



Factors Affecting Voting Behavior: A Case Study of the Consecutive Success of Pakistan Tehreek-e Insaf (PTI) in Khyber Pakhtunkhwa General Elections

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ABSTRACT:

Current paper is an analytical investigation into the elements that led to the Pakistan Tehreek-e-Insaf winning the 2018 general elections in Province of Khyber Pakhtunkhwa. This study is significant because the consecutive success of PTI is termed as landmark development in history of KP. Researcher adopted positivism as research philosophy, quantitative methodology as the research paradigm, statistical approach was employed and survey method as research design was used. The study was delimited to the voters of Dera Ismail Khan. The numerical data was tested through appropriate statistical means, after checking the validity and reliability. The results revealed that all the factors had contributed significantly in the consecutive success of PTI. Among these factors (new reforms, political slogans, charismatic leadership, the establishment's role, the youth factor, and anti-corruption campaign), new reforms, introduced by the PTI government during 2013-2018 period has contributed more than any other variable. The results showed that almost 88% change can be attributed to these variables. It was concluded that voters of Dera Ismail Khan favored the PTI candidates on basis of the new reforms introduced by them. The study recommended that political parties should work on the reforms in the institutions which has been established for the benefit of people but they are doing opposite. Future researchers can study in other regions of the KP on this particular issue.

Keywords: Pakistan Tehreek e Insaf, Consecutive Success, General Elections 2018, Dera Ismail Khan, Khyber Pakhtunkhwa.

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Introduction

In self-governing countries, voters have the ability to select a political party. A certain party is chosen by electorates who are politically aware. The consciousness is the result of many factors. Understanding voting behavior in study is difficult since it is difficult to see the phenomenon (Wilder, 1999). According to history, voters in KPK rarely support the same political party twice. PTI made history by twice becoming the administration of KPK, first in 2013 and subsequently in 2018. PTI is more than simply a political party; it represents the ideal of a prosperous Pakistan where justice is upheld and individuals are treated with compassion. PTI aspires to bring justice to every single citizen. Pakistan is a beautiful country, but it has always been governed by unworthy individuals who tarnished its reputation. Yet, PTI seeks to regain the lost pride. Pakistan has adequate resources, and with the right leadership, it can prosper.

One of PTI's objectives was to make the judiciary system independent. By supporting the lawyer movement, PTI played a key role in building the groundwork for such a system. The PTI has made it a goal to remove dishonest political figures. PTI, which was established on April 25, 1996, in Lahore. Imran Khan won the Mianwali seat in the 2002 elections, giving the party its first assembly seat. After abstaining from the 2008 election, PTI made a remarkable comeback in the 2013 election, winning 7.5 million votes. Among PTI's notable accomplishments to date include the improvement of the educational system, the independence of the police, and the reduction of corruption. Imran Khan was assured youth support during the massive Jalsa held on October 30, 2011, as both men and women turned out in plenty to show. One of PTI's objectives was to make the judiciary system independent. The PTI Karachi Jalsa in December 2011 made sure that young people had emerged from the shadows. They were also committed to guiding Pakistan from darkness into light. PTI pledged to the nation that PTI will combat injustice. People's malicious intents wouldn't succeed PTI wouldn't let down Pakistanis living abroad since the nation's money wouldn't be wasted on governors. Four oaths taken by Pakistanis The following are PTI requests: eliminate the status quo Don't let persecution make you fearful. Be sincere and loyal to Pakistan. Join forces as a nation. The December 2011 Karachi Jalsa ensured that Pakistan must work to end its reliance on foreign aid in order to raise the level of living for its people. Foreign aid is harmful to the nation. Raising people's living standards can be accomplished by investing in public sectors. By guaranteeing the independence of the economy and politics, PTI hopes to regain the lost dignity and confidence of the populace in the government. The confidence of the populace and their involvement in national policy are crucial for the development of an independent and self-sufficient Pakistan (Badshah, Rehman, & Muhammad, 2017). PTI seeks to establish a stable political system in which every sector and leader upholds national loyalty and refrains from tainting it with corruption and mutiny. We fight to build a society devoid of prejudice and hate. We wish to combat extreme religious views. Islam and the Two Nation idea will serve as the cornerstones of my effort to build a truly religious society in Pakistan. Family values must be emphasized because they are our greatest assets (Shabbir & Haider, 2023). The family is what holds social networks together. The fact that parents occasionally have to send their children to work cannot be changed by laws. And we need to strive hard against this social scourge. We cannot deny our kids their fundamental rights. We must try to raise the standards of our women in addition to raising children. We must work to improve their access to healthcare and education. Senior persons' reputations should never be harmed. They must receive the attention they deserve because they are the most ignored group in our culture. The process of tying people together in a web of shared thought is not simple. Our culture, values, and customs are diverse. Our diversity bolsters our advantages. This diversity must be allowed to grow. The creation of a society founded on human values must be the goal. PTI wants to establish a just society and give everyone their constitutional rights. Preserving the culture and values of the country. Giving every citizen the right to freedom will enable the development of the nation. And this has been PTI's goal. PTI pledges to free people from economic injustice, mental slavery, and mental surgery. The PTI programmer intends to create 2 million new employments annually, improve per capita income by 50%, and build 2 million new homes annually. PTI's objectives include the abolition of religious discrimination, boosting educational standards, promoting women's rights, and promoting freedom of speech.

