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Attention Control and Group Affiliation as Predictor of Electoral Behaviours Among Undergraduates

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ABSTRACT

The study examined the relationship between attention control and group affiliation on electoral behaviour among undergraduates of Nnamdi Azikiwe University, Awka. Empirical evidence revealed that not much is known about the nature of the relationship between attention control, group affiliation, and electoral behaviour among undergraduates. The participants for the study were 95 (34.7% male and 65.3% females) undergraduates who randomly volunteered from the department of Banking and Finance. Three instruments were used for data collection: The electoral behaviour scale Nweke, et al. (2022), the Attention control scale developed by Schwarzer, Dichl, & Schmitz (1999), and group affiliation were tested using demographic items. The study adopted a correlation design and statistics deployed for data management, zero-order, and multiple regression analysis enter-method. Results of the study revealed that group affiliation positively and significantly predicted electoral behaviour $F(2, 94) = 3.30, p < .05$. It was recommended that politicians and incumbent government should engage in behaviours that will enhance group cohesion among undergraduates to improve electoral behaviour.

Introduction

It is believed that a truly democratic society is built on the foundation of elections (Olakunle et al., 2019). Elections seem to be the most palatable method for choosing leaders in a democracy. However, the researcher's observations indicated that few undergraduates are enthusiastic about the election process. Perhaps there are a variety of reasons why people get involved in politics. An interview with some undergraduates reveals that they avoid elections on the bases of diverse reasons. These reasons include but are not exhaustive of lack of interest in politics, the belief that their votes or behaviours will not count, corruption of election officials, insecurity, and lack of trust in the incumbent government. Whatever the motivations for avoidance, and on the bases of number as the deciding factor in electoral outcomes, not participating in elections is simply an acceptance that many electorates are willing to reap the rewards of voluntarily abstaining from democratic processes if it leads to incorrect leadership sooner as a result of people skipping elections. In the university, most posts are campaigned and competed for through electoral processes. This means that most students are aware of the electoral processes yet, during the state and national elections very few undergraduates arise to the situation.

Furthermore, among those that arise to participate, quite a reasonable sum of them is poised to receive an immediate reward. Perhaps, as a result of such rewards, the undergraduates may be propelled to engage in the detection of some corrupt politicians. It is generally accepted that an election is a game of numbers, and if the undergraduates are expected to harvest the full benefits promised in the democratic electoral process there will be a need to change both their behaviours and perceptions as well. The goal of the current study is to determine whether attention control and group affiliation will predict electoral behaviour among undergraduates at Nnamdi Azikiwe University in Awka.

A plethora of authors define the electoral process as the process by which the populace selects their leaders, expresses their preferences for policies and

programs, and grants a government the power to rule (Osumah, 2016), a means by which a country's population can select the candidates they wish to lead them (Wulandari et al., 2021), and the process by which voters select representatives for the established government of a state by the rules outlined in the constitution (Bello-Imam, 2015). Studies have shown a variety of electoral behaviours, including voters' decision-making processes, the development of political intelligence, emotions, and group preferences (Shockley & Gengler, 2020); (Vasilopoulos, 2019). However, other academics have discussed electoral hostility (Anyika & Ani, 2021). Similarly, to this, other academics have connected voting behaviour to psychological qualities like attention control (Ivanchenko et al., 2020).

The economic and physical well-being of citizens, improvements in the standard of life, respect for citizens' rights, and a decrease in crime are all effects of electoral behaviour. Poor health, a drop in living standards, poverty, and an increase in crime are all negative effects of electoral behaviour. Different angles on attention control have been explored in the political science field. The ability to govern behaviour by predetermined goals is referred to as attention control. Political researchers contend that emotional voters, affective intelligence, emotional dynamics, voter decision-making, and voter involvement are all synonyms for attention control (Lau et al., 2018)(Lee, 2020). However, the majority of studies in the field of attention management as it relates to voting behaviour have been highly contradictory. But few reported statistically insignificant results (Vasilopoulos, 2019). The authors in the present study argue that attention control is the ability of an electorate to exhibit rational reasoning in the process of making an electoral choice in the selection of a representative in government. However, it has been claimed that attention control is the cornerstone of success in the majority of goal-directed behaviour. However, research has shown a strong correlation between attention control and group attachment (Kiss & Hobolt, 2011).

