to reach a specific audience. This is why Facebook users see advertisements on their profile page that are tailored to their gender, music taste, or location.

**ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA MARKETING**

**Advantages**

* The first and foremost advantage of social media marketing is the cost factor because traditional methods of advertising like newspaper, television, hoardings etc., are expensive whereas social media marketing is less expensive as compared to traditional methods of advertising.
* Another advantage of social media marketing is that it enables the companies to reach the wider range of customers for their products because these social media platforms are not confined to particular area or city rather its reach is worldwide. Hence even a local manufacturer of developing country like India can markets its product through social media to customers of developed nations like USA and UK.
* Another advantage of social media marketing is that company gets the feedback of customers instantly and company can resolve the complaints of the customer quickly and effectively as compared to other mediums of advertising where there is only one way communication and there is no scope of two way communication which is possible in case of social media marketing.
* Social media marketing gives the company another option of advertising their product or service, hence the company can use it along with other forms of advertising so that company’s product or service visibility among consumers is maximum which in turn will lead to more sales and profits for the company. The social media networks are just new channels for a brand’s voice and content. This is important because it simultaneously makes it easier and more accessible for new customers, and makes the business more familiar and recognizable for existing customers.

**Disadvantages**

* There is thin line between promoting a product through social media and overdoing or spamming the customers and the moment that line is crossed then it can lead to big setback for the company because once the image of the company turns out to be of spammer or of false advertiser in the minds of customers then it is very difficult to change the image because negative feedback or image travels very fast in case of social media.
* Another disadvantage of social media marketing is that chances of false feedback on social media platforms are much higher than other forms of advertising and we all know that if 10 people say something false then it will look true which in turn will result in company getting negative publicity and ultimately it will affect the brand image of the company.
* Another limitation of social media marketing is that it a continuous process and company cannot expect to see immediate results from advertising which is the case with other forms of advertising. Hence companies which are looking for a quick response for the product or service advertised will be disappointed as social media marketing requires patience as well as long term focus.
* Social media marketing may not be universal in nature as social media is not used by everyone and if the target market of the company is old or rural population than social media marketing may not be the right option for such companies.
* Usage of social media creates several issues in health and behavior of youth. Anxiety UK conducted a survey on social media use and its effects on emotions. It revealed that many people using social networking sites make comparisons with others, which can lead to negative emotions.

As one can see from the above that social media marketing has advantages as well as disadvantages and company looking for marketing their product or service should careful analyze the pros and cons of social media marketing and then decide whether to go for it or not.

**BENEFITS OF SOCIAL MEDIA**

To some entrepreneurs, social media marketing is the “next big thing,” a temporary yet powerful fad that must be taken advantage of while it’s still in the spotlight. To others, it’s a buzzword with no practical advantages and a steep, complicated learning curve.

This demonstrates a huge potential for social media marketing to increase sales, but a lack of understanding on how to achieve those results. Here’s a look at just some of the ways social media marketing can improve the business:

1. **Increased Brand Recognition.**

Every opportunity that has to [syndicate the content](http://www.entrepreneur.com/article/233713) and increase the visibility is valuable. The social media networks are just new channels for a brand’s voice and content. This is important because it simultaneously makes it easier and more accessible for new customers, and makes the business more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about a company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with a brand after seeing the presence on multiple networks.

1. **Improved brand loyalty.**

According to a [report published by Texas Tech University](http://www.depts.ttu.edu/comc/outpost/blog/brand-loyalty.php#sthash.GymG5BDh.dpbs), brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes “Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal.” Another [study published by Convince&Convert](http://www.convinceandconvert.com/social-media-research/53-percent-of-americans-who-follow-brands-in-social-are-more-loyal-to-those-brands/) found that 53% of Americans who follow brands in social are more loyal to those brands.

1. **More Opportunities to Convert.**

Every post a person makes on a social media platform is an opportunity for customers to convert. When the company makes a following, it will simultaneously have access to new customers, recent customers, and old customers, and it will be able to interact with all of them. Every blog post, image, video, or comment the business share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Not every interaction with the brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion.

1. **Higher conversion rates**

Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its [humanization element](http://www.business2community.com/social-media/why-its-important-to-humanize-your-brand-on-social-media-0445512#!by85az); the fact that brands become more humanized by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.Additionally, [studies have shown](http://www.hubspot.com/marketing-statistics#Social%20Media) that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in the brand, representing social proof. As such, simply building the audience in social media can improve conversion rates on your existing traffic.

1. **Higher Brand Authority.**

Interacting with the customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post a particular brand name, new audience members will want to follow it for updates. The more people that are talking about it on social media, the more valuable and authoritative that brand will seem to new users. Not to mention, if anyone can [interact with major influencers on Twitter](http://www.forbes.com/sites/jaysondemers/2014/07/24/how-to-get-influencers-to-follow-you-on-twitter/) or other social networks, their visible authority and reach will skyrocket.

1. **Increased Inbound Traffic.**

Without social media, the inbound traffic is limited to people already familiar with the brand and individuals searching for keywords that currently rank for. Every social media profile thatadds is another path leading back to the website, and every piece of content that syndicate on those profiles is another opportunity for a new visitor. The more quality content a person syndicate on social media, the more inbound traffic he’ll generate, and more traffic means more leads and more conversions.

