

Measuring the Correlation between Social Profile and Voting Habit and the moderation effect of Political Contribution for this Relationship.

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ABSTRACT: *The purpose of this research study is to investigate whether there exists a strong correlation between social profile and voting habit; to check that the political contribution behaves as a moderator for this relationship; and to test that if a person has a VISA Credit Card, then whether the relationship between social profile and voting habit becomes lesser than the others or not. The analysis was conducted using AMOS. The results of the first analysis show that there exists a correlation between social profile and voting habit, but it is not a strong correlation. The results of the second analysis show that political contribution behaves as a moderator for the relationship between social profile and voting habit. The results of the third test show that the relationship between social profile and voting habit is higher for a person having VISA Credit Card as compared to "Others" category.*

Keywords: Social profile, voting behavior, credit cards, moderation, AMOS

Introduction

In the behavioral sciences, researchers are often interested in studying theoretical constructs that cannot be observed directly. These abstract phenomena are termed latent variables, or factors. Examples of latent variables in psychology are self-concept and motivation; in sociology, powerlessness and anomie; in education, verbal ability and teacher expectancy; and in economics, capitalism and social class (Byrne, 2010). Latent variables are those variables which cannot be observed or measured directly. The researcher has to define them through the behavior which represent these variables. Here, behavior means the score of the variable on a particular measurement instrument. These unobserved or latent variables are linked with one or more observed variables which make it possible for the researcher to define these latent variables. On the other hand, observed variables are those variables which can be observed or measured directly without the help of any other variable. Observed variables are also known as manifest variables (Byrne, 2010).

For this study, we have three latent variables: social profile, voting habit, and political contribution. All these three latent variables are constructs made up of different observed variables. First of all, social profile is a latent variable or construct which is made up of three observed variables, i.e. education, income, and gender. Secondly, voting habit is a latent variable or construct made up of three observed variables, i.e. voted in last election, political party membership, and political outlook. Thirdly, political contribution is a latent variable or construct made up of three observed variables, i.e. number of pets, number of cars, and political contribution.

The purpose of this study is to check whether there exists a strong correlation between social profile and voting habit. It is also believed that political contribution behaves as a moderator for the relationship between social profile and voting habit. The second purpose of this study is to check that political contribution behaves as a moderator for this relationship. The third purpose of this assignment is to check that if a person has a VISA Credit Card, then the relationship between social profile and voting habit becomes lesser or not.

Objectives of the Study

This research study aims to fulfill the following objectives:

1. To check whether there exists a strong correlation between social profile and voting habit.
2. To assess that political contribution behaves as a moderator for the relationship between social profile and voting habit.
3. To test that if a person has a VISA Credit Card, then whether the relationship between social profile and voting habit becomes lesser than the others or not.

Research Questions

This research study will give the answers of the following research questions:

1. Does there exist a strong correlation between social profile and voting habit?
2. Does political contribution behave as a moderator for the relationship between social profile and voting habit?

3. If a person has a VISA Credit Card, then does the relationship between social profile and voting habit become lesser than the others or not?

Hypothesis of the Study

- H₁: There exist a strong correlation between social profile and voting habit.
- H₂: Political contribution behave as a moderator for the relationship between social profile and voting habit.
- H₃: The relationship between social profile and voting habit becomes lesser than the others, for the person who has a VISA Credit Card.

Literature Review

Social profile is a description of an individuals' social characteristics based on income, education, gender, and many other factors. Social profile of an individual affects his or her living patterns, life preferences, and choices in day to day activities (Norton & Glick, 1986). One of the key elements of social profile is income which has a positive relationship with social profile. An individual with high income enjoys high social profile, e.g. by availing good health and education facilities, living a better life, and maintaining good status among the society members (Capital Health, 2015). Marmot (2002) also support this argument by stating that income is a prime measure of social profile. He believes that income not only improves the living standards of the individuals, but also affect their status in the society and the way they enjoy health facilities. The higher the income, the more likely people are to report themselves in good health and the less likely to report depression (Marmot, 2002). High income is directly linked with the consumption habits of the individuals. It is obvious that high income groups tend to expend more money than the low income groups. This habit also improves their social status due to ownership of all necessary and luxurious belongings (Marmot, 2002).

