

Role of Voters' Demographics on Framing Their Issue Priorities in Response to Political Advertising in India

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Abstract

Political advertising is an aid for political players to communicate with mass where a majority of people are apolitical, they possess minimal/marginal interest in politics. But, when such individuals get exposed to Political advertisements, it subconsciously helps voters to decide their issue priority (help voters to rank their needs, to make informed choices). This makes one curious to study if there is any variation in voters' issue priorities against variation in their demographics. The empirical study was conducted in Pune against Indian General Elections in 2019. Findings suggest that political advertising plays a decisive role. But voters' issue priorities were found independent of voters' demographic profile. The study is one of the initial attempts to expand the domain of both marketing (advertising) and consumer behavior to politics and voter behavior respectively.

Key Words – Candidate, Elections, Issue Priority, Party, Campaign Advertising, Political Advertising, Voters.

Introduction

Political advertisements are means through which political players communicate with citizens (voters). Over the years irrespective of geographical boundaries, Political Advertising in either of ways has been the most employed practice for political communication. It is also known as 'campaign advertising'. It equips political players (both candidate and/or party) with a tool to approach voters using the mass media (ASBA, 2012). Various study findings reported that political advertising is not only an integral element of political communications (Maarek, 1995; Kolovos and Harris, 2005) but these advertisements have exhibited its efficacy in elections also (Atkin and Heald., 1976; Kaid et al., 2007; Zahedzadeh and Merolla, 2012). Although the foundation of modern political advertising was laid in the seventeenth century, for years it was confined to print mode only for the next two centuries. Radio became the first mode of broadcast political advertising in the late 1920s. Further, the advent of television had been like a breakthrough that had transformed the setup of political advertising and laid the foundation of the modern way of 'Political Advertising'. For campaign advertising extensive use of Print media, Radio, TV and Internet tools, (collectively known as Integrated Marketing Communication- IMC) is a routine practice now.

Political players spend billions of dollars on campaign advertising throughout the year. As per media reports, campaign spending of more than \$5 Billion, the American Presidential election in 2012 is regarded as the costliest election of the world. In order to convey desired messages to the Public, especially to those with apolitical tendencies, political campaigning is essential. But when such individuals get exposed to political advertisements it subconsciously

affects them. In earlier days, in India, the major issues in elections used to be religion or caste specific or region-specific. Although this scenario is changing now and political advertising has played a pivotal role in this change. Political advertisements not only make citizens better informed but it also helps them to understand more. It attempts to turn citizens (voters) in favor of a candidate/political party (sponsor). Although various researchers have highlighted the valuable contribution of political advertising, still experts believe that there is ample scope for further research in this domain (Rothschils, 1978; Eric Van Steenburg, 2015). Also, the domain seems to be less researched in the Indian context. This is the reason why the present study on political advertising in the Indian context is conducted by researchers. In India, Bhartiya Janta Party [BJP] was the first political party that introduced the first professionally developed televised campaign advertisement with the slogan 'India Shining'. It was attached with the slogan 'Feel Good Factor'. This legacy further continued in 2009, where United Progressive Alliance [UPA] and National Democratic Alliance [NDA] launched their campaigns with slogans 'Jai Ho (let victory prevail)' and 'Bhay Ho (let anxiety prevail)' respectively. NDA contested general elections of 2014 with a string of multiple advertisements with slogans 'Abki Baar Modi Sarkar (upcoming Government-Modi government)', 'Ache Din Aane Wale Hain (better days are coming)' and 'Janta Maf Nahin Karegi (citizens/public won't forgive)'. As against this, UPA launched its campaigns with the slogan 'Kattar Soch Nahin Yuva Josh (youthful energy)'. NDA's campaign played a pivotal role in remarkable triumph in 2014! In 2019 elections, 'Sabka Saath, Sabka Vikas (growing together)', 'Beti Bachao, Beti Padhao (save and educate the girl child)' and 'Swatchh Bharat, Samruddh Bharat (clean India, prosperous India)' were the successful slogans used by NDA.

After General Elections 2014, political advertising was considered a must, even for the state-level assembly elections. And the trend is getting stronger and stronger with every forthcoming election.