1. **Decreased Marketing Costs.**

[According to](http://blog.hubspot.com/marketing/social-media-roi-stats)Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not a significant investment for a channel as large as social media. If the business can lend just one hour a day to developing its content and syndication strategy, it could start seeing the results of the efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course).

1. **Better Search Engine Rankings.**

SEO is the best way to capture relevant traffic from search engines, but the requirements for success are always changing. It’s no longer enough to regularly update the company blog, ensure optimized title tags and meta descriptions, and distribute links pointing back to the site. Google and other search engines may be calculating their rankings using social media presence as a significant factor, because of the fact that strong brands almost always use social media. As such, being active on social media could act as a “brand signal” to search engines that the brand is legitimate, credible, and trustworthy. That means, if a firm wants to rank for a given set of keywords, having a strong social media presence could be almost mandatory.

1. **Richer Customer Experiences.**

Social media, at its core, is a communication channel like email or phone calls. Every customer interaction the firm has on social media is an opportunity to publicly demonstrate the customer service level and enrich the relationship with the customers. For example, if a customer complains about the product on Twitter, the firm can immediately address the comment, apologize publicly, and take action to make it right. Or, if a customer compliments a firm, it can thank them and recommend additional products. It’s a personal experience that lets customers know you care about them.

1. **Improved Customer Insights.**

Social media also gives you an opportunity to gain valuable information about what the customers are interested in and how they behave, via [social listening](http://www.huffingtonpost.com/jayson-demers/how-to-use-social-media-l_b_3781277.html). For example, business can monitor user comments to see what people think of its business directly. A firm can segment the content syndication lists based on topic and see which types of content generate the most interest—and then produce more of that type of content. It can [measure conversions](http://www.audiencebloom.com/2013/10/5-best-tools-measuring-social-media-performance/) based on different promotions posted on various social media channels and eventually find a perfect combination to generate revenue.

**STRATEGIES**

There are two basic strategies for engaging the social media as marketing tools:

**Passive approach**

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses are able to tap and analyze the customer voices and feedback generated in social media for marketing purposes. In this sense the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities. For example, the Internet erupted with videos and pictures of iPhone 6 "bend test" which showed that the coveted phone could be bent by hand pressure. The so-called "bend gate" controversycreated confusion amongst customers who had waited months for the launch of the latest rendition of the iPhone. However, Apple promptly issued a statement saying that the problem was extremely rare and that the company had taken several steps to make the mobile device's case stronger and robust. Unlike traditional market research methods such as surveys, focus groups, and data mining which are time-consuming and costly, and which take weeks or even months to analyze, marketers can use social media to obtain 'live' or "real time" information about consumer behavior and viewpoints on a company's brand or products. This can be useful in the highly dynamic, competitive, fast-paced and global marketplace of the 2010s.

**Active approach**

Social media can be used not only as public relations and direct marketing tools but also as communication channels targeting very specific audiences with social media influencers and social media personalities and as effective customer engagement tools. Technologies predating social media, such as broadcast TV and newspapers can also provide advertisers with a fairly targeted audience, given that an ad placed during a sports game broadcast or in the sports section of a newspaper is likely to be read by sports fans. However, social media websites can target niche markets even more precisely. Using digital tools such as Google Adsense, advertisers can target their ads to very specific demographics, such as people who are interested in social entrepreneurship, political activism associated with a particular political party, or video gaming. Google Adsense does this by looking for keywords in social media user's online posts and comments. It would be hard for a TV station or paper-based newspaper to provide ads that are this targeted (though not impossible, as can be seen with "special issue" sections on niche issues, which newspapers can use to sell targeted ads).

Facebook and LinkedIn are leading social media platforms where users can hyper-target their ads. Hypertargeting not only uses public profile information but also information users submit but hide from others. There are several examples of firms initiating some form of online dialog with the public to foster relations with customers. According to Constantinides, Lorenzo and Gómez Borja (2008) "Business executives like Jonathan Swartz, President and CEO of Sun Microsystems, Steve Jobs CEO of Apple Computers, and McDonalds Vice President Bob Langert post regularly in their CEO blogs, encouraging customers to interact and freely express their feelings, ideas, suggestions, or remarks about their postings, the company or its products". Using customer influencers (for example popular bloggers) can be a very efficient and cost-effective method to launch new products or services. NarendraModi, current prime minister of India ranks only second after President Barack Obama in a number of fans on his official Facebook page at 21.8 million and counting.Modi employed social media platforms to circumvent traditional media channels to reach out to the young and urban population of India which is estimated to be 200 million.

**POLITICAL USE OF SOCIAL MEDIA**

Social media use in politics refers to the use of online social media platforms in political processes and activities. Political processes and activities include all activities that pertain to the governance of a country or area. This includes political organization, global politics, political corruption, political parties, and political values.

The internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but the dynamics of political corruption, values, and the dynamics of conflict in politics. Through the use of social media in election processes, global conflict, and extreme politics, diplomacy around the world has become less private and susceptive to the public perception.

India is a diversified country where 40% of its total population, constitutes its youth population where they spend much of their time in social media platforms. These statistics triggered an idea which was leveraged to a great extent where Indian political parties were seen, using the social media platform to connect with the youth for their agenda and political motives.