Deaton (2003) state that rich and highly-educated individuals live longer than the poor and less-education individuals. They enjoy high social status. They are also better able to understand and use health information which enables them to utilize the health systems more effectively than the less-educated individuals (Deaton, 2003).

Voting habit and its relationship with political interests and contributions is discussed by a number of researchers. For example, Gerber, Green, & Shachar (2003) believe that casting a vote in one election increases an individual's chances of casting votes in the future. Cebula, Durden, & Gaynor (2008) and Fujiwara, Meng, & Vogl (2013) also believe that voting habits are a result of internal, sociological, and psychological motivations of individuals. They believe that repeated voting habit of individuals influences their choice to always vote in the future. Green, & Shachar (2000), Denny & Doyle (2009) and Aldrich, Montgomery, & Wood (2011) also support this argument by stating that casting vote repeatedly gives rise to a consistent voting habit, i.e. if an individual has a habit of casting vote in every election, it increases his inclination to cast his vote every time in the future (Green, & Shachar, 2000; Denny & Doyle, 2009; Aldrich, Montgomery, & Wood, 2011).

In addition to the repeated voting habit, there are number of other factors which influence an individual's political contribution and interests, e.g. campaigns by the political parties, perception or image of the candidates in the eyes of the voters, party images, etc (Richardson, 1988).

Research Methodology

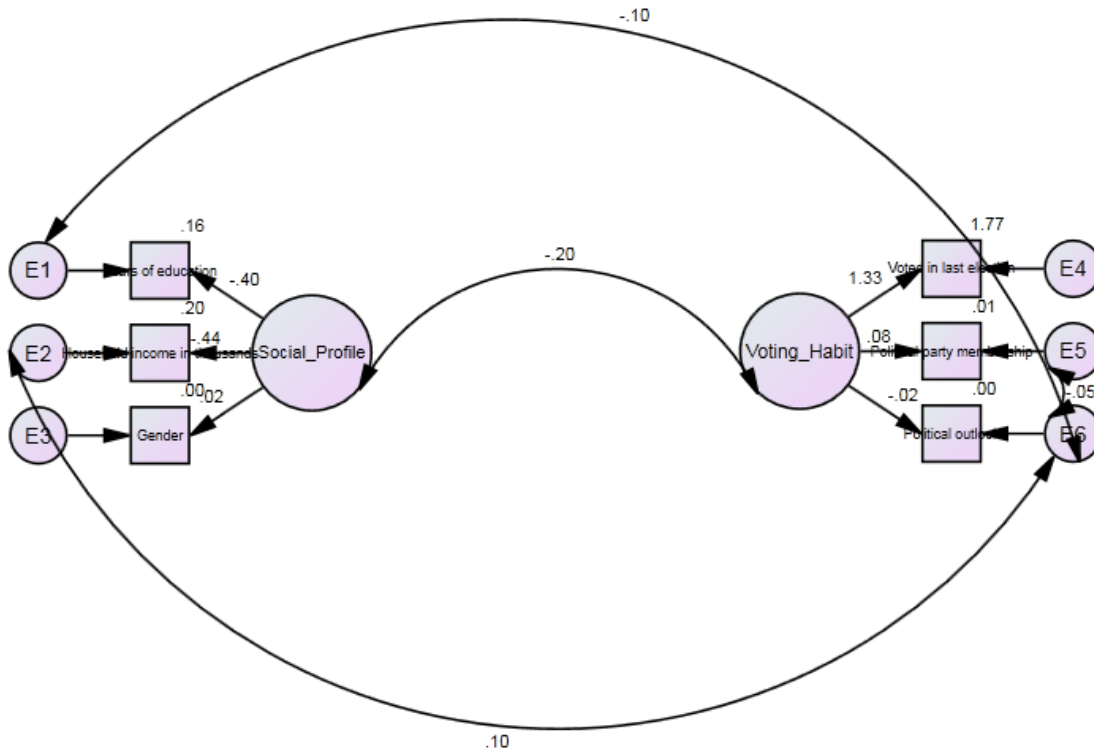
We conducted this study under Positivist Paradigm by using Quantitative research methodology. The data file used for the study is "customer_dbase.sav". For this study, we have three latent variables: social profile, voting habit, and political contribution. All these three latent variables are constructs made up of different observed variables. First of all, social profile is a latent variable or construct which is made up of three observed variables, i.e. education, income, and gender. Secondly, voting habit is a latent variable or construct made up of three observed variables, i.e. voted in last election, political party membership, and political outlook. Thirdly, political contribution is a latent variable or construct made up of three observed variables, i.e. number of pets, number of cars, and political contribution.

