



Influence of Political Marketing on Voting Decision and Voter Behavior

Dr. E. Lokanadha Reddy¹, Dr.G. Rakesh Naidu^{2*}

¹Professor, Department of Management Studies, Sri Venkateswara College of Engineering and Technology (Autonomous), Chittoor, Andhra Pradesh. E-mail: elreddy123@gmail.com

^{2*}Assistant Professor, Department of Marketing, GITAM School of Business, GITAM (Deemed to be University), Hyderabad, Telangana, E-mail: rakesh230@gmail.com

*Corresponding Author: Dr. G.Rakesh Naidu

*Assistant Professor, Department of Marketing, GITAM School of Business, GITAM (Deemed to be University), Hyderabad, Telangana, E-mail: rakesh230@gmail.com

Citation: Dr. E. Lokanadha Reddy, G. Rakesh Naidu (2024), Influence of Political Marketing on Voting Decision and Voter Behavior, *Educational Administration: Theory and Practice*, 30(6), 845-852

Doi: 10.53555/kuey.v30i6.4515

ARTICLE INFO

ABSTRACT

Political campaigning, a part of every electoral system, employs a range of communication strategies, including political marketing. In India, political marketing takes up a significant amount of campaign money compared to other strategies, and it is divided among multiple political parties. That being said, the attempts to utilize intensive advertising to educate the people and develop favourable action inclinations raise problems about the role of political marketing in India, where caste, creed, religion, and regional issues play a larger part in electoral races. The growing issue arises when advertising costs soar to astronomical proportions, sometimes even surpassing the annual budgets of major FMCG companies.

Investigating whether political marketing is appropriate in the Indian context is the goal of this study. In terms of voting behaviour, the study investigates how individuals believe that political marketing affects their decision-making, attitude toward voting, and search and assessment of information.

Keywords: voters' perceptions; voting decision; voters' behaviour; political marketing; political campaigning.

I Introduction

Political campaigning is one of the most well-known types of political communication, and it can be a powerful differentiator in any democratic society. In order to educate and persuade voters to support the party and the candidate in issue, political campaigns employ a range of communication platforms. Throughout history, political communication has changed from simple one-to-one contact for political candidates or the party to sophisticated, technologically advanced strategic decision-making that makes use of a range of campaigning instruments. The media's primary role in political communication has fundamentally shifted from news to advertising, and every election cycle, the public is subjected to an enormous quantity of political marketing [3], [13].

Consequently, as has happened in many other democratic countries, the commercial consumption of mass media, including radio, television, newspapers, etc., has expanded considerably. This has led to a significant increase in the significance of advertising as a political campaigning tactic. The number of voters has increased, there are more technologically sophisticated communication options available, and the political landscape is becoming more complex and intense. These factors are thought to be the main causes of the expanding use of advertising in political contexts. Numerous research back up the possible advantages of political marketing. During a political campaign, political marketing is seen as:

- an authoritative source of information on the candidates [11];
- a means of helping viewers remember details about the candidates, such their name, stance on topics, or physical characteristics [2], [7], [16], [25], [6], [10], [9], [24], and impacting their opinions. Based on actual research into the effects of political marketing, some conclusions have been drawn.
- a basis for influencing voters' attitudes toward politics in general as well as how they behave in it[1,10,15,].

An agenda-setting impact, wherein the issues that respondents consider most important change as a result; a source for issue-based learning [4, 21, 29, and 40];

Using an experimental design, the impact of political advertisement on voting decisions has been previously investigated. There are two ways in which this influence is believed to happen:

- (1) in a direct stimulus/response type of scenario, where exposure equals influence regardless of content, and the amount of exposure influences the choice of candidate; or
- (2) as a conduit for the spread of information about the "actual" determinants of voting behavior, like issues, party affiliation, and candidate image [8].

