



Importance Given To Various Attributes Of Candidates Personality By The Voters Of Chandrapur Lok Sabha Constituency

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Abstract

The voting behavior of citizens is influenced by a multitude of factors that can vary from person to person. Among many aspects affiliation with a political party is a significant factor because many voters bring into line themselves with a specific party based on common morals, philosophies, or historical ties. Also, personality, charisma, and image of a candidate can have a substantial impact on voter decisions. Voters may be drawn to candidates they perceive as relatable, trustworthy, competent, or charismatic. Personal political beliefs and ideologies play a crucial role. Individuals tend to vote for candidates or parties that align with their values and beliefs on issues such as economic policy, social issues, and government intervention. Understanding these factors is essential for political candidates and parties to modify their messages and campaigns effectively. In assessment of the above, this investigation was supported to measure the citizen's views regarding various aspect of the political party's candidate fighting Lok Sabha elections. The study area is Chandrapur Lok Sabha Constituency of Maharashtra. The study has been carried out following standard methods, wherein data was collected from 640 eligible voters using survey method. The collected data was analyzed using numerous arithmetical tests with the aid of SPSS 18.0 Software. Study showed that most of the citizens of Chandrapur Lok Sabha constituency always check the background of candidates and political experience of the candidates. However, caste/ethnicity and religion is given importance only sometimes. However, most of the citizens of study are state that the leadership style of a political party's candidate has high effect on their voting behaviour.

Keywords: Voting behaviour, political party, political beliefs, ideologies, political experience.

1.0 Introduction

The personality of a political party leader plays a critical part in shaping identity as well as success of party. Moreover, performance of candidate as per his/her personality is directly responsible for socio-economic development of the region, which he represents.

The political leader's personality significantly influences the public's perception of the party. A charismatic, trustworthy, and relatable leader can enhance the party's image, attract supporters, and create a positive public perception. A leader with effective communication skills can articulate the party's vision, policies, and values clearly. The ability to connect with the audience through speeches, interviews, and public appearances is crucial for gaining public support. Also, the charismatic and inspirational leader can motivate party members and supporters. The leader's personality can instil a sense of purpose, enthusiasm, and commitment among party members, driving them to work towards common goals.

The leader's personality influences their decision-making style and leadership approach. Decisiveness, strategic thinking, and the ability to lead during challenging times contribute to the party's overall effectiveness and success. A leader's personal integrity and credibility are essential for gaining the trust of the public. Trustworthy leaders are more likely to be believed and supported, and this trust extends to the party and its policies. Hence, their previous action in their social life reflects their ability to carry out various tasks. Political leaders often engage in negotiations and diplomacy at various levels. Hence, a leader's personality traits, such as diplomatic skills, tactfulness, and the ability to build alliances, can have a significant impact on the party's success in coalition-building and international relations. Today, in India the political landscape is dynamic, and unforeseen challenges are inevitable. Leaders with adaptable personalities and resilience are better equipped to navigate uncertainties, overcome setbacks, and steer the party through changing circumstances. In opinion of the above this research was taken to determine views of citizen voters of Chandrapur Lok Sabha Constituency of Maharashtra.

2.0 Research Methodology

The present investigation was carried out by adopting random group design, where all citizens (voters) of Chandrapur Lok Sabha constituency were considered as population. The eligible voters were considered for the purpose of data collection. In all total 640 citizens were selected randomly. A structured research instrument (questionnaire) was prepared for collecting primary data. The development of the research instrument for this study adhered to established principles of instrument design and followed standard methodology. In accordance with the objectives, questions and statements were formulated to ensure that each one elicits only a single response. The questionnaire contains close ended questions and the response was recorded through fixed response rating scale/continuum (such as Likert-type scale). Prior to data collection reliability and validity (content, construct and criteria related validity) of the construct were assessed. Amongst various methods of data collection, personal interaction was found to be the most effective method, which yielded 100% response. The collected data was analyzed using various statistical tests and Frequency, Mode, Percentage, were determined and Chi-Square (χ^2) test was used to check the difference in proportions. A significance level of 0.05 (or 5%) was selected for this study. Data analysis was conducted using SPSS 18.0 software.

3.0 Results and Discussion

3.1 Checking candidate's background before voting

Table No 1: Table showing information on knowing candidate's background (educational, social life, criminal etc.) before voting

Response	No	Percent
Always	403	63.0
Sometimes	195	30.5
Not at all	42	6.6
Total	640	100.0

$\chi^2 = 307.819$; **df:** 2; $\chi^2_{crit} = 5.99$; **p**<0.05

Above Table no. 1 shows information about views of the citizens with respect to checking candidate's background (education, social life, crime, etc.) before voting. Based on the data obtained, 63.0% of voters always check the candidate's background before voting and 30.5% of voters occasionally check this information. Furthermore, 6.6% voters of the study area do not check this information at all.

