



Voting Behaviour: Global Perspective

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Abstract

In the modern era of democratic politics, one of the expressions that is most frequently used is "voting." Even the term "democracy" has become well-known due to the democratic theory and practises' rising popularity. Each adult citizen in democratic systems, which are numerous and constantly growing, uses "voting" to express his or her agreement or disagreement with governmental decisions, the platforms of different political parties, and the qualifications of the candidates vying to represent the interests of the people. A very important field of empirical research is the examination of factors that influence voting behaviour. In a philosophical sense, man is a rational creature, but in terms of his actions in the political or economic spheres, he is not as rational. An empirical analysis of the factors influencing voting behaviour reveals the startling reality that a variety of irrational forces, including pressure groups that invoke religious and social factors, the power of money or a leader's charisma, and a host of other irrational forces, have a real impact on people's voting decisions. The major goals of the current study are to draw attention to global voting patterns and to identify the elements that influence such patterns.

Key-Words: Voting, Global, India, Electoral.

Introduction

In today's politically democratic society, the phrase "vote" appears frequently. The increasing theoretical and practical popularity of the democratic movement has contributed to the widespread adoption of this term. Every eligible voter in a democracy—of whom there are increasingly more—uses the act of casting a ballot to communicate his or her preferences on government action and the platforms of the various political parties and individuals running for office. In its narrowest definition, voting is the act of casting a ballot to elect a representative. The act of voting itself is critically important for many reasons, including those listed above,

but also for candidates, voters, and those studying politics. Studies of voter behavior have recently been acknowledged as an essential part of contemporary political theory and inquiry.

The notion of voting behavior is not new. But recently, the phrase has been used to describe a variety of academic disciplines and political concerns that were either unknown or ignored in the past. Understanding voting behavior involves much more than just looking at voting records and statistics and doing calculations on electoral swings and changes. It includes a study of human psychological processes (perception, emotion, and motivation) and how they connect to political behavior in addition to institutional patterns like the communication process and its impact on elections. According to Plana and Riggs, the study of voting behavior, or "voting behavior," focuses on how and why people tend to cast ballots in public elections. Voting behavior has recently been defined more broadly and is now regarded as an important and thorough study area..(Akhter, 2014)

Voting Behaviour

It entails a study of political conduct in people in relation to election voting. Studies on voting patterns provide a glimpse into the thoughts of the millions of individuals who participate in politics by casting ballots. These make up a significant field of political science where theory may be quantitatively and systematically assessed.

Elections are a kind of democratic participation in which each voter casts a ballot for the candidates and issues they are most interested in. Voting in elections expresses democratic class conflict. Voting surveys have revealed significant disparities in the political beliefs of various age groups, classes, educational levels, religious affiliations, and ethnic groupings. Depending on a person's life experiences, they may vote to the right or left. The study of electoral behaviour is an important area of empirical research that brings the study of politics and sociology very closely together. As a result, political sociology, also known as sociological politics, is emerging as a new field of advanced study that is gaining popularity. In a philosophical sense, man is a rational creature, but in terms of his economic and political behaviour, he is not. It is remarkable to see how many illogical influences may impact human conduct, as demonstrated by an empirical examination of voting behaviour. Voters' opinions are definitely influenced by the way political parties and pressure organisations invoke communal and religious reasons, the power of money or a leader's charm, as well as a variety of other illogical influences. If a student of empirical politics concentrates his attention on how favourable election results are attained, the involvement of these irrational factors can be found or identified. This principle holds true for all democracies, and India is no different. However, Professor V.M. Sirsikar correctly notes that, "An investigation into the process of election suggests variables other than logic," taking the instance of global voting behaviour in mind. While it's true that India now has a stable administration, mass manipulation, casteism influences, minority anxieties, and the Prime Minister's charismatic grasp have had nothing to do with it. (Hazarika, 2015)

Voting behaviour research is a branch of political science. Voting is a crucial component of citizen engagement in a democracy. Social scientists have focused a lot of emphasis on the factors that determine

voting behaviour because of how important it is in a democratic system. In the works of social scientists, sociological models, psycho-social models, and rational choice models can all be identified as at least three different types of theoretical models. The psychosocial model, which stresses psychological or political elements, the rational decision model, which places more emphasis on economic considerations. The sociological model focuses on social variables. The primary goal of the study is to provide a comparative overview of these three types of models (**Noor Hamid Khan Mahsud & Husnul Amin, 2020**)