The sense of self-worth one gain through belonging to a social group can be referred to as group affiliation. Therefore, the consciousness of the difference between "we" and "them" goes hand in hand with group affiliation. According to studies on the idea of group affiliation, it comes with awareness of ingroup favouritism. Similar to how social identification, ethnicity, loneliness, ethnic voting, and cross-pressure have been examined in politics, and group affiliation as well Endres & Panagopoulos, 2019 ; Shockley & Gengler, 2020 ; Bornschier et al., 2021).

These researchers have repeatedly found a strong positive correlation between voting behaviour and group belonging. Finally, attention control has posed as a remarkable ingredient inhuman decision management, especially in the political domain. Yet studies revealed that in a few situations, it failed to predict behavioural outcomes in the electoral domain. Similarly, group affiliation according to Turner (1986) was construed as a vital concept in human behaviour manifestation. Consistently, these studies have been significantly associated with electoral behaviour.

Statement of the Problem

Earlier studies have established a relationship between voters' decision strategies, developing political intelligence, affective intelligence, voters' emotion, and personality traits on political participation (Ivanchenko et al., 2020) ; (Vasilopoulos, 2019) . Yet it appears that scholars did not avail any study in an examination of attention control and electoral behaviour among undergraduates. Similarly, other scholars focused on associations between social identity, lonely hearts, ethnicity, "us and them", ethnic voting, digital trace data, voters' involvement, negative personalization, and cross-pressure on political participation. It appears that no study examined the association between group affiliation and electoral behaviour among undergraduates. These gaps in knowledge rest the motivation for the study on attention control and group affiliation as predictors of electoral behaviour among undergraduates.

Empirical Review of Attention Control and Electoral Behaviour

(Lau et al., 2018) reported a study on measuring voter decision strategies (a positive component of attention control) political behaviour, and public opinion research. Participants for the study were 6,500 respondents over the past four years. Results showed that the five subscales, rational choice, confirmatory, fast and frugal, Heuristic-based, and going with your gut-have high internal consistency, relatively high discriminate validity, and significantly high predictive validity as established by process tracing studies where actual decision strategies of voters can be observed directly.

Adams & Zanzi, (2006) reported a study on developing political intelligence (a positive component of attention control) for making feasible decisions. Novice managers served as participants in the study. Results revealed that the political feasibility of a decision is a skill that can be developed to acquire the political intelligence (a positive component of attention control) necessary for today's political leader, in an uncertain competitive environment. These two studies reveal a correlation that attention control is predictive of the electoral outcome. Specifically, Adams & Zanzi, (2006) appear different from the Lau et al (2018) study in the area of participants and focus of research interest.

Specifically, Lau et al (2018) focused on the voter's decision strategies, while Lau et al (2018) focused on the development of Political Intelligence for making feasible decisions. Similarly, Vasilopoulos, (2019) reported a study on affective intelligence (a positive component of attention control) and emotional dynamics in voters' decision-making processes. Accordingly, individuals have two distinct emotional systems that lead to two separate decision-making strategies. While the disposition system governs enthusiasm and aversion which lead people to rely on habits or sets of previously learned behaviours surveillance system is governed by anxiety. A surveillance system is activated, anxiety leads individuals to seek information, break away from habitual political identifications, and thereby renders individuals more open to persuasion. The study shares similarities to earlier studies in the area of attention control but differs in

the process that individuals accept persuasion, thereby abandoning their political identification that forms their habitual learned behaviour.

In a related study, Segovia & Gamboa, (2020) reported a study between knowing (a positive component of attention control) and feeling: emotions the vote in the 2017 Chilean presidential election. Data for the study was drawn from a survey carried out following the Chilean general elections of December 2017. Results revealed that emotions aroused by candidates are strongly associated with the voting decision. This study shows strong support for earlier studies on the relationship between attention control and electoral behaviour (Lau et al, 2018); Adams, (2006), Vasilopoulos 2019). Similarly, Hobolt, (n.d.) reported a study on the emotional voter: an experimental study of the moderating effects of emotions (a positive component of attention control) on Partisan behaviour. Results showed that participants who feel enthusiastic about their preferred party voted based on party identification while those who experience anger voted for another party that they do not identify with.

The study lends support to the earlier studies on the predictive relationship between attention control and electoral behaviour. Ivanchenko et al., (2020) reported a study on personality (a positive component of attention control) traits as determinants of political behaviour: Ukrainian electoral and voting tendencies. Participants for the study were 1247 respondents between 15-50 years. Results revealed that conscientiousness correlated positively with political participation, while agreeableness correlated negatively. Thus, conscientiousness appears to be a consistent component of attention control. This result appears constituent with earlier scholars.

