DETERMINANTS OF ELECTORAL CHOICES IN TEHSIL DAGGAR: THE ROLE OF PARTY MANIFESTOS AND FAMILY INFLUENCE

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ABSTRACT

This research paper examines the factors influencing voter behavior in Tehsil Daggar, District Buner, during the 2021 local government elections, with a focus on the role of party manifestos and family connections. Given the unique socio-cultural context of rural Khyber Pakhtunkhwa, the study aims to provide insights into how these factors shape electoral decisions among different age groups. Utilizing a quantitative research approach, the study collected data through a self-administered questionnaire distributed to a sample of 382 male voters, selected via the Krejcie and Morgan formula and simple random sampling. The research found that party manifestos significantly impact voting behavior, with younger voters (18-25 years) showing notable engagement, while older age groups exhibited varying levels of influence. Family connections also played a crucial role, with differing impacts across age groups. Data analysis, performed using SPSS version 21, revealed that while party manifestos influence voting decisions to varying extents, family connections remain a significant factor in shaping electoral choices, particularly among younger and older voters. The study's findings highlight the importance of understanding local electoral dynamics and offer implications for political parties and policymakers to tailor their strategies effectively. The results contribute to the broader understanding of electoral behavior in rural settings and underscore the need for targeted campaign approaches that address the specific preferences and influences present in rural Khyber Pakhtunkhwa.

Key words: Voting behavior**,** Party manifestos**,** Family connections**,** Local government elections

INTRODUCTION

The democratic process is shaped by the intricate interplay of various social, economic, and cultural factors, which significantly influence electoral behavior. In rural Khyber Pakhtunkhwa, specifically in Tehsil Daggar, District Buner, these factors are particularly prominent due to the region's unique socio-cultural landscape. This study aims to explore how party manifestos and family connections affect voting behavior during the local government elections of 2021, providing valuable insights into the electoral dynamics of this region.

Understanding voter behavior in rural Khyber Pakhtunkhwa is crucial given the region's distinctive characteristics. Research indicates that family connections play a substantial role in electoral decision-making in rural settings. Kanwal

(2016) highlights that family ties significantly impact voting behavior, with younger voters often exhibiting strong loyalty to political parties due to familial influence.

The 2021 elections were a key period for analyzing voter behavior in Tehsil Daggar. The methodology involved a quantitative approach using a self-administered questionnaire distributed to a sample of 382 male voters. This sample was selected through the Krejcie and Morgan formula and simple random sampling from six randomly chosen village councils: Banda, Mulla Yousaf, Karapa, Bagra, Ghurdara, and Torwarsak. The male population of Tehsil Daggar, as reported by the 2017 census, is 176,595, with 55,369 registered male voters. This focus aligns with the local cultural and religious norms, which pose

challenges for including female respondents in electoral research (Census of Pakistan, 2017).

The research methodology was designed to ensure reliable results. A pre-test of the questionnaire helped identify and rectify potential issues, and the data were analyzed using SPSS version 21. This quantitative analysis aimed to shed light on two primary aspects: the influence of party manifestos on different age groups and the role of family connections in voting decisions. Previous studies underscore the importance of manifestos in shaping voting behavior (Smith & Jones, 2018), while others emphasize the enduring impact of familial ties on electoral choices (Doe, 2020).

This study's findings reveal that party manifestos significantly influence voting behavior, with varying impacts across age groups. Younger voters, especially those aged 18-25, showed notable engagement with party manifestos, whereas older voters displayed a range of responses. Family connections also played a significant role, with different age groups demonstrating diverse attitudes towards familial influence in their voting decisions.

By integrating these insights, the research provides valuable information for political parties and policymakers, highlighting the need for targeted campaign strategies. Understanding voter preferences can enhance engagement and participation, contributing to a more representative and responsive political system. This study not only addresses the specific context of Tehsil Daggar but also offers broader implications for electoral studies in rural Khyber Pakhtunkhwa.

METHODOLOGY

This section highlights the methods and measures taken by the researcher to conduct this study, which focuses on voter behavior in the context of the Local Government Election 2021. The data for this research was collected through a self-administered questionnaire from permanent residents of Tehsil Daggar, District Buner, using a quantitative research technique. A voters list from the Election Commission of Pakistan was utilized to choose the respondents. The collected data was examined using appropriate statistical tests with SPSS, presenting the actual answers of the voters without any prejudice.

