

Beyond Traditional Boundaries: Unleashing the Potential of Digital Marketing in Chhattisgarh Politics

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Abstract:

In the dynamic political environment of Chhattisgarh, digital marketing has become a revolutionary factor that is changing the ways of political campaigns and the interaction with the voters and the political content. This paper aims to establish the demographic characteristics, voters' attitudes, social media use, and the effects of digital advertising on the political processes in Chhattisgarh. A quantitative analysis of survey data shows a clear pattern and the tendencies of voter segments by age, gender, and education level. The results reveal that most of the respondents are young, educated voters who engage in digital politics, with significant differences in the representation of women and men. Also, the research highlights the importance of digital campaigns in determining the voters' turnout and political engagement, although there are privacy and ethical issues. The study reveals that there is a need to incorporate technology and ensure that political messages are delivered to a diverse population. Thus, by considering these factors, the policymakers and the campaign strategists can fully utilize the potential of digital marketing to improve political communication, the voters' engagement, and democratization in Chhattisgarh.

Keywords: Digital Marketing, Political Campaigns, Voter Engagement, Chhattisgarh Politics, Digital Democracy.

1. Introduction

Marketing through the internet has affected almost all industries in the global market and politics is not an exception. Social networks and other applications are already actively used in political campaigns to address people and affect their choices. Therefore, the use of digital marketing has emerged as a very crucial factor in the given Indian political setting, especially in Chhattisgarh. Chhattisgarh is one of the culturally and naturally blessed states in India and the political activities are quite dynamic. Earlier, the political campaigns in Chhattisgarh were done by conventional techniques like meetings, door-to-door campaigns, and newspaper advertisements. However, the situation is gradually changing with the help of the Internet and the availability of smartphones. Thus, it is noted that digital marketing is emerging as a significant factor, through which the political parties can engage the electorate more effectively and creatively.

1.1 The Evolution of Political Campaigning

Political campaigning has undergone a lot of changes in the past few decades as the world has become more advanced. The main forms of communication have included people-to-people contact, speeches, rallies, and fliers and pamphlets. These methods have advantages but also disadvantages such as geographic constraints, expense, and low coverage (Hersh, 2015). The breakthrough was television and radio because it became possible to spread political messages (Druckman, 2005). The most significant shift, nevertheless, has occurred over the past two decades with the advent of the internet and the digital age (Chadwick, 2013). The political activities that have been enabled by digital marketing include social media, search engines, websites, and online ads. Thus, the use of digital marketing in politics is gradual but constant in Chhattisgarh. More politicians and political parties are adopting the new technology in their campaigns. This is not just a trend but a shift in the form of political communication (Kreiss, 2016).

1.2 International Outlook on Digital Marketing in Politics

Altogether, it is possible to state that digital marketing has become one of the significant actors in political campaigns on the global level. This is true in that by using technology, political parties can easily identify voters to sway hence making the campaigns more targeted and efficient (Kreiss, 2016). Howard (2006) identified the trends of modern political campaigns to be big data analysis, social networks, and e-mail marketing. It is possible to consider Barack Obama's campaigns for the presidency in the United States in 2008 and 2012 as the first major examples of the use of digital marketing in political campaigns. Obama's campaign incorporated social networking sites, data analysis, and web 2.0 fundraising, particularly via the internet, and the pace for other political campaigns across the globe (Cogburn & Espinoza-Vasquez, 2011).

1.3 Digital Marketing in Indian Politics

Digital marketing got a new flavor in the Indian political context during the general elections that were conducted in the year 2014. Especially the BJP has been very successful in the use of social media and other online tools to mobilize millions of voters and thus has set new standards in political communication in India (Digital Politics | Economic and Political Weekly, 2024). This success demonstrated that the political strategies in the country could be altered by applying the concept of digital marketing. Digital marketing has been of great benefit to Chhattisgarh. The state has a population base that is both urban, rural, and tribal which makes the political communication both diverse and interesting. Digital marketing is a flexible strategy that can be useful when it comes to reaching out to these different categories of people. Indian politics is complex and diverse, which means it is in constant change and encompasses various aspects. The political culture of the country is democratic, which means that many opinions and ideas are being discussed. Santekellur et al. (2014) noted that digital marketing alters the very nature of political communication and the reception of messages.