Literature Review

This Research focuses on the creation of Pakhtunkhwa and determines the objectives for Pakistan's current democratic behavior. The Pakistan People's Party is regarded as Pakistan's third-largest ruling party. The report also stated that the third time in Sindh, political trust of individuals to decide in favor of the PPP where it has been said that the PPP

takes decisive action to work on the administration interaction, improvement of the institutional environment, public and private activities, and accountability in the establishments (Dawn, 9 Sep 2019).

New Reforms

Scholars contend that many critical factors may play a role in political triumphs based on voter needs (Ahmad & Ishaq, (2018). More than 90 million toilets will be built for low-income families in India, according to a report released by Narendra Modi's BJP political party for the second time in India. According to the BJP, they have targeted roughly 90 million voters with this effort in order to protect their health concerns from a single contaminated environment. According to estimates, nearly seven million families benefited from the program and women were known for their empowerment as a result of the LPG project in India, which also resulted in the BJP receiving votes According to the survey, people think that Modi has improved our quality of life and maintained our self-esteem (India today 2019) Past governments attempted to implement legal reforms in Pakistan, but they failed for a variety of reasons. Mass public reform legislation is needed for the implementation stage, but most correctional laws have just recently been passed, according to the leader of the Reform cell KPK. In just ten months, thirty interest laws have been passed. One minister stated that the administration is focusing on enacting fundamental legal framework that can lead to transparency and better performance, citing the right to information act of 2014 as an example The Right to Information Act, for example, is being used effectively to break down cultural barriers. It is anticipated that these changes will improve transparency and lessen debasement. Another minister disclosed that the healthcare commission legislation of 2015 was also supported by the provincial assembly in an effort to reform the welfare system. Acts pertaining to the police, local governments, online FIR systems, NTS, construction school programmers, information, conflicts of interest, and the right to services, as well as private emergency clinics and centers, will also be under the jurisdiction of and operating in accordance with these laws (2018)

Political Slogans

A political analyst named Riaz Muhammad defined motto as the representation of a party's political programmer used to mobilize the populace. He asserted that political parties influence public opinion by using catchy catchphrases. Politicians have long used catchy slogans to manage effective campaign operations and make their statements in brief, understandable sentences. Like other capitalist nations, Pakistan has a long history of political catchphrases that inspire fervor and amusement among locals in KPK. Mohajirs and Hazarewals are tiny ethnic groups, whereas Pashtuns are a sizable ethnic group. The majority of people in KPK are Muslims, although there are also minor communities of Christians, Sikhs, Hindus, and Muslims throughout the province. As a result, political opinions vary in its election campaigns, PTI has incorporated both modernism and Islam, as well as the motto or catchphrase of the (New Pakistan) State of Madinah. The Islam slogan and the change slogan were used to target the Muslim population. Mr. Khan's name was also used as a political motivator to get Pakistanis to vote for PTI leader Imran Khan. This term may have been adopted to symbolize the Pakistani group, who makes up the bulk of KPK's population (Zulfiqar Ali, 26 Feb 2018).

Clinique Leadership

One of the most significant political philosophers' opinions on the several political elements that directly affect the success of any political group or individual is leadership (Cheema, Khan, Shandana, Kuraishi, & Liaqat, 2019). The University of Creative Technology Cyber Jaya in Malaysia produced a study that focused on the leader-follower connection, uniting their nations, and disseminating knowledge about leader-follower interactions to highlight this part. He succeeded in transforming their country's agrarian economy into one that is powerful and free because he placed a major emphasis on the human mind. His love for his nation inspired him to create a 100-day strategy to accomplish Malaysia's goal. Malaysia developed into one of the richest and most powerful nations in Southeast Asia during his administration, and the lower classes in the country matured and raised their standard of living. The world is aware of Malaysia's accomplishments during Mahathir Muhammad's leadership. This factor impacted commanders from underdeveloped nations who were motivated by Mahathir Muhammad's leadership style or who were provoked by it (Reza & Yamin, 2019).