II Effects of Political Marketing

A. Voters' Involvement

Finding, evaluating, and selecting between various consumption and usage alternatives are only a few of the ways that consumer behavior may be influenced by participation. Still, many such scholars have chosen this area of study because political decision behavior is regarded to have a similar context to that of product choice behavior. To further investigate the behavioral impacts of involvement, issue-focused political elections are a better environment than other items since they are more likely to agitate participants [20]. Decision-making levels might be high, moderate, or low, depending on the political contest. When compared to high involvement decision-making, low involvement decision-making entails little to no attitude development prior to conduct, especially toward the candidate, but generally positive attitudes toward the idea of voting in that particular political campaign [23]. Therefore, even while there may be some basic duties to fulfill (like the civic responsibility to vote), it is not required to carefully weigh all of your options before deciding. Exposure to political advertisements significantly altered voter turnout and voting intention for the candidate in state assembly elections, who faced a low decision-making situation, in contrast to the presidential candidate, who faced a high decision-making situation, according to the study [23]. Moreover, in the case of low involvement. It has been found that voter turnout and the quantity of advertising are positively correlated, particularly in low-engagement situations [21]. Yet, it's possible that this is not the greatest way for society as advised, and even corny slogans urging people to use their right to vote could backfire [23]. These results were obtained by means of laboratory experiments, and they were further validated by means of panel data.

Early academics connected political activity to an interest in politics in general and election campaign outcomes in particular [14]. Later developments in the research suggested that participation can be classified as situational or lasting [27–28] and that it is a mental construct. As a result, political engagement is associated with a feeling of civic duty and political efficacy, which is expressed in one's worry for a particular election result [12]. It was thus observed that a range of election circumstances might potentially benefit from the low involvement model of consumer marketing [23].

Researchers have examined the degree of engagement and attention to alternative information sources as important confounding variables influencing the degree to which political marketing negatively affects voters [5]. Therefore, more interested and engaged people are most affected by negative commercials. People with low involvement may not be impacted by negative ads since they don't pay much attention to political communications in general, negative or otherwise. Therefore, differences in one's involvement in political affairs, and specifically in voting decision itself (referred to here as voting decision involvement), a type of public affairs decision situation, are one of the key variables mediating the effects of political marketing on voters' cognition, attitude, and intentions. Political marketing thus yields different results based on the situation [22].

B. The reliability of the source

The reliability of the source is another factor that affects how effective political marketing is. One study finding indicates that participants' desire to vote for a politician who utilized negative advertising was higher for the highly credible contestant than for the individual with a low credibility, regardless of what was their degree of involvement [26]. Even when they plan to vote, interested people may become more cynical toward political candidates when a high credibility contender utilizes derogatory advertising.

C. Political Awareness

Reference [25] provided evidence in support of the idea that political marketing can bridge disparities in understanding in society and substantiated some of the beliefs about the moderating role of political awareness. The more knowledgeable group gains a great deal of information from advertising exposure, which helps them decide firmly on their favorite candidate and lessens the possibility that they may alter their thoughts in reaction to the advertisement. Information search becomes less useful for this group. Because they lack the same depth of knowledge about political objects, the least informed are less able or ready to extrapolate inferences about other topics from the information in political advertisements. They will, nonetheless, most likely be more persuasive. In conclusion, since the least knowledgeable are also exposed to a high volume of advertisements in fiercely competitive marketplaces, it has been noted that the total

influence of advertising throughout an election cycle is increasingly not limited to the best informed members of society.

d. Others

The other independent variables that are related to voting behavior are the candidate's and his party's tenure in office, other campaign expenditures, message repetition, television viewership, and total campaign expenses [19]. In India, other significant factors influencing the voting patterns of the relevant electorate include caste, creed, religion, and regional issues. Because many Indian political parties have their ideological roots ingrained in these issues, their influence is amplified in this instance as well.

III The Study

The idea to look into the effectiveness of using political marketing comes from an analysis of previous studies that support the idea that exposure to political marketing has some effects, but that these effects vary depending on mediating factors. Conversely, a significant amount of money is spent on political marketing, and that too, in a very short amount of time, most likely without taking this fact into consideration. In an Indian context, this phenomenon is primarily felt to be true. Caste, creed, religion, and regional concerns are found to be the main factors influencing any election outcome in India, which raises even more questions that need to be looked into. In retrospect, this field of study also raises a few epistemological questions. First, when examining the effects of political marketing, the majority of studies used laboratory-based experiments with behavioral intent rather than actual behavior as the dependent variable. Second, it should come as no surprise that the majority of these studies were carried out during and close to election seasons, when public interest in and anxiety about politics is likely to be greater.

