



# An Enquiry Into The Process Of Intergenerational Voting Behaviour

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**Abstract:** Election refer to a process of democratic participation in which all the people express their opinion about personalities and issues by making on a ballot paper. Election expresses democratic class struggle through voting. Major differences in the political allegiances of different age groups, classes, education, religious or ethnic groups have been reported by voting survey. Voting for right or left depends upon a person's life experiences. We try to analyses the degree to which voting decision of one generation is affected by preceding generation. This study focus on inter- generational voting behaviour rather than individual.

*Index Terms* - Voting Behaviour, Inter-generational Pattern, Election

## I. INTRODUCTION

Election refers to a process of democratic participation in which all the people express their opinion about personalities and issues by making on a ballot paper. Election expresses democratic class struggle through voting. Major differences in the political allegiances of different age groups, classes, education, religious or ethnic groups have been reported by voting survey. Voting for right or left depends upon a person's life experiences. The study of electoral behaviour constitutes a very significant area of empirical investigation that takes the subjects of politics very close to the discipline of sociology with the result that a new dimension of advanced study, rather a discipline, is becoming more and more popular with the name of political sociology or sociological politics. Man is a rational creature in the philosophical sense of term; he is not so rational in the realms of his economic and political behaviour. An empirical study of the electoral behaviour displays the astounding fact that the behaviour of man is influenced by several irrational forces. The role of political parties and pressure groups in invoking religious and communal factors, influence of money or charismatic personality of a leader and a host of other irrational forces have their definite influence on the minds of the voters. The role of these irrational forces can be discovered or discerned in case a student of empirical politics focuses his attention on how the favourable results of and election are obtained. This fact applies to every democratic system and, as such, India's no exception. However, keeping the case of Indian voting behaviour in view, Prof. V.M.Sirsikar well observes: " An enquiry into the process of election indicates factors other

than rationality. It may be said that India has secured a stable government, but the mass manipulation, casteism influences, minority fears, and charismatic hold of the Prime Minister have played no main in this process”

Voting is the main form of political participation in liberal democratic societies and study of voting behaviour is a highly specialized sub-field within political science. Voting has become virtually a universal means by which individual make collective decisions. Voting in an elections is the most obvious and direct way in which a whole population can affect government. Human actions, such as voting in a democratic election, are extremely complex phenomenon and it depends on a variety of socio psychological factors. From a sociological perspective ,the study of voting behaviour focuses primarily on explaining who votes and how they vote .The analysis of voting pattern invariably emphasis on the determinants of why people vote as they do and how they arrive at the decision they make voting depends primarily on socio economic factors or peoples location in social system their social class,occupation,gender,race,Religion,ethnicity,family,history of voting etc...

## II. STATEMENT OF THE RESEARCH PROBLEM

Voting behaviour is a form of electoral behaviour understanding voter’s behaviour which can explain how and why decision- makers, which has been a central concern for political scientists, or by the electorate. In this study we try to make inference and prediction about behaviour concerning a voting decision certain factors such a age, gender, culture or religion etc... The study of determinants of electoral behaviour constitutes a very significant area of empirical investigation .Man is a rational creature in the philosophical sense of term, but he is not so rational in the realms of his economic or political behaviour. An empirical study of the determinants of electoral behaviour displays astounding fact that the behaviour of man is influenced by several irrational factors and pressure groups including religious and communal factors, money or charismatic personality of leader etc.. have their definite influence on the mind of voters. We try to analyse the degree to which voting decision of one generation is affected by preceding generation. This study focus on inter- generational voting behaviour rather than individual.

## III. REVIEW OF LITERATURE

There are so many researchers has studies about "voting behaviours". The most important and outstanding literature that we have reviewed for our study is an article named "The Explanations and Reality of Indian politics" written by "Niyati Tewari".