Empirical Study between Group Affiliation and Electoral Behaviour

Shockley & Gengler, (2020) reported a study on social identity (a positive component of group affiliation) and co-ethnic voting in the middle-east: experimental evidence from Qatar. Findings reveal strong favouritism of sectarian candidates. Results

revealed a positive correlation between social identity and co-ethnic voting among Qatar electorates. In a related study, Langenkamp, (2021) reported a study on lonely hearts (negative components of group affiliation), empty Booths? The relationship between loneliness reported voting behaviour and voting as a civic duty. The sample for the study was drawn from two independent, cross-sectional, and representative data sets from Germany (n=1641) and the Netherlands (n=1431). Results revealed loneliness is associated with reduced intention to vote as well as a lower sense of duty to vote. The study seems similar to an earlier study on the relationship between group affiliation and electoral behaviour. However, differs in the aspect of the absence of group affiliation (loneliness). Therefore, a lack of social affiliation was confirmed by a decline in intention to engage in political behaviour. In another related study, Isiaq et al., (2018b) reported a study on ethnicity (a positive component of group affiliation) and election outcomes in Nigeria: interrogating the 2015 presidential election. The findings revealed that the major contestants received bloc votes from their various states and geo-political zones.

Therefore, the study further confirmed that group affiliation predicted voting behaviour which is consistent with earlier studies. In another study, Bornschier et al., (2021) reported a study on How “us” and “them” relates to voting behaviour-social structure social identities and electoral choice. Results strongly suggest that the universalism particularism “cleavage” not only bundles issues but shapes how people think about who they are and where they stand in group conflicts that mesh economics and culture. Yet this study further strengthens the predictive relationship between social affiliation and electoral outcome. Nyiayaana, (n.d.) reported a study on voting without choosing? Ethnic voting behaviour (a positive component of group affiliation) and voting patterns in Nigeria's 2015 presidential election and implications for the institutionalization of social conflict. Results indicated the individuals voted according to ethnic convictions rather than choice. This study is consistent with earlier studies on the positive association between social affiliation and electoral behaviour.

In another study, Bach et al., (2021) reported a study predicting voting behaviour using digital trace data (a positive component of group affiliation). Data for the study was drawn from records of web browsing and mobile device usage of about 2,000 online users eligible to vote in the 2017 German federal election combined with survey data from the same individuals. Results showed that online activities do not predict (self-reported) voting well in this population. This finding appears different from earlier reports on group affiliation and electoral behaviour. Perhaps, this could be a result of an online relationship to group affiliation. Garzia & Ferreira da Silva, (2022b) reported a study on negative personality (a negative component of group affiliation) and voting behaviour in 14 parliamentary democracies, from 1961-2018. Data for the study was drawn from 109 national election surveys from 14 western European parliamentary democracies collected over the last six decades. Results showed an existing relationship between negative party-leader evaluations and vote choice.

In a related study, Lee, (2020) reported a study on voters' involvement (a positive component of group affiliation), attitude, and confidence in the era of new media. The research adopted a mediation regression model to run a Likert-scaled dataset from 211 questionnaires. Results showed that the three determinants of social network site users have a positive impact on voters. Involvement with politics affects voters' attitudes toward voting and their confidence in decisions.

Similarly, Otjes et al., (2020) reported a study on when voting becomes protests: mapping determinants of collective action (a positive component of group affiliation) on voting behaviour. Results reveal that the pressure of earthquakes affects levels of protest voting via (national) trust, regional identification, and perceptions of efficacy. Endress, (2015) reported a study on cross-pressure (a positive component of group affiliation) and voting behaviour: evidence from randomized experiments. Results suggest participants conflicted with their party's gubernatorial nominee on the issue and were generally more likely to abstain when provided with

the policy position of both gubernatorial candidates. Similarly, Martin et al., (2022) reported a study on political information and ethnic voting: a study on the impact of political information on ethnic behaviour in Africa. Data for the study was drawn from an afro barometer survey from 2016-2018. The results suggested that what kind of political information and how it is perceived might affect the relationship with ethnic voting.