The ease with which hypotheses can be tested in laboratory-based research has drawn criticism [22]. It was further proposed that "introspective responses typical of survey methods might produce desired information for studying existing cognitive, affective, or conative development." In fact, perhaps new insights can be developed by reexamining the influence of advertising techniques using different approaches and in more contexts [22]. He emphasized the need for results to be replicated in a field setting using the dependent variable as actual behavior.

The current study uses a survey-based methodology to find out how people feel about the relevance of political marketing in their lives. The study looks into how people perceive that political marketing influences their decision-making, attitude toward voting, and information search and evaluation when it comes to voting behavior. According to the study, one's involvement in voting decisions is expected to act as a mediator between differences in perceptions about the role of political marketing.

Voting decision involvement is regarded as the same as purchase decision involvement and serves as the involvement's goal object [17]. "The extent of interest and concern that a consumer brings to bear on a purchase decision task" is the definition of purchase decision involvement [17]. As a result, the idea stresses the mindset more than the reactionary behavior that shows up during the decision-making process. Thus, voting decision involvement (VDI) is defined as the degree to which a person cares about and is concerned about the choice they make in order to exercise their right to vote. The current study only examines the potential relationship between voting decision involvement (VDI) and perceptions about the bases of relevance of political marketing in India, as there are conflicting views in the literature regarding whether political marketing influences are more for less involved passive voter or for more involved and interested voter.

The reasons behind this study are also very specific to the political marketing experience in India. Although political marketing has been used in India since the country's first parliamentary elections in the 1950s, in recent years a significant amount of taxpayer funds have been allocated to it. It appears that political parties anticipate that if they spend more money on advertising, more voters will support them and their candidate. However, the 2009 election's higher voter turnout than the previous two elections (2004, 2005) does not appear to be sufficient to warrant the massive cost of political marketing.

Furthermore, it is asserted that voters in India place significant weight on their assessments of their own and their country's economic circumstances when making voting decisions [23]. Voting for the incumbent party is influenced by both the state of the national economy and the prosperity of each household. The Indian voter and the Indian election are incredibly complicated, according to an article in *Economics Times*. Caste, religion, the gap between urban and rural areas, linguistic and geographic diversity, and the demographics of men, women, and youth are all complex equations. Finding a common thread for a national advertising campaign is therefore challenging. Despite this, political marketing is widely used during election seasons and frequently receives more credit or blame than is appropriate [18].

IV Methodology

Since this was an exploratory attempt using a survey-based technique, the goals were as follows:
Create a scale to measure people's opinions regarding the relevance of political marketing;

- Use the scale created for that purpose to determine how feasible it is to conduct further research on the subject.

- Determine whether any desired dimensions could serve as the foundation for determining the significance of political marketing.

The study took into account the responses of a convenient sample of 384 eligible voters who obtained a voting right. Because responses to the questionnaire were collected either in-person or online, the sample was widely distributed. Additionally, the nonparametric "One Sample" test was used to confirm the sample's randomness. Given that age served as the primary criterion for sample selection, the test static's Z value (Mean Age 2.5) is less than 1.96 (at the 5% significance level), indicating that the large sample that was conveniently chosen was not randomly selected.

In order to assess individuals' opinions regarding the impact of political marketing on voting behavior, responses were gathered using a seven-point Likert scale, which extended from strongly disagree to strongly agree. A five-item voting decision involvement scale was created by adapting the Purchasing Involvement Scale created for consumer marketing. The VDI scale was created as a semantic differential scale with seven points. Four items were removed from the relevance perception scale during the questionnaire's pilot testing, and one of the VDI scale's statements was reworded to improve comprehension.

A set of twenty-three items was developed based on previous research on the effects of political marketing. This scale was used to find out introspective responses, rather than exposure-based responses, in order to replicate the earlier research findings and to learn more about how Indian voters perceive political marketing to be relevant. The scale's items dealt with using political marketing as a basis for persuasion, as well as a source of knowledge and information. Additionally, the scale includes items that examine how political marketing compares to news sources, the internet, and other information sources.