India is the largest democracy of the world with huge deployment of political advertising here. This makes authors inquisitive to study the variation in issue priorities with respect to variation in voter demographics. Also, the subject seems to be awaited to get explored by researchers. In this sense it is one such attempt. It establishes the relevance of voter demographics along with political advertising in India. The initial section of the paper put forth the background and purpose of the study. In further section research objectives were formed on the basis of gaps, identified from literature review. In later section, authors proposed conceptual framework, research objectives, hypotheses and research methodology. The final section of the paper consists data analysis and interpretation. Additionally, future implications are given at the end.

Review of Literature

Political Advertising: Types and Effects

Various researchers studied the effects of political advertising from different perspectives. Based on tone and content, literature classifies political advertisements in two broad categories namely positive and negative advertisements. According to Garramone (1984), the

purpose of negative advertisements is to shape a negative image of the targeted candidate. At the same time, negative advertisements attempt to form positive feelings of sponsoring candidates. On the contrary, Pfau and Burgoon (1989) stated that positive advertisements highlight the positive features of candidates' personality traits or issue stands.

Kahn and Geer (1994) reported that unknown and new candidates should rely more on positive advertisements. Positive advertisements create positive impressions about both target and sponsor of the advertisements. Such advertisements are better for the defense as well.

Kaid and Johnston (1991) studied televised advertisement campaigns aired in US Presidential elections from 1960 to 1988. They studied these advertisements in terms of negative and positive advertisements. According to authors for the first time, negative political advertisements were used during American Presidential elections in 1952. A series of televised advertisements were launched then with the slogan "Eisenhower Answers America". These research findings reported that negative political advertisements constantly reinforce appeals to voters' fear.

Authors have mixed opinions about positive and negative political advertisements. Lau et. al. (1999) did not find negative advertisements advantageous over positive political advertisements. On the other hand, Geer and Geer (2003) in their study reported that negative political advertisements are more effective and memorable than their positive counterparts. In a reassessment of their previous study, Lau et al. (2007) reported although negative political advertisements are more memorable and knowledge simulating in nature. But at the same time, negative advertisements have decremental effects on overall public mood and trust in government.

Kaid et al. (2007) reported that political ad exposure significantly influenced the agenda-setting for women. Women reflect similar agendas like their men after ad exposure. This means women are more influenced by issue agendas in the advertisements. Young voters consider advertisements as legitimate sources of information. They feel comfortable with the information provided by advertisements and report to use this information helpful for decision making.

Encounter to Political Advertisement may alter both voters' attitudes towards a candidate and voter choice as well. Also, the impact of advertisement exposure varies as per variation in viewers' personalities (Franz & Ridout, 2007). These findings were reinforced by the research findings of Coutler (2008). The author found that political advertisements help voters to form their attitudes. But, at the same time, the claims and arguments made in the advertisements also play an important role in shaping voters' attitudes.

With a market-oriented dimension, Robinson (2010) reported that advertisements that portray voters as consumers create more effect than image building/issue (product/offering) advertisement. The voter gets better to connect while they get treated like a customer.

While studying the drivers of persuasion, the study by DellaVigna and Gentzkow (2010) revealed that information provided by political advertisements significantly affects voter behavior. Also, political advertisements successfully persuade voters in favor of sponsors.

Druckman et. al. (2010) stated that all media channels have almost similar kinds of political advertisements this is true especially in case of negative political advertisements. But there lies a difference in case of political advertisements over websites, which do not contain negative communication. Negative advertisements lower voters' attitude towards elections but they also affect their voting intentions (Chou and Lien, 2010).

The experimental study findings reported access to information enables voters to make a better choice. In the region with proper availability of information, voters used their knowledge to evaluate the performance of incumbents. Not only the voter turnout in the election was increased but also the vote share got increased for better performing and educated incumbents (Banerjee et.al., 2011)

Fowler and Ridout (2012) highlighted the steady rise in the number of political advertisements aired during US Presidential elections. At the same time, the authors further reported that the majority of advertisements were negative advertisements (only 14.3% of total advertisements were falling under the category of positive advertisements). While, in their research, Mattes and Redlawsk (2014) reported that in US Presidential elections in 1960, only 10% of the total advertisements aired were negative.

