

**AN EXPLORATORY STUDY ON RELATIONSHIPS  
BETWEEN PARTY IDENTIFICATION,  
PERSONAL VALUES, DEMOGRAPHICS  
CHARACTERISTICS AFFECT ON VOTING  
BEHAVIOUR**

**AHMAD SABRI BIN YUSUFF**

**UNIVERSITI UTARA MALAYSIA**

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**AN EXPLORATORY STUDY ON RELATIONSHIPS BETWEEN PARTY  
IDENTIFICATION, PERSONAL VALUES, DEMOGRAPHICS  
CHARACTERISTICS AFFECT ON VOTING BEHAVIOUR**

**By**

**AHMAD SABRI BIN YUSUFF**

**Thesis Submitted to the College of Business,  
Universiti Utara Malaysia,  
in Fulfillment of the Requirement for the Degree of Master of Science in  
Management**

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## ABSTRAK

Tujuan kajian ini adalah untuk menyiasat samaada perbezaan yang signifikan pada gelagat pengundi dan sejauh manakah pengenalan parti, jantina, kaum, umur, pendapatan, pelajaran dan nilai perilaku mempengaruhinya. Kajian ini dijalankan di Dewan Undangan Negeri (DUN) Seri Setia, Kelana Jaya, Selangor dimana sebanyak 430 sampel diedarkan dengan cara "drop off" dan hanya 380 sahaja yang boleh di pakai. Sampel-sampel ini mewakili selepas keputusan Pilihan Raya Umum tahun 2008 bagi DUN Seri Setia, dengan menitik beratkan pada jantina, kaum, pendapatan, pengenalan parti dan gelagat pengundi dengan menggunakan teknik statistic seperti ANOVA, Chi-squares, Analisis Faktor, dan Regresi. Dengan focus kepada nilai perilaku, assosiasi karektor demografi untuk menghasilkan segmen baru untuk memastikan hubungkait antara karektor demografi, pengenalan parti dan gelagat pengundi. Kajian ini menunjukkan bagaimana nilai perilaku, boleh dipadukan dengan karektor demografi seperti jantina, kaum, umur, pendapatan, dan pembelajaran dijadikan peralatan baru segmen pasaran untuk menyiasat persamaan dan perbezaan pada pengenalan parti dan gelagat pengundi.

## ABSTRACT

The purpose of this study was to investigate if there was a significant differences in voters' voting behaviour and to what extent do party identification, gender, race, age, income, education and personal values affect them. The study was conducted at Dewan Undangan Negeri (DUN) Seri Setia, Kelana Jaya, Selangor where samples were distributed to 430 registered voters by drop-off and 380 were useable. The samples were representative of the results in 2008 Malaysian general election for DUN Seri Setia, focusing on voters gender, race, income, party identification and voters voting behaviour using statistical techniques such as ANOVAs, Chi-squares, factor analysis, and regression. By focusing on personal values and demographic characteristics association a new segment tools has been created to confirm the interrelationships among demographic characteristic, party identification and voting behaviour. This study demonstrates how personal values may be associated with demographic characteristics such as gender, race, age, income and education, to create a new market segmentation tools for examining similarities and differences in party identification and voting behaviour.

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## Chapter 1: Introduction

### 1.1 General overview.

The study of consumer behaviour is becoming an important field in marketing management. A good marketer must understand the customers' behaviour in order to know their buying preferences to satisfy their demands.

Since it was noted that the fundamental marketing framework and marketing concept can be applied to politics (Kotler, 1981). In business marketing the seller provides goods, services, and communication to the market in exchange for money and information from the buyers. Similarly, in political marketing, "A candidate dispatches specific promises and favors to a set of voters in exchange for their votes". Kotler (1975) also said that, marketing research helps the candidate to "assess the voters' needs, interest, values and representing himself as the best perceived instrument for the voters to achieve their desire.

There has been a "substantial growth in scientific opinion polling (i.e., marketing research), computer analysis of voting pattern (i.e., sales analysis), and professional campaign management firm (i.e., marketing organizations)" (Kotler, 1981), and it seems that researchers have no longer draw a major distinction between voting behaviour and consumers behaviour (i.e., Nakanishi, Cooper, and Kassarian, 1974; Palda, 1975; Rothchild, 1978; Swinyard and Coney, 1978).

Therefore in political marketing, a candidate has to understand the voting behavior of the voters, attitude and specific preferences related to voters' decision making process as well as

other political issues, candidates and the intended media to reach the voters, as well as understand the best issues to convince voters.

## **1.2 Background of study**

The increase of electoral volatility in voters decision making in political marketing discipline needs to be further understand by the researchers since much of political marketing studies is about cementing an establishing visual, symbolic links between individual and the party and campaigning (Butler, 1994).

Voting behaviour is a crucial factor in the general election in Malaysia due to some reasons, Barisan Nasional (BN) lost to Pakatan Rakyat (PR) in some of the areas which formerly won by BN which is already predicted by some political analyst. There are some trends that lead to winning on issues (local and national), ethnicity, religion and age could influence the voters' in their decisions ( Zakaria, Hussin, Noordin, Sawal, Yusof, & Jusoff, 2009).

The volatility of the electorate voting behavior has clearly observed when many of seats formerly won by BN had gone to opposition party.

The N.32. DUN Seri Setia is a state seat apart from DUN Subang Jaya which constitute Kelana Jaya parliamentary seat in Selangor state. DUN Seri Setia has 35,079 registered voters as reported by Suruhanjaya Pilihan Raya (SPR) which consist of 52.52% Malays, 16.80 % Chinese, 29.48 % Indian and 1.10 % other races. In 2004 General Election BN won by 11,141 majority votes and in 2008 General Election BN lost by 2,863 majority vote eventhough BN was represented by the same candidate, i.e., Seripah Noli.

The investigation on voting behaviour and voters preferences was discussed in this study focusing on the voting behaviour, parti identification, personal values and demographic



characteristic of the voters' in **2008 Malaysian general election (Pilihanraya Umum (PRU-12))**.

### **1.3 Problem Statement**

Traditional democratic theory regards a high level of political participation as a central element of democracy. Mc Cosky (1968) claims that participation includes "those voluntary activities by which members of society share in the selection of rulers and directly or indirectly in the formulation of public policy" Thus the act of voting, which is the participation of the people in the determination who shall govern, has been define as the heart of democracy, leading some scholars of political science to perceive the practice of accepting the verdict of the polls as the variables distinguishing democracy from other forms of government (Mac Iver, 1963).

The fact that even in societies generally defined as democratic, a large portion of citezens may be apathetics to the political process (cf. Milbrath 1965) leads to the conclusion that understanding the conditions under which one has a high or low intention to vote is crucial to understanding the condition under which democracy is maintained or weakened. Malaysia as a country who practice democracy does not excludes in dealing with the situation.

In 2008 Malaysian general election saw the Barisan National (The government party coalition) failed to achieve two-third majority for the first time in Malaysian general election history. Pakatan Rakyat (PKR, The opposition coalition) has won many parliamentary seats as well as state seats more than their expectation. The situation has been observed as "political Tsunami" in Malaysia political history. (Chedet, 2008). The government major party i.e. United Malays National Organization (UMNO) has many arguments as to why such election result occurs.

The post mortem has been carried out by the parties to find the course of it and the answer was still uncertain. With this scenario all the parties in Malaysia has taken action to improvise the parties to prepare for the next election which is expected to be scheduled in 2012.

The above problem has shown the density of volatility of the electorate voting behavior. The behavioral aspect of the study should be done to understand these scenarios.

Although researchers' like Campbell and Mann (1996) have stated that, "Party identification remains as central influence on individual voting decision" and demographic characteristics (i.e., gender, age, education, race and income, etc.) have been proven to be significant predictors of voting behavior (Trevor, 1999; Luskin, 1990; Bibby; Bone and Ranney, 1976; Jamieson, 1996; Asher, 1992), but an understanding that almost all human behaviours were directly or indirectly influenced by personal values (Feather, 1975). And personal values have been viewed as the criteria people used to select and justify action, evaluate people and event (Schwartz, 1992, p.1).

The caused of votes movement from one party to another have to be examined and understood. Therefore such study on voting behaviour should be focused to understand the caused of the action by the voters' on the individual unit of analysis, since each individual represent one vote as required by the demogrcacy practices. A very large number of studies have been done with regard to voting behaviour, but as far as the researcher is concern, it is important to localize this study in DUN Seri Setia, Kelana Jaya, since this constituency falls under the category (BN lost to PKR), and by verbal invitation to hold the voluntary research by UMNO Kelana Jaya.

Adopting from the study by Kuan Shun Chiu titled " An exploratory study on relationships among electorate's Voting behavior, Party Identification, Personal Values, and Demographic Characteristic, (2002), in United States 2000 Presedential election in Florida, "the researcher replicated the study. Party Identification, Personal Values, and Demographic Charateristic as Independent Variables and Voting Behaviour as Dependent variable in examining if there were existed significant differences in voters' voting behaviour due to party identification, personal values and demographic characteristics.

#### **1.4 Purpose of study**

The purpose of the study was to investigate and have better understanding on factors affecting the behavioural aspects of voters' in drawing their votes for 2008 general election in DUN Seri Setia, Kelana Jaya, Selangor.

This knowledge would contribute to the overall field of political marketing and would help better equiped our party leaders in preparing themselves for future election campaign.

## **1.5 Research questions**

The research questions are:

- 1.5.1 Is there any significant influence of party identification in the decision making process of voting behaviour.
- 1.5.2 Is there any significant relationship exist between party identification and personal values.
- 1.5.3 Is there any significant relationship exist between party identification and demographic characteristic.
- 1.5.4 Is there any significant relationships exist between demographic characteristics and personal values.
- 1.5.5 Is there any significant relationships exist between personal values and voting behavior.
- 1.5.6 Is there any significant relationships exist between demographic characteristics and voting behavior.

## **1.6 Research objectives**

The objectives of this research are:

- 1.6.1 To identify the significant influence of party identification in the decision making process in voting behaviour.
- 1.6.2 To determine as to whether there is a significant relationship exist between party identification and personal values.
- 1.6.3 To determine as to whether there is a significant relationship exist between party identification and demographic characteristic.
- 1.6.4 To determine as to whether there is a significant relationships exist between demographic characteristics and personal values.
- 1.6.5 To determine as to whether there is a significant relationships exist between personal values and voting behavior.
- 1.6.6 To determine as to whether there is a significant relationships exist between demographic characteristics and voting behaviour

### **1.7 Significance of study**

The significance of the study for political practitioner is to provide references on identifying factors which strongly affect the voters voting behaviour and for academic world, it serve as reference for political marketing discipline.

### **1.8 Scope and Limitations of study**

Every research study has limitations. One very important limitation of research studies is rooted in the capabilities and skills of the researcher. In this study, the researcher was not a part of the area to be studied. As an outsider, this researcher had limited access to the area which hinders a complete and thorough understanding of the actual experience of the subject members. Other common limitations of many research studies include the boundaries and scope of the project, the choice of the sample chosen for the study, and the validity of the data.

A limitation many researchers faced early in their journey is the fact that there must be a clear project. Simply stated, it is not possible for one research study to cover all the areas of an area or a topic covered. Similarly, because the chosen sample for a study cannot be considered to be representative of all samples in all area, the findings may not be appropriate for a given area. Because the sample for this study was representative of DUN Seri Setia, Kelana Jaya, Selangor, there is the probability that the findings may not be specifically applicable to other constituencies. While admitting this limitation, this researcher believes that the findings of this study could be valuable to all constituencies in a general sense. Thus, the selection of the respondent for this study is possibly biased since area sampling is using on selected zones in DUN Seri Setia to represent the whole population. The results

could be different based on other respondents participating from different area. The extent and accuracy of the data was a limiting factor based on personal perceptions of the participants (Kerlinger, 1986).

There were many factors affecting and individual's voting decision, since this study focus on party identification, personal values and demographic characteristics which is a long- term determinant, any short- term determinant such as candidate orientation, issue orientation and political advertising were ignored which possibly reduced the correct explanation on the results of the election.

### **1.9 Organization of the Thesis**

Chapter 1 presents the background of the study, specifies the research problem, describes the purpose and significant of the study, states the research questions and notes the limitations of study.

Chapter 2 introduces an overview of related literature. Specifically, the chapter evaluates areas of voting behavior, party identification, personal values, and demographic characteristic.

Chapter 3 describes the methodology used for this research. Specifically, it identifies the research design, describes population and sample, discusses the research instrument, explains the data collection methods, and presents the techniques that were used in the analyses of data, and analyzes the findings through descriptive statistic, ANOVA, Pearson correlation.

Chapter 4 provides the result, summary of the study and discussion of the findings.

Chapter 5 provides the conclusion and recommendations for future research.

## **Chapter 2: Literature Review or Survey**

### **2.1 Introduction**

In this chapter the Voting behaviour, Party Identification, Personal Values, and Demographic Characteristics will be reviewed and as a constructs to the study.