Additionally, the scale measures affective reactions to the use of political marketing as the foundation for evaluation as well as general evaluative behavior. To measure the influence of political advertisements on voting behavior, a scale item is added: "I don't think my liking for a particular political ad influences my voting decision." It is anticipated that responses to the statement will be closer to actual behavior than intended behavior, even though the study does not lend itself to measure the effect on actual voting behavior. Statements such as "A large number of people fail to vote" are used to gauge attitudes towards voting. Do you believe that failing to cast a ballot is a careless act that essentially amounts to a denial of one's civic duty? and Do you really believe that someone like you can have an impact on how the government is made? It is anticipated that there would be a relationship between a person's attitude toward voting and how they perceive the influence of advertising on voting decisions

V Analysis

Importance of Sources Information: The importance of various sources of information that the electorate generally disseminate during elections was studied. For each source responses were obtained on five point scale ranging from unimportant to very important.

Newspapers and television news are recognized as two major information sources used during election season based on mean scores that were found to differ significantly from test value 3 (Table I).

TABLE I: SOURCES OF INFORMATION

	N	Mean	Std. Deviation	t-test (test value 3)	df	Sig. (2-tailed)
T.V News	380	4.21	1.119	12.932	142	.000
Internet Content	376	3.75	1.430	-2.061	140	.041
Known Circle	286	2.96	1.263	-.338	136	.736
Outdoor Advertisement	174	2.15	1.094	-8.114	139	.000
Magazines	298	2.83	1.256	-3.487	140	.001
Radio	279	2.73	1.345	-2.397	138	.018
Newspaper	365	4.16	1.016	14.852	143	.000
Personal Experience	299	3.42	1.346	1.953	138	.053
Mobile communications	171	2.21	1.402	-6.729	140	.000
Political Ads (Transit)	277	2.60	1.247	-3.809	143	.000

B. Relevance of Political Marketing

Eight factors with an eigenvalue greater than one were extracted after a factor analysis of the twenty-three-item scale using oblimin rotation was performed to verify its dimensionality (Table II). Given that the KMO value was 0.673 and the Bartlett's Test of Sphericity was significant at the 0.000 level, there was sufficient sampling. To

increase one's confidence when utilizing the scale for additional analysis. The reliability test results for each extracted factor are displayed in Table II. Cronbach alpha values are found to be sufficiently high for each factor scale, with the exception of the final factor, "Ability to influence." It is believed that the ability to influence factor alone is crucial for determining the significance of political marketing; however, statistical analysis revealed that this factor was less dependable, possibly because the statement was unclear or there weren't enough statements.

TABLE II. RELIABILITY TEST

Factor Scale	Eigen-values (Explained Variation)a	Alpha Value	N	Mean (Std. Devi.)	t value (test value)	Sig. (2- tailed)
Attention towards Political Ads	3.27 (14.28)	0.655	139	3.946 (1.4567)	-0.437	0.673
Political Advertising -A fashion	2.68 (11.66)	0.591	141	4.8901 (0.8698)	12.151	0.000
Awareness on Political Issues	1.96 (8.52)	0.598	137	4.3157 (0.9217)	4.009	0.000
Public Information Source	1.68 (7.3)	0.345	142	5.0317 (0.9210)	13.348	0.000
Feeling as one's Of Duty	1.5 (6.54)	0.436	139	5.5701 (0.9836)	18.821	0.000
Image Building Source	1.2 (5.21)	0.486	143	4.5455 (1.6540)	3.944	0.000
Using Election Manifesto	1.1 (4.77)	0.742	139	4.6906 (1.5209)	5.354	0.000
Ability to Influence	1.03 (4.496)	0.208	141	5.0432 (1.2373)	9.941	0.000

Because of this, the study keeps this factor in its preliminary analysis and will look into it to determine whether or not there are any differences in relevance perception in this regard. The factor score for each factor is calculated by linearly adding the factor items. After that, the total score for each factor is lowered to a range of 1 to 7, representing "strongly disagree" to "strongly agree," and is used for additional analysis. The t-test analysis results are displayed in Table II. The mean scores for all factors show a significant difference from the test value, with the exception of the first factor that measures the attention value of political ads.