This article point out the trends in the voting behaviour of 'youth' and 'aged' persons. Another important literature that has been reviewed was an article "Changing Voting Behaviour in Kerala Elections" by J Prabhash and K M Sajad Ibrahim. Richaed Rose and Harve Massavir point out, voting covers as many as six important functions:-

1. It involves individual’s choice of governors or major governmental policies;
2. It permits individuals to participate in a reciprocal and continuing exchange of influence with office-holders and candidates;
3. It contributes to the development or maintenance of an individual’s allegiance to the existing constitutional regime;
4. It contributes to the development or maintenance of a voter’s dissatisfaction from existing constitutional regime;
5. It has emotional significance for individuals; and
6. For some individuals it may be functionless ,devoid of any emotional or political significant personal consequences.

Voting as such is a function of immense significance for the voters, the candidates and the students of politics. The study of voting behaviour has come to be regarded as an important aspect of contemporary political research and theory.

#### IV. SIGNIFICANCE OF THE STUDY

In the words of Plano and Riggs, “Voting Behaviours is a field of study concerned with the ways in which people tend to vote in public election and the reasons why they vote as they do.” The term voting behaviour has recently been expanded in meaning and is taken as one major and board area of study subsumed within the broader designation of political behaviour. It involves a study of human political behaviour in the context of voting in elections. Voting behaviours studies open windows on the minds of the millions of people who are involved in the political process as voters. These constitute an important area of political science in which theory can be systematically and qualitatively measured and tested . This study talks about the voting behaviour among people representing two different generations in the society. This study also focus on the outlook of people representing two different generation regarding the present political situations in India as well as in Kerala. And what are the disparities in factors determining the intergenerational voting behaviour. The study of voting behaviour is significant for the following reasons:

- 1.It helps in comprehending the process of political socialization
2. It helps in examining the internalisation of democracy as a value among the elite as well as masses.
3. It emphasises the real impact of revolutionary ballot box.
4. It enables to throw light as to how far the electoral politics continue or break with the past.
5. It helps to measure whether it is modern or primordial in the context of political development.

#### V. OBJECTIVES

- ❖ To understand the meaning of voting behaviour
- ❖ To analyse the determinants of voting behaviour
- ❖ To evaluate how the electoral context , including party strategies and campaign affects voting behaviour.
- ❖ To identify the key structure of an electorate and make sense out of the changes that occurred in generations.

#### VI. RESEARCH METHODOLOGY

The main focus of the study is inter- generational voting behaviour and its pattern. In this study both primary and secondary data have been taken from the selected samples in Kollam district. Kollam is a southern district of Kerala, located 70 km north of the state’s capital Thiruvananthapuram. It is flanked by the Arabian sea on the west, Tamil Nadu on the east, Alapuzha and Pathanamthitta districts on the north and Thiruvananthapuram district on the south. Housing a population of over 2.6 million, Kollam is one of the more densely peopled districts of India. Newspaper reports, and data from other published journals, magazines, previous voting studies, exit polls and books are also used as secondary data to complete the study.

## VII. INTERGENERATIONAL VOTING BEHAVIOUR

### 7.1 DEMOGRAPHIC PROFILE

For the Sake of present study ,100 samples are taken from kollam district on a random sampling basis.The sample is collected from members of same family representing two generations.For the sake of analysis we use the notation **G 1** (Generation 1 –fathers /mothers) and **G 2**(Generation 2-daughters /sons) respectively.

TABLE 1: GENDER COMPOSITION OF THE SAMPLES

GENDER	G 1	G 2
FEMALE	27	26
MALE	23	24

SOURCE:PRIMARY DATA

The table shows that out of 100 samples from each generation ,54 percentage and 52 percentage belongs to the the female category in generation 1(G 1) and generation 2(G2) respectively; 46 percentage and 48 percentage belongs to the male category in G1 and G2 respectively.So there is a comparatively higher weightage for female samples in two generations.

### 7.2 INCOME CATEGORY OF SAMPLES

Income category of the samples have significant impact upon their voting behaviour.The following diagram shows that 56 percentage of the samples comes under the APL category and 44 percentage comes under the BPL category.

FIGURE 1:INCOME CATEGORY



SOURCE:PRIMARY DATA

### 7.3 RELIGIOUS STATUS OF THE SAMPLES

Religion is a marker of salience in studying voting behaviour.In our study,out of 100 samples,27 belongs to Hindu ,12 belongs to Muslim and 11 belongs to christianity respectively.