### **2.2 Marketing Approach**

It is important to note that marketing approach has been used to this study as previously noted that, previous research has demonstrated that the exchange system is the fundamental framework for marketing concepts and consumer behaviour (Kotler, 1984: Bagozi, 1975). And further supported that, “ This fundamental marketing framework has also been applied successfully in politics”. ( Kotler, (1981) further to that according to Kotler (1981), in business marketing, the seller provides goods, services, and communications to the market in exchange for money and information from the buyers. Similarly, in political marketing, “ a candidates dispatches specific promises and favors to a set of voters in exchange for their votes” .

Therefore, the concept of marketing is applied to this research.

### **2.3 Voting behaviour**

Behaviour means the way one conduct oneself or the responds of a person to a stimulus ( Oxford dictionary edition year). Based on Social choice theory (Johnson, 1998), a voter’s voting decision making is a deliberate process from combination of personal preferences. And its also assumed the voters have the ability at ranking differentiate between the different candidates: I prefer A to B or A is better than B.”Significant differences must exist, and be



perceived, among alternatives so that voting will be seen to make a difference" (Walker and Lawler, 1986, p.24).

Election is very important process of choosing who should lead or govern and an important process in democracy, the qualified citizens can choose for their leaders based on their preferences, " Linkage between the preferences of the citizens and the actions of government" (Asher, 1992, p.33). and further showed that the analysis associated with voters' preferences is a feasible way to predict voting behaviour.

Due to limited study in political marketing aspect the theory and practice (Butler, 1994).

Kuan Shun Chiu (2002) has made an exploratory study on the relationship among electorate's voting behavior, party identification, personal values, and demographics characteristic limited to USA presidential election in 2000.

It has been argued that measuring voters intention is more likely than measuring voters behaviour, but as noted by Watters, 1988; Locke, Fredrick, Bobco & Lee, 1984 and supported by Ajzen (1991) that even though voting behavior and voting intention is often used as equally important in predicting the actual behavior because of its high consistency from intention and performing actual behavior. This was further proven in 1998 US presidential election (Watters, 1998). This theoretical contention is further supported by Getman, Golberg and Herman's (1976) finding that 87% of union votes are voted from their earlier intention.

## 2.4 Party Identification.

Political parties are great tools of democracy. In fact, political parties create democracy and modern democracy is unthinkable except in terms of party. Party politics has become a universal phenomenon. With the exception of some monarchies like Saudi Arabia and military dictatorships, every state of the world has party system of its own. They are very important to western European Democracies as well as to the dictatorial systems (Abdul Rahid Mote, 2004).

According to Joseph La Palombara, "A political party is a formal organization whose self-conscious, primary purpose to place and maintain in public office person who will control, alone or coalition, the machinery of government." And political party was also defined by Epstein (1967,p.7) as "any group, however loosely organized, seeking to select government officeholders under a given label." And its function is to "organize participation, to aggregate interests, and to serve as the link between social forces and the government" (Huntington, 1980 p. 91).

It has been demonstrated by Schattschneider (1942) and Huntington (1980) that political parties serve as intermediaries between people and the government.

Political parties perform several important functions that help to make political systems work efficiently and effectively. Some of the functions are; a) A link between people and government, without parties, individuals would stand alone and ignored by the government. By working in, or voting for, a party citizen may influence political decisions taken by the government. b) Aggregation of interests eg. In Malaysia, the BN brings together various ethnic groups and aggregates their interests and thus, provide stability to the political system, c) Political Socialisation, i.e., organizing special training programmes and conferences to

make sure that their members understand the party policies and conform to the party discipline, d) Forming a government, since they were formed to capture political power, Parties, therefore try their best to win majorities to form a government, e) Viable opposition, those party which did not win the majority can become opposition, and f) Mobilisation of voters, it is the most visible function of parties to mobilize the masses and to get them vote. While campaigning for their candidates, parties utilize various means to arouse voter;s interests and induce them to vote on election day. In Malaysia, voters turn outs vary between 70 to 90 percent because of serious efforts made by political parties to mobilize the masses. (Abdul Rashid Moten, 2004).

With the serious functions of political parties, it is important for the candidates and voters to make correct decision on identification of their political party.

Party identification is termed as "a person's psychological attachment or feeling of loyalty to a political party" (Asher, 1992, p.60) or "the individual's affective orientation to an important group object in his environment" (Campbell, Converse, Miller, and Stokes, 1960). Most voters acquire their party identification from their family, especially parents, during their formative years (Bone and Ranny, 1976; Asher, 1992).

Party identification does "not appear to be a concomitant of citizenship or a political coming of age" (Fiorina, 1981). People actually develop their party identification early in life and prior to their awareness and preferences of political policies. Thus, party identification consists of voters' emotional attachments.

Party identification requires slow learning process, and therefore was recognized as long term influence in voting behaviour. According to Bone and Ranney (1976), more than 80 percent of American express some level of personal preference to party identification, and

less than 20 percents of them express no loyalty to any political party. Party loyalists do not have to spend time on analysing and understanding politics since “party labels enable voters to sort out the complexity and vote for the candidates of their preferred party, the party which they perceive to be closest to their interest” (Bibby, 1996).

In American politics, party identification is one of the most consistent factor in predicting voting trends and outcomes. Campbell and Mann (1996), argue that “ party identification explains voting behaviour “ since party identification is assume to be “ stable, affectively based, and relatively impervious to change except under extremely stressful condition such as major depressions” (Campbell, Converse, Miller, and Stokes, 1960).

## **2.5 Personal Values.**

What Are Values? Learn how values subconsciously contribute to your life; what they are, where they come from, and why values are so important.

*Values Definition:* Values are deeply held beliefs about what is good, right, and appropriate. Values are deep-seated and remain constant over time. Human accumulate their values from childhood based on teachings and observations of their parents, teachers, religious leaders, and other influential and powerful people.

*Example:* Ahmad felt stressed out and didn't know what to do when her boss implied she should lie to a client; honesty is one of Ahmad's most deeply held values.

Personal values indicate socially desirable behaviour, the hint of social consistency (eg., feeling of guilt and shame) prompts individuals to conform to prevailing social values in their communal action.(Kluckhohn , 1951). Meglino and Ravlin (1998) states that “ value inconsistent behaviour produces such negative feelings, individuals who fails to act, or are

prevented from acting, in accordance with their personal values should exhibit lower levels of satisfaction.”

*Personal values* defined as an abstract ideals, positive or negative tied to any specific object or situation, representing a person’s belief about modes of conduct and ideal terminal modes ( Rokeach, 1968).

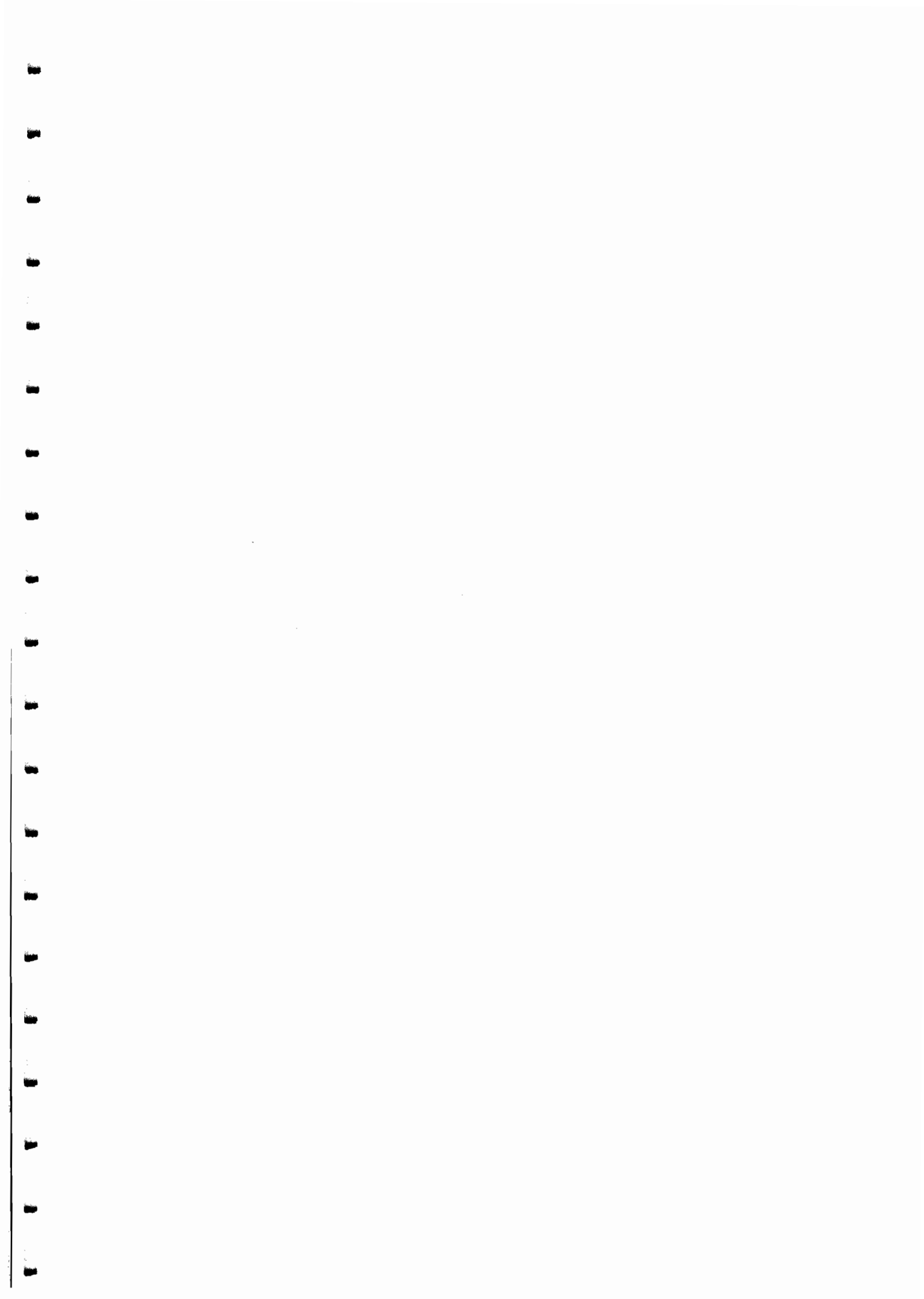
Personal values relate to nearly all forms of human behaviour and definitely effect personal interaction.

Personal values related to almost all human behavior, and when they have same personal values they tend to have almost similarly behaved (Mc Murry.1963). Even though how personal values affect, voter behaviour still unclear, the research will further investigate this relationships.

Values are deeply held beliefs that guide human behaviors and decisions. They reside deeply within the subconscious and are tightly integrated into the fabric of everyday living. Man make decisions and choose behaviors, friends, employment, and entertainment based, in large part, on their values.

Family values, man assimilate a beginning value-set during childhood from parents, teachers, coaches, and influential others. In later years, as a result of critical thinking and life experiences, they may discard some values and add others. But many values that subconsciously operate as a basis for choices, decisions, and behaviors are the core values assimilated during their early years.

Personal values also been associated with human basic needs; biological need, social need, social expectation of the individual (Schwartz & Bilsky,1987) and it of course it is important in any human studies. (Rokeach 1968)



Why are values important to personal development? Humans tend to live their lives in accordance with their values. When they face a decision and choose A instead of B, it's often because A feels right to them. They might use words such as, "it's the right thing to do," or "that's the right way."

They tend to think of their values as absolute and universal, what feels right to them must be right for everyone, but is it? Intellectually, they know the answer is no. They easily use the phrase "different strokes for different folks" as they observe a behavior that amuses, but doesn't threaten them.

Still, there are times when they bristle at someone's behavior, becoming outraged and angry, especially when a value they hold is challenged or violated. Recall a heated argument between friends or family members. A value conflict was surely the cause. In fact, any spontaneous and strong reaction to a situation can more than likely be traced to a values conflict.

The following values-oriented articles will help to understand the importance of values, identify and clarify their own personal values, and provide information to help them consciously focus on a values-based life:

A life based on a personal code of values brings meaning, purpose, and direction to living.

Follow the process in this study to clarify their values and lead a values-aligned life.

What are values & how do they find them? Live by your personal code of values to get the most out of life. Life is fulfilling and free of stress when they live in accordance to their own personal values.

When they use their special talents and abilities their lives are happier, for greater life satisfaction, identify unique strengths and talents and strive to utilize them each day.

Career self assessment should include a core strength analysis

Advance career by recognizing unique core strengths and capitalizing on them.

In contemporary research, personal values have popularly been used by marketing researcher as their tools for marketing research. Personal values can be used as dependent variables where demographic characteristics such as age, gender, race were primarily the independent variables.(Keng and Yang, 1993; Timmer and Kahle, 1983; Ness and Stith, 1984).