Support of Establishment

The expansion of industry has caused the poor class to rise and raise their standard of living. It is widely acknowledged that Mahathir Muhammad led Malaysia to success. attempting to develop leaders who were impacted by the leadership style of Mahathir Muhammad was impacted by this influence (Reza & Yamin, 2019). Merchants in Karachi supported Altaf Hussain, who was considered as a strong leader. The establishment supported PTI Chairman Mr. Imran Ahmad Khan Niazi in the current political climate in Pakistan, and he received financial support from well-known businessman Mr. Jahangir Khan Taren. The present established group's (PSP) leader, Mustafa Kamal, is regarded as a dynamic figure in Sindh Province's political scene, and Malik Riaz has provided him with financial backing (Shah & Sareen, 2018).

Material and Method

Research Design

Each type of study design is specific to a research approach. The research design used by the scholar was survey. A survey was carried out to gather the data, and questionnaires were given to the participants. The use of questionnaires is a very useful survey method that makes it very easy to assess large populations. Contrary to popular belief, conducting a survey involves significant planning, time, and effort in order to obtain useful results (Jones, Baxter, & Khanduja, 2013)

Data Collection and Analysis

Data required was numerical in nature. Questionnaire was used to collect the data from the desired sample. Questionnaire was data collection instrument which was passed through validity, reliability and normality. The data collected through questionnaire was tested through appropriate means and tools, such as Skewness and Kurtosis for normality, KMO values for reliability, Correlation for association, Regression for Cause and Effect relationship, Test of Significance for investigating the role of socio demographic attributes on the opinion of the respondents.

Boundary Setting

The study has faced several limitations and delimitations. Despite these issues the study was aimed at exploring and analyzing the primary data in a true letter and spirit. The scholar delimited the study to the voters of D. I. Khan because the voters of this region have also voted in favor of PTI. The inclusion criteria were those voters who have voted for the PTI, and other were excluded.

Population and Sampling

The selection of the respondents was a crucial issue. The scholar selected a sample of 378 respondents. The number of 378 was known through Yamane (1968) formula. The sample must be a subset of the population if we want to generalize the results over all the population. Probability sampling technique was used. The southernmost of the 26 regions in Pakistan's Khyber Pakhtunkhwa province is Dera Ismail Khan. Dera Ismail Khan is the location's capital city. According to figures from 2017, the area is 7,326 km² (2,829 sq. mil) in size and has a population of 1,752,995. Since the scientist had limited time and resources, it was impractical for him to cover all of the world's territories and such a large population. As a result, he used examining size to maintain the current investigation. In order to gather responses, the researcher chose the Dera Ismail Khan voters as a sample size. The researcher distributed questionnaires to get the required quantitative data. Probability sampling technique was utilized in the current study in which simple random sampling is selected for determining sample size.

List of Variables

In this study, there are two different categories of variables.

Dependent and Independent Variables

PTI's performance is a dependent variable. While new reforms, political slogans, charismatic leadership, establishment role, anti-corruption campaign, and youth factor as independent variables to study.

Demographic variables

Gender, Residence, Education

Results

Data Normality

The essential presumption prior to any statistical analysis is that the numerical data are normal (Tabachnick & Fidell, 1996). The Yap and The Razali both shared a similar opinion (2011). The normality study was performed using Skewness and Kurtosis. The data in all below tables was evenly distributed.

Table 1
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	SE	Statistic	SE
RE1	378	1	5	2.86	1.125	.206	.124	.585	.249
RE2	378	1	5	2.85	1.121	.241	.124	.582	.249
RE3	378	1	5	2.76	1.211	.163	.124	-.967	.249
RE4	378	1	5	2.96	1.123	.241	.124	-.581	.249
RE5	378	1	5	2.79	1.157	.236	.124	-.680	.249
RE6	378	1	5	2.78	1.228	.207	.124	-1.011	.249

Data Normality of the Items of Questionnaire: CL

Table 2
Descriptive Statistics

	n	Min	Max	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CL1	378	1	5	2.86	1.189	.213	.124	-.813	.249
CL2	378	1	5	2.85	1.072	.229	.124	-.401	.249
CL3	378	1	5	2.76	1.072	.197	.124	-.572	.249
CL4	378	1	5	2.96	1.097	.171	.124	-.638	.249
CL5	378	1	5	2.79	1.104	.172	.124	-.535	.249
CL6	378	1	5	2.78	1.222	.219	.124	-.654	.249