This research study is conducted in three steps using AMOS (Analysis of Moment Structures). In the first step, we tested whether there exists a strong correlation between social profile and voting habit or not. In the second step, we checked the moderation effect of political contribution for the relationship between social profile and voting habit. Lastly, we analyzed whether this relationship between social profile and voting habit becomes lesser for the person who holds VISA Credit Card.

Analysis

1. Correlation between Social Profile and Voting Habit

Correlation:



The correlation between social profile and voting habit is 0.20. It means correlation exists but it is not a strong correlation.

Modifications:

The following modifications were made to bring a good model fit:

E1 ↔ E6

E2 ↔ E6

E5 ↔ E6

After applying the said modifications, the CMIN/DF value becomes 1.693.

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	8.464	5	.132	1.693
Saturated model	27	.000	0		
Independence model	12	441.956	15	.000	29.464

- For a good model fit, the value of CMIN/DF should be between 0-3. For this model, this value is 1.693 which shows that this model has achieved a good model fit.

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.981	.943	.992	.976	.992
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

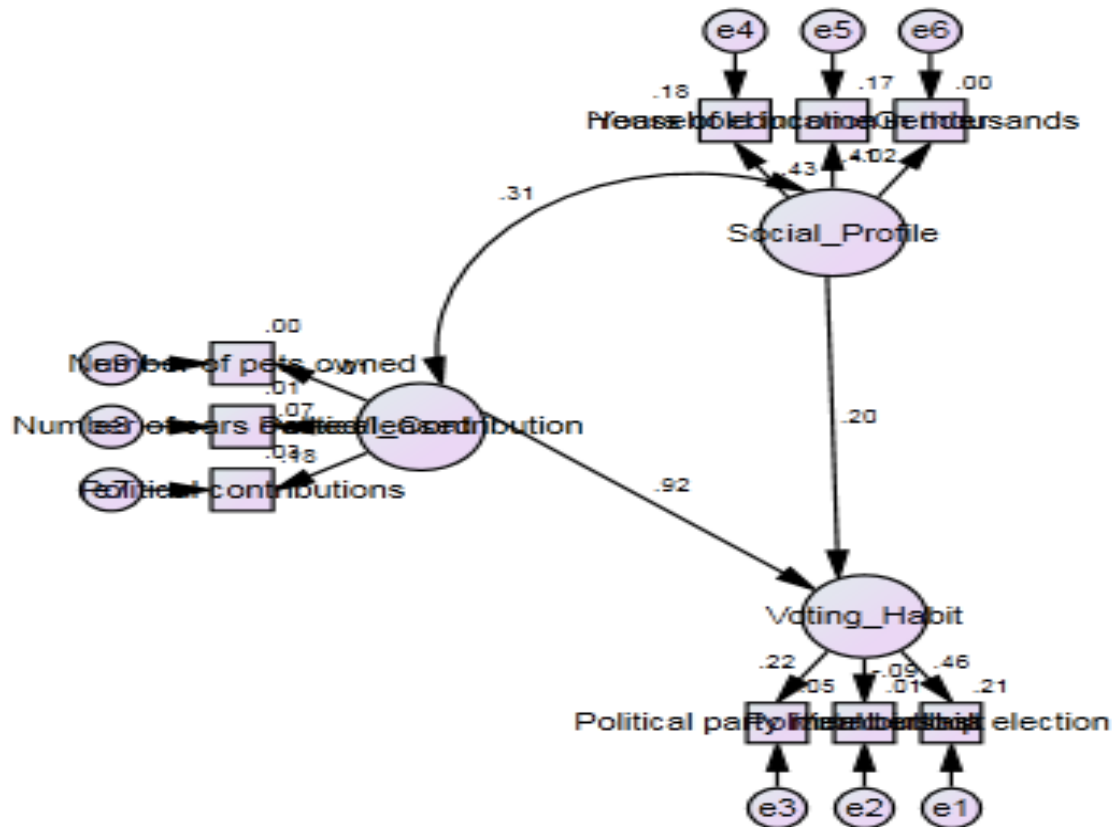
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.012	.000	.025	1.000

