

Psycho - Social Factors Influencing Voting Behaviour

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Abstract: *This study delves into the voting trends within the Indian electorate, shedding light on the relatively low voter turnout in India compared to other democracies worldwide. Employing modern sophisticated tools, this research takes a unique perspective by exploring the personalities of voters to better understand their voting behavior and determine the influences more accurately. This pioneering attempt to comprehend the psycho-social factors influencing voting behavior in the Indian electoral system is groundbreaking. In an election scenario, voters are exposed to a myriad of stimuli related to political candidates, parties, promises, and discussions, prompting selective exposure, perception, and integration processes to form the basis for their voting decisions. The study also draws on the voter turnout theory, highlighting the role of social reference groups and their impact on voter behavior. Furthermore, it emphasizes the underexplored domain of personality traits in explaining political attitudes and voting behavior among the mass public, asserting that personality traits directly influence voting behavior. With the Indian electoral system becoming increasingly dynamic due to diverse societal participation, this research primarily focuses on the psycho-social factors centered around the voter's personality. By examining personality through the DISC personality assessment tool and voting behavior through the theory of planned behavior, the study seeks to discern the connections between personality traits and voting behavior more precisely. The study employs a five-point Likert scale to measure respondents' agreement with statements related to voting behavior. The research's objectives include exploring the influence of a voter's personality on their voting behavior and the influence of specific personality types on various facets of voting behavior. The study's hypotheses posit that voting behavior is influenced by psycho-social factors, particularly personality and attitude, and that different personality types may alternatively affect voting behavior. Employing a non-experimental and exploratory research design, the study plans to employ multinomial logistic regression for statistical analysis. In conclusion, this research contributes to a deeper understanding of the psycho-social factors, specifically the voter's personality, which potentially reflects the quality of the Indian political system. This study aims to elevate our comprehension of this context to a higher standard.*

Keywords: Psycho-Social factors, Voting behaviour, Personality, Attitude, Perception, Intention, Social influence, Everything DISC, Theory of planned behaviour, Electoral system.

1. Introduction

This study concerns the voting trends in Indian electorate, even in the most of modern times the voting percentage in India is considerably less when compared with other democracies of the world, This study would throw light from a different perspective in understanding the voting behaviour by exploring the personalities of the voters, using modern sophisticated tools and to determine the influences more accurately, This research is an attempt which was never done before in understanding the psycho social factors influencing on voting behaviour in Indian electoral system. In relation to an election, voters are exposed to a endless stimuli concerning political candidates, parties, promises, discussion topics, and the like. Thus, people who intend to vote could be expected to engage in selective exposure, selective perception and integration processes in order to reach a mental basis, which may guide them deciding where to place their vote. In the voter turnout theory (Schram and Van Winden, 1991) voters are argued to belong to social reference groups. In such groups social pressures may be produced, which may be consumed by non-producers (i.e., non opinion leaders) Such voters, which represent the majority of the reference group and may attach utility to giving in to pressure and rationally decide to vote and perhaps even in a certain direction (Schram and Sonnemans, 1996; Schram and Van Winden, 1991). The Political psychology has paid rather little attention on the domain of personality traits in explaining political attitudes and voting behaviour of mass publics (Voters), the personality traits contribute to our understanding of political attitude

formation and decision making of voters. It is evident that personality traits directly influence the voting behaviour. The Indian electoral system has become most dynamic as the sections of society participating in the voting process greatly vary. This research aims to explore the psycho social factors mainly focused around personality of the voter. It can be assumed that personality of population participating in the electoral process reflects the quality of the political system a study in this area will help in understanding this context better.

2. Method

Personality will be measured with DISC @everything disc copyright (Dominance, Influence, Compliance, Steadiness) personality assessment tool.

Voting behaviour will be measured by 5 items using theory of planned behaviour, The theory of planned behavior (TPB) Is being employed to create area of study in voting behaviour, as behaviour is a dynamic and vast area to explore the TPB is being used to create sub parameters of voting behaviour which would create a specific area of focus where the voting behaviour can be studied more precisely, the sub parameters are perceived social influence, Attractiveness towards repeating behaviour(Learned Motivation), Perception, Intention. As quoted, The behavioural intention is a function of 'attitude toward the behavior' (i.e., the general feeling of favorableness or unfavorableness for that behavior), (Ajzen, 1985, 1991; Hansen, Jensen and Solgaard, 2004). representing

respondents overall evaluation of their attitude. A five-point Likert scale (1 = Strongly disagree; 2= disagree, 3= neither agree nor disagree, 4= agree 5 = strongly agree) measured respondents level of agreement to the statements.

Variables:

- 1) Dependent variable : Voting behaviour, Four Sub parameters:
 - Perceived social influence, Attractiveness towards repeating behaviour(Learned Motivation), Perception, Intention.
- 2) Independent variable : Factors Influencing voter behaviour
 - Personality, Four Sub parameters:- Dominance /Influence (DI), Influence/Steadiness (IS), Conscientiousness/Steadiness (CS), Conscientiousness/Dominance(CD)

Data Collection

Survey method (Questionnaires, Online and Offline modes of data collection).

Objectives

- 1) To explore whether the personality of the voter influences his voting behaviour.
- 2) Influence of personality type :-
 - Dominance /Influence (DI) on voting behaviour: Perceived social influence, Attractiveness towards repeating behaviour (Learned Motivation), Perception, Intention.
 - Influence/Steadiness (IS) on voting behaviour: Perceived social influence, Attractiveness towards repeating behaviour (Learned Motivation), Perception, Intention.
 - Conscientiousness/Steadiness (CS) on voting behaviour: Perceived social influence, Attractiveness towards repeating behaviour (Learned Motivation), Perception, Intention.
 - Conscientiousness/Dominance (CD) on voting behaviour: Perceived social influence, Attractiveness towards repeating behaviour (Learned Motivation), Perception, Intention.

Hypothesis:

The voting behaviour is influenced by psycho-social factors: Personality and Attitude. We hypothesize as follows:

- H1. Personality of voter influences his voting behaviour.
- H2. Personality types alternatively influence voting behaviour.

Research Design:

- Non Experimental Research Design -> Exploratory Research Design.
- Statistical analysis ->Multinational logical regression.

3. Conclusion

This research aims to explore the psycho social factors mainly focused around personality of the voter. It can be assumed that personality of population participating in the electoral process reflects the quality of the political system a study in this area will help in understanding this context in higher standards.

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