Social Media Influence: Among all the social media platforms, the most important are Facebook, Twitter, and Instagram and they cannot be ignored in Indian political campaigns. These platforms give the politicians and the political parties direct access to the voters without having to go through the media houses. The live characteristic of social media also implies that it can be used to get a hold of the target population in real-time, thus beneficial for political mobilization (Calderaro, 2018).

WhatsApp Campaigning: Due to the existence of millions of users of WhatsApp in India, it has turned into one of the most efficient ways of political communication. The parties use the groups to relay information, share materials, and make calls for support. Due to the platform's security, it is suitable for grassroots campaigning (Chauhan, 2024).

YouTube and Video Content: Political campaigns also incorporate the use of YouTube since it is a video-sharing website where people pass on speeches, promises, and testaments to the voters. These videos tend to become viral, and therefore, have the potential of reaching millions of people and garner a lot of attention (Sohal & Kaur, 2019).

1.4 The Context of Chhattisgarh

Chhattisgarh is one of the youngest states in the country which was carved out of the erstwhile Madhya Pradesh in the year 2000. In terms of demography, the state is rather diverse, especially in the number of the tribal population, which makes some conditions and opportunities connected with political campaigns rather specific. The campaigns in Chhattisgarh have remained conventional, however, the use of web marketing is gradually seeping into the region. The people of Chhattisgarh are ethnologically, linguistically, and economically quite a colorful lot. The tribal people in the state are relatively more in number and they constitute about 30 percent of the population. This demographic diversity means that there is a need to come up with a good political campaign plan (Chhotray et al., 2020).

Traditional vs. Digital Campaigning: Earlier, the political campaigns in Chhattisgarh were limited to public meetings, house-to-house campaigns, and advertisements in newspapers. The following are some of the methods which are considered appropriate in the political culture of the state. However, the given picture is changing with the assistance of the internet and smartphones which open new opportunities for digital campaigning (Bimber & Copeland, 2013). SMM is not very developed in the political context of Chhattisgarh, but it has started to develop. It has therefore emerged clearly that people are being targeted, messages are being passed and money is being collected through social media by political parties. This shift of concentration on digital marketing is not only because of the new attitude of the voters but also to target the new generation of voters (Ganeshan & C, 2020).

1.6 Research Gap

Even though there is a huge literature available on the use of digital marketing in politics in different countries and different regions of India, there is very scarce literature available on Chhattisgarh state. Most of the previous research has targeted the metropolitan region or the states that have high Internet usage and awareness of digital technologies.

Therefore, it is necessary to speak more about Chhattisgarh due to its peculiar demographic and socio-economic indicators. This research aims to fill this gap by providing a clear description of the use of digital marketing in political campaigns in Chhattisgarh because of the population diversity and other features of the area.

1.7 Significance of the study

Therefore, the knowledge of digital marketing applications in Chhattisgarh is crucial for the following reasons. Firstly, it provides knowledge on how political parties can benefit from the use of digital tools in enhancing the campaign. Secondly, it helps in the identification of the factors that hinder the implementation of digital marketing in rural and tribal areas. Thus, the present research also helps in adding to the existing literature on the impact of digital technologies on democracy in India.

1.8 Research Aim

The primary aim of this research is to assess the application and efficiency of digital marketing in Chhattisgarh politics. In this study, an attempt is made to explore the following research questions: The voter's view on digital marketing; voter involvement and voting; voter turnout and privacy/ethical concerns; and the availability of technology in the political campaigns in the state with a view of ascertaining how digital marketing is influencing political campaigns in the state.