## 7.4 EDUCATION

The sample presents varied picture with reference to their educational qualifications. None of the samples are illiterate. It can be ascribed to the phenomenal advancement that Kerala society has succeeded in making literacy universal to all sections of the society and also for both sexes. 56 percentage of the people have only primary education, 28 percentage have secondary education, 8 percentage have degree education and 8 percentage have above degree or professional qualification in the G1 category. 48 percentage have secondary education, 12 percentage have degree and 40 percentage have the above degree or professional qualification in the G2 category. From this we could analyse that, all of the voters from second generation (G2) is having qualifications above secondary level. This may have impact upon their voting behaviour.

TABLE 2 LEVEL OF EDUCATION OF THE SAMPLES IN NUMBER

EDUCATION	G 1	G 2
ILLITERATE	0	0
PRIMARY EDUCATION	28	0
SECONDARY	14	24
DEGREE	4	6
ABOVE DEGREE/PROFESIONAL QUALIFICATION	4	20

SOURCE: PRIMARY DATA

## 7.5 PARTICIPATION IN CASTING VOTE

In this study out of 100 samples, 43 of G 1 and 42 of G 2 are participating in the process of casting votes. There are only a minimal amount of people from both generation are not always involved in voting process. 14 percentage of G1 and 16 percentage of G2 are respectively not always involved in this process. This may happen due to lack of political awareness, health issues, lack of assessibility etc.. Anyway most of the samples from two generations are keen to cast their vote and participate regularly in this democratic process and ensure their right to vote. (Article 326 of Indian Constitution).

## 7.6 FACTORS INFLUENCING VOTING BEHAVIOUR

TABLE 3: FACTORS INFLUENCING VOTING BEHAVIOUR

	GENERATION 1		GENERATION 2	
	YES	NO	YES	NO
PREFERENCE TOWARDS SINGLE PARTY	31	19	25	25
CONSISTENCY IN VOTING	43	7	42	8
INFLUENCE OF MEDIA	34	16	23	27
INFLUENCE OF MANIFESTO	24	26	16	34
INFLUENCE OF YOUR FAMILY BACKGROUND	29	21	22	28
SOCIAL BACKGROUND OF CANDIDATE	37	13	35	15
SLOGAN OF PARTY	18	32	21	29
HISTORY OF PARTY	32	18	24	26
ELECTION CAMPAIGN THROUGH SOCIAL MEDIA	15	35	25	25

SOURCE: PRIMARY DATA

In this study ,we tried to analyse the various factors which can influence the voting behaviour.It included preference towards single party,consistency in voting,influence of media , manifesto ,family background of voter ,social background of candidate,slogan and history of party.Since it is an intergenerational study ,there exists difference opinion in these variables.

Out of 100 samples, 31 voters from the first generation have preference towards single party and the rest has no such preference whereas in the second generation ,there is equal opinion on single party preference and no preference. There is higher preference for single party lies on the first generation. In this study,out of 100 samples, 43 voters of first generation and 42 voters of second generation has consistency in voting while a small number doesn't have such consistency in both generation.It shows that system of democracy is effective among the generations.

Media plays a big role in our day to day life.So the election campaigning through mass media has an impact upon the behaviour of voting.Out of 100 samples,34 voters in first generation and 23 in second generation are influenced by campaigning through mass media.And the remaining 16 voters in first generation and 27 in second generation not influenced by mass media campaigning.It exhibits that old generation is mainly influenced by mass media.

Election Manifesto plays a crucial role in visions of democracy and political science analysis of party competition.In this study we could find that 48 percentage of the first generation and 44 percentage of second generation are influenced by manifesto whereas 52 percentage of first generation and 68 percentage of second generation are not influenced by manifestos.

Family is an integral part of our society.It can exert an influence upon the voting behaviour of the individuals.Out of 100 samples 29 voters of first generation and 22 voters of second generation are influenced by their own family background where as 21 voters of first generation and 28 voters of the next generation are not influenced by their family background.It shows that the second generation has a shift from their family based ideology .

