

Study on the Public Opinion of Election Campaign

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Abstract:

The study titled “On Study of the Public Opinion of Election Campaign” focuses on understanding voter sentiment, measuring the impact and engagement of election campaigns, and analyzing how these factors influence campaign strategies. It aims to explore how voters perceive various political campaigns, the key elements that shape their opinions, and the overall effectiveness of communication efforts in capturing voter trust and attention. By assessing the emotional, cognitive, and behavioral aspects of voter response, the study provides a deeper insight into the relationship between campaign communication and electoral participation.

The research adopts a Descriptive Research Design and utilizes Simple Random Sampling to ensure fair representation of opinions. Analytical tools such as Percentage Analysis, ANOVA, Correlation, and Regression were applied to derive meaningful interpretations from the collected data. The results indicate a significant variation among different age groups and a moderate relationship between campaign exposure and voter engagement, reflecting that while awareness levels are strong, consistent participation remains limited. However, findings also reveal that strategic and emotionally appealing campaign methods can enhance public interest and increase voter turnout.

The findings suggest that effective campaign strategies must focus on emotional connection and consistent communication. The study highlights the need for data-driven, people-oriented approaches to strengthen voter engagement. The implications of this research extend to political planners and campaign designers seeking to bridge the gap between awareness and action. Overall, it concludes that public opinion is the cornerstone of democratic success, and understanding it is essential for impactful election campaigns.

Keywords: Voter Sentiment, Campaign Engagement, Public Opinion, Emotional Connection, Electoral Behaviour, Strategic Communication, Voter Participation.

Introduction:

In modern democracies, election campaigns have emerged as a vital mechanism for political communication, influencing not only the choices of voters but also their overall perception of governance. Campaigns are designed to inform, persuade, and engage the electorate, presenting parties and candidates as credible and relatable representatives of public interests. The effectiveness of these campaigns can significantly shape electoral outcomes, making it essential to understand how the public responds to various campaign strategies and messages.

Public opinion is dynamic and multifaceted, shaped by a combination of personal experiences, societal influences, and media exposure. Voters tend to evaluate campaigns based on trust, authenticity, and

the relevance of issues being highlighted. In this context, assessing public reactions provides valuable insights into which aspects of a campaign resonate most with the electorate, helping to identify patterns of engagement, attention, and persuasion. The rapid proliferation of digital media platforms has transformed the landscape of election campaigns. Traditional methods such as rallies, print advertisements, and television broadcasts are now complemented by social media outreach, interactive content, and targeted messaging. This blend of conventional and modern communication channels has broadened the scope of campaign engagement, allowing parties to reach diverse demographics while simultaneously measuring the level of voter interaction and attention.

Understanding how citizens perceive and engage with campaigns is not only crucial for political success but also for the overall health of democracy. Active engagement indicates informed participation, while lack of interest or negative perception can weaken the democratic process. Election campaigns, therefore, play a dual role: conveying political agendas and fostering an environment where the electorate can make conscious, informed decisions.

In essence, the study of public opinion regarding election campaigns provides a comprehensive perspective on the interplay between political messaging and voter response. By examining trends in awareness, perception, and engagement, researchers and campaign strategists can develop approaches that are more responsive, persuasive, and connected to the needs and expectations of the public. Ultimately, this understanding helps strengthen the democratic process and promotes meaningful participation in electoral decision-making.

Objectives:

Primary Objective:

Understanding the public opinion of Election Campaigns and how it influences the Voting Decisions.

Secondary Objectives:

1. Gaining Insights into Voter Sentiment and Perspectives
2. Assessing the Impact and Level of Public Engagement in Campaigns
3. Guiding the Development of More Effective Election Campaign Strategies

Review Of Literature:

Arpit Khare, Amisha Gangwar, Sudhakar Singh, and Shiv Prakash (2022): Analyzing Twitter data from the 2019 Indian General Elections, this research employed transfer learning and linear support vector classifiers to assess public sentiment and detect sarcasm. The study found that incorporating sarcasm detection improved the accuracy of sentiment analysis, highlighting the complexity of public opinion on social media platforms. Published in arXiv

Belcastro, L., et al. (2022): Conducting a real-time analysis of Twitter data during the 2020 US

Presidential Election, this study utilized topic discovery, opinion mining, and emotion analysis techniques. It revealed that social media discussions accurately reflected public sentiment, with a notable lead for Joe Biden over Donald Trump prior to Election Day. The research demonstrated the potential of social media as an effective tool for real-time political analysis and forecasting.

