

Abstract

In this study voting behaviour of the district has been assessed in order to comprehend the factors which effect the voting preferences in the district. The investigation reveals that the masses of the district are voting on the basis of leader affiliation, party's vision, and religion. Moreover, other variables like personal agendas, social gathering, developmental works, and brotherhoods are also playing slightly role in the election process. In this circumstances, three core theories are applicable to the study such as sociological model of voting behaviour, psychological model of voting behaviour, and rational choice theory. Because some of the voters cast their vote on the basis of social influence, and some of them are poling vote on the basis of partisanship while some of them are casting vote on the basis of personal interests. Moreover, the female voting turn out is low. Henceforth, a question has been inculcated in the questionnaire in order to know the view of masses.