Data Normality of the Items of Questionnaire: NR

Table 3
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
NR1	378	1	5	2.86	1.125	.206	.124	.585	.249
NR2	378	1	5	2.85	1.121	.241	.124	.582	.249
NR3	378	1	5	2.76	1.211	.163	.124	-.967	.249
NR4	378	1	5	2.96	1.123	.241	.124	-.581	.249
NR5	378	1	5	2.79	1.157	.236	.124	-.680	.249
NR6	378	1	5	2.78	1.228	.207	.124	-1.011	.249

Data Normality of the Items of Questionnaire: AC

Table 4
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AC1	378	1	5	2.67	1.134	.251	.124	-.716	.249
AC2	378	1	5	2.74	1.072	.144	.124	-.611	.249
AC3	378	1	5	2.86	1.125	.206	.124	-.586	.249
AC4	378	1	5	2.67	1.081	.167	.124	-.615	.249
AC5	378	1	5	2.81	1.211	.163	.124	-.967	.249
AC6	378	1	5	2.71	1.086	.174	.124	-.603	.249

Data Normality of the Items of Questionnaire: YoF

Table 5
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
YOF1	378	1	5	2.67	2.88	.217	.124	-.563	.249
YOF2	378	1	5	2.74	2.78	.207	.124	-1.010	.249
YOF3	378	1	5	2.86	2.85	.254	.124	-.653	.249
YOF4	378	1	5	2.67	2.89	.176	.124	-.232	.249
YOF5	378	1	5	2.81	2.53	.131	.124	-.639	.249
YOF6	378	1	5	2.71	1.178	.208	.124	-.839	.249

Data Consistency of Questionnaire Items: SE

Data Normality of the Items of Questionnaire: PS

Table 6
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Std. Error
PS1	378	1	5	2.69	1.104	.172	.124	-.534	.249
PS2	378	1	5	2.68	1.079	.190	.124	-.638	.249
PS3	378	1	5	2.71	1.088	.178	.124	-.600	.249
PS4	378	1	5	3.0	1.084	.183	.124	-.726	.249
PS5	378	1	5	2.76	1.086	.209	.124	-.514	.249
PS6	378	1	5	2.72	1.121	.178	.124	-.746	.249

Data Consistency of Questionnaire Items: SE

Table 7
Descriptive Statistics

	n	Minim	Maxim	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Std. Error
SE1	378	1	5	2.86	1.101	.217	.124	-.658	.249
SE2	378	1	5	2.76	1.111	.207	.124	-.731	.249
SE3	378	1	5	2.69	1.104	.254	.124	-.702	.249
SE4	378	1	5	2.68	1.058	.176	.124	-.561	.249
SE5	378	1	5	2.86	1.079	.131	.124	-.648	.249

Reliability Statistics

It is an additional supposition made before performing statistical analysis. Before statistical examination of the numerical data is conducted, reliability statistics is essential, according to Sekaran's 2003 argument. Field (2009) agreed that this condition must be passed for numerical data. Using the researcher came to the conclusion that the information was reliable enough to warrant further statistical analysis after performing the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy test. Based on the aforementioned facts, the researcher made the assumption that each variable has a certain degree of reliability.

Conclusions

New reforms, political slogans, charismatic leadership, establishment role, anti-corruption campaign, and youth factor are the independent factors chosen by the researcher. An independent variable is a factor outside of the dependent variable's control. new reforms, political slogans, charismatic leadership, establishment role, anti-corruption campaign, and youth factor were all identified as critical in predicting PTI's consecutive success in the 2018 general elections, as evidenced by the PK-97 D. It was found that the total influence of the predictors may be attributed to roughly 88% of the variation. Irrespective of the respondents' age, race, gender, or education level, there is consensus

on the importance of the factors (new reforms, political slogans, charismatic leadership, role of establishment, anti-corruption campaign, and youth factor) significant in predicting the consecutive success of PTI in the 2018 general elections, especially with regard to the PK-9, whether they lived in cities or villages, were male or female, or had education at various levels.

Limitations

This is a spadework on the issue that is why it study was enlited to only one province Khyber Pakhtunkhwa therefore it will be injustice to apply these results in the other three provinces of Pakistan. Moreover, the sample size was also very small. In future studies, the researchers could make investigation based on gender, education and geographical characteristics of the voters.

Deceleration of Interest

The authors declare that there was no clash of interest.

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