

**ANALYSIS OF FACTORS UNDERPINNING THE VOTING
BEHAVIOR OF SRI LANKANS UNDER THE CURRENT
ECONOMIC CRISIS**

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Thesis/Dissertation submitted in partial fulfillment of the requirements for the
degree Master of Science in Business Statistics

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DECLARATION

Student Declaration

The work described in this research report was undertaken by myself under the supervision of Dr. J.A.B.U. Jayasinghe and a report on this has not being submitted in whole or partially to any other academic or professional institution for any purpose.

Signature:

8th October 2023

Declaration by the Supervisor

The above candidate has carried out the research for the attainment of the Master's degree in Business Statistics under my supervision. I confirm that the declaration made by the student is true and correct.

Name of the supervisor: Dr. J.A.B.U. Jayasinghe

Signature of the supervisor:

8th October 2023

ABSTRACT

Voting is the most common and effective way of political participation across the globe, as it showcases the willingness of voters and the fate of a country. It serves as a powerful tool to hold leaders and political parties accountable for their actions. To analyze voting behavior of general public a combination of crucial factors can be taken into account, such as voter satisfaction with recently elected candidates, reasons for voting during next elections, the influence of the ongoing economic crisis on political decision-making and identifying preferred candidate characteristics. To carry out the research, a convenience sampling method was used to select 418 voters and employed Descriptive Statistics and Factor Analysis methods for the data analysis. The Principal Component Analysis method with rotation exhibited the highest level of accuracy in factorization. The findings revealed a prevailing sense of dissatisfaction among voters with the recently elected candidates, while the level of satisfaction was found to be significantly associated with voters' previous voting experiences. The majority believes that the economic crisis has altered their political thinking patterns, and their primary motivation for casting their vote in the next election is to choose a candidate capable of addressing the current economic crisis. Additionally, Factor Analysis revealed five key candidate characteristics that voters prioritize when selecting a suitable candidate.

Keywords: Candidate characteristics, Economic crisis, Factor Analysis, Voting behavior, Voter satisfaction

DEDICATION

I dedicate my dissertation work to those who assist me to be success in my life. A special feeling of gratitude to my better half, my parents and all the supervisors and lecturers whose words of encouragement and helping me to develop my skills.

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TABLE OF CONTENTS

DECLARATION	i
ABSTRACT	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	xiii
LIST OF APPENDICES	xiv
1. INTRODUCTION	1
2. LITERATURE REVIEW	4
2.1 Voting behavior strategies and models	10
3. RESEARCH METHODOLOGY	14
3.1 Research Questions	14
3.2 Conceptual Framework	14
3.3 Population and Sampling	16
3.4 Sample Size	16
3.5 Data Collection and Analysis	16
3.6 KMO Test	17
3.7 Bartlett's Test	17
3.8 Cronbach's Alpha Coefficient	17
3.9 Arithmetic Mean and Standard Deviation	17
3.10 Likert Scaling	18
3.11 Questionnaire Development	18
3.12 Factor Score Coefficients	20
3.13 Pilot Survey	21

4. DATA ANALYSIS AND PRESENTATION	22
4.1 Demograohic Analysis	22
4.2 Voter's Satisfaction About Recently Elected Candidates	26
4.3 Reasons for Casting the Vote in the Upcoming Election	40
4.4 Recent Economic Crisis Influence on Voting Behavior	40
4.5 Voters' Preferred Demographic Factors of a new candidate	48
4.6 Voter's Preferred Characteristics of a New Candidate	51
4.7 Descriptive Statistics	53
4.8 Factor Analysis	57
4.8.1 Validity and Reliability Testing	57
4.8.2 Principal Component Analysis Method	57
4.8.3 Analyzing Candidate Characteristics in Relation to Voter Demograhics	72
5. CONCLUSION	75
6. DISCUSSION	77
7. REFERENCES	79
8. APPENDICES	91