Broadcast political advertisements have a positive, sizable and significant impact on voting intentions but this requires continuous reinforcement since effects are short-lived. Early phased campaigns have far long-lasting effects than do the campaigns in the later and final phases. Educated voters are more responsive to these advertisements (Durante & Gutierrez, 2014)

Larreguy et al. (2016) studied how political advertising help non-dominant parties. Authors state that voters possess uncertainty and biases about non-dominant political parties. Since these advertisements provide are a source of information. They bridge the information about new parties among voters and help them to shape an image among electorates. This also increases the voter share of non-dominant parties.

Ridout and Holland (2017) again re-assessed the effect of political advertisements. Authors emphasized that mobilization effects of political advertisements have already proven but in recent times particular types of advertisements demobilize voters too. They stated that research in the area of political advertisements has come a long way.

Political Advertising and Issue Priorities

In a prominent study of that time, Lippmann (1922) studied how media influences public opinions. In the study findings, the author reported that media plays a dominating role in shaping the importance of issues in public. Through continuous reinforcement, campaign advertisements are capable enough to turn less significant issues into important ones for citizens (Lazersfeld et. al., 1944). Similarly, in another study, the authors highlighted the

significant role of media in making the issues salient for the public. Media not only makes viewers informed about the prevailing issue(s) but also shapes its salience among views. It transforms what candidates are saying in mass media during a campaign into the important issues for viewers. Likewise, media may set the 'agenda' of the campaign (Maxwell and Shaw, 1972).

Atkin and Heald (1976) were the first who categorized the outcomes of political advertising. According to authors, encounter to political advertisement results in the generation of political knowledge in voters, their issue priorities, stimulated interest in the campaign, liking for candidate/party and polarized effect. Political advertisements make voters informed about various candidates/parties, personal and professional information about candidates and ideologies and issue stands of candidates/parties. Issue Priorities are an individual's ranking of certain prevailing needs turned into issues (i.e. issues emerged out of an individuals' needs) and attributes of a candidate. So, it is a feature that is variable. In simple terms, it is related to how a voter sets his/her priorities among prevailing campaign issues. It also takes attributes of candidates into account. Information received from these advertisements may help voters to frame their 'issue priorities'. Many studies have highlighted the abilities of political advertising in elections.

Ansolabehere and Iyengar (1994) in their research reported issues high on the public agenda at any given moment are especially powerful determinants of candidate evaluation and voting preference (Iyengar 1990; Iyengar and Ottati 1994).

In their research titled 'Form and Variations in Negative Political Advertising', Procter & Hamlin (1996) reported that negative political advertisement can be broadly classified into three categories, namely, Attack, Comparison or Response category. The authors, further concluded that all of the above three categories have the same kind of contents and styles. In a general notion, attack advertisements are treated as negative political advertisements. In attack advertisements, usually sponsors challenge targets on the base of undocumented claims.

Voters support and prefer the candidate when they have 'shared' issue priorities i.e. they have a consensus over the importance of issues (Abbe et al., 2003).

Dolan (2005) conducted a unique study. She studied the difference in competing candidates' issue priorities against their gender. The author conducted the content analysis of the information and materials placed on their websites. The study reported that male and female candidates have a difference in their issue priorities due to their gender concerns. These issue priorities are one of the integral constituents of their public image in elections.

Pasek et al. (2009) in their research quoted issue priorities play a decisive role in voter choice and turnout. According to authors, voters usually favor those candidates whose issue priorities are in sync with their priorities, attached to certain issues. The evaluation of candidates is partly based on their issue stand as well. Likewise, voters' issue priorities are among the factors responsible for turnout.

Klüver and Sagarzazu (2016) studied two important theories ‘issue ownership’ and ‘riding the wave’. According to issue ownership theory, political parties ‘own’ certain issues. To take advantage of such issues, parties not only position them but also increase their salience for voters through continuous reinforcement. While riding the wave theory suggests political parties take cues from voters and then develop appropriate strategies to respond to the issue priorities of voters. Authors quoted that Ansolabehere and Iyengar (1994) in their research argued that riding the wave is a better approach for candidates/ parties to win elections. They further continued that majority of parties follow ‘riding the wave’ approach only. This is similar to the customer-driven approach of marketing, where companies first assess the needs of the customers and develop their offerings to fulfill the needs of customers.

