

How the Voting Behaviour of Sri Lankans has been Influenced by the Current Economic Crisis and their Preferred Candidate Characteristics?

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ABSTRACT

The recent economic and political crisis has caused significant hardship for Sri Lankans. People demanded political change through a revolution. Voting is the most common form of political participation worldwide, allowing people to express their preferences and factors influencing voting behaviour change over time, especially during impactful events. To analyse voting behaviour of public with the recent economic and political crisis in Sri Lanka, a combination of crucial factors has been considered in this study. Through snowball sampling method, 418 Sri Lankan voters were taken into a sample. Using a structured questionnaire primary data was collected and used descriptive statistics and multivariate factor analysis for data analysis. The findings revealed the prevailing sense of dissatisfaction among voters on the recently elected candidates (88%), while the level of satisfaction was found to be significantly associated with voters' previous voting experience. The majority believes that the economic crisis has altered their political thinking pattern (67%), and voters' primary motive for casting their vote in the next election is to choose a candidate capable of addressing the current economic issues in Sri Lanka. Additionally, factor analysis revealed five key candidate characteristics with variance absorption rate of 67%, namely political allegiance, political face, political competency, political attitudes and behaviour and social services that voters prioritise when voting for a future candidate in an election. Overall, the research findings have practical implications for candidates to create positive impression on voters during their political campaigns and authorities to address the needs of common people.

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Introduction

Soon after the time of country's independence (1950s) Sri Lanka has been ranked as one of the most flourishing Asian countries, according to the high per capita income and other development indices. As per the available literature the growth of Sri Lanka's per capita income had started gradually declining and fell behind the fast-growing East Asian countries and then converged to its South Asian neighbours during 1970 [1,2]. In 1978, the Open economic policies were introduced by the rulers, and it has become an economic turmoil compared to the preceding closed economic policies. Several politicians contributed to this proceeding prosperity of the country such as, C.W.W. Kannangara (1940s) introduced free education to the country to increase literacy rates and contributed to human capital development which is crucial for economic growth. Prime Minister D.S. Senanayake (1947s) promoted agricultural reforms and irrigation schemes to improve productivity in the rural economy. Whilst Dudley Senanayake (1952s) who implemented modernise agriculture and expanded social welfare programmes in the country. Lalith Athulathmudali (1960s) introduced incentives and support measures for local industries, encouraging investment and growth in key sectors, implemented measures to boost exports, including trade agreements, export subsidies, assistance programs for exporters, transportation networks and the modernisation of ports, improved tourism infrastructure including the development of hotels, resorts,

and tourist attractions. Mahapola Scholarship Fund significantly impact on higher education in Sri Lanka by enabling thousands of students to pursue their academic aspirations without financial constraints. Dr. N.M Perera (1970s) was instrumental in the establishment of state-owned enterprises and social welfare programs aimed at reducing poverty and inequality.

The prevailing economic and political crisis has resulted in great hardship to the Sri Lankan government and people. Various factors have contributed to the current economic crisis such as economic mishandling by the rulers, decrease in foreign currency/reserves with rising prices [3]. Apart from tax increments, unplanned money creation, national policy shifting towards organic and biological farming, and downfall of tourism due to Easter bomb attacks and COVID-19 pandemic have enhanced the crisis. As a result of these, people experienced shortage of food, fuel and medicine with frequent power cuts which have worsen the situation day by day during 2020 to 2022. In 2022, the president was forced to step down by a revolution. People asked for a change in the traditionally maintained political governance which lasted for many years. Factors affecting the voting behaviour of people change over time specially due to occasions with a large impact such as war, pandemics, natural disasters, inflation, media, social and cultural changes etc [4]. To make inferences and predictions about behaviour concerning a voting decision, certain candidate characteristics which will impact upon the electoral choices has to be considered.

As per the literature reveals several factors has influenced in changing voting behaviour of common people over time. The economic condition of a country is a key influencing factor in election results [5,6]. The 2019 General Election held in India elected a party with clear economic and foreign policies with a majority [7]. As per Vaishnav and Swanson's research conducted in India in 2015 Economic policies of the incumbent government and sustained economic growth are crucial factors for voter satisfaction [8]. Voters tend to be satisfied with candidates who offer solutions to the country's economic problems and have a strong reputation globally. Candidates personal attributes such as integrity, experience, honesty, commitment, morality, compassion, competence, leadership, personality, charisma, physical appearance, political aspiration and vision, past actions, image, psychological attachment to their party, and their knowledge of local problems and party-related projects are important factors in determining voting behaviour [9,10].

