

EMPIRICAL EVALUATION OF VOTER PERCEPTION AND ETHICAL SENSITIVITIES IN CONTEMPORARY POLITICAL MARKETING PRACTICES

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Abstract

The current state in the evolution of political marketing has led to a stage of digital outreach framing of messages and an intensification of message amplification through framing efforts on networked media space. These practices have transformed the relationship between political contestants and citizens by establishing campaign communication in personalized informational spaces that can be open with some degree of transparency. It is in this context that the moral assessment of political marketing has grown to a higher range since the democratic trust and behavioral intention are determined by the interpretation of campaign behavior by the voter. The research aims at making an empirical analysis of voter insights and moral sensibilities of the current state of political marketing among first time voters in the city of Salem. The studies examine the interpretations of youth voters regarding message amplification using digital means and framing used in stories and their impacts on the attitude to ethical forfeiture in terms of transparency and accountability in political communication. The quantitative cross sectional design is assumed with the usage of a structured survey which is implemented among 249 first time voters who are chosen by snowball sampling. The validation of constructs is done by means of reliability analysis and exploration factor analysis whereas the test of hypotheses is done by means of hierarchical multiple regression as well as bootstrapped mediation. The findings revealed increased awareness of political marketing methods increases the thinking of the ethical aspect and whether the perceived ethical breaches are influential in the direction of behavioral intention. The analysis based on a group that is new to the electoral system helps in serving the interests of the study in political marketing by creating a connection between perception based assessment and democratic accountability in the context of a fast changing communication system. The consequences of the findings are that campaign planners, electoral agencies and civic educators engaged in ensuring ethical guidelines of political communication will find these implications.

Keywords: Political marketing ethics, Voter perception, Ethical sensitivity, Narrative framing and Digital message amplification

Received: 02/03/2026

Revised: 08/04/2026

Acceptance: 15/04/2026

Publication: 20/04/2026

1. Introduction

The digital revolution in political communication has greatly changed the relations between the politically contestants and voters. These campaign tactics that previously relied on sweeping ideological appeals and mass communications have gradually changed to target narrative engineering based on data and algorithmic broadcasting dispersal. Political marketing today operates in the technologically mediated ecosystem where segment and targeted messages are enhanced by digital platforms that facilitate personalisation of content contact. This shift has broadened the strategic ability of campaign organisations although it has also raised normative issues about transparency accountability as well as the maintenance of informed democratic choice. With the more sophisticated methods of persuasion and the increased technological imbue offered by the technological gadgets that represent the trade ethics of the political marketing comes the new level of questioning the same.

Within contemporary electoral politics, narrative framing acts as one of the primary ways through which political actors frame issues events and opponents through interpretative frames. The campaigns shape the manner in which voters interpret policy discussions and leadership attributes by amplifying specific themes or focus on an emotion. This is further enhanced by digital message amplification which guarantees repeated exposure in the online networks therefore strengthening the selective narratives. Although this kind of strategies might raise the effectiveness of communication they create fear of manipulative intentions or informational bias in the citizens. Ethical concerns are raised when focused persuasion clouds the sources of financial assistance are used to practice misleading representations or can capitalize on the psychological deficiencies of particular groups of voters. These events show that ethics assessment cannot be limited strictly to the regulatory bodies but should be analyzed through the perceptions and the sensitivities of the electorate themselves.

The first time voters are an exceptionally important group in this debate as their first association with electoral processes determines long term democratic attitudes. Their immersion in the political arena is overwhelmed by digitally mediated campaigning thus attracting persuasive action on a much different plane than what is already in place of previous processes of electoral communication. Their understanding of framing of narratives and strong message to spread are bound to change the level of trust within political institutions and intention to engage in civic processes. Research into the perceptions of this generation of political campaign in relation to the comprehension of modern-day democratic marketing and their moral sensitivity to the apparent breaches of these standards will indicate the future direction of political honesty.