According to Pew Research Center (2012), since the 2008 presidential election, the use of the internet for attaining election news has burgeoned. In India, social media usage became a battlefield in general elections 2014, wherein Prime Minister Narendra Modi came out as India’s Obama. Amid that election, social media has transformed the conventional ways to share ideas, opinions and messages, which was not traced earlier. Therefore, it becomes a necessity for the political to have their presence on social media platform to stay connected with the general public. Prime Minister Modi is the most followed political leader on social media platform globally and has led by 150 Million posts since May 2014 and 603 Million interactions in terms of likes, shares etc. and has more than 114.4 Million videos (Economic Times, May 27, 2017). Likewise, all other political leaders and parties have made their presence to woo voters. The rocketing attractiveness of online media across political parties, leaders as well as voters of different age groups has led to steady growth in investigating, how such media influence voters? Baran and Davis (2006) describe that the dependency of user on media will yield to higher importance and influence of that media.

The youth of this genre is highly into politics. Social media has become a platform, from where; you can voice your individual opinion and impact the outcomes. Social media has transformed politics worldwide and its effect has entirely changed the way candidates used to campaign for their political election. Social media channels allow politicians and political parties a mechanism to connect directly with people across the country at a reduced cost and maximum reach than conventional media.

If we go back to the past, social media emerged as a popular term in Lok Sabha elections 2014 where social media was exercised as a tool to harness popular perception among youth. Political parties have started using social media because conventional platforms have now become obsolete & are highly regulated by the election commission of India.

Now, politicians have embraced the social media channels in an attempt to outreach voters in our new media maniac society. Earlier, there was the use of an obsolete static webpage to promote campaigns, promises and manifesto. Social media or the social networking sites came in popularity in the mid-2000 where campaigns began in an attempt to harness its power to outreach voters.

The U.S. presidential election that took place at 2008, was the standard example as the first ever election to fully understand the robustness and outreach of the social networking platform to impact voters. The president of USA, Barack Obama’s political campaigns using Facebook has been outstanding to outreach the young voters, converting them for their political mileage. It worked amazingly; as it got him tremendous victory where nearly 70 percent of the voters falls under 25.

Social media is also fostering, a new way, which enables people to search and share information, growing their awareness. Social media made it very easy for converting street movements into a crusade in larger cities. Anti-corruption movement 2012 was the best example where a social activist garnered much needed support while crusading.

Politicians started using social media to connect with their audience and the use of social media channels has made it incredibly easy for political parties and social activist. Social media has amazed this world where it came handy in expanding the reach to more voters and often younger voters. Social media has yet another advantage where you can predict the election outcomes. However, many companies have tried to access the data available from social media giants and other platforms to predict election outcomes. People explore these social media platforms for gaining knowledge regarding their political leaders during the election period. It has been observed; through their resourcefulness and collaborative network analysis these platforms provide, similar outcomes that are anticipated.

Political campaigning has become a major focus, in the growing field of social media studies. Researchers across the globe have analyzed political online communication which aims to identify, how these political parties managed to mobilize, social media users, by means of communicating through social networks sites, blogs and videos on YouTube.

**Political Use of Facebook**

In 2004, Facebook was launched by Mark Zuckerberg, which allows the users to express, share user-generated content, to connect with friends and family, and to retrieve and share information about the latest happenings in the world. Facebook provides numerous features to increase interaction and online communication. Users can share information in the form of text, images, videos or links, stay interconnected by sending a friend request, like or follow public pages. Once they are connected, users can like, share, comment, a social event they attend, their present location, track all the information shared by a connected friend, which will appear on the section called News Feed. All such activities performed by users on Facebook to get and share political information is referred to as political use of Facebook.

People tend to share political information on an online platform like Facebook among their peer group (Stroud, 2008, 2010; Iyengar and Hahn, 2009; Heatherly et al., 2017). Even if users do not deliberately engage himself in getting political information from these SNS, they may incidentally get exposure through the content shared by their online friends and family (Kim, 2011; Semaan et al., 2014). Therefore, the political use of Facebook is receiving or sharing political discussion either in favour of against the political candidate or party on Facebook (Wojcieszak and Mutz, 2009 and Brundidge, 2010)