Theoretical Framework

The theory of planned behaviour is selected as the theoretical framework among all theories reviewed in the present study. For instance, the social identity theory holds that individuals respond to issues in the group on the premise of self-concept the individual draws as a member of the group. As such this personalization limits the application of the theory to electoral behaviour which extends beyond group inclinations. Similarly, it was observed that the rational choice theory focuses on economic factors as such individuals draw behavioural approaches to economic issues on the understanding of costs and benefits analysis. Once, again electoral behaviour appears to go beyond just cost and benefits. Furthermore, the theory of planned behaviour focuses on attitude, personality traits, subjective norms, and perceived behavioural control. Therefore, in the application of the theory of planned behaviour within the context of electoral behaviour. Specifically, electoral behaviour is a planned behaviour because it goes through rational processes before it is processed. As one considers participation in the electoral processes the individual develops an attitude (which could be positive or negative) that is placed under the consideration of subjective norm. Depending on the subjective norm of the individual, such intention may be approved. As it passes through approval, the need for perceived behavioural control demands the resources necessary to carry out the task. If the individual considers the capacity to carry out the task the individual begins to make plans for the execution of the antecedent electoral behaviours.

Hypotheses

1. Attention control will significantly predict electoral behaviour among undergraduates of Nnamdi Azikiwe University, Awka.
2. Group affiliation will significantly predict electoral behaviour among undergraduates of Nnamdi Azikiwe University, Awka.
3. There will be a positive interaction effect between attention control and group affiliation on electoral behaviour among undergraduates of Nnamdi Azikiwe University, Awka.

Participants

Ninety-five (95) undergraduates who volunteered from the Department of Banking and Finance, Nnamdi Azikiwe University, Awka, participated in the study. The participants for the study were randomly selected from Year-two students using a simple random sampling (deep stick). The ages of participants ranged from 17 years to 29 years with a mean age of 21.0 years and a standard deviation of 2.40 years. Thirty-three (34.7%) of the participants were males and sixty-two (65.3%) were females. Six (6.3%) of the participants were married, while 89 (93.7%) were single. Ninety-four (98.9%) were Christians, and one (1.1%) was Islamic. Seventy-three (76.8%) obtained their SSCE results before the study one (1.1%) had OND, three (3.2%) had NCE, while others eighteen (18.9%) which included those with postgraduate degrees also participated. Twenty-seven participants had registered votes, and 68 (71.6%) were unregistered. Similarly, seven (7.4%) were members of a political party, while 88 (92.6%) were not. Only 1 (1.1%) had an occupation, while 94 (98.9%) were without occupation. Fifty-three (55.8%) were first-year students, 26 (27.4%) were two hundred level, 8 (8.4%) were three hundred level, 6 (6.3%) and 2 (2.1%) were from extra year. Thirty-seven (38.7%) of the participants were registered members of a social group, while 57 (60.0%) were not registered members of social groups. Seventy (73.7%) were registered members of religious groups, while 25 (26.3%) were not registered members of any religious group.

The attention control scale was developed by (Diehl et al., 2006). The scale measures how an individual could manage his or her attention to achieve a desired set goal. The items on the attention control are ten. Items 5, 7, and 9 are revised scores, while all other items are positively scored. Responses are recorded on four points Likert response pattern, “1-not at all true, to 4-completely true.” Some items on the attention control scale are: “I can concentrate on one activity for a long time, if necessary”, and “After an interruption, I don’t have any problem resuming my concentrated style of working: the Attention Control Scale has been used by scholars. The reliability coefficient of the attention control scale is established in the present study at 0.75 alpha coefficient, while the validity of the scale was established at .0.62 by correlating the attention control scale with the personal sense of power scale by Anderson, John, and Kelton, (2012). Nweke et al (2022) developed the electoral behaviour scale (EBS). The electoral behaviour scale is a seven-item questionnaire that examines several aspects of people's voting behaviour. The items on the electoral behaviour scale range from strongly agree-5 to strongly disagree-1 on a five-point Likert scale. Some of the things on the scale are: I have frequently volunteered for political organizations in the previous 12 months, and I have frequently voted in the past 12 months. The alpha coefficient was established at 0.82. Similarly, Social affiliation was measured using demographic information using the following information; I am a member of a social group, I hold a position with my social group, I attend my group membership meetings regularly, I trust my group members, and I feel secure as a member of my group. Responses on the group affiliation were measured using the Likert format from strongly agreed (5 points) to strongly disagreed (1 point).

Procedure

The topic was approved by the ethical committee board and the required identification was issued to the researcher to enable her access to the department where the research was carried out. The instruments for the study require each participant to sign a consent form before completing them. The researcher read the consent form and the students who volunteered accorded their oral consent. The

sample for the study was determined using the (Smith, n.d.) formula for the determination of sample size. Incidental random sampling was used to administer to any available student seated in each class level five minutes before the lecture until the required minimum number was obtained. Two researcher assistances were deployed to assist the researcher in administering the questionnaires to the participants. It took about 25 minutes to complete the questionnaires for each student and the data were collected within two weeks. On completion, the questionnaires were collected immediately. A total

of 120 questionnaires were administered. However, 95 were properly filled, collated, and used for data analysis.