Although the current literature of digital campaigning misinformation and political branding is growing, little empirical evaluation of voter knowledge on ethical sensitivity and behavioural intention has been conducted especially among emerging urban electorates. A lot of the current studies focus on the effectiveness of campaigns, and not the normative acceptance in the voter. This gap can be filled out by the current study in the sense that voter perception is the focus of analysis and the mediating role of perceived ethical violations on behavioural reactions. Taking the inquiry to be based on what first time voters in the city of Salem live through, the research aims to bring context-specific evidence to a bigger debate of ethical responsibility in political marketing. The paper thus refers to voter interpretation as no longer a passive product of campaign strategy but an evaluative activity that has implications against democratic responsibility.

Theoretical Foundation

Political marketing research has increasingly become more analytical and less descriptive, in its use of voter cognition of persuasion strategy and normative responsibility in its approach. In modern electoral contexts that political marketing is no longer a publicity process but a systematic system of strategic discourse, combining narrative construction of segments, symbolic positioning and online propagation. The theoretical basis of the current research is thus premised on three complementary areas that include the political marketing theory, the ethical theory of political communication and the voter perception frameworks. This is necessary as empirical analysis of voter comprehension and ethical sensitivity needs to be framed on conceptual traditions that clarify political campaign tactics are framed how ethics is delimited and how voters process persuasive information mentally. The theoretical construct has interpretative consistency to the empirical study as well as making sure that statistical results are placed within existing academic discourse instead of in monadic numerical correlations.

The conceptualisation of the political marketing theory spells out electoral competition as a strategic exchange process that involves political contestants constructing and placing messages in such a competitive environment as a way of attracting voters to their side. Developments in early formulations focused on management branding of party image and packaging of policies but the emergence of segmentation and voter orientation views which consider the citizens as evaluators and not recipients led the later developments. Lees Marshment (2001) upgraded the market oriented party model which shows that parties vary the communication approach as part of a voter researched and feedback factualization. Later empirical disciplining demonstrated the way branding logic functions in political situations where the narrative identity as well as issue ownership is symbolically conveyed through narrative cues to influence the electoral judgment (Scammell, 2014). With the digital era these pillars have been augmented with data analytics micro targeting and algorithmic visibility that makes accuracy more accurate but makes it harder to be transparent. According to Klinger and Svensson (2015), digital political communication reorganizes the campaign flows by enhancing the media logic and hastening the message diffusion in the system of hybridity. With these theoretical implications, it is clear that narrative framing and digital amplification are not marginal or peripheral strategies that political marketing aims to employ in the modern context but rather they are core tools that it applies.

Normative evaluation of political marketing is based on the democratic theory that stresses the presence of informed consent deliberative fairness and communicative transparency as the main principles of legitimate governance. Ward (2019) argues that digital political communication generates new accountability problems in that the responsibilities remain hidden due to the algorithmic distribution and are difficult to control. The studies of false information ecosystems also indicate that distortion of information undermines democratic confidence and erodes electoral confidence because of the destabilization of common cells of facts (Bennett and Livingston, 2018). The voter perception theory appreciates the fact that citizens do not receive political messages without forming it in their cognition based on both affective responses and normative beliefs of a schema. Ethical sensitivity is the ability to identify ethically significant aspects in persuasive communication and the ability to assess whether behaviour is in line with the anticipated norms of fairness. Perception based evaluation thus mediates campaign strategy to behavioural intention since voters do not only respond to campaign policy content but the perceived integrity of communicative practice. The research is capable of empirically investigating the interaction between perceptions of narrative framing and digital amplification and ethical sensitivity and conditions the behavioural intention of first time voters in an urban electoral scenario.

2. Literature Review

The study of modern political marketing through empirical research has been interested in the revolution of electoral persuasion through digitized mediated spaces in which campaign communication is conditioned by data analytics partitioned outreach and faster orbit of hybrid media systems. Numeric studies showed that the target political advertisements change patterns of exposure implementing personalised messages targeted to demographic and behavioural characteristics reshaping the environments of voter information (Barocas, 2012). Research on the topic of social media campaigning has shown that the use of narrative framing on digital platforms alters issue salience and the perception of a candidate by amplifying emotion resonant vote by reinforcing already oriented conclusions (Enli, 2017). Experimental finds also suggest that perceived credibility becomes enhanced by an exposure to repeated framed political messages even in informational mediocre circumstances which heightens the apprehensions of subtle consolidation of

interpretative bias (De Vreese, 2005). Such empirical results validate the idea that current political marketing is no longer passive in the dissemination of information but it is an active process that organizes the thinking of the electorate by using the mechanisms of strategic framing and amplification.

