

An Exploratory Study On Factors Influencing Voter's Voting Decision At The Time Of Election Campaign (With Special Reference To West Bengal 2021 Assembly Election)

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Abstract

The study objectives was to discover the important factor influencing voting decision at the time of election champion for the voters belonging to different gender and age category. For the study descriptive research design was adopted. The data was collected from 388 voters belonging to West Bengal using convenience sampling technique. A structured questionnaire was used as a data collection instrument for the study. From the analysis performed it was understood that, an equal proportion of male and female voters are present in West Bengal mostly belonging to the age category above 45 Years. Further, it can be interpreted that for female voters, Previous Government Performance and Advertisements & Banners are the important Factors influencing voters voting decision at the time of election champion. Similarly, for males, Political Leaders in the Parties and Corruption in the Current Government are the important Factors influencing voters voting decisions at the time of election champion. Also, it was perceived that, voters belonging to the age category between 18-30 years are Previous Government Performance and Political Leaders in the Parties For voters belonging to the age category between 30-45 years are Advertisements & Banners and Corruption of Current Government. For voters belonging to the age category between 45-60 years are Corruption of Current Government and Advertisements & Banners. Similarly, voters belonging to the age category above 60 Years are Political Leaders in the Parties and Advertisements & Banners are the important Factors influencing voters voting decisions at the time of election champion for the voter. It was also interpreted that, for males it is the Corruption of the Current Government and for females, it is media news that is most influencing the voting decision. Similarly, Media News, Corruption in the Current Government and Previous Government Performance are the major influencing factors for the voters.

Keywords: Voters Behaviour, Voting Decision, West Bengal.

Introduction

Both political science and sociology have performed research into the various aspects that influence voting behaviour in particular and voter behaviour in general. Individual voting behaviour is a fascinating issue that has lately received a lot of attention [1]. As the factors that influence voters' choices become more understood, political parties are getting closer to accomplishing their aims of providing a "common good" for the people, settling conflicts, and sustaining social welfare and integrity. As a result, "human pain," which is always the cost of poor politics, has been paid every time politics, the only weapon available within this framework, has delegated responsibility for achieving these goals to other methods. Given that illnesses, poverty, and violence continue to devastate communities throughout the globe, it is evident that politics has a long way to go before it can be deemed successful in today's society [2]. The study's goals are to identify the elements that affect voters' political choices, as well as the extent to which these factors influence those decisions. Methods of investigation The researchers hope that the outcomes of this study will contribute significantly to the corpus of knowledge in political science and other relevant subjects. It will also allow interested parties to have a better knowledge of the voter, which is especially important in municipal elections. As a consequence, scholars have been looking for patterns that explain why some political parties or candidates are more popular with the general population [3]. Downs' theoretical contribution to the matter, the "rational voter," was defined as someone who obtains knowledge about political party viewpoints on crucial topics before voting for the party that would bring the most "benefits" to them. People should vote for the party that would offer them with the greatest "benefits," according to Downs' idea. Finally, researchers have created a multi-stage explanatory recursive model of vote choice. This model considers sociodemographic variables, partisanship, and Downs' idea of rationality, as well as voters' fundamental values and beliefs, economic views, government performance ratings, leader evaluations, and strategic considerations. Scholars feel that having access to this information might improve not just the study of political behaviour, but also the

sciences of political psychology and marketing. In addition to improving our understanding of the subject for the sole purpose of academic purposes, research has the potential to have important practical ramifications. Those who participate in political processes are known as political actors [4].

Whoever wants to influence the result of an election, whether it's a politician, a political party, an interest group, or someone else, has to know what types of individuals are likely to make decisions at given times and for various reasons. Politicians, political parties, interest groups, and anybody else who seeks to influence the result of an election fall into this category. The chances of figuring out how to communicate with them in the most persuasive manner are growing. Knowing who these late decision makers are may aid political players in tailoring their message to communicate with them. The majority of political communication focuses on individuals who make choices later in the process. They are often the target of political campaigns due to their proclivity to flip allegiances. Despite the fact that targeting supporters of a political party that one's opponent belongs to may yield good effects, advertising aimed at this group is a waste of campaign resources [5]. According to research undertaken over the past several decades, the percentage of eligible voters who use their right to vote and make decisions during election seasons has increased in the majority of industrialised countries. As a consequence, it is becoming more important to do research on these voters. Numerous studies have been performed to determine how young people's use of social media for political purposes affects their engagement in politics, whether that participation is online or offline [6]. Fewer studies have looked at the efficacy of using social media to engage young voters during election seasons. The bulk of these research have focused on the potential mobilisation effects outside of election seasons. Election campaigns are high-stakes affairs, and the news media has a substantial influence on voter mobilisation and, more broadly, voting preferences. On numerous social media platforms, news media consumption is getting increasingly prevalent [7].