- For a good model fit, the values of NFI, RFI, IFI, TLI, and CFI should be between 0.95-1.00 while for a moderate fit, these values should fall between 0.90-0.95.
- In this model, the values of NFI, IFI, TLI, and CFI are 0.981, 0.943, 0.976, and 0.992 respectively which shows good model fit.
- The value of RFI is 0.943 which fall in moderate model fit. So it can be said that the overall model satisfies most of the conditions of the model fit.
- The RMSEA value of the model should be below 0.05 for a good model fit. This value is 0.012 for our model. It means this model satisfies this condition of good fit.
- The results show that our first hypothesis (H_1 : there exists a strong correlation between social profile and voting habit) is not accepted because correlation exists but it is not a strong correlation.

2. Political Contribution as a moderator

After testing the correlation between social profile and voting habit, the second step of this research study is to check whether political contribution is a moderator for this relationship or not?

The path diagram of our model before any modification is shown above.



Modifications:

The following modifications were required to perform for a better model fit:

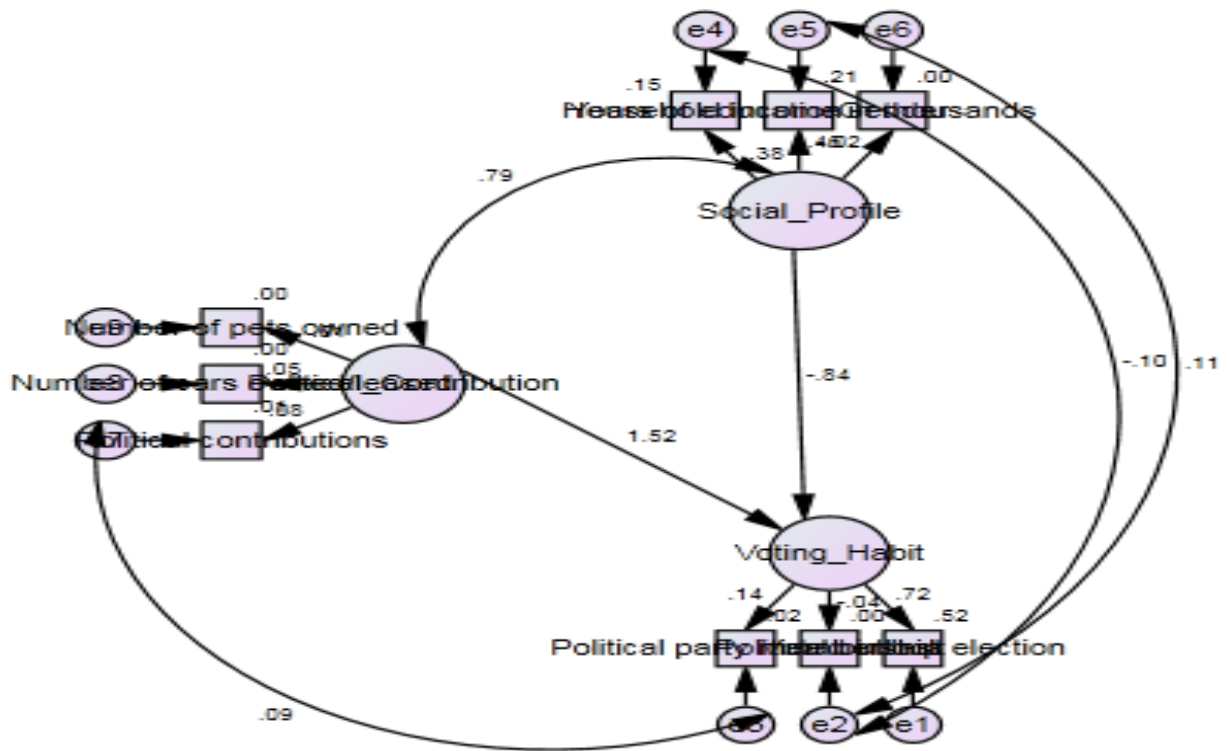
E2 ↔ E5

E2 ↔ E4

E3 ↔ E7

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)



			M.I.	Par Change
e5	<-->	e8	5.058	2.261
e3	<-->	Social_Profile	15.196	-.068
e3	<-->	Political_Contribution	4.317	.002
e3	<-->	e7	21.555	.013
e3	<-->	e4	10.128	-.070
e2	<-->	e5	71.302	8.976
e2	<-->	e4	48.806	-.440
e2	<-->	e3	4.958	-.021
e1	<-->	e7	4.900	-.006
e1	<-->	e5	4.313	.785

After required modifications, the final path diagram of our model is shown above.