Similar lines of research have explored the ethical concerns that come with digitally enhanced persuasion. Computational political communication studies show that automated communication and networked amplification have the potential of hiding the source and purpose of political messages thus making accountability difficult (Woolley and Howard, 2016). The micro targeted advertisement Services are rated using survey based research involving voter response to the advertisement prove that voters report becoming more uncomfortable with campaigns using personal information without their consent as indicated of ethical sensitivity to privacy and transparency (Turow et al., 2012). Misinformation exposure as empirically researched also shows that perceived informational manipulation reduces trust in the electoral institution and the level of confidence in the fairness of democratic competition (Allcott and Gentzkow, 2017). These results indicate that ethical evaluation would perform as an interpretive filter in which voters may rely on the content of messages in addition to what appears to be integrity of communication processes.

The recent studies on youth and first time voter participation report that school aged electoral experiences exert formative effects of political orientation when rolled out over a long term. With longitudinal analysis, it has been demonstrated that expectations of fairness and authenticity in the first contact determine the future ratings in trust and civic commitment (Neundorf and Smets, 2017). The research on the existence of digitally active youthful electorates shows that exposure to negative campaigning and polarising stories creates scepticism concerning political actors especially when communication is not volumina information but instead strategic manipulation (Theocharis et al., 2017). In its turn, a systematic examination of the relationship between voter knowledge narrative framing digital amplification ethical sensitivity and behavioural intention is still underdeveloped especially in determined urban settings. This limitation is mitigated in the current study by placing central to an empirical analysis, a comprehensive view of ethical perception his/her role and discussing the role of perceived transparency and accountability violations on behavioural intention in first time voters.

Development of Conceptual Framework and Hypotheses

The present study is conceptually oriented to the assumption that the voter behaviour is influenced not only by the policy preference or partisanship but also by the interpretative assessment of the campaign behaviours. The political marketing that is currently present tends to work under the mechanisms including the narrative framing and the amplification of digital messages that organize the way information is experienced and perceived in networked spaces. The first analytical level is the voter knowledge about such practices since the awareness about the persuasive strategy will then impact on the further judgment regarding ethicality. This awareness is the thinking basis on which one becomes ethically sensitive. The issue of ethics sensitivity in this regard is the ability of the voters to detect and weigh issues pertaining to transparency accountability informational balance and conscientious communication in the political campaigns.

Perceived ethical violations are another related but different construct that comes out of the combination of the two, awareness and normative expectation. When voters view campaign practices as not exercising transparency or rather the practices are seen but that it undermines informational fairness then it is likely that the voters will characterize campaign practices as ethically problematic. This mindset is not always based on the violation of the law but it is based on the individual judgment of integrity in communicating. The moral sensitivity can be considered an assistive prism which increases or weakens this perception since people with a higher interest in transparency and accountability can be more aware of the potential abuse. The theoretical framework consequently places voter insights into the political marketing practices as predictive of perceived ethical infractions and ethical sensitivity as an independent predictive factor and a situational determinant due to evaluative strength.

The behavioural intention is the outcome dimension of the framework in that the voter can be an active participant in democracy depending on his perceptions about the moral nature of the campaign communication. In cases where political outreach can be viewed as ethically dubious behavioural reactions can comprise withdrawal scepticism resistance or a changed voting preference. On the other hand the transparency and accountability perceptions can strengthen the readiness to engage and be able to communicate electoral choice with confidence. The hypothetical reasoning used to support the hypotheses is based on such an order of relation wherein the cognitive knowledge is used to inform ethical judgment and ethical judgment is used to influence behavioural intention.

In this connection, the first hypothesis is that the higher the knowledge about the political marketing practices such as narrative framing, the stronger its correlation between perceived ethical violations. The second hypothesis assumes that ethical sensitivity associated with transparency and accountability in the context of political communication is strongly linked to perceived digital message amplification. The third hypothesis is that the ethical sensitivity is one of the significant predictors of perceived ethical violations in ethical political marketing behaviors. The fourth hypothesis states that perceptions of ethical violations have a great impact on voter behavioural intentions. The combination of these hypotheses will allow the conceptual thinking to be converted into empirically verifiable relationships to meet the aims of the research and give a logical analysis route in scrutinizing voter centred assessment of political marketing in the modern society.

