Intrinsic and extrinsic motivation of voters during elections

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ABSTRACT
Elections have been regarded as important determinants of gauging the extent to which a democracy succeeds or fails. Voting behavior becomes all the more pertinent in the case of single or multiple party systems across different state structures- socialist or capitalist. However, it needs to be determined as to what is the motivation of the voters during the elections. Another aspect relates to the reasons behind voter motivation. In this context, the present study seeks to present a framework of intrinsic and extrinsic motivation of the voters during elections. The landscape for presenting this framework is applicable for both the single and multiple party systems across developed and developing countries. Given that the countries across the globe have different regimes in terms of autocratic or democratic rules, the present study lends significant insights regarding the role and significance of motivation and morale of voters in elections. The study concludes with directions for further research and practitioner implications.

Keywords: Motivation, Elections, Voters, Single party system, Multiple party system, Developed countries, Developing countries.

INTRODUCTION
Elections are a symbol of the voice of the people. Elections help to determine the functioning of the country in terms of the policies floated by the leading political party of the day. It is being said that the electorate has to support the political party in power or the one in the opposition to make the country’s politics more vibrant and dynamic. Elections help in understanding the pulse of the electorate and they go a long way in determining the direction of the sails of the boat of the country. The functioning of elections becomes all the more important in the democratic regimes in contrast with the dictatorial regimes or autocratic regimes given the extent of freedom given to the electorate for exercising their choice. Likewise, in the countries with single party system and multiple party system, the nature and scope of elections assumes different proportions on account of the fact that in the former, the choice of the voters is restricted whereas in the latter, the choice of the voters is more broad-based. Political parties strive hard to impress upon the voters to cast their votes during the elections. They deploy tactics to impress upon the electorate the need to vote so that the democratic regimes may work properly. The election manifestoes are drafted in a way such that voters are drawn to the ideologies of the political parties and voters become impressed with the political
leaders and their ideologies. The present study seeks to present an overview of the determining factor as regards the motivation of the voters to cast their vote in the elections. The study concludes with further research directions and limitations as also implications for further research.

**Background**
As a field of research, voting behavior has been conceived as a dynamic one wherein a mix of factors—personal, professional, background, state of the economy, state characteristics, political party system, strength of political leadership, currency of the issues and concerns at hand, etc. become important for determining the outcome of elections (Dyck & Gimpel, 2005). In fact, the electoral ecosystem runs in a unique manner such that different stakeholders are involved in the value chain and the actors have different roles to assume in the face of different internal and external factors. Internal factors include the ones related with the voters per se whereas external factors are linked with the climate of the election (economic, social, legal, technological, etc.).

As far as the internal factors are concerned, it has been underscored that the socio-demographic variables have an important bearing on the voting decisions. Socio-demographic variables include the gender, age, income, educational qualification, professional background, etc. Besides this, the role of motivation of the voters plays a major role in determining the voting decisions. There are two dimensions involved here: motivation and decision making and both these dimensions will be deliberated here at length.

**Decision making in voting**
As a concept, decision making came to the fore in the writings of Herbert Simon, the American sociologist-cum-political theorist. Simon had propounded the decision making theory which implies that every decision is made after a three stage process (Csikszentmihalyi & Nakamura, 2014). The three phases are: intelligence, design and choice. The first phase relates to the availability and accessibility of information from different sources regarding a particular issue or concern. The second phase relates to the design one wherein the available alternatives are weighed in terms of the benefits and pitfalls. An individual assesses the costs and benefits associated with the options carefully. Finally, the third stage relates to the choice of the one option which involves making the final decision.

The same processes work in the voter decision-making processes. The first stage involves the availability of several alternatives in terms of the political parties that are running in an election. In the case of a country having a single party system, the political leader or the one in opposition is weighed. Or, the issues or concerns that matter to a voter are also the deciding factors. What may be important for one voter may not be important to the other. In line with the second stage of the decision-making process, the voter evaluates the different options in terms of the costs and benefits associated with the options. Finally, the last stage relates to the choice of the contestant or political party running in the elections.

Another dimension linked with the decision-making theory relates to the bounded rationality theory proposed by Simon. According to Simon, an individual is not able to make perfect or completely rational choices while making a decision. Therefore, her rationality is bounded or limited in nature.
and scope. An individual does not know all the costs and benefits associated with an option and she does not know of the future prospects linked with the decisions made by the individual.

