Electoral behavior analysis with an emphasis on the eleventh presidential elections

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Abstract

This study is done in order to analyze election behavior with an emphasis on the eleventh presidential elections on 14 of June in 2013. Present research is an applied study. Data collection instruments used in the study is questionnaire. To analyze the data obtained from the questionnaires SPSS software was used. In this study, the variables are investigated by using qualitative and quantitative analysis (descriptive and inferential statistics). Statistical population is all of the residents of 1 and 20 regions. 491 sample size was calculated based on Cochran formula. In this study, several results were proposed: i. the family environment has a positive effect on the electoral behavior. ii. There is a relationship between electoral behavior of individuals and their business. iii. There isn't a relationship between electoral behavior and people dependence to the parties or special groups. iv. There is a relationship between the behavior of voters and the programs provide candidates as well as their interests. v. There is a relationship between electoral behavior of voters and their benefits. vi. There is a relationship between electoral behavior of individuals and social conditions, environmental, economic and cultural voters. vii. There is a relationship between electoral behavior and the effectiveness of the advertisements.

Introduction

The most important and most basic elements of a political system is the issue of elections. An election is a formal decision-making process by which a population chooses an individual to hold public office. Elections have been the usual mechanism by which modern representative democracy has operated since the 17th century. The President of Iran is the country's highest directly elected official, the chief of the executive branch, and the second most important position after the Supreme Leader. The last presidential elections were held in Iran on 14 June 2013. Hassan Rouhani won with a landslide victory, elected in the first round of voting with 50.88% of the vote. Mass turnout in the presidential election of 14 June 2013 is an important achievement for the Iranian people to be associated with some reasons. Perhaps one the most important reason is the ignorance of the ninth and tenth government. According to the research carried out on the ninth and tenth government[1], investigation the causes of the people's tendency to the eleventh government are important from the political, economic and cultural rights. The aim of this article is the investigation of electoral behavior of people on the eleventh presidential election. Some of the studies in this thesis are summarized.

Various theories are presented about electoral behavior analysis by the Theorists. The most significant are included Party identity theory, sociological theory and rational choice theory.

Party identity theory: the theory of party identification as the first electoral behavior theory is based on the psychological attachment to parties. In this theory, voters are people who find the identity by party[8].

Those people who identify with a party tend to vote for their party's candidate for various offices in high percentages. Those who consider themselves to be strong partisans, strong Democrats and strong Republicans respectively, tend to be the most faithful in voting for their party's nominee for office. In the case of voting for president, since the 1970s, party identification on voting behavior has been increasing significantly. By the late 1990s, party identification on voting behavior was at the highest level of any election since the 1950s[9]. When voting in congressional elections, the trend is similar. Strong party identifiers voted overwhelmingly for their party's nominee in the general election. It is important to note that each party respectively in certain elections, would have stronger voting behavior of their strongest party identifiers. For instance, in the years the Democrats dominated House and Senate elections in the 1970s and 1980s, it can be explained that their strong party identifiers were more loyal in voting for their party's nominee for Congress than the Republicans were[10].

The subject of study	Results
Investigation turnout in the elections after the revolution in the cities of the country and its relationship with social variables	The people participation has increased compared to the past and the ideals of the revolution gained and Corresponded with the aims of the revolution.
The analysis of factors affecting on electoral behavior, emphasizing the economic policies of President Mahmoud Ahmadinejad in the presidential election in 1388 (Case Study: the plain of Isfahan)	The possibility people' successfulness in election is dependent of knowing methods and requests of voters.
Relationship between social satisfaction and political participation between students of faculty social science at Tehran university (Emphasis on election participation).	There is a significant relationship between social satisfaction and political participation.
The tenth presidential election on June 10in the light of reality	Stating the reasons for the victoriousness of Mr.Ahmadinejad: 1. Personality, lifestyle, and four-year-old function of the president 2-negative capacity Hashemi and his support of Mr.Mousavi.
The election behavior in Iran	Presentation a local model to analyze the electoral behavior of the citizens of Islamic Republic, according to held elections
Surprising and confusing election	The main reason of people tendency to Mr.AhmadiNejad is his slogans and programs.