Klüver and Spoon (2016) in their study tried to check “whether parties respond to voters’ issue priorities”. According to authors, parties use manifestos which are the means to reply to voters’ priorities. They said parties’ responsiveness to voters’ priorities varies as per party type. The study findings reported that usually, large parties give more weightage to voters’ policy-related priorities over their issue demands. One important observation of the research is that parties holding offices as ‘governing parties’ became least responsive to the voters once they resumed office.

Abou-Chadi (2018) emphasized that parties’ responsiveness to voters’ issue priorities depends upon the electoral competition they face and the salience of issue as per party agenda. The author argued that sometimes parties are responsive to voters and sometimes they are not. The study also emphasizes to develop a framework to measure party responsiveness.

Conceptual framework

The Foundation of this research is laid on the premise that exposure to the same political content does not result in similar issue priorities in voters. Usually, issue priorities are variable. The research is based Voters’ demographics may play a significant role to frame their issue priorities. varies may vary depending upon their demographics. In the present study, the variation in issue priorities was studied against five noticeable demographic variables namely their age, gender, education, native (rural/urban) place and sub-caste to which they belong to. All of these variables are well supported by the literature. All of them are acting as Independent variables for the study.

Depending upon its tone and content, a campaign advertisement can be classified as a positive or/and negative advertisement. The same political advertisement can be interpreted as positive or negative by different people. This difference in interpretation may cause the difference in their issue priorities and liking for the candidate. The present study is an attempt to understand, how exposure to the same political advertisement results in different issue priorities among the public. In the present study, issue priorities are being treated as a dependent variable.

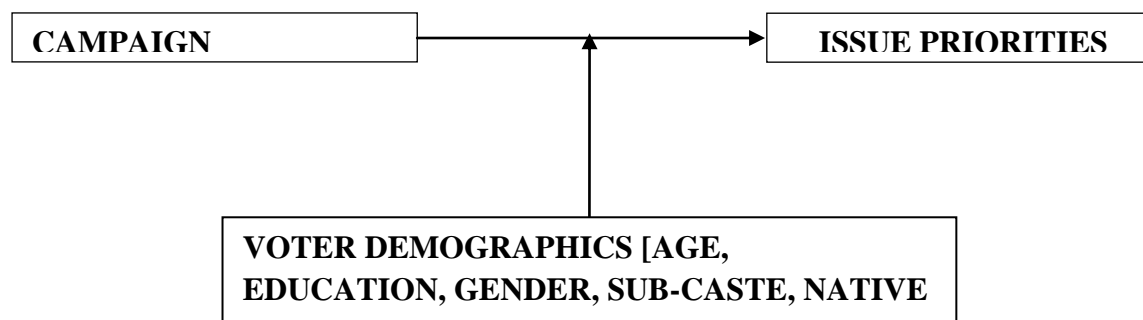


Fig. 1: Proposed framework (Source: authors' formation)

Objectives of the Research

- 1.To check the individual influence of each of voters' demographic factors on their issue priorities.
2. To develop a measurement model of issue priorities and measure the goodness of fit of this measurement model.

Hypotheses Development

To achieve the first objective following hypotheses were developed. Further, for the fulfillment of our second objective, a measurement model of issue priorities was devised.

H₁: Voters' gender influences their issue priorities.

H₂: Voters' age has a significant influence on their issue priorities.

H₃: Voters' education has a significant influence on their issue priorities.

H₄: Voters' sub-caste has a significant influence on their issue priorities.

H₅: Voters' native (rural/urban) has a significant influence on their issue priorities.

Research Design

Sample population and collection criteria

The study was conducted in March and April during the Indian general elections 2019. The sample of the study was collected from voters belonging to urban and rural regions of Pune district. The selection of Pune was based on two important criteria. First, Maharashtra Legislative Assembly elections, which are likely to be announced in the coming 3-4 months. Secondly, Pune is an important industrial city of Maharashtra State of India. Developed under Maharashtra Industrial Development Corporation [MIDC], the industrial cluster of Pune comprises both large units of manufacturing and service based Multinational industries. Apart from this, since old time Pune is also a prominent educational hub in India. Due to this, for livelihood and education, people from all states of India are living in Pune for years. This results into a cosmopolitan citizen base and makes it ideal to collect sample. Also, to make the sample representative of the entire population, responses were collected from both, males

and females of different age groups, with different educational qualifications and different sub-castes from rural and urban areas. This was just to check the effect of demographic factors on voters' issue priorities.