While this study is underway, political actors are becoming more dependent on social media sites like Facebook and Twitter to keep in touch with their supporters [8]. Platforms for social media communication enable voters to make direct political connections with political parties or candidates for office. Another strategy that might be utilised here is microtargeting, which is becoming more popular on digital platforms. In terms of demographics, young people are at the top of the list when it comes to acquiring news through social media. The youngest voters, also known as persons who are engaged in their first election campaign in the role of potential voters, will be the subject of this study. We're especially interested in how first-time voters engage with different types of media throughout the campaign, and how their use of social media, in particular, shapes the type of news they consume and how active they become in political campaigns [9]. The majority of the research is concerned with the mobilising effects of utilising social media during an election campaign. These consequences are based on the actions that voters do on these platforms, such as creating material, sharing it, and engaging in discussions [10]. On the other hand, we are worried about the volume of campaign information sent to the general public via social media. As a consequence, the many categories of political material that users of social media platforms have access to get a great deal of attention [11].

The potential of political micro-targeting, as well as the rising presence of political participants on social media, have fueled debates about candidates and campaigns in recent election cycles. In compared to material gained from heritage news sources or information obtained from friends or followers, we don't know how frequently, if at all, direct political communication is incorporated in the campaign news diets of young people [12]. This study looks into these issues in three ways: first, it employs a novel research design to assess political information exposure via a smartphone-based media diary; second, it looks into the relationship between political information exposure and political participation; and third, it looks into the relationship between political information exposure and political participation. This groundbreaking technique will be used to gather information from public records. Thanks to high-frequency monitoring, researchers can now analyse media consumption on a finer scale, allowing them to distinguish between exposure to different types of content on social media sites [13]. It looks at how people's access to information through offline, non-social internet, and social media platforms influences their willingness to engage in political campaigns. It focuses on the role of social media in particular. This increased election involvement is critical for voters who are using their voting rights for the first time, as it allows them to make informed voting decisions. While the bulk of research concentrate just on first-time voters, we look at both new and returning voters. The results suggest that first-time voters who grew up with digital media may be more open to political information during an election campaign than more experienced voters. Because first-time voters are more likely to be politically involved, this is the case. As a result, by undertaking a state-of-the-art evaluation of campaign communication patterns and subsequent voter mobilisation in the context of the digital media ecosystem, the research adds to existing knowledge [14].

Literature Review

People tend to put off making choices until later in life due to opposing forces depending on their sociodemographic origins. If socio-demographic characteristics play a substantial part in deciding one's vote choice, disparities between these elements may make identifying one's vote choice difficult, if not impossible. It has been argued that "conflicts and inconsistencies among the components that influence vote choices" may lead voters to delay making a decision in order to gather additional information that would help them make a decision. There are convincing grounds for voting for a

variety of candidates, and decisions are being postponed until an event occurs that allows the debate to be resolved [15]. People with the greatest ties to a political party made their decisions earliest, whereas those with the fewest ties waited until later in the election cycle to make their decisions. Late-deciding voters, who are apathetic, unknowledgeable, unpredictable, and less passionate than the pre-decided, strongly partisan majority, pay careful attention to a campaign but are unaffected by it; and pre-decided, strongly partisan majority, who pay careful attention to a campaign but are unaffected by it [16]. Nonpartisans are seen to be less well-informed, more moderate, and less receptive to communications that challenge their beliefs. Partisans, on the other hand, are seen to be more informed, more loyal to their political party, and less receptive to messages that contradict their convictions [17].

