

INFLUENCE OF VOTER DEMOGRAPHICS ON POLITICAL PARTY CHOICE IN KERALA

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ABSTRACT:

Choice of political part is an important role of a citizen in democratic countries like INDIA. In recent days democracy in many region given important, a nature of study are focusing on voters choice of their leaders in the state of Kerala as it is different from other states INDIA from their ideology. Accordingly in this paper we are going to concentrate on the demographic factors which influence the voting behavior of peoples in the state. To study this unique data sets are collected from 200 samples from the Kerala. The survey was done using structured questionnaire to collect information on demographic factor and their political idea of the peoples. In this study we also studied about the three major political parties LDF, UDF &BJP influence in the state.

INTRODUCTION:

The voters are the pillar for any democratic system of ruling. As we all know India is the largest democratic country in the world, which shows the power of voters in the country so, any influence which directly affects the voters will affect the county's government also. Here comes the importance of factors that influence voters buying behavior, There are lots of factors that influences the voter to vote for a particular party which includes,

1. Geographic Factors
2. Psychographic Factors
3. Behavioral Factors etc.
4. Demographic Factors

Geographical Factors are those factors which includes the features of earth, natural or not for example terrain types, physical factors of environment, etc. are natural geographical factors. The other human engineered settlements come under artificial geographical factors. The geographical factors also has a major role in the decision making process of voters. In some geographical area a particular ideology having strong base there will vote for that particular ideology only and like this the geographical factor matters. While comparing with other factors the influence of geographic factor alone without all other factor is very narrow.

Psychographic factors include the study of Personality, Values, Opinions, Attitudes, Interests and Lifestyles. All the factors that include in psychographic segment has prominent role in the decision making process while voting and this is one of the major section which has a prominent role in the decision making process of voters.

The behavioral factor is about how one individual responds to a particular situation and those influencing factors that resulted in such a behavior all these things will come under behavioural segmentation. Among this Demographic factors are one of the major segment that influence the voter on higher scale. The demographic factors include Income Level

1. Sex
2. Race
3. Marital Status
4. Size of Family
5. Religion
6. Occupation
7. Death Rate
8. Education Level etc

Whenever we go deep in to these factors we can see that there is a visible line which is connecting all these factors with voters. The change in many of these factors affects the political party perception among the voters. This shows that there is a need to look in to these factors more deeply to get a clear understanding about the influence of voter's demographics on political party choice, the ideologies of political party changes from party to party. In this study we would like to conduct our research in the Indian state Kerala, when we are considering the political scenario in Kerala over the years, it is showing that Kerala has been ruled by two political parties alternatively that is Congress party from the centre to Centre right and Communist party from the left oriented politics. BJP the party with right wing government never ruled in the state. Here we are going to divide the voters of Kerala based on their demographic factors that are stated above. We think that this research paper will give a clear cut idea about the role of demographics on political party choice in Kerala.

Political history of Kerala over years

Kerala is the Indian state which came into existence in 1956. The political affiliation of Kerala is multi party frame work and more precisely two parties has majority in Kerala. The communist party of India (Marxist) led Left Democratic Party (LDF) and Indian National Congress led United Democratic Fund (UDF) these are the two parties that have majority voters in Kerala. There are others parties as well like BJP, PDP etc. but their influence is narrow. Kerala is famous for its leftist inclination and because of this communist parties have made strong roots in Kerala. The regions like Kannur, Palakkad are considered to be heart of communism in Kerala. Kerala in the first Indian state that elected communist government in the elections.

There are two major communist parties in Kerala CPI (M) and CPI. Indian National Congress also has a very strong party base in Kerala and their major with Kottayam and Ernakulum as their strongest areas. The Congress led United democratic fund also has major political affiliations with different regional parties as well like Indian Union Muslim League (IUML), is powerful pro-Muslim community oriented party, Kerala Congress, another regional party with the congress ideologies, The Gandhian Partyetc.

The Election Results of Kerala from 1956 – 2016

YEAR	POLITICAL PARTY
1956-59	Communist Party of India (M)
1960-62	Praja Socialist Party
1962-64	Indian National Congress
1967-69	Communist Party of India (M)
1969-70	Communist Party of India
1970-77	Communist Party of India
1977-78	Indian National Congress
1978-79	Communist Party of India
12-oct-dec-79	Muslim League
1980-81	Communist Party of India
1981-87	United Democratic Front (UDF)
1987-91	Left Democratic Fund (LDF)
1991-96	UDF

1996-2001	CPI (M)
2001-2006	UDF
2006-2011	LDF
2011-2016	UDF
2016-Present	LDF

The above table shows us the real election results of Kerala and which really shows how the people of Kerala are aligned to different political parties and in this research we are going to find out what are those demographical factors that influence this voting behavior most. This will help to understand how critical the demographics factors are when it is coming to voting and voting is the biggest event which decides whom should rule the state. This study not only applicable to Kerala but also it is applicable any states through the world because even though the psychographic factors may change but the intrinsic nature of humans are same. So this study can be applicable to any place where democratic system of election is happening,

So just see Kerala as a sample. We will try our best to find out the roots of demographic factors on the decision making process of voting in Kerala. And the objectives of this study and other details will be covered in the coming up titles.

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2.Literature Review

The introduction parts show some ideas on demographic factor influence on voting behaviour of the peoples. In the idea of information we got from the first chapter the effect was made to do an extensive review of literature to get a clear idea on our research topic. In this chapter we will study the different journals and research paper related to demographic factors affecting the voting behaviour to get a theoretical information about our topic. Existing literature show the demographic factors in different countries affecting voting behaviour and how they choose their leaders. In this chapter the small steps will be taken to discover how much extent the demographic factor affect the voting behaviour of the peoples of Kerala in specific. Here an activity will likewise be taken to see through the accessible unfamiliar as well as Indian writing to discover the degree to which the hypothetical idea of demographic factor has been dealt with and given significance in Kerala election. It will likewise be investigated regardless of whether this idea hosts been acknowledged by election commission of Kerala and, if acknowledged, how the ideological groups utilized this idea in actuality to turn into fruitful in decisions. The basic objective of this chapter would be to identify the different factors of demographic from available literature. The part has been sorted out into various segments. At the beginning, the development of demographic idea talked about in research articles and will be published. Research gap will be analysed after the literature study and will be given importance to research gap in our research.

2.1.Family income and the intergenerational transmission of voting behaviour: evidence from an income intervention.

