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Voting Behaviour of People Towards Different Political Parties: “An Appraisal of District Swat.”

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Abstract	Keywords
<p>Elections have a significant role in the development of society. While in case of Pakistan voters are faced by certain difficulties that includes high rate of illiteracy, religious extremism, poverty and lack of political awareness etc. The main cause of these difficulties reflects its real or perceived absence of true political performance in the time of election. This study is specifically concerned with political behavior of people and their voting patterns. Thus the main objective of the present study is to find out the factors which affect the voting behavior and to explore aspects that constitute political affiliation in District Swat. With regard to this a sample of 120 respondents was selected by systematically and multistage random sampling from District Swat. The scope of this study is primarily focused on District Swat; where historically majority population has developed belief that voting behavior does not depend on party identification. In 2013 the newly established party PTI was chosen over all other major players in the political arena due to their slogan for “Change” and replacing traditional politics with “Youths”. The study reveals that the current ruling party PTI has also poorly performed and according to the respondents PTI is likely to have less chances of winning upcoming election.</p>	<ul style="list-style-type: none"> • Voting Behavior, • Parties’ Identification, • Religion, • Ethnicity Change • Political Change

Introduction

Voting behavior is a form of democratic performance. Bearing in mind voter’s behavior can clarify how and why community decision-makers concluded an opinion or judgment, which has been a central anxiety for politically aware authorities, or by the people entitled to vote. While in Swat the people don’t have much experience as Pakistan from initial stage of

first 23 years there is no general election were held while from 1947 to 2013 the people pass across by 4 regimes of dictatorships. The election process is still changing in Pakistan as well as in Swat since the merging of Swat state in Pakistan.

Each person has a cultural presence, and just as he much of the time contributes in open movement. However, this responsibility is ceaseless: the obsession and kinds of responsibility are huge variables in political examination. Projecting a voting form lead is extraordinarily significant issue in light of the fact that through this, we can recognize the purpose of people and besides the procedure they need to require it. Voting is key instrument in reasonable social orders. Dominant part governs framework passes on a chance to individuals to transform into self-animated tenants instead of lethargic subjects (Jost, 2006). In present day cultures the Election is a foundation of well-working liberal vote based systems for making stable government. Thus, the democratic conduct is distinctive in various nations or states. The democratic conduct implies impact of individuals figuring which can make individuals to give vote. Casting a ballot is the passionate conduct of a being's inclination for a chosen one, or a gathering of candidates, just as the individual's preferring of one political framework as opposed to another. Electors might be reluctant and reluctant to communicate their actual political most loved one at the polling station, generally in circumstances where dread of counters is available (Ferree and Long, 2016). Casting a ballot is a declaration of an individual decision for a political up-and-comer, and explicit political structure (Balis, Gidengil and Nevitte, 2004). Popular government guarantees dynamic citizenship with the goal that individuals can cast a ballot to mirror their will and decision (Jost, 2006). All inclusive Declaration of Human Right clarifies "Casting a ballot is central right of practically all residents beyond eighteen years old. It guarantees that will of individuals is very much looked after" (HRCP, 2008, p.144). Suffering by this statement, Pakistani at the age 18 years or above, reserve the option to cast a ballot after progress recorded through Election Commission of Pakistan to make their choice (Ecp.gov.pk, 2011) on each event when general decisions to be held.

It is extensively said that psychosocial as opposed to political changing viewpoints influence casting a ballot decisions in rustic regions like Punjab. Gatherings, race, old-style gathering, devotions of family, are compelling angles in casting a ballot choices than other sound and instructed factors, for example, party proclamation, uphold, giving area and gathering dedication. Relationship, position, association in a town gathering, and family, assume a significant function in unequivocal democratic decision than electors' choice (Haider, 2014; Shawar and Asim, 2012; Wilder, 1999).