As per literature available within Sri Lanka, ending the Civil war which was the major challenge to the government and boosting the economy was highly influenced in determining the victory of presidential elections held on 2010 by the ruling party [11]. But president's act of misusing power and engagement in violence led voters to dissatisfy and defeated him during the next election. The political party with the support from major minority groups of Muslim and Tamil won the 2015 election. Easter Sunday attack was highly influenced in voting during the 2019 election. Although economy has showed some potential to grow even during those severe circumstances after the Covid-19 crisis it has started to drop drastically. The study will try to find out whether prevailing economic crisis will influence in changing the political attitudes of the voters in 2023 onwards.

The findings of this research can be significant for fresh candidates who are seeking to create a positive impression on voters. By understanding the factors identified in this study, candidates can tailor their campaign strategies and focus on addressing the preferences and expectations of the common people. This can increase their chances of gaining voter support and winning elections. Furthermore, the research findings provide important insights for authorities and policymakers. By understanding the requirements and priorities of the general public, authorities can make informed decisions and implement policies that align with the aspirations of the people. This can contribute to better governance and address the needs of the population more effectively.

Although there are ample of researches have been conducted to study the voting behaviour by different regions of the world regarding candidate characteristics, a few researches have been conducted within Sri Lanka.

Objectives of the study

- To investigate voters' satisfaction towards politicians and political system of the country
 - To find the priority factors affecting voting behavior in different levels of community in Sri Lanka with prevailing situation of the country to make a platform for the voters to recall and reconsider on what basis they have voted so far.
 - To identify key candidate characteristics that the voters' will be given a priority during the upcoming election.
- The rest of the paper will discuss the methodology, data collection, analysis techniques, and the findings of the study on identifying the significant factors which affect voting behaviour by the common people.

Material and Methods

The methods used for sampling, data collection, validating and reliability testing, and analysis will be discussed in here.

Sampling Scheme

In this research, a snowball sampling mechanism was used to select participants for the study. In this case, the questionnaire was distributed across 25 districts of the country, and participants were chosen based on their availability and willingness to participate.

A total of 450 individuals responded to the questionnaire. However, during the analysis phase, 418 responses were utilised after eliminating incomplete data points. This implies that only the fully completed and valid responses were considered for the analysis, while incomplete or inconsistent data points were excluded to ensure the accuracy and reliability of the results.

Source of data

The primary data for the research project was collected using two different methods: online distribution of questionnaire through Google Forms, and manual distribution of questionnaires. These methods were employed to gather information directly from the respondents in order to obtain valuable insights and opinions on the research topic. The data collected were quantitative.

Development of the Design of the study

Data on voters' demographic and other related variables such as voting history, level of satisfaction towards elected candidates, view on economic crisis, political attitudes, preferred demographic, personal and political characteristics of a new candidate were collected through the questionnaire in order to conduct the analysis.

During the analysis, descriptive statistics were used to summarise and describe the key variables. The Kaiser Meyer Olkin (KMO) test was used to determine the adequacy of the 5 scale Likert data, used for Factor Analysis. Bartlett's Sphericity test provided information about whether the data are strong enough to use for a dimension-reduction. Cronbach's alpha coefficient was used to measure internal consistency of the data used as a reliability measure. PCA was employed to explore the underlying factors or dimensions within the data and consequently the Factor Analysis method was conducted to further confirmation about the identified candidate characteristics.

Results

As per the collected data, most of the respondents represented districts with high population density, particularly those with over 1.3 million inhabitants. The study also skewed towards voters below the age of 40. Majority of respondents were belonging to Sinhala race and Buddhist religion. The educational qualifications of the respondents were predominantly at the Advanced level and above, including university degrees, HNDs, or diplomas. Furthermore, a significant portion of the voters worked in the private and government sectors, with the self-employed category primarily consisting of those who engaged in their own businesses and agriculture field.