Personal values also can be treated as independent variables as in this study on relationships between demographics characteristics and personal values, marketing researchers has been investigated the influence of personal values on consumer behaviour for several decades (Rosenberg, 1956; Vinson and Munson, 1976; Beatty, Kahle, Homer, and Misra, 1985) in their attempt to establish a model of personal values, life-styles, and consumption (Carman, 1978; Rokeach, 1968a; Veroff, Douvan, and Kulka, 1981; kahle 1983) and to investigate the differences in personal values among a group of respondents from cultural backgrounds (Munson and McIntyre, 1978; Henry, 1976; Kahle, Rose, and Shoham, 2000). Significant relationships among personal values, attitudes, and behaviour associated contributions to charity causes were found by Manzer and Miller (1978).

Marketing researcher has made some research on marketing studies as how the personal values effect the choice of buying decision such as on buying automobile and deodorant(Pitts and Woodside, 1984), preference for natural foods (Homer and Kahle, 1988), travel decision (Pitts and woodside, 1986), mall visiting behaviour of individual's (Feinberg and Meoli, 1991; Swinyard, 1998) and also choices in work and leasure pursuits influences (Jackson, 1973).



Becker and Connor, 1981; Rokeach and Ball Rokeach, 1989, have analysed using of personal values in mass media usage. Grube, Weir, Getzlaf, and Rokeach, 1984, analysed in cigarette smoking to inspect the similarities and differences between smokers and non smokers. So do in geographic segmentation (Kotler, 1984; Reynolds and Jolly, 1980), brand preferences by Pitts and Woodside, 1983; Pitts and Woodside, 1984; Grube, Weir, Getzlaf, and Rokeach, 1984; Scott and Lamont, 1973; Vinson and Munson, 1976, Perceptions of reward in salesperson (Apasu, 1987) and also performance of salesperson by Swenson and Herche, 1994; Apasu and Buatsi, 1983; and Weeks and Kahle, 1990.

According to Kahle, 1986; Kahle and Kennedy, 1989; Beatty, Kahle, Homer, and Misra 1985, they have observed that people often purchased products or services for benefit of personal values fulfillment.

Personal values have effects on relationship among attitudes and behaviour and it is also concluded by Becker and Connor, 1981 that personal values are fundamental to attitude and behaviour. With these findings and the perceived link between personal values and consumption, personal values have been utilized for product development, segmentation, positioning, media selection, promotion and environmental scanning (Pitts and Woodside, 1984).

## 2.6 Demographic Characteristics

The most significant and popular demographic characteristics variables are gender, race, education, age, income and occupation as quoted by Agger, 1959; Campbell, Converse, Miller and Stockes, 1960; Burgess, Haney, Snyder, Sullivan, & Transue, 2000) in American politics.

This section provides defined demographic characteristics. Researcher uses defined demographic characteristics to reveal psychographic, sociographic and behavioral characteristics of voters.

Below explained the major demographic characteristics

### 2.6.1 Gender

Gender, as a defined demographic characteristic reveals differences in the way that men and women respond to voting appeals. In the early 60's as noted by Campbell, Converse, Miller, and Stokes, 1960, women had lower participation as compared to men in political activities, they were less involved and less interested in politics and even have the thought that voting is an exclusively male activity but in 1984 Newman and Sheth stated that women just as involved, interested and concerned about politics as men are. Gender based dissimilarities in voting choices and in party identification have become greater over time (Russell, 1996; Trevor, 1999).

### 2.6.2 Education

According to Bone and Ranney, 1976; Bibby, 1996, that the level of education is related to voter's political participation and also education determine voter turnout significantly (Chapman and Palda, 1983). Even though it cannot be shown that the level of education influences party affiliation, but highly educated voters are the most active, the most

interested in politics and the most concerned about election outcomes (Bone and Ranney, 1976; Campbell, Converse, Miller, and Stokes, 1960).

### 2.6.3 Age

The demographic of age reveals generations and life stages and the characteristics that go with them. There are always significant differences in voting choices among various groups of age. According to Stephens and Merrill, 1984, that older voters are more interested in politics than younger voters. This statement further supported by Bone and Ranney, 1976, as people get older they become increasingly aware the role of government and impact of government policy unto their welfare. An older people are also more active in political campaign (Bone and Ranney (1976).

### 2.6.4 Income and occupation.

Income is another factor in American elections, Bone and Ranney,(1976); Coleman,(1983), measured social class by using education, occupation, residence, and income data to determine social economics status. Bibby, (1996), states that it may be inferred that differences in political behaviour are related to differences in economic position and employment.

### 2.6.5 Race

According to Bibby, 1996; Asher, 1992 that a higher propotion of Whites than Blacks votes, and Black are more frequent voter than Hispanic in American Election. Therefore race is a strong indicator of party identification and voting behaviour. According to Bone and Ranney (1976) Blacks and Whites seems to be difference in their party preferences.

## 2.7 Relationships between Demographic Characteristic and personal Values.

In American politics the below relationships occurs as noted by previous researchers. Keng and Yang, 1993, have evidence that different people have different personal values. And Timmer and kahle (1983) discovered cultural beliefs, personal experiences, relationships with family and co workers, and assimilation with social class were dominant factors affecting personal values. The Rokeach 36 terminal item were used in these references.

### 2.7.1 Gender and personal values,

Rokeach (1973) finds that men evaluate *sense of accomplishment and exiting life* more importantly than women, and women founds that *true relationship* and *mature love* potray greater significance. Therefore significant differences exist between men and women in their personal values.

### 2.7.2 Education and personal values

Rokeach (1973), show proof that personal values have significant relationships with demographic characteristics such as race, education, and income. Timmer and Kahle significantly finds the relationships between personal values and demographic characteristics such as age, gender, race, income and education, and firther supported by Crosby, Gill, and Lee, 1984, in their Life status study, Ness and Stith 1984, in socioeconomics study, Kramer, 1984, education study, and countries study by Keng and Yang, (1993).

### 2.7.3 Age and personal values

Timmer and Kahle, 1983 noted that age has a significant impact on the choice of personal values. One the subject of men those above 45 years old perceived *self respect* more

important than those below 45 years old. And *security* was the primary concern for 65 years old group.

#### 2.7.4 Income and personal values,

Significant differences between income and choices of personal values occurs as noted by Keng and Yang (1993). Respondents who have strong aspiration on *sense of accomplishment* resulted in higher income, and Respondents with lower income evaluated *harmony* and *security* much more important than higher income (Timmer and Kahle (1983).

#### 2.7.5 Race and personal values.

In 1993 Keng and Yang have observed significant ethnic differences in the choice of personal values. In the American Election Whites perceived *self fulfillment* and *sense of belonging* more essential than Blacks and Hispanics.(Timmer and Kahle, 1983).

## **Chapter 3: Methodology**

### **3.1 Introduction**

This chapter discussed on how this research was conducted. From research design, population and sampling, sampling procedure, data collection techniques, operationalization of variables, hypothesis and statical techniques.

### **3.2 Operational Variables**

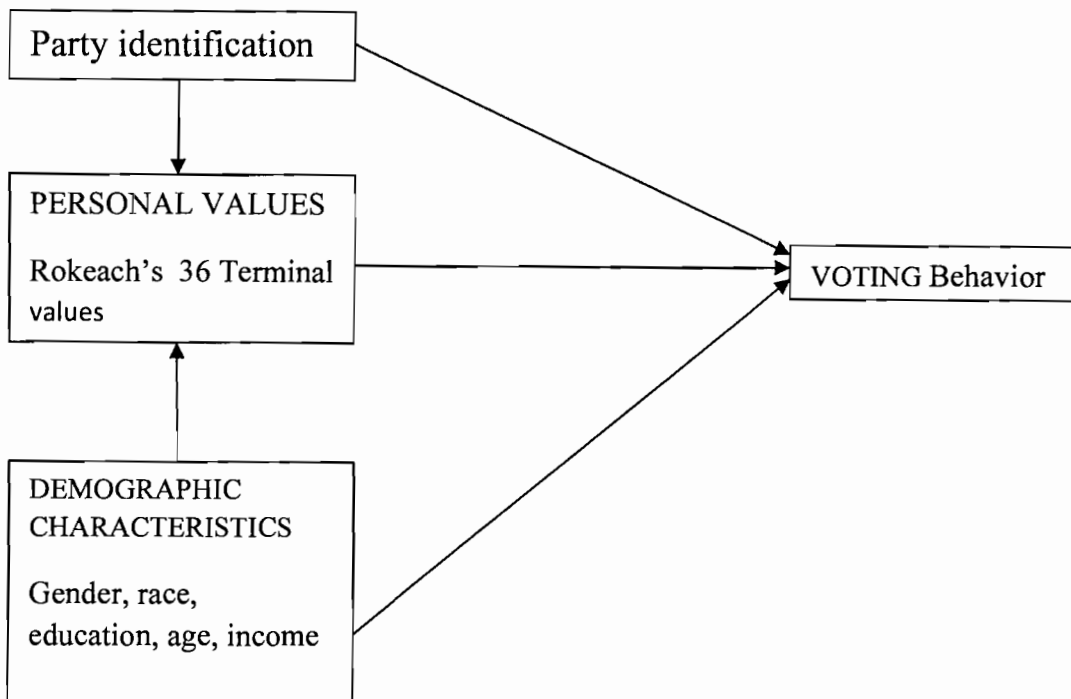
The independent variable in this study was Party identification, Personal Values and Demographics Characteristics. Voting behaviour was Dependent Variable. Rokeach Value Surveys (RVS) which consist of 36 of personal values items as independent variables, and Demographics Characteristics dimensions were race, gender, age, income and education.

### 3.3 Research Framework

Figure 3.1 Research Framework

#### INDEPENDENT VARIABLES

#### DEPENDENT VARIABLES



### 3.4 Operational Definition of Variables

This section described the operationalization of all the variables i.e., party identification, voting behavior, personal values, and demographic characteristics.

An operational definition identifies one or more specific observable conditions or events and then tells the researcher how to measure that event. Typically, there were several operational definition possibilities for variables and values. The operation chosen will often have an immediate impact on the course of the research, especially the findings.

#### 3.4.1 Voting Behaviour

Behaviour means the way one conduct oneself or the responds of a person to a stimulus (Oxford dictionary 1996 edition). Based on social choice theory (Johnson, 1998), a voter's voting decision making is a deliberate process from combination of personal preferences. Voting behavior in this study limited to only general election 2008 in DUN Seri Setia, Kelana Jaya,

#### 3.4.2 Party Identification

Party identification terms as "a person's psychological attachment or feeling of loyalty to political a party" (Asher, 1992, p.60)

#### 3.4.3 Personal Values

Personal Values terms as "abstract ideals, positive or negative, tied to any specific object or situation, representing a person's beliefs about modes of conduct and ideal terminal modes" (Rokeach, 1968) where a modified Rokeach Value Surveys (RVS) were used. This is a 7-point Likert Scale format of RVS (Vinson, Scott, and Lamont, 1977; Crosby, Bitner, and Gill, 1990), where two sets of respondents' personal values are measured. (1) The 18 terminal values regarding one's life and (2) The 18 instrumental values regarding one's preferable modes of behaviours.

#### 3.4.4 Demographic characteristics

Demographic characteristics cover voters' personal information such as gender, age, education, race/ethnicity, and income.



### **3.5 Measurement of Variables.**

#### **3.5.1 Voting Behaviour**

Voting behavior in this study limited to only general election 2008 in DUN Seri Setia, Kelana Jaya, Selangor where the respondent were ask to mark their choice from (1) Nik Nazmi, (2) Seripah Noli (3) others and (4) I did not vote ( cf. Hemmasi and Graf, 1993).

#### **3.5.2 Party Identification**

Party identification terms as "a person's psychological attachment or feeling of loyalty to political a party" (Asher, 1992, p.60) where the respondents were asked to rate themselves either in (1) Strong Barisan Nasional, (2) Weak Barisan Nasional, (3) Independent but lean to Barisan Nasional, (4) Independent, (5) Independent but lean to PKR, (6) Weak PKR, (7) Strong PKR, (8) Others. This is a seven category scale articulated by Campbell, Converse, Miller, and Strokes (1960) in examining the relationship between party identification and voting behavior or choice.

This is used when party identification is treated as independent variables, but in measuring the respondents' direction of partisan orientation where party identification is treated as dependent variables a three-point party identification scale (Bibby,1996) applied, where (1) Incline to BN,(2) Independent, and (3) Incline to PKR. In this approach relationships of party identification to various demographics characteristic population groups explored. This approach also explores similarities and differences in personal values that associated with partisan attitudes.

#### **3.5.3 Personal Values**

Personal Values terms as "abstract ideals, positive or negative, tied to any specific object or situation, representing a person's beliefs about modes of conduct and ideal terminal

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The original format of RVS is too complicated and time consuming to complete, (Churchill, 1995) reminds that an appropriate time for respondent to complete answering questionnaire is 15 minutes. An alternative to ranking version of RVS were considered by marketing researchers where some researchers (England, 1975; Wollack, Goodale, Wijting, and Smith, 1971; Reynolds and Jolly, 1980) measure personal values items independently of one another. Cattell (1994) used the term normative method to describe this approach.