**Political Use of Twitter**

 Twitter is a microblogging site that allows user to generate and read messages of up to 140 characters,known as ‘tweets’. Globally, Twitter has more than500 million users and is one of the top 10 most visited sites. In social media sites Twitter is on second spot after Facebook. In India there are more than 18 million users of Twitter, which makes India at the 6th spot globally in terms of Twitter users. Twitter has become a popular mean for celebrities, brands and companies promotion. Celebrities all over the world are using Twitter for personal branding irrespective of the field they belong to. Once skeptical about the use of social media, politicians are embarrassing it with quite comfort. The first one among Indian political leaders to appreciate and adapt to the social media revolution was Shashi Tharoor, often referred as the Twitter Minister. Former UN diplomat and Minister of State for the Ministry of external Affairs, made social media mainstream in Indian political world. Initially, many Indian savants suggested him that it was not a suitable medium for a serious politician. Since his joining the Twitter, he had been ruling it in terms of people following him only to lose his dominance to Gujarat’s tech-savvy Chief Minister Mr. Narendra Modi. Indian National Congress (INC), major party inruling coalition is deploying Tharoor as its ‘twitter -in-chief’. He had 18,46,818 followers on Twitter, as on July 27th ,2013. Narendra Modi, who has been a big supporter of using the modern technological innovations for governance related work, has been at the front in using social media for connecting and interacting with public. On July 13th, 2013 he surpassed Shashi Tharoor and became most followed Indian politician on twitter. On July 27th, 2013 he had 19,63,426 followers on twitter. The third spot among Indian politicians on Twitter goes to Prime Minister, Manmohan Singh (PMO). He has got 6, 80,782 followers on Twitter. Table-1 shows the ranking of Indian political leaders and parties in terms of followers as on July 27th 2013. Only the verified Twitter accounts are considered for the purpose and profiles with minimum 15,000 followers are taken. Among the top 24 political accounts on twitter 14 accounts are from main opposition party; Bhartiya Janta Party(BJP) while 6 accounts belong to Indian National Congress (INC).The newly formed Aam Aadmi Party has 2 accounts, while Jammu and Kashmir National Congress (J&KNC) and All India Tranmool Congress (AITC) have got 1 account each. From the data it is very clear that BJP has got an edge over other political parties on Twitter with INC at second spot. The left wing along with the so-called third front is nowhere on Twitter, a laggard in adoption of this new-age technology.

**Political Use of WhatsApp**

In 2009, “personal real-time messaging service” known as WhatsApp was launched by Brian Acton and Jan Koum which was later acquired by Facebook in 2014 and become most popular messaging application in 2015. It offers features like sending or receiving text and voice messages, images, documents, links videos and other media with other users. If voters do such activities for political purpose on WhatsApp, it is considered as political use of WhatsApp.

Although political parties in India have invested huge money in creating WhatsApp groups to disseminate their messages and ideas (Hitchen, Fisher, Hassan, and Cheeseman, 2019), influence of WhatsApp is less researched as compared to Twitter and Facebook. Though WhatsApp, among the most used social media platforms (Statistica, 2018) is worth to study for political attitude and political participation wherein WhatsApp acts as interaction platform that bridge interstice between political actors and voters (Sumartias, 2017). Valenzuela, Bachmann, and Bargsted (2019) examined the information sharing practices of WhatsApp users and found a significant influence on gaining knowledge about political processes, protests, and issues prevailing in politics. Gil de Zuniga et al. (2019) found positive impact on electoral discussion via WhatsApp on political participation which varies among generation X, Millennials and Boomers. Further, researchers also identified the sharing of text message higher in a political groups than in other social groups (Caetano et al., 2018).

**Political Use of YouTube**

 In 2005, a video-sharing site called YouTube was launched by Chad Hurley, Steve Chen and Jawed Karimin and managed by Google. This website facilitates the users to upload, view and share the content in the form of video (Smith, Fischer, and Yongjian, 2012). Further, it allows the users to show engagement in the form of likes, dislikes, comments (Möller, Kühne, Baumgartner, and Peter, 2019). In the US, YouTube use for political communication started in the year 2006 (Gueorguieva, 2008). In western countries, several researchers have investigated the impact of YouTube usage in political context (Robertson, Vatrapu and Median, 2010 and Vergeera and Hermans, 2013). YouTube found to be an influential platform for online political campaigning when used in interactive way (Ricke, 2010; Towner and Dulio, 2011 and Kruikemeier, 2014). Likewise, seeking information from YouTube boosts voters to show their offline and online political participation (Zhang et al., 2013 and Zhang et al., 2010). Also, Gibson and McAllister (2006) concluded positive impact of online campaigning in gaining voters supports by political leaders and parties. Further, they revealed online campaigning using such websites has positive influence on voter’s decision to vote in favour or against a particular party or leader (Gibson and McAllister, 2011).

**POLITICAL ATTITUDE**

The term attitude is outlined as a tendency of a person in favour or against of particular entity, individual, organisation or event. In words of Eagly and Chaiken (1993), “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour”. The values or beliefs of citizens towards a political system, political candidates or any other political affairs is referred to as political attitude. Skill and knowledge about the political process may result in the determination of a pattern of political participation.

**SOCIAL MEDIA AND POLITICS**

Social media enables the individuals to share knowledge, opinions, experiences and ideas among each other. When considering on political sector, social media can be an enabler for democracy and participation among citizens. As the 2008 presidential campaigns of United States have shown, political actors can successfully use social media platforms to disseminate information to voters, as well as to engage and negotiate with them (Stieglitz, & Dang-Xuan, 2012).

 Facebook is one of the modern communication mediums used by politicians and their subordinates to promote their views, influence people's opinions, induce them to adopt their ideas and persuade them to vote for them in elections. As one of the most popular social media, Facebook provides access to targeted audiences through advertising messages to active personnel in the field of political marketing; It provides Facebook users with a variety of means to receive political promotional messages, interact with and share information. This is why active personnel in the field of political marketing advertise on political events, provide personal information about candidates and politicians, and pay attention to Facebook in order to create a positive image about them and to promote and contribute to them and their ideas in the process of political change (Youship & ALsamydai, 2012).

The social media network sites allow the people to share photos, ideas, videos and links to create a network of people with common interests using a variety of tools by targeting different audiences. Technology and social media were an integral part of the strategy of the Obama’s campaign, a key component of its strategy, raising money and developing a territory of empowered volunteers who felt they could make a difference (Vonderschmitt, 2012).