Although most respondents agree that political marketing raises people's "awareness on political issues," their agreement is not very strong given the factor's low mean scores. Advertising, however, may be a useful resource for learning about the political agenda for any election, according to the mean scores (4.68) for the final item on the scale. Most people concur that political marketing is a better "mass information source" than door-to-door canvassing (Table II). However, the use of its persuasive powers to influence people's voting decisions is not well received by the public. The item's mean score is 5.44. Furthermore, there is minimal consensus (item mean score of 4.37) that political marketing could influence the outcome of any election.

Table II indicates that the factor "Political marketing-A fashion" has higher mean scores, which also differ significantly. This further limits the relevance of political marketing. It is now more about making a fashion statement (item mean is 5.07) and the majority of political marketing spending is deemed waste (item mean is 5.80). The item mean score was 3.14, indicating dissent on the statement that voters like the way political parties advertise during election season.

The voters exhibit a "sense of civic duty," as evidenced by the significantly higher mean scores on the scale (Table II). News is trusted more than political advertisements because people are aware of their civic duty. The consensus was that voters' decisions are not influenced by their preference for political advertisements (item mean score: 5.46).

The information-seeking and evaluation behaviors of the eligible voters indicate a found rationality of mindset toward the act of voting. As the mean scores for the factor "Using Election Manifesto" are significantly higher than the test value, there is a higher level of agreement regarding the search and evaluation of political party election manifestos in order to make voting decisions.

Additionally, the mean scores for the factor "Ability to influence" are higher, indicating that people believe they have the power to affect how the government is made, and that power clearly rests in casting the correct ballot. Everyone agrees that political advertisements help a political party develop its image. The average score for the "Image Building" factor is higher and also considerably deviates from the test result.

Voting Decision Involvement (VDI): The "voting decision involvement" five-item scale is utilized as a single factor scale. First, the VDI scale has an adequate high cronbach alpha value of 0.685, indicating internal

consistency. Second, by [19], the purchasing involvement scale (PIS), which served as the VDI scale's original foundation, was also created and employed as a single factor scale. The scores for the five items that make up the VDI scale are therefore added together and lowered on a scale from 1 to 7 in order to gauge the degree of voting decision involvement. People vary in their level of involvement in voting decisions, as is to be expected. The voting decision involvement scale's quantile distribution of respondents' scores reveals that some have low VDI (mean score 4.7846), moderate VDI (mean score 6.1507), and high VDI (mean score 6.7778) and t-test analysis finds that the differences in the mean scores are significant at the .000 level.

Table III. PERCEPTIONS ABOUT RELEVANCE OF POLITICAL MARKETING

Factors	Low VDI ^b	Moderate VDI	High VDI	F. Prob.	Corr. ^a
No. of Respondents	66	87	231		
Attention Value of Political Ads	4.9676	3.8485	4.20	0.969	-0.002
Political Advertising-A fashion	4.86985	4.9632	4.8947	0.438	0.125
Mass Information Source	4.7797	4.9318	5.2149	0.166	0.237*
Awareness on Political Issues	4.3747	4.3561	4.3246	0.917	0.0073
Sense of Civic Duty	5.1306	5.6818	5.8377	0.013	0.374*
Image Building Source	4.2059	4.9091	4.4123	0.211	0.014
Using Election Manifesto	3.8676	4.7273	5.193	0.000	0.363*
Ability to Influence	4.5882	5.1212	5.4211	0.062	0.337*

D. Perceptions about Relevance of Political Marketing

The study anticipates that VDI will have a moderating effect on a perception dimensions related to political marketing. Table III displays the relationships found through ANOVA and correlation-based analysis. Voting decision involvement (VDI) and opinions regarding the use of political marketing as a mass communication source are positively correlated. The relationship between the other factors that are associated with voting, such as ability to influence, use of election manifesto, and sense of civic duty, is also positive and significantly high. The factors "Sense of civic duty" and "Use of election manifesto" show significant differences in the mean scores of individuals with low, moderate, and high VDI. The fact that, in comparison to those with high VDI, those with low VDI view political marketing as a more important source of information that they typically use during election season to stay informed about political issues (mean score for low VDI is 3.06, compared to 2.49 for people reporting high VDI on a five-point scale) supports the lack of relationship between VDI and other factors related to the relevance of political marketing, such as "Attention value of Political Ads," "Political marketing-A Fashion," "Awareness on Political Issues," and "Image Building Source." As a result, when it comes to these factors, the relevance perceptions of those with low VDI are found to be on par with those with high VDI (Table III).