Table 3.1a

The Rokeach Value Survey (Rokeach, 1973, 1973, p.86)

Value List 1: the 18 terminal values regarding one's life.

- (1) A comfortable life (i.e., a prosperous life),
- (2) An exciting life (i.e., a stimulating experience, an active life),
- (3) A sense of accomplishment (i.e., a lasting contribution),
- (4) A world at peace (i.e., free of war and conflict),
- (5) A world of beauty (i.e., beauty of nature and the arts),
- (6) Equality (i.e., equal opportunity for all),
- (7) Family security (i.e., safety for loved ones, taking care of loved ones),
- (8) Freedom (i.e., free choice, freedom of action and thought),
- (9) Happiness (i.e., contentedness),
- (10) Inner harmony (i.e., freedom from inner conflict, at peace with myself),
- (11) Mature love (i.e., deep emotional, sexual, and spiritual intimacy),
- (12) National security (i.e., protection of my nation from attack),
- (13) Pleasure (i.e., an enjoyable, leisurely life, gratification of desires),
- (14) Salvation (i.e., saved, eternal life),
- (15) Self respect (i.e., self esteem, belief in one's own worth),
- (16) Social recognition (i.e., respect, admiration, approved by others),
- (17) True friendship (i.e., close companionship),
- (18) Wisdom (i.e., a mature understanding of life).

Value List2: The 18 instrumental values regarding one's characteristics and/or the preferable modes of behaviors.

- (19) Ambitious (i.e., hard working, aspiring),
- (20) Broadminded (i.e., open minded, tolerant of different ideas and beliefs),
- (21) Capable (i.e., competent, effective, efficient),
- (22) Cheerful (i.e., Lighthearted, joyful),
- 23) Clean (i.e., neat, tidy),
- (24) Courageous (i.e., standing up for your beliefs),
- (25) Forgiving (i.e., willing to pardon others),
- (26) Helpful (i.e., working for the welfare of others),
- (27) Honest (i.e., sincere, truthful),
- (28) Imaginative (i.e., daring, creative),
- (29) Independent (i.e., self reliant, self sufficient),
- (30) Intellectual (i.e., intelligent, reflective),
- (31) Self-controlled (i.e., self disciplined, resistant to temptation),
- (32) Logical (i.e., affectionate, tender, thinking),
- (33) Loving (i.e., dutiful, respectful),
- (34) Obedient (i.e., dutiful, meeting obligations),
- (35) Polite (i.e., well mannered),
- (36) Responsible (i.e., dependable, reliable).

#### 3.5.4 Demographic characteristics

Demographic characteristics cover voters' personal information such as gender, age, education, race/ethnicity, and income.

### 3.6 Research Design

Table 3.2 Components of research design

Research design	Type used in the Research	Explanation
Type of study	Quantitative method	Using statistical data to interpret the result.
Purpose of study	Description and hypothesis testing	This study examined and ascertains the characteristics of variables of interest. Hypothesis testing are used to explain the variance in the independent and dependent variables.
Type of investigation	Exploratory study	The researcher wanted to explore the interrelationship of the variables.
Extent of researcher interference with the study	Minimal interference	This study was conducted with minimal interference by the researcher.
Study setting	Field study	Study was conducted in natural environment.
Unit of analysis	Individuals	Data was gathered from registered voters individually.
Time horison	Cross-sectional study	Data was gathered at one time.

As showned in table above the research type was a quantitative research and a cross sectional field study, on individual unit anlysis and was conducted in DUN Seri Setia, Kelana Jaya, Selangor. This area was chosen because of population density and equally distributed choice of multiracial population in Malaysia (Seri setia, Selangor). The potential respondents are easily available because it is nearer to the research administration base.

### 3.7 Population and sampling

#### Population

The population of interest of this study is all the registered voters of N.32 DUN Seri Setia, Kelana Jaya, Selangor.

According to official statistics from Suruhan Jaya Pilihan Raya Malaysia (SPRM) there are 35,079 registered voters in N.32 DUN Seri Setia. Which consist of Malay 18,334 voters (52.27%), Chinese 5,965 voters (17.0%), Indian 10,390 voters (29.62%) and other races 390 voters (1.11%) (UMNO bahagian Kelana Jaya). As indicated by table 3.3

Table 3.3 Number of registered voters in N.32 DUN Seri Setia.

Race	Registered voters.	%
Malay	18,334	52.27
Chinese	5,965	17.00
Indian	10,390	29.62
Other races	390	1.11
Total	39,079	100.00

#### 3.7.1 Sample

This study employs area sampling method in quantitative research. Area sample is a form of cluster sampling within the area and in this research to make sure that subjects were drawn in propotion to their original numbers in population. Only selected registered voters in DUN Seri Setia, Kelana Jaya, Selangor for this study. The target respondents are the registered voters in the sub area of DUN Seri Setia such as Glenmarie, SS6, SS5D, SS 5B& SS5C, SS5A, SERI SETIA, PJS 5 TIMUR, PJS 6 TIMUR, PJS10

TIMUR, R/P SG. WAY, PJS 5 BARAT, PJS 6 BARAT, PJS 8, PJS 10 BARAT, SS7, KG. LINDUNGAN.

The research instrument was sent by drop off and collect.

The sample size for the study is 380 registered voters in DUN Seri Setia, Kelana Jaya, Selangor constituency were sufficient based on Krejcie & Morgan (1970) sample size for 35000 registered voters (round figure of 40000 in Krejcie & Morgan (1970) sample size techniques.

Further, the sample was disproportionately distributed to enable every area be presented according to their percentage. Details were collected from UMNO bahagian office review journal "Taklimat pilihan raya N.32 SERI SETIA, 14th March 2010"

Table 3.4

Sample size according to Voting area

Area of voting	Registered voters	%	Sample size
1.GLENMARIE	1992	5.7	22
2. SS 6	1264	3.6	14
3.SS 5D	1499	4.3	16
4.SS 5B & 5C	3005	8.6	33
5.SS 5A	2434	6.9	26
6.SERI SETIA	2073	5.9	22
7.PJS 5 TIMUR	3734	10.6	40
8.PJS 6 TIMUR	1381	3.9	15
9.PJS 10 TIMUR	3280	9.4	36
10.R/P SG. WAY	1508	4.3	16
11.PJS 5 BARAT	2011	5.8	22

12.PJS 6 BARAT	1994	5.6	21
13.PJS 8	1218	3.4	13
14.PJS 10 BARAT	2453	7.0	27
15.SS 7	2812	8.0	30
16.KG.LINDUNGAN	2421	7.0	27
TOTAL	35,079	100	380

Further, the researcher has taken sample respondents from all the 16 voting area as above.

### 3.8 Data collection Method

The researcher used quantitative methodology in testing the research hypotheses.

Two techniques will be used by the researcher in collecting data as follows:

- i) Reference to books, thesis and journal articles.

This done in order to get secondary data and to defence the arguments brought by the researcher.

- ii) Questionnaires distribution.

The questionnaires were distributed to respondents in the area specified to the registered voters. The respondents were randomly and independently selected without researcher's influence from data list provided by SPR to Kelana Jaya UMNO Bahagian's office. It took researcher approximately one month to distribute and collect the responses from first December to thirtieth December 2010. The researcher received good respond rate as (88.4 %) as 380 responses are valid and reliable.



### **3.9 Quantitative method**

#### **3.9.1 Research Instruments**

The research instrument was made bilingual, using English and Malay in order to reduce misinterpretation. The original version was translated into Malay using the back-to-back translation.

The research instrument consists of a set of questionnaire which is divided into six parts. The first part is meant to identify the respondent's voting behaviour, The second part is intended to measure the voters' party identification tendency. The third part is to measure the voters' personal Values. The fourth part is to identify the voters' demographics variables. The fifth part is to measure the response on issue opinions. And the sixth part is to measure the response toward candidate or candidate orientation.

**i) Part 1 (Questionnaire)**

The first part is meant to identify the respondent's voting behaviour, Voting behavior in this study limited to only general election 2008 in DUN Seri Setia, Kelana Jaya, Selangor where the respondent were asked to mark their choice from (1) Nik Nazmi, (2) Seripah Noli (3) others and (4) I did not vote ( cf. Hemmasi and Graf, 1993).

**ii) Part 2 (questionnaire)**

This approach also explores similarities and differences in personal values that associated with partisan attitudes. In this part the respondents' were asked to rate themselves either in (1) Strong Barisan Nasional, (2) Weak Barisan Nasional, (3) Independent but lean to Barisan Nasional, (4) Independent, (5) Independent but lean to PKR, (6) Weak PKR, (7) Strong PKR, (8) Others. This is a seven category scale

articulated by Campbell, Converse, Miller, and Stokes (1960) in examining the relationship between party identification and voting behavior or choice.

This is used when party identification is treated as independent variables, but in measuring the respondents' direction of partisan orientation where party identification is treated as dependent variables a three-point party identification scale (Bibby, 1996) applied, where (1) Incline to BN, (2) Independent, and (3) Incline to PKR. In this approach relationships of party identification to various demographics characteristic population groups explored.

**iii) Part 3 (Questionnaire)**

This questionnaire representing a person's beliefs about modes of conduct using a modified Rokeach Value Surveys (RVS). This is a 7-point Likert Scale format of RVS (Vinson, Scott, and Lamont, 1977; Crosby, Bitner, and Gill, 1990), where two sets of respondents' personal values are measured. (1) The 18 terminal values regarding one's life and (2) The 18 instrumental values regarding one's preferable modes of behaviours as shown in table 3.1. The rating scores were rated in 7= extremely important, 6= very important, 5= moderately important, 4= fairly important, 3= slightly important, 2= very unimportant, and 1= not at all important. And the support of this version of RVS is accepted widely. Munson and McIntyre (1979) conclude that the Likert scale RVS is proper substitute for the rank order format as compared to original. This normative technique (7-point Likert scale RVS) permits any respondent's personal value profile to high or low on any or all items (Cronbach and Gleser, 1953), Therefore allows the used of more sophisticated statistical analysis (Hicks, 1970).

The original format of RVS is too complicated and time consuming to complete, (Churchill, 1995) reminds that an appropriate time for respondent to complete answering questionnaire is 15 minutes. An alternative to ranking version of RVS were considered by marketing researchers where some researchers (England, 1975; Wollack, Goodale, Wijting, and Smith, 1971; Reynolds and Jolly, 1980) measure personal values items independently of one another. Cattell (1994) used the term normative method to describe this approach.

**iv) Part 4 (Questionnaire)**

This part of questionnaire asked about the demographics characteristic of respondents, such as gender, age, academic education, race/ethnicity, and income.

**v) Part 5 (Questionnaire)**

On part five of the questionnaire the researcher would like explore for future research on the whether the differences in voter's position on political issues are significantly related to the differences in voter's personal values and demographic characteristic.

The respondents were asked to response on issue opinion in the election and marked on Likert 5 scale i.e., from strongly agree, agree, neutral, disagree and strongly disagree.

**vi) Part 6 (Questionnaire)**

This part respondents were asked to rank the factors influencing them in their decision making process on choosing candidate. They were asked to rank from 1 most important, 2 second most important, 3 third most important, 4 fourth most important, 5 fifth most important, and 6 sixth most important in candidate orientation i.e., candidate personality, candidate political experience, candidate physical

appearances, your perception of candidate's moral values, candidate political platform, and candidate's stand on important issues.(Bibby, 1996, p. 268-269).

This is important for future research to expand and further examine whether above differences in voters' evaluation of these candidate orientation elements a significantly related to differences in voters' personal values and demographic characteristics.

### **3.9.2 Pilot Study**

A pilot study was not conducted since the questionnaires are already established. The main study has been done after the data collected.

### **3.9.3 Testing the research Instruments**

Research instruments were not tested since the questionnaires were already established.

### **3.9.4 Data Processing and Analysis**

Collected data was coded in paper accordingly. Statistical analysis was conducted in this quantitative research.. The study is tested using statistical techniques analysis such as Factor analysis, regression analysis, Univariate Analysis of Variance (ANOVA) and Chi-Square analysis.

Firstly Chi Square was applied to explore the association of the variables.

Secondly Factor analysis was used to reduce the dimensionality of the value to set smaller factors.

Thirdly univariate mean was used to test the hypothesis, and to examine the differences among variables.

And multiple regression was used to see the relationship when personal values and demographic characteristic as independent variables.

When party identification as independent variable and voting behavior as dependent variables Chi-square analysis was applied to explore the association between both, the method also applied when party identification and voting behavior treated as dependent variables and demographic characteristics as independent variables. Green and Tull (1978) supported this procedure by commenting that the Chi-Square analysis was a proper method in examining the relationships between variables by using cross tabulation.

Since the dimensionality of eighteen terminal values and eighteen instrumental values is large, the reduction of dimension to a smaller set of variates (factor) with minimum loss of information (Hair, Anderson, Tatham, and Black, 1995) is necessary. Factor analysis was utilized to values in a smaller set. This step was supported by Hair, Tatham, and Grablowsky (1979).