The study's primary goal will be to determine the key trends and factors that affected voting behaviour in a few Eastern European nations (Poland, Romania, and Lithuania) after 1989. The establishment of a system of free elections was one of the effects of the collapse of the communist regime. It has highlighted variations in terms of political preferences after decades of communist unity. There was a spatial component to this difference as well. Societies connected to the socialised agricultural sector are distinct from those where independent farming persisted. Rural regions (suburbanized, semi-urbanized) with a reduced proportion of agricultural operations also have their own unique characteristics. The two halves of the research era are distinct from one another. The political confrontation between the post-communist left and the anti-communist right-wing parties was at the centre of the first, which covered the 1990s. This argument became less significant over time as a new generation entered maturity. New issues surfaced (**Kowalski, 2019**).

It is arguable that further study using behavioural views and instruments will enrich our understanding of culture and public policy. We give an illustration of how behavioural evaluations can be carried out at the meso-macro-level for such studies in this publication. We specifically used aggregated behaviour as the dependent measure to evaluate historical voting data using interrupted time series designs. The first analysis assessed the impact of mandatory voting laws on voter turnout using a multiple baseline design and t-tests; the second assessed the relationship between registered voter density and turnout using scatterplots and regression analysis; and the third assessed the impact of party control duration on voting using a repeated A-B design and t-tests. We discovered a number of variables that might have an impact on voter participation. This study provides insights on group behaviour methodology and electoral public policy, and it advocates for greater behaviour-analytic research and applications in cultural design and public policy (**Lang & Witts, 2019**).

)Why do young Africans vote less frequently than their elder counterparts in elections? This group constitutes a statistically significant voting bloc given Africa's expanding youth bulge, and their reduced election participation might threaten the credibility of the region's democratic development. Through a multi-level model that uses country-level data for 19 of the region's more democratic nations as well as individual-level data from the Afrobarometer surveys, we attempt to answer this issue. We divide the young of Africa into two age groups—those between the ages of 18 and 24 and those between 25 and 35. We find that access to political knowledge and information, as well as perceptions of the election setting and party system, are important drivers of young people's voting behaviour. In the latter case, young turnout is decreased by the length of party incumbency while it is increased by the effectiveness and fairness of elections and the level of partisanship. These findings have significant ramifications since they show that political parties in the region

need to do more to appeal to the region's youth, who also need to be exposed to additional platforms for learning about the political system and available parties. **(Resnick & Casale, 2014).**

It is frequently claimed that traditional cleavages like social class or religion no longer have any influence on voting behaviour. Depending on the examples and indicators studied, the evidence for the religious cleavage is equivocal. The current study uses data from the 2007 and 2011 Swiss national elections to examine the influence of religion on voter choice for the Christian Democratic Party of Switzerland (CVP). A significant emphasis is placed on contextual effects in addition to the inclusion of individual factors. The computed hierarchical linear models support the presence of a large contextual impact as well as the dominance of the basic individual components. Additionally, some of the alleged interactions between personal and environmental religious characteristics are supported by statistical research **(Goldberg, 2014).**

The primary theoretical explanations for voting behaviour, including the sociological model of voting behaviour, the psychological model of voting behaviour, and rational choice theory, are discussed in this article, with an emphasis on their theoretical continuity and complementarity. In order to incorporate all pertinent contributions from the three primary models of voting behaviour in a comprehensive approach to electoral conduct, it also suggests redefining the idea of partisanship **(Antunes, 2010).**

This article examines voting patterns in the 2009 election in South Africa and makes judgements on the importance of party identification and issue-based voting in that country. It indicates the low voter turnout and registration rates. The Independent Electoral Commission had first-time electoral administration issues in the 2009 election, but was nevertheless able to stop electoral violence. The opposition Democratic Alliance placed too much emphasis on negative campaigning during the election while the newly established COPE emphasised on institutional improvements. The ANC has been able to remake itself in the post-Mbeki period by being the only party with a major emphasis on pro-poor policy. However, the absence of alternatives in electoral democracies may give rise to new means of political expression. **(Kersting, 2009).**