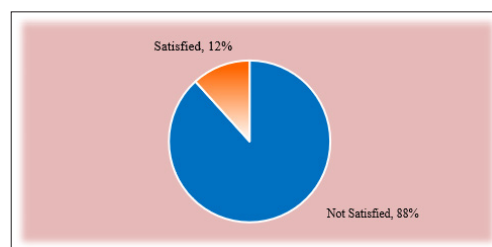


Figure 1: Proportional Distribution of the Voters' Satisfaction About the Existing Candidates

Most of the respondents had prior voting experience, with the exception of those below the age of 20. The majority of respondents (88%) expressed dissatisfaction with the recently elected candidates (Figure 1) and stated that they would not vote for those politicians again in the future (Figure 2). Overall, the sample had a reasonable representation of the Sri Lankan population in terms of age, religion, race, profession, and voting history, as these categories generally comprise the majority of voters in the country.

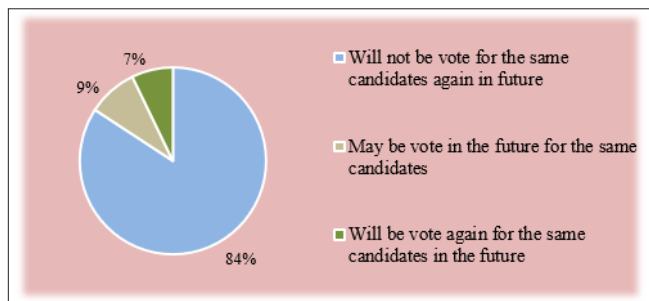


Figure 2: Proportional Distribution of the Voters' Future Voting Decision with the Recently Elected Candidates

Table 1: Chi Squared Distribution Results of Voter's Demographic Factors vs Satisfaction Level towards Recently Elected Candidates

Demographic Factor	Test Statistic	df	p-value
Age	5.657	6	0.463
Religion	2.475	5	0.780
Race	2.663	4	0.616
Education Level	12.511	4	0.014**
Profession	6.441	5	0.266
Voting History	3.059	1	0.080*

*-Significant at 10% level; **-Significant at 5% level

As per the chi squared test results in Table 1, Age, Religion, Race and Profession of the voters do not have a statistically significant association with the level of satisfaction towards elected candidates at a 90% level of confidence. Only Education level and Voting History is significantly distributed with satisfaction level showcasing a meaningful relationship.

However, the study faced limitations in terms of educational representation. Because the sample reflected a higher proportion of individuals with Advanced level and above qualifications and this does not accurately represent the Sri Lankan population with such educational attainment. Therefore, further analysis was conducted to examine the impact of voters with Advanced Level and above qualification category to evaluate voter satisfaction towards elected candidates.

Table 2: Chi Squared test Results of Voter's Demographic Factors vs Satisfaction level towards Elected Candidates – Only with Advanced level and above Qualified Voters

Demographic Factor	Test Statistic	df	p-value
Age	6.637	6	0.356
Religion	2.337	5	0.801

Race	1.831	4	0.767
Profession	5.253	5	0.386
Voting History	3.020	1	0.082*

*-Significant at 10% level

Similar to the results in Table 1, none of the variables, except Voting History, demonstrated a statistically significant distribution with the level of satisfaction at a 90% level of confidence. These findings suggest that, regardless of their education qualification, only the Voting History variable shows a meaningful association with the level of satisfaction towards elected candidates at a 90% confidence level.

Table 3: Proportional Distribution among Satisfaction vs Voting History of the Voters

Percentage		Satisfaction Towards Recently Elected Candidates		Total
		Satisfied	Not Satisfied	
Voting History	Voted before	12%	78%	90%
	Not voted	-	10%	10%
Total		12%	88%	100%

According to the data presented in Table 3, among the voters who have prior voting experience, only a small proportion (12%) expressed satisfaction with the elected candidates, while the majority of voters did not express satisfaction. On the other hand, among those who do not have prior voting experience, none of the voters reported being satisfied with the recently elected candidates. To understand the reasons behind this dissatisfaction with the recently elected candidates, the analysis was further expanded to evaluate the underlying factors contributing to voter dissatisfaction as illustrated in Figure 3 below.