When personal values factor scores as dependent variables and demographic characteristic as independent variables, Univariate ANOVA was used to test hypotheses. ANOVA is feasible statistical technique to examine whether the differences exist among group means, and to test for trends across these demographic characteristics.

#### **a) Pearson Correlation Analysis**

In this study, in order to determine the relationship between variables, correlation of determination,  $r$  was analysed to indicate the strength of the relationship

between variables be it negative or positive. In the perspective of determining the strength of the relationship of dependent and independent variable, the criteria that has been set by Davis (1971) was used as reference. Table 3.7 shows the relationship between variables and r value, as indicated by Davis (1971).

Table 3.7 Relationship between variables and r –value

Correlation Value, r	Strenght of relationship
± 0.70 or higher	Very high relationship
±0.50 to ± 0.69	High relationship
±0.30 to ± 0.49	Moderate relationship
± 0.10 to ± 0.29	Low relationship
± 0.01 to ± 0.09	Very Low relationship
± 0.0	No relationship at all

#### b) Multiple Regression Analysis

In this study, dependent variables; voting behaviour and independent variables personal values were using interval scale, which had fulfilled the assumption testing.

Regression analysis permits the understanding to the relationship between linear independent variables and the single dependent variable.

### 3.9.5 Summary of tests and Hypotheses

Table 3.9 The use of analysis technique for each hypothesis

	Hypotheses	Technique of Analysis
H1	Party identification is significantly related to voting behavior.	Chi-square
H2-1	Differences in party identification exist among voters of different races.	Chi-square
H2-2	Differences in party identification exist between male and female voters.	Chi-square
H2-3	Differences in party identification exist among voters of different age groups.	Chi-square
H2-4	Differences in party identification exist among voters of different income categories.	Chi-square
H2-5	Differences in party identification exist among voters of different education level.	Chi-square
H3-1	Differences in voting behavior exist among voters of different races.	Chi-square
H3-2	Differences in voting behavior exist among male and female voters.	Chi-square
H3-3	Differences in voting behavior exist among voters of different age group.	Chi-square
H3-4	Differences in voting behavior exist among voters of different income categories.	Chi-square
H3-5	Differences in voting behavior exist among voters of different education levels.	Chi-square
H4-1	Differences in personal values exist among voters of different races.	Chi-square
H4-2	Differences in personal values exist among male and female voters.	Chi-square
H4-3	Differences in personal values exist among voters of different age group.	Chi-square
H4-4	Differences in personal values exist among voters of different income categories.	Chi-square
H4-5	Differences in personal values exist among voters of different education levels.	Chi-square
H5	Differences in party identification are significantly related to differences in personal values.	Multiple regression
H6	Differences in voting intention are significantly related to differences in personal values.	Multiple regression

### 3.10 Hypotheses

It is expected that the variables are related to each other. Based on hypothesis below:

H1: Party identification is significantly related to voting behavior.

H2-1: Differences in party identification exist among voters of different races.

H2-2: Differences in party identification exist between male and female voters.

H2-3: Differences in party identification exist among voters of different age groups.

H2-4: Differences in party identification exist among voters of different income categories.

H2-5: Differences in party identification exist among voters of different education level.

H3-1 Differences in voting behavior exist among voters of different races.

H3-2 Differences in voting behavior exist among male and female voters.

H3-3 Differences in voting behavior exist among voters of different age group.

H3-4 Differences in voting behavior exist among voters of different income categories.

H3-5 Differences in voting behavior exist among voters of different education levels.

H4-1 Differences in personal values exist among voters of different races.

H4-2 Differences in personal values exist among male and female voters.

H4 -3 Differences in personal values exist among voters of different age group.

H4-4 Differences in personal values exist among voters of different income categories.

H4-5 Differences in personal values exist among voters of different education levels.

H5: Differences in party identification are significantly related to differences in personal values.

H6: Differences in voting intention are significantly related to differences in personal values.



### **3.11 Summary of Chapter 3**

This chapter has explained the quantitative method used by the researcher in conducting the study. The next chapter discussed the findings of quantitative analysis by using two techniques which are descriptive and inferential statistics

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	247	65.0	65.0	65.0
	Female	133	35.0	35.0	100.0
	Total	380	100.0	100.0	

Table 4.1 illustrated the gender classification in which 247 respondents were male (65%) and 133 respondents were female (35%) which concluded 380 total respondents for this study.

## Chapter 4: Data Analysis

### 4.1 Introduction

This chapter present the results of data analysis based on research objectives aligned in chapter 1. The instrument used and data obtained were tested first before they were analysed. Descriptive analysis and inferential analysis were used to test all the hypotheses in the study. Statistical analysis from data derives from questionnaires collected.

The first section illustrates sample representation.

The second section testing the significant determinant of voting behavior,

The third section examines the influence of demographic characteristics on party identification, personal values, and voting behavior.

The fourth section examines the effect of personal values as predictors of party identification and voting behavior.

All these variables were clearly explained in the hypotheses listed previously.

#### Representation of Sample

As mentioned in chapter 3, the sample size for the study is 380 registered voters based on Krejcie & Morgan (1970) sample size for 35,079 registered voters in DUN Seri Setia, Kelana Jaya, Selangor constituency. Eventhough the total 430 questionnaires were distributed but after screening them, the completed sets of 380 were taken, leave 11.62% rejeced and incompleted.

## 4.2 Descriptive Analysis

### Personal Information

The information below were personal information which collected from respondents, which they were gender, age, highest education, monthly income and race.

Table 4.1 Gender frequency distribution

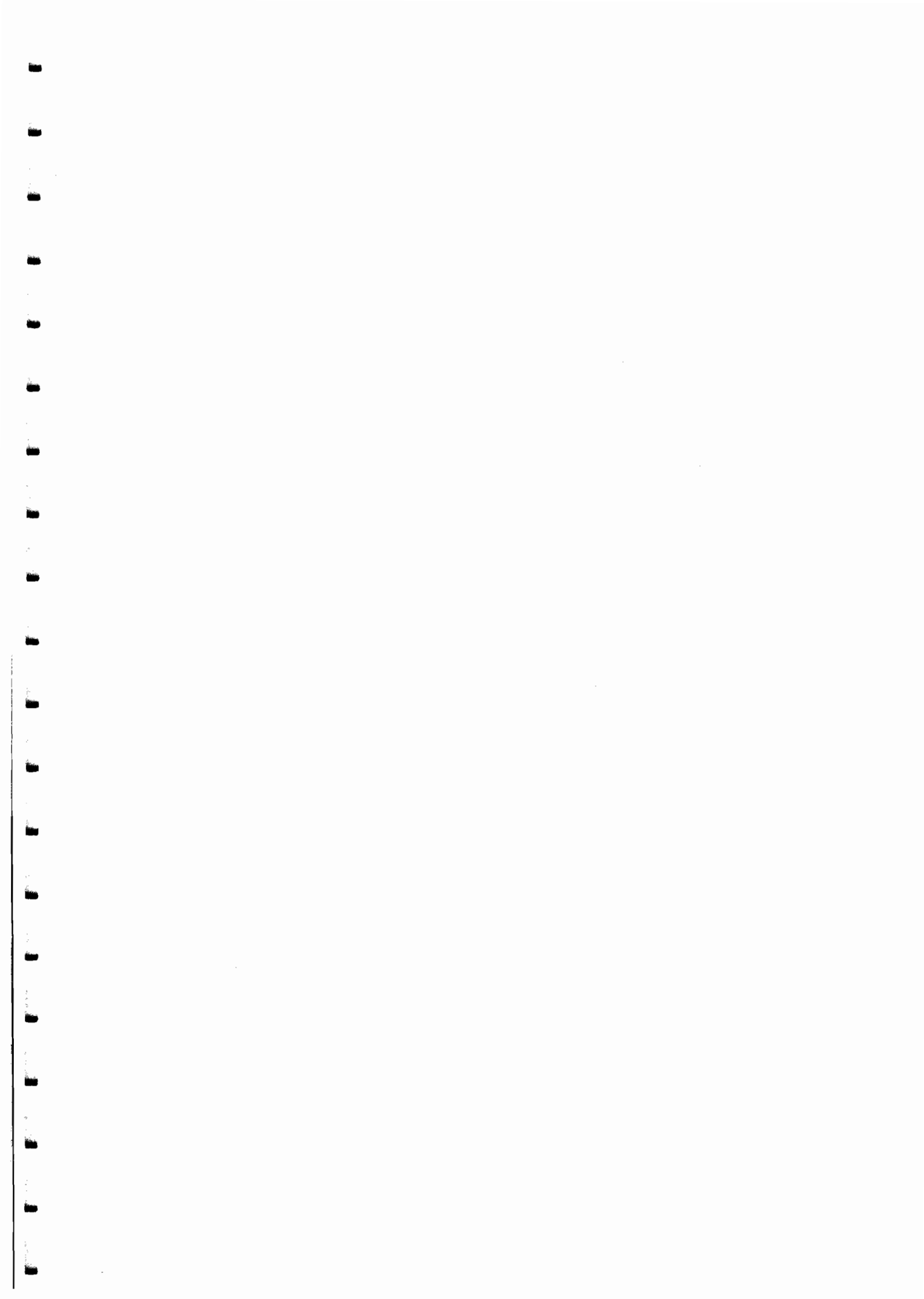


Table 4.2 Age Category Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 year old	78	20.5	20.5	20.5
	26-30 years old	88	23.2	23.2	43.7
	31-35 years old	66	17.4	17.4	61.1
	36-40 years old	55	14.5	14.5	75.5
	41-45 years old	34	8.9	8.9	84.5
	46-50 years old	30	7.9	7.9	92.4
	51-55 years old	17	4.5	4.5	96.8
	56 years old	12	3.2	3.2	100.0
	Total	380	100.0	100.0	

Table 4.2 illustrated the age category frequency distribution formed by Asher (1992) and Bibby (1996) showed that age 26-30 years old bracket group (23.2%) were the biggest group followed by 21-25 years old bracket group (20.5%) and age 21-25,26-30,31-35,36-40,41-45,46-50 years old bracket groups contributed 92.4% of total respondents.

Table 4.3 Education Level Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post graduate	65	17.1	17.1	17.1
	Bachelor's Degree	127	33.4	33.4	50.5
	Diploma	90	23.7	23.7	74.2
	Certificates	34	8.9	8.9	83.2
	Secondary school	58	15.3	15.3	98.4
	Primary school	6	1.6	1.6	100.0
	Total	380	100.0	100.0	

Table 4.3 illustrated that 74.2% of respondents have diplomas, degrees and higher degree educations, bachelors' degree contributed 33.4 % which was the highest in all the levels.

Table 4.4 Income Category Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1000	35	9.2	9.2	9.2
	RM1000-RM2000	74	19.5	19.5	28.7
	RM2001-RM3000	122	32.1	32.1	60.8
	RM3001-RM4000	32	8.4	8.4	69.2
	RM4001-RM5000	62	16.3	16.3	85.5
	RM5001-RM6000	8	2.1	2.1	87.6
	RM6001-RM7000	16	4.2	4.2	91.8
	RM7001 and above	31	8.2	8.2	100.0
	Total	380	100.0	100.0	

Table 4.4 illustrated the monthly income of the respondents. 60.8 % of respondents monthly income were RM3000 and below. The RM2001-RM3000 monthly income bracket contributed 32.1 % which were the largest income level enjoyed by 122 respondents. 39.2% of respondents enjoyed above RM3001 figure monthly income.

Table 4.5 Race Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	283	74.5	74.5	74.5
	Chinese	47	12.4	12.4	86.8
	Indian	32	8.4	8.4	95.3
	Others	18	4.7	4.7	100.0
	Total	380	100.0	100.0	

Table 4.5 depicted the race frequency distribution among respondents which consist of Malays, Chinese, Indians and Others. Malay race contributed 74.5%, Chinese 12.4%, Indian 8.4% and others 4.7 %. Malay had made up the majority of the respondent followed by Chinese, Indian and other races.

Table 4.6 Voting Behavior frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nik Nazmi	121	31.8	31.8	31.8
	Seripah Noli	90	23.7	23.7	55.5
	Others	60	15.8	15.8	71.3
	I did not vote	109	28.7	28.7	100.0
	Total	380	100.0	100.0	

Table 4.6 portrayed the voting behavior frequencies by respondents for Nik Nazmi was 121 respondents which contributed to 31.8%, and followed by I did not vote 109 respondents which contributed to 28.7% , the next was Seripah Noli 90 respondents which contributed to 23.7% and 60 respondents for others which contributed to 15.8 % of 380 sample respondents.