The same level of voting behavior can also be applied to state and local levels. While straight ticket voting has declined among the general voting population, it is still prevalent in those who are strong Republicans and strong Democrats. According to Paul Allen Beck and colleagues, "the stronger an individual's party identification was, the more likely he or she was to vote a straight ticket"[11]. The main characters of this theory are as follows: A person has a little role. "Party affiliation" is very effective. Election advertising does not have any affect. People vote "hereditary".

The theoretical assumptions of the sociological model of voting behavior are defined in three essential works: The People's Choice[12], Voting[13] and Personal Influence[14]. The research conducted by Lazarsfeld et al. at Ohio State (Erie County), Using questionnaire as a technique of investigation for the first time in the study of a U.S. presidential election — one which opposed Franklin Roosevelt to Wendell Willkie in 1940 — cuts away from the type methodological approach that hitherto characterized the study of voting behavior[15]. The hypothesis of Lazarsfeld et al. (1944) was that the act of voting is an individual act, affected mainly by the personality of the voter and his exposure to the media. The results of his hypothesis suggest that the effect of the media in electoral decision was minimal and that the decisive influence was the social groups to which they belonged[16].

Rational choice theory: rational choice theory aims to notable the role of "independent" electoral behavior was analyzed. Key, Verba, Nie and others scholars have considered the idea. The theoretical background for an economic explanation of voting behavior has been submitted by Anthony Downs (1957) work on "An Economic Theory of Democracy." This theory is commonly referred to as rational choice theory. This explains electoral behavior taking as its starting point the work done within the political economy by Kenneth Arrow (1951, 1986). In this theory, economic parameters — resources, goods and technology relates with a political outcome or choice. The most important thesis is

that parties in democratic politics are analogous to entrepreneurs in a profit-seeking economy. So as, to attain their private ends, they formulate whatever policies they believe will gain the most votes, just as entrepreneurs produce whatever products they believe will gain the most profits for the same reason.

At the end of this part, any of the above theories and theorists is presented in table-1.

Methodology

This study was based on research and this is conducted by questionnaire method. The statistical population of this study included men and women in age (64-18) living in the area1 north and 20 south of Tehran (Iran). Population is according Table- 2, based on the Census in 1390.

Cochran formula to calculate the sample size will be used. According this formula, a sample size of 226 people for area 1 and a sample size of 265 people for area 20 is determined. At last, A total of 491 people was selected by Cochran formula.

This survey is used a random sampling. The methods of data collection in this study are using of library resources, papers, books and similar thesis. In addition, for gathering data in this study, a questionnaire was used. In order to survey validity, it used from the ideas of the experts and then it was confirmed by experts. Variable reliability according to Cronbach's alpha coefficient was calculated 0.79 in the north and south of Tehran.

Results and Discussion

Table- 3 shows Gender distribution of Tehran citizens who were responsible for answering questionnaire.

According to the information noted in above table, the highest prevalence is for men (350) and the lowest prevalence is in

women (n = 141), respectively. Table- 4 illustrates the distribution of the age of the respondents.

According to the information in table- 4, the highest frequency (137 people) is considered for those aged 35-30 and the lowest prevalence (7 people) is considered for people aged less than 25 years. Table- 5 shows respondents' level of education.

According to table- 5, it is considered the highest frequency (n = 165) is for those with a bachelor's degree and the lowest

prevalence (11) is for who have literacy as reading and writing and those who have education in the diploma, Technicians, M.S and PhD's (respectively 100, 23 and 80) contributed to the average population. Table- 6 shows the occupation of respondents.

As this table shows the highest prevalence is for those who have self-employed (159 people), and the lowest frequency is related to farmers (2 people).

Table-1
A summary of each of the Theories and Theorists

Lazarsfeld	There is a relationsheep between people's electoral behaviour and their business.
Key, Verba, Nie	There is a relationsheep between the behavior of voters and the programs provide candidates as well as their interests
Key, Verba, Nie	There is a relationsheep between electoral behavior of voters and their benefits.
Lazarsfeld	There is a relationsheep between electoral behavior of individuals and social conditions, environmental, economic and cultural voters.
Key, Verba, Nie	There is a relationsheep between electoral behavior and the effectiveness of the advertisments.