Social class acts an energetic significance in voting behavior. However, further aspects are always presenting increasing reputation today, such as, social class, party policies, and ethnicity and state matters (Lednum, 2006). Voting to a candidate of everyone own contestant might be a development of racism, or it cause be the result of confidence on a simple, willingly available signal. While another side voter may support a candidate of their own race or ethnicity which is based on the supposition that a candidate who bonds their racial or ethnic background also bonds their fundamental political interpretations (Michelson, 2005).

The opinions may help as an extra base aimed at assessing legislators by developing the strategy through which they are acclimatized. Likely the character qualities supporter's trait to a party's politicians are justly unchanging concluded period, party imageries in the elector's mind might too comprise some persona abilities (see Schumann, 2001, 2002). Nevertheless, of the party-political objects constituencies calculate, depend on on character personalities is a plan voters stand well-comfortable with in place of they exploit it all time. Likened to meeting information nearby party stages and policy suggestions, it is consequently a maneuver to keep save physical charges in government related policy-making (e.g., Downs, 1957; Popkin, 1993). Elector way of behaves according to social scientists, a) Electors can be recognize with

any political group and means to achieve positive liking in this way, b) Electorates contain a partiality for unique of the significant subjects in nationwide politics that the supporter is attracted in such as strategies, c) Electorates can vote through winning into explanation the specific experiences of contestants, d) Electorates cast the vote by seeing the changing aspects of the societal group to whom supporters belong. (Onder and Karabulut, 2017).

Casting vote is a political behavior. Roberts (2004) précises this politically aware method with someone saying “It is unbearable to rule without agree to do something of the ruled”. Policymaking process signifies the utmost vital procedure distressing the perceptions of voters. Choice creation consumes to be certain as the selection of separate of some alternatives (Çavuşoğlu and Pekkaya, 2016). In this research the researcher states that how people think about political parties and their change in behavior. In this research the researcher describes that the people have different perception and the evaluation of political parties in Swat since 1997-2013.

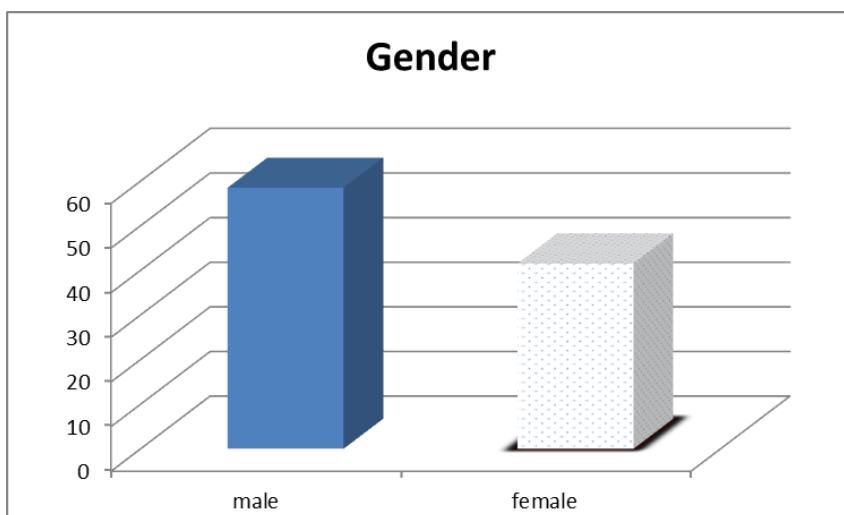
Methodology

This study was intended to assess the democratic direct of individuals chose ideological groups. In this study, the scientist utilized measurably substantial arbitrary example from 120 respondents to secure information on the democratic conduct of individuals in "Locale Swat" as a device to characterize every one of the new ends. The investigation was done in haphazardly chose tehsils. The universe of the current examination was Swat area. Out of two tehsils of Swat region one Barikot tehsil to be specific was chosen haphazardly. At the second stage two association boards were chosen haphazardly and at third stage four regions from every Union Councils were chosen arbitrarily. At the fourth stage 20 respondents from every region were chosen by efficiently testing method. Through flow of a very much organized poll containing of open and shut finished inquiries was prepared for the assortment of information from better places of Swat. This poll was overseen eye to eye and was clarified into English and Urdu for respondent's lingual trouble.. Graphic analysis such as percentage distribution, frequency distribution analysis and cross tabulation was made by using Social Package Social Science (SPSS).