1.9 Research Objectives

1. To Investigate Voter Perception and Attitudes:

Investigate the perceptions and attitudes of registered voters in Chhattisgarh towards digital marketing in politics, examining how it shapes their views, awareness, and decision-making processes.

2. To Analyze Digital Engagement Patterns:

Analyze the digital engagement patterns of registered voters, including their interaction with political content online, participation in online discussions, and the impact of digital campaigns on their political awareness

3. To examine the Impact on Voter Turnout:

Examine the correlation between digital marketing initiatives and voter turnout in Chhattisgarh elections, exploring whether online campaigns have a measurable impact on the participation of registered voters.

4. To Investigate Privacy and Ethical Concerns:

Investigate the privacy and ethical considerations of registered voters related to digital marketing in politics, addressing concerns such as data security, misinformation, and the ethical use of voter information.

5. To assess Technology Accessibility and Inclusivity:

Assess the accessibility and inclusivity of digital platforms in reaching registered voters across diverse demographics in Chhattisgarh, exploring whether digital campaigns bridge or widen communication gaps.

Digital marketing has transformed political campaigns all over the world and Chhattisgarh is not an exception. The details of the political environment of the state regarding the demographic changes and shifts in the voters' behavior make the place more suitable for studying the impact of digital marketing on the political processes. The results of this study will help identify how the concept of digital marketing is being adopted and the effectiveness of the strategies in targeting the voters in Chhattisgarh. Therefore, the findings of this study can help enrich the understanding of the new trends in political communication in terms of voters' perceptions, their activities, and the challenges of digital campaigns.

2. Research Methodology

2.1 Research Design

The research approach of this study was a mixed research approach, however, the main data collection tool used in this study was the quantitative survey to measure the impact of digital marketing in Chhattisgarh politics.

2.2 Sampling Method

To identify the respondents for this research the method of convenience sampling was used. The research was carried out on 397 registered voters in Chhattisgarh.

2.3 Data Collection

The quantitative data collection instrument employed was an administered structured questionnaire consisting of thirty questions; each question had five response options. These questions were aimed at the voters' opinions on the application of digital marketing in election campaigns, their actions in the digital sphere, and the effectiveness of the campaigns.

2.4 Data Analysis

Data analysis was conducted in two phases to comprehensively examine the impact of digital marketing on voting behavior. Initially, descriptive statistics were used to summarize demographic data and response distributions, providing an overview through means, standard deviations, and frequencies. Following this, inferential statistics, specifically multiple regression analysis, were employed to explore the relationship between various digital marketing activities (such as social media engagement and online advertisements) and voter turnout and preferences. The regression model was formulated as $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$, where Y represents the dependent variable (voting behavior), X_i denotes the independent variables related to digital marketing, β_i are the estimated coefficients and ϵ error term. Key assumptions of the regression model, including linearity, independence, homoscedasticity, and normality of residuals, were thoroughly checked to ensure the robustness of the findings. To visually represent the data, scatter plots were created to illustrate the relationships between digital marketing variables and voting behavior, while regression plots and residual plots helped to demonstrate the model fit and identify potential issues.

2.5 Ethical Considerations and Limitations

The ethical concerns that were considered in this research include the participants' consent, anonymity, confidentiality, and the rules of the proper usage of voters' data. Some limitations of the study included possible sampling bias despite efforts to stratify the samples, and the fact that self-report data are generally preferred. This methodology was used to

offer a better understanding of the use of digital marketing in influencing the voters and their participation in the political system of Chhattisgarh with a major emphasis on quantitative analysis of the collected data.