Table 4.7 Party Identification frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong BN	91	23.9	23.9	23.9
	Weak BN	30	7.9	7.9	31.8
	Independent but lean to BN	82	21.6	21.6	53.4
	Independent	69	18.2	18.2	71.6
	Independent but lean to PKR	33	8.7	8.7	80.3
	Weak PKR	12	3.2	3.2	83.4
	Strong PKR	31	8.2	8.2	91.6
	Others	32	8.4	8.4	100.0
	Total	380	100.0	100.0	

Table 4.7 portrayed that 53.4% of respondents were identified themselves as Barisan National, 18.2% as Independent, and 20.1% as PKR and 8.4% others.



Table 4.8 Personal Values Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
A_comfotable_life	380	1.00	7.00	6.0868	1.27502
An_exciting_life	380	1.00	7.00	6.0605	1.22163
A_sense_ofaccomplishment	380	1.00	7.00	5.8605	1.27033
A_world_at_peace	380	1.00	7.00	6.1211	1.31606
A_world_of_beauty	380	1.00	7.00	5.9158	1.25118
Equality	380	1.00	7.00	5.8684	1.31705
Family_security	380	1.00	7.00	6.3974	1.01050
Freedom	380	1.00	7.00	6.1474	1.10617
Happiness	380	1.00	7.00	6.2737	1.08666
Inner_harmony	380	1.00	7.00	6.1447	1.21016
Mature_love	380	1.00	7.00	6.0211	1.27056
National_security	380	1.00	7.00	6.2579	1.16538
Pleasure	380	1.00	7.00	6.0658	1.26591
Salvation	380	1.00	7.00	6.1658	1.22049
Self_respect	380	1.00	7.00	6.3079	1.10525
Social_recognition	380	1.00	7.00	5.9605	1.28766
True_friendship	380	1.00	7.00	6.1000	1.22872
Wisdom	380	1.00	7.00	6.2237	1.10407
Ambitious	380	1.00	7.00	6.0921	1.21531
Broad_minded	380	1.00	7.00	6.1079	1.20309
Capable	380	1.00	7.00	5.9763	1.26740
Cheerful	380	1.00	7.00	5.8842	1.23804
Clean	380	1.00	7.00	6.0816	1.13991
Courageous	380	1.00	7.00	6.0526	1.20130
Forgiving	380	1.00	7.00	5.9632	1.19970
Helpful	380	1.00	7.00	6.1237	1.09350
Honest	380	1.00	7.00	6.2447	.99370
Imaginative	380	1.00	7.00	5.9263	1.15081
Independent	380	1.00	7.00	5.9632	1.16398
Intellectual	380	1.00	7.00	6.1132	1.17374
Self_controlled	380	1.00	7.00	6.0947	1.19651
Logical	380	1.00	7.00	6.0658	1.12697
Loving	380	1.00	7.00	6.0474	1.15905
Obedient	380	1.00	7.00	6.0237	1.13564
Polite	380	1.00	7.00	6.0763	1.21206
Responsible	380	1.00	7.00	6.2237	1.19805
Valid N (listwise)	380				

Table 4.8 illustrated the descriptive statistics of personal values by modified RVS (Rokesh Value Survey) 36 variables items using Likert Scale where 7 denoted as extremely important, 6 denoted as very important, 5 denoted as moderate important, 4 denoted as fairly important, 3 denoted as slightly important, 2 denoted as very unimportant, and 1 denoted as not at all important. It portrayed that 10 most important personal values were *family security* (6.3974), *self-respect*

(6.3079), happiness (6.2737), national security (6.2579), honest (6.2447), wisdom (6.2237), responsibility (6.2237), salvation (6.1658), freedom (6.1474), inner harmony (6.1447).

The Relationship between Party Identification and Voting Behavior

Table 4.9 Cross Tabulation: Party Identification vs. Voting Behavior

		Party Identification * Voting Behaviour Crosstabulation					Total
		Nik Nazmi	Voting Behaviour Seripah Noli	Others	I did not vote		
Party_Identificat ion	Strong BN	Count	3	59	14	15	91
		Expected	29.0	21.6	14.4	26.1	91.0
		Count					
		% of Total	.8%	15.5%	3.7%	3.9%	23.9%
	Weak BN	Count	7	7	9	7	30
		Expected	9.6	7.1	4.7	8.6	30.0
		Count					
		% of Total	1.8%	1.8%	2.4%	1.8%	7.9%
	Independent but lean to BN	Count	12	21	16	33	82
		Expected	26.1	19.4	12.9	23.5	82.0
		Count					
		% of Total	3.2%	5.5%	4.2%	8.7%	21.6%
	Independent	Count	20	3	10	36	69
		Expected	22.0	16.3	10.9	19.8	69.0
		Count					
		% of Total	5.3%	.8%	2.6%	9.5%	18.2%
	Independent but lean to PKR	Count	31	0	0	2	33
		Expected	10.5	7.8	5.2	9.5	33.0
		Count					
		% of Total	8.2%	.0%	.0%	.5%	8.7%
	Weak PKR	Count	11	0	0	1	12
		Expected	3.8	2.8	1.9	3.4	12.0
		Count					
		% of Total	2.9%	.0%	.0%	.3%	3.2%
	Strong PKR	Count	27	0	2	2	31
		Expected	9.9	7.3	4.9	8.9	31.0
		Count					
		% of Total	7.1%	.0%	.5%	.5%	8.2%
	Others	Count	10	0	9	13	32
		Expected	10.2	7.6	5.1	9.2	32.0
		Count					
		% of Total	2.6%	.0%	2.4%	3.4%	8.4%
Total		Count	121	90	60	109	380
	Expected	121.0	90.0	60.0	109.0	380.0	
		Count					
		% of Total	31.8%	23.7%	15.8%	28.7%	100.0%

For testing Hypotheses 1 “Party identification is significantly related to voting behavior,”

Table 4.9 shows that 4.3% of Independent voters, 25.6 % of Independent but lean to Barisan Nasional, 23.3% of weak Barisan Nasional voters, and 64.8 % and Strong Barisan National voters voted for Seripah Noli. And 29% of Independent voters, 94% of independent but lean to PKR voters, 92% of weak PKR voters, 87.1% of strong PKR voters voted for Nik Nazmi.

It appears that the greater the strength of party identification, the greater the tendency that an individual will vote for their preferred party nominated candidate for the Barisan Nasional but in PKR independent but lean to PKR contributed 94% followed by weak PKR 92 % and strong PKR only 87.1 %.

To investigate the relationships between party identification and voting behavior, this study used the SPSS cross tabulation to obtain a Chi- Square statistic. In order to make the requirement for using this method (expected count in each cell is at least 5), it is necessary to not only utilize the three point party identification scale (Barisan Nasional, Independent and PKR, but also combine “did not vote” with “voted for others to form one group (Anderson, Sweeney, and William, 1999). Consequently, Table 4.10 illustrated the newly constructed contingency table.

Table 4.10 Cross tabulation: Party identification vs. Voting Behavior

			Party Identification			
			Barisan Nasional	Independent	PKR	Total
Voting_Behaviur	Nik Nazmi	Count	22	20	79	121
		Expected Count	64.6	22.0	34.4	121.0
		% of Total	5.8%	5.3%	20.8%	31.8%
	Seripah Noli	Count	87	3	0	90
		Expected Count	48.1	16.3	25.6	90.0
		% of Total	22.9%	.8%	.0%	23.7%
	Others or Did not vote	Count	94	46	29	169
		Expected Count	90.3	30.7	48.0	169.0
		% of Total	24.7%	12.1%	7.6%	44.5%
Total	Count	203	69	108	380	
	Expected Count	203.0	69.0	108.0	380.0	
	% of Total	53.4%	18.2%	28.4%	100.0%	

Chi-Square value at 269.824<sup>a</sup> df 21 sig. .000

N of valid cases 380

A significance level of  $.000 < 0.5$  support the premise that exist a significant relationship between party identification and voting behavior. Therefore, these two variables were not considered independent. As table 4.10, 65.3% of Nazmi's votes came from PKR and 96.6 % of Seripah Noli's vote were from Barisan Nasional supporters. In other words, a vote for Seripah Noli was significantly related to the inclination towards Barisan Nasional and a vote for Nazmi was significantly related to the disposition to PKR. Thus Hypothesis 1 was supported.

The relationship between Party Identification and Demographic Characteristics.

exist among voters of different races”

Table 4.11 described this relationship.

Table 4.11 Cross tabulation: Party Identification vs. Race

Party_Identificati on			Race				Total
			Malay	Chinese	Indian	Others	
	Strong BN	Count	79	3	7	2	91
		Expected	67.8	11.3	7.7	4.3	91.0
		Count					
		% of Total	20.8%	.8%	1.8%	.5%	23.9%
	Weak BN	Count	20	2	6	2	30
		Expected	22.3	3.7	2.5	1.4	30.0
		Count					
		% of Total	5.3%	.5%	1.6%	.5%	7.9%
	Independent but lean to BN	Count	66	7	5	4	82
		Expected	61.1	10.1	6.9	3.9	82.0
		Count					
		% of Total	17.4%	1.8%	1.3%	1.1%	21.6%
	Independent	Count	50	12	2	5	69
		Expected	51.4	8.5	5.8	3.3	69.0
		Count					
		% of Total	13.2%	3.2%	.5%	1.3%	18.2%
	Independent but lean to PKR	Count	19	8	6	0	33
		Expected	24.6	4.1	2.8	1.6	33.0
		Count					
		% of Total	5.0%	2.1%	1.6%	.0%	8.7%
Weak PKR	Count	6	3	2	1	12	
	Expected	8.9	1.5	1.0	.6	12.0	
	Count						
	% of Total	1.6%	.8%	.5%	.3%	3.2%	
Strong PKR	Count	18	7	3	3	31	
	Expected	23.1	3.8	2.6	1.5	31.0	
	Count						
	% of Total	4.7%	1.8%	.8%	.8%	8.2%	
Others	Count	25	5	1	1	32	
	Expected	23.8	4.0	2.7	1.5	32.0	
	Count						
	% of Total	6.6%	1.3%	.3%	.3%	8.4%	
Total	Count	283	47	32	18	380	
	Expected	283.0	47.0	32.0	18.0	380.0	
	Count						
	% of Total	74.5%	12.4%	8.4%	4.7%	100.0%	

			Race				
			Malay	Chinese	Indian	Others	Total
pi	BN	Count	165	12	18	8	203
		% within pi	81.3%	5.9%	8.9%	3.9%	100.0%
	Independent	Count	50	12	2	5	69
		% within pi	72.5%	17.4%	2.9%	7.2%	100.0%
	PKR	Count	43	18	11	4	76
		% within pi	56.6%	23.7%	14.5%	5.3%	100.0%
	Others	Count	25	5	1	1	32
		% within pi	78.1%	15.6%	3.1%	3.1%	100.0%
Total	Count		283	47	32	18	380
	% within pi		74.5%	12.4%	8.4%	4.7%	100.0%

where it shows that 5.9% (12/203) Chinese respondents identified themselves as Barisan Nasional and 23.7%(18/76) of them recognized themselves as PKR, 33% were either do not vote and independent. 8.9% (18/203) Indian respondents identified themselves as BN, 2.9 %(2/69) as Independent, 14.5 % as PKR, and 3.1% as others. On the other hand, 81.3%(165/203) of Malay respondent identified themselves as Barisan Nasional, 72.5% (50/69) of them acknowledged themselves as independent, 56.6% (43/76) thought themselves as PKR.

To look into the relationships between party identification and race cross tabulation used to obtain a Chi- Square statistic. In order to meet the requirements for using this methodology (Expected count in each cell is at least 5), it is necessary to consolidate race into two categories; "Malays" and "Non Malays" Consequently, table 4.12 illustrated the newly constructed contingency table.

Table 4.12 Cross Tabulation: Party Identification vs. Race

		rc2		Total	
		Malay	Non_Malay		
pi	BN	Count	165	38	203
		% within rc2	58.3%	39.2%	53.4%
	Independent	Count	50	19	69
		% within rc2	17.7%	19.6%	18.2%
	PKR	Count	43	33	76
		% within rc2	15.2%	34.0%	20.0%
	Others	Count	25	7	32
		% within rc2	8.8%	7.2%	8.4%
Total		Count	283	97	380
		% within rc2	100.0%	100.0%	100.0%

Chi-Square value at 18.121<sup>a</sup> df 3 sig. .000

N of valid cases 380

In addition to the analysis related to Bumiputra respondents provided in table 4.11, Table 4.12 shows that 34.0 % of non Bumiputra respondents were PKR, 19.6 % independent, 39.2% were Barisan Nasional. And 58.3% Bumiputra respondents were BN, 17.7 % were Independent, and 15.2% were PKR. Chi-Square at significant level of < 0.05 indicated that there existed a significant relationship between party identification and race. Thus, Hypotheses 2-1 was supported.

Table 4.13 Cross Tabulation: Party Identification vs. Gender

For testing Hypotheses 2-2 “Differences in party identification exist between male and female voters”. Table 4.13 cross tabulation described this relationship.