One of the significant bits of knowledge that can be drawn from existing writing is that family background during childhood and income of Parents play a role in influencing level of voting in US(June 2018). Thus the research are to investigate how exogenous unconditional cash transfer affect voting in US election across two different generation, to study about the strong inter relation between parents and children's voting behaviour and to study whether income influence the voting behaviour. However the voter should be satisfied with needs and wants before giving their votes in the election. The family living style of the family is decided by the

income of the family so it also influence their voting behaviour. In this author as conducted descriptive survey which mainly aimed conducted on 1420 children's and their parents in US chosen through difference -in -difference method to know there idea about voting. The application of demographic factor in voting and the trend to study this application in a separate academic field called "voting behavior" seem to get accepted by reputed researchers in this field. In spite of away from of a pay slope in political interest, research has not had the option to confine the impacts of salary on casting a voting from other family unit qualities. We research how exogenous genuine money moves influenced casting a voting in US decisions across two ages from a similar family. The outcomes affirm that there is solid between generational relationship in casting a voting across guardians and their kids. We additionally show—steady with hypothesis—that family receipt of unrestricted money moves effects affects the metro investment of youngsters originating from various financial foundations. It builds kids' democratic inclination in adulthood among those brought up in at first less fortunate families. Be that as it may, salary moves have no impact on guardians, paying little mind to beginning pay levels. These outcomes recommend that family condition during youth salary specifically assumes a function in affecting degrees of political support in the United States. Further, without outside stuns, pay contrasts are communicated across ages and likely add to the intergenerational transmission of social and political disparity. Many years of sociology research has set up that there is a pay angle in citizen turnout and that such examples may have distortionary impacts on agent majority rule government. In this paper we investigate whether the receipt of genuine salary moves expanded turnout what's more, limited participatory holes. Our outcomes add to a more extensive system for understanding what drives individuals to partake in legislative issues. Numerous endeavours have been made to build citizen investment among low SES families. They for the most part give residents different data or social bumps. Unfortunately, the majority of these mediations effectsly affect hindered populaces or have even exploded backward and made participatory holes more regrettable. Our outcomes recommend that social approaches pointed toward decreasing financial detriment may have the extra advantage of expanding elector turnout in the people to come. Future extra exploration on this significant issue is particularly justified.

2.2 Income inequality, party polarization and roll-call voting in the US senate.

Show that ideological groups both in the electorate and in government become all the more philosophically energized during times of high pay imbalance, while contrasts between the gatherings fade during times of relative uniformity of salaries. I recommend that the cycles depicted by McCarty, Poole, and Rosenthal at the public level are material to the American state electorates and their chosen delegates.

Utilizing information on singular mentalities, state- level salary imbalance, state mass polarization, and U.S. congresspersons' move call conduct, I consider the potential impacts of state-level pay imbalance on mass perspectives and the move call conduct of U.S. congresspersons since the mid-1960s. I estimate that (1) Democratic and Republican identifiers in the mass public ought to be more energized in states with high pay disparity, and (2) state mass polarization and state salary imbalance ought to be converted into captivated conduct by U.S. representatives speaking to various ideological groups. My discoveries are commonly predictable with these polarization speculations. In particular, Democratic and Republican identifiers stake out disparate philosophical situations as an element of state pay imbalance, and U.S. congresspersons from states with elevated levels of salary disparity are more captivated than different legislators, basically because of state pay imbalance and more prominent voting public polarization that outcomes from high pay imbalance.

2.3.Literacy, information and party system fragmentation in India:

A rich hypothetical writing contends that, in inconsistency to Duverger's law, the majority casting a ballot rule can neglect to deliver two-party framework when citizens don't share their regular data about the discretionary circumstance. We present an observational operationalization and a progression of trial of this educational theory on account of India utilizing body electorate and individual-level information. In exceptionally ignorant electorates where admittance to data and data sharing among citizens is low, electors regularly neglect to arrange on the two most feasible gatherings. In profoundly proficient voting demographics, electors are undeniably more effective at staying away from vote-squandering—in accordance with the enlightening theory. At a micro level, these total level examples are driven by the cooperation of individual data and the instructive setting: In thick educational conditions, even uninformed electors can effectively distinguish suitable gatherings and decision in favour of them, yet in scanty enlightening conditions, singular admittance to data is fundamental for fruitful vital democratic. This descriptive survey was mainly

conducted on 6568 respondents from INDIA with different education backgrounds. The main objective of the study is to represent an empirical operationalization and a series of research of the information in INDIA using constituency and individual level data. We find out that Pearson with high literacy rate as less Chance of wasting the vote and uneducated are easily wasting the vote.

(2.4).Political Choice and Income Inequality in the United States:

This descriptive survey was mainly conducted on citizen of US. The data are collected from Journals and old studies conducted by renounced writers. The main objectives are Influence of spouses on one another and the marriage gap (The differences in political ideologies). And we studied that Married people area 13% more likely to be conservative in politics than unmarried. The several policies like Tax cut for the wealthy increase of currency etc. are influencing the married people. Unmarried people are becoming more prevalent in US now because the people who are getting married is declining.

This thesis looks to clarify changes in salary disparity since 1947 in the United States. The accentuation is on how government impacts the appropriation of pay. The hypothetical establishment of this work is a blend of the force assets hypothesis of the government assistance state and the large scale legislative issues model of the U.S. overseeing framework. By uniting these two hypotheses, one of which has its underlying foundations in similar political hypothesis and the other of which created in the American setting, I am ready to give a more thorough comprehension of how political decisions impact distributional results in the United States. Utilizing time arrangement information from 1947-2000 the paper contends that administration utilizes in any event two significant systems to impact distributional results – express reallocation and the control of monetary chance. The quantitative examination bolsters the end that unequivocal reallocation, which is the most usually considered government impact on salary disparity, is just an aspect of the image. Indeed, legislative control of financial open door seems, by all accounts, to be at any rate as significant. In particular, this examination shows that distributional results are receptive to philosophical changes in open arrangement

(2.5)The effect of marriage on Political Identification:

This descriptive survey was mainly conducted on married peoples in India. The main objective is to find out is there any change in political affiliation after the marriage Even if there is changes to whom it is happening more male or female. We find out that working women's and men have big influence in voting after marriage and they voting behaviour changes with the change in living cost of the people. Gathering recognizable proof among people is controlled by numerous components including current conjugal status and different factors, for example, pay and training level. The pace of marriage for individuals beyond 18 years old in the United States has diminished from 72% in 1970 to only 59% in 2002 (US Census Bureau). Marriage is overriding both race and salary as the greatest class division of the century (Rauch, 2001). The degree of spousal effect on political conduct is a discussed issue that has quite recently as of late picked up enthusiasm by specialists, where in the past Party ID was believed to be more static.

An intriguing part of political recognizable proof that has not yet been considered is the conjugal status of the competitor. Amidst a political decision year, the part of Bill Clinton in Hillary Clinton's potential administration has been a warmed theme. It is intriguing to consider if her evaluations would go up on the off chance that she were single; anyway there has not been a leader of this nation that has not been hitched. This could be an impression of social perspectives on the nation, or even only an incident. The separation rate is climbing while the pace of marriage in any case is declining, so it would be legitimate if the political domain mirrored this.

There is a likelihood that legislators are utilizing their conjugal status as a type of system. At the point when you are in the open arena you should be a good example and have the alluring credits of a commendable American resident. Marriage is as yet an American worth that is standard and held to better quality than the single life. A Democratic applicant would most likely be the first to pursue a significant position without being hitched due to the offers and position of the gathering. It could be a totally new procedure for the Democratic Party.

Hitched couples just as singles have risen as a significant supporters with extraordinary capacity to impact political results. Their inclinations currently matter more to the gatherings as establishments. With the quantity of relationships diminishing while the political draw of the wedded expanding, scientists have a wonder to continue in future races and gathering stages.

(2.6) Race, Region and Vote Choice in the 2008 Election (USA):

This descriptive survey was mainly conducted on different people from different region of the USA. The main objective of the study is to assess the patterns of race and political preference in 2008 and consider their relevance for the meaning and constitutionality of Voting Rights Act (VRA). We find out that in some areas whites also voted for Obama but in other areas the focus on minorities was needed. For various reasons the Voting Rights Act should be transformed, specifically to provide greater protection for minority voting rights.

The appointment of an African American as President of the United States has brought up issues with respect to the proceeded with importance and even lawfulness of different arrangements of the Voting Rights Act (VRA). Barack Obama's evident accomplishment among white citizens in 2008 has made a few observers question the foundation states of racially spellbound democratic that are critical to case under segment 2 of the VRA.