**Political Opinion**

When measuring the opinion of people, social media can be identified as a substantial platform. Through this media, issues of public importance can be raised by the government with their views (Madueke, Nwosu, Ogbonnaya, & Anumadu, 2017). Additionally, social media can increase the exposure to a person's political information and social mobilization when family and friend express political views.

**Political Discussion**

Political discussions are defined as episodes of discussions with political content that take place between the non-elite members of a political community (Valenzuela, Park, & Kee, 2009). Political discussion originating a way to promote political participation, by providing information on how to get involved and a sense of duty to serve the local community (Zhang, Johnson, Seltzer, & Bichard, 2010).

Television channels, newspapers and tabloids facilitate the exchange of news and links and pre-scripted messages via social media. The social media structure as a platform for political discussion combines classical democratic values such as freedom of speech with a new framework for political discourse.

**Political Propaganda**

Internet and social media have opened the entrance for citizens to contribute to public debate and bereaved journalists of their previously strong gatekeeper role. In the early years of internet suffusion, science and politics discussed this development as a promising chance to empower citizens to participate in politics and make democracy work better.

Voting Behavior Voting behavior and decisions are driven by environmental dynamics, including demographics, political parties and leaders, government policies, offline and online information, feelings and emotions. There are similarities between consumer behavior, marketing, politics and advertising. Voters are considered consumers of services provided by political parties, so the way they choose political parties is similar to how consumers make purchasing decisions and has been the subject of much research.

The voting process provides a concrete example of how a single voter responds to a stimulus, makes a decision, and ultimately acts or does not choose. It provides a useful and revealing case study of political behavior. Many political studies also assume that the voting process treats the individual citizen as an active participant in the political system.

When politicians fail to fulfill the expectations of voters, they are dissatisfied with political candidates and the intentionally vote them out in the future election (Dalton, 2006). When a voter engages with a political party via social media, that interaction can build trust as a counterpart. In addition, citizens can acquire the knowledge and information they need to make their own assessments and evaluate political parties and leaders (Dabula, 2006).

When voting for the same political party in different consecutive elections, voters favor a loyal party. People who identify with and favor a party, there is a

**CHAPTER – IV**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO 4.1**

**AGE WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| 18-22 | 15 | 30 |
| 23-30 | 18 | 36 |
| 31-40 | 10 | 20 |
| 41-50 | 7 | 14 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**INTERPRETATION:**

The above table shows that the age of 36% of the respondents belongs to 23-30, 30% of them come under 18-22, 20% comes under 31-40 and 14% of the respondents belong to the age of 41-50

**TABLE NO 4.2**

**GENDER WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Male  | 20 | 40 |
| Female  | 30 | 60 |
| **Total**  | **50** | **100** |

 **Source: Primary data**

**INTERPRETATION:**

The above table shows that 60% of the respondents are female and remaining 40% of the respondents are male.

**TABLE NO 4.3**

**MARITAL STATUS**

|  |  |  |
| --- | --- | --- |
| **Particulars**  | **No of respondents** | **Percentage** |
| Married  | 35 | 70 |
| Unmarried  | 15 | 30 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 70% of the responde3nts are married and 30% of the respondents are unmarried.

**TABLE NO 4.4**

**PLACE OF RESIDENCY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Urban | 12 | 24 |
| Semi urban | 25 | 50 |
| Rural | 8 | 16 |
| Remote area | 5 | 10 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**INTERPRETATION:**

The above table shows that 50% of the respondents are from semi urban areas, 24% from urban area, 18% from metro area, 16% are from rural area and 10% of them are from remote area.

**TABLE NO 4.5**

**EDUCATIONAL QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Below high school | 7 | 14 |
| High school | 10 | 20 |
| Under graduate | 14 | 28 |
| Post graduate | 16 | 32 |
| Doctorate  | 3 | 6 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**INTERPRETATION:**

The above table shows that 32% of the respondents completed post graduation, 28% are under graduates, 20% have high school qualification, 14% have below high school qualification and 6% of them have doctorates.

**TABLE NO 4.6**

**EMPLOYMENT STATUS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Entrepreneur | 9 | 18 |
| Govt. Employees | 10 | 20 |
| Private employees | 18 | 36 |
| Student | 9 | 18 |
| Unemployed | 4 | 8 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**INTERPRETATION:**

The above table shows that 36% of the respondents are private employees, 20% are govt.employees, 18% of them are students, 18% are entrepreneur and 8% of them are unemployed.

**TABLE NO 4.7**

**TYPE OF MEDIA FOR SEEKING INFORMATION ABOUT POLITICAL NEWS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Print media  | 11 | 22 |
| Visual media | 14 | 28 |
| Social media | 18 | 36 |
| others | 7 | 14 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.7**

**TYPE OF MEDIA FOR SEEKING INFORMATION ABOUT POLITICAL NEWS**

**INTERPRETATION**

The above table shows that 36% of the respondents seek information from social media about political news, 28% seek from visual media, 22% seek from print media and 14% of the respondents seek information from others

**TABLE NO 4.8**

**MOSTLY ACTIVE SOCIAL PLATFORMS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Facebook  | 19 | 38 |
| Twitter  | 10 | 20 |
| YouTube  | 10 | 20 |
| Instagram  | 8 | 16 |
| Others  | 3 | 6 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.8**

**MOSTLY ACTIVE SOCIAL PLATFORMS**

**INTERPRETATION**

The above table shows that 38% of the respondents are mostly active in facebook, 20% are active in twitter and YouTube each, 16% are active in instagram and 6% of the respondents active in others.