Design/Statistics

The study adopted a correlational design. Therefore, the statistics appropriate were zero-order correlation coefficient and multiple regression analysis, enter method. Data generated was managed using statistical packages for social sciences (SPSS) version 20.0.

Results

The procedure of results presentation is as follows: Table 1: Zero-order correlation coefficient, and table 2: standardized Beta Coefficient result for effects of attention control, group affiliation, and electoral behaviour.

Table 1: Zero-order correlation matrix using raw data

	1	2	3	4
1 Group affiliation	1			
2 Attention control	-.33**	1		
3 Group.Affiliation X Attention control	.82**	.26*	1	
4 Electoral behaviour	-.24*	.17	-.13	1

*Correlation is significant at the 0.05 level (2 -tailed)

** Correlation is significant at the 0.01 level (2-tailed)

Table 2 shows the zero-order correlation coefficient of the study variables. There was a positive correlation between electoral behaviour and attention control at $r = .17$, $p > .05$, there was a significant negative correlation between electoral behaviour and group affiliation at $r = -.24^*$, $p > .05$, and a negative correlation between electoral behaviour and the interaction effect of group affiliation and attention control at $r = -.13$.

Table 2: Standardize Beta Coefficient Result for Independent Effects of Attention Control and Group Affiliation on Electoral Control

Predictor variable	Adjusted R ²	Df(df ²)	f	β	Std. Error
Model 1	.017	1(94)	2.61		
a. Attention control				.202	.125
Model 2	.047	2(94)	3.30		
a. Group affiliation				.21*	.17
Model 3	.052	33(94)	2.72		
a. Group affiliation * attention control				.81	.28

* $p < .05$

The three models were analyzed independently using the multiple regression analysis enter method. Thereafter the following outcomes were obtained. Model 1 hypothesis one in table 3 showed that when enter method was applied to electoral behaviour for attention control, the adjusted $R^2 = .017$. This means that the model contributed 1.7% to the understanding of electoral behaviour. The ANOVA summary (F -ratio) shows

that the adjusted R^2 value was not significant at $F(1,94) = 2.61, P > .05$, also the unstandardized beta value was

$\beta = 0.202$. Model 2 in table 3 tested the predictive behaviour. The overall model contributed 4.7% to the understanding of electoral behaviour among the study participants. This means that the adjusted R^2 was .047. The F -ratio was significant at $F(2,94) = 3.30^*, p < .05$. The unstandardized beta value is $\beta = .21, < .05$.

Model 3 in table 3 shows the predictive strength of the interaction effect between attention control and group affiliation on electoral behaviour. The overall module contributed 5.2% to the understanding of electoral behaviour among the participants, the adjusted R^2 was = .052. The F -ratio was not significant at $F(3,94) = 2.72, p > .05$. The unstandardized beta coefficient was $\beta = .81 > .05$.

Discussion and Conclusion

The study examined attention control and group affiliation as predictors of electoral behaviour among undergraduates. Hypothesis one which states that attention control will significantly predict electoral behaviour was not confirmed. Earlier studies were mixed on the relationship between attention control and electoral behaviour. For instance, Vasilopoulos, (2019) found no significant relationship between attention control and electoral behaviour. According to the report, it was argued that attention control may lead the individual to a surveillance system that activates information leading to breaking away from habitual political identification thereby making the individual open to persuasion. Since attention control is a form of self-regulation. Individuals aim to align themselves with their political objectives. According to Endress (2019) patricians who do not agree with political leaders were more likely to abstain from voting during elections. Similarly, attention control may have failed to predict electoral behaviour on the basis of political information received and how it is perceived (Martin, 2020). However, other scholars, reported significant predictive relationships between attention control and electoral behaviour (Segocia & Gamboa, 2020; Lau et al; 2018; Andreyanna, et al, 2019).