Social background of candidate may influence the voters in many ways. In this study we could find that 37 voters of the first generation and 35 of the second generation are concerned about the social background of candidates.The remaining 13 and 15 voters of the first and second generation respectively are not concerned about the social background.

Slogan of the party can change the fortunes of political parties and minds of the voters. Out of 100 samples 18 from the first generation and 21 from the second generation are influenced by the slogans of the party.out of 100 samples,32 of the first generation and 29 of the second generation are not considering the slogans of the party in casting their votes.

History of the party may influence the mindset of voters.Out of 100 samples,32 of the first generation and 24 of the second generation are considering the history of the party in casting their votes.Out of 100 samples,18 from first generation and 26 from second generation are not influenced by the history of the party.

Social media has been pivotal in the election campaign. During election almost all social media platforms are in full swing with people discussing the election and its allied activities. Netizens especially younger generation are very much interested in the Social media .Out of 100 samples,15of the first generation got influenced by social media campaigning and the remaining didn't get influenced. In the case of second generation half of the total samples are influenced and the remaining half didn't get influence.



## 7.7 DYNAMISM IN ELECTION SYSTEM

TABLE 4: VOTERS OPINION ON DYNAMISM IN ELECTION SYSTEM

	GENERATION 1		GENERATION 2	
	AGREE	DISAGREE	AGREE	DISAGREE
<b>NOTA SYSTEM</b>	30	20	23	27
<b>WOMEN EMPOWEMENT 3 TIER PANCHAYATH SYSTEM</b>	34	16	37	13
<b>STUDENT POLITICS TO MAINSTREAM</b>	42	7	48	2
<b>NEW MOVEMENTS OF 2020</b>	23	27	25	25
<b>INFLUENCE OF LOCAL BODY RESULT ON COMING MLA ELECTION</b>	42	8	43	7