LIST OF FIGURES

Figure	Description	Page
Figure 3.1	Conceptual Framework of the Factors	15
Figure 4.1	Number of Voters by Electoral Districts	22
Figure 4.2	Voters' Age	23
Figure 4.3	Voters' Religion	23
Figure 4.4	Voters' Race	24
Figure 4.5	Voters' Educational Level	24
Figure 4.6	Voters' Profession	25
Figure 4.7	Self-Employed Voters' Occupation	25
Figure 4.8	Voters' Voting History	26
Figure 4.9	Voters' Level of Satisfaction about the Elected Candidates during the Recent Elections	26
Figure 4.10	Voters' View on Voting for the Dissatisfactory Candidates in to Future	27
Figure 4.11	Frequency Distribution of the reasons for being dissatisfied with the elected candidates by voters	31
Figure 4.12	Reasons for casting the vote in the Upcoming Election	40
Figure 4.13	Voters' view about the Recent Economic Crisis Influence on Political Decision making	40
Figure 4.14	Voters' View on Preferred Age Category of the Candidate	49
Figure 4.15	Voters' View on Preferred Religion of the Candidate	49
Figure 4.16	Voters' View on Preferred Race of the Candidate	49
Figure 4.17	Voters' View on the preferred Highest Educational Level of the Candidate	50
Figure 4.18	Voters' View on preferred Political Educational Level of the Candidate	50
Figure 4.19	Voters' View on preferred Political Experience of the Candidate	51

Figure 4.20 Scree-plot under PCA Extraction Method	60
Figure 4.21 Scree-plot under PCA Extraction Method with Rotation	68
Figure 6.1 Scree-plot under PCA Extraction Method - Equamax Rotation	104
Figure 6.2 Scree-plot under PCA Extraction Method - Quartimax Rotation	105
Figure 6.3 Scree-plot under Principal Axis Factoring Method	109

LIST OF TABLES

Table	Description	Page
Table 3.1	Pilot Survey Reliability Testing Results	20
Table 4.1	Chi-squared Distribution Results of Voters' Demographic Factors vs. Satisfaction Level towards Elected Candidates	28
Table 4.2	Chi-squared Distribution Results of Voters' Demographic Factors vs. Satisfaction Level towards Elected Candidates-Only with Advanced Level and above_qualified voters	28
Table 4.3	Chi-squared Distribution Results of Voters' Satisfaction vs. Voting History among Advanced Level and above qualified voters	28
Table 4.4	Descriptive Statistics of Satisfaction vs. Voting History Among Advanced Level and above qualified voters	30
Table 4.5	Chi-squared Test p-values among Respondent Variables	32
Table 4.6	Profession vs. Educational Level vs. Voters' Satisfaction Level vs. Future Choice of Voting the Same Candidate within 20-30 Age Group	34
Table 4.7	Profession vs. Educational Level vs. Voters' Satisfaction Level vs. Future Choice of Voting the Same Candidate within 31-40 Age Group	34
Table 4.8	Profession vs. Educational Level vs. Voters' Satisfaction Level vs. Future Choice of Voting the Same Candidate within 41-50 Age Group	35
Table 4.9	Profession vs. Educational Level vs. Voters' Satisfaction Level vs. Future Choice of Voting the Same Candidate within 51-60 Age Group	35
Table 4.10	Profession vs. Educational Level vs. Voters' Satisfaction Level vs. Future Choice of Voting the Same Candidate within 61-70 Age Group	35
Table 4.11	Voters' Educational Level vs. Satisfaction vs. Religion	39
Table 4.12	Chi-squared Test Results of Age vs. Voters View on Economic Crisis Influence to Politics	41
Table 4.13	Summary Statistics of Age vs. Voters View on Economic Crisis Influence to Politics	42

Table 4.14 Chi-squared Test Results of Religion vs. Voters View on Economic Crisis Influence to Politics	42
Table 4.15 Summary Statistics of Religion vs. Voters View on Economic Crisis Influence to Politics	43
Table 4.16 Chi-squared Distribution Results of Race vs. Voters' View on Economic Crisis Influence to Politics	43
Table 4.17 Summary Statistics of Race vs. Voters' view on Economic Crisis Influence to Politics	44
Table 4.18 Chi-squared Distribution Results of Educational Level vs. Voters view On Economic Crisis Influence To Politics	44
Table 4.19 Summary Statistics of Educational Level vs. Voters' View On Economic Crisis Influence to Politics	45
Table 4.20 Chi-squared Distribution Results of Profession vs. Voters' View On Economic Crisis Influence to Politics	45
Table 4.21 Summary Statistics of Profession vs. Voters View on Economic Crisis influence to Politics	45
Table 4.22 Chi-squared Distribution Results of Voting History vs. Voters' View on Economic Crisis Influence to Politics	46
Table 4.23 Summary Statistics of Voting History vs. Voters' View on Economic Crisis Influence to Politics	47
Table 4.24 Voters' Ranking on Candidates' Personal and Political Characteristics	52
Table 4.25 Scale	54
Table 4.26 Descriptive Statistics of Personal and Political Characteristics of the Candidates	55
Table 4.27 Validity and Reliability Test Results	57
Table 4.28 Initial Communalities under PCA Extraction Method	58
Table 4.29 Total Variance Explained under PCA Extraction Method	59
Table 4.30 Factor Loadings under PCA Extraction Method	61