Furthermore, the theory of planned behaviour holds an explanation in the understanding of the present result of the relationship between attention control and electoral behaviour. According to the TPB, attitude, subjective norm, and perceived behavioural control are implicated in planned behaviour. It is generally accepted in psychology that attitude may result in positive, ambivalent, and or negative feelings toward a subject, thing, or place. If the undergraduate experiences negative emotions and the subjective norm does not support pursuing electoral tasks in terms of voting, such a participant may lack courage in developing perceived behaviour control. Some of the areas where the undergraduate may develop negative emotions may be as a result lack of confidence in

the electoral officials and process among other contemporary issues. If the aforementioned becomes a reality, the capacity to experience attention control may decline in selecting appropriate electoral behaviour. On the contrary, if the attitude toward electoral behaviour is positive, and the participant's subjective norm endorses the participant's intention in electoral process. The individual is brought to the stage of developing dispositional behaviour control. As such the participants is propelled to make plans such as getting a voter's card, joining in campaign, getting involved in election activities and debates and other necessary preparations to be part of the electoral processes. From this theoretical perspective attention control among the present participants may have failed to illicit a positive attitude toward electoral behaviour.

Contrary, hypothesis two was confirmed in the present study. It states that group affiliation will significantly predict electoral behaviour. The result is consistent with earlier studies such as (Kiss & Hobolt, 2011; Shockley & Gengler 2020; Nyiayaana, 2019 and Lee, 2020). The empirical support holds that being members of social groups enhances undergraduates' self-esteem and defines how they interpret political or electoral information. In this perspective, participants are more likely to vote those they are convinced belonged to the same social group more than out-group members. Other scholars reported that there were variations to this empirical result. For instance, it was noted that loneliness, economic deprivation, online activities, negative party leader, social network site usage, presence of earthquakes may moderate the association between group affiliation and electoral behaviour (Laugenkamp, 2021; Bornshchier, et al 2021; Bach et al 2021; Garzia & de Silva 2021; Lee, 2020).

Furthermore, the TPB may offer an explanation for the understanding of the relationship between group affiliation and electoral behaviour among undergraduates. Participants who develop a positive attitude toward electoral behaviour, by virtue of

being a member of a certain group may also find support from the subjective norm. This is because membership with a group defines the self-esteem of its members. Therefore, if the group holds electoral behaviour high it is a sure bet toward a positive attitude towards electoral behaviour. Since attitude colours perception, individuals in such group membership may report endorsed subjective norms. At this stage, these group members develop perceived behavioural control. Therefore, the students are easily motivated to engage with political plans which is a better predictor of electoral behaviour outcomes. Empirical evidence revealed that attention control predicted electoral behaviour among participants. However, this effect was not supported in the present study (Segouia & Gamboa, 2020). Scholars revealed situations under which attention control may not predict electoral behaviour. Such conditions include information leading to breaking away from habitual political identification, ingroup conflicts, online activities, and negative leader (Kiss & Holbolt, 2011; Bornschier et al, 2021; Bach et al, 2021).

On the contrary, group affiliation predicted electoral behaviour in the present study. However, studies reveal situations when membership in a group may not predict electoral behaviour. Such a situation may arise when a member feels lonely, negative party leader, earthquake, and conflicts with member political candidates, (Endress, 2019; Langenkamp, 2021; Bornschier et al 2021). The interaction effect between attention control and group affiliation did not predict electoral behaviour. Empirical explanation in this relationship appears scant. Although, the theory of planned appears to hold a comprehensive understanding of electoral behaviour among undergraduates.

The implication of the Study

Implications of the present study are that attention control may not always predict electoral behaviours among undergraduates. Thus, some conditions may undermine the efficacy of attention control on electoral behaviour. Such conditions may be a conflict between the candidates and partisan members, meshes between culture and economic resources, type of information perceived by a participant. Being a member of a social group predisposes one to ingroup favouritism. As a result, one enjoys collective self-esteem and consequently may predispose such an individual toward ethnic vote favouritism.

Limitations of the Study

The sample size of the present participants was 95. This sample is only a fraction of the entire population of undergraduates at Nnamdi Azikiwe University, Awka. Literature on the interaction effect between attention control and group affiliation was not readily available.

Recommendations and Suggestions for further studies

It was recommended that more work should be carried out to a larger extent among undergraduates of Nnamdi Azikiwe University, Awka, and in Nigeria at large. This may strengthen the result of the present study. Also, scholars may engage in more work to understand why the interaction effect failed in the present investigation. It was recommended that politicians and the incumbent school government should engage in behaviours that will enhance group cohesion among undergraduates to improve electoral behaviour.

Conclusion

The results revealed that attention control did not predict electoral behaviour among the participants of the study, but group affiliation did. It was concluded that group affiliation is a significant predictor of electoral behaviour. Therefore, being a member of a social group predisposes one toward electoral behaviour and in-group favouritism of a candidate member.

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