Sanjay B. Patel, Jyotendra Dharwa, and Chandrakant D. Patel (2024): Conducting sentiment analysis on Twitter data from the 2022 Gujarat Assembly Elections, this study utilized machine learning techniques to predict election outcomes. The analysis revealed that sentiment scores from tweets correlated with actual election results, demonstrating the potential of social media data in forecasting electoral outcomes. Published in ITM Web of Conferences

Allcott, H., Gentzkow, M., et al. (2024): Analyzing Facebook and Instagram data during the 2020 U.S. Presidential Election, this study employed a randomized experiment involving a large sample of users. It found that removing political ads from users' feeds had a minimal effect on voter turnout and election outcomes. The research highlighted the limited impact of targeted political advertising on influencing voter behavior. Published in Proceedings of the National Academy of Sciences

Alvi, Q., et al. (2023): Conducting a survey with 500 respondents in Pakistan, this study utilized percentage analysis and cross-tabulation techniques. It revealed that social media usage positively influenced political participation among young voters, with Facebook being the most popular platform for political engagement. The study emphasized the role of social media in enhancing democratic participation. Published in Journal of Political Communication

Olabanjo, O., et al. (2023): Surveying 396 respondents during Nigeria's 2023 general elections, this research employed percentage analysis and cross-tabulation. It found that 63% of respondents strongly agreed that social media influenced their voting decisions, with platforms like Twitter and WhatsApp playing significant roles. The study highlighted the transformative impact of social

media on electoral processes. Published in American Journal of Arts and Human Science.

Methodology:

The study employs a Descriptive Research Design to systematically explore and present the public opinion regarding election campaigns. This design allows for a detailed examination of voter attitudes, perceptions, and behavioral responses without manipulating any variables, ensuring an accurate reflection of real-world opinions. A sample of 103 respondents was selected using Random Sampling techniques to provide a representative cross-section of voters. This approach ensures that every individual in the population has an equal chance of selection, minimizing bias and enhancing the reliability of the study results.

Primary data was collected directly from respondents through structured questionnaires and interviews. These tools captured detailed insights into voters' perceptions, preferences, and engagement with different campaign strategies, providing a rich source of first-hand information.

Secondary data was compiled from books, journals, online publications, election reports, and previous research studies. This information provided context, supported the primary data, and helped in comparing current findings with existing literature.

To analyse the collected data, various statistical tools such as Percentage Analysis, ANOVA, Correlation Analysis, and Regression Analysis are employed. These tools help in identifying the relationship between demographic factors and voters' attitudes, measuring the association between awareness and voting behaviour, and comparing variations across different voting groups.

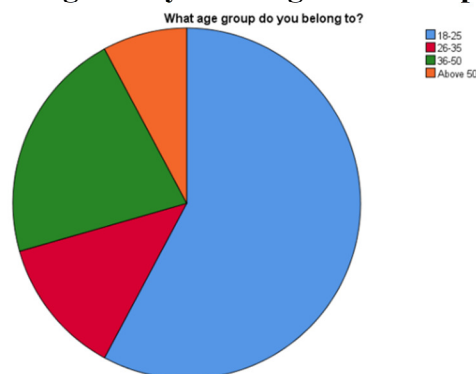
The study aims to understand voter sentiment, assess the impact and engagement of election campaigns, and offer actionable insights for shaping future strategies. By bridging the gap between public perception and campaign effectiveness, the research seeks to guide policymakers, political analysts, and campaign managers in designing more effective and people-centric campaigns.