Sample size determination criteria

To achieve an adequate level of confidence in this study, a sample size of 300 was targeted (a sample size of 200 or more is considered adequate to apply various statistical tests like exploratory factor analysis, etc.). A sample of 257 was finalized after eliminating the incomplete and invalid questionnaires. The selection of respondents was prima- facie based on his/her availability and willingness to contribute. Further, additional conditions (given below) were also taken into consideration for their selection apart from the demographic factors mentioned above.

- i. The respondent should be a voter i.e. respondent should be of 18 years and above (as per the Indian Constitution, this is the mandatory condition to get a voting right).
- ii. One needed to be aware of various political advertisements run by candidates and/or parties.
- iii. The responses were collected from both rural as well as urban regions of Pune district.

Researchers developed a self- administered questionnaire to record sample responses. First, the face validity of the draft questionnaire was checked. To get insights, it was shared with two incumbent politicians (one from state assembly and one from city municipal corporation); two advertising professionals (one middle and one senior-level executive); one marketing professional and one senior faculty of Marketing. Experts suggested some modifications. Then, the final draft of the tool was designed after incorporating the suggestions of these experts.

The research questionnaire was divided into two sections. The first section of the questionnaire was designed to record the demographic details of the respondents. The second section comprised items to measure issue priorities. Additionally, researchers interviewed respondents with a well-structured interview schedule.

Data analysis was done using SPSS. To reduce the dimensions, to put common variance together and get precise factors, Principal Component Analysis and Factor Analysis were employed. F-test was then employed to assess, whether any variation in issue priorities against variation in the demographic profile of voters is significant.

Data Analysis Results and Discussion

Descriptive statistics

In the sample, 49% were in the age group 18-35 years. The proportion of postgraduate respondents was 37%. Out of total around 76% of the respondents were natives of urban-region of Pune District.

Reliability Test

The reliability of the questionnaire data was checked using Cronbach's Alpha. The Cronbach's alpha value for the overall questionnaire is 0.81 which is higher than 0.7 and is satisfactory for basic research (Nunnally et. al., 1967). Kaiser-Meyer-Olkin measure of sampling adequacy determines if the sampling is adequate for analysis (Kaiser 1974a).

The KMO is 0.781 (KMO value > 0.9 is best, KMO < 0.5 is not acceptable) and Bartlett's Test of Sphericity was found significant i.e. less than 0.05.

Univariate Analysis

For the fulfilment of our first objective and to test previously stated hypotheses, Factorial ANOVA was employed. Since, there were four independent variables (demographic factors namely, age, gender, education and native place) along with the single dependent variable (i.e. issue priority). In order to find both the individual and interactive effects of Independent variables on dependent variable, Factorial ANOVA is an appropriate technique.

Table 1: Test of Between Subject Effects (Source: SPSS output)

Dependent Variable: Issue Priorities (IP)

Source	Type III Sum of Squares	df	Mean Squares	F	Sig.
Corrected Model	62.628	53	1.182	1.853	.001
Intercept	272.973	1	272.973	428.145	.000
EduQual	12.791	4	3.198	5.015	.001
EduQual * NatType	3.268	2	1.634	2.563	.079

The above table shows that the calculated F-value for issue priorities (IP) of educational qualification is 12.791 and **its two-tailed probability of significance is 0.001 which is lesser than the α level of 0.05. Hence, this value is significant at the 0.05 level of significance.** Thus, in this case the hypothesis **H₃ cannot be rejected here**. This suggests a significant influence of voters' educational qualification on their issue priorities. This means different voters have different 'issue priorities.' This difference in their issue priorities can be attributed to the difference in their educational qualification. On the contrary, the respective p-value, for other variables i.e. age, gender, sub-caste and native, was found greater than 0.05. So, rest all the research hypotheses namely **H₁, H₂, H₃, and H₅ got rejected here**. So, it can be concluded here that voters' issue priorities are independent of age, educational qualification, sub-caste, and native. Thus, research findings indicate that issue priorities do not get affected by individual or interactive demographic factor except for the educational