The interaction term (political contribution*social profile) is significant having p-value = 0.007 as shown the following table:

			Estimate	S.E.	C.R.	P	Label
Political_Contribution	<-->	Social_Profile	.034	.013	2.703	.007	par_9

			Estimate	S.E.	C.R.	P	Label
e2	<-->	e5	7.171	1.117	6.419	***	par_10
e3	<-->	e7	.018	.003	6.111	***	par_11
e2	<-->	e4	-.412	.066	-6.262	***	par_12

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	32	43.160	22	.005	1.962

- For a good model fit, the value of Chi-Square minimum/degree of freedom (CMIN/DF) should be between 0-3. For this model, this value is 1.962 which shows that this model has achieved a good model fit.

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.919	.868	.959	.930	.958

RMSEA

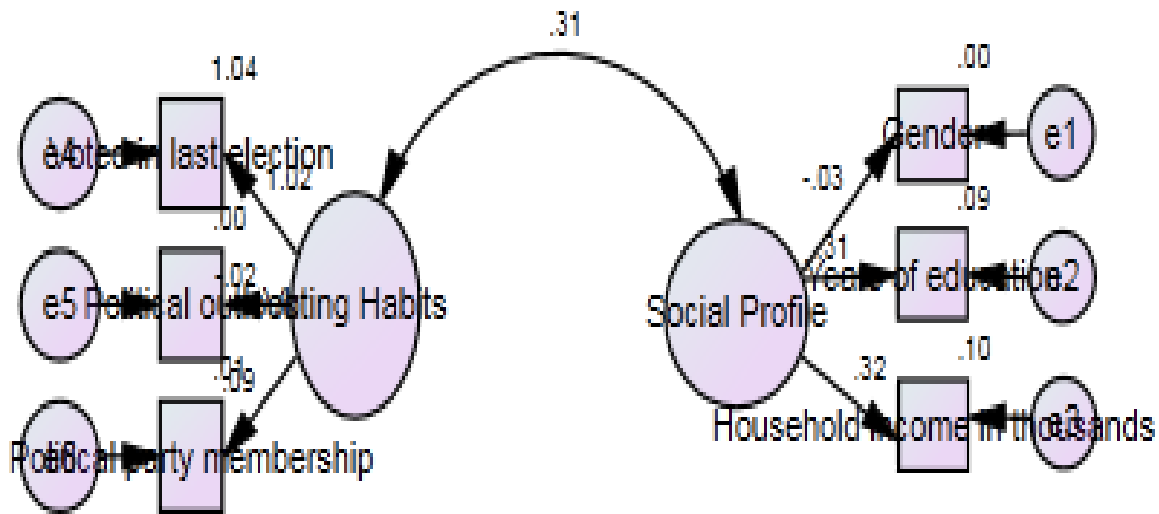
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.014	.008	.020	1.000

- For a good model fit, the values of NFI, RFI, IFI, TLI, and CFI should be between 0.95-1.00 while for a moderate fit, these values should fall between 0.90-0.95.
- In this model, the values of NFI (0.919) and TLI (0.930) fall between moderate fit while the values of IFI (0.959) and CFI (0.958) fall under good model fit.
- So it can be said that the overall model satisfies most of the conditions of the model fit.
- The RMSEA value of the model should be below 0.05 for a good model fit. This value is 0.014 for our model. It means this model satisfies this condition of good fit.

- The results show that our second hypothesis (H₂: Political contribution behave as a moderator for the relationship between social profile and voting habit.) is accepted because interaction term (political contribution*social profile) is significant having p-value = 0.007.

3. VISA Credit Card

The third step of this research study is to test whether the relationship between social profile and voting habit becomes lesser than the others, for the person who has a VISA Credit Card.



