

Available in online @ www.iaraindia.com

RESEARCH EXPLORER-International Journal on Economics and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 8.276 (12OR), 3.676 (COSMOS)

Volume XV, Issue 50

January – March 2026

Formally UGC Approved Journal (63185), © Author

PERSONALITY TRAITS AND VOTING BEHAVIOUR IN THE INDIAN CONTEXT: A CONCEPTUAL PSYCHOLOGICAL FRAMEWORK

Mr. R. ESHWAR

Assistant Professor

Department of Psychology

Rathinam College of Arts and Science

Coimbatore – 641021, Tamil Nadu, India.

Mr. R. GOKUL

Postgraduate Student in Clinical Psychology

Department of Psychology

Rathinam College of Arts and Science

Coimbatore – 641021, Tamil Nadu, India.

ABSTRACT

Voting behaviour is a complex psychological phenomenon influenced by individual differences, emotional tendencies, cognitive styles, and sociocultural factors. Among these, personality traits play a significant role in shaping political attitudes, civic engagement, and electoral decision-making. The present conceptual study explores the relationship between personality traits and voting behaviour within the Indian context. Drawing upon trait theories such as the Big Five Personality Model and frameworks from political psychology, this paper examines how enduring personality characteristics influence political interest, ideological orientation, and voting participation. The Indian sociocultural context—characterized by collectivism, social identity, cultural diversity, and regional influences—is conceptualized as a moderating factor that interacts with personality traits in shaping voting behaviour. This study adopts a non-partisan psychological approach, viewing voting as a form of decision-making behaviour rather than political endorsement. The conceptual framework presented provides a theoretical foundation for understanding electoral behaviour in India and offers directions for future empirical research. The study proposes a conceptual model outlining pathways through which personality traits influence voting behaviour, moderated by sociocultural factors (Caprara & Zimbardo, 2004; Mondak et al., 2010) (McCrae & Costa, 1997).

KEYWORDS: Personality Traits, Voting Behaviour, Political Psychology, Decision-Making, Indian Context.

INTRODUCTION

Human behaviour is shaped by stable psychological characteristics that influence how individuals think, feel, and act across situations. Personality traits represent enduring patterns that guide perception, emotional responses, and behavioural tendencies. These traits play an

important role not only in interpersonal relationships and mental health but also in broader social behaviours such as political participation and voting (Allport, 1961).

Voting behaviour is a critical expression of civic engagement in democratic societies. While voting is often viewed as a rational or ideological act, psychological research suggests that it is also influenced by personality-based tendencies such as openness to change, need for structure, emotional regulation, and social orientation. In India, the world's largest democracy, voting behaviour is embedded within a complex sociocultural environment shaped by diversity in language, caste, religion, region, and community identity (Caprara & Zimbardo, 2004; Mondak et al., 2010).

This conceptual study aims to examine the role of personality traits in influencing voting behaviour within the Indian context. By adopting a psychological and non-political lens, the paper seeks to understand voting as a behavioural outcome shaped by individual personality differences interacting with sociocultural factors. The present study integrates trait theory and political psychology to conceptualize voting behaviour as a psychological decision-making process.

Background of the Study

Personality psychology has consistently demonstrated that individual differences influence a wide range of behaviours, including decision-making, risk perception, social attitudes, and civic engagement. Trait theories, particularly the Big Five Personality Model—Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism—have been widely used to explain behavioural patterns across cultures (McCrae & Costa, 1997).

Research in political psychology indicates that personality traits are associated with political interest, ideological preferences, tolerance for ambiguity, and participation in political processes such as voting. For instance, openness to experience has been linked to curiosity and acceptance of diversity, while conscientiousness is associated with rule-following, duty, and consistent participation in elections.

In the Indian context, voting behaviour is influenced not only by individual psychological traits but also by sociocultural factors such as family influence, group identity, cultural norms, and social expectations. These contextual influences interact with personality traits, shaping how individuals engage with political information and make voting decisions. Understanding this interaction is essential for a comprehensive psychological understanding of voting behaviour in India.

Need for the Concept

Most studies on voting behaviour in India have focused on sociological, demographic, or political determinants such as caste, religion, party affiliation, and leadership. While these factors are important, they often overlook the psychological processes underlying individual voting decisions.