Result and Discussion

This chapter deals with the data analysis and interpretation of the study. All the collected data was entered in Special Package for Social Sciences (SPSS) software and analyzed in the form of table that shows its frequencies and percentage. The figures are designed by Microsoft Office and Microsoft Excel.

Fig.No.4.1: Gender of the Respondents



Source: computed by authors based on field survey.

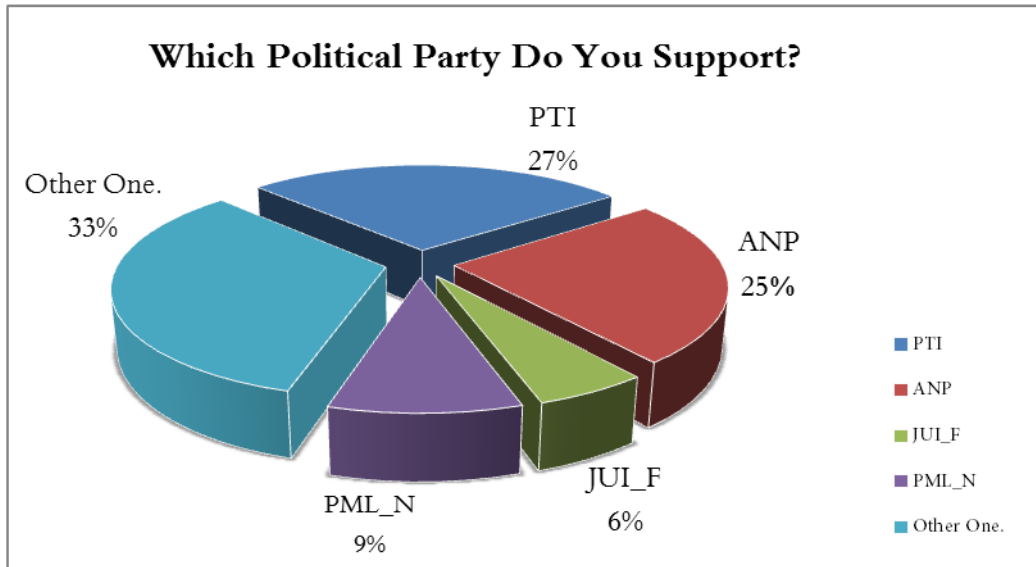
Fig.No.1 represents gender of the respondents. The table shows 60.1% of the respondents are male and 39.9% of the respondents are female. The male respondents are 62 and the female respondents are 44 in numbers. The total numbers of respondents selected for the study are 120 amongst whom 106 had returned the questionnaire.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 18	8	7.5	7.5	7.5
	18-30	64	60.4	60.4	67.9
	30-50	26	24.5	24.5	92.5
	50 and Above	8	7.5	7.5	100.0
	Total	106	100.0	100.0	

Source: computed by authors based on field survey.

According to the above table the total frequency of the respondents are 106 and the frequency of the respondents up to 18 are 7.5% and the respondents between the ages of 18 to 30 are participated 60.4% and the ages from 30 to 50 are 24.5% and the old age persons those ages 50 and above are 7.5% in numbers.

Fig.No.4.2: Party Basis Variation.



Source: computed by authors based on field survey.

According to this figure the party supporter of different political parties are mentioned here. In this figure the party supporter of Pakistan Tehreek-e-Insaf are 27% in Swat and the supporter of Awammi National Party are 25% in Swat. The Supporters of Jammiat ullaama Islam (F) are 6% and the supporters of Pakistan Muslim league (N) are 9% in swat. The other party member and those persons who support ‘Biradarism’ or independent candidate are 33%. This is the high ratio in Swat political mechanism.

Source: computed by authors based on field survey.