The primary goal of this article is to examine how voters in rural and urban areas cast their ballots. In this scenario, voter considerations based on ideologies and biradari (clan, tribe) are examined. The major aspect of this conduct is biradarism (casteism, tribalism). It has a profound effect on Punjabi citizens' political inclinations. In the period of non-political administrations, this aspect became increasingly significant. It was boosted further by non-party elections at the local and national levels and by a weak political ideology. Local body elections contributed to the growth of this tendency as well. Analysis has been done on how these elements collectively affect the political process's outcome in the Punjab province. The technique chosen combines historical, analytical, and behavioural components. The analysis of the influence of cultural factors on politics is another goal of this essay since it goes beyond the conventional boundaries of political theory and practise in both the past and the present. Such a research can offer a foundation to broaden the study of comparative politics and political behaviour as well as some information on the function of tradition in politics. There are three sections to this essay. The first section focuses on the significance and function of

biradari, the second on the distinction between urban and rural regions, and the third on the influence of political parties and religious organisations on voting behaviour. (Ahmed, 2009).

Two theoretical stances on the relationship between politics and religion are applied to the United Kingdom. Data from the British Household Panel Study's 1991 and 1992 waves, which were utilised to conduct multinomial logistic regression analysis, contradict the widely held belief that religion has little or no impact on British residents' voting decisions. British voting behaviour is still influenced by religious setting of homes as well as religious affiliation, behaviour, and belief. Vote choices are also influenced by the interactions between religious factors and class, as well as between religious factors. There are several topics that merit more investigation into the religious underpinnings of British voting behaviour (Kotler-Berkowitz, 2001).

This essay evaluates the significance of several social structural effects on Australian election behaviour, paying particular attention to racial identity and socioeconomic class. On two levels, the analysis is carried out. First, aggregate level statistics are used, matching the federal electorate from the 1976 census to the 1977 election results. The construction of conceptually clear measurements of constituency characteristics is done using factorial ecology methods, and they are then connected to voting behaviour using multivariate methods. Second, the significance of the socioeconomic cleft and the urban-rural divide is confirmed using person level survey data gathered in 1979. They also suggest that among those born in Mediterranean nations; ethnicity has a significant impact on voting behaviour. While the results for Eastern Europeans are not clear, Northern Europeans (mostly the British) demonstrate electoral behaviour that is identical to that of Australians of native birth. (McAllister & Kelly, 1982).

Voting Behaviour in India and its Determinants

Numerous variables, including religion, caste, community, language, wealth, policy or philosophy, the intended use of the elections, the scope of the franchise, political waves, etc., have an impact on voter behaviour. To win the war at the voting booth, political parties and organisations make advantage of these characteristics. Politicians often appeal to people's religious and community sensibilities despite professing to be educated secularists. They may also be seen taking use of language or financial advantages to get an advantage in the vote-winning contest. For the same reason, appeals are made and canvassing efforts are launched in the name of a specific philosophy or programme. The nature or aim of the elections or the degree of suffrage also have an impact on the interests of the voters and, consequently, how they behave while casting a ballot. When candidates use catchphrases like "Garibi Hatao," "A vote for a pair of bullocks is a vote for Pandit ji and development," "India means India, India means Indira," "Indira means Dictatorship," "My heart beats for India," "Rajiv means Bofors," and similar ones, they can sway voters. In the study of Indian electoral behaviour, the role of each of these aspects may be investigated. The reasons for Indian voters' voting behaviour are varied. This essay outlined various factors that influence Indian voters. The following major political and socioeconomic variables influence voting patterns in India's democratic system;

Charisma

Charisma is a vital component of voting behavior. It means an exceptional quality of a factor and override group elements leader that becomes a source of attraction and reverence for the people in large numbers; in an opposite sense, it also means a source of awe and fear that frightens the people in large numbers not to say or do anything against the mighty leader's will. The positive aspect of charisma has played a vital role in our country, and it is fortunate that it has existed at the time of election. A large number of people attended the meetings addressed by the committee.