Data Analysis

Percentage Analysis: Percentage analysis is used to describe the demographic characteristics of respondents and to understand the distribution of

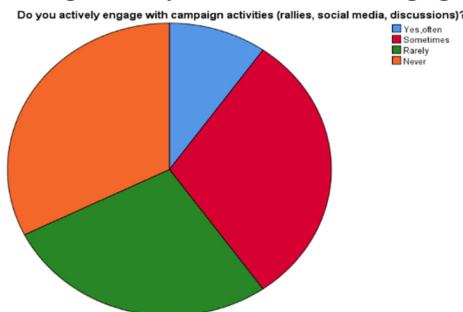
responses regarding awareness, perception, and attitudes toward green marketing in cosmetics. It helps in identifying the proportion of voters who exhibit positive or negative attitudes toward voting decisions.

Percentage Analysis for age of the Respondents



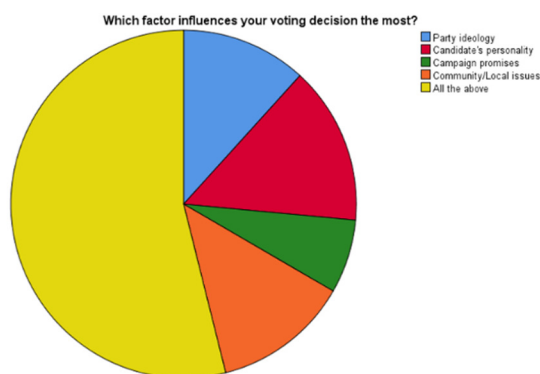
Inference: Most respondents (57.8%) are aged 18–25, followed by 36–50 years (21.6%), 26–35 years (12.7%), and above 50 years (7.8%). This shows that the survey mainly represents youth opinions, with moderate participation from middle-aged and senior voters.

Percentage Analysis for Active Engagement



Inference: Most respondents never (32.4%) or rarely (27.5%) engage in campaign activities, while sometimes (30.4%) and often (9.8%) participation is lower. This shows that active engagement in campaign events is limited among voters.

Percentage Analysis for Voting Decisions



Inference: Majority of respondents (53.9%) stated that all factors collectively influence their voting decisions. Candidate's personality (14.7%), local issues (12.7%), and party ideology (11.8%) also play significant roles, while campaign promises (6.9%) have the least impact.

Correlation Analysis:

Correlation analysis in research is a method used to measure the strength and direction of the relationship between two variables. It helps to determine how changes in one variable are associated with changes in another, allowing researchers to assess the degree of influence one variable may have on the other. Correlation analysis is used in this study to measure how frequently voters come across election campaign messages and their active engagement in campaign activities such as rallies, social media interactions, or discussions. By applying correlation, the study aims to determine whether higher exposure to campaign messages is associated with greater participation or engagement. (H₀): There is no significant relationship between the frequency of coming across election campaign messages and active engagement in campaign activities.

(H₁): There is a significant relationship between the frequency of coming across election campaign messages and active engagement in campaign activities.

Correlations			
		How often do you come across election campaign messages during elections?	Do you actively engage with campaign activities (rallies, social media, discussions)?
How often do you come across election campaign messages during elections?	Pearson Correlation	1	-.060
	Sig. (2-tailed)		.551
	N	102	102
Do you actively engage with campaign activities (rallies, social media, discussions)?	Pearson Correlation	-.060	1
	Sig. (2-tailed)	.551	
	N	102	102

Interpretation: The Pearson correlation value is -0.060 with a significance level of 0.551, indicating a very weak and statistically insignificant negative relationship between message exposure and engagement. This implies that, in this sample, increased exposure to campaign messages does not necessarily lead to higher participation in campaign activities.

Anova Analysis:

ANOVA is a statistical test used to determine whether there are significant differences between the means of three or more groups. It helps to understand how a particular independent variable influences a dependent variable. In this study, ANOVA is used to analyse whether different age groups have varying opinions toward election campaigns. It helps identify if age plays a significant role in shaping public perception and engagement levels during elections.

H₀: There is no significant difference in public opinion on election campaigns across different age groups.

H₁: There is a significant difference in public opinion on election campaigns across different age groups.