Despite the fact that partisanship remains an essential role in research, there has been a general trend toward reduced partisanship in recent years. The dichotomous model that focuses on partisanship makes the implicit assumption that election campaigns have a little impact on election outcomes. If sociodemographic factors and partisanship do not vary much over time, there is little reason to anticipate that the arguments offered during the campaign season will affect a substantial number of voters. If the majority of voters are already committed to a political party and the rest of the population is made up of indifferent or unpredictable individuals, it is realistic to expect the campaign to have "limited consequences." Despite the fact that a larger percentage of the Indian population is interested in and pays attention to elections but does not identify as a specific political party, the value of party identification as a predictor of voting behaviour has declined over time. Despite the fact that this portion of the population has risen over time, this remains the case. In light of these findings, the dichotomous paradigm faces a big problem since it ignores the existence of non-partisans who are interested in and paying attention to the issue at hand [18].

The bulk of academics have moved away from the dichotomous paradigm as a consequence of these developments. According to the election results, campaign decision-makers were classified into two categories: early-deciders and late-deciders (meaning that they considered three groups, including pre-campaign deciders). Pre-campaign deciders showed high levels of partisanship but were only moderately attentive, according to the data, while late-campaign deciders had lower levels of both partisanship and attentiveness than pre-campaign deciders. Those who made their decisions in the last week before the election were known as late-campaign deciders [19]. These two results corroborate the dichotomous model; nevertheless, the authors also discovered that early campaign deciders had the lowest partisanship and were the most attentive of the three groups. As a direct consequence of the outcomes of this study, the common notion that there is a linear relationship between partisanship and attention has been called into doubt. People who develop ideas early in a campaign are sometimes accused of lacking the necessary party ties to make a swift decision. Instead, they base their decisions on the information they gathered throughout the campaign [20].

When there is a solid third-party candidate available, late deciders are the most interested and attentive, while early deciders are the most apathetic and readily led astray. This adds to the situation's perplexing complexity. Finally, should challenge the widely held idea that individuals who make decisions later in life are inept and reckless. People who make choices early in the election cycle, according to him, are on par with swing voters in terms of political knowledge and alertness [21]. As a result, there is disagreement in the academic literature concerning the optimal amount of time periods to include in a study, as well as the nature of the relationship between factors like partisanship, attention, and information. The authors find no statistically significant variations in levels of partisanship, attention, or comprehension across the four segments that determine campaigns in their election research. They suggest that the fact that elections are held significantly more often in India explains why the difference in significance between early and late campaign deciders in India is not as great as it seems to be in the United States [22]. Nonetheless, the data supports the concept that partisanship, interest, attention, and political knowledge are all linked. The authors also provide data that links the occurrence of the phenomena to a number of sociodemographic characteristics. Young individuals, women, and those who do not have a university degree are among those who are late in making judgments. Discover two more features of late deciders, building on their prior discoveries. Late deciders, in particular, are less likely than early deciders to participate in political discourse and watch less television news [23].

This study contributes new and intriguing information to the current corpus of research by emphasising the fact that voters are a heterogeneous group, and that variables that influence the political choices of some people have minimal impact on the decisions of others [24]. He claims that depending on whether or not other factors are present, voters' political predispositions, such as political interest, attentiveness, knowledge, and partisanship, may have a variety of effects. People who are inquisitive, attentive, and well-informed, for example, are more likely to have early in their careers because they can rely on a variety of knowledge and experience when making decisions [25]. This is because they have a larger pool of information from which to make judgments. There's a strong possibility that the extra events influenced this person's political opinions. Partisans who use their partisanship as a signal and participate in "low-information rationality" are more likely to be engaged in their jobs. As a consequence, it is critical to recognise that the impacts of various interrelated aspects are not the same for different subsets of the population, a factor that is influenced not just by individual voters' personalities but also by the circumstances surrounding each election cycle [26].

The bulk of the present research focuses on determining the impact of permanent or long-lasting individual features, such as those listed above [27]. Although studies have been conducted on the impacts of extraordinary campaigns and one-of-a-kind electoral situations (such as the impact of a particularly charismatic candidate or special election

concerns), it has also been proved that competitive scenarios may influence voting patterns. For example, it has been suggested that some voters delay making their decisions because they feel that, despite their support for one candidate, another would win the election. Infer that it isn't always a consistent aspect of their personality [28]. According to their conclusions, the aggregate turnout for a given campaign should be seen as a result of campaign circumstances rather than individual voter preferences. To put it another way, just because a voter was chosen in the first round of voting in one election does not mean they will be chosen in the first round of voting in the next [29].