Nehru, Indira, Vajpayee, Modi, and a dramatic shift in the hearts of the people in reaction to such great figures' appeals can be considered the concrete proof of the role of charisma in our society's political behavior. In the state assembly elections of 1972, the slogan "Garibi hatao" performed miracles; Mrs. Gandhi's personality after India's miraculous victory in the Bangladesh war had the same effect on the minds of the people. Jayaprakash Narayan's image had the same effect in the state assembly elections of 1977. The effect of Rajiv Gandhi's personality in the 1984 elections and of V. P. Singh was also felt in the 1984 elections. Singh was elected to congress in 1989. Modi's personality, the B J P, won the 2014 election, according to the author. "Where the other grouping factors are weak or disappear, this charisma may be the major."

Caste

In India, voting behaviour is still influenced by caste. It is deeply ingrained in culture and serves as a crucial foundation for social interactions at all scales. Caste continues to be a factor in political behaviour despite the passage of various clauses that forbid action and discrimination on its basis. A well-known feature of the Indian political system is the politicisation of caste and casteism in politics. Without exception, all Indian political parties include the caste aspect while drafting their policies, programmes, and electoral campaigns. Caste is taken into consideration when choosing candidates to run in a constituency. In the name of caste, votes are being asked. Commonly employed "principles" for designing an electoral strategy include Jat Ki Vote Jat Ko, Brahmin votes vs Jat votes, Jat votes versus Ahir votes, etc.

Numerous academics have examined the influence of caste as a factor in voting behaviour, and they have come to the conclusion that, in Morris Jones' words, "politics is more important to caste and caste is more essential to politics than previously," The primary language of rural Indian voters is caste. Despite the embrace of democratic ideals that envision a society devoid of casteism, caste continues to dominate Indian politics. It has in fact grown to be one of the main ways that the Indian people have been drawn into the democratic political system. Caste continues to play a significant role in Indian politics, as seen by the decision to accept the Mandal Commission's recommendation for employment reservations for other Backward Classes (castes) and the political response it sparked.

However, it must be acknowledged that caste is no longer the sole factor in determining voting behaviour, at least not in metropolitan areas. Political conflict based on issues is beginning to take shape in India. However, the situation is still contradictory.

Religion

The establishment of a secular state in India, which guarantees everyone's right to freedom of religion, treats all religions equally, and does not recognise any religion as the official state religion, has not been able to stop the influence of religion on politics in general and voting behaviour in particular. One of the reasons why religion continues to play a role in influencing voting behaviour is the existence of such political parties and neo-political groups that are tied with a certain religion, such as Muslim League, Akali Dal, Hindu Maha Sabha, Shiv Sena, etc. The political climate in India is characterised by a strong religious heterogeneity that has a significant impact on the competition for power between political parties. Candidates are chosen with consideration for whether a given constituency has a religious majority. The candidates don't think twice about playing the religious card with fellow believers and the secular card with followers of other religions in order to get votes. It is also common practise to use religious institutions for political purposes, especially during election seasons. Political parties and other organisations are once again resorting to the religious nation of social-political concerns. Voters frequently base their decisions on their religious beliefs. (Sheikh, 2014)

Personal contacts

Voter behaviour is also influenced by the candidates' and voters' personal interactions. The majority of people are swayed by a candidate's personal appearances and decide to support them. Additionally, the candidate's friends and family supported them in the election due to their close friendship.

Party loyalty

Many individuals in India are loyal to their particular political party, and they always vote for the party rather than the candidate. Such people are referred to as committed voters since we are unable to persuade them to change their party affiliation even when they are aware that their candidate will not win.

Religion

Indian politics also heavily rely on religion. In India, a large number of political parties have been founded on the basis of religion. During elections, several political parties invoke religion to get support. They amplify the cry "Religion is under peril" and stir up the populace's religious sentiments. The candidates' and voters' religions are taken into consideration while allocating party tickets. On the basis of religious sentiment, it is frequently seen that people cast their ballots in favour of the candidates belonging to their own faith.