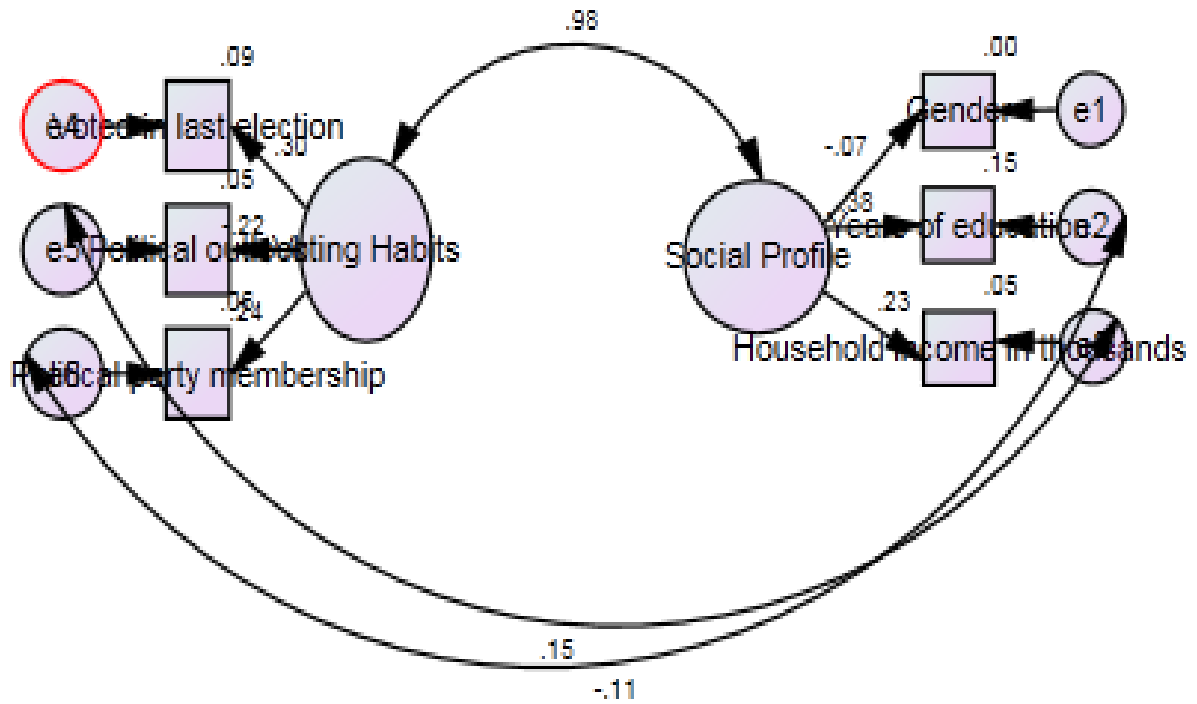
The path diagram of our model for VISA Credit Card before any modification is shown above.

Modifications:

The following modifications were required to perform for a better model fit for VISA Credit Card:

- E2 ↔ E6
- E3 ↔ E5

			M.I.	Par Change
e5	<-->	e3	13.183	5.793
e6	<-->	e5	6.425	-.048
e2	<-->	e5	12.065	-.428
e1	<-->	e5	4.231	.040



Covariances: (visa - Default model)

			Estimate	S.E.	C.R.	P	Label
SP	<-->	VH	1.362	.497	2.743	.006	
e5	<-->	e3	7.997	1.911	4.185	***	
e2	<-->	e6	-.148	.067	-2.195	.028	

Correlations: (visa - Default model)