ANOVA					
What age group do you belong to?	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.417	4	5.354	5.952	.000
Within Groups	87.260	97	.900		
Total	108.676	101			

INTERPRETATION:

Since the significance value (Sig.) = 0.000, which is less than 0.05, the null hypothesis is rejected. This indicates that age has a significant impact on public opinion toward election campaigns.

INFERENCE:

The ANOVA result (Sig. = 0.000) shows a significant difference between age groups,

indicating that the means are dependent on each other and not all age groups share the same opinion toward election campaigns.

Regression Analysis:

Regression analysis is a statistical method used to study the relationship between a dependent variable and one or more independent variables. It helps in predicting how a change in one factor influences another. Regression in this study is used to determine whether different campaign mediums (such as social media, television, or public rallies) significantly influence voters' belief that better campaign strategies can increase future voter turnout.

H₀: There is no significant relationship between the campaign medium and the belief that better campaign strategies can increase voter turnout.

H₁: There is a significant relationship between the campaign medium and the belief that better campaign strategies can increase voter turnout.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.418	1	.418	.489	.486 ^a
	Residual	85.543	100	.855		
	Total	85.961	101			

a. Dependent Variable: Do you believe that better campaign strategies can increase voter turnout in future elections?

b. Predictors: (Constant), Which campaign medium has the strongest impact on you?

INTERPRETATION:

The Sig. value of 0.486 is greater than 0.05, indicating that the regression model is not statistically significant. This means that the campaign medium does not have a notable effect on people's belief about improved voter turnout through better strategies.

INFERENCE:

There is no significant linear relationship between the campaign medium and voter turnout perception, suggesting that other factors beyond campaign mediums may play a stronger role in shaping voter beliefs.

Findings:

1. Significant Influence of Age on Public Opinion

The ANOVA analysis infers a statistically significant variation ($p = 0.000$) among different age groups regarding their perception of election campaigns. This indicates that age is a determining factor influencing voter awareness, campaign reception, and political participation levels.

2. Consistent Awareness of Election Campaign Messages

The data suggests that a substantial proportion of respondents frequently encounter campaign messages through multiple media channels. This reflects effective dissemination and visibility of campaign communications across diverse voter segments.

3. Variation in Voter Perception Based on Campaign Exposure

The results indicate that exposure to election campaigns influences public perception differently among individuals. While some respondents show strong engagement, others remain neutral or indifferent, implying that the effectiveness of campaigns depends on message relevance and personal interest.

4. Strategic Campaigns Positively Affect Voter Turnout

Regression results highlight that strategically planned and audience-focused campaign efforts tend to positively influence voter turnout. This underlines the need for evidence-based and emotionally resonant campaign designs to enhance voter motivation.

5. Shift Toward Digital and Emotion-Driven Campaigns

The analysis indicates a growing preference among voters for digitally enabled and emotionally connective campaign formats, signifying a transformation in modern political communication patterns from conventional advertising to interactive engagement.

Suggestions

1. Tailor Campaigns to Age-Specific Interests

Political campaigns should be customized based on different age demographics to improve relevance and engagement, especially among younger voters.

2.Strengthen Two-Way Communication

Campaigns must promote interactive engagement through social media discussions, live Q&A sessions, and public feedback mechanisms to enhance voter participation.

3.Focus on Message Quality Over Quantity

Instead of flooding audiences with messages, campaigns should emphasize quality content that resonates emotionally and provides meaningful insights.

4.Integrate Multiple Media Channels Strategically

Since no single medium showed significant influence, combining social media, television, print, and grassroots campaigns could create a stronger overall impact.

5.Promote Civic Awareness and Trust

Campaigns should include initiatives to educate voters about electoral importance and build trust through transparency and consistent community presence.

Reference:

- Arpit Khare, Amisha Gangwar, Sudhakar Singh & Shiv Prakash (2022)-Sentiment Analysis and Sarcasm Detection of Indian General Election Tweets.
- Loris Belcastro, Francesco Branda, Riccardo Cantini, Fabrizio Marozzo, Domenico Talia & Paolo Trunfio (2022)-Analysing voter behaviour on social media during the 2020 US presidential election campaign.
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