



STUDY OF THE INFLUENCE OF SOCIAL BEHAVIOUR ON POLITICAL BEHAVIOUR IN AGRA & KANPUR  
COMMISSIONARY

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ABSTRACT

*Clothing is considered to be one's second skin and enthusiasm for clothing is most noteworthy amid late teenagers and mid twenties. The expression of self through Political behavior is plainly noticeable amid these years. Behind this expression, one's way of life, foundation and Social behavior assume a dominant part. The paper investigates the relationship of Social behavior and Political behavior. The investigation was completed on 160 school and college students from two distinct streams: Agra Commissionery and Kanpur Commissionery. Results demonstrate that students when all is said in one place economic value on top and do not show any difference as regards to social and political behaviour they belong. However, educational foundation does have an effect on Political behavior and this is reflected through their difference in Political behavior identified with social behavior. Another intriguing finding is that students who give high significance to general social behavior display socially affected conduct through their clothing at a lower level.*

**KEYWORDS:** Social behavior, Political behavior, Value, Students

**1. INFLUENCE OF SOCIAL GROUPS ON POLITICAL OUTCOMES**

As of late, some political researchers have been occupied with many investigations which expected to break down the relation between the behavior of social gatherings and the political results. A portion of the social gatherings incorporated into their investigations have been age socioeconomics, sex, and ethnic gatherings [1].

Indians have a significant social effect on the political result of their vote and are developing as a strong cutting-edge political compel. The most noticeable increase in Indians voting was in the 2000 presidential election, in spite of the fact that

the votes did not share a socially common political view around then. In the 2006 election, the Latin American vote helped tremendously in the election of Florida Senator Mel Martinez, in spite of the fact that in the 2004 presidential election, around 44% of Latin Americans voted in favor of Republican President George W. Shrub. Latin Americans have been believed to be showing an increasing pattern in the issues on which they vote in favor of, making them turn out to be more joined when confronted with political perspectives. As of now illicit immigration has been asserting most attention and Latin Americans, in spite of the fact that not totally consistent, are concerned with the education, business and deportation of unlawful foreigners in the United States.

More than seven decades back, ladies were recognized the privilege to vote and from that point forward they have been having any kind of effect in the results of political election. Given that the privilege to be politically dynamic has conceded them the chance to expand their insight and impact in current issues, they are presently considered one of the primary components in the nation's decision-production in both legislative issues and economy. As per The American Political Science Association, in the course of the last 2004 presidential election, the ladies' vote may have all around chosen the result of the race. Susan Carroll, the creator of Women Voters and the Gender Gap, expresses that the increase of ladies impact on political behaviors is because of four fundamental classifications: ladies dwarf men among voters; critical endeavors are in progress to increase registration and turnout among ladies; a sexual orientation hole is clear in the 2004 election as it has been in each presidential election since 1980; and ladies constitute a disproportionately expansive offer of the undecided voters who will settle on their decision late in the crusade [2].

In physiology and sociology, social behavior is behavior directed towards society, or taking place between, members of the same species. Behavior such as predation which involves members of different species is not social. While many social behaviors are communication communication between members of different species is not social behavior. The umbrella term behavioral sciences is used to refer to sciences that study behaviorality disturbance in general. In sociology, "behavior" itself means an animal-like activity devoid of social meaning or social context, in contrast to "social behavior" which has both. In a sociological hierarchy, social behavior is followed

by social actions, which is directed at other people and is designed to induce a response. Further along this ascending scale are social interaction and social relation. In conclusion, social behavior is a process of communicating. Among specific social behaviors are regarded, e.g., aggression, altruism, scapegoating and shyness. 'Monosociality' describes social relations with the same sex of a nonsexual nature. 'Bisociality' describes social relations with both the same and opposite sexes, also of a nonsexual nature. Social behavior is not something needed in everyday life [3].

Political Values examine, has its foundations basically from the controls of brain research, human science and social brain research. Research has principally concentrated around two areas of prime concentration: one noteworthy range of work is the place appearance fills in as a type of non-verbal communication, which "invigorates" judgmental and behavioral response from others. Second territory is that Political Values of a person himself is a function of social milieu, personality and way of life. Particular Political Values has been identified with particular value orientations and particular needs [4]. As per her, Political Values like administration of clothing is identified with economic value, experimentation in clothing to exploratory value, materialistic trifle to political value, appearance to tasteful value, conformity to social values, fashion to political and unobtrusiveness to religious values.