3. Results and Conclusions

3.1 Demographics Analysis of Respondents

The demographic data provides insights into the profile of respondents involved in the study on digital marketing in Chhattisgarh politics:

Table 1. Demographics Analysis of Respondents

Age Group	Count (%)	Gender Category	Count (%)	Education Level	Count (%)
18-24	42%	Male	62%	High School	7%
25-34	41%	Female	37%	Bachelor's	39%
35-44	13%	Non-binary	0%	Postgraduate	50%
45-54	2%	Prefer not to say	1%	Doctorate	4%
55-64	1%				

The findings on respondents' characteristics and educational levels in the study on digital marketing in Chhattisgarh politics are as follows. The audience is relatively young, 42% of the participants are 18-24 years old, and 41% are 25-34 years old, which means that the audience actively uses digital platforms essential for political communication. The gender distribution of the participants was also male-dominated (62%) as compared to females (37%), non-binary (0%), and those who preferred not to state their gender (1%) shows inequality in digital political participation. Regarding education, most of the respondents are highly educated; 50% of them have postgraduate education, 39% have a university degree, 7% have a high school diploma, and 4% have a doctorate. This educated demographic implies a serious audience who is likely to interact with political content online deeply, thus underlining the importance of complex, diverse, and inclusive approaches to the target voter segments in Chhattisgarh.

3.2 Voter Perception and Attitudes Towards Digital Marketing in Politics

The findings on the use of social media (SM) for political information by voters show that there is a demographic variation. The regression model used to examine this relationship is given by:

$$Engagement_{SM} = \beta_0 + \beta_1(Age) + \beta_2(Gender) + \beta_3(Education) + \epsilon$$

The findings show that there is a significant difference in the use of social media for political information among young voters, especially those between the age of 18-24 years. Gender also has its importance where male students are more engaged (55%) than female students (48%). Education level also plays a role in engagement where postgraduates are more engaged than high school graduates. These are summarized in the following table:

Table 2. Regression Results for SM Engagement

Variable	Coefficient (β)	p-Value
Age (18-24)	0.45	<0.01
Gender (Male)	0.35	<0.05
Education (Postgrad)	0.30	0.05

In terms of trust in digital sources, the model used is:

$$Trust_{Digital} = \beta_0 + \beta_1(Age) + \beta_2(Gender) + \beta_3(Education) + \epsilon$$

This analysis shows that the levels of trust in digital sources differ with age, especially with the 55-64 age bracket having the lowest levels of trust at 62%. There are also differences based on gender; the male participants have a higher level of trust in digital sources than the females. Education also affects trust where post-graduates have the highest level of trust (58%) than high school graduates (38%). The regression results are shown in Table 3 below:

Table 3. Regression Results for Trust

Variable	Coefficient (β)	p-Value
Age (55-64)	-0.25	<0.01
Gender (Male)	0.20	0.05
Education (Postgrad)	0.40	<0.01

Regarding the influence of digital campaigns on voting decisions, the model is:

$$Influence_{Voting} = \beta_0 + \beta_1(Age) + \beta_2(Gender) + \beta_3(Education) + \epsilon$$

According to the results, the age group that is most influenced by the messages of the digital campaign is 35-44 years. These campaigns are also considered to have a greater impact on the male population as opposed to the female population.

Also, the digitally campaignable index is higher among postgraduate education holders (35%) than other educational levels. The above results are summarized in the table below:

Table 4. Regression Results for Influence

Variable	Coefficient (β)	p-Value
Age (35-44)	0.40	<0.01
Gender (Male)	0.25	0.05
Education (Postgrad)	0.35	0.01

Therefore, the results of the analysis suggest that the level of engagement, trust, and influence of digital marketing in politics depends on the age, gender, and education of the population. Overall, more young and educated people are engaged and trust digital sources than less young and educated people, but the latter trust in digital sources is low. Men are normally more responsive to digital campaigns than women. Based on these findings, it is recommended that future digital political campaigns in Chhattisgarh should target the above-mentioned demographic groups.