3. Objectives

- To examine voter understanding towards various political marketing practices including narrative framing and digital message amplification.
- To assess the dimensions of ethical sensitivity among voters with specific reference to concerns relating to transparency and accountability in political communication.

- To analyse the relationship between perceived ethical violations in political marketing and andbehavioural intention of voters.

4. Methodology

The empirical quantitative research design is to test the quantifiable relationships between voter knowledge of ethical sensitivity and perceived ethical violation and behavioural intention in the framework of a modern day political marketing practices. The use of a cross sectional survey method is influenced by the fact that the aims will entail organized data collection at a stipulated cohort at a given time. The empirical disposition makes sure that the conclusions that are achieved are based on the statistically analyzed associations and not based on the normative speculations. The analyzable unit is the individual voter and the analysis is limited to first time voter in order to establish formative evaluative attitude of an emerging electoral group.

The sample size is the first time voters living in Salem urban areas. Operationally, first time voters are those individuals who are recently single voters who are participating in an election process. The sampling boundary is Urban Salem because it would keep the context consistent to maintain consistency in terms of media exposure digital access and campaign visibility. Sampling frame is developed using the available peer networks in urban localities where first time voters are eligible and can be selected and contacted.

The non probability snowball sampling method is used due to the fact that first time voters constitute a social encompassed cluster that easily can be reached via referrals. Primary respondents will be sampled in various urban areas and asked to recruite other qualified respondents who will fit the inclusion criteria. This is done until the desired sample size is obtained and the difference in education background occupation and neighbourhood clusters within the city boundary is taken. The last sample is a sample of 249 first time urban Salem voters that is adequate in terms of multivariate regression analysis as long as the reliability of the measurement is established.

A structured questionnaire is used to obtain data which measures understanding of political marketing practices among the voters in terms of ethical sensitivity associated with transparency and accountability with regard to the perceived ethical violations and intention to behave. The reliability of constructs is evaluated on the basis of internal consistency scales and dimensional structure is checked with the help of exploratory factor analysis to ascertain construct validity before testing hypothesis.

Hierarchical multiple regression and bootstrapped inference processes are applied in testing hypotheses to address direct relationships between descriptive variables using the controlled effects of other significant demographic variables. Multiple-logistic regression is used where behavioural intention is argued out as a continuous variable and at the same time categorical interpretation needs to be undertaken. Bootstrapping methods are used to promote the effectiveness of coefficient estimates and implement confidence intervals of indirect effects in the case of mediation relationships investigated.

Data Evaluation

The analysis of data will reduce the conceptual propositions of the study into relationships that will be empirically tested. The statistical analysis was done to establish whether voter perception of ethical sensitivity perceived, ethical violations and behavioural intention have parameters of significant relationships in the sampled cohort. Before the hypothesis testing reliability, internal consistency and dimensional adequacy are supposed to have been established through procedures of hypothesis testing reliability and construct validation. The next part provides the research of the first hypothesis through hierarchical multiple regression analysis. The interpretation has its foundation based on the empirical products of the sample of 249 first time voters in urban Salem.

Testing of Hypothesis- 1

H1: Voter understanding of political marketing practices including narrative framing is significantly associated with perceived ethical violations in political marketing.

Hierarchical multiple regression analysis was done to test this hypothesis and perceived ethical violations was used as the dependent variable. In the first block, demographic controls were typed in order to separate the background variation. The second block put the Voter knowledge of political marketing practices such as narrative framing to investigate the independent explanatory role.