**TABLE NO 4.9**

**TIME USUALLY SPENDING ON SOCIAL MEDIA**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Less than 30 mins | 5 | 10 |
| 30-1 hour | 22 | 44 |
| 1 hr -2 hour | 13 | 26 |
| 2 hours and more | 10 | 20 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.9**

**TIME USUALLY SPENDING ON SOCIAL MEDIA**

**INTERPRETATION**

The above table shows that 44% of the respondents are spending 30-1 hour in social media, 26% spend 1hr-2 hour, 20% are spend 2 hour and more and 105 of the respondents are spend less than 30 minutes**.**

**TABLE NO 4.10**

**MAIN PURPOSE OF USING SOCIAL MEDIA**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Entertainment  | 20 | 40 |
| Chatting  | 12 | 24 |
| Political news  | 10 | 20 |
| Others  | 8 | 16 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.10**

**MAIN PURPOSE OF USING SOCIAL MEDIA**

**INTERPRETATION**

The above table shows that 40% of the respondents using social media for entertainment purpose, 24% using for the purpose of chatting, 20% using for the purpose of political news and 165 of the respondents using for the purpose of others.

**TABLE NO 4.11**

**HAVE EVER VOTED IN 2021 GENERAL ELECTION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Yes  | 40 | 80 |
| No  | 10 | 20 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.11**

**HAVE EVER VOTED IN 2021 GENERAL ELECTION**

**INTERPRETATION**

The above table shows that 80% of the respondents are voted in 2021 general election and 20% are not voted in 2021 general election.

**TABLE NO 4.12**

**SUPPORT FOR POLITICAL PARTY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Congress  | 9 | 18 |
| CPM | 14 | 28 |
| BJP  | 10 | 20 |
| Neutral  | 12 | 24 |
| Others  | 5 | 10 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.12**

**SUPPORT FOR POLITICAL PARTY**

**INTERPRETATION**

The above table shows that 28% of the respondents supporting CPM, 24% are neutral, 20% are supporting BJP, 18% of them supporting congress and 10% of the respondents supporting other parties.

**TABLE NO 4.13**

**OPINION ABOUT THE CRITERIA NEEDED FOR A PERSON**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Educational qualification | 21 | 42 |
| Past record | 18 | 36 |
| Family history | 6 | 12 |
| Any other | 5 | 10 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.13**

**OPINION ABOUT THE CRITERIA NEEDED FOR A PERSON**

**INTERPRETATION**

The above table shows that 42% of the respondents opined that educational qualification needed for a person who contests in election, 36% opined as past record, 12% of them opined as family history and 10% of the respondents opined as any other criteria needed for a person who contest in election.

**TABLE NO 4.14**

**HAVING LINKAGE WITH POLITICAL PARTY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Yes  | 30 | 60 |
| No  | 20 | 40 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.14**

**HAVING LINKAGE WITH POLITICAL PARTY**

**INTERPRETATION**

The above table shows that 60% of the respondents said that they have linkage with political parties and 40% of them have no linkage.

**TABLE NO 4.15**

**ENGAGING IN POLITICAL DISCUSSION ON SOCIAL MEDIA PLATFORM**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Often | 5 | 10 |
| Rarely | 26 | 52 |
| Never | 19 | 38 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.15**

**ENGAGING IN POLITICAL DISCUSSION ON SOCIAL MEDIA PLATFORM**

**INTERPRETATION**

The above table shows that 52% of the respondents are rarely engaged in political discussions on social media platform, 38% of them are never engaged and rest of the 5% of the respondents often engage4d in political discussions on social media platforms.

**TABLE NO 4.16**

**INFLUENCE OF SOCIAL MEDIA IN VOTING SENSIBILITY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| To a large extent | 9 | 18 |
| Much less | 16 | 32 |
| Moderately | 20 | 40 |
| Not at all | 5 | 10 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.16**

**INFLUENCE OF SOCIAL MEDIA IN VOTING SENSIBILITY**

**INTERPRETATION**

The above table shows that 40% of the respondents said that they are moderately influenced by the social media in voting sensibility, 32% are much less influenced, 18% are to a large extent influenced and 10% of the respondents are not at all influenced.

**TABLE NO 4.17**

**INFLUENCE OF STATEMENT REMARKS TWEETS MADE ON SOCIAL MEDIA BY THE POLITICAL PARTY LEADER IN VOTING DECISION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes  | 35 | 70 |
| No  | 15 | 30 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.17**

**INFLUENCE OF STATEMENT REMARKS TWEETS MADE ON SOCIAL MEDIA BY THE POLITICAL PARTY LEADER IN VOTING DECISION**

**INTERPRETATION**

The above table shows that 70% of the respondents are influenced by statement remarks tweets made on social media by the political party leader in their voting decision and 30%v are not influenced.