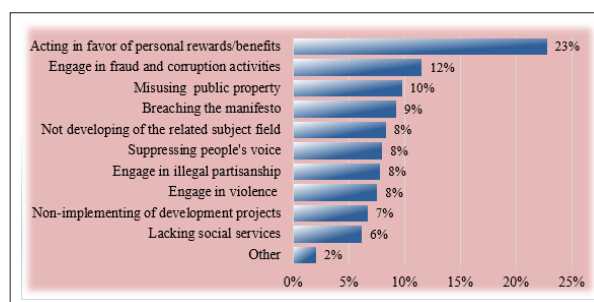


Figure 3: Distribution of the Reasons for being Dissatisfied with the Elected Candidates by Voters

Recent Economic Crisis Influences on Voting Behaviour

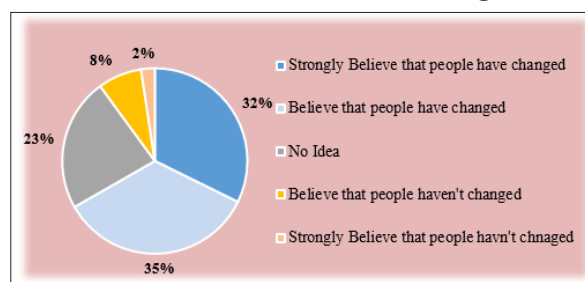


Figure 4: Voter's view about the Recent Economic crisis Influence on Political Decision Making

These findings indicate that a significant portion of the voters in the study believe that the recent economic crisis has had an impact on their political thinking. It suggests that economic factors play a role in shaping voters' perspectives and potentially influencing their voting behaviour. However, it is important to note that there is a sizable proportion of voters who either do not have a clear opinion or disagree with the notion that the economic crisis influences their voting decisions.

Table 4: Chi Squared Distribution Results of Voters Demographic Factors vs. Voters view on Economic Crisis Influence on Political Decision Making

Demographic Factor	Test Statistic	df	p-value
Age	45.752	24	0.005**
Religion	36.608	20	0.013**
Race	37.702	16	0.002**
Education Level	25.846	16	0.050**
Profession	42.091	20	0.003**
Voting History	23.538	4	0.000**

** - Significant at 5% level

According to the chi-squared test results, it is evident that respondents' age, religion, race, education level, profession and voting history has a significant impact on their views towards the economic crisis influence on political decision making, at a 95% level of confidence.

Reasons for Casting the Vote in the Upcoming Election

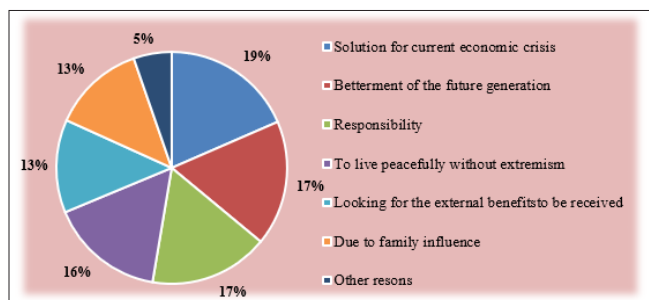


Figure 5: Reasons for Casting the Vote in the Upcoming Election

According to Figure 5, a significant majority of voters will accord the highest priority to a candidate's ability to address the current economic crisis and stimulate economic growth. While the second-highest priority for their vote will be the candidate's commitment to improving conditions for future generations and recognising voting as a fundamental civic duty.

Subsequently, voters assigned priorities to factors such as maintaining peace without extremism, anticipating external benefits or rewards (such as employment opportunities, educational facilities, and social welfare), responding to family influence, and considering various unmentioned reasons above.

Voters Preferred Candidate Characteristics
Table 5: Candidate's Preferred Demographic Characteristics by the Voters

Demographic Factor	Preferred Level
Age	Between 41-55
Race	Sinhala
Religion	Buddhist
Academic qualification	At least a University Degree
Administrative political experience	At least 10 years
Political Education	Mandatory

A factor analysis was conducted to analyse the candidate characteristics mentioned above. The adequacy test results of the collected data as follows.

Table 6: Adequacy Analysis of the Survey Data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.814
Bartlett's Test of Sphericity	Approx. Chi-Square	2352.54
	df	153
	Sig.	0
Cronbach's alpa coefficient		0.822

KMO statistic of 0.814 which is greater than 0.6 indicates that the data contains sufficient variance and satisfies sampling adequacy for Factor Analysis while the significance of the Bartlett Test (p=0.000) implies the correlation matrix is significantly different from identity matrix. With the Cronbach's alpha coefficient of 0.822 indicates the good internal consistency among data.