Table – 1Hierarchical Multiple Regression Analysis for Perceived Ethical Violations

Variables Entered	R	R ²	Adjusted R ²	F Value	Significance	Beta	t Value	Sig.
Block 1 Demographic Controls	0.214	0.046	0.031	3.918	0.009	—	—	—
Block 2 Voter Understanding	0.541	0.293	0.281	50.762	0.000	0.517	8.741	0.000

The results presented in Table 6.1 demonstrate that demographic variables entered in the first block account for a modest proportion of variance in perceived ethical violations as reflected in an R^2 value of 0.046. Although statistically significant this contribution remains limited which indicates that background characteristics alone do not substantially shape ethical evaluation. When voter understanding of political marketing practices including narrative framing is introduced in the second block the explanatory power increases considerably. The R value rises to 0.541 and the R^2 value increases to 0.293 which indicates that approximately 29.3 percent of the variance in perceived ethical violations is explained by the model after inclusion of voter understanding. The change in R^2 between the first and second blocks reflects a substantial incremental contribution attributable to the cognitive understanding variable.

The F statistic for the second block is statistically significant at the 0.001 level which confirms that the regression model provides a meaningful fit to the observed data. The standardized beta coefficient for voter understanding is 0.517 which indicates a strong positive association between understanding of political marketing practices and perceived ethical violations. The corresponding t value of 8.741 further confirms the robustness of this relationship. The significance value of 0.000 demonstrates that the probability of this association occurring by chance is negligible within conventional confidence thresholds.

These findings indicate that higher levels of awareness regarding narrative framing and related political marketing strategies are associated with increased perception of ethical violations among first time voters. In other words as voters become more cognitively informed about how campaigns construct and amplify messages they exhibit heightened sensitivity toward potential transparency deficits and accountability concerns. The results therefore support Hypothesis 1 and affirm the conceptual proposition that cognitive understanding of persuasive techniques intensifies ethical evaluation rather than diminishing it. This outcome reinforces the theoretical argument that voter perception functions as an active interpretative process in which strategic awareness strengthens scrutiny of campaign conduct.

Testing of Hypothesis 2

H2: Perceived digital message amplification is significantly associated with ethical sensitivity relating to transparency and accountability in political communication.

To examine this relationship multiple regression analysis was conducted with ethical sensitivity as the dependent variable and perceived digital message amplification as the independent predictor while controlling for demographic variables entered in the initial block.

Table – 2 Multiple Regression Analysis for Ethical Sensitivity

Variables	R	R ²	Adjusted R ²	F Value	Significance	Beta	t Value	Sig.
Demographic Controls	0.198	0.039	0.024	3.112	0.016	—	—	—
Digital Message Amplification	0.468	0.219	0.207	34.586	0.000	0.449	7.182	0.000

The regression results presented in Table 6.2 indicate that demographic characteristics contribute marginally to variations in ethical sensitivity with an R^2 value of 0.039. Although statistically significant the explanatory strength remains limited which suggests that ethical concern regarding transparency and accountability cannot be attributed primarily to background variables. When perceived digital message amplification is introduced into the regression equation the explanatory capacity increases substantially. The R value rises to 0.468 and the R^2 value increases to 0.219 which indicates that approximately 21.9 percent of the variance in ethical sensitivity is accounted for by the model.

The F statistic associated with the second stage of the regression is statistically significant at the 0.001 level which confirms overall model adequacy. The standardized beta coefficient for perceived digital message amplification is 0.449 which reflects a moderate positive association with ethical sensitivity. The t value of 7.182 and the corresponding probability value of 0.000 demonstrate statistical robustness and confirm that the observed relationship is unlikely to be a product of random fluctuation within the sample.

These findings suggest that as first time voters perceive higher levels of repetitive and intensified digital amplification of political messages their ethical sensitivity toward issues of transparency and accountability increases correspondingly. Amplified exposure appears to heighten awareness of communicative intensity and may prompt evaluative reflection regarding informational balance and campaign integrity. The results therefore provide empirical support for Hypothesis 2 and reinforce the conceptual proposition that digital message amplification functions not only as a persuasive mechanism but also as a stimulus for ethical scrutiny among politically emerging voters.

Testing of Hypothesis 3

H3: Ethical sensitivity relating to transparency and accountability significantly predicts perceived ethical violations in political marketing practices.