His achievement in specific states, for example, Virginia, has additionally raised questions about the equation for inclusion of wards under segment 5 of the VRA. This Article analyzes the information from the 2008 essential and general decisions to evaluate the geographic examples of racial contrasts in casting a ballot conduct. The information propose that noteworthy contrasts stay among white and minority electors and among locales that are secured and not secured by area 5 of the VRA. These distinctions stay in any event, while controlling for partisanship, philosophy, and a large group of other politically pertinent factors. This Article examines the ramifications of President Obama's political race for legitimate originations of racially spellbound democratic and for choices concerning which wards area 5 should cover.

(2.7) Religion and Party Choice in Europe (NOV 2009):

This descriptive survey was mainly conducted on 56491 Respondents in Europe. This study is mainly done to investigate the religiosity in relation to party choice in European Parliament elections. Religion is a particularly strong determinant of support for Christian Democratic Party and Catholics are more supportive to the parties with centre right ideology. Secular citizens are more likely to vote for centre-left ideology. This paper explores strictness corresponding to party decision in European Parliament races. Tried and true way of thinking reveals to us that as Europe has secularized, the impact of religion on party decision ought to likewise have reduced. However, this cross-public and cross-transient investigation of strict democratic in European races from 1989 to 2004 paints a more nuanced picture. It shows that a) the impact of religion has been declining,

however has expanded lately, b) religion matters specifically for deciding in favour of Christian Democratic coalitions and Conservative gatherings, c) while generational substitution diminishes the general impact of religion on constituent choices, the impact of religion has as of late expanded inside every age, and d) the effect of religion relies upon the strict setting where residents live so religion assumes a greater part in fractionalised social orders. These discoveries are examined in the light of a resuscitated significance of religion for European governmental issues.

(2.8) Effects of Age on Political cognition (2008):

This descriptive survey was mainly conducted on people from different social economic background. The main objective is to find out age effects on probity of correct vote to find out age effects generalize to actual election. We find out that control on education in this analysis and as age increases the vote wastage decreases. In test investigations of elector's data preparing, Lau and Redlawsk (2006) discovered one control variable to have inescapable impacts in their examinations: age. Age was related with less data search, less memory, less precise memory, and a lower likelihood of making a right vote. Revaluating those test considers, we find that freshness with PCs and more slow manual expertise are both related with less data access, however controlling on these variables, age keeps on having a solid negative impact on data handling. In other more recognizable circumstances, notwithstanding, political information can collect with more noteworthy experience, as it does with recollections for genuine official up-and-comers and ideological groups, in spite of the fact that this impact turns around at cutting edge ages. Age effects affects the likelihood of right democratic until the mid-60s, yet we watch extremely sharp drop-offs from that point. The regularizing ramifications of these discoveries for vote based representativeness are talked about.

(2.9) Gender and party choice at the 2011 New Zealand general election (2011)

This descriptive survey was mainly conducted on 1956 respondent's peoples from New Zealand. The main objective is New Zealand general election using gendered lens to discover whether a modern gender gap as found in different post-industrial societies is also present in the current New Zealand political context. We find out that the majority of women's are easily can try to waste their vote in election compared to men's and the expectation changes between men and women. This paper explores sex contrasts in deciding in favour of the two significant gatherings (Labour and National) and the two fundamental little gatherings (Green and New Zealand First) at the 2011 New Zealand general political decision. As opposed to the sexual orientation hole found in many post-mechanical social orders with ladies being bound to lean towards the left than men, this investigation uncovers restricted contrasts in party inclinations among people in New Zealand. The

main significant sex distinction is found comparable to deciding in favour of New Zealand First, with ladies being generously less steady of the egalitarian party than men. This hole is hearty and stays considerable in any event, when sex contrasts in financial qualities and issue positions identified with the part of government, the government assistance state and the presence of foreigners are considered. Strangely, while no sexual orientation hole happens from the start sight in help for the standard conservative gathering National, a hole emerges once sex contrasts in strategy issue positions are controlled for, with ladies being bound to help National than men.

(2.10)Influence of Voter Demographics and Newspaper in Shaping Political Party Choice in India: An Empirical Investigation (2016)

This descriptive survey was mainly conducted on west Bengal peoples in India on the basis of demographics factors and the newspaper reading of the voters. The main objective of the paper is to study whether the demographics factors and newspaper reading influence on voters. The survey was conducted using a structured questionnaire to collect information on demographic characteristics of voters and their political choice. It has been noticed that men, on average, are relatively more interested in political activities than women. Media has a very influential contribution in the development of political interest among voters influence of newspaper is viewed as prominent as it has been found to have a robust positive effect on political participation being the primary source of political information. Gender, age, education, income levels, marital status, Occupational status.

Decision of ideological group is a significant choice a resident appearances in a majority rules system. Lately, as majority rule governments in numerous nations have developed, various examinations are zeroing in on gathering and up-and-comer decision and their different determinants. India, being the biggest majority rules system, gives a ripe ground to such research. As needs be, in this paper we focus on segment qualities, paper perusing propensities for electors, and their political decision. To contemplate this we have considered a remarkable informational index gathered not long before the watershed decisions in the territory of West Bengal in India, where the decision Communist alliance was crushed following 34 years of

intensity in the state. The overview was directed utilizing an organized poll to gather data on segment qualities of citizens and their political decision. The respondents were approached to show their gathering decision from among the three significant ideological groups. As the writing shows that sexual orientation, age, instruction, salary levels, conjugal status, word related status, and decision of paper have huge effect on political decision, we have considered these as indicator factors for our examination. From our investigation it is seen that among the segment determinants, sexual orientation,

conjugal status, and salary of the respondents don't impact the decision of ideological group in our example. Be that as it may, occupation and paper selection of electors host noteworthy effect on political get-together decision in our example. Furthermore, we have seen that specific classes old enough of citizens fundamentally impact dynamic of electors alongside occupation and paper decision classifications.

(2.11) Social and Demographic Factors in American Political Party Affiliations.

1952- 72:

This literature is an investigation of changes in the gathering affiliations of American grown- ups somewhere in the range of 1952 and 1972 (1) surveys the soundness of the connection among party and a lot of causal factors and (2) inspects the degree to which the watched changes are inferable from changes in the electorate's segment structure. We found that pointers of definition position, race, locale, religion, and political socialization have applied an almost consistent causal impact on party all through the twenty-year time frame.

A model which expected steady impacts (equivalent relapse slants) over the six decisions clarified just 2% less of the change in party than a model which permitted the inclines to fluctuate across races. Of the factors in the causal model, socialization- - as shown by father's gathering inclination - hosts the biggest impact on get-together alliance. The expansion to our model of the segment factors, age and accomplice, uncovered that the two variables impact people's gathering affiliations. Despite the fact that age and accomplice clarify just a little bit of the change in party, assessment of the net contrasts in mean gathering alliance between age gatherings and between associates indicated that maturing produces a net move away from the Democratic coalition and that the Depression has effect sly affected the inclinations of partner individuals detailing their inclinations around then.