3.3 Digital Engagement Patterns of Registered Voters

The regression analysis evaluates the degree of interaction and the voters' choice of platforms among the registered voters in Chhattisgarh. This paper provides an insight into the frequency of voters in social media, the awareness of digital campaigns, the level of engagement, and the most used social media platforms.

Table 5. Regression Results for Social Media Use

Variable	Coefficient (β)	p-Value
Awareness of Digital Campaigns	0.30	<0.05
Interaction with Political Content	0.25	<0.05
Platform Preferences (YouTube)	0.40	<0.01
Platform Preferences (Instagram)	0.35	<0.01
Platform Preferences (Facebook)	0.20	0.05

Table 6. Regression Results for Interaction with Political Content

Variable	Coefficient (β)	p-Value
Use social media Sometimes	0.28	<0.05
Awareness of Digital Campaigns	0.22	<0.05
Comfort Level with Platforms	0.18	0.05

Table 7. Regression Results for Platform Preferences

Variable	Coefficient (β)	p-Value
Use social media Sometimes	0.35	<0.01
Awareness of Digital Campaigns	0.30	<0.05
Interaction with Political Content	0.25	0.05

Social Media Use: The results show that social media for political information correlates positively with awareness of digital campaigns ($r = 0.30$, $p < 0.05$) and interaction with political content ($r = 0.25$, $p < 0.05$). Concerning the platform preferences, the results show that the more the participants prefer the platforms, the higher the likelihood of using social media for political activities, with YouTube.

Interaction with Political Content: The level of exposure to political content is also influenced by the level of social media engagement ($\gamma = 0.28$, $p < 0.05$) and awareness of digital campaigning ($\gamma = 0.22$, $p < 0.05$). Convenience in using the digital platforms is also a factor but to a lesser extent ($\beta = 0.18$, $p = 0.05$).

Platform Preferences: As for the level of social media engagement, the choice of some of them is an issue. Out of all the variables, YouTube has the highest correlation with political engagement with a correlation coefficient of 0.35 , $p < 0.01$, then Instagram with a correlation coefficient of 0.30 , $p < 0.05$, and Facebook with a correlation coefficient of 0.20 , $p = 0.05$.

Therefore, the regression analysis reveals that the usage of social media, the awareness of digital campaigns, and the selection of the platforms are the significant factors that influence the level of digital voting in Chhattisgarh. Such findings suggest that the campaign strategies should include social media applications such as YouTube and Instagram to enhance the voters' interest and knowledge.

3.4 Impact on Voter Turnout

The regression analysis examines the correlation between the digital campaign messages the voters' turnout and the citizens' participation. The focus is on the impact of the various degrees of influence from the digital campaigns on the voters' decisions and their voting processes.

Table 8. Impact on Voter Turnout

Influence on Voting Behavior (%)
Greatly Affected: 30%
Moderately Affected: 27%
Digital Campaign Importance

Table 9. Regression Results for Influence on Voting Behavior

Variable	Coefficient (β)	p-Value
Digital Campaign Influence	0.35	<0.01
Importance of Digital Campaigns	0.40	<0.01
Frequency of Influence (Sometimes)	0.20	0.05
Frequency of Influence (Often)	0.25	0.05
Frequency of Influence (Always)	0.30	0.01

Digital Campaign Influence: The findings show that the general impact of the messages conveyed in digital campaigns on the voters' decision to vote is highly related to voter turnout. The analysis showed that the odds of being influenced in their voting decisions increased among the respondents who indicated that they are greatly influenced by digital campaigns ($\beta = 0.35$, $p < 0.01$). This means that good digital campaigns go a long way in influencing the voters.

Importance of Digital Campaigns: The perceived importance of digital campaigns in increasing the level of political engagement is also a strong determinant of voter turnout. The results also showed that the respondents who considered digital campaigns as very important were more likely to be affected in their voting decisions ($r = 0.40$, $t = 3.46$, $p < 0.01$). This means that the level of importance that is given to the digital campaigns determines the efficiency of the campaigns.

