



## IMPACT OF MODERN YOUTH IN POLITICAL MARKETING IN INDIA

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### **Abstract**

*This paper tries to analyze the various tactics and strategies involved in the modern election campaign and tries to makes us go through the real need for strong election manifesto which serves to create a need or objective for the political parties to win elections. The modern youth seem to be the frontier of hope and bravery who have stood tall these years and come up with bolder slogans and better election manifestos and made the party win the elections. When we look back at our elections right from 1991 to 2019 the clear demarcation of urging use of technology and sentiments backed with emotions have triggered the minds of people to vote for the winner.*

**Key words: Politics, marketing, election, strategy, youth and campaign.**

### **Introduction**

Indian elections are probably the longest election campaigning that any country can witness in the world. There are many parties and political figureheads who play a prominent role in terms of deciding the future of the country. The modern youth have geared up to take up responsibilities inspired by the nation as well as by the activities depicted in the movies shown by Bollywood. The role of youth in the election campaign is more from understanding of how to take the party to the winning post and make themselves as futuristic leaders or rather emerging front under given circumstances.

Political marketing is the marketing of ideas and opinions which relate to public or political issues or to specific candidates. It should be wisely managed for it to yield better results. The founders of concept of political marketing argue that there are eight common functions that constitute to fruitful political marketing. These functions are from logo to branding which delivers a huge response among the people. There are times where our youth have taken a step to create a revolution in elections.

### **News Management Function**

This function manages both the party and the aspirant's publicity. This function includes management of the media, activities connected with public relations, and the management of online marketing. In the political arena, there is lots of propaganda that are spread to sabotage the image of a political figure. Therefore, the management of the news is very crucial as far as political success is concerned (Henneberg, 2003).

### **Critical Analysis of Strategies Used By Political Parties in India**

Political parties use social media because traditional communication medium are highly governed by election commission of India. Initially, it was the use of static webpage to promote campaign goals, promises and information. Since then, the popularity of social media or the social networking sites (SNS) is increasing day by day not only globally but locally also. For example, the 2008 U.S.

presidential election was the first election to utilize fully the power and reach of the SNS 's to impact voters. In the same way, during anti-corruption movement 2012 in India, social activist, Anna Hazare used social media to connect people in New Delhi. Social media is playing entirely new role in Indian



democracy. Now a days, political parties and politicians have found a new way of reaching out to a younger and aspiration population. It was for the first time in 2009 Indian elections when online voter registration and transparency campaigns started.

The emergence of social media in modern world has definitely led to bigger appeal among the people where the levels of connectivity have also gone up to a great level. Another modern strategy in political marketing is through mobiles. The current generation has widely adopted the use of smart phones. These phones have made it easy for individuals to access information wherever they are at their convenience. In a recent report released by Investment firm Omidyar Network claims that Indians use mobile phones most for social communication and entertainment. The average mobile Indian internet user spends almost 70% of the time on Apps like facebook, whatsapp & other entertainment apps. Out of this 70%-time, 38% time is spent only on social media giant Facebook and its other family apps like whatsapp, instagram etc. This is much more than the U.S. users who visit these apps for only 50% of the time they spend on the mobile phone. This potential of internet-based mobiles is rightly identified and exploited by political parties and they have been using tele calling and SMS functions to reach directly to the voters. This was a strategy that was successfully used by BJP – Bharatiya Janata Party in Lok Sabha polls. This strategy is mainly used to persuade individuals through sharing of attractive policies that a party intends to implement once in power. BJP members tactfully used this strategy to convince their followers that they were the right people to vote (Banerjee & Ray, 2016). Nonetheless, this strategy can be unethical especially where a company contacts an individual without prior consent.

### **Future and Challenges of Political Marketing In India**

The future of this form of marketing lies primarily on the internet and social media. This is evidenced by the fact that current digital generation is going to replace the older generation. This indicates that in the near future, almost everything is going to be digitalized and as such, political marketing is going to take a new twist. However, this change shall come with its challenges. One of the major challenges is that anyone has the ability to access the internet and post anything whether true or false. This is an indication that in the future, political marketing shall face the challenge of credibility and transparency.

### **Conclusion**

The importance of political marketing in the political arena cannot be under-estimated. It has helped to build or destroy political figures based on the strategies chosen. From the above discussions, it can be concluded that political marketing is a field that should be viewed with a lot of seriousness if a politician is looking to emerge victoriously. It is a prerequisite for a politician's success but it should be used strategically.

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