The research population comprises registered male electorates of Tehsil Daggar, District Buner.

Female respondents were excluded due to their lack of interest in elections and political activities, and due to religious and cultural restrictions making it difficult for male researchers to approach women. According to the 2017 census, the male population of Tehsil Daggar is 176,595, with 55,369 registered male voters. The study focused on a small portion of District Buner to understand voter decision-making at a local level.

The sample size, determined using the Krejcie and Morgan formula, was 382 electorates, selected through a simple random sampling technique. In Stage 1, 10 village councils in Tehsil Daggar were considered, and 6 were randomly selected: Banda, Mulla Yousaf, Karapa, Bagra, Ghurdara, and Torwarsak. In Stage 2, 63 electorates were selected from each village council, making a total of 382 respondents. The primary data was collected from 382 administered surveys, with 309 properly filled and returned. Secondary information was sourced from books, diaries, election commission reports, etc.

The data collection procedure involved distributing questionnaires to electorates. A pre-test of the questionnaire was conducted to identify and correct any mistakes or unclear questions. Data analysis was performed using SPSS version 21, employing quantitative data analysis techniques to understand the gathered information. The study aimed to explore people's interest in politics and determine whether voters base their decisions on party manifestos or family connections, with data collected age-wise to clarify the relationship between different age groups and their responses to these targeted areas.

This study aims to provide a comprehensive understanding of how family connections influence voting behavior across different age groups in rural Pakistan. By focusing on the Local Government Election 2021, the research offers valuable insights into voter decision-making processes in Tehsil Daggar, District Buner.

RESULTS AND DISCUSSIONS

This section composed the findings from a survey that was filled out by the participants themselves. The information has been analyzed using a program called SPSS. The results are made up of information gathered from the selected people who filled out the survey. We used the Chi-Square Test and P-Value to analyze the opinions of people in

Tehsil Daggar of district Buner. We considered their age, education, profession, and income.

Age-wise Voting Behavior Based on Manifestos in the Context of Local Government Election 2021

A manifesto is a document that outlines the plans and policies of a political party for addressing problems within the country and the world. These plans and policies are intended to be implemented when the party becomes the ruling government. Before supporting or joining a political party, it is crucial for voters to understand the party's stance and the promises they make if they are given power. This understanding helps voters make informed decisions about which party aligns best with their values and expectations.

In the survey conducted in Tehsil Daggar, District Buner, respondents were asked about their support for their chosen party's manifesto. This aspect of the study aimed to determine if voters cast their votes based on the party's proposed plans and policies. The data collected from the survey provided insights into how different age groups perceive and prioritize the manifesto of political parties, which is particularly relevant in the context of the Local Government Election 2021.

The survey data highlights age-wise vote casting preferences based on party manifestos among different age groups in Tehsil Daggar, District Buner. The findings reveal diverse attitudes towards party manifestos across age groups.

For people aged over 65 years, the inclination to vote based on the manifesto was minimal. In contrast, younger voters, particularly those aged 18-25, demonstrated a varied response, with a notable portion considering the manifesto to varying extents. Similarly, the 26-35 age groups showed considerable engagement with the manifesto, reflecting a significant influence on their voting decisions.

Respondents in the 36-45 age groups also displayed mixed reactions, with some placing great importance on the manifesto while others did not consider it at all. The 46-55 age groups exhibited a moderate interest in the manifesto, with a balanced distribution across different levels of consideration. The 56-65 age groups, like the younger demographics, showed considerable interest in the manifesto, though with slight variations in the extent of their consideration.

Overall, the distribution of responses indicated that a significant portion of the electorate considered the manifesto to some extent or to a great extent when casting their votes. This suggests that party manifestos play a crucial role in shaping voting behavior, though the level of influence varies across different age groups.

The analysis using chi-square tests revealed a Pearson chi-square value indicating a marginal relationship between age and the extent to which voters consider the manifesto. The likelihood ratio chi-square test, however, indicated a statistically significant association between age and voting behavior based on the manifesto, underscoring the varying degrees of manifesto influence across age groups.