qualification which influences voters' issue priorities. It also means voters' needs emerge due to their understanding level based on their education. Voters further rank these needs to prioritize them which in-turn becomes their 'issue priorities'. In a study in relation to purchase intention, Qile et al. (2019) highlighted the findings of Rimal et al. (2004) which emphasizes the relevance of education in improving their attitude towards eco-friendly food. Qile et al. (2019) further assumed that those consumers who obtained higher level of education may possess better knowledge and awareness about sustainability issues. Similarly, Wang, Wong, and Narayanan (2019) in their study found the significant influence of education on green behavioral intention.

Apart from this, it was found that the calculated F-value for issue priorities (IP) of educational qualification and native is 3.268 and its two-tailed probability of significance is 0.079 which is greater than the α level of 0.05 but lesser than the α level of 0.01. Thus, this value is significant at the 0.01 level of significance. **Interestingly, at 0.01 level of significance voters' issue priorities get affected by the interactive effect of educational qualifications and native types.** This suggests significant influence of educational qualification and native (rural/urban) on issue priorities of the voters, only when they are taken together. In simple terms, voters' issue priorities emerge on their native place (rural/urban) along with their understanding based on their education.

Exploratory Factor Analysis [EFA]

Additionally, to find factors responsible for measuring voters' issue priorities, Exploratory Factor Analysis [EFA] technique using the software SPSS version 20, was employed. In EFA, components with an Eigenvalue of 1 or more were taken into account. Only three components were extracted to fulfill this criterion. Their Eigenvalues were 3.347, 1.306 and 1.069. These three factors together were able to explain 63.57% of variance out of the total variance extracted. Additionally, the change in the plot was observed in the Scree plot. Only those components were retained which were above the point of change.

As per the results obtained from Varimax rotation, the main

loadings are for variables PKIP3, PKIP4, PKIP5, PKIP6, and PKIP7. Together these four are forming the component one (i.e. first factor) in the questionnaire these items are for the factor named as 'Candidate/Party Issue Information' of Candidate(s) and/or Party(ies). Similarly, for the second component, the main loadings are around PKIP1 and PKIP2. These two variables fall under factor two named 'Public welfare and Future Priorities' of Candidate(s) and/or Party(ies). The main loadings for factor three are IP1 and IP2, which fall under voters' Issue Priorities.

Table 2: Rotated Component Matrix (Source: SPSS output)

Rotated Component Matrix^a

	Component		
	1	2	3
PK	.153	.836	.054
IP1			
PKIP2	.139	.843	-.006
PKIP3	.791	.154	-.022
PKIP4	.840	.082	-.047
PKIP5	.617	.020	.181
PKIP6	.664	.166	.312
PKIP7	.603	.342	.245
IP1	.123	.465	.584
IP2	.138	-.096	.884

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Confirmatory Factor Analysis

Since, the second objective of the study was to develop and measure the goodness of fit of the measurement model for voters' Issue Priorities, Confirmatory Factor Analysis (CFA) was executed. Therefore, data were analyzed using confirmatory factor analysis (CFA) with the AMOS 5 program. The result of CFA has confirmed that the hypothesized measurement model of issue priorities has 3 latent constructs. Where the first latent variable 'public welfare and future priorities' comprise 2 items. The second construct 'Candidate/Party Issue information' comprises 4 items and the third construct 'Voters' Issues priorities' contain 2 items.

Figure 1 and Table 2 given below, shows Chi-Square = 87.834, CMIN/df = 3.660, CFI = .857, GFI = .857, TLI = .786, and RMSEA = .117. These results indicate that for the present measurement model, model fit statistics could not match with the required standards for CFI

and TLI (Byrne,2001), however, looking at the values of GFI and RMSEA, model fit to match with required standards. Since the goodness-of-fit indices did not fulfill the conventional standards, it was required to revise the model despite satisfactory results of reliability analysis.