Table 4.13 Cross Tabulation: Party Identification vs. Gender

			Gender		Total
			male	Female	
pi	BN	Count	130	73	203
		% within Gender	52.6%	54.9%	53.4%
	Independent	Count	38	31	69
		% within Gender	15.4%	23.3%	18.2%
	PKR	Count	56	20	76
		% within Gender	22.7%	15.0%	20.0%
	Others	Count	23	9	32
		% within Gender	9.3%	6.8%	8.4%
Total	Count		247	133	380
	% within Gender		100.0%	100.0%	100.0%

Chi-Square value at 6.256<sup>a</sup> df 3 sig. .100

N of valid cases 380

In comparing male and female respondents, Table 4.13 shows that 54.9 % of Barisan Nasional were females and 52.6 % were males. Male respondents constituted 15.4 % of independent voters and females made up 23.3 % of this group. Regarding inclination to PKR, 73.7% (56/76) respondents were males and 26.3% (20/76) were females.

To examine the relationships between party identification and gender, this study used cross tabulation to obtain a Chi-Square statistic. Table 4.13 shows the results of this process. A



significant level of  $> 0.05$  indicated that there was no significant relationship between party identification and gender. Thus, Hypotheses 2-2 was not supported.

Table 4.14 Cross Tabulation: Party Identification vs. Age Categories

For assessing Hypotheses 2-3: Differences in party identification exist among voters of different age groups. Table 4.14 cross tabulation described this relationship,

			Age								
			21-25	26-30	31-35	36-40	41-45	46-50	51-55	56	Total
			year old	years old	years old	years old	years old	years old	years old	years old	
Party_Identifier	Barisan Nasional	Count	37	49	32	25	22	16	13	9	203
		Expected Count	41.7	47.0	35.3	29.4	18.2	16.0	9.1	6.4	203.0
		% of Total	9.7%	12.9%	8.4%	6.6%	5.8%	4.2%	3.4%	2.4%	53.4%
	Independent	Count	21	15	14	8	5	4	1	1	69
		Expected Count	14.2	16.0	12.0	10.0	6.2	5.4	3.1	2.2	69.0
		% of Total	5.5%	3.9%	3.7%	2.1%	1.3%	1.1%	.3%	.3%	18.2%
	PKR	Count	20	24	20	22	7	10	3	2	108
		Expected Count	22.2	25.0	18.8	15.6	9.7	8.5	4.8	3.4	108.0
		% of Total	5.3%	6.3%	5.3%	5.8%	1.8%	2.6%	.8%	.5%	28.4%
Total	Count	78	88	66	55	34	30	17	12	380	
	Expected Count	78.0	88.0	66.0	55.0	34.0	30.0	17.0	12.0	380.0	
	% of Total	20.5%	23.2%	17.4%	14.5%	8.9%	7.9%	4.5%	3.2%	100.0%	

Table 4.14 illustrates that aged 21-35 contributed to 61.1% of respondents, followed by aged 36-45 which contributed 23.4% and age 46 and above contributed 15.5% of total respondents.

To investigate the relationships between party identification and age, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the eight age categories into three classes; 21-35, 36-45 and 46 above (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.15 illustrated the results of that analysis.

Table 4.15 Cross Tabulation: Party Identification vs. Age Categories

		Age			Total	
		21-35 years old	36-45 years old	46 and above		
Party_ Identification	Barisan Nasional	Count	118	47	38	203
		Expected	123.9	47.5	31.5	203.0
		Count				
		% of Total	31.1%	12.4%	10.0%	53.4%
	Independent	Count	50	13	6	69
		Expected	42.1	16.2	10.7	69.0
		Count				
		% of Total	13.2%	3.4%	1.6%	18.2%
	PKR	Count	64	29	15	108
		Expected	65.9	25.3	16.8	108.0
		Count				
		% of Total	16.8%	7.6%	3.9%	28.4%
Total	Count	232	89	59	380	
	Expected	232.0	89.0	59.0	380.0	
	Count					
	% of Total	61.1%	23.4%	15.5%	100.0%	

Chi-Square value at 59.799<sup>a</sup> df 49 sig. .139

N of valid cases 380

A significance level of  $> 0.05$  indicated that there was no significant relationship between party identification and age. Hypotheses 2-3 therefore, was not supported.

#### Table 4.16 Cross Tabulation: Party Identification vs. Income Categories

H 2-4: Differences in party identification exist among voters of different income categories

Table 4.16 SPSS cross tabulation describes this relationship,

As indicated in Table 4.16, 83.3% (169/203) of respondents identifying themselves as Barisan Nasional fell into the bracket of RM5000 and below and 85.2% (92/108) acknowledged themselves as PKR drawing income of RM5000 and below..

To investigate the relationships between party identification and income, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the eight income categories into three groups; less than RM2000, 2001-5000, and 5001 and above (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.17 illustrated the results of that analysis.

A significant level of  $> 0.05$  indicated that there was no significant relationship between party identification and income. Hypotheses 2-4, therefore, was not supported.

Table 4.17 Cross Tabulation: Party Identification vs. Income Categories

		Party Identification * Monthly income Crosstabulation				
		Monthly income			Total	
		Below RM2000	RM2001 - RM5000	Above RM5001		
Party_Identificati on	Barisan Nasional	Count	58	111	34	203
		Expected	58.2	115.4	29.4	203.0
		Count				
	Independent	% of Total	15.3%	29.2%	8.9%	53.4%
		Count	24	40	5	69
		Expected	19.8	39.2	10.0	69.0
	PKR	Count				
		% of Total	6.3%	10.5%	1.3%	18.2%
		Count	27	65	16	108
	Total	Expected	31.0	61.4	15.6	108.0
		Count				
		% of Total	7.1%	17.1%	4.2%	28.4%
Count		109	216	55	380	
	Expected	109.0	216.0	55.0	380.0	
	Count					
	% of Total	28.7%	56.8%	14.5%	100.0%	

Chi-Square value at 22.202<sup>a</sup> df 14 sig. .075

N of valid cases 380

Table 4.18 Cross Tabulation: Party Identification vs. Education

For investigating Hypotheses 2-5: Differences in party identification exist among voters of different education level. Table 4.18 cross tabulation described this relationship,

		Party Identification * Highest education Crosstabulation						Total
		Highest education						
		Post Graduate	Bachelor's Degree	Diploma	Certificate	Secondary School	Primary School	
P a r t y I n d e p e n d e n t	Count	38	63	41	18	38	2	200
	Expected	34.6	66.5	45.3	17.9	32.4	3.4	200.0
	Count							
	% of Total	10.6%	17.6%	11.5%	5.0%	10.6%	.6%	55.9%
I n d e p e n d e n t	Count	7	18	21	6	11	2	65
	Expected	11.3	21.6	14.7	5.8	10.5	1.1	65.0
	Count							
	% of Total	2.0%	5.0%	5.9%	1.7%	3.1%	.6%	18.2%
P K R	Count	17	38	19	8	9	2	93
	Expected	16.1	30.9	21.0	8.3	15.1	1.6	93.0
	Count							
	% of Total	4.7%	10.6%	5.3%	2.2%	2.5%	.6%	26.0%
T o t a l	Count	62	119	81	32	58	6	358
	Expected	62.0	119.0	81.0	32.0	58.0	6.0	358.0
	Count							
	% of Total	17.3%	33.2%	22.6%	8.9%	16.2%	1.7%	100.0%

To investigate the relationships between party identification and education, this study used the cross tabulation to obtain a Chi- Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the six education levels into three levels, certificates and diplomas, bachelors degree and post graduate degree. (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.19 illustrated the results of that analysis.

Table 4.19 Cross Tabulation: Party Identification vs. Education

		Party Identification * Highest education Crosstabulation			Total
		Highest education			
Party_Identificati on	Barisan Nasional	Count	Bachelor degree and above	Certificates and Diploma	Primary and secondary school
				Expected Count	102
		% of Total	102.6	66.2	34.2
	Independent	Count	26.8%	16.1%	10.5%
		Expected Count	28	28	13
		% of Total	34.9	22.5	11.6
	PKR	Count	7.4%	7.4%	3.4%
		Expected Count	62	35	11
		% of Total	54.6	35.2	18.2
Total		Count	16.3%	9.2%	2.9%
		Expected Count	192	124	64
		% of Total	192.0	124.0	64.0
		Count	50.5%	32.6%	16.8%
		% of Total	50.5%	32.6%	16.8%

Chi-Square value at 18.392<sup>a</sup> df 14 sig. .189

N of valid cases 380

A significant level of > 0.05 indicated that there did not exist a significant relationship between party identification and education. Hypotheses 2-5, therefore, was not supported.

The Relationships Between Voting Behavior and Demographic Characteristics

Table 4.20, for testing Hypotheses 3-1 Differences in voting behavior exist among voters of different races.

Table 4.20 cross tabulation described this relationships,

		Voting Behaviour * Race Crosstabulation						
		Race				Total		
		Malay	Chinese	Indian	Others			
Voting_Behaviour	Nik Nazmi	Count	73	29	15	4	121	
		Expected Count	90.1	15.0	10.2	5.7	121.0	
		% within	60.3%	24.0%	12.4%	3.3%	100.0%	
		Seripah Noli	Voting_Behaviour					
	% within Race		25.8%	61.7%	46.9%	22.2%	31.8%	
	% of Total		19.2%	7.6%	3.9%	1.1%	31.8%	
		Others	Count	76	5	7	2	90
	Expected Count		67.0	11.1	7.6	4.3	90.0	
	% within		84.4%	5.6%	7.8%	2.2%	100.0%	
		I did not vote	Voting_Behaviour					
	% within Race		26.9%	10.6%	21.9%	11.1%	23.7%	
	% of Total		20.0%	1.3%	1.8%	.5%	23.7%	
		Total	Count	52	3	3	2	60
	Expected Count		44.7	7.4	5.1	2.8	60.0	
	% within		86.7%	5.0%	5.0%	3.3%	100.0%	
		Voting_Behaviour						
% within Race		18.4%	6.4%	9.4%	11.1%	15.8%		
% of Total		13.7%	.8%	.8%	.5%	15.8%		
		Count	82	10	7	10	109	
Expected Count		81.2	13.5	9.2	5.2	109.0		
% within		75.2%	9.2%	6.4%	9.2%	100.0%		
		Voting_Behaviour						
% within Race		29.0%	21.3%	21.9%	55.6%	28.7%		
% of Total		21.6%	2.6%	1.8%	2.6%	28.7%		
		Count	283	47	32	18	380	
Expected Count		283.0	47.0	32.0	18.0	380.0		
% within		74.5%	12.4%	8.4%	4.7%	100.0%		
		Voting_Behaviour						
% within Race		100.0%	100.0%	100.0%	100.0%	100.0%		
% of Total		74.5%	12.4%	8.4%	4.7%	100.0%		

Table 4.20 cross tabulation described this relationship, where it showed that 25.7 % (73/283) of Malays respondents, 61.7 % (29/47) of Chinese respondents and 46.9% (15/32) of Indian respondents voted for Nik Nazmit of PKR, and 26.9 % (76/283) of Malays respondents, 10.6 %

(5/47) of Chinese respondents and 21.9% (7/32) of Indians respondents voted for Seripah Noli of BN.

Nik Nazmi (PKR) 31.8 % votes (121/380), Seripah Noli (BN) 23.7% (90/380) votes, Others 15.8 % (60/380), and I did not vote 28.7 % (109/380) accumulated from all races.

To investigate the relationships between voting behaviour and race, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the four race group into two races; Malay in one group, Chinese, Indian and Others on another. (Anderson, Sweeney, and Williams,1999). Consequently, Table 4.21 illustrated the results of that analysis.

Table 4.21 Cross Tabulation: Voting Behavior vs. Race

			Voting Behaviour * Race Crosstabulation		
			Race		Total
		Malay	Chinese, Indian and other races.		
Voting_Behaviour	Nik Nazmi	Count	73	48	121
		Expected Count	90.1	30.9	121.0
		% of Total	19.2%	12.6%	31.8%
	Seripah Noli	Count	76	14	90
		Expected Count	67.0	23.0	90.0
		% of Total	20.0%	3.7%	23.7%
	Others	Count	52	8	60
		Expected Count	44.7	15.3	60.0
		% of Total	13.7%	2.1%	15.8%
	I did not vote	Count	82	27	109
		Expected Count	81.2	27.8	109.0
		% of Total	21.6%	7.1%	28.7%
Total	Count	283	97	380	
	Expected Count	283.0	97.0	380.0	
	% of Total	74.5%	25.5%	100.0%	

Chi-Square value at 35.900<sup>a</sup> df 9 sig. .000

N of valid cases 380



As indicated in Table 4.21, There was 60.3 % (73/121) Malays respondents and 39.7 % (48/121) Chinese, Indian and other races voted for Nik Nazmi. It also showed that 84.4 % (76/90) Malay respondents and 15.6 % (14/90) Chinese, Indian and other races voted for Seripah Noli (BN). A significant level of  $< 0.05$  indicates that there was a significant relationship between voting behavior and race. Hypotheses 3-1, therefore, was supported.