(2.12).Christian Religiosity and Voting for West European Radical Right Parties:

This article inspects the connection between Christian strictness and the help for extremist right gatherings in Western Europe. Drawing on speculations of discretionary decision and on socio-mental writing to a great extent disregarded by researchers of constituent conduct, it recommends and tests various contending theories. The discoveries show that while strictness has barely any immediate impacts, and keeping in mind that strict individuals are neither more nor less unfriendly towards ethnic minorities and consequently neither more nor less inclined to decide in favour of an extreme right gathering, they are not 'accessible' to these gatherings since they are still solidly appended to Christian Democratic or traditionalist gatherings. Be that as it may, given expanding de-arrangement, this 'immunization impact' is probably going to get more vulnerable with time. Additionally found that a greater number of ladies than men will in general be strict.

We also find that the many of the aged person are selecting their party according to their religion belief. While in an ideal world we would have remembered more political perspectives for our model, for example, individuals' assessment of applicants, their positions on specific approaches, and their philosophical good ways from the gatherings, such markers were not accessible in the dataset we utilized. In any case, this is definitely not a huge issue as positions on approaches and philosophical area are profoundly corresponded with revolutionary right mentalities in any case.

(2.13). Voting May Be Habit-Forming: Evidence from a Randomized Field Experiment:

This article makes three commitments to the investigation of political and social conduct. The first is methodological. All through the sociologies, propensity is illustrated to clarify practices going from blood gift to burden consistence to sedate use, however seldom has propensity been contemplated in a thorough manner. The current examination delineates how randomized field experimentation empowers scientists to seclude the causative function of propensity. The key knowledge is that any randomized mediation that creates a change in conduct makes way for ensuing examination of social ingenuity.

Second, our discoveries show the significant impact of current conduct on resulting conduct, at least for the time being. To place our outcomes in context, analyse the 47 rate point impact of past democratic to the impacts of driving segment or social-mental indicators of casting a ballot. For instance, in their original examination of elector turnout in the 1972 political decision, Wolfinger and Rosenstone (1980, 24, 47) found that a 26 percentage point hole isolated those with some

secondary school instruction from those with postgraduate training. Essentially, residents in their 80s casted a ballot at rates that are roughly 30 rate focuses higher than electors in their 20s, controlling for training and other segment attributes (1980, 42, 124). The way that the assessed impacts of propensity surpass even these huge gathering contrasts justifies further examination concerning the size and span of casting a ballot propensities.

At long last, our investigation recommends the significance of taking long haul impacts into account while evaluating the social outcomes of missions. Until this point in time, investigations of citizen preparation have inspected just whether contact with crusades animates elector investment in the current political decision. Our outcomes infer that the drawn out impacts of crusade contact might be similarly significant. In the event that the impacts of propensity rot mathematically over progressive races, a activation crusade that animates 1000 individuals to vote in the current political race delivers an extra 887 votes in races that follow

(2.14). Women's participation in electoral politics in India: Silent feminism

The ongoing support levels of ladies in formal governmental issues in India uncover two positives that forecast well. To start with, the upsurge among ladies citizens that began during the 1990s came to the most noteworthy female turnout ever, up until now, in the 2014 Lok Sabha races. Second, ladies' investment in high-voltage political races during the 2014 general decisions additionally indicated a generous Increment. Nonetheless, the proceeded under-portrayal of ladies in administrative bodies and inside the majority of ideological groups counterbalances the ground-breaking increases made in the individuals driven feminisation of discretionary legislative issues in India. Inside a short authentic setting distinguishing the beginnings of ladies' constituent cooperation in India, the article presents a period arrangement investigation of ladies' democratic examples, indicating that there have never been coordinated endeavours by ideological groups to activate female citizens on any issue concerning ladies in either public or state level races. Guarantees by ideological groups in their declarations on sex issues remain old hat and are advantageously overlooked after the hosting. India's inability to pass the Women's Reservation Bill is introduced as the most educating declaration regarding absence of earnestness among ideological groups in assessing ladies' Expanding discretionary support.

The vote based upsurge that began in India is probably going to proceed and regardless of a few impediments of the appointive cycle, 'individuals have prevailing with regards to organizing their own popularity based importance in this present cycle's. The expanded investment of ladies in formal legislative issues uncovers a cycle of feminisation of Indian legislative issues with positive, individuals driven improvements that foreshadow well for Indian ladies also, for India. The participatory upsurge among ladies electors that began in the 1990s arrived at its crescendo in the 2014 Lok Sabha races with a 65.6 percent female turnout. The distinction in male and female citizen turnout has thinned down to 1.5 percent by 2014. This narrowing sexual orientation hole sets up certain that more ladies are practicing their appointive rights. Also, ladies' investment in political races expanded fundamentally somewhere in the range of 1999 and 2014. Nonetheless, it is similarly evident that this feminisation of Indian governmental issues is being opposed by the male dominated political foundation and gathering work force, contraptions and strategies. The ladies' development and sexual orientation governmental issues in India remain at present isolated over the topic of governmental policy regarding minorities in society for ladies in the Parliament and state councils Women's Participation in Electoral Politics in India 75 which revolves around two fundamental issues: first, covering portions for ladies all in all what's more, and ladies of lower positions. Second, worries over elitism loom out of sight. Given the appointive activism appeared by Indian ladies themselves, nonetheless, certifiable activity for ladies in administrative bodies is by all accounts the need of great importance and would go far in eliminating numerous deterrents that actually repress ladies' cooperation in political race rivalries, connecting the current holes in appointive and political set-ups and improving the political portrayal of and by ladies in India.

The ideological groups that assumed a dangerous part in leaving the Women's Reservation Bill in the last Lok Sabha have gotten excess after the overall decisions in 2014. The current government has given a positive sign for ladies comprehensive legislative issues, giving six bureau clerical situations to ladies, raising expectations that it would manufacture an all-party agreement and pass the long-standing Bill at the appointed time.

(2.15) Do Muslim voters prefer Muslims candidates? Co-religiosity and voting behavior in India:

In this literature we studied about how the voter religion influence the voting decision in an election. Does religion impact vote decision? What's more, assuming this is the case, under what conditions does religion matter? In this commitment we give the main efficient examination of the effect of applicant religion on democratic conduct in an ethnically separated popular government: Uttar Pradesh, North India. The outcomes from a progression of contingent logit models shows that Muslims are bound to decide in favor of Muslim applicants, yet just whenever those up-and-comers have a reasonable possibility of winning – there is subsequently a solid key component to their vote math. Also, there is no proof that Hindus victimize Muslim competitors, or that gatherings face a constituent punishment for handling a Muslim applicant.

(2.16) Determinant of voting behavior in Indian Politics: A special Reference to Recent Assembly election In Karnataka:

In this journal we studied about the election scenario in the neighboring state Karnataka how elections are conducted and etc. in this we studied about the caste, religion & language influence on election in Karnataka and how the government are formed in states and etc. in election the people express their view through casting their votes in the election. Also, there is no proof that Hindus victimize Muslim competitors, or that gatherings face a constituent punishment for handling a Muslim applicant. As Karnataka is state till that BJP have power in the state.

(2.17) The Influence of social Media on voting Behavior of the youths In Bangalore:

In this journal we studied about the how social media is help full in election camp in the Karnataka how it influence the voting behavior of the peoples. Online media today has developed a great deal. It is not any more utilized distinctly to connect with individuals. It is utilized to communicate, make, and trade thoughts and contemplations broadly. The innovation has improved such a great amount to incorporate divider posting, picture sharing, publishing content to a blog, promoting, advertising, publicly supporting and so on Subsequently, online media today is arising as the most sizzling limited time device during decisions. Web-based media is utilized by ideological groups and legislators to interface,

impact, express their perspectives and vision and furthermore their targets to help increment their perceivability and to acquire lion's share in the decisions. As the present adolescents live via web-based media, the ideological groups need to connect to them where they invest the vast majority of their energy in. The fundamental reason for this examination paper is to address the exploration addresses set forward and the exploration targets introduced to comprehend the job web-based media plays during races in political support and the dynamic of the youthful citizens while they vote. And furthermore to know the degree of effect web-based media has on political news when contrasted with other media.