Performance of the Party in Power

Every political party runs for office using an election manifesto, and once in office, it is expected to carry out the promises expressed in it. Simply based on election promises made and pledges actually kept, the ruling party's performance, whether good or bad, has a significant impact on the general behaviour of the populace. We saw that in 1989 in India when the Congress (I), which had won a resounding majority in the elections of 1984, was unable to get even a simple majority in the very following election, which was conducted in 1989, mostly due to its inability to perform well. Because they failed to exploit their positions of authority and

preserve their political stability, the Congress Party lost in 1989 and the Janata Dal lost in 1991. The major reason for this is a comparable rise in the number of "floating voters" or "switchers," who are primarily young people from an educated upper middle class and are prepared to switch their support from one to another party based on their performance. (Kaur, 2018)

Performance and voter behaviour in Indonesia

This section focuses primarily on how voting behaviour in Indonesia is impacted by previous performance and projected performance. The population as a whole is taken into account in a lot of statistics about Indonesian voting behaviour. However, generalisations regarding Indonesian local politics are challenging.

It is typically challenging for voters to detangle the candidate's opinions on specific service areas that can directly affect the voters' interests, according to a USAID study (2009, p. 49) that discusses Indonesia. In connection with this, Jorge Valladares of International IDEA emphasises the challenge of determining if voters cast their votes based on the provision of a single service (Expert comment – Jorge Valladares).

Additionally, a professional who was contacted for this paper observes that the Indonesian public typically finds it challenging to define precisely what effective service delivery would include (Expert comment – Michael Buehler). He also points out that Indonesians frequently pick incumbents who have already been found guilty of corruption (Expert comment – Michael Buehler). Therefore, he doubts assertions that Indonesian voters select politicians based on the calibre of public services (Expert comment – Michael Buehler).

According to the Indonesia Election Survey Report by IFES (2010, p. 5), 11% of voters base their decisions on past performance, while 11% do so on a candidate's programme. 15% of voters decide how experienced the government is (Ibid). Furthermore, according to a number of experts, the majority of voters support the candidate with the best track record of success in terms of providing services (Expert comments). According to a poll by the Asia Foundation (2013, p. 8), one of the most significant elements in choosing which candidates the population chooses to support in elections at both the national and subnational level is their programme platform. Only 4% of voters, according to the IFES study (2010, p. 5), said that how politicians interact with the community has a substantial impact on their voting decisions (Ibid).

According to one expert, the significance of performance has grown over time, particularly in relation to performance in handling common difficulties (Expert comment). She uses the example of a Makassar politician who was elected in part due to his garbage disposal programme. According to Hamid (2012, p. 342) who talks about the Jakarta gubernatorial elections, no one used their vote to express their religious or racial preferences. She contends that Joko Widodo was elected based on his accomplishments as Solo's mayor.

Voters often cast their ballots based on results of recent local elections. According to their claims, incumbents who had served their first terms well were re-elected while those who had served them badly lost their seats.

According to Mietzner (2009, p. 276), due to their subpar performance in terms of providing public services and corruption, 40% of incumbents in Indonesia have been removed from office. (Strachan, 2014)

Voting Behaviour in US

The both republicans and democrats political parties have solid support networks on which they can depend. For the republicans, the majority of support is made up of white Anglo-Saxon protestants, while for the democrats they are mostly coming from catholic, Jewish, and minorities background s. The south was also a traditionally democratic heartland in the United States. Regardless of how these foundations are able to change, and they do!

Not only in India but in USA is religion is playing a vital role to cast their votes, with different faiths or faiths supporting different groups. Catholics have generally been favoured by democrats, as many of whom are immigrants from Ireland or Italy, and these are the groups that have been courted by the democrats in the past. On the subject of abortion, however, some Catholics will vote for the republicans. In 2012, 50% of Catholics in the United States supported Obama.

The Jewish vote is also a democrat heartland, with 69% of Jews voting for Obama in 2012 and 79% voting for gore in 2000. This is due to the fact that Jewish people in America consider themselves a minority and, as such, believe that the democrats will do their best to shield them and advance their interests.