Among all other factor extraction methods PCA method with Varimax rotation was selected as the best method to extract highest proportion of variance from the system. As per the pattern matrix integrity variable has loaded on 3 factors with similar percentages. Five factors were identified with 64% of variance absorption rate from the total system. Therefore, this variable was removed to come up with more accurate output. Following tables showcase the outcomes of the factor analysis.

Table 7: Total Variance Explained Under PCA Extraction Method after Removing Integrity Variable with Varimax Rotation

Com	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum.%	Total	% of Variance	Cum.%	Total	% of Variance	Cum. %
1	4.623	27.195	27.195	4.623	27.195	27.195	2.821	16.596	16.596
2	2.188	12.872	40.067	2.188	12.872	40.067	2.732	16.068	32.665
3	1.768	10.403	50.470	1.768	10.403	50.470	1.828	10.752	43.417
4	1.193	7.018	57.488	1.193	7.018	57.488	1.745	10.266	53.683
5	1.054	6.198	63.685	1.054	6.198	63.685	1.700	10.002	63.685
6	0.819	4.817	68.502						
7	0.792	4.658	73.160						
8	0.690	4.057	77.217						
9	0.616	3.621	80.839						
10	0.584	3.437	84.276						
11	0.465	2.736	87.011						
12	0.438	2.577	89.588						
13	0.413	2.428	92.016						
14	0.377	2.217	94.233						
15	0.358	2.103	96.337						
16	0.327	1.926	98.262						
17	0.295	1.738	100.00						

Table 8: Initial and Extraction Communalities under PCA Extraction Method after Removing Integrity Variable with Varimax Rotation

Variable	Initial	Extraction
Volunteering in social activity	1.000	0.751
Leadership skills	1.000	0.667
Personality	1.000	0.665
Physical appearance	1.000	0.599
Political family background	1.000	0.714
Proper language skills	1.000	0.460
Personal Wealth	1.000	0.670
Popularity	1.000	0.712
Affiliation of the Political Party	1.000	0.518
Not engage in fraud, corruption	1.000	0.556
Having a professional election campaign	1.000	0.516
Involvement in social service activities	1.000	0.814
Support towards peaceful protests organised by common people	1.000	0.530
Having a practical and logical manifesto	1.000	0.647
Provision of political backup to the supporters	1.000	0.672
Having engage in violence	1.000	0.678
Winning records of past elections	1.000	0.659

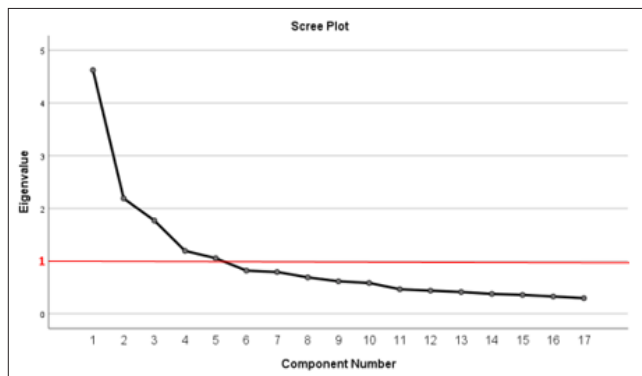


Figure 6: Scree Plot under PCA Extraction Method Varimax Rotation

Data was adequate and consistent to conduct the factor analysis to find out the preferred candidate factors by the voters. Among all other factor extraction methods PCA (Principal Component Analysis) - Varimax rotation provided the most accurate five factors which are easily separable at 63.7% variance absorption rate. Based on the analysis, it has been determined that the five most influential factors (further confirmed by the scree-plot) affecting candidate characteristics are,

Table 10: Summary of the Extracted Factors with Varimax Rotation after Removing Integrity Variable

Factor 1- Political Allegiance	Affiliation of the Political Party, Having a professional election campaign, Provision of political backup to the supporters, Having engage in violence, Winning records of past elections
Factor 2- Political Face	Physical appearance, Political family background, Personal Wealth, Popularity,
Factor 3- Political Competency	Leadership skills, Personality, Proper language skills
Factor 4- Political Attitudes and Behavior	Not engage in fraud, corruption, Support towards peaceful protests organized by common people, Having a practical and logical manifesto
Factor 5- Social Services	Volunteering in social activity, Involvement in social service activities