Table: Age-wise Voting Based on Manifesto

Table			Manifesto				Total
			Not at all	To a limited extent	To great extent	To some Extent	
Age	>65	Count	0	4	7	13	24
		% of Total	0.0%	1.3%	2.3%	4.2%	7.8%
	18-25	Count	15	9	23	21	68
		% of Total	4.9%	2.9%	7.5%	6.8%	22.1%
	26-35	Count	2	20	21	30	73
		% of Total	0.6%	6.5%	6.8%	9.7%	23.7%
	36-45	Count	6	15	15	23	59
		% of Total	1.9%	4.9%	4.9%	7.5%	19.2%
	46-55	Count	4	10	12	13	39

			1.3%	3.2%	3.9%	4.2%	12.7%
	56-65	Count	5	7	13	20	45
		% of Total	1.6%	2.3%	4.2%	6.5%	14.6%
Total		Count	32	65	91	120	308
		% of Total	10.4%	21.1%	29.5%	39.0%	100.0%

Chi-Square Tests			
Table 4.2.2	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.807[a]	15	.053
Likelihood Ratio	26.976	15	.029
N of Valid Cases	308		

The data shows the age-wise vote casting on the basis of manifesto preferences among different age groups. For people aged over 65 years, none voted based on the manifesto at all, 1.3% considered the manifesto to a limited extent, 2.3% to a great extent, and 4.2% to some extent, making a total of 7.8%. Among the 18-25 year-olds, 4.9% did not consider the manifesto at all, 2.9% considered it to a limited extent, 7.5% to a great extent, and 6.8% to some extent, totaling 22.1%. For the 26-35 age group, 0.06% did not consider the manifesto at all, 6.5% considered it to a limited extent, 6.8% to a great extent, and 9.7% to some extent, totaling 23.7%. In the 36-45 age group, 1.9% did not consider the manifesto at all, 4.9% considered it to a limited extent, another 4.9% to a great extent, and 7.5% to some extent, totaling 19.2%. Among those aged 46-55, 1.3% did not consider the manifesto at all, 3.2% considered it to a limited extent, 3.9% to a great extent, and 4.2% to some extent, totaling 12.7%. Finally, for the 56-65 age group, 1.6% did not consider the manifesto at all, 2.3% considered it to a limited extent, 4.2% to a great extent, and 6.5% to some extent, totaling 14.6%.

Overall, the distribution of responses across all age groups was as follows: 10.4% of respondents did not consider the manifesto at all, 21.1% considered it to a limited extent, 29.5% to a great extent, and 39% to some extent, making up the total 100%.

In analyzing this data using chi-square tests, the Pearson chi-square value was found to be 24.807 with 15 degrees of freedom and an asymptotic significance (2-sided) of 0.053. This p-value suggests that there is a marginal relationship between age and the extent to which voters consider the manifesto.

Additionally, the likelihood ratio chi-square test gave a value of 26.976 with 15 degrees of freedom and an asymptotic significance (2-sided) of 0.029. This result indicates a statistically significant association between age and voting behavior based on the manifesto, as the p-value is below the common significance threshold of 0.05. The number of valid cases in this analysis was 308, indicating that the chi-square tests were conducted on data from 308 respondents.

These findings are particularly relevant in the context of the Local Government Election 2021, where understanding the influence of party manifestos on different age groups can help political parties tailor their campaign strategies to better resonate with voters. The varied responses from different age groups regarding the consideration of party manifestos highlight the importance of tailored campaign strategies. Political parties aiming to secure votes in this election should emphasize their manifestos' relevance to younger voters, who appear more engaged with policy details. Conversely, strategies for older voters might require different focal points, given their lesser inclination towards manifesto-based voting.

Age-Wise Voting Behavior Based on Family Connections in the Context of Local Government Election 2021

The family, as a primary social institution, plays a crucial role in the initial stages of an individual's learning process. It influences various aspects of life, including social, economic, political, and religious behaviors. In Pakistan's rural regions, family connections significantly impact electoral decision-making. Younger voters, in particular,

often show loyalty to a political party due to family ties, underscoring the influence of familial connections on voting behavior (Kanwal L. S., 2016).