(2.18) Election and Voting Behavior: changing dimension in INDIA:

In this journal we studied about the changing scenario in Indian elections. Perhaps the main highlights of our vote based structure are 'Political race' which is held at a methodical that is all. The appointive framework in any nation should uphold and fortify the strengthening of individuals of the nation to utilize the framework to ensure an impartial system of monetary and social equity. India is an established majority rule government with a parliamentary arrangement of government and at the core of the framework is a promise to hold customary, free and reasonable races at all the three levels (National, State and Local level). Casting a ballot is quite possibly the most generally utilized terms in contemporary time of vote based governmental issues as it shows a conventional articulation of a person's decision possibly in support of a specific applicant or ideological group during he races. In a restricted manner, casting a ballot alludes to the capacity of choosing delegates by projecting votes in decisions. Successive and exceptionally serious races dependent on widespread grown-up establishment have gotten the sign of Indian Democracy-the biggest of the world. Contrary to the set of experiences of most current delegate vote based systems which started with the option to cast a ballot from avoidance to consideration. India stands apart as a victorious popular government by giving non-prejudicial Right to Vote to each resident of India from the actual commencement of its constitution. In contradistinction to a significant number of the nations in its area and past, India has not turned to upsets or insurgencies to change government yet has done as such through „ballot“ instead of „bullet“. At the point when a few of the Western popular governments are discovered experiencing „democratic deficit“. Confidence in equitable interaction finds indication in the dramatically expanding elector turnouts in the public, commonplace and neighborhood level decisions in the country.

(2.19)Factor responsible behind political brands preference: an empirical study on India Voters:

In this we studied about the factors behind political parties brand preference and etc. in this we studied about the factors like demographic, geographical factors and etc. demographic factor are classified into age, group ,cast ,education and etc. as the formation of government is one and foremost important think to be done in an country like India. We studied who are in the power how they are influencing the peoples and etc.

(2.20)Determinant of Voting Behavior in Punjab: Theoretical perspective:

We studied that, Political learning between the peoples also represents the political well being of peoples and the government in a state. individuals in majority rule government should be watchful of their political framework and their job according to the state and government. Individuals ought to be socially dynamic and legislative issues is the worry with everyone with a feeling of obligation. Legislative issues of masses, in fair framework, is one of the unavoidable realities of existence¹ The term 'governmental issues' can be depicted twoly, one, it is battle for power among people and second, it is a technique to relate with the issues or issues of society. In backhanded or delegate vote based system, the choices of the government can be tested by individuals and resistance, through the democratic selections of individuals in races. Yet, in present occasions, the residents put pressure on government not through democratic but rather through different techniques for cooperation. Political mindfulness is the primary condition for political interest.

We have seen from the writing reviewed that a developing assemblage of writing features the multiplying acknowledgment of demographic voting across different nations. The various perspectives and aspects have likewise been viably depicted by the analysts. In any case, no generous writing including political idol in India could be recognized. Since Indian legislative issues is no longer protected from global patterns and practices towards selection of advertising idea in governmental issues, the developing need of political showcasing in India is unavoidable. In the past the factors varies which influence the voting behaviour of the people but at the current scenario the demographic factor influence the most during voting we also

found out that educated Pearson as less chance of wasting their voting writes compared to uneducated Pearson. We also identified different demographic factor influencing the voting behaviour some of them are age, education, sex, matrimonial status and etc. we also studied the different needs of the voter during giving their votes.

3. Research Methodology:

This chapter of study is going to discuss the research method involved in the study. This chapter is going to deal with design of the study, research objective, sample design, data collection and data analysis tool and technique going to use in the study.

3.1. Problem Identification:

There are lots of studies happened in the area of politics and demographics in different parts of the world, where different types of political systems are active. While coming to the Indian context it will be really helpful in understanding the effect of demographics in a democratic system of politics. As I explained above the political system of Kerala is different from other Indian states and demographics division may plays an important role. After reviewing the past literature we have noticed that there no study happened in India that covering the effect of demographics on the voting behavior. This is a prominent research gap that is needed to be identified for further references. This will be really helpful in understanding the political scenario in India. As stated above we identified lots of research question which is not taken it to the Indian contest especially by any of the research in our knowledge, so here we have identified some research questions that are important and needed to be solved.

3.2. Research Objectives:

- To study the influence of voter demographics on political party choice.
- To study the demographic landscape and voting scenario in Kerala.

These are two objectives for which we will be trying to find out the results. As I said earlier the demographics include lots of factors and we will consider all those factors and its impact on political party choice in the coming sessions of this report.

3.3. Research Design:

A research design is considered as the **framework for conducting a research**. It explains all the necessary procedure required to obtaining the information and to solve the problems. To analysis the impact of demographics factors on peoples voting behavior in the Kerala, both primary and secondary data were collected through structured question eerie from 200 respondents and the secondary data are collected from journals, magazines and websites.

3.4. Area Of Study:

For this study, respondents are selected from peoples of **Kerala**.

3.5. Data Collection Method:

Data was collected through survey method which was send to **200 respondents**. After describing different aspects of questions the respondents are requested to fill the form it contains closed ended questions.

3.6. Sample Size:

For this study, the sample size is 200 respondents were taken for analysis.

3.7. Analysis Tool

The data was analyzed with the help of statistical tool like spss software.

3.8. Limitation :

The study limited to the particular state of peoples (Kerala).it means that limited to geographical area and samples are limited to 200 respondents. The result may not the overall representation of the peoples.

3.9 Data Collected :

- i) **Primary data** – Primary data is called first hand data and which is collected through Questionnaire etc. and we will be using the questionnaire to collect first hand data in this particular study.
- ii) **Secondary Data** – as the name suggests this is the data which is already published by someone else or which is a used data or in open to public mode. The common mediums in which secondary data available to public are, journals, newspapers, research papers, websites etc. we have covered a lot of research paper to gain the idea about the topic.

3.10 Questionnaire

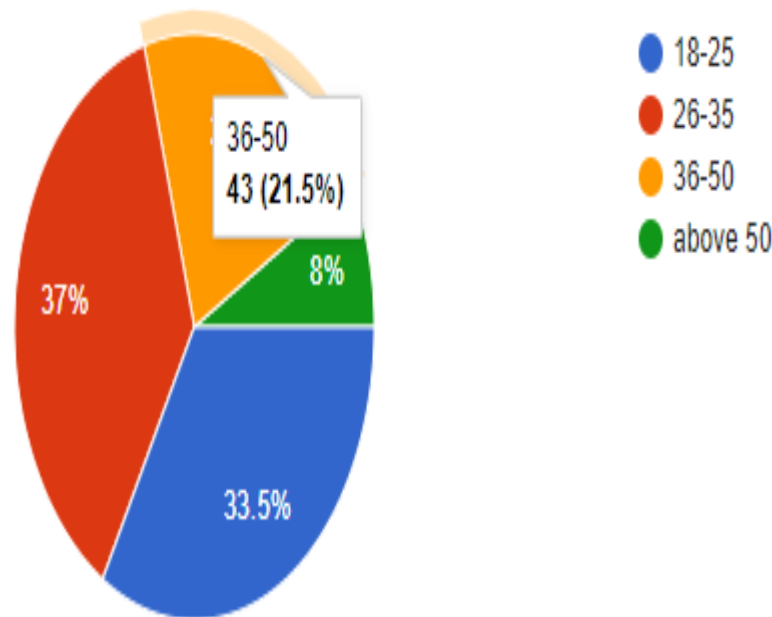
A questionnaire is used to gain the first hand data from the respondent without seeing him because questionnaire gives you the freedom to ask the question using any medium like Gmail, Whatsapp, Facebook etc. different kinds of questions are used in a questionnaire like,