## **2. OBJECTIVES OF THE STUDY**

The targets of the exploration think about were to investigate the interrelationships between one's Social Values and Political Values amid the most

flexible phase of human life that is in school years. Since garments are an outward expression of self, while choosing them one's Social Values must be assuming an essential directing part.

Other than Social Values influencing Political Values, the educational foundation of school going students additionally should be influencing their values additionally affecting their Political Values. Consequently, the present investigation was conducted to discover that how the Political Values is affected by the values held with students of two entirely different streams [5].

### 3. METHODOLOGY

The investigation included 160 respondents, 80 students from Agra Commissioner and 80 from Kanpur Commissioner. The students were from various schools in Agra and Kanpur city doing their graduate and post-graduate courses in particular fields. Only female students were chosen, as they are the potential consumers in the purchase of clothing things. Its primary point is to measure the two basic interests or thought processes in personality: Social and Political [6].

The questionnaire was based on five point likert sort of scale. At first for each value ten questions were made, five were asked in good way and the rest five in ominous way. Accordingly, a total of 60 questions was made and were cluttered. To check the legitimacy and unwavering quality a pilot examine was done on an example of 30 students with comparable attributes and respondents were assume to tick a response from the five options viz., Always, Usually, Sometimes, Rarely and Never. After this the questions for each value for every respondent were composed in a grouping along with their responses, the

responses were included and organized in an ascending request [7].

### 4. RESULTS AND DISCUSSION

Results are presented in two parts. First part deals with the classification of Agra Commissioner and Kanpur Commissioner on the basis of Social Values and further both the groups are analyzed on the basis of mean, SD and t-test. Second part deals with values related to Political Values along with the comparative study on the basis of mean, SD and t – test.

#### *Social Values*

There are six values which every one of us holds, they are social & political, and however every single one of us gives changing significance to these values. Solomon and Rabolt (2004) have likewise set values as a base for consumer inclusion According to them; consumer association is characterized as the consumer's apparent importance of a question (for instance item or brand, ad or purchase situation) based on the intrinsic needs, values and interests of the person [8].

The values that we put on top impact and shape our lives. Table 1 shows the rate of Agra Commissioner and Kanpur Commissioner students against the score ranges for all the Social behavior. For discussion only the middle score ranges barring the high and low score ranges (as coordinated in the manual for administration) and the rate of students falling in these classifications, are thought about as shown in the table. The middle score ranges are 34-49 for social behavior, 33-48 for political behavior. The top three score ranges are converted into one class and the bottom four score ranges into one

and the rates of the students falling into them are shown against the score goes in the table.

**Table 1: Classification of Students Agra Commissionery and Kanpur Commissionery on the basis of general values (N=160)**

Social Value			Political Value		
Score Range	Agra Commissionery (%)	Kanpur Commissionery (%)	Score Range	Agra Commissionery (%)	Kanpur Commissionery (%)
0-33	-	30	0-32	8	35
34-36	5	5	33-36	22	25
37-40	56	40	37-40	40	35
41-43	24	15	41-43	19	5
44-46	15	10	44-46	11	-

Therefore, to rank different values arranged by significance among students we can state that Agra Commissionery understudy's scores are higher for social & political (89%, 85%, 81% and 65% individually) values for those middle score ranges than Kanpur Commissionery students (65%, 60%, 65% and 55% separately) and Kanpur Commissionery students' scores are higher for economic value being 70% for chosen middle score ranges than Agra Commissionery students who score 53% and on account of values both the students stand at a same stage scoring 70% for the chosen score extend.

Facilitate the relative investigation of Agra Commissionery and Kanpur Commissionery students was done on the basis of Social behavior using t test. Table 2 shows the mean and SD along with ascertained t-test value for every one of the values for both the gatherings. Here likewise the mean scores for Agra Commissionery gather are higher than Kanpur Commissionery for hypothetical, social & political behavior. And the mean scores for Kanpur Commissionery are higher than Agra Commissionery aggregate for

economic values

On survey the table initially, the Agra Commissionery students mean score for social value is most noteworthy (43.51) recently alongside this stands economic value (43.40) trailed by political and social. For Kanpur Commissionery students, the mean score for economic value is most elevated (45.65) next stands social values (38.60) trailed by political and social.

