IMPACTS OF SOCIAL MEDIA ON VOTER'S BEHAVIORS

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Abstract

Social media, a medium of the 21st century and a tool to help the nation and its communities produce, express, broadly share their thoughts and ideas. People of all ages are passionate about using and making this medium, like any other media, to link it with less time and energy to the world. The technology of social media is broad enough to include tweeting, picture-sharing, wall posting, music-sharing, crowdsourcing and voice over IP, blogs, etc., which people today enjoy using to connect with each other and also inspire themselves to innovate more ideas and expressions. Social media, emerging as the political parties' hottest promotion tool during elections to control, connect and communicate their vision, aim to help them increase their popularity or win a majority. People are living on social media nowadays, where even political parties try to reach out to strike them where they are living. The purpose of writing this research paper is to understand the role that social media plays in voter decision-making while voting. Results of the study indicate that social media, in particular young voters, have a major impact on voting decisions.

Keywords: *Advertisement, Election, politician, Social media, Voters, Social Networking.*

I. INTRODUCTION

The real world is reflected by social media and is all about conversations. By engaging users to engage in, comment on and generate content as a way of communicating with social graphs, other users and the public, social media enables the interactive network. Social media has emerged as a big instrument where people can communicate about the problems of daily life and even of national significance. Facebook, Twitter and YouTube are not only developments in the internet environment in the 21st century, but are rapidly emerging as influencers and producers of opinion [1].

Corporate, government, and numerous organizations have seen social media as a marketing tool to interact, link, and attract their followers broadly, and this modern mode of connectivity has also altered the way people think and relate to each other. Therefore, social media is

projected to play an immense role and will continue to affect the country's upcoming elections to a large degree. In key states such as Delhi and M.P., as India is just overcoming the most critical round of state elections, the question people are asking is how much of a role social media plays in Indian elections. This issue will become more critical in the lead up to the 2014 general election. Social media users in India are projected to rise by 19 percent between June and December 2013, according to a study released in October this year, 'Social Media in India 2013,' by the Internet and Mobile Association of India and IMRB [2].

The study also says that in urban India, 19.8 million users access social media sites from their cell phones. The study notes that on the basis of the number of registered voters and the Election Commission of India's real voter turnout data and field interviews, there could be a 34 percent vote swing in 24 states, where internet users are sizable. The indicated swing is sizable. However, the study has not explained whether the impact is due to pure social media or other variables, such as conventional communication avenues, because of the absence of other data. In order to empower people to connect well across boundaries, social media today has become more lively, diverse and youth-centric in nature. With more than 238 million users, India has been the third-largest internet base globally [3]. For its users to express their opinions, emotions, perceptions among themselves, the commonly used media is now becoming a daily practice. Social media success is also due to its various functions, including: conversation, live chat, status update, picture and video sharing, linking all of our sense organs to it. In order to empower people to connect well across boundaries, social media today has become more lively, diverse and youth-centric in nature. With more than 238 million users, India has been the third-largest internet base globally. For its users to express their opinions, emotions, perceptions among themselves, the commonly used media is now becoming a daily practice. Social media success is also due to its various functions, including: conversation, live chat, status update, picture and video sharing, linking all of our sense organs to it [4].

Perception by Constituents: key objectives of his research paper were how do politicians' use of social media affects voter's impression and does an attractive or personal use of social media improve a politician's likability and electability. In order to investigate the relationship between politicians' usage of social media sites and their electability and popularity, the researcher performed a content review of three politicians' existing social media sites and then surveyed 88 college students to understand social media's impact on their perception of the politicians [5]. Perception by Constituents: key objectives of his research paper were how do politicians' use of social media affects voter's impression and does an attractive or personal use of social media improve a politician's likability and elect- ability. In order to investigate the relationship between politicians' usage of social media sites and their electability and popularity, the researcher performed a content review of three politicians' existing social media sites and then surveyed 88 college students to understand social media's impact on their perception of the politicians [6].

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It will show their opinion of the political parties or candidates if individuals consume content on social media. The Times of India has over 35 FB Lakh followers, the Hindustan Times has over 12 lakhs, Dainik Jagran has over 16 lakhs, and the Economic Times has more than 14 lakhs, which is more than double its circulation. As traditional media has such a strong social media audience, the effect of social media and its effects on elections should not be ignored. In reality, social media is the fastest way to directly communicate with your audience, particularly when last-minute coups can occur. Everyone needs to be on the social media platform, when it is towards the digital age. For the purpose of daily communication, every person is connected through social media to others. One of the latest social marketing agency survey findings, "We are social," indicated that India has 242 million individuals using social media sites such as Twitter, Facebook and other smartphone apps such as Hike, WhatsApp, Line, etc. This has become a useful and best possible way for advertisers to reach each person in a simple way [7].

Positioning in the political market is more likely to be commodity focused than market oriented (Baines et al., 2007). Butler and Collins (1996) suggest that candidates or parties should be placed on the basis of their place in the electoral race, whether they are a follower, opponent or leader; and they fail to recommend the effects of competitive positions and the effect of coordination between policies. The problem with political positioning is that a single theme is generated to produce a steady picture. One of the frequently used terms in marketing is "branding," which incorporates the idea of marketing goods and services to customers in the commercial field, which is similar to marketing leaders, their parties and the political agenda to the electorate. Brand that provides customers with the origin badge and quality assurance in the identification of the specific product, service or concept (Hackley, 2005). The advantages of branding strategies applied to politics have been demonstrated by Needham (2005). The candidate or party can be intensified by promoting the candidate or political party as a brand, which is brand loyalty during the election and even during the non-election cycle. It is true that loyalty to the product brand may be lower for any single person and higher for a political party's loyalty; but for many other people, it is also possible vice versa.

Public advertisement and commercial advertising are identical to each other in terms of functions. Advertising, for example, highlights the features instead of manipulating them (Hackley, 1998; Ehrenberg et al., 2002). Political advertisement, similar to brand advertising, often affects an individual's brand loyalty, which alters the association. This reminds the viewer of the brand and keeps it active, giving a sense of consumer awareness and life. The fact that commercial advertisement is like political advertising is still real. Advertising will also often strengthen trust in all industries, such as political marketing and commercial marketing, and will have confidence not to move away from the loyalty route as the ideals they relate to the brand will remain real and secure [8].

Voters Differ From Consumers

Harris and Lock. (1996) drew attention to the crucial difference between the political arena and marketing, highlighting the disparities between the propaganda feature of certain political campaigns and the philosophy and certain familiar practical and instrumental applications of brand marketing. As stated by Lock and Harris, there is a certain distinction between product/service marketing and political marketing (1996). This is applicable to the international contexts over certain degree and it includes: In the commercial arena, the launch of the new brand is much simpler and it is unusually difficult in the pattern of a new party; the candidate or political party is intangible, conglomerated commodity like voters cannot disentangle; despite the preference, voters have the collective option that may not be their preferences while consumers earn a purchase refund; no price is comparatively a price [9].

II.   CONCLUSION & DISCUSSION

This research was focused on a broad aim of understanding the influence of social media on the purpose of voting. The majority of respondents are young and literate in the age group of 18 to 28 years; they were also very active on social media after graduation or post-graduation. The results of the analysis show that social media has a major impact on the respondent's voting intention, especially young people. Social media is considered to be a valuable source of knowledge and to help people understand the personality of politicians that can help them decide whether or not to vote for candidates. One interesting finding of this study is that the voting conduct of respondents is strongly affected by the comments/tweets/remarks posted on social media by politicians. The theory was proposed to check the disparity in voting behavior on the basis of age and education.

III.   REFERENCES

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