Table-2
Distribution of the population of men and women in the age group 18 to 64 years in area 1 and area 20 in Tehran

Areas	The population of men and women aged 18-64 in 1392
Area1	121305
Area20	148699

Table-3
Gender distribution of Tehran citizens

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	350	71.3	71.3	71.3
Female	141	28.7	28.7	100.0
Total	491	100.0	100.0	

Table-4
Distribution of the age of the respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 25	3	.6	.6	.6
25 - 30	56	11.4	11.4	12.0
30 - 35	138	28.1	28.1	40.1
36 - 40	104	21.2	21.2	61.3
41 - 45	108	22.0	22.0	83.3
More than 46	82	16.7	16.7	100.0
Total	491	100.0	100.0	

Table-5
Respondents' level of education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Reading and writing	10	2.0	2.0	2.0
Primary	32	6.5	6.5	8.6
Guidance School	19	3.9	3.9	12.4
High School	9	1.8	1.8	14.3
Diploma	9	1.8	1.8	16.1
Technicians	9	1.8	1.8	17.9
B.S	245	49.9	49.9	67.8
M.s.	143	29.1	29.1	96.9
Other	15	3.1	3.1	100.0
Total	491	100.0	100.0	

Table-6
The occupation of respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Farmer	2	.4	.4	.4
Labor	40	8.1	8.1	8.6
Employee	132	26.9	26.9	35.4
Teacher	28	5.7	5.7	41.1
self-employed	159	32.4	32.4	73.5
Engineer	60	12.2	12.2	85.7
Doctor	10	2.0	2.0	87.8
Unemployed	9	1.8	1.8	89.6
Retired	13	2.6	2.6	92.3
Other	38	7.7	7.7	100.0
Total	491	100.0	100.0	

First hypothesis: There is a relation between electoral behavior of individuals and family environment. According to Table-7, t is equal -38,124 demonstrating about relationship of family environment on electoral behavior of individuals. According to negative of coefficient, family environment doesn't have meaningful and positive influence on the electoral behavior. Therefore, confidently 0.99 sub hypothesis of research is rejected.

The second hypothesis: There is a relation between electoral behavior of individuals and Occupation of those. According to table-8, **t** is equal 33,180 demonstrating the relationship of people job on the electoral behavior. Regarding to positivity of coefficient, job features of people have meaningful and positive influence on the electoral behavior. The relationship in the level 0.01 (the confidence level 0.99) stand in the area of rejection of null hypothesis. Therefore, confidently 0.99 sub hypothesis of research is accepted.

Third hypothesis: There is a relationship between electoral behavior and dependencies of individuals to the parties or particular groups in the elections. Calculated t is equal -.303 (Table-9) demonstrating the relationship of dependencies of individuals to the parties or particular groups in elections on electoral behavior of individuals. According to negative of coefficient, dependencies of individuals to the parties or particular groups in elections don't have meaningful and positive influence on the electoral behavior. Therefore, confidently 0.99 sub hypothesis of research is rejected.

Fourth hypothesis: There is relationship between the voters' behavior that subordinates the candidates' campaigns and candidates program that provide their profits interests as well.

Calculated t is equal 99.706 (Table-10) demonstrating the impact of candidates program that provide their profits interests on electoral behavior. According to positivity of coefficient, candidates program that provide people benefits have

meaningful and positive influence on electoral behavior. The relationship in the level 0.01 (the confidence level 0.99) stand in the area of rejection of null hypothesis. Therefore, confidently 0.99 sub hypothesis of research is accepted.

Fifth hypothesis: There is a relation between the electoral behaviors and benefits of voters. Calculated t is equal 18.858 (table-11) demonstrating the effect of voters' benefit on the electoral behavior. According to positivity of coefficient, voters' benefits have meaningful and positive influence on the electoral behavior.

The relationship in the level 0.01 (the confidence level 0.99) stand in the area of rejection of null hypothesis. Therefore, confidently 0.99 sub hypothesis of research is accepted.

Sixth hypothesis: There is relation between electoral behavior of individuals and social, environmental, economic and cultural conditions of voters.