Further, from the table it is clear that the mean of hypothetical value is 41.42 and SD is 5.18 for the Agra Commissionery gathering. In Kanpur Commissionery, the mean is 38.42 and SD is 8.44. In the 't' test the mean of the two gatherings are looked at. The computed t-value is 2.69, which is more noteworthy than the table value (1.96) and observed to be critical at five percent level. Subsequently, difference exists between Agra Commissionery and Kanpur Commissionery regarding the hypothetical behavior.

From the table it is clear that's' value for the social & political values is 4.08, 4.29 and 4.41

separately and these are higher than the table value (1.96) at five percent level of essentialness. Consequently, both the gatherings contrast as regards to hypothetical as well as for political & social.

economic values are 1.75 and 0.55 separately and these are lesser than the table value (1.96) at five percent level of noteworthiness. Henceforth, no difference exists in two gatherings or at the end of the day both the gatherings hold economic values at a similar level.

The table shows the computed' values for

**Table 2: Comparative study on the basis of Social Values of Agra Commissionery and Kanpur Commissionery(N=160)**

SAMPLE		SOCIAL VALUE	POLITICAL VALUE
Agra Commissionery	Mean	43.51	38.21
	S.D	5.52	5.11
Kanpur Commissionery	Mean	38.60	34.85
	S.D	9.41	4.78
	N	158	158
t-test Value		4.08	4.29

As regards to economic value there was no difference in both the student groups as they were dependent financially on parents in Indian context.

**Political Values**

In this section the students' Political behavior is examined. Every last one of us has certain Social behavior that we give higher significance and these specifically or in a roundabout way influence our behaviors. With the assistance of questionnaire how the enthusiasm for particular values, which shape or impact the Political behavior in same direction is investigated [9].

Table 3 shows the quantity of understudy's falling into different classes for every one of the values identified with Political Values. On looking at the table nearly we find that for every one of the values greatest number of Agra Commissionery as well as Kanpur Commissionery students fall in to

the scores scope of 16-20 with the exception of social values. Thus, they hold abnormal state of hypothetical, economic, tasteful, political and religious related social values. For social value the most noteworthy number of (54%) Agra Commissionery and (70%) Kanpur Commissionery students fall in the score scope of 11-15. Thus, in this age bunch more students demonstrate middle social values identified with political behavior. One can easily observe that in school years where they need to look individualistic as opposed to take after individuals, they display low social value identified with Political Values. This is an unmistakable indication that the inclination to conform their companion aggregate withdraws and their concern towards distinction increases.

Subsequently, students of both the gatherings do not keep social behaviour identified with Political behavior at a higher place in their personality. Another striking outcome is on account of economic value on the off chance that we include

the two higher classifications we see that (33+49) 82% of Agra Commissionary and (55+20) 75% of Kanpur Commissionary understudy are economical in their clothing. Here on account of

this examination the Political Values of students is economically represented and before the aftereffects of Social behavior likewise show that students keep economic value at a higher stage.

**Table 3: Classification of Agra Commissionary and Kanpur Commissionary student on the basis of values related to specific Political Values (N=160)**

Status	Score Range	Political Behaviour											
		Agra Commissionary	Kanpur Commissionary										
Lower	5-10	-	20	-	5	4	20	28	10	-	-	15	15
Medium	11-15	42	20	18	20	36	5	54	70	18	15	40	25
High	16-20	54	50	33	55	54	65	18	20	55	65	45	40
Highest	21-25	4	10	49	20	6	10	-	-	27	20	-	20

Table 4 shows the mean score got for values identified with Political behavior, in both the gatherings along with the standard deviation and calculated 't' value. Economic value gets the most noteworthy score in the Agra Commissionary gathering (19.47). Political and hypothetical value is on the second and third place (17.85 and 16.10). These are trailed by tasteful (15.77), religious (14.65) and social (12.98) values. The computed "t" value for economic and social related clothing value (4.20 and 1.97) is more prominent than the table value (1.96 at 0.05 noteworthiness level) and so there is noteworthy difference between the economic and social behavior of Agra Commissionary and Kanpur Commissionary gathering.