As a result, it is widely assumed that both constant variables and election-specific factors may influence voting. The study of this topic is considered extremely instructive in India; but, owing to the various and significant cultural differences that exist between India and the United States, its use in this country is debatable [30]. A multitude of factors, such as the length of the campaign, the structure of the parties, and even political culture, are likely to have a substantial impact on voting trends. Please mention some examples of outstanding Indian initiatives in this area. The major emphasis of the first study is on confirming the responses to the recall questions, while the primary focus of the second study is on analysing the data to assess how successful the campaign was. In truth, the term "voting" is often used to signify that particular campaign activities have an impact on the campaign's final conclusion [31].

As a consequence, there is an urgent need for additional research into the elements that contribute to India's current position [32]. It is required to thoroughly go through every theoretically informed study provided in this dissertation in order to grasp even the most basic facts about prior Indian federal elections. Despite the fact that the material in the next part does not directly test the assumptions stated before, it does offer some useful insights into some of India's most important characteristics [33]. The purpose of this study is to get a better knowledge of voter behaviour in municipal elections, as well as municipal elections themselves, from a political standpoint. As a consequence, the study's goal is to identify the factors that affect voters' political choices, as well as the degree to which each factor impacts voters' political choices. The articles that are accessible here are intended to be useful in the domains of political science and related sciences. Furthermore, the study is expected to be useful to politicians, academics, and other interested parties in better understanding voters. As a consequence, queries that were either unclear or missing in information were changed [34]. Every participant was given a survey to fill out while out in the field, and their responses were collated and analysed according to the survey's instructions. To safeguard the anonymity of the replies they submitted and guarantee that the findings were fair and accurate, participants were not asked to disclose their names or any other identifying information [35].

Objectives

To discover the important factor influencing voting decision at the time of election champion for the voters belonging to different gender and age category.

Methodology

For the study descriptive research design was adopted. The data was collected from 388 voters belonging to West Bengal using convenience sampling technique. A structured questionnaire was used as a data collection instrument for the study. The data was analyzed using the SPSS package software, and the relationship between the variables was evaluated using a Chi-square test on the data.

Analysis and Interpretation

Herein percentage analysis was carried out to identify the demographic profile of the respondents considered for the study.

Table No. 1: Percentage Analysis – Demographic Profile

		Frequency	Percent
Gender	Male	197	50.8
	Female	191	49.2
	Total	388	100.0
Age	18 – 30 Years	96	24.7
	30 – 45 Years	87	22.4
	45 – 60 Years	100	25.8
	Above 60 Years	105	27.1
	Total	388	100.0

Source: (Primary data)

From the percentage, analysis performed it was perceived that an equal proportion of male and female voters are present in West Bengal mostly belonging to the age category above 45 Years.
Herein analysis was carried out to identify whether the factor considered for the study is reliable.

Table No. 2: Reliability Statistics - Factors influencing voters voting decision at the time of election champion

Reliability Statistics				
Cronbach's Alpha		N of Items		
0.715		5		
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Media News	8.8329	1.58	0.413	0.731
Previous Government Performance	8.7307	1.517	0.475	0.739
Political Leaders in the Parties	8.7905	1.691	0.384	0.77
Advertisements and Banners	8.8209	1.568	0.401	0.719
Corruption of Current Government	8.7187	1.505	0.463	0.727

Source: (Primary data)

The estimated Cronbach alpha value is greater than 0.7, hence the factor 'Factors influencing voters voting decision at the time of election champion' considered for the study are reliable for current and futuristic studies.
Herein analysis was carried out to identify whether there is a significant difference in Factors influencing voters voting decisions at the time of election champion for the voter belonging to a different gender.

Table No. 3: Independent Sample Test - Factors influencing voters voting decision at the time of election champion with gender

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Media News	Equal variances assumed	.273	.601	-.263	386	.793
	Equal variances not assumed			-.263	385.528	.793
Previous Government Performance	Equal variances assumed	.195	.659	1.323	386	.187
	Equal variances not assumed			1.323	385.663	.187
Political Leaders in the Parties	Equal variances assumed	.353	.553	-.317	386	.752
	Equal variances not assumed			-.317	385.659	.752
Advertisements and Banners	Equal variances assumed	.033	.856	.092	386	.927
	Equal variances not assumed			.092	385.620	.927
Corruption of Current Government	Equal variances assumed	.134	.715	-1.113	386	.266
	Equal variances not assumed			-1.113	385.601	.266

Source: (Primary data)

The estimated significance value is greater than 0.05 for all the cases, meaning the null hypothesis is accepted. Therefore there is no significant difference in Factors influencing voters voting decisions at the time of election champion for the voter belonging to a different gender.
Herein rank analysis was performed to identify the major factors influencing voters voting decisions at the time of election champion for the voter belonging to a different gender.