Table 3: Goodness-of-fit indices for the proposed measurement model for voters' issue priorities (Source: AMOS output)

Indices	Conventional standards	Model Fit Indices
Model chi-square	> 0.05	87.834
CMIN/df	< 5.0	3.660
GFI	> 0.90	0.857
CFI	> 0.90	0.857
TLI	> 0.90	0.786
RMSEA	< 0.08	0.117
IFI	>0.90	0.861

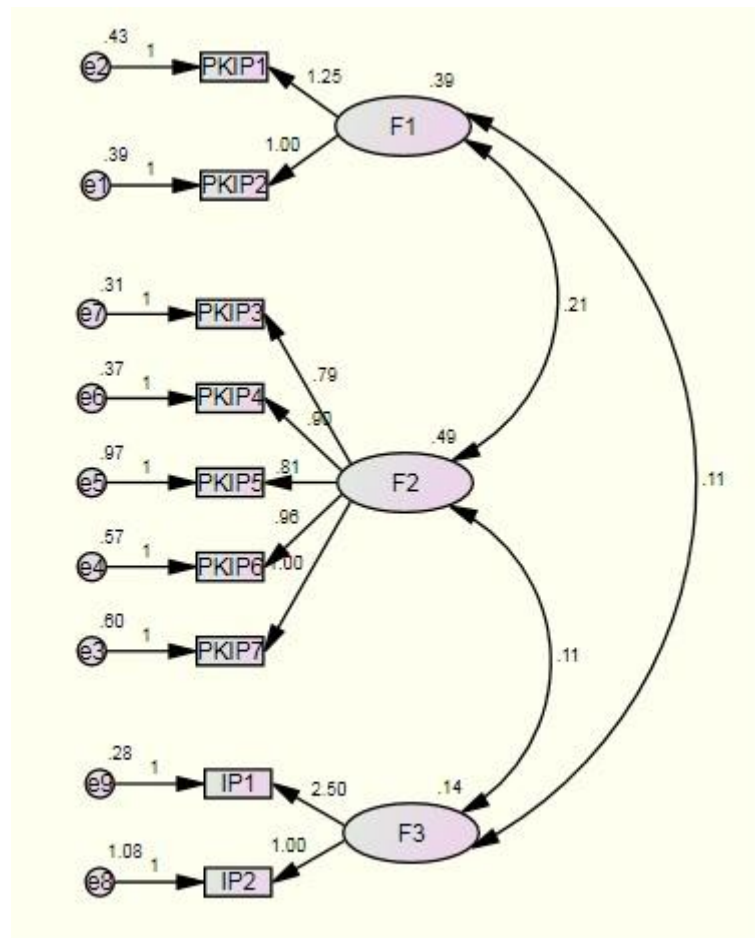


Figure 2: hypothesized measurement model for voters' Issue Priorities

The model was revised using modification indices (MI). For the revision, several error variances were linked as per the depiction modification indices table (which indicated that these items are strongly related to each other, as suggested by Kline, 2015 and Byrne, 2001). Results of the revised measurement model (Figure 2) showed a better fit model, with Chi-Square = 35.250; CMIN/df = 1.679, CFI = 0.968; GFI = 0.962; TLI = 0.945; and RMSEA = 0.059. After the modification process, the revised model provided a better fit as shown in Table 3 and Figure 2.

Table 4: Goodness-of-fit indices for the revised measurement model for voters' issue priorities (Source: AMOS output)

Indices	Recommended	Revised Model
Model chi-square	> 0.05	35.250
CMIN/df	< 5.0	1.679
GFI	> 0.90	0.962