There is a need for a conceptual psychological framework that integrates personality traits with voting behaviour while accounting for the Indian sociocultural context. Such an approach allows for a deeper understanding of voting as a form of decision-making behaviour rather than merely a political act. This conceptual study addresses this gap by focusing on personality traits as key psychological predictors of voting behaviour.

CONCEPTUAL FRAMEWORK

The present conceptual framework is grounded in trait theory and political psychology. Personality traits are viewed as stable dispositions that influence cognitive styles, emotional responses, value orientations, and social behaviour.

Personality Traits influence:

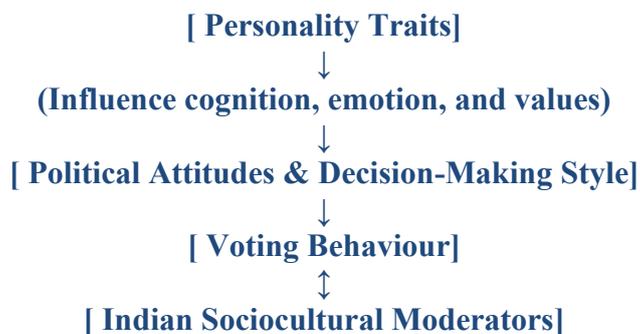
- Cognitive processing of political information
- Emotional responses to political uncertainty

- Value orientation and moral reasoning
- Social interaction and political discussion

These psychological processes shape **Voting Behaviour**, including political interest, participation, and decision-making style.

The **Indian Sociocultural Context**—including collectivism, family influence, social identity, cultural norms, and regional diversity—is conceptualized as a moderating factor that influences how personality traits are expressed in voting behaviour.

Conceptual Flow:



Proposed Conceptual Propositions

Proposition 1: Personality traits significantly influence political interest and engagement by shaping cognitive processing, emotional responses, and value orientations.

Proposition 2: Individuals high in openness to experience are more likely to exhibit political curiosity, tolerance for ideological diversity, and flexible voting decisions.

Proposition 3: Conscientiousness is associated with consistent voting participation and adherence to civic responsibility.

Proposition 4: Extraversion influences voting behaviour indirectly through increased political discussion and social engagement.

Proposition 5: Neuroticism affects voting behaviour through heightened emotional sensitivity to political uncertainty and threat perception.

Proposition 6: The Indian sociocultural context moderates the relationship between personality traits and voting behaviour by shaping how traits are expressed within collectivist and group-based decision-making environments.

METHODOLOGY (Conceptual Approach)

This study follows a conceptual and narrative literature review design. Research articles published between 2005 and 2025 were reviewed using databases such as Google Scholar, PubMed, ScienceDirect, ResearchGate, and JSTOR.

Key search terms included personality traits, voting behaviour, political psychology, Big Five personality, electoral behaviour, and Indian voting behaviour. The literature was examined to identify theoretical models, empirical findings, and recurring conceptual themes linking personality traits with voting behaviour. As a conceptual study, no statistical analysis was conducted, this study synthesizes existing research to develop a coherent conceptual understanding relevant to the Indian context (McCrae & Costa, 1997).

DISCUSSION

Personality Traits and Voting Behaviour

Empirical research suggests that personality traits influence political engagement and voting behaviour. Openness to experience is associated with political curiosity and acceptance of new ideas, whereas conscientiousness predicts consistent participation and adherence to civic duties. Extraversion is linked to political discussion and social engagement, while neuroticism influences emotional responses to political uncertainty.

Personality Traits and Political Decision-Making

Personality traits shape how individuals process political information and make decisions. Individuals high in openness may seek diverse viewpoints, whereas those high in conscientiousness may prefer stability and tradition. These differences influence decision-making styles rather than specific political choices.

Indian Sociocultural Context

In India, voting behaviour is deeply embedded in social and cultural structures. Family expectations, community norms, and group identity often play a significant role in voting decisions. Personality traits interact with these sociocultural influences, shaping how individuals express political preferences within a collectivist framework.

Integrated Conceptual Understanding

An integrated perspective suggests that personality traits indirectly influence voting behaviour through cognitive and emotional processes, moderated by sociocultural factors. Voting behaviour emerges from the dynamic interaction between individual psychological characteristics and the broader social environment.

Overall, the findings suggest that personality traits do not determine political choices directly but shape how individuals engage with political information, regulate emotions, and navigate sociocultural influences during electoral decision-making.