Table No. 4: Rank Analysis – Factors influencing voters voting decision at the time of election champion with Gender

Gender	Female		Male	
	Mean	Rank	Mean	Rank
Media News	4.4213	5	4.4346	5
Previous Government Performance	4.5279	1	4.4607	4
Political Leaders in the Parties	4.5127	3	4.5288	1
Advertisements and Banners	4.5178	2	4.5131	3
Corruption of Current Government	4.4670	4	4.5236	2

Source: (Primary data)

From the rank analysis made using the mean score, it can be interpreted that for female voters, Previous Government Performance and Advertisements & Banners are the important Factors influencing voters voting decision at the time of election champion. Similarly, for males, Political Leaders in the Parties and Corruption in the Current Government are the important Factors influencing voters voting decisions at the time of election champion.

Herein analysis was carried out to identify whether there is a significant difference in Factors influencing voters voting decisions at the time of election champion for the voter belonging to a different age.

Table No. 5: ANOVA Test - Factors influencing voters voting decision at the time of election champion with Age

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Media News	Between Groups	.501	3	.167	.678	.566
	Within Groups	94.479	384	.246		
	Total	94.979	387			
Previous Government Performance	Between Groups	2.024	3	.675	2.728	.044
	Within Groups	94.965	384	.247		
	Total	96.990	387			
Political Leaders in the Parties	Between Groups	1.033	3	.344	1.380	.249
	Within Groups	95.802	384	.249		
	Total	96.835	387			
Advertisements and Banners	Between Groups	.532	3	.177	.706	.549
	Within Groups	96.375	384	.251		
	Total	96.907	387			
Corruption of Current Government	Between Groups	.610	3	.203	.810	.489
	Within Groups	96.380	384	.251		
	Total	96.990	387			

Source: (Primary data)

The estimated significance value is greater than 0.05 for all the cases, meaning the null hypothesis is accepted. Therefore there is no significant difference in Factors influencing voters voting decisions at the time of election champion for the voter belonging of different ages.

Herein rank analysis was performed to identify the major factors influencing voters voting decisions at the time of election champion for the voter belonging to a different age.

Table No. 6: Rank Analysis - Factors influencing voters voting decision at the time of election champion with Age

Age	18 - 30 Years		30 - 45 Years		45 - 60 Years		Above 60 Years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Media News	4.4792	3	4.3793	5	4.4100	5	4.4381	5
Previous Government Performance	4.6042	1	4.4023	4	4.4600	4	4.5048	3
Political Leaders in the Parties	4.5833	2	4.4483	3	4.4900	3	4.5524	1
Advertisements and Banners	4.4688	4	4.5517	1	4.4900	2	4.5524	2
Corruption of Current Government	4.4583	5	4.4713	2	4.5600	1	4.4857	4

Source: (Primary data)

From the rank analysis made using the mean score, it can be interpreted that, voters belonging to the age category between 18-30 years are Previous Government Performance and Political Leaders in the Parties For voters belonging to the age category between 30-45 years are Advertisements & Banners and Corruption of Current Government. For voters

belonging to the age category between 45-60 years are Corruption of Current Government and Advertisements & Banners. Similarly, voters belonging to the age category above 60 Years are Political Leaders in the Parties and Advertisements & Banners are the important Factors influencing voters voting decisions at the time of election champion for the voter.

Herein analysis was carried out to identify whether there is an association between the Factors influencing voters voting decisions at the time of election champion for the voter and gender.