CFI	> 0.90	0.968
TLI	> 0.90	0.945
RMSEA	< 0.08	0.059
IFI	>0.90	0.945

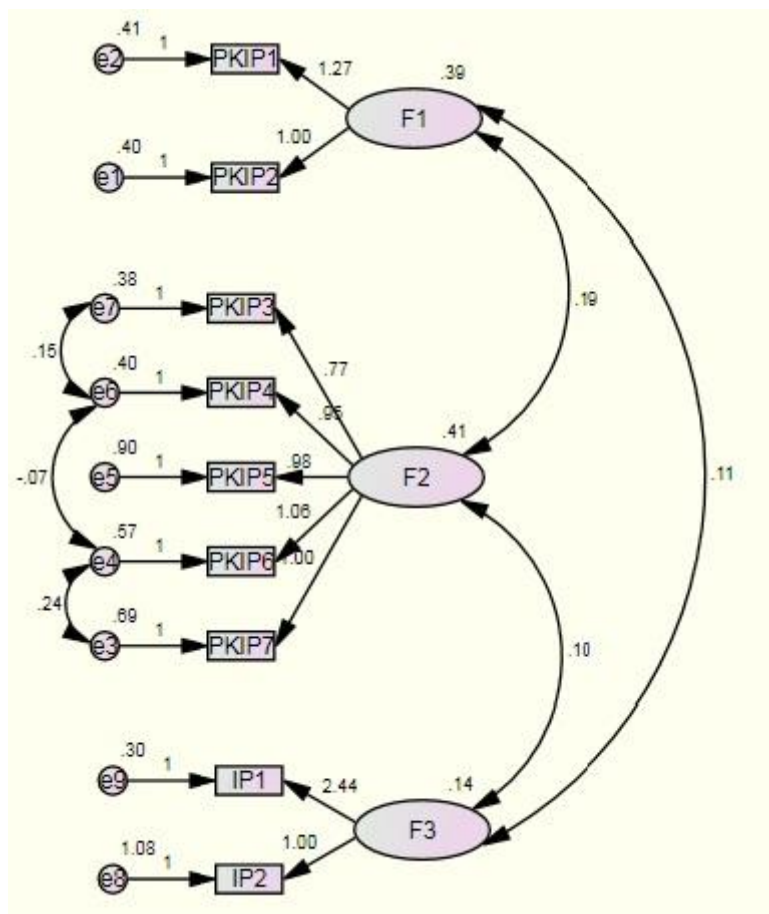


Figure 3: The results of the revised measurement model for voter' issue priorities

Conclusion and Implications

Voting behavior is the actual exhibition of voters' political behavior. A deep understanding of psychology and political science is helpful to interpret voting behavior. This has how the concept of political psychology has evolved. The concept of political psychology attempts to understand how political communications 'affectively' influence voters. Moreover, it explains that despite minimal attention and interest in politics, how voters make a rational decision out of available and informed voting choices.

Voters' demographic factors as gender, race, caste, religion, etc. also play a crucial role to make better inferences and predictions about their voting decisions. And thus, influence of demographic factors on political psychology is subject for research. Moreover, it was found

that emotions, socialization, tolerance of political opinions and the media have proven their roles in a democracy. The right to vote makes people feel empowered and happier. When voting decisions are based on internal processing of political information and influences occurred from external sources, the quality of democratic decisions improves.

As the primary objective of this research was to study the influential role of demographic factors on Issue priorities in relation to political advertisements in India. Crafting an election campaign is in no way different than designing a marketing campaign for a brand. A successful brand not just has to be a good product but it also needs to get the consumers to believe that it is the best and that it has a purpose and more importantly it listens to the consumer's needs. It also needs a convincing enough face to endorse the brand. Here, the Government or marketers should, therefore, design appropriate advertisements for voters to convey information which is easy to understand the issue propositions of various political players to frame their issue priorities.

From research findings it can be concluded that more than age and gender, it is the education and/or with native place are capable to form Issue priorities against political advertisements. Certainly, encounter political advertising is framing the anticipated impact up to certain extent on voters as per expectations of sponsors.

Unique Contribution and Future Research

The study is unique in the sense that it is an attempt to apply the principles of advertising to political science and consumer behavior to voter behavior. The study was based on the notion proposed by Stalwarts. Namely, Kotler and Levy (1969) proposed the idea to extend the domain of marketing to politics. Similarly, Shama (1975) advocated extending the domain of consumer behavior to voter behavior.

Although, in western part of the world political advertising is prevailing for centuries, formal political advertising is a relatively new concept in India. Also, there is a limited number of research studies in political advertising in India. The present study is one of the attempts to bridge this gap and bring insights about political advertising in the largest democracy of the world i.e. India.

The research study can be repeated for another city/ state with an increase in sample size. This may help to validate the findings of this research. Also, a comparative study of different cities can be conducted. Scale development to measure the issue priorities concerning campaign advertisements can also be done.

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