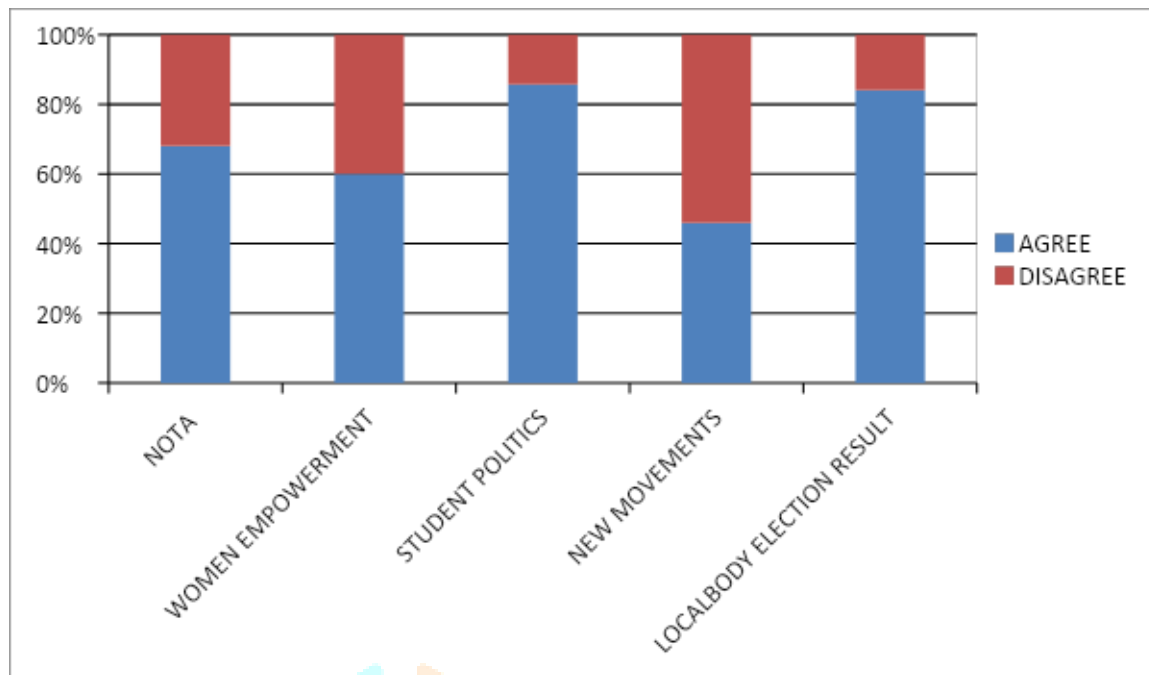
SOURCE:PRIMARY DATA

There are some new trends in election system. NOTA (None of the above) vote is a ballot option in some jurisdictions or organizations designed to allow the voter indicate disapproval of the candidates in a voting system. A voters right to reject a candidate is a part of the fundamental right to freedom of speech and expression granted by the constitution. Few people think that it is a waste whereas few people think that it provides the democracy to all the citizens of the India to vote as per choice. It depends on how people view it. Political party doesn't concern more about NOTA about winning.

Women empowerment is the process of empowering women. Political activism and voting are the strongest areas of women's political participation. To combat gender inequality in politics, the Indian Government has instituted reservations for seats in local governments. India ranks 29 th from the bottom in terms of representation in Parliament. Women have held the posts of President and prime minister in India, as well as chief ministers of various states. Indian voters have elected women to numerous state legislative assemblies and national parliament for many decades. Student politics is not at all a new phenomenon. Students have been the backbone of the country itself. A number of political leaders were born based on their experiences in student politics, including jail terms. Clearly, student politics is part of 'learning democracy' asking questions to the establishment and speaking truth to power.

The new movement like 20-20 have created some new waves in the political arena of Kerala. These initiatives are focussing on socially aware citizens who are on the lookout for an alternative, a political governing body to take the wheel. Anna Kitex group is a Kerala corporate with a legacy of over 50 years. In 2015, the CSR wing took control of the Kizhakkambalam gram panchayath, much to the surprise of people across Kerala's political landscape. In 2020 local body election, they have expanded its control to three neighbouring Panchayaths with the clear majority.