Table No. 7: Chi-Square Test – Factors influencing voters voting decision at the time of election champion with Gender

Crosstab						
Count						
		Factors influencing voters voting decision at the time of election champion				Total
		Media News	Previous Government Performance	Advertisements and Banners	Corruption of Current Government	
Gender	Male	58	62	13	64	197
	Female	65	49	21	56	191
Total		123	111	34	120	388
Chi-Square Tests						
		Value	df	Asymptotic Significance (2-sided)		
Pearson Chi-Square		4.245 ^a	3	.236		
Likelihood Ratio		4.266	3	.234		
Linear-by-Linear Association		.096	1	.757		
N of Valid Cases		388				
a. 0 cells (.0%) have an expected count of less than 5. The minimum expected count is 16.74.						
Bar Chart						
Factors influencing voters voting decision at the time of election champion - Media News - Previous Government Performance - Advertisements and Banners - Corruption of Current Government Count Gender Male Female						

Source: (Primary data)

The estimated chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. There is no significant association between the Factors influencing voters voting decisions at the time of election champion for the voter and gender. Further from the cross-tabulation and graph, it can be interpreted that for males it is the Corruption of the Current Government and for females, it is media news that is most influencing the voting decision.

Herein analysis was carried out to identify whether there is an association between the Factors influencing voters voting decisions at the time of election champion for the voter and age.

Table No. 8: Chi-Square Test – Factors influencing voters voting decision at the time of election champion with Age

Crosstab																															
Count																															
		Factors influencing voters voting decision at the time of election champion				Total																									
		Media News	Previous Government Performance	Advertisements and Banners	Corruption of Current Government																										
Age	18 – 30 Years	29	29	13	25	96																									
	30 – 45 Years	33	27	7	20	87																									
	45 – 60 Years	29	28	4	39	100																									
	Above 60 Years	32	27	10	36	105																									
Total		123	111	34	120	388																									
Chi-Square Tests																															
			Value	df	Asymptotic Significance (2-sided)																										
Pearson Chi-Square			12.213 ^a	9	.202																										
Likelihood Ratio			12.506	9	.186																										
Linear-by-Linear Association			1.614	1	.204																										
N of Valid Cases			388																												
a. 0 cells (.0%) have an expected count of less than 5. The minimum expected count is 7.62.																															
Bar Chart <table><caption>Bar Chart Data</caption><thead><tr><th>Age Group</th><th>Media News</th><th>Previous Government Performance</th><th>Advertisements and Banners</th><th>Corruption of Current Government</th></tr></thead><tbody><tr><td>18 - 30 Years</td><td>29</td><td>29</td><td>13</td><td>25</td></tr><tr><td>30 - 45 Years</td><td>33</td><td>27</td><td>7</td><td>20</td></tr><tr><td>45 - 60 Years</td><td>29</td><td>28</td><td>4</td><td>39</td></tr><tr><td>Above 60 Years</td><td>32</td><td>27</td><td>10</td><td>36</td></tr></tbody></table> Factors influencing voters voting decision at the time of election champion - Media News - Previous Government Performance - Advertisements and Banners - Corruption of Current Government							Age Group	Media News	Previous Government Performance	Advertisements and Banners	Corruption of Current Government	18 - 30 Years	29	29	13	25	30 - 45 Years	33	27	7	20	45 - 60 Years	29	28	4	39	Above 60 Years	32	27	10	36
Age Group	Media News	Previous Government Performance	Advertisements and Banners	Corruption of Current Government																											
18 - 30 Years	29	29	13	25																											
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The estimated chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. There is no significant association between the Factors influencing voters voting decisions at the time of election champion for the

voter and age. Further from the cross-tabulation and graph, it can be interpreted that, Media News, Corruption in the Current Government and Previous Government Performance are the major influencing factors for the voters.

Findings and Conclusion

From the analysis performed it was understood that, an equal proportion of male and female voters are present in West Bengal mostly belonging to the age category above 45 Years. Further, it can be interpreted that for female voters, Previous Government Performance and Advertisements & Banners are the important Factors influencing voters voting decision at the time of election champion. Similarly, for males, Political Leaders in the Parties and Corruption in the Current Government are the important Factors influencing voters voting decisions at the time of election champion. Also, it was perceived that, voters belonging to the age category between 18-30 years are Previous Government Performance and Political Leaders in the Parties For voters belonging to the age category between 30-45 years are Advertisements & Banners and Corruption of Current Government. For voters belonging to the age category between 45-60 years are Corruption of Current Government and Advertisements & Banners. Similarly, voters belonging to the age category above 60 Years are Political Leaders in the Parties and Advertisements & Banners are the important Factors influencing voters voting decisions at the time of election champion for the voter. It was also interpreted that, for males it is the Corruption of the Current Government and for females, it is media news that is most influencing the voting decision. Similarly, Media News, Corruption in the Current Government and Previous Government Performance are the major influencing factors for the voters.

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