

The role of psychological factors on Voting behavior

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I. INTRODUCTION

Voting as means for expression his/her approval or disapproval of governmental decision, policies and programmers of various political parties and the candidate who are engaged in the struggle to get the status of being the representatives of people. In other way voting refers to the function of election representatives by casting voter in elections. According to **Samuel S. Elderveld** voting behavior is not new term. It is not confined to the examination of voting statics, records and computation of electoral shifts and swing. It also involves an analysis of individual psychological process likes perception, emotion, and motivation and their relation to political action as well as of institutional patterns, such as the communication process and their impact on election.

The behavior of voters is influenced by motivation factors. The more motivation or ability a person has to vote, the more likely he or she is to turn out on a given election day. Thus, a citizen's turnout behavior is likely to be a joint, multiplicative function of these three classes of causes, so pointing to a single factor as causing a person's turnout or lack of turnout would be a vast oversimplification. The multiplicative feature of this equation means that high motivation or high ability or low difficulty is not sufficient to ensure turnout a deficit in any area may be sufficient to undermine a person's turnout.

Motivation to vote could come from a strong preference for one candidate over his or her competitor. But motivation can also come from the belief that being a responsible citizen requires that a person vote, from pressure from one's friends or family to vote, or from other sources that we outline below. The ability to vote refers to people's capacity to make sense of information about political events and candidates in order to form a candidate preference and the capacity to understand and meet requirements for eligibility to vote legally and to implement the required behavior to cast a ballot. Difficulty refers to aspects of conditions outside the voter's mind. The strictness of procedures regulating registration, the convenience of registration procedures, the degree to which polling locations are publicized, the physical closeness of a person's polling location to his or her home, the availability of information about the candidates.ome

Some studies indicates that voting is habit-forming and habitual voters are continue to vote regardless of candidates. The voting habit of people are also influence by vicinal because election cues as neighbors talking about politics or pertinent yard signs. Another way voting is a habitual behavior, meaning that voting once increases the likelihood of voting again. Voting is a habitual behavior, meaning that voting once increases the likelihood of voting again.

The political party affiliation of people is also influenced by their neighborhoods. Republicans vote at unusually low rates when they live in heavily Democratic areas. Thus, perceived lack of local social support for one's views may make voting seem futile. Interestingly, turnout among Democrats is less affected by the party affiliations of their neighbors.

There are several unconscious factors that significantly influence our voting behavior. Unconscious thought- processes, emotion and prejudices are affect our decision- process. Some studies revealed that all decision making is unconscious. Trust and Belief also influence behaviors of voters because people who are especially trusting of others are more likely to vote. Perhaps distrustful people think of the political system as corrupt, which might sap their motivation to participate. But low levels of interpersonal trust might also sometimes inspire higher turnout if lack of trust motivates people to take action to minimize the damage they might fear others might inflict.

People who feel a personal sense of civic duty believe they have a moral obligation to participate in politics and are especially likely to vote in elections. Similarly, people who believe that all citizens have the obligation to vote go to the polls more than those who do not hold this belief. Presumably, civic duty is a source of motivation to turn out. Citizens who have a great sense of political efficacy turn out more. This is true for both internal efficacy, the belief in one's capability to understand and participate in politics) and external efficacy, the belief in the responsiveness of political institutions to citizen involvement; The higher an individual's efficacy, the more motivated he or she presumably is to cast a ballot.

Social pressure has been found to be a major influence on people's decision to vote. Voting is sign of our membership in larger group. People are often motivated to vote because they want to suitable in. This social pressure came from many sources, most notably parents, friends, and romantic partners. Our social environment and events indirectly influence voting behavior by heightening emotion and drawing attention to specific issues. High-profile events might impact elections, but personal tragedies and investments also impact voter decision. Because traumatic events and natural disaster certainly leads to strong emotional reactions is fear. People tend to vote for the candidates who they feel best protect their freedoms. Appeals to voter fear are therefore common method of swinging voter's opinion during election. Some researches shows that fear might be the most effective way of cultivating electorates.

When members of a particular social group (e.g., racial, economic, gender, or age) identify especially strongly with that group, those people develop a group consciousness that appears to increase turnout. People who say that their lives are intrinsically tied to other members of their social group (especially if that group is disadvantaged) appear to change their political behavior accordingly and increase their turnout. People with high solidarity could have higher motivation to vote because they are concerned with issues affecting their group, or their strong connection to members of that group could give them skills that better enable them to vote.

The social and psychological forces that inspired voting the first time may have enhanced impact directing future voting decisions. After being successfully mobilized to vote once, a citizen may attract repeated mobilization efforts at the times of subsequent elections. Voting may be self-reinforcing, meaning that the social and psychic rewards one enjoys after voting once may be memorable and motivating at the times of subsequent elections. And the act could change a person's self-perception into one of an active, civically engaged individual, and by voting once, a voter might realize the ease of doing it and may therefore be less inhibited from doing it again.

Several studies indicates that according to social psychologist physical attraction is play a role in a candidates electoral success. The beautiful- is – good phenomenon is an extension of the halo effect and explains that people often assume the people who are physically attractive also possess another desirable characteristics, such as being intelligent and friendly, confident, emotionally strong, truth worthy ,optimistic and action- focused.

On the other hand some studies showed that biggest psychological impact of fear on voting behavior is simply that the electorate examiner political statement much more carefully. Fearful voters carefully search for the truth and distrust candidates found to be lying. That is one reason that ads preying on peoples fear could backfire so badly.

Some researchers said that voting is an act of altruism. But few finding indicated that voting is egocentrism mechanism because voter projects their own behavior to people similar to themselves likely to support the same candidate. Finally it says that voting is viewed as an expression of who people think they are. The self expression also associated with passion about our political ideologies is the desire to encourage others to vote. Because political ideologies are strongly linked to peoples values and use voting behavior is use as a means of sharing those values with others.

II. CONCLUSION

There are some factor that affects our voting behavior. Such as party affiliation, education level, religion, economical status, and many other factors help to swing our vote in any election. The present paper try to figure out what are the psychological element influence our voting decision like emotion, thought process, attitude, perception and prejudices. In sum, The present paper gives outline about the psychological process behind voting behavior.

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