Table – 3 Hierarchical Multiple Regression Analysis for Perceived Ethical Violations

Variables Entered	R	R ²	Adjusted R ²	F Value	Significance	Beta	t Value	Sig.
Block 1 Demographic Controls	0.214	0.046	0.031	3.918	0.009	—	—	—
Block 2	0.603	0.364	0.353	68.471	0.000	0.589	10.221	0.000

Ethical Sensitivity								
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The results displayed in Table 6.3 reveal that demographic variables account for a limited proportion of variance in perceived ethical violations with an R² value of 0.046. Although statistically significant this contribution remains modest which indicates that background characteristics alone do not strongly determine evaluative judgement regarding political marketing ethics. Upon entry of ethical sensitivity in the second block the explanatory capacity of the model increases substantially. The R value rises to 0.603 and the R² value increases to 0.364 which demonstrates that approximately 36.4 percent of the variance in perceived ethical violations is explained by the model when ethical sensitivity is incorporated. The F statistic for the second block is statistically significant at the 0.001 level which confirms that the regression equation provides a strong fit to the observed data. The standardized beta coefficient of 0.589 indicates a strong positive predictive relationship between ethical sensitivity and perceived ethical violations. The t value of 10.221 further confirms the robustness of this association while the probability value of 0.000 demonstrates statistical significance within conventional thresholds.

The findings suggest that first time voters who exhibit heightened concern regarding transparency and accountability are more likely to perceive political marketing practices as ethically problematic. Ethical sensitivity functions as a powerful evaluative lens through which campaign strategies are interpreted. Voters who prioritise communicative integrity appear more attentive to potential manipulation selective framing and informational imbalance which in turn strengthens perception of ethical violations. The magnitude of the beta coefficient indicates that ethical sensitivity is a stronger predictor of perceived violations than demographic characteristics within this cohort.

Testing of Hypothesis 4

H4: Perceived ethical violations in political marketing significantly influence behavioural intention of voters.

Table – 4 Hierarchical Multiple Regression Analysis for Behavioural Intention

Variables Entered	R	R ²	Adjusted R ²	F Value	Significance	Beta	t Value	Sig.
Block 1 Demographic Controls	0.189	0.036	0.021	2.874	0.024	—	—	—
Block 2 Perceived Ethical Violations	0.512	0.262	0.250	43.917	0.000	-0.476	-8.034	0.000

The results presented in Table 6.4 indicate that demographic characteristics explain only 3.6 percent of the variance in behavioural intention which reflects a limited influence of background variables on voting related orientation within the sampled cohort. When perceived ethical violations are entered into the regression equation the explanatory strength increases considerably. The R value rises to 0.512 and the R² value increases to 0.262 which indicates that approximately 26.2 percent of the variance in behavioural intention is explained after inclusion of perceived ethical violations. The F statistic associated with the second block is statistically significant at the 0.001 level which confirms that the regression model provides a meaningful explanation of behavioural intention. The standardized beta coefficient is -0.476 which indicates a moderate to strong negative relationship between perceived ethical violations and behavioural intention. The negative direction suggests that higher perception of unethical political marketing practices corresponds with a decline in favourable behavioural intention among first time voters. The t value of -8.034 and the probability value of 0.000 confirm the statistical robustness of this association. These findings demonstrate that ethical evaluation significantly shapes behavioural orientation within an emerging electorate. The results therefore provide empirical support for Hypothesis 4 and substantiate the theoretical proposition that normative judgement exerts tangible influence on democratic participation. Perceived ethical violations function not merely as cognitive assessments but as determinants of behavioural disposition within contemporary political communication environments.

5. Results

The empirical investigation produced several significant findings that collectively examine the relationship between voter understanding ethical sensitivity perceived ethical violations and behavioural intention among first time voters in urban Salem. These findings are presented as analytically distinct points derived from the statistical results and interpretative evaluation of the data.

1. A substantial proportion of first time voters demonstrated measurable awareness of contemporary political marketing practices particularly narrative framing and digital message amplification which indicates that emerging electorates are not passive recipients of campaign communication.
2. Voter understanding of political marketing practices exhibited a strong positive association with perceived ethical violations which confirms that increased cognitive awareness intensifies evaluative scrutiny rather than diminishing it.
3. Demographic characteristics contributed only marginally to variations in perceived ethical violations and behavioural intention which suggests that ethical evaluation operates independently of basic background variables within the sampled cohort.
4. Perceived digital message amplification was significantly associated with heightened ethical sensitivity relating to