VI Discussion

The present study found very little support for the use of political marketing from respondents to the questionnaire-based field survey, in contrast to previous researches [3], [5], [23], and [26] that supported its use. The majority of those surveyed were younger than 35. They are employed; their line of work is providing services. The proportion of male and female participants in the sample is nearly equal. Political marketing is thought to be a good way to inform the general public. Political marketing is thought to be a good way to inform the general public. The study refutes previous research on the subject of issues learned through exposure to political advertisements. It was discovered that issue-based learning from exposure to political advertisements was surprisingly high, surpassing that of learning about issues from exposure to television news [4, 21, 29,]. As a result, political advertisements have a very limited effect on voters' cognitive processes because most people ignore them.

Political marketing is one way for candidates to shape their image, and studies on the subject in the past have demonstrated that candidate image ratings can rise after seeing ads [7]. The current study concludes that using political marketing as a source for image building has some value.

In actuality, political advertisement exposure has no bearing on a voter's choice of vote. Even while some people may find these advertisements appealing, this does not mean that they will vote in favor of the party or its candidate. Rather, thoughtful information is gathered from a variety of sources outside of political advertisements, and it is assessed based on the topics covered in the election manifesto. Voting decisions seem to be more rationally based on issues, and political marketing's role in educating the public about political parties, their candidates, and their platforms is limited. The level of interest in making voting decisions influences how much one searches for and assesses political data. Additionally, greater involvement translates into a greater sense of confidence in one's capacity to impact political decision-making and the power of "voting." In this sense, political advertisements serve as a helpful reminder of the fundamental right to "vote." The research backs up the idea that involvement plays a moderating role in determining how political marketing affects attitudes toward "voting" and the process of making a voting decision.

VII Implications

The study makes a strong case for limiting the extensive use of political marketing, especially in Indian contexts. Merely amplifying the exposure to political advertisements does not guarantee that voters will make passive decisions that favor the party, the candidate, or both. Instead, they make more thoughtful and involved decisions, giving news-based information greater weight than repetitious political advertisements. Therefore, considering the variations observed in the involvement in voting decisions, the concept of intensifying ad exposures through a selective approach may contribute to limiting the significant and unnecessary spending on political marketing. The selective approach necessitates determining the appropriate target audience demographic, media, and message. Political campaigns typically center their message around one of three things: the candidate, political ideology, or a developmental issue. Here, in the Indian context, having a better grasp of caste, creed, religion, or geographic issues may help to focus the message's development. However, using them as a foundation for content creation may raise some ethical, social, or even legal issues, so it's important to carefully consider these. The current study has not examined the effectiveness of political marketing in relation to these issues in terms of its influence on voting intentions; rather, it has only sought to determine the relevance of using it as a source of political campaigning. However, more research in this area may be conducted in the future to clarify the applicability of political marketing in the Indian setting. Research in the future should examine the further validity of the scale with some items seeking a direct response to perceptions about the relevance of political marketing, as this study is exploratory in nature with regard to the use of survey-based methodology. Additionally, using a sizable sample size will aid in further validating the foundation for relevance perceptions regarding political marketing.