**TABLE NO 4.18**

**OPINION ABOUT SOCIAL MEDIA THAT PROVIDES COMPLETE INFORMATION ABOUT THE WORKING OF THE PARTIES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes  | 20 | 40 |
| No  | 30 | 60 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.18**

**OPINION ABOUT SOCIAL MEDIA THAT PROVIDES COMPLETE INFORMATION ABOUT THE WORKING OF THE PARTIES**

**INTERPRETATION**

The above table shows that 60% of the respondents opined that social media not provides complete information about the working of the parties and 40% of them said that social media provides complete information about the working of the parties

**TABLE NO 4.19**

**RESPONDS WITH THAT SOCIAL MEDIA HELPS TO SELECT THE RIGHT CANDIDATE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Often  | 20 | 40 |
| Rarely  | 25 | 50 |
| Never  | 5 | 10 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.19**

**RESPONDS WITH THAT SOCIAL MEDIA HELPS TO SELECT THE RIGHT CANDIDATE**

**INTERPRETATION**

The above table shows that 50% of the respondents said that social Medias are rarely helps for the selection of right candidate, 40% of them opined as often and 10% of the respondents opined as never.

**TABLE NO 4.20**

**SEARCHING ABOUT CANDIDATE BEFORE VOTE ON SOCIAL MEDIA**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 25 | 50 |
| No | 23 | 46 |
| No opinion | 2 | 4 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.20**

**SEARCHING ABOUT CANDIDATE BEFORE VOTE ON SOCIAL MEDIA**

**INTERPRETATION**

The above table shows that 50% of the respondents said that they search about the candidate on social media before voting, 46% are not searching about the candidate and 4% of the respondents have no opinion.

**TABLE NO 4.21**

**OPINION ABOUT TRUSTING THE INFORMTION PROVIDED ON SOCIAL MEDIA ABOUT POLITICAL PARTY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes  | 34 | 68 |
| No  | 16 | 32 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.21**

**OPINION ABOUT TRUSTING THE INFORMTION PROVIDED ON SOCIAL MEDIA ABOUT POLITICAL PARTY**

**INTERPRETATION**

The above table shows that 68% of the respondents said that they trusting the information provided on social media about the political party and 32% of them are not trusting.

**TABLE NO 4.22**

**OPINION ABOUT THE ABSENCE OF SOCIAL MEDIA ONE WILL NOT BE UPDATED TO THE CURRENT SCENARIO OF THE NATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Agree | 28 | 56 |
| Neutral | 12 | 24 |
| Disagree | 10 | 20 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.22**

**OPINION ABOUT THE ABSENCE OF SOCIAL MEDIA ONE WILL NOT BE UPDATED TO THE CURRENT SCENARIO OF THE NATION**

**INTERPRETATION**

The above table shows that 56% of the respondents agreed that due to the absence of social media, one will not be updated to the current scenario of the nation, 24% are neutral and 20% of them are disagreed.

**TABLE NO 4.23**

**RESPONDS THAT PEOPLE TEND TO BELIEVE EVERYTHING SPREAD THROUGH SOCIAL MEDIA**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Agree | 30 | 60 |
| Neutral | 10 | 20 |
| Disagree | 10 | 20 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.23**

**RESPONDS THAT PEOPLE TEND TO BELIEVE EVERYTHING SPREAD THROUGH SOCIAL MEDIA**

**INTERPRETATION**

The above table shows that 60% of the respondents are agreed that people tend to believe everything spread through social media, 20% are neutral and 20% of the respondents are disagreed.

**TABLE NO 4.24**

**OPINION THAT THE VOTERS WOULD BE MORE INTERESTED IF THE POLITICAL PARTIES COULD GIFT THEM**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Agree | 25 | 50 |
| Neutral | 13 | 26 |
| Disagree | 12 | 24 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.24**

**OPINION THAT THE VOTERS WOULD BE MORE INTERESTED IF THE POLITICAL PARTIES COULD GIFT THEM**

**INTERPRETATION**

The above table shows that 50% of the respondents are agreed that the voters would be more interested if the political parties could gift them something through social media, 26% are neutral and 24% are disagreed.

**TABLE NO 4.25**

**OPINION ABOUT HIGHER NUMBER OF FOLLOWERS IN ACCOUNT WILL INDICATES THE HIGHER VOTES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 15 | 30 |
| No | 24 | 48 |
| Not sure | 11 | 22 |
| **Total** | **50** | **100** |

 **Source: Primary data**

**CHART NO 4.25**

**OPINION ABOUT HIGHER NUMBER OF FOLLOWERS IN ACCOUNT WILL INDICATES THE HIGHER VOTES**

**INTERPRETATION**

The above table shows that 30% of the respondents said that higher number of followers in account will indicates the higher votes, 48% said as no and 22% of the respondents are not sure.