- **Open ended questions**: This question allows the respondent to give his opinion in his own words. The questions like “what would you suggest to improve the quality of product” comes under open ended questions.
- **Closed ended questions** : These are the questions in which the respondent can only give his responses based on the option given by the researcher, where the respondent can't give his complete opinion like in the open ended questions. Closed ended questions have options like
 1. Multiple choice single responses
 2. Multiple choice multiple response
 3. Scales like linear, liker etc. which will notice the degree of liking

4. Presentation and analysis of Data collected through Questionnaire:

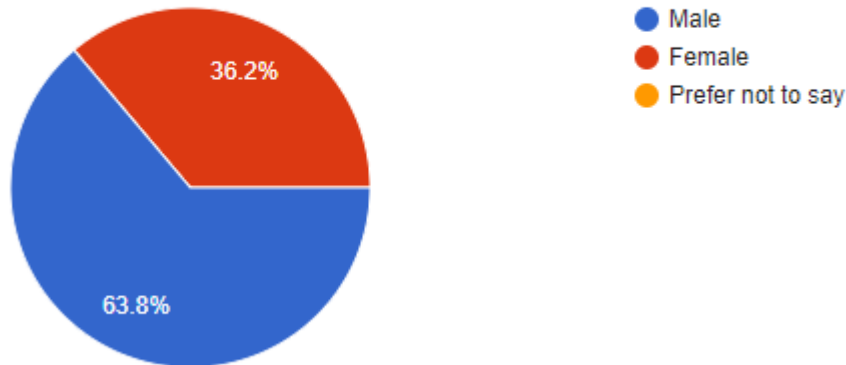
The researcher collected the data with the help of questionnaire survey. The link of online questionnaire was send to 200 peoples from Kerala. However we managed to get all the responses.

4.1 Age Group of the Respondents:



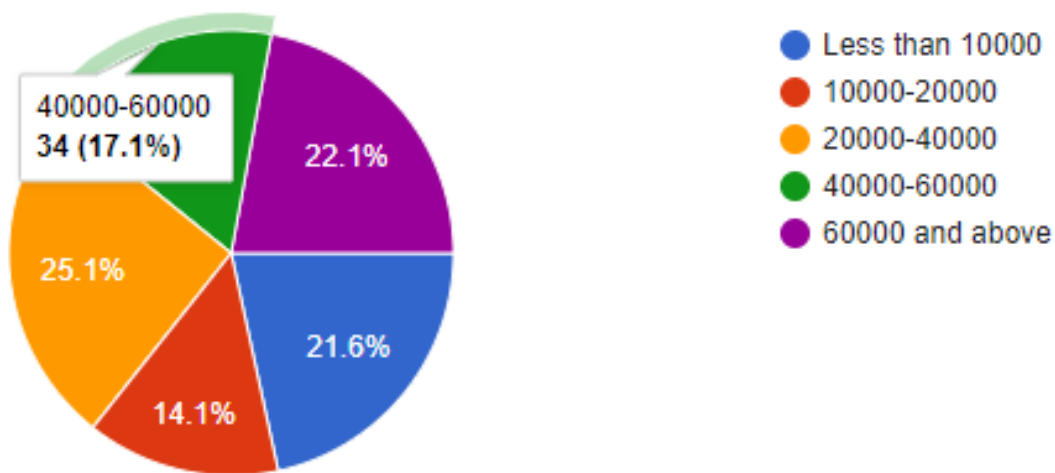
As you see the majority of peoples that completed my questionnaire are were aged between 26-35. A total of 33.5% was aged between 18-25, 21.5% was aged between 36-50 and 8% are above 50.

4.2 Gender of the Respondents:



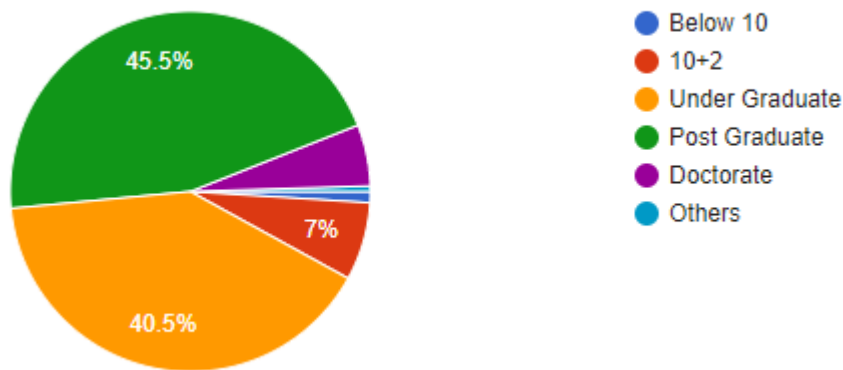
The pie chart shows that out of 200 respondents that completed my questionnaire, 63.8% were male and 36.2% were female. This quite that male are more compare female filled my questionnaire.

4.3 Income of Respondents:



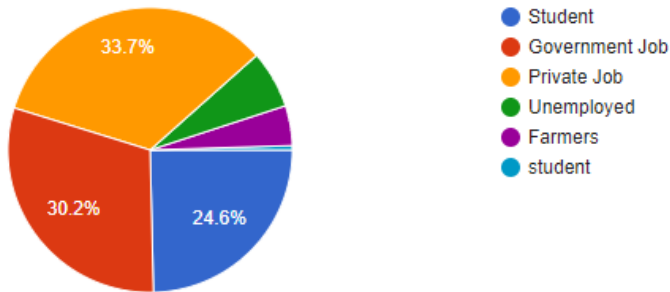
The pie chart shows that out of 200 respondents that completed my questionnaire were 25.1% of them have income of 20000-40000,22.1%of them have income of 60000 and above,21.6% of them have income less than 10000 ,17.1% of them have income of 40000-60000 and the 14.1% of the peoples have income of 10000-20000 an month.

4.4 Qualification of the Respondents:



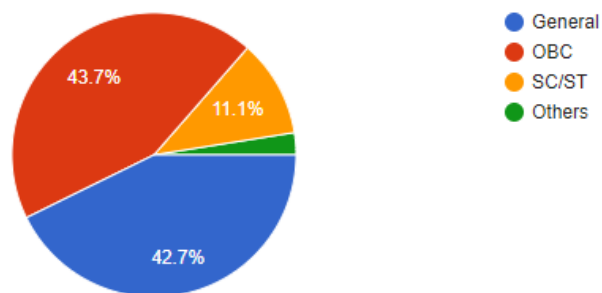
pie chart shows the qualification of the peoples that were participants in the questionnaire. As you can see 45.5% majority of the respondents are post graduate, 40.5% were under graduate, 7% were high school and minority of peoples are doctorate. Below 10& other category compare to other category.