The study of election behaviour is characterized by two main concerns. One issue is attempting to explain the outcome of the election by tracing the origins of each voter's voting habits. By comprehending the voting process and the reasons behind the voters' decisions, we try to comprehend the election result. Voting pattern variations through time are emphasized in voting studies, generally in an effort to understand what the outcomes of elections may teach us about the course of American politics. In this instance, our attention is drawn to the dynamics of electoral behaviour, particularly in light of recent and anticipated events. Although these two issues are not in conflict, they do highlight different sets of study problems. These two issues serve as a suitable starting point for our discussion of important elements of voting behaviour. (ICPSR, 2021)

Voting Behaviour in the UK

Voting behaviour will be influenced by a wide range of social variables and modelling approaches. It is necessary to be able to examine each element in depth, but it is much more crucial to have data to support this.

Party Identification

The presumption that young people would identify with and remain loyal to a certain political party throughout their life. Even while they sometimes may vote for a different party, they generally remain faithful. This was a substantial impact after World War II, but it has greatly decreased.

Region

The north and south have historically been divided, with Labour dominant in the North's metropolitan districts and the South's rural parts. The Conservative advantage in England and the SNP's near-total triumph in Scotland during the 2015 election are the two most notable differences.

Rational Choice

Any of the aforementioned elements are disregarded in this approach. Instead, the voter bases their choice on logic after considering the platforms, leaders, and track records of the parties.

Leadership

As elections have gotten increasingly presidential zed, politicians are being watched more closely. Voter behaviour may be greatly influenced by a candidate's personality, as shown by Ed Miliband's Ed Stone in 2015 or Gordon Brown's "bigoted" woman statement on Gillian Duffy in 2010. Of sure, the PM debates during this election have heightened the level of scrutiny. Theresa May adopted the tagline "strong and steady" during the 2017 leadership contest, but Labour was able to change it to "weak and wobbling" with some effect. (World, 2020)

AFRICA:

Several theories are indicating African voting behavior by very close study and observation data of day politicians and its trends in African political trends. Most African politics depend on ethnicity and the parties only. But recent studies revealed some gradual changes in the African way of political scenario. Modernity trends of democracy, globalization and social media impact influencing the African way of perspective in their electrical choice. Africa became free from predictions of voting results because of the development of a new theoretical approach to voting behavior. This modern theoretical approach to voting behavior has been changing Africa's way of approaching voting choices. As per Democratic exports, Africa would turn into a pure democratically political party system by overcoming its cultural, ethnic and headcounts. The 2008 election in Ghana was a suitable example of this great change in the African countries. The democratization wind, generating a proliferation of opposition wind and freedom of choice of candidates in the competitive elections are democratic indicators in Africa for two decades. This indicates people are turning from ethnicity to freedom of choice. Age and generation also impact voting factors in Africa (Marsh 2007; Goerres, 2007). Income and exogenous factors are influencing the voter's choice in the elections. Mostly, the turnout depends on political and institutional factors such as the nature of elections, party popularity, mobilization of political parties, system and operating procedures (Dubois, 2007; Beck, 2005).

Conclusion

The transition from a caste-, religion-, or personality-based quest for power to an issue-based political conflict is happening very slowly but surely. In a democracy, elections play a significant role in governance. It is a way for individuals to express and enforce their political views and control how the political system in society is organised. However, a number of factors, including religion, caste, community, language, money, policy or philosophy, the reason for the elections, the scope of the franchise, and the like, have an impact on a voter's behaviour. In order to prevail in the polls, political parties and organisations make use of these elements. Therefore, it is essential that the use of these criteria be avoided and that elections be held in a highly free and impartial way. It also relies on whether the system grants individuals the freedom of association, speech, and ideas. A political system is not automatically democratic just because it has an election system in place. Elections allow the public to express their will through voting, hence it is important to steer clear of any unfair or undemocratic tactics like rigging and manipulation. No such action is taken that would in any way conflict with the will of the people as expressed in elections. Voting is the direct method by which the people choose their representatives, hence it is an activity that necessitates serious thought and logical reasoning. Voter behaviour is a significant component of research because it influences the creation of the government, which is ultimately responsible for determining the fate of the state. The study of election-related behaviour is known as voting behaviour. It consists of a variety of deciding elements, all of which have an impact on the outcome of the election.

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