

THE POLITICAL PSYCHOLOGY OF VOTERS' BEHAVIOUR

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ABSTRACT

This work intends to describe the political psychology of voters' behavior. Political psychology concerns with why voters voted in a particular way. What was in the mind of the voters when they cast their votes? Voters have their expectations when they decide to vote a particular candidate or a given party in any election. Generally, there are elements of trust on the part of the voters towards the voted. It could be because of the flowery manifesto. Other voters may decide based on the election candidates' personality or academic qualifications. Some may choose due to party loyalty. There are people who would measure the records of service of the party or the person in their decision to vote. Some voters are regarded as habitual while others being election specific. We have informed voters, influenced voters and care-less voters. In the end, after the election, we have satisfied and regret voters. Public policy, government performance and personal characteristics of individuals can also become reasons to vote. Gender, race, culture and religion could form strong reasons in public decision-making. Voters' memory of political information also plays a strong role in the decision-making process on Election Day, and voters' ability to recall this information accurately significantly affects their ability to make good decisions. Research has found that voters remember information to which they had an emotional reaction more than information that elicited no emotions, regardless of whether the emotion evoked was anxiety, enthusiasm, or anger. Social class has its own effect on voting. The haves and the have-nots, professionals and labors may have different considerations and choice of voting. Media and in particular the social media have significant influence on voting behavior. Ethnicity has a strong link to electoral behavior. Some political parties may benefit more from the votes of the ethnic minority groups. Geographical locations such as urban and suburban or village areas will give a different voting pattern. Candidates and political parties must know how to manage their voters in order to gain the voting advantage. Some voters satisfied and some other regret with their choice in the ballot box.

Keywords: Political psychology, Voters' behavior, Electoral studies, Managing voters.

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