According to this table 4.2 mostly the people of are educated. According to this 9.4% people are having limited knowledge i.e. up to Matric. And 22.6% people whose educations are ended at High School. And according to this research 50.9% people attended or completed Graduation and very rarely about 17% people is Post Graduated or its high level of education.

Table.No.4.3: The Factors, which leads the People’s perception to change their behaviours.

S.No	Items		f	%	Cumulative Percent
1	Do you think casting of vote is compulsory?	Yes	91	85.8	85.8
		No	15	14.2	100
2	Do you know vote is your constitutional right?	Yes	98	92.5	92
		No	8	7.5	100
3	Do you think social/print/electronic media affect voting behavior?	Yes	80	75.5	75.5
		No	26	24.5	100
4	Have you ever been impressed by party slogan?	Yes	43	40.6	40
		No	63	59.4	100
5	Have you ever attended election campaign events?	Yes	43	40.6	40.6
		No	63	59.4	100.0
6	Do you watch political talk shows?	Yes	68	64.2	64.2
		No	38	35.8	100.0

7	Would you still vote for the same party/candidate without any hesitation even when you knew they had no chance of winning in the elections?	Yes	58	54.7	54.7
		No	48	45.3	100.0
Total			106	100.0	

Source: computed by authors based on field survey.

f = Frequency, %= Percentage.

According to this table the researcher defines factors that exhibit people's perceptions and changes about voter's behaviours. First of all people who know voting as compulsory tool for making stable and strong democratic societies are 85.8% and those who declare that Voting is not compulsory are 14.2% in Swat. 92.5% people wants that the Voting is Constitutional right for making stable government while 7.5% people don't agree with this opinion. There are 76% people who considers that Social/Print/Electronic Media is affecting people's Voting behaviour while 24% people don't agree with this opinion.

In Swat 43% people have been observed impressed by political party slogan while 63% people have never been impressed by political party slogan. The 40.6% people have rarely attend election campaign while 59.4% people are quite oppose to participate in election campaign for someone or someone's party to promote their interest. In context of Swat there are 64.2% people that like watching political talk shows in order to be informed of political activities, while 35.8% people hesitate engaging in such political nature discussions and activities.

In Swat there are 54.7% people who would still Vote for the same party/candidate without any hesitation even if they knew that they had no chance of winning in the election while 45.3% people will not give Vote for the same party/Candidate if they had no chance for winning election.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	10	9.4	9.4	9.4
	High School	24	22.6	22.6	32.1
	Graduate	54	50.9	50.9	83.0
	Post Graduate	18	17.0	17.0	100.0
	Total	106	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	For Religious stand up	37	34.9	34.9	34.9
	For Islamic revolution & justice	27	25.5	25.5	60.4
	For the sake of party manifesto	20	18.9	18.9	79.2
	For execution of Shariat-e-Mohammadi	6	5.7	5.7	84.9

	I have no vote at that time	16	15.1	15.1	100.0
	Total	106	100.0	100.0	

Source: Computed by author on basis of field survey.

The above table represents why people have given vote to JUI (F). In this table the researcher findings shows that 34.9% people had given vote to JUI (F) for religious stand up. Because JUI (F) was a religious party and want vote for religious features While 25.5% people have their perception, they had given vote to JUI (F) for the Islamic Revolution and Justice. While 18.9% people say that they had given vote to JUI (F) for their party manifesto. While 5.7% people say that they had given vote to JUI (F) for the execution of Shariat-e-Mohammadi. And at last the 15.1% people say that they have no vote at that time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	For peace Establishment	26	24.5	24.5	24.5
	For nationality basis	42	39.6	39.6	64.2
	For a new Leadership	26	24.0	34.0	98.1
	For provincial rights	12	10.9	1.9	100.0
	Total	106	100.0	100.0	

Source: Computed by author on basis of field survey.