4.5 Occupation of the Respondent :



pie chart shows the occupation the peoples who respondent my questionnaire, you can see majority of peoples are in private sector and the govt.sector and 24.6% are them are students and minority of them are in farmers and unemployed category.

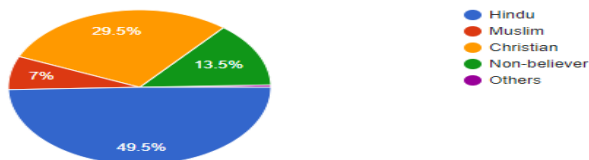
4.6 Caste of the Respondents:



pie chart shows that the majority of the respondents are from OBC category and 42.7 % are from general category and 11.1% of peoples are from SC/ST category and minority of them chooses other as option as there not happy to talk about their

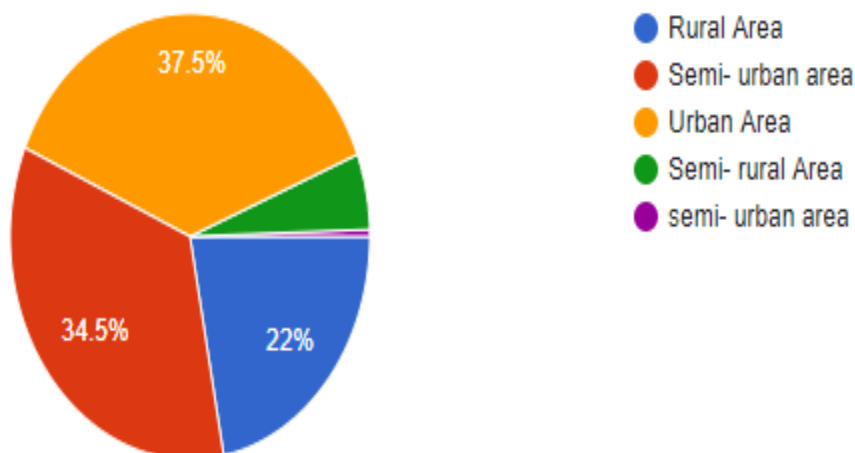
caste.

4.7 Religion of the respondents:



pie chart shows that the majority of the respondents are from Hindu religion and the 29.5% of people are from Christian religion and 7% are from Muslim religion and the 13.5% of them have no believe on religion and minority people chosen other option as they are not willing to say about their religion.

4.8 Area of Living:



The above pie chart shows the area of living of the respondents where majority of peoples are living in urban area and 34.5% of peoples are living in semi-urban area and 22% are living in rural area and minority of peoples are from semi-rural area in Kerala.

4.9. Degree of Preference On Political Parties:

Data collected with the help of questionnaire survey was entered in spss software to perform mean function and to find out whom as more power in the Kerala. Party who as highest mean is as the more impact on peoples of kerala.

Name of the Political Parties	Mean (calculated using spss software)
LDF	4.20
UDF	3.82
BJP	3.00

From the data collected we came to know that LDF party have majority compare to the other two parties in Kerala and the least preferred is BJP and the after the LDF the UDF parties is majority in Kerala. The LDF and UDF have more power compare to BJP and other parties in the region due the culture and living style of Kerala peoples. Actions taken during emergency period as more impact of LDF among the voters. LDF and UDF are two big parties which won election repeatedly in Kerala they both have a strong base in the location. LDF have their strong base between the youth population due to his ideology. Even the LDF as good impact on the peoples. From our research we done we find out that

LDF party have strong base in the Kerala. We find out the peoples have clear idea about the party whom they are voting for. We study that demographic factor like age, occupation, educational status, marriage status have good impact on the election results.

4.10 Basis of which peoples Prefer the political Party:

Data collected with the help of questionnaire survey was entered in spss software to perform mean function of set of 21 factors that may impact the voting choice of peoples in Kerala. The means are find out using spss software and given below.

Reason For Preference	MEAN(calculated using spss)
Community representation	3.38
Electoral promises	3.41
Regional are national agenda	3.60
Job Creation	3.61
Child welfare schemes	3.84
Infrastructure development	3.51
Education of political leaders	3.38
Past performance of political party	3.31
Freebies	3.41
Transport Development	3.32
Promoting entrepreneurs	3.32
Rural Development	3.39
Welfare Program	3.11
Agriculture Assistance	3.12

Healthy security measures	3.41
Food Safety Measures	3.37
Tourism Development	3.00
Tolerance towards other religion	3.66
Alcohol Prohibition	3.80
Freedom of expression	3.11
Full fillment of promises	3.91

- The **first and foremost factor** the people's preference is "**full fillment of promises**". The main motive of this is "**to serve the citizens of Kerala**".
- The **second factor** the people's preference is "**Child welfare schemes**". The main motive of this is "**for the safety and welfare of children's**"
- The **third factor** the people's preference is "**Alcohol Prohibition**". The main motive is make awareness about danger of alcohol to peoples.
- The **fourth factor** the people's preference is "**Job Creation**". the "**main motive is to create job opportunity for youngsters to reduce unemployment ratio**"
- The **Fifth factor** the people's preferences is "**Tolerance towards other religion**" the **main motive is to give equal importance to the all the religion and create an friendly behaviour**"
- The **sixth factor** the peoples preferences is "**Regional are national agenda**" the main agenda is the aim of the party in relational and national politics .
- The **seventh factor** the peoples preference is "**Infrastructure development**" the main objective is to make the state more safety for living for the peoples.

- The **eighth factor** the people's preference is "**Healthy security measures, Freebies & Electoral promises**". The peoples give equal importance for these three factors when they vote for their leaders.
- The **ninth factor** the people's preference is "**Community representation & Education of political leaders**". The peoples give equal importance to these factors. The main idea of the factor is the identity of party between the peoples and the the leaders are studied.
- The **tenth factor** is "**Rural Development**". The main aim is to develop the village area in the states and make the rural peoples educated.
- The eleventh factor is "**Food Safety Measures**". The main objective of this factor to supply correct amount of ration to the families.
- The twelfth factor is "**Transport Development & promoting entrepreneurs**". The peoples give equal importance to these two factors.
- The Thirteenth factor is "**Past performance of political party**". It explains what they do for peoples when they were in ruling party before.
- The fourteenth factor is "**Agriculture Assistance**". It explains what they do for farmers and agriculture in the Kerala.
- The **fifteen factors** are "**Welfare Program & Freedom of expression**". Peoples give equal importance to these two factors.
- The **sixteen factors** is "**Tourism Development**". It is the least preferred factor compare to other factors. It involves all the work related to the tourism.

The main objective of analysis to do research on data collected from the peoples and to find out the numerical data using the spss data and to describe the voters idea about the political parties in the Kerala region and to study about the demographic factor that influence the

voting behavior of the peoples . We also find out their there is a significant influence on the voting behavior. We find out aged person are giving more importance for voting compare to the younger generation.

5. FINDING AND CONCLUSION:

5.1 PROJECT FINDINGS:

- From our research we done we find out that **LDF party have strong base** in the Kerala.
- We find out **the peoples have clear idea about the party** whom they are voting for.
- We study that **demographic factor like age, occupation, educational status, marriage status have good impact on the election results.**
- We find out that **work done by the party before the election has the good impact on election.**
- We find out that the **LDF have major power** in the state and **BJP have minor Power in the state.**
- We studied about the schemes used by the parties to win the election.
- The BJP have minor power in the Kerala due to his ideology of giving more importance Hindu religion.
- The LDF have big impact on peoples due their ideology of giving equal importance to all the religion in the state.
- The **area of living also has a good impact** on the voting of peoples to their leaders.
- As the **literacy rate increases the voting rate increases.**
- The **job opportunity in Kerala is less** compare to other states the major jobs are based on tourism department.
- The population rate in the Kerala is going in negative as the population is less.