FIGURE 2: DYNAMISM AMONG GENERATION 1

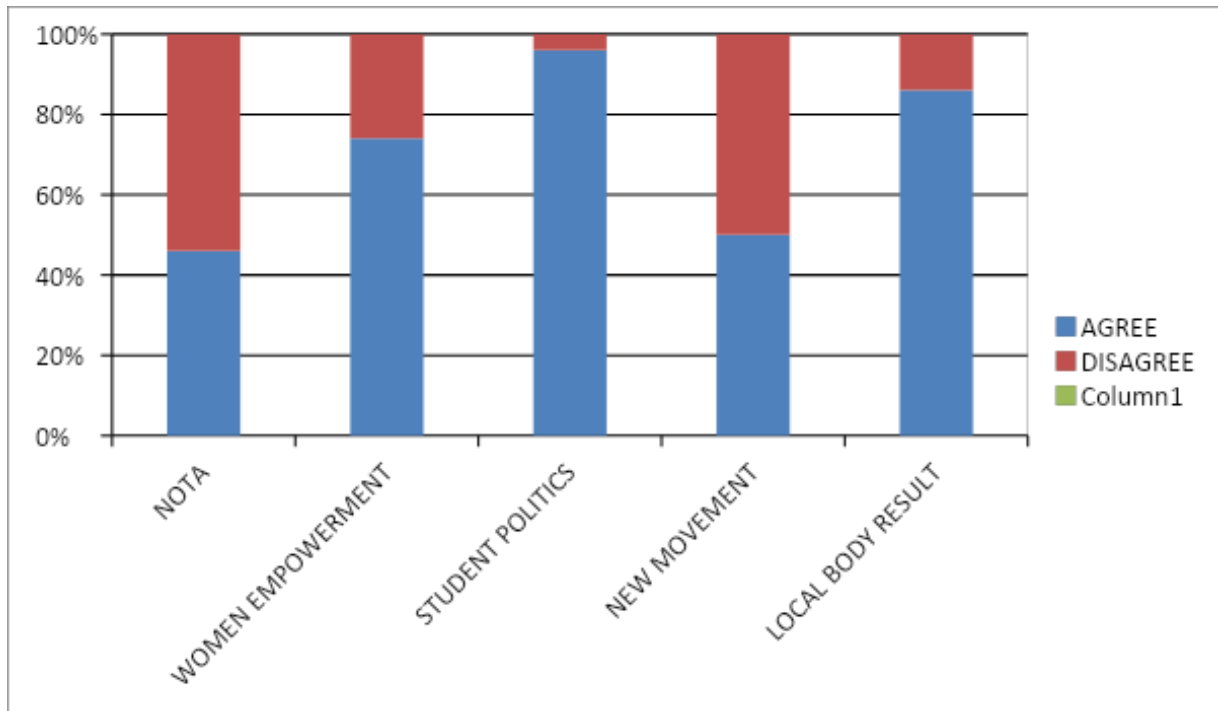


SOURCE:PRIMARY DATA

Here we study the response of first generation to the above dynamic elements of our system. In the above figure, it is clearly depicted that 60 percentage agreed with NOTA voting system where as 40 percentage of samples disagreed the same. Women empowerment through the reservation of seats in the local body is agreed by the 68 percentage where as the remaining 32 percentage doesn't agree with this. Out of 100 samples, 42 voters supported the entry of leaders from student politics to the mainstream politics and it is disagreed by a small percentage of samples. 2020 has created a swirl in the political arena of Kerala. From the first generation, 46 percentage agree with this movement where as 54 percentage disagreed with the same. Local body result may or may not affect the assembly election. But it can depict the mindset of the voters. Anyway, out of 100 samples, 42 voters agreed that the local body election result of 2020 may affect the assembly election and 8 voters expressed their disagreement also.



FIGURE 3: DYNAMISM AMONG GENERATION 2



SOURCE:PRIMARY DATA

Here we study the response of second generation to the above dynamic elements of our system. In the above figure, it is clearly depicted that 46 percentage agreed with NOTA voting system where as 54 percentage of samples disagreed the same. Women empowerment through the reservation of seats in the local body is agreed by the 74 percentage where as the remaining 26 percentage doesn't agree with this. Out of 100 samples, 48 voters supported the entry of leaders from student politics to the mainstream politics and it is disagreed by a small percentage of samples. 2020 has created a swirl in the political arena of Kerala. From the first generation, 50 percentage agree with this movement where as 50 percentage disagreed with the same. Local body result may or may not affect the assembly election. But it can depict the mindset of the voters. Anyway, out of 100 Samples, 43 voters agreed that the local body election result of 2020 may affect the assembly election and 7 voters expressed their disagreement also.

**7.8 INFLUENCE OF EDUCATION OF CANDIDATES UPON VOTERS**

TABLE 5: INFLUENCE OF EDUCATION OF CANDIDATES

EDUCATION OF RESPONDENTS	GENERATION 1		GENERATION 2	
	YES	NO	YES	NO
PRIMARY EDUCATION	13	15	0	0
SECONDARY	5	9	18	5
DEGREE	1	3	4	2
ABOVE DEGREE/PROFESSIONAL	1	3	14	6

SOURCE:PRIMARY DATA

Education of the candidates are always a debating topic. In this study we tried to collect the opinion of voters on the need of educated candidates. From the first generation, out of 28 voters who got primary education, 13 agreed the fact that educate candidate is needed. Out of 14 voters who have primary education, only 5 voters expressed the need for educate candidate. In the case of voters with degree and above degree qualification, more than half of them didn't

consider the education of the candidate. From the second generation, majority of the voters demanded an educated candidate

## VII. CONCLUSION

The term voting behaviour has recently been expanded in meaning and is taken as one major and board area of study subsumed within the broader designation of political behaviour. It involves a study of human political behaviour in the context of voting in elections. Voting behaviours studies open windows on the minds of the millions of people who are involved in the political process as voters. These constitute an important area of political science in which theory can be systematically and qualitatively measured and tested .This study talks about the voting behaviour among people representing two different generations in the society. This study also focus on the outlook of people representing two different generation regarding the present political situations in India as well as in Kerala. And we could find that there are some disparities in voting behaviour of the first generation and second generation. The present study “An Enquiry into the process of intergenerational Behaviour” with reference to Kollam district has helped a lot to understand about intergenerational similarities and dissimilarities in the voting behaviour.

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