CONCLUSION

This conceptual study highlights the importance of personality traits in understanding voting behaviour within the Indian context. Voting is conceptualized as a psychological decision-making process influenced by stable personality characteristics and moderated by sociocultural factors. By adopting a non-partisan psychological approach, this study contributes to political psychology literature and encourages future empirical research in Indian populations.

IMPLICATIONS

- Provides a psychological framework for studying voting behaviour in India.
- Encourages interdisciplinary integration of personality psychology and political psychology.
- **For political psychologists and researchers it** encourages culturally sensitive personality-based models in non-Western democracies
- Offers insights for civic education and voter awareness initiatives.
- Lays groundwork for future empirical research.

LIMITATIONS

- Conceptual nature limits empirical validation
- Reliance on secondary literature
- Limited India-specific personality-based voting studies

Future research may empirically test the proposed framework across diverse Indian populations.

REFERENCES

1. Alford, J. R., Funk, C. L., & Hibbing, J. R. (2005). Are political orientations genetically transmitted? *American Political Science Review*, 99(2), 153–167.
2. Allport, G. W. (1961). *Pattern and growth in personality*. Holt, Rinehart & Winston.
3. Anand, P. K., & Reddy, S. (2024). Psychosocial factors influencing voting behaviour. *Journal of Social Sciences*.
4. Barbaranelli, C., Caprara, G. V., Vecchione, M., & Fraley, R. C. (2016). Personality traits, political attitudes and vote choice. *Electoral Studies*, 41, 54–64.
5. Caprara, G. V., & Zimbardo, P. G. (2004). Personalizing politics. *American Psychologist*, 59(7), 581–594.
6. Caprara, G. V., & Zimbardo, P. G. (2004). Personalizing politics: A congruency model of political preference. *American Psychologist*, 59(7), 581–594.

7. Caprara, G. V., Barbaranelli, C., & Zimbardo, P. G. (2002). When parsimony subdues distinctiveness: Simplified public perceptions of politicians' personality. *Political Psychology*, 23(1), 77–95.
8. Gerber, A. S., Huber, G. A., Doherty, D., & Dowling, C. M. (2011). The Big Five personality traits in the political arena. *Annual Review of Political Science*, 14, 265–287 (McCrae & Costa, 1997).
9. Gerber, A. S., Huber, G. A., Doherty, D., Dowling, C. M., & Ha, S. E. (2010). Personality and political attitudes. *American Political Science Review*, 104(1), 111–133.
10. Hazarika, B. (2015). Voting behaviour in India and its determinants. *Indian Journal of Political Science*, 76(2), 345–358.
11. McCrae, R. R., & Costa, P. T. (1997). Personality trait structure as a human universal. *American Psychologist*, 52(5), 509–516.
12. McCrae, R. R., & Costa, P. T. (2008). The five-factor theory of personality. In O. P. John et al. (Eds.), *Handbook of personality*.
13. Mondak, J. J. (2010). *Personality and the foundations of political behavior*. Cambridge University Press.
14. Mondak, J. J., & Halperin, K. D. (2008). A framework for the study of personality and political behaviour. *British Journal of Political Science*, 38(2), 335–362.
15. Mondak, J. J., Hibbing, M. V., Canache, D., Seligson, M. A., & Anderson, M. R. (2010). Personality and civic engagement. *American Political Science Review*, 104(1), 85–110.
16. Paramasivan C & Ravichandiran G (2022), A Study on Technology Driven Innovation Practices in Banking Sector in Tiruchirappalli District, *International Journal of Early Childhood Special Education*. 2022, Vol. 14 Issue 5, p3949-3959. 11p
17. Paramasivan C & Ravichandiran G (2022), Financial Performance of Commercial Banks In India, *Journal of the Oriental Institute M.S. University of Baroda*, Vol. 71, Issue. 02, No.4, April-June
18. Turska-Kawa, A. (2013). Big Five personality traits model in electoral behaviour studies. *Romanian Journal of Political Science*, 13(2), 36–55 (McCrae & Costa, 1997).
19. Vecchione, M., Schoen, H., González-Castro, J. L., Cieciuch, J., & Caprara, G. V. (2011). Personality correlates of party preference. *Political Psychology*, 32(2), 277–307.