Frequency of Influence: The extent to which digital campaigns affect voters sometimes, often, and always, have different effects on voter turnout. Voters influenced sometimes have a lower coefficient ($\beta = 0.20$, $p = 0.05$) which means a moderate effect. Influenced often has a significant coefficient of 0.25 , $p = 0.05$, and influenced always has a coefficient of 0.30 , $p = 0.01$, which indicates the increasing effect of campaign messages' frequency.

In conclusion, the regression analysis proves that digital campaigns have a very important impact on voter turnout. The more the perceived impact and importance of these campaigns, the higher the influence they will have on the voters. Campaign strategies should therefore aim at increasing the effectiveness of the messages transmitted by the digital platforms to increase voter turnout.

3.5 Privacy and Ethical Concerns

The regression analysis is targeted at the correlation between privacy and ethical issues regarding digital political campaigns and voters' trust in data protection and their knowledge of ethical practices. The concerns are to be discussed to identify the impact on the level of trust and the perception of digital political campaigns.

Table 10. Regression Results for Privacy and Ethical Concerns

Variable	Coefficient (β)	p-Value
Privacy Violations	-0.45	<0.01
Trust in the Security of Data (Not Confident)	-0.30	<0.01
Trust in the Security of Data (Low Confidence)	-0.25	0.01
Awareness of Ethical Practices (Somewhat Aware)	-0.20	0.05
Awareness of Ethical Practices (Moderately Aware)	-0.15	0.05

Privacy Violations: From the research, privacy has a very big influence on the extent of trust that the voters have in digital political campaigns. The respondents who stated that they experienced privacy violations or fake news hurt the level of trust in these campaigns ($\beta = -0.45$, $p < 0.01$). This implies that privacy violations are significantly negatively related to trust and satisfaction with digital political advertising.

Trust in the Security of Data: This means that as the privacy concern increases, the level of trust in the security of data decreases and vice versa. Respondents who were not confident or had low confidence in data security had a decreased

level of trust in digital campaigns (Not Confident: Low self-esteem: Low Confidence: $\beta = -0.25$, $p = 0.01$; $\beta = -0.30$, $p < 0.01$). This brings out the importance of improving the protection of data as a means of promoting trust as a key element.

Awareness of Ethical Practices: The other aspect that defines trust is the level of awareness of ethical issues in digital political campaigns. Voters who were somewhat aware or moderately aware of ethical practices exhibited a negative correlation with their overall satisfaction (Somewhat Aware: Slightly aware: $\beta = -0.15$, $p = 0.05$; Low Aware: $\beta = -0.20$, $p = 0.05$). This underlines the necessity to increase the level of transparency and the ethical indicators of the campaign activities.

Therefore, the findings of the regression analysis are that privacy and ethical issues are the two most significant predictors of voters' trust in digital political campaigns. Therefore, it can be concluded that the level of regulation should be increased, and the process of advertising should be made more transparent to reduce the level of concern of the population and increase the trust in online political advertising.

3.6 Technology Accessibility and Inclusivity

The regression analysis will aim to determine the relationship between the independent variables which are technology access, content access, ease with the platforms, and the extent of the political campaigns. In this analysis, it is hoped that the impact of these factors on the overall level of participation and perception of digital political content will be examined.

Table 11. Regression Results for Technology Accessibility and Inclusivity

Variable	Coefficient (β)	p-Value
Access to the Internet (Good Access)	0.35	<0.01
Access to the Internet (High Access)	0.45	<0.01
Content Accessibility (Somewhat Accessible)	0.25	0.01
Content Accessibility (Easy to Access)	0.30	0.01
Comfort with Platforms (Comfortable)	0.20	0.05
Comfort with Platforms (Highly Comfortable)	0.25	0.05
Inclusivity of Campaigns (Moderately Inclusive)	0.30	0.01
Inclusivity of Campaigns (Inclusive)	0.35	0.01

Access to the Internet: From the regression analysis it is evident that internet access has a positive relationship with exposure to political content online. The results also show that the subjects who have good ($\beta = 0.35$, $p < 0.01$) and high access ($\beta = 0.45$, $p < 0.01$) to the internet are more likely to interact and have a positive perception towards the digital campaigns. This means that the increased availability of the internet increases the extent of participation in political activities in cyberspace.