According to this table the researcher find that why the people voted ANP in 2008 election. In this table the researcher findings shows that the 24.5% people voted ANP for the Peace establishment in Khyber Pukhtoonkhwa as well as in Swat. While 39.6% people voted ANP for ethnicity and nationality basis. While 24% people voted ANP for a new leadership. And therefore the 10% people voted ANP for achieving the provincial right for Khyber Pukhtoonkhwa.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	For change in political machinery	68	64.2	64.2	64.2
	As a new party	20	18.9	18.9	83.0
	For a honest leadership	18	17.0	17.0	100.0
	Total	106	100.0	100.0	

Source: Computed by author on basis of field survey.

According to the above table we discuss why people of Swat voted PTI in 2013 election. In this table the researcher discusses that the 64.2% people cast vote to PTI for change in political machinery. While 18.9% people voted PTI in the sake of new party. Therefore the 17% people voted PTI as they have honest leadership.

S. No	Political Parties	Levels of People perceptions	Frequency	Percentage	Cumulative Percentage
1	JUI(F)	Worst	10	9.4	9.4
		Bad	48	45.3	54.7
		Neither Good Nor Bad	36	34.0	88.7

		Good	12	11.3	100.0
2	ANP	Worst	30	28.3	28.3
		Bad	42	39.6	67.9
		Neither Good Nor Bad	28	26.4	94.3
		Good	6	5.7	100.0
3	PTI	Worst	20	18.8	88.2
		Bad	23	21.6	93.9
		Neither Good Nor Bad	41	38.6	94.6
		Good	22	20.7	100.0
Total			106	100.0	

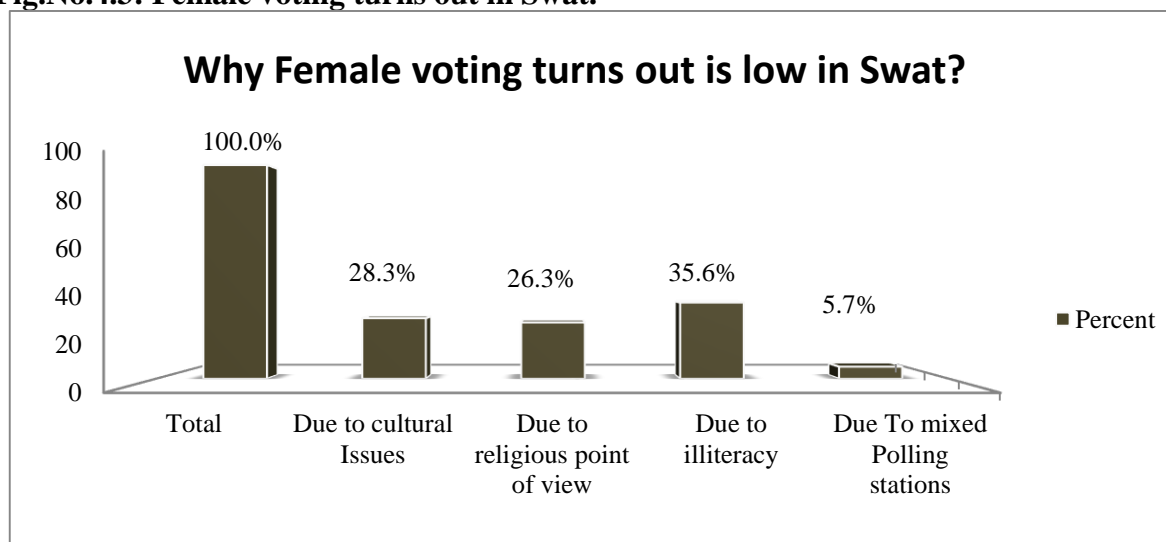
Source: computed by author based on field survey.

According to this table the people's perceptions are explicitly defined. It is observed that the behaviour of people vary from each other according to different level of participation as shown in the above table. Firstly, we discuss about rule of JUI (F) in Swat in 2002 and 2008. According to 9.4% people JUI (F) ruling period during these years in Swat was worst. While 45.3% are opined that JUI (F) rule was bad. However 34% people expressed that JUI (F) rule was neither bad nor good. Whereas 11.3% people showed satisfaction and stated that JUI (F) had a good rule in Swat.