			Estimate
SP	<-->	VH	.979
e5	<-->	e3	.148
e2	<-->	e6	-.107

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	20.473	12	.059	1.706

Baseline Comparisons

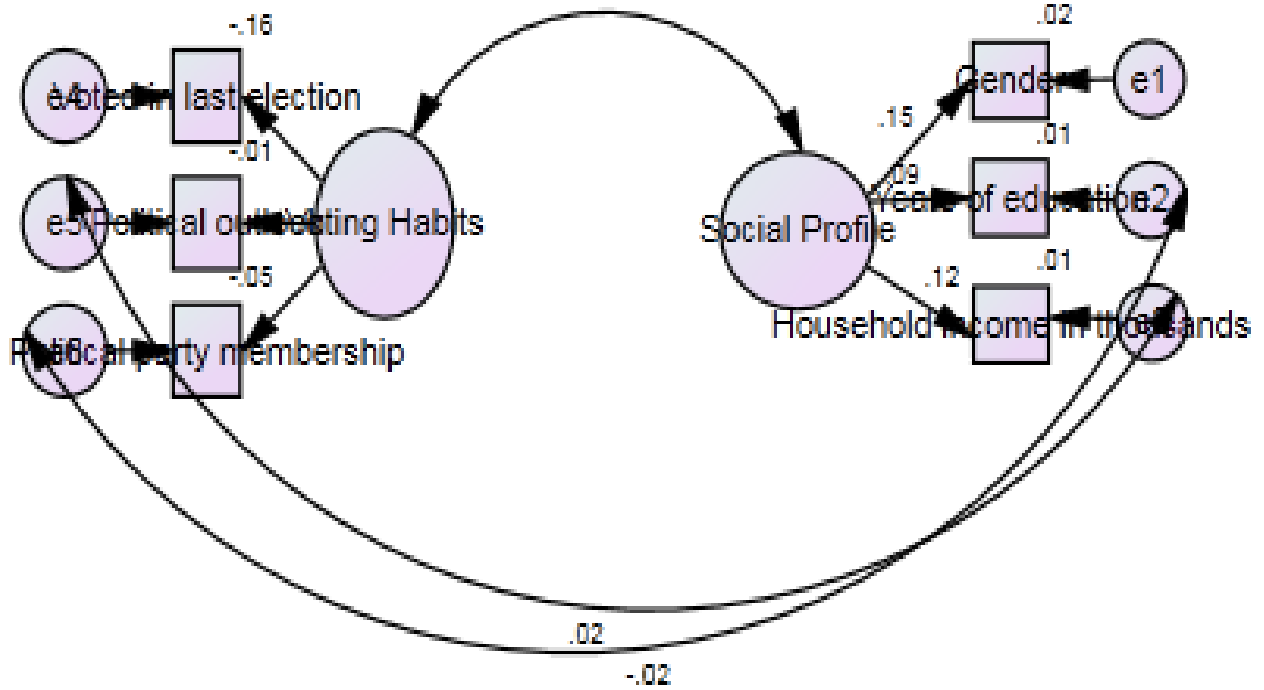
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.804	.509	.908	.715	.886

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.022	.000	.038	.999

- The correlation value for VISA Credit Card is 0.979.
- After modifications, the CMIN/DF value becomes 1.706 which fall in the range of 0-3. It shows the model has achieved good fit.
- For a good model fit, the values of NFI, RFI, IFI, TLI, and CFI should be between 0.95-1.00 while for a moderate fit, these values should fall between 0.90-0.95.
- In this model, the value of IFI falls in moderate fit range.
- The RMSEA value of the model should be below 0.05 for a good model fit. This value is 0.022 for our model. It means this model satisfies this condition of good fit.

“Others” Category:



Covariances: (others - Default model)

			Estimate	S.E.	C.R.	P	Label
SP	<-->	VH	1.266	.783	1.616	.106	
e5	<-->	e3	.577	2.786	.207	.836	
e2	<-->	e6	-.030	.128	-.237	.813	

Correlations: (others - Default model)

			Estimate
e5	<-->	e3	.016
e2	<-->	e6	-.020

- For “Others” category, the correlation value is 0.016 while it was 0.0979 for VISA Credit Card. So it means that the relationship between social profile and voting habit is higher for a person who holds a VISA Credit Card while the relationship is lower for the “Others” Category.
- So our third hypothesis (H₃: The relationship between social profile and voting habit becomes lesser than the others, for the person who has a VISA Credit Card) is not accepted because the correlation value for VISA Credit Card is higher than the “Others” as shown in the tables above.

Conclusion

The purpose of this paper was to check whether there exists a strong correlation between social profile and voting habit; to check that the political contribution behaves as a moderator for this relationship; and to test that if a person has a VISA Credit Card, then whether the relationship between social profile and voting habit becomes lesser than the others or not. The analysis was conducted using AMOS. The results of the first test show that there exists a correlation between social profile and voting habit, but it is not a strong correlation because the correlation value is 0.20 which shows weak correlation.

The results of the second test show that political contribution behaves as a moderator for the relationship between social profile and voting habit because the interaction term (political contribution*social profile) is significant having a p-value = 0.007.

The results of the third test show that the relationship between social profile and voting habit is higher for a person having VISA Credit Card as compared to “Others” category. The correlation value for “Others” is 0.016 while it is 0.0979 for VISA Credit Card.

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