REFERENCES

- [1] Ansolabehere, Stephen and Shanto Iyengar, "The craft of political marketing: A progress report, political persuasion and attitude change," in Diana C. Mutz, Paul M. Sniderman and Richard A. Brody, eds. Ann Arbor, University of Michigan Press, 1996, pp. 101-122.
- [2] Atkin, Charles and Gary Heald, "Effects of political advertising" *Public Opinion Quarterly*, 216-228, (1976).
- [3] Barteles, L.M. and W.M. Rahan, "Political attitude in the post-network era," *American Political Science Association*, Washington, 2000.
- [4] Brians, C. L., and M.P. Wattenberg, "Campaign issue knowledge and salience: Comparing reception from TV commercials, TV news, and newspapers," New York: Free Press, 1996.
- [5] Faber, R. J., Tims, A. R. and Schmitt, K. G., "Negative political advertising and voting intent: the role of involvement and alternative sources," *Journal of Advertising*, 22(4), pp. 67-76, 1993.
- [6] Kahn, K.F. and Gear J.G., "Creating impressions: an experimental investigation of political advertising on television," *Political Behaviour*, 16(1), 16(1), 1984.
- [7] Kaid, L., "Political advertising and information seeking: comparing exposure via traditional and internet channels," *Journal of Advertising*, 27-36, 2002.
- [8] Kaid, L. L., "Measures of political advertising," *Journal of Advertising Research*, 1976.
- [9] Kaid, L.L. and K. R. Sanders, "Political television commercials: an experimental study of the type and length. *communication research*," 5, pp. 57-78, 1978.
- [10] Kaid, L.L., M. Chanslor and M. Hovind, "The influence of program and commercial type on political advertising effectiveness," *Journal of Broadcasting and Electronic Media*, 36, pp. 303-520, 1992.
- [11] Kaid, L.L., Monica Postenieu, K. Landreville, H.J. Yun and Abby Gail LeCirang, "The effect of political advertising on young voters," *American Behavioural Scientist*, 2007.
- [12] Kanihan, S.F. and S.H. Chaffee, "Situational influence of political involvement on information seeking: an experiment," *Association for Education in Journalism and Mass Communication Convention*. Anaheim, 1996.
- [13] Kern, M., "30-second politics: political advertising in the eighties," New York: Praeger, 1989.
- [14] Lazarsfeld P.F., B. Berelson and H. Gauder, *The People's Choice*, 2nd ed. New York: Columbia University Press, 1948.

-
- [15] Lemert, J. B., W. Wanta, and T. Lee, "Party identification and negative advertising in a U.S. senate election," *Journal of Communication*(49), pp. 123-134, 1999.
- [16] Martinelli, K.A. and S. H. Chaffee, "Measuring new voter learning via three channels of political information," *Journalism and Mass Communication Quarterly*,(72), pp.18-32, 1995.
- [17] Mittal, B., "Measuring purchase decision involvement. psychology and marketing," pp. 147-62, 1989.
- [18] Naryanswamy, H., "Do popular ad campaigns win elections? brand equity," *The Economic Times*, 2009.
- [19] Palda, K., "The effects of expenditure on political success," *Journal of Law and Economics*, Dec. 1975.
- [20] Parameswaran, Ravi, and Spinelli, Teri, "Involvement: A Revisitation and Confirmation", *AMA Educators' Proceedings*, Russel W. Belk, et. al. (ed.), Chicago: American Marketing Association, 57-61, 1984.
- [21] Patterson, T. E., and McClure, R. D., *The Unseeing Eye: Myth of Television Power in Politics*, New York: Pentium, 1976.
- [22] Rothschild, M., "Political advertising: a neglected policy issue in marketing," *Journal of Marketing Research*, pp. 58-71, 1978.
- [23] Suri, K., "The economy and voting in the 15th lok sabha elections," *Economic and Political Weekly*, Sep. 26, 2009.
- [24] Tinkham, S. F., and R. A. Weaver-Lariscy, "A diagnostic approach to assessing the impact of negative political television commercials. *Journal of Broadcasting and Electronic Media*(37(4)), 377-400, 1993.
- [25] Valentino, N. V. "The impact of political advertising on knowledge, internet information seeking and candidate preference," *Journal of Communication*, 2004.
- [26] Yoon, Kak, Bruce E. Pinkleton and Wonjun Ko, "Effects of negative political advertising on voting intention: an exploration of the role of involvement and source credibility in the development of voter cynicism," *Journal of Marketing Communication*, 11(No. 2), pp.95- 112. July 2005,
- [27] Zaichkowsky, J., "Conceptualizing Involvement," *Journal of Advertising Research*, 15(2), pp. 4-14 and 34, 1986.
- [28] Zaichkowsky, J. L., "Measuring the involvement construct," *Journal of Consumer Research*, 12, 341-352, 1985.
- [29] Zhao, X and G. L. Blesk, "Measurement effects in comparing voter learning from television news and campaign advertisement," *Journalism*