3.2 Importance of ethnicity/caste of the candidate

Table no. 2: Table showing the importance given by the citizens to ethnicity/caste of a candidate

Response	No	Percent
Always	133	20.8
Sometimes	371	58.0
Not at all	136	21.3
Total	640	100.0

$\chi^2 = 174.798$; **df:** 2; $\chi^2_{crit} = 5.99$; **p**<0.05

Above Table no. 2 shows the views of citizen/voters about importance of a candidate's caste/ethnicity during voting. According to the data obtained, 20.8% of the respondents always give importance to the caste/ethnicity of the candidate while voting and 58.0% of the respondents sometimes give importance to this aspect while voting. However, 21.3% citizens indicated that they did not consider the caste/ethnicity of the candidate as important aspect while voting.

3.3 Importance to candidate's religion

Table no. 3: Table showing the importance given to candidate's religion by the citizens

Response	No	Percent
Always	162	25.3
Sometimes	339	53.0
Not at all	139	21.7
Total	640	100.0

$\chi^2= 112.27$; **df:** 2; $\chi^2_{crit}= 5.99$; **p**<0.05

Above Table no. 3 shows views of the citizens about importance given to candidate's religion when voting in election. According to the data obtained, 25.3% of the citizens always give importance to the candidate's religion while voting and 53.0% citizens sometimes give importance to the candidate's religion. Similarly, 21.7% of citizens stated that they do not give importance to candidate's religion while voting.

3.4 Candidate's political experience

Table no. 4: Table showing the importance given by citizens to candidate's political experience while voting

Response	No	Percent
Always	410	64.1
Sometimes	209	32.7
Not at all	21	3.3
Total	640	100.0

$\chi^2= 354.806$; **df:** 2; $\chi^2_{crit}= 5.99$; **p**<0.05

Above Table no. 4 shows views of citizens about importance of candidate's political experience while voting in elections. According to the data, 64.1% of the citizens always give importance to the political experience of the candidate while voting and 32.7% citizens sometimes gave importance to the political experience of the candidate. However, 3.3% citizens indicated that they do not give importance to a candidate's political experience when voting in elections.

3.5 A candidate's ability and leadership quality matter while voting

Table no. 5: Table showing the importance of candidate ability and leadership quality while voting

Response	No	Percent
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Always	147	23.0
Sometimes	387	60.5
Not at all	106	16.6
Total	640	100.0

$\chi^2 = 215.991$; **df: 2**; $\chi^2_{crit} = 5.99$; **p < 0.05**

Above Table no. 5 shows views of the citizens about importance of candidate's ability and leadership quality while voting. The study results show that 23.0% citizens always give importance to the ability and leadership quality of the candidate while voting and 60.5% of the respondents sometimes give importance to such abilities of the candidate. However, 16.6% respondents reported that they do not give much importance to a candidate's ability and leadership quality before voting in elections.

3.6 Effect of Candidate Leadership Style on Voting Behaviour

Table no. 6: Table showing the influence of political party's candidate's leadership style on voting behaviour of the citizens

Response	No	Percent
High	364	56.9
Moderate	229	35.8
Not at all	47	7.3
Total	640	100.0

$\chi^2 = 237.259$; **df: 2**; $\chi^2_{crit} = 5.99$; **p < 0.05**

Above Table no. 6 shows the extent of influence of political party's candidate's leadership style on voting behaviour of the citizens of Chandrapur Lok Sabha constituency. According to the data received, the leadership style of political party candidate has a major effect on the voting behaviour according to 56.9% citizens and to a lesser extent according to 35.8%. Also 7.3% citizens reported that leadership style of candidate has no influence on their voting behaviour.

4.0 Conclusions

4.1 Checking candidate's background before voting

- Therefore, the findings of the study indicate that the majority of the citizens in the Chandrapur Lok Sabha constituency consistently verify the backgrounds of candidates contesting in elections before casting their votes.

4.2 Importance of ethnicity/caste of the candidate

- Hence, according to the study results, it seems that a significant portion of the citizens in the Chandrapur Lok Sabha constituency consider the caste/ethnicity of the candidate as important only on occasion.

4.3 Importance to candidate's religion

- Therefore, according to the findings of the study, it is apparent that a majority of the citizens in the Chandrapur Lok Sabha constituency consider the candidate's religion as important only occasionally when voting.

4.4 Candidate's political experience

- Therefore, the study's findings suggest that the majority of citizens from the Chandrapur Lok Sabha constituency consistently prioritize the political experience of candidates when casting their votes in elections.

4.5 A candidate's ability and leadership quality matter while voting

- Thus, the study's results indicate that a significant portion of the citizens in the Chandrapur Lok Sabha constituency occasionally consider the candidate's ability and leadership qualities when voting in elections.

4.6 Effect of Candidate Leadership Style on Voting Behaviour

- Therefore, the study's results demonstrate that the majority of citizens in the Chandrapur Lok Sabha constituency expressed that the leadership style of a political party's candidate has a significant influence on their voting behavior.

5.0 Bibliography

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