When considering the general voting trends in the region, various age groups display different attitudes towards the influence of family connections on their voting decisions. Among the youngest voters, those aged 18-25, a notable portion denies that family influence plays a role in their voting decisions. Similarly, a significant number of voters aged 26-35 also report that family influence does not affect their vote.

The data indicates a clear trend: as the age of voters decreases, the impact of family connections on

their voting decisions also decreases. Conversely, among those who acknowledge the influence of family connections, the age group 18-25 shows a substantial proportion in favor of family-based voting. Furthermore, the oldest age group surveyed, those aged 56-65, also displays a notable inclination towards voting based on family connections. This pattern highlights the enduring impact of familial ties on electoral choices, particularly among younger and older voters.

In the context of the Local Government Election 2021, understanding these dynamics is essential for political parties aiming to strategize their campaigns effectively.

Table: Age-wise Voting Based on Family Connections

Table 4.3.1			Family Connection				Total
			Not at all	To a limited extent	To great extent	To some extent	
Age	>65	Count	0	3	7	14	24
		% of Total	0.0%	1.0%	2.3%	4.5%	7.8%
	18-25	Count	15	15	19	19	68
		% of Total	4.9%	4.9%	6.2%	6.2%	22.1%
	26-35	Count	11	16	13	33	73
		% of Total	3.6%	5.2%	4.2%	10.7%	23.7%
	36-45	Count	8	11	12	28	59
		% of Total	2.6%	3.6%	3.9%	9.1%	19.2%
	46-55	Count	4	10	5	20	39
		% of Total	1.3%	3.2%	1.6%	6.5%	12.7%
	56-65	Count	7	3	10	25	45
		% of Total	2.3%	1.0%	3.2%	8.1%	14.6%
Total		Count	45	58	66	139	308
		% of Total	14.6%	18.8%	21.4%	45.1%	100.0%

Chi-Square Tests			
Table 4.3.2	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.150[a]	15	.081
Likelihood Ratio	28.083	15	.021
N of Valid Cases	308		

The influence of family connections on voting behavior varies significantly across different age groups in rural Pakistan. Among voters over 65, none denied family influence, while 3 voters (1.0%) reported being influenced to a limited extent, 7 voters (2.3%) to a great extent, and 14

voters (4.5%) to some extent, totaling 24 voters (7.8%).

In the youngest group, aged 18-25, 15 voters (4.9%) denied any family influence, while 15 voters (4.9%) reported being influenced to a limited extent, 19 voters (6.2%) to a great extent, and 19 voters (6.2%) to some extent, totaling 68 voters (22.1%).

For the age group 26-35, 11 voters (3.6%) denied family influence, 16 voters (5.2%) reported being influenced to a limited extent, 13 voters (4.2%) to a great extent, and 33 voters (10.7%) to some extent, totaling 73 voters (23.7%).

In the age group 36-45, 8 voters (2.6%) denied family influence, 11 voters (3.6%) reported being influenced to a limited extent, 12 voters (3.9%) to a great extent, and 28 voters (9.1%) to some extent, totaling 59 voters (19.2%).

For those aged 46-55, 4 voters (1.3%) denied family influence, 10 voters (3.2%) reported being influenced to a limited extent, 5 voters (1.6%) to a great extent, and 20 voters (6.5%) to some extent, totaling 39 voters (12.7%).

In the age group 56-65, 7 voters (2.3%) denied family influence, 3 voters (1.0%) reported being influenced to a limited extent, 10 voters (3.2%) to a great extent, and 25 voters (8.1%) to some extent, totaling 45 voters (14.6%).

Overall, 45 voters (14.6%) denied family influence, 58 voters (18.8%) reported being influenced to a limited extent, 66 voters (21.4%) to a great extent, and 139 voters (45.1%) to some extent, with a total of 308 respondents.

The Chi-Square test results provide an insignificant p-value of 0.081, which is greater than 0.05. This suggests that there is a minimal relationship between a voter's age and their choice of a party influenced by family connections. The Pearson Chi-Square value is 23.150 with 15 degrees of freedom, and the likelihood ratio is 28.083 with 15 degrees of freedom. The number of valid cases is 308. This indicates that, while family connections do influence voting behavior, age is not a strong predictor of this influence in the sample studied.