Similarly, in the context of voter decision making, the voter makes choices based on the available options in terms of the political contestants or political parties and her assessment may not be perfect in an environment of uncertainty and dilemmas associated with the alternatives available to her. Therefore, her rationality is limited in terms of assessing the options and therefore, the final decision made may be short of being correct.

Motivation in voting choices
Motivation theories are quite popular among the psychologists (Mekler et al., 2017). One of the first and foremost theories pertains to the one given by Abraham I Maslow who gave the five factor theory of motivation running across a hierarchy. The first stage relates to the physiological need which relates to the need for food, water, housing and sex. The fulfillment of this need leads to the need for being safe and this safety need relates to the protection afforded by the parents such that the individual feels secure. The third hierarchical need refers to the social needs which refer to the love and belongingness that an individual experiences by being in the company of family, friends, peers and loved ones. Next comes the need of self-esteem wherein the individual perceives that her importance is far too high and she becomes ambitious and aspirational and her reaching the heights of success assume importance. Finally, the topmost hierarchical level relates to the self-actualization wherein the individual realizes that she feels that she is above all the materialistic things and she assumes some kind of satisfaction.

The second theory of motivation relates to the Existence, Relatedness and Growth (ERG) needs and this set was proposed by Clayton Alderfer (Kuvaas et al., 2017). The theory states that the individual strives to realize his existence in the world by being with his family, peers and friends and she tries to acclimatize herself in the social space. The second set of needs pertains to the “relatedness” which refers to an individual’s being a part of the society. Her family relations assume importance in this phase. Finally, the third phase relates to the “growth” phase wherein the individual reaches the heights of success and realizes her ambition of life.

As a voter, an individual has intrinsic and extrinsic motivation as far as casting her vote is concerned (Turner & Cheng, 2017). For instance, in terms of the intrinsic motivation, her inner motivation, drives and feelings lead to her making a voting decision. Such intrinsic motivation facets relate to the inward drives and the individual is self-propelled to make a particular decision. Therefore, an individual making a voting decision is influenced by her own inner voice and she is not influenced by the external forces. Her voting choice is propelled by the conscience and she makes the decision accordingly. The external motivation relates to the forces that operate in influencing the decision of the voter during an election. For instance, the influence of her family, peers, colleagues or friends might influence her voting choice. Likewise, the legal and social factors like the impact of a particular legislation might influence an individual in her decision making. Likewise, the economic status of the country may have an impact on the voting decision of the individual. For instance, an increase in the Cash Reserve Rates (CRR)- the amount of money that the central bank demands from the other banks- impacts the purchasing power of the individual and thus impacts the voting
decision eventually.

Conclusion
Voting is considered an important civic duty and the individuals are prompted to cast their votes during the polls so that the final decisions may be made regarding the political leadership at the central, regional or local levels. Academic interest in elections has been fomenting over the years and same is reflected in the dimensions probed empirically or non-empirically (Aldrich, Montgomery & Wood, 2011). Decision making in elections is factored by many variables and one of these relates to the motivation of the individual voter. In line with this, the present study sought to appreciate the role and significance of intrinsic and extrinsic motivation in the decision making process in voting. Two motivational theories were picked in the present study- Maslow’s hierarchy needs theory and ERG theory propounded by Clayton Alderfer. Lessons were drawn from the two theories regarding the manner in which the motivational theories impinge upon the voting decisions. It may be concluded from the present study that intrinsic and extrinsic motivation have a significant bearing on voting decisions.

The study was limited in its scope that it touched upon a theoretical standpoint and it did not conduct an empirical investigation given the time and cost constraints of the researcher. Further studies are warranted to ascertain the manner in which voting decisions are determined by the other dimensions like the role of levels of administration in which elections are happening. For instance, further research may be done to appreciate if different motivation levels and needs drive an individual to cast her vote across the different political and administrative levels. Another line of research could relate to the voting decisions made in non-political realms- case in point being the private sector during the Annual General Meetings (AGM), etc. Finally, further research may be conducted to appreciate the differentials in voting patterns in democratic and non-democratic regimes.

References