- Factor 1 = 0.263 * Affiliation of the political party + 0.228 * Having a professional election campaign + 0.304 * Provision of political backup to the supporters + 0.301* Having engage in violence + 0.289 * Winning records of past elections,
- Factor 2 = 0.271 * Physical appearance + 0.352 * Political family background + 0.338 * Personal Wealth + 0.348 * Popularity,
- Factor 3 = 0.477 * Leadership skills + 0.506 * Personality + 0.384 * Proper language skills,
- Factor 4 = 0.464 * Not engage in fraud or corruption + 0.284 * Support towards peaceful protests organized by common people + 0.482 * Having a practical and logical manifesto,
- Factor 5 = 0.569 * Volunteering in social activity + 0.568 * Involvement in social service activities.

Analysing Candidate Characteristics in Relation to Voter Demographics

Table 11: Chi Squared test Results Between age and latent Factors

Age	Test Statistic	df	p-value
Factor 1	1402.501	1272	0.006**
Factor 2	1038.772	984	0.110
Factor 3	216.104	228	0.704
Factor 4	281.889	240	0.033**
Factor 5	203.186	120	0.000**

** - Significant at 5% level

As per the Table 11, Age of the voter has a significant impact on Political Allegiance (Factor 1), Political Attitudes and Behaviour (Factor 4) and Social Services (Factor 5) interest of the candidate at 95% level of confidence.

Table 12: Chi Squared test Results Between Religion and latent Factors

Religion	Test Statistic	df	p-value
Factor 1	1281.234	1060	0.000**
Factor 2	919.839	820	0.008**
Factor 3	189.004	190	0.507
Factor 4	209.342	200	0.311
Factor 5	91.526	100	0.715

** -Significant at 5% level

Above Table 12, depicts that religion of the voter has a substantial influence on Political Allegiance (Factor 1) and Political Face (Factor 2) of the candidate at 95% level of confidence.

Table 13: Chi Squared test Results Between Race and latent Factors

Race	Test Statistic	df	p-value
Factor 1	1054.749	848	0.000**
Factor 2	664.693	656	0.398
Factor 3	122.011	152	0.965
Factor 4	207.117	160	0.007**
Factor 5	41.261	80	1.000

** -Significant at 5% level

As per the Table 13, Race of the voter has significant association to Political Allegiance (Factor 1) and Political Attitudes and Behaviour (Factor 4) of the candidate at 95% level of confidence.

Table 14: Chi Squared test Results Between Education level and latent Factors

Educational Level	Test Statistic	df	p-value
Factor 1	1209.443	848	0.000**
Factor 2	843.832	656	0.000**
Factor 3	189.226	152	0.022**
Factor 4	228.270	160	0.000**
Factor 5	35.354	80	1.000

** -Significant at 5% level

Above Table 14, depicts that education level of the voter has a significant impact on all candidate characteristics except their Social Services (Factor 5) at 95% level of confidence.

Table 15: Chi Squared test Results Between Profession and latent Factors

Profession	Test Statistic	df	p-value
Factor 1	1169.662	1060	0.010**
Factor 2	830.022	820	0.396
Factor 3	179.341	190	0.700
Factor 4	153.460	200	0.994
Factor 5	98.305	100	0.529

** -Significant at 5% level

As per the Table 15, illustrates profession of the voter has substantial influence only on Political Allegiance (Factor 1) of the candidate at 95% confidence level.

Table 16: Chi Squared test Results Between Voting History and latent Factors

Voting History	Test Statistic	df	p-value
Factor 1	271.407	212	0.004**
Factor 2	169.838	164	0.361
Factor 3	45.635	38	0.184
Factor 4	52.274	40	0.092**
Factor 5	10.644	20	0.955

** -Significant at 5% level, * -Significant at 10% level

Table 17: Chi Squared test Results between Satisfaction level and latent Factors

Satisfaction Level	Test Statistic	df	p-value
Factor 1	257.209	212	0.018**
Factor 2	155.106	164	0.678
Factor 3	40.120	38	0.376
Factor 4	60.332	40	0.020**
Factor 5	20.935	20	0.401

** -Significant at 5% level

Table 16 and Table 17, depicts that voting history of the voter and their level of satisfaction has a significant impact on Political Allegiance (Factor 1) and Political Attitudes and Behaviour (Factor 4) of the candidate at 90% level of confidence.