Content Accessibility: This proves that political content can be easily found online, and this results in interaction. The findings also show that the more the respondents believe that content is somewhat easy to find ($\beta = 0.25$, $p = 0.01$) or easy to access ($\beta = 0.30$, $p = 0.01$), the higher their engagement and satisfaction with the digital campaigns. This means that the improvement of access to the content can significantly increase the level of engagement to a great extent.

Comfort with Platforms: Another way in which perceived ease influences political activities is positively, using digital platforms. The findings revealed that the comfort level of the respondents with these platforms is positively correlated with their consumption of the digital content where the comfort level is moderate and high. As has been observed, it is possible to increase comfort with the help of better design of the user interface and, therefore, increase the level of engagement.

Inclusivity of Campaigns: The perceived openness of the digital campaigns is beneficial to engagement levels. The results also show that the respondents who have watched the campaigns as moderately inclusive ($\beta = 0.30$, $p = 0.01$) or inclusive ($\beta = 0.35$, $p = 0.01$) are more satisfied and engaged. This goes a long way in explaining why campaigns should strive to get to higher levels of inclusiveness to affect the intended population

Hence, according to the regression analysis, it can be concluded that the interaction level with digital political campaigns can be raised through the enhancement of access to technology, access to content, and familiarity with the platform. Also, the expansion of the inclusiveness of the campaigns can assist in increasing the voting and satisfaction of the voters. It is possible to conclude that these factors can be effectively addressed and, therefore, enhance the results of digital political communication strategies.

4. Conclusion

The study "Beyond Traditional Boundaries: Unleashing the Potential of Digital Marketing in Chhattisgarh Politics" is informative in understanding the changing trends of political communication in Chhattisgarh. The demographic profiling

shows that the audience is predominantly young, male, and highly educated, indicating the possibility of political communication being shaped by digital media. The age group 18-34 demonstrates a high level of activity, which means that political campaigns need to attract the young population that is more likely to turn to social media for political news. The assessment of the voter perception and attitude also supports the demographic variation in the use of digital media. There are gender differences in the findings with males having more interaction and trust in digital political content than females. Another factor that has a significant influence is age, where the young voters are more active and have more trust in digital sources than the elder age groups. It is also seen that education plays a role in the digital behavior of the people and the postgraduates are more trusting and comfortable in using the digital platforms for political activities.

As for the reception of political information via social media, the level of activity is quite average, and the most popular platforms are YouTube, Instagram, and Facebook. This means that there is a need to provide more content that will engage the voters at a higher level and also satisfy the voters. The effects of the digital campaigns on the voters' turnout are evident as many of the respondents admitted to having been influenced by the messages. However, privacy and ethical issues come out as a major threat because a large number of the respondents have little confidence in the security of their data and knowledge of ethical practices in digital campaigns. The cases of fake news and privacy violations also decrease the reliability of digital political activities, which proves the necessity of higher regulation and transparency.

The study also shows that the respondents have moderate internet and technology device experience and relative ease in the use of technology devices for political activities. Technological adaptation is viewed as a main component of digital campaigns and the necessity to involve all people and groups of society.

Hence, it can be inferred that digital marketing has a high propensity in Chhattisgarh politics, but there are certain issues concerning inequality, trust, and inclusion. Thus, the knowledge of voters' heterogeneity and adaptation to their peculiarities will help to improve digital political communication, engage more voters, and create a more tolerant political climate in the context of the digital world.

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