Table 4.31 Factors Loaded under PCA Extraction Method	62
Table 4.32 Pattern Matrix under PCA Extraction Method	62
Table 4.33 Factor Loadings under PCA Extraction Method-after removing Integrity Variable without Rotation	63
Table 4.34 Factor Loadings Under PCA Extraction Method – Without Rotation - After Removing Integrity Variable	65
Table 4.35 Initial and Extraction Communalities under PCA Extraction Method – After Removing Integrity Variable with Rotation	65
Table 4.36 Total Variance explained under PCA Extraction Method - After Removing Integrity Variable with Rotation	66
Table 4.37 Factor Loadings under PCA Extraction Method with Rotation - After Removing Integrity Variable	69
Table 4.38 Summary of the Factor Analysis with Rotation - After Removing Integrity Variable	70
Table 4.39 Factor Score Coefficients of the variables (manifest variables)	70
Table 4.40 Chi-squared test results between Age and Latent factors	72
Table 4.41 Chi-squared test results between Religion and Latent factors	72
Table 4.42 Chi-squared test results between Race and Latent factors	72
Table 4.43 Chi-squared test results between Education Level and Latent factors	73
Table 4.44 Chi-squared test results between Profession and Latent factors	73
Table 4.45 Chi-squared test results between Voting History and Latent factors	73
Table 4.46 Chi-squared test results between Satisfaction Level and Latent factors	74
Table 8.1 Correlation Matrix of the Observed Variable	99
Table 8.2 p values of the One Tailed	100
Table 8.3 Initial and Extraction Communalities under PCA Extraction Method – Equamax Rotation	102

Table 8.4 Total Variance explained under PCA Extraction Method - Equamax Rotation	103
Table 8.5 Factor Loadings Under PCA Extraction Method - Equamax Rotation	104
Table 8.6 Initial and Extraction Communalities under PCA Extraction Method – Quartimax Rotation	105
Table 8.7 Total Variance explained under PCA Extraction Method - Quartimax Rotation	106
Table 8.8 Factor Loadings Under PCA Extraction Method - Quartimax Rotation	107
Table 8.9 Initial and Extraction Communalities under Principal Axis Factoring Method	108
Table 8.10 Total Variance Explained under Principal Axis Factoring Method	109
Table 8.11 Factor Loadings under Principal Axis Factoring	110
Table 8.12 Summary of the Factor Analysis – Principal Axis Factoring	110

LIST OF ABBREVIATIONS

Abbreviation	Description
Sat	Satisfied
N-Sat	Not satisfied
Satisfact	Satisfactory Level
KMO	Kaiser Meyer Olkin
VISA	Volunteering in social activity
LS	Leadership skills
PER	Personality
PA	Physical appearance
PFB	Political family background
PLS	Proper language skills
PW	Personal wealth
POP	Popularity
INT	Integrity
AOPP	Affiliation of the Political Party
NAIFC	Not engage in fraud, corruption
HPEC	Having a professional election campaign
ISSA	Involvement in social service activities
STPP	Support towards peaceful protests organized by common people
HPALM	Having a practical and logical manifesto
PPBTS	Provision of political backup to the supporters
HEIV	Having engage in violence
WRPE	Winning records of past elections

LIST OF APPENDICES

Appendix	Description	Page
Appendix A	Questionnaire	85
Appendix B	Extended Questionnaire	97
Appendix C	Correlation Matrix and p-values of the Observed Variables	99
Appendix D	Factor Analysis results of other extraction methods	102