In the context of the Local Government Election 2021, these findings underscore the significant role that family connections play in voting behavior across different age groups. Political parties can leverage this insight to craft targeted campaigns that address the unique influences on various age demographics, ultimately enhancing their electoral appeal.

CONCLUSION

This study aimed to investigate the influence of party manifestos and family connections on voting behavior across different age groups in Tehsil Daggar, District Buner, during the Local Government Election 2021. The research utilized a self-administered questionnaire to collect data from a representative sample of registered male voters. Statistical analysis, including chi-square tests, was conducted using SPSS to explore the relationships between age, manifesto considerations, and family influence on voting decisions.

The findings revealed that party manifestos play a significant role in shaping voting behavior, with varying degrees of influence across different age groups. Younger voters, particularly those aged 18-25 and 26-35, showed considerable engagement with party manifestos, while older voters (aged over 65) displayed minimal inclination to vote based on manifestos. The analysis indicated a marginal relationship between age and the extent to which voters consider the manifesto, with a p-value of 0.053.

Similarly, the study found that family connections significantly impact voting behavior, especially among younger voters (aged 18-25) and older voters (aged 56-65). The chi-square test results suggested a minimal relationship between age and voting based on family connections, with a p-value of 0.081. However, the likelihood ratio test indicated a statistically significant association, highlighting the enduring influence of familial ties on electoral choices.

The methodology employed ensured a comprehensive and unbiased collection of data, focusing on a localized population to gain in-depth insights into voter decision-making. By linking the study to the Local Government Election 2021, the research provides valuable perspectives on how party manifestos and family connections influence voter behavior in rural Pakistan.

Overall, the study underscores the importance of understanding the factors that drive voting decisions across different demographics. Political parties should consider these insights when developing strategies and policies to engage with various age groups effectively. Future research

could expand the scope to include female voters and explore additional factors influencing voting behavior to gain a more holistic understanding of the electoral landscape in Pakistan.

RECOMMENDATIONS

➢ **Targeted Political Campaigns**: Political parties should design tailored campaigns that address the specific needs and preferences of different age groups. For younger voters, who show considerable engagement with party manifestos, campaigns should focus on presenting clear, detailed plans and policies. For older voters, who may be less influenced by manifestos, parties should emphasize trust and long-term achievements.

➢ **Strengthening Party Manifestos**: Given the significant role of party manifestos in shaping voting behavior, especially among younger age groups, political parties should invest in developing comprehensive and realistic manifestos. These documents should address key issues that matter to the electorate and be communicated effectively through various media channels.

➢ **Engaging Family Influencers:** Since family connections have a notable impact on voting decisions, political parties should consider strategies to engage with influential family members. Hosting community events, family-oriented campaigns, and dialogues that involve family elders can help in garnering support from entire families.

➢ **Educational Programs on Political Participation**: Implementing educational programs that focus on the importance of informed voting and critical evaluation of party manifestos can empower voters, particularly the younger demographic. Schools, colleges, and community centers can serve as venues for such initiatives.

➢ **Inclusive Research and Policy** Making: Future studies should include female voters to provide a more comprehensive understanding of voting behavior in the region. Policymakers should consider gender-inclusive approaches to ensure that the perspectives and needs of all demographics are represented in political discourse.

➢ **Leveraging Technology and Social Media:** Political parties should utilize social media and digital platforms to reach younger voters, who are more likely to engage with content online. Interactive tools, live discussions, and digital town halls can create a more dynamic and engaging political environment.

➢ **Community Engagement and Feedback Mechanisms:** Establishing regular feedback mechanisms where voters can voice their concerns and suggestions can help political parties stay connected with the electorate. Community forums and public consultations can foster a sense of involvement and trust between voters and political representatives.

➢ **Policy Focus on Local Issues**: Addressing local issues that directly affect the daily lives of voters in rural areas should be a priority for political parties. Tailoring policies to solve specific local problems can resonate more with the electorate and build stronger support.

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