- The LDF work during the pandemic time like COVID-19 has a **good impact** on their voting box in election time.
- LDF have strong power between the youths union in the kerala.
- We found out that LDF>UDF>BJP, where LDF have major power compare to UDF and BJP.
- In Kerala, LDF and UDF have won the election repeatedly for long period of time and they have strong base in state.
- In Kerala the parties make their impact on peoples through the youth unions and the clubs in schools and colleges.
- In Kerala, hospital facility they are doing well and peoples are giving importance to health of peoples.
- The state has the higher literacy rate in INDIA.
- The child welfare programs were given more importance compare to other schemes during the election time.
- The food safety program they are doing well, where they provide free ration to the families.
- The transport facility is good with lowest rate for transport.
- As state is give more importance to environment so there is no much industries in the state.

- Majority of the movies have making impact on peoples about the politics.
- They are many agriculture assistance programs for the farmers to increases the agriculture in the state.
- Past performance has an important role during choosing their leaders.
- Kannur in Kerala, is an important area for the LDF party.
- Party leaders haven major role in advertisement of parties in between the peoples.
- Family income at their early ages also a main factor during choosing their leaders.
- Govt.employ and students are majorly voting for LDF party compare to other parties in Kerala.
- Farmers are in majority in the Kerala compare to other occupation.
- Scam occur during their period of services doesn't impact the voters in election time.
- Education fees for students are less compare to other states.
- Alcohol Prohibition is given less important factors compare to other factors.
- As education is given at less price majority of peoples are well educated in the state.
- The living cost is less in the Kerala as no big industries are in the state.
- The living lifestyle are very important when study about voting behavior.

5.2 CONCLUSION:

The aim to give conclusion by relating the hypothesis & objective with the data collected. The research start with the study of literature to collect secondary data related to limitation of previous research and get clear idea of our research. The research then proceeds with recommendation for the future research and after those limitations were also discussed.

Research Objectives:

- To study the influence of voter demographics on political party choice.
- To study the demographic landscape and voting scenario in Kerala.

Relationship between the Research Objectives and the Data collected:

The research objective which was mentioned during starting of research were answered using the data collected through Google form and analyzed the factor using spss software the mean were calculated to find out the peoples view.

The demographic factors were studied using spss software, they are

1. Income Level
2. Sex
3. Race
4. Marital Status
5. Size of Family
6. Religion
7. Occupation
8. Death Rate
9. Education Level
10. Age and etc.

In our research the respondents were 63.8% were male and 36.2% were female. The maximum age of peoples participated in research age from 26 to 35 age. This shows the people from age 26 to 35 are correct age for taking voting decisions. Hence the research shows that demographic factor have positive impact on the voting behaviour and hence we have achieved our objective of the research. We also studied about the

factors which were considered during the voting. We find

Out that communist party have major impact on the state the main purpose of the study to find out the relation between demographic factor and the voters choice of voting were achieved. We have find out that out of six hypotheses the all were found to be supported.

6: RECOMMENDATION:

1. As job offers are less in the state, it affects the voting behavior of the state so parities should give **importance to “occupation factor”**
2. The BJP have fewer voters in state due to their idea of giving more importance to Hindu religion, **so they try to give equal importance to every religion.**
3. The farming is a main occupation of peoples in the states; **more schemes should be introduced for agricultural works.**
4. Alcohol Prohibition is given less important factors compare to other factors which a big problem.
5. As the **literacy rate increases the voting rate increases** so “education factor” should given importance.
6. BJP should start their field work because there is week power in the states.
7. Parties should **give importance to the union, school and college youth clubs** as LDF making influence through them.
8. There are no much big industries in Kerala, so much importance to the

industrial development.

9. As a Kerala is an communist state, so government should give importance to people's feelings.
10. In Kerala, hospital facility they are doing well and peoples are **giving importance to health of peoples.**
11. As Kerala is small state, they are less educational Institutions so more competitions are there in getting a sheet in the college.
12. Married women's are voting the parties who are giving importance to child welfare programs.
13. The living lifestyle is very important when study about voting behavior so parties should analysis the living lifestyle in the state.
14. LDF and UDF have strong base in state for long years.
15. "Education of Political leaders" is very important as state as high literacy rates.
16. Income of state is based on citizens who are working in Arab countries so govt should take measures to have friendly relationship with Arab countries.
17. The election candidate should explain his national and state agenda clearly to the voters.
18. The election campaign should clearly **explain about the benefits of voting them in election.**

19. The state **don't have good network infrastructure**, which they have to develop.

20. They have strong the security department for the safety purpose.

Appendix:

Questionnaire:

Influence of voter demographics on political party choice in Kerala:

“I am an MBA student at Mittal school of business, Lovely professional university Punjab I am trying to study the “Influence of voter demographics on political party choice in Kerala”. I would appreciate if you take out some time and help me with your responses. Your response will be kept strictly confidential and to be used only by me for research purposes.

1. Name :

2. Gender:

- Male
- Female
- Prefer not to say

3. Age :

- 18-25
- 26-35

- 36-50
- above 50

4. Occupation :

- Student
- Government Job
- Private Job
- Unemployed
- Farmers

5.What is your qualification?

- Below 10
- 10+2
- Under Graduate
- Post Graduate
- Doctorate
- Others

6.Monthly Income?

- Less than 10000
- 10000-20000
- 20000-40000
- 40000-60000
- 60000 and above

7. Religion?

- Hindu
- Muslim
- Christian
- Non-believer
- Others

8. You are currently living in?

- Rural Area
- Semi- urban area
- Urban Area
- Semi- rural Area

9. Cast?

- General
- OBC
- SC/ST
- Others

10. Give your degree of preference on following political parties on a scale of 1-5. (5-most preferred, 1- not at all preferred)

- Left Democratic Front (LDF)
- United Democratic Front (UDF)
- Bharatiya Janata Party (BJP)

11. Give your degree of agreement on the following reason on the basis of which you prefer a political party?

<ul style="list-style-type: none">• Community representation
<ul style="list-style-type: none">• Electoral promises
<ul style="list-style-type: none">• Regional are national agenda
<ul style="list-style-type: none">• Job Creation
<ul style="list-style-type: none">• Child welfare schemes
<ul style="list-style-type: none">• Infrastructure development
<ul style="list-style-type: none">• Education of political leaders
<ul style="list-style-type: none">• Past performance of political party
<ul style="list-style-type: none">• Freebies
<ul style="list-style-type: none">• Transport Development
<ul style="list-style-type: none">• Promoting entrepreneurs
<ul style="list-style-type: none">• Rural Development
<ul style="list-style-type: none">• Welfare Program
<ul style="list-style-type: none">• Agriculture Assistance
<ul style="list-style-type: none">• Healthy security measures
<ul style="list-style-type: none">• Food Safety Measures
<ul style="list-style-type: none">• Tourism Development
<ul style="list-style-type: none">• Tolerance towards other religion
<ul style="list-style-type: none">• Alcohol Prohibition

<ul style="list-style-type: none">• Freedom of expression
<ul style="list-style-type: none">• Full fillment of promises

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