**CHAPTER – V**

**FINDINGS AND CONCLUSION**

**FINDINGS**

* 36% of the respondents belong to 23-30.
* 60% of the respondents are female and remaining 40% of the respondents are male.
* 70% of the responde3nts are married and 30% of the respondents are unmarried.
* 32% of the respondents are from semi urban areas.
* 32% of the respondents completed post graduation.
* 36% of the respondents are private employees.
* 36% of the respondents seek information from social media about political news.
* 38% of the respondents are mostly active in facebook.
* 44% of the respondents are spending 30-1 hour in social media.
* 40% of the respondents using social media for entertainment purpose.
* 80% of the respondents are voted in 2021 general election.
* 28% of the respondents supporting CPM.
* 42% of the respondents opined that educational qualification needed for a person who contests in election.
* 60% of the respondents said that they have linkage with political parties.
* 52% of the respondents are rarely engaged in political discussions on social media platform.
* 40% of the respondents said that they are moderately influenced by the social media in voting sensibility.
* 70% of the respondents are influenced by statement remarks tweets made on social media by the political party leader in their voting decision.
* 60% of the respondents opined that social media not provides complete information about the working of the parties.
* 50% of the respondents said that social Medias are rarely helps for the selection of right candidate.
* 50% of the respondents said that they search about the candidate on social media before voting.
* 68% of the respondents said that they trusting the information provided on social media about the political party.
* 56% of the respondents agreed that due to the absence of social media, one will not be updated to the current scenario of the nation.
* 60% of the respondents are agreed that people tend to believe everything spread through social media.
* 50% of the respondents are agreed that the voters would be more interested if the political parties could gift them something through social media.
* 30% of the respondents said that higher number of followers in account will indicates the higher votes.

**SUGGESTIONS**

* The study says that Facebook is the most used social networking site followed by Instagram. In the coming years, Instagram can be used as effective tool of social media. So, Social media marketing organizations should make use of Instagram because audio visual elements can influence the consumers more.
* Social media have enabled people to lead movements against the social issues. A large majority of the respondents agree that without social media they won’t be aware of many social issues. As a positive response, this has raised public response against various social issues. Respondents also agree that people tend to believe all the news spread through social media. So, the government must take necessary and sudden action in this case to avoid long term consequences.
* Trolls are the most effective tool of social media. Due to its creativity, it is popular than any other tools and it is being marketed easily. Trolls can be manipulated and are sometimes dangerous than fake news. So, the Government should take the same measures implemented in the case of spread of fake news to avoid problems created through social media trolls.

**CONCLUSION**

The results from the analysis reveal that the social media has significant effect on voting intention of respondent especially young people. Social media considered to be the useful source of information and helping people to know about politician personality that will help them to decide to vote or not to vote that candidates. One important finding of this research is that the respondents voting behaviour highly influenced by the comments/tweets/remarks made by politicians on social media. The Indian political scenario is different from the other democracies of other countries due to numerous cultural, economic and demographic factors that affect. Due to this reason, political marketing can have different forms in India. This study will provide an insight to politicians, political analysts, journalists, academicians, marketing strategists and electoral candidates regarding social media usage. Finally it can be concluded that social media has an unleashed potential which can change the face of the political communication in coming years.

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**APPENDIX**

**QUESTIONNAIRE**

1. Which range includes your age?
	* 18-22
	* 23-30
	* 31-40
	* 41-50
2. What is your gender?
	* Male
	* Female
3. Marital status
	* Married
	* Unmarried
4. Which area you belong to?
	* Metro
	* Urban
	* Semi urban
	* Rural
	* Remote area
5. What is your educational qualification?
	* Below high school
	* High school
	* Undergraduate
	* Post graduate
	* Doctorate
6. What is your occupation status?
	* Entrepreneur
	* Govt. employee
	* Private employee
	* Student
	* Unemployed
7. In which media you usually seek information about political news?
	* Print media
	* Visual media
	* Social media
	* Others
8. Social platforms where you mostly/ engage active -
	* Facebook
	* Twitter
	* YouTube
	* Instagram
	* Others
9. How much time do you usually spend on social media?
	* Less 30 min
	* 30 – 1 hour
	* 1 hr – 2 hours
	* 2 hours and more
10. For what purpose you use social media mainly?
	* Entertainment
	* Chatting
	* Political news
	* Others
11. Have you ever voted in 2021 general election?
	* Yes
	* No
12. Do you support any political party?
	* Congress
	* CPM
	* BJP
	* Neutral
	* Others
13. What do you think should be the criteria for a person who contest in election?
	* Educational qualification
	* Past record
	* Family history
	* Any other
14. Do you have any linkage with political party?
	* Yes
	* No
15. Have you ever engaged in political discussion on social media platform?
	* Often
	* Rarely
	* Never
16. How much does social media influence your voting sensibility?
	* To a large extent
	* Much less
	* Moderately
	* Not at all
17. Do Statement remarks tweets made on social media by the political party leader influence your voting decision?
	* Yes
	* No
18. Do you think social media provides complete information about the working of the parties?
	* Yes
	* No
	* No opinion
19. Do you feel social media helps you to select the right candidate?
	* Often
	* Rarely
	* Never
20. Do you search before voting about the candidate on social media?
	* Yes
	* No
	* No opinion
21. Do you trust on the information provided on social media about political party?
	* Yes
	* No
	* No opinion
22. Do you think in the absence of social media one will not be updated to the current scenario of the nation?
	* Agree
	* Neutral
	* Disagree
23. Do you think people tend to believe everything spread through social media?
	* Agree
	* Neutral
	* Disagree
24. Voters would be more interested if the political parties could gift them something through social media
	* Agree
	* Neutral
	* Disagree
25. Do you feel higher number of followers in account indicates the higher votes?
	* Yes
	* No
	* Not sure