Secondly, the researcher discusses the people perceptions about rule of the ANP Government in Swat in 2008-13. So, 28.3% people are saying that ANP had failed in ruling their Government and they have worst experience. While 39.6% people are saying that the ANP had a bad experience. But 26.4% people are saying that the ANP rule in Swat is neither bad nor good. While 5.7% people are saying that they have good role in ruling their Government in Swat.

Lastly, the researcher discusses the perceptions of people about the rule of PTI in Swat since 2013-Present. So, there are 18.8% people who are not satisfied from current Government of PTI & their perception is that PTI is worst Government. While 21.6% people say that PTI is rule is bad. But on the other side 38.6% people says that their Government is neither bad nor good. While 20.7% people are saying that they are extremely satisfied from current Government of PTI in Swat.

Fig.No.4.3: Female voting turns out in Swat.



Source: Computed by author on basis of field survey.

According to the above table, which explains reasons that can affect female voting turn out in Swat, it is known that about 28.3% female resist from casting vote due to cultural issues. And 26.3% females don't cast vote due to religious point of view. Women are influenced by religious beliefs such as *Pardah etc.* thus do not prefer to cast vote. While the 35.6% people says that the women of Swat are illiterate thus due to limited awareness do not cast vote. While 5.7% people say that women do not cast vote due to fear of mixed polling stations, which is culturally considered as against the traditions and existing norms.

Conclusion:

In Pakistan, individuals do not have great experience of elections. Since its freedom in 1947 Pakistan initial 23 years were without elections, while from 1970 to 2013 individuals experienced 4 periods of dictatorship. The constituent framework is experiencing changes since 1947. Consequently, the political arrangement of Pakistan is still in its test stage. Political conduct is a focal piece of governmental issues of any political framework. It is not just a piece of political life yet public activity as well. In Pakistani history, the political framework supported the feudalists, industrialist, acquired governmental issues, and the ignorant monetarily solid and degenerate individuals. That is the reason individuals do not take enthusiasm because of absence of trust overall political framework. The scope of this study is primarily focused on District Swat; where historically majority population has developed belief that voting behavior does not depend on party identification. Over the past so many years its voters have shown impulsive behavior in terms of casting vote and shifting political affiliations.

As a result of this study we have come to know that in 2002 election, Jammiat Ulema Islam- Fazlur Rahman (JUI-F) was voted due to their slogan for implementing Islamic form of Government. As JUI (F) was unable to run the government according to their electoral aim coupled with rise of Tahreek Taliban Pakistan (TTP) violent religious movement, thus in 2008 general election the people voted in favor of ANP to curb TTP movement and to establish peace. As Awami National Party (ANP) also failed in fulfillment of their electoral aims and could not perform to the wishes of the masses, therefore, consequently they were rejected on large scale in upcoming election. In 2013 the newly established party PTI was chosen over all other major players in the political arena due to their slogan for "Change" and replacing traditional politics with "Youths". The study reveals that the current ruling party PTI has also poorly performed and according to the respondents, PTI is likely to have less chances of winning upcoming election.

Recommendation:

- Generally, the literacy rate in Pakistan among both sexes, male and female, is very low whereas district Swat has showed some improvement in recent times, however awareness and importance regarding right of vote is still at lower side. Therefore, the government as well as Media, Social groups and NGOs should take action to aware people about the importance of vote.
- Most of the people of Swat are influenced by atypical mindset that has resulted in weak interest towards participating in election and casting vote. Thus for a sustainable democratic system it is very imperative for the people to trust over their elected candidates. In order to gain trust of public, the political parties need to show strong resolve and determination and effective governance. Public must be educated about the science of election. In this way people can be trained and motivated as well as encouraged to take good participation in political activities.
- Most of the people don't judge the candidate's abilities and capacity due to their association with same *Biradari*, caste, background and social order in this way they ignore those candidates who are capable, devoted and flag- waver. Selection of unqualified and undeserving candidates often results in bad governance, thus concept

of *Biradari*, caste-favoritism, preferentialism and chauvinism must be negated and people should be made aware of its bad consequences.

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