Calculated t is equal 58.787, (table-12) demonstrating relationship of social, environmental, economic and cultural conditions of voters on electoral behavior, according to positivity of coefficient, social, environmental, economic and cultural conditions of voters has meaningful and positive influence on the electoral behavior. The relationship in the level 0.01 (the confidence level 0.99) stand in the area of rejection of null hypothesis. Therefore, confidently 0.99 sub hypothesis of research is accepted.

The seventh hypothesis: There is relationship between electoral behaviors and influence of the ads. Calculated t that is equal 126, 727 (table-13) demonstrating the influence of ads on electoral behavior, According to positivity of coefficient, ads have meaningful and positive influence on the electoral behavior. The relationship in the level 0.01 (the confidence level 0.99) stand in the area of rejection of null hypothesis. Therefore, confidently 0.99 sub hypothesis of research is accepted.

Table-7
Survey First hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Family environment	-38.124	490	.000	-1.95723	-2.0581	-1.8564

Table-8
Survey second hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Job features	33.180	490	.000	2.64155	2.4851	2.7980

Table-9
Survey third hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Party affiliation	-.303	490	.762	-.01222	-.0915	.0671

Table-10
Survey fourth hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Candidates program	99.706	490	.000	9.21385	9.0323	9.3954

Table-11
Survey fifth hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
The benefit of voters	18.858	490	.000	1.11405	.9980	1.2301

Table-12
Survey sixth hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Socio-economic conditions	58.787	490	.000	5.19552	5.0219	5.3692

Table-13
Survey fifth hypothesis by T test

	One-Sample Test				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**
					Lower	**Upper**
Influences of ads	126.727	490	.000	9.59267	9.4439	9.7414

Conclusion

Results of this research showed that in the eleventh presidential election, family environment don't have meaningful and positive influence on the electoral behavior. In addition, in this research it was shown that job and job environment has an impact on electoral behavior. Sometimes During the elections some special jobs are in supporters of a candidate group. This issue may be due to some of candidate's promises to these occupational groups during the candidates' campaigns such as Workers, employees, and so attract the votes of people. Sometimes some candidates support poor people of society in their promises and it increases attentions and votes to themselves. It seems that it has the sign of these cases for confirming of this hypothesis. Research result of Mohammadi about the ninth and tenth presidential election in the city of Kermanshah showed that job variable has the most influential in the statistical population.

In addition, this study showed that there is no relationship between the electoral behavior and individuals dependencies to political parties or particular group in the elections. Basically, Political parties are created for political activities. One of the areas of political parties' activity is election. In the history of Iran, the formation and activities of political parties was not very successful. Today, in spite of existence of some political parties and factions in the country, the party inclinations are not popular in Iran and the formation of party identity or factional was not found. The results of this study are compatible with the results of Pishgahifard and Bae lashki. Their research was shown that most of the statistical population believes that parties hadn't an important role in the selection of their candidates. In this study it was shown that there is relationship between the voters' behavior that subordinates the candidates' campaigns and candidates program that provide people benefits as well. Results of Anai's research harmonized with this case. In addition, the findings indicate that there was relation between the electoral behaviors and voters benefits in the eleventh period of election. Obviously in each election everyone choose his candidate according to his profits. Election is a public right that everyone is able to affect his destiny or others with his vote. Research results of Golabchi with results of this study and that there is relation between electoral behavior of people and social, environmental, economic and cultural condition of voters. The results of this study indicated that there is relation between the electoral behaviors and the influence of advertising. Audiovisual media, especially radio and television in terms of the specific and unique features are an important campaign tool in the field of election. Inclusiveness and influential are the two main characteristics of this type of media. Taking into account of these two features create the necessity of a legal system in this field. It is clear that in the "age of communication" and when each ear listens to radio and each eye is the viewer of television. Any social phenomenon can be a vast and suitable field of activity for broadcasting. Likewise, elections phenomenon will be a suitable arena for the efforts of radio and television and also broadcasting. Therefore advertising plays a major role in elections. Each presidential candidate who can use this advertising for his advantage, he will win in this way. The findings of this section consist with the research results of Mahammadi and Golabchi[17]. They showed that the campaign variable had the greatest impact on the statistical population that is under study in the election.

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