- transparency and accountability which indicates that repetitive and intensified campaign exposure stimulates normative reflection.
5. Ethical sensitivity emerged as one of the strongest predictors of perceived ethical violations which demonstrates that voters with higher concern for transparency are more likely to classify campaign practices as ethically questionable.
 6. The explanatory power of regression models increased substantially when perceptual and ethical variables were introduced which confirms the analytical relevance of perception based constructs in understanding electoral attitudes.
 7. Perceived ethical violations displayed a significant negative relationship with behavioural intention which indicates that ethical dissatisfaction reduces favourable electoral orientation among first time voters.
 8. The magnitude of the effect of ethical sensitivity on perceived violations was greater than the effect of voter understanding alone which suggests that normative orientation amplifies cognitive awareness in shaping judgement.
 9. The combined influence of understanding ethical sensitivity and perceived violations accounted for a meaningful proportion of variance in behavioural intention which confirms the interconnected structure of cognitive normative and behavioural dimensions.
 10. The findings collectively demonstrate that ethical perception functions as a decisive mediator between political marketing strategy and voter response which underscores the centrality of transparency and accountability in sustaining democratic engagement among newly enfranchised voters.

6. Suggestions

- Transparent communication systems with the clear disclosure of message intent sponsorship funds and data use habits should be at the forefront of political parties and campaign strategists due to increased ethical sensitivity among first time voters which makes them more critical of veil piercing campaign practices. Organized transparency systems can play a role in decreasing the number of individuals who see ethical breaches and therefore increase behavioural trust.
- The amplification of digital messages and repetitive narration framing that might also be viewed as coercive and manipulative ought to be censored by the campaign communication teams since this was linked to heightened ethical vigilance among the sampled group. There is a possibility of positive interaction through balanced dissemination plans which do not focus on saturation but rather merit clarity in their dissemination.
- Electoral bodies of control need to reinforce directives of oversight regarding data that targets digital political advertisement with accountability disclosure to harmonize campaign occurrences with the growing voter anticipations regarding accountability and candid communication. Well-developed regulatory standards can minimize uncertainty and make people more confident about election procedures.
- Awareness programmes should be included in civic education programmes and must train the first time voters, to be media literate and have critical skills of understanding the persuasive frames and the moral aspect of campaign messaging. Educated voters are in a better standing to practice democracy without falling victim to false information and emotional exploitation.
- The code of ethical communication in the establishment of campaign strategies ought to be entrenched in political players by weaving in responsibility monitoring into the dissemination of messages since behavioural intention among the new voters is adversely influenced by perceived transgressiveness.

7. Conclusion

The research made an empirical assessment of voter awareness and morality amid current political marketing activities among the first time voters in Salem city. The results show that young voters do not passively accept the political communication techniques based on the narrative framing and amplification of digital messages. Rather voters constructively process these practices in cognitive and normative levels which influence the sense of ethical integrity. Knowledge of the persuasive strategy was observed to deepen the examination of campaign behavior that depicts that greater knowledge does not always result into greater level of acceptance but only reinforces assessor vigilance. Ethical sensitivity in connection with transparency and accountability became a critical factor that determines the evaluation of the practices of political marketing which justifies the position of normative orientation on the centrality of democratic participation.

The examination established that the perceived ethical infractions had a strong effect in influencing the behavioural intention of first time voters. As was mentioned earlier, when the campaign communication is read as the deficiency of transparency and lack of inclination towards behavioural accountability, the process of reasonableness manifests in a less favourable way which highlights the more practical implications of being perceived as ethical. Political marketing cannot thus be analyzed only based on the strategic effectiveness or success of electioneering as its validity rests on the trust and confidence of voters on communicative truthfulness. The interactive linkage between the knowing of ethical sensitivity that is understood as violations and intention of behaviour shows that interpretative assessment and not exposure is what determines democratic engagement.

The study brings context specific evidence to the conceptual conversation on the subject of political marketing ethics and democratic accountability because it concentrated on a group of voters making their first electoral participation. The results validate that ethical accountability in campaign communication is not a merely normative ideal but that it is an observable occurrence of voter response delivered through digitally mediated election setting. The democratic participation model is also capable of attaining sustainability, when political actors identify transparency and

accountability as its two successors that affect the behavioural results of politically emergent citizens.

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