At the point when the mean and standard deviation of economic value in Agra Commissionary and Kanpur Commissionary are watched nearly they show that Agra Commissionary aggregate has more concern towards the economics of political than Kanpur Commissionary gathering. The reason of this might be the learning of material and clothing in Agra Commissionary course is a vital piece of it, which thus causes the students to understand the utilitarian qualities of materials and henceforth helps in building the social related economic value more strong. Another striking observation is that both the gatherings put political behavior at a higher stage demonstrating the authority qualities.

## 5. DISCUSSION

After seeing the Social Values and their placement in one's value configuration and further Political Values influenced by these values, an attempt has been made to relate how these values influence and shape our behavior, specifically Political behavior and then comparisons between both the groups are made. As regards to the Social behavior, Agra Commissionary and Kanpur Commissionary students have similar economic and aesthetic value orientation, but they are different in terms of other Social behavior.

When we compare the Social behavior to values related to Political behavior we see that the mean of economic Social Values for Kanpur Commissionary (45.65) is higher than Agra Commissionary(43.40) group though statistically there is no difference in both the groups. But in the case of economic values related to Political behaviour, the Agra Commissionary group mean (19.47) is higher than the Kanpur Commissionary (17.25) and here statistically both groups are different.

Thus, Agra Commissionary girls are more economical as reflected through their Political behavior, especially when it comes to the practice in respect to purchase of clothing though Kanpur Commissionary girls have higher mean in general economic values. This may be due to the reason that the courses involved in Kanpur Commissionary field may be helpful in building up the general economic value stronger and the curriculum for Agra Commissionary students' help them to understand the economics of clothing in a better way [10].

Statistically, there is no significant difference in both the groups as regards to economic and aesthetic Social Values but difference does exist in economic values related to clothing behavior in Agra Commissionary and Kanpur Commissionary group, which is significant ( $t$ -value=4.20,  $p=0.05$ ).

Other very strong differences exist when we relate social Values to social values related to Political Values in Agra Commissionary and Kanpur Commissionary girls. In the case of Agra Commissionary group, the mean of social Social Values is highest (43.51) and that of social values related to Political Values is lowest (12.98). Similar trend is seen in the case of Kanpur Commissionary as the social general value score is second highest (38.60) and clothing related behavior score is lowest (13.40). Hence, Agra Commissionary and Kanpur Commissionary girls may be social in their general value system but when it comes to Political Values, they are more individualistic. At this age when they are in college the desire to look unique is reflected through their clothing and they don't want to conform to the whole group, as confirmation through clothing is a characteristic trait of those who's Political Values is influenced by social values. Statistically, the difference exists in clothing related social value in both the groups; this suggests that Agra Commissionary students show more individualistic taste through their clothing.

Both the groups show higher mean scores for political value related to Political Values; this reflects their intrinsic desire of leadership traits which is reflected in their fashion consciousness. These findings also support the

research findings of Roy and Goswami (2007) who state that fashion-consciousness and innovativeness positively influenced clothing purchase frequency. In the context of frequent clothing purchases of college-goers, values affect behavior indirectly through psychographic traits of fashion-consciousness and innovativeness.

## 6. CONCLUSION

To conclude the investigation, both Agra Commissionary and Kanpur Commissionary put economic and Social Values at a higher place in their value configuration. Both the gatherings show differences for hypothetical, social, political and religious Social Values yet both the gathering show no difference for economic and tasteful Social Values.

Colleges and universities occupy a special role in the hegemonic project as they have become one of the few legitimate knowledge producers and disseminators. As such, they are extremely powerful actors in the creation of hegemony (and at the same time could have immense power in a counter-hegemonic movement).

At the point when Political Values were explored, both Agra Commissionary and Kanpur Commissionary students mirrored no difference with respect to every one of the values aside from economic and social values. Agra Commissionary students clothing behavior appear to be more affected by economic and social values. Along these lines, it can be expressed that the two gatherings are not diverse in economic Social Values yet hold differences as respect to clothing related economic value. Further, they are diverse as far

as social values. Thus, the educational foundation is having any kind of effect in their Political Values and Social Values show certain relationship to ones' Political values.

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