In summary voter's age has a significant influence on all five factors while other variables demonstrate varying impacts on candidate characteristics. None of the variables, except the age of the voter, significantly impacts interest in the candidate's stance on social services.

Discussion and Conclusion

This part of the paper will bring forth the major results drawn from the study.

Majority of voters had prior voting experience but expressed dissatisfaction with the recently elected candidates due to several reasons. Voters' level of satisfaction towards elected was found to be influenced only by their voting history irrespective of their education level, whereas age, religion, race, and profession does not significantly impact on respondent's satisfaction level at 95% of confidence. As a percentage 88% of the voters does not satisfied with the recently elected candidate's and among them, majority will not be vote for the same candidate again in to the future citing reasons such as politicians acting in favour of personal rewards, engage in fraud and corruption activities, working for personal benefits, misusing public property and breaching the manifesto. 5% of the voters were certain they would re-vote for those candidates while 7% remained uncertain.

The current economic crisis has emerged as a pivotal factor influencing voters' choices in the upcoming election, with a majority of voters prioritising candidates who can offer solutions

to this crisis. Other factors, such as securing a better future for the next generation and viewing voting as a civic responsibility. This confirms the factors affecting to determine the voting behaviours of the people has changed with the prevailing situation of the country.

Except below 20 age group, almost all the voters believed that the recent economic turmoil had influenced in changing their political views irrespective of their religion, race, educational level, profession or voting history. Self-employed voters have the strongest belief in the influence of the economic crisis.

When it comes to the preferred candidate characteristics, integrity was deemed the most important factor, followed by absence of fraud or corruption history and having a practical/logical manifesto. Good personality, volunteering in social activities, language skills, involvement in social activities, support for peaceful protests organised by common people, and the nature of the election campaign were also considered important. Factors such as personal wealth, physical appearance, popularity, party affiliation, political family background, provision of political backup to supporters, and winning records of past elections were given minimal priority. Candidates engaging in violent activities were seen as less attractive in future elections.

The study identified five major influential candidate characteristics by the voters namely, political allegiance, political face, political competency, political attitude / behaviour and engagement in social services to describe respondent's expectation from a candidate.

In summary voter's age has a significant influence on all candidate characteristics while other variables such as race, religion, profession, education, voting history demonstrate varying impacts. Also, only the age of the voter significantly affects their interest in the candidate's stance on social services among the mentioned variables.

As per the interviews with voters, some tends to vote for the political party with the highest winning possibility, even without considering the individual candidates. Some have seen candidates through posters or advertisements only. Most of the occasions, traditional parties tended win in Northern and Hill countries. Even in Central Colombo this trend prevails where there is no or less competition among political parties. Most of the politicians frequently changing their political parties in order to gain power. Despite the mandatory retirement age of 60 for government servants, numerous politicians above the age of 70 still held positions in parliament. The main intention of this study is to remind the importance of voting factors through various questions in my survey.

Understanding the relationship between economic conditions and voting behaviour is crucial for policymakers and political leaders. By recognising the influence of economic factors, they can address the concerns and priorities of the voters more effectively. Additionally, it highlights the importance of implementing measures to alleviate the economic crisis and improve the overall well-being of the population. Also, the study could be extended to investigate the nature of the relationship between Voting History and Satisfaction. This will explore how different voting histories, such as frequent voting or voting for different candidates in the past, impact the level of satisfaction with elected candidates. By examining the specific dynamics and patterns within the voting history variable and their influence on satisfaction, the study will provide a more nuanced understanding of the factors that shape voter satisfaction in the context of Sri Lanka's educated voter

population. Confirming the findings, the traditional political elite shifted from right-wing to left-wing dominance in the recent elections.

Overall, the research findings have practical implications for candidates, authorities, and the academic community. They can guide decision-making, policy formulation, and future research endeavours, ultimately contributing to a more informed and democratic electoral process in Sri Lanka.

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Disclosure statement

I hereby declare that the disclosed information is correct and that no other situation of real, potential or apparent conflict of interest is known to me

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