Table 4.22 Cross Tabulation: Voting Behavior vs. Gender

For testing Hypotheses 3-2 Differences in voting behavior exist among male and female voters.

Table 4.22 cross tabulation described this relationship,

		Voting Behaviour * Gender Crosstabulation			
		Gender			Total
		male	Female		
Voting_Behaviour	Nik Nazmi	Count	85	36	121
		Expected Count	78.7	42.4	121.0
		% within Voting_Behaviour	70.2%	29.8%	100.0%
		% within Gender	34.4%	27.1%	31.8%
		% of Total	22.4%	9.5%	31.8%
	Seripah Noli	Count	63	27	90
		Expected Count	58.5	31.5	90.0
		% within Voting_Behaviour	70.0%	30.0%	100.0%
		% within Gender	25.5%	20.3%	23.7%
		% of Total	16.6%	7.1%	23.7%
	Others	Count	36	24	60
		Expected Count	39.0	21.0	60.0
		% within Voting_Behaviour	60.0%	40.0%	100.0%
		% within Gender	14.6%	18.0%	15.8%
		% of Total	9.5%	6.3%	15.8%
	I did not vote	Count	63	46	109
Expected Count		70.9	38.2	109.0	
% within Voting_Behaviour		57.8%	42.2%	100.0%	
% within Gender		25.5%	34.6%	28.7%	
	% of Total	16.6%	12.1%	28.7%	
Total	Count	247	133	380	
	Expected Count	247.0	133.0	380.0	
	% within Voting_Behaviour	65.0%	35.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	65.0%	35.0%	100.0%	

Chi-Square value at 5.598<sup>a</sup> df 3 sig. .133

N of valid cases 380

To investigate the relationships between voting behavior and gender, this study used the cross tabulation to obtain a Chi-Square statistic. Table 4.22 illustrated the results of that analysis.

A significance level of  $>0.05$  indicated that there did not exist any significant difference in voting behavior between male and female respondents. Thus, Hypotheses 3-2, was not supported

Table 4.23 Cross Tabulation: Voting Behaviour vs. Age Groups

For testing Hypotheses 3-3 Differences in voting behavior exist among voters of different age groups.

Table 4.23 Cross Tabulation: Voting Behaviour vs. Age Groups

			Age							Total	
			21-25 year old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51-55 years old		56 years old
Voting_Behaviour	Nik Nazmi	Count	22	27	26	20	10	9	4	3	121
		Expected Count	24.8	28.0	21.0	17.5	10.8	9.6	5.4	3.8	121.0
		% within Voting_Behaviour	18.2%	22.3%	21.5%	16.5%	8.3%	7.4%	3.3%	2.5%	100.0%
		% within Age	28.2%	30.7%	39.4%	36.4%	29.4%	30.0%	23.5%	25.0%	31.8%
	Seripah Noli	Count	16	19	12	8	14	9	6	6	90
		Expected Count	18.5	20.8	15.6	13.0	8.1	7.1	4.0	2.8	90.0
		% within Voting_Behaviour	17.8%	21.1%	13.3%	8.9%	15.6%	10.0%	6.7%	6.7%	100.0%
		% within Age	20.5%	21.6%	18.2%	14.5%	41.2%	30.0%	35.3%	50.0%	23.7%
	Others	Count	5	12	14	10	7	7	4	1	60
		Expected Count	12.3	13.9	10.4	8.7	5.4	4.7	2.7	1.9	60.0
		% within Voting_Behaviour	8.3%	20.0%	23.3%	16.7%	11.7%	11.7%	6.7%	1.7%	100.0%
		% within Age	6.4%	13.6%	21.2%	18.2%	20.6%	23.3%	23.5%	8.3%	15.8%
	I did not vote	Count	35	30	14	17	3	5	3	2	109
		Expected Count	22.4	25.2	18.9	15.8	9.8	8.6	4.9	3.4	109.0
		% within Voting_Behaviour	32.1%	27.5%	12.8%	15.6%	2.8%	4.6%	2.8%	1.8%	100.0%
		% within Age	44.9%	34.1%	21.2%	30.9%	8.8%	16.7%	17.6%	16.7%	28.7%
Total	Count	78	88	66	55	34	30	17	12	380	
	Expected Count	78.0	88.0	66.0	55.0	34.0	30.0	17.0	12.0	380.0	
	% within Voting_Behaviour	20.5%	23.2%	17.4%	14.5%	8.9%	7.9%	4.5%	3.2%	100.0%	
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
% of Total			20.5%	23.2%	17.4%	14.5%	8.9%	7.9%	4.5%	3.2%	100.0%

Table 4.23 showed that the majority of the non-voters were younger generation aged 21-35 years old, 65.1 % (110/380). For example, 32.1% (35/109) of respondents in the age category of 21-25 years old and 27.5 % (30/109) of respondents in the age group of 26-30 years old did not vote in 2008 general election. It also showed that each of the age categories of 41-55 years old and 56 years old and above had fewer non-voters. Surprisingly, 29 % (110/380) of the respondents in the age groups of 21-35 years old either did not vote or votes for others.

To investigate the relationships between voting behaviour and age, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the eight age categories into three classes; 21-35, 36-45 and 46 above (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.24 illustrated the results of that analysis.

Table 4.24 Cross tabulation: Voting Behaviour vs. Age Groups

		Age			Total	
		21-35 years old	36-45 years old	46 and above		
Voting_Behavior	Nik Nazmi	Count	75	30	16	121
		Expected	73.9	28.3	18.8	121.0
		Count				
		% of Total	19.7%	7.9%	4.2%	31.8%
	Seripah Noli	Count	47	22	21	90
		Expected	54.9	21.1	14.0	90.0
		Count				
		% of Total	12.4%	5.8%	5.5%	23.7%
	Others or Did not vote	Count	110	37	22	169
		Expected	103.2	39.6	26.2	169.0
		Count				
		% of Total	28.9%	9.7%	5.8%	44.5%
Total	Count	232	89	59	380	
	Expected	232.0	89.0	59.0	380.0	
	Count					
	% of Total	61.1%	23.4%	15.5%	100.0%	

Chi-Square value at 40.779<sup>a</sup> df 21 sig. .006 N of valid cases 380

A significance level of  $< 0.05$  indicated that there existed a significant relationship between voting behaviour and age. Therefore Hypotheses 3-3, was supported.

Table 4.25 Cross tabulation: Voting Behaviour vs. Income Categories

For testing Hypotheses 3-4 Differences in voting behavior exist among voters of different income categories.

Table 4.25 cross tabulation described this relationships.

		Voting Behaviour * Monthly income Crosstabulation									
		Monthly income									
		Below	RM10	RM20	RM30	RM40	RM50	RM60	RM70	Total	
		RM1000	00- RM2000	01- RM3000	01- RM4000	01- RM5000	01- RM6000	01- RM7000	01 and above		
Voting_Behavior	Nik Nazmi	Count	13	16	44	9	26	3	5	5	121
		Expected	11.1	23.6	38.8	10.2	19.7	2.5	5.1	9.9	121.0
		% of Total	3.4%	4.2%	11.6%	2.4%	6.8%	.8%	1.3%	1.3%	31.8%
	Seripah Noli	Count	7	22	25	6	13	1	5	11	90
		Expected	8.3	17.5	28.9	7.6	14.7	1.9	3.8	7.3	90.0
		% of Total	1.8%	5.8%	6.6%	1.6%	3.4%	.3%	1.3%	2.9%	23.7%
	Others	Count	3	8	19	7	14	0	3	6	60
		Expected	5.5	11.7	19.3	5.1	9.8	1.3	2.5	4.9	60.0
		% of Total	.8%	2.1%	5.0%	1.8%	3.7%	.0%	.8%	1.6%	15.8%
	I did not vote	Count	12	28	34	10	9	4	3	9	109
		Expected	10.0	21.2	35.0	9.2	17.8	2.3	4.6	8.9	109.0
		% of Total	3.2%	7.4%	8.9%	2.6%	2.4%	1.1%	.8%	2.4%	28.7%
Total	Count	35	74	122	32	62	8	16	31	380	
	Expected	35.0	74.0	122.0	32.0	62.0	8.0	16.0	31.0	380.0	
	% of Total	9.2%	19.5%	32.1%	8.4%	16.3%	2.1%	4.2%	8.2%	100.0%	

Table 4.25 shows the greatest portion of non-voters fell in the income category of RM2001-3000. It also indicated that 31.2 % of respondents within this income class did not vote. But as

income increased, the percentage of non-voters within each income division decreased.

Approximately 31.6 % (73/231) of respondents in the income brackets of RM2000 and below voted for Nazmi, whereas 23.4% (54/231) in the same income bracket voted for Seripah Noli and surprisingly 45% (104/231) income below RM2000 vote for other or did not vote. Respondents in lower income levels (RM1000 and below) showed greater propensity to vote for Nik Nazmi or did not vote at all.

To investigate the relationships between party voting behaviour and income, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the eight age categories into three classes; above (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.26 illustrated the results of that analysis.

Table 4.26 Cross Tabulation: Voting Behaviour vs. Income Categories

**Voting\_Behaviour \* Monthly\_income Crosstabulation**

		Monthly_income				
		Below	RM2001 -	Above		
		RM2000	RM5000	RM5001	Total	
Voting_Behaviour	Nik Nazmi	Count	73	35	13	121
		Expected	73.6	29.9	17.5	121.0
		Count				
		% of Total	19.2%	9.2%	3.4%	31.8%
	Seripah Noli	Count	54	19	17	90
		Expected	54.7	22.3	13.0	90.0
		Count				
		% of Total	14.2%	5.0%	4.5%	23.7%
	Others or Did not vote	Count	104	40	25	169
		Expected	102.7	41.8	24.5	169.0
		Count				
		% of Total	27.4%	10.5%	6.6%	44.5%
Total	Count	231	94	55	380	
	Expected	231.0	94.0	55.0	380.0	
	Count					
	% of Total	60.8%	24.7%	14.5%	100.0%	

Chi-Square value at 13.237<sup>a</sup> df 6 sig. .039

N of valid cases 380

A significance level of < 0.05 indicated that there existed a significant relationship between voting behaviour and income. Therefore, Hypotheses 3-4, was supported.



Table 4.27 Cross Tabulation: Voting Behaviour vs. Education\

			Voting Behaviour * Highest education Crosstabulation					Total	
			Highest education						
			Post graduate	Bachelor's Degree	Diplomas	Certificates	Secondary school	Primary school	
Voting Behaviour	Nik Nazmi	Count	21	47	34	7	10	2	121
		Expected	20.7	40.4	28.7	10.8	18.5	1.9	121.0
		% of Total	5.5%	12.4%	8.9%	1.8%	2.6%	.5%	31.8%
	Seripah Noli	Count	10	29	14	11	24	2	90
		Expected	15.4	30.1	21.3	8.1	13.7	1.4	90.0
		% of Total	2.6%	7.6%	3.7%	2.9%	6.3%	.5%	23.7%
	Others	Count	14	17	12	8	9	0	60
		Expected	10.3	20.1	14.2	5.4	9.2	.9	60.0
		% of Total	3.7%	4.5%	3.2%	2.1%	2.4%	.0%	15.8%
	I did not vote	Count	20	34	30	8	15	2	109
		Expected	18.6	36.4	25.8	9.8	16.6	1.7	109.0
		% of Total	5.3%	8.9%	7.9%	2.1%	3.9%	.5%	28.7%
Total	Count	65	127	90	34	58	6	380	
	Expected	65.0	127.0	90.0	34.0	58.0	6.0	380.0	
	Count								
	% of Total	17.1%	33.4%	23.7%	8.9%	15.3%	1.6%	100.0%	

For testing Hypotheses 3-5 Differences in voting behavior exist among voters of different education levels. Table 4.27 cross tabulation described this relationship,

As indicated in table 4.27, 58% (64/109) of non voters were diploma and bachelors degree level of education, and total of 77.1 % (84/109) including post graduate.

To investigate the relationships between voting behaviour and education level, this study used the cross tabulation to obtain a Chi-Square statistic. In order to meet the requirements for using this method (expected count in each cell is at least 5), It is necessary to consolidate the six categories into three classes; Bachelors degree and above, certificate and diploma and secondary and primary school. (Anderson, Sweeney, and Williams, 1999). Consequently, Table 4.28 illustrated the results of that analysis.

Table 4.28 Cross Tabulation: Voting Behaviour vs. Education

			Highest education			Total
			Bachelor's and above	Cert. and Diploma	Secondary & Primary School	
Voting_Behaviour	Nik Nazmi	Count	61	32	12	105
		Expected	53.1	33.1	18.8	105.0
		% of Total	17.0%	8.9%	3.4%	29.3%
	Seripah Noli	Count	39	23	26	88
		Expected	44.5	27.8	15.7	88.0
		% of Total	10.9%	6.4%	7.3%	24.6%
	Others or Did not vote	Count	81	58	26	165
		Expected	83.4	52.1	29.5	165.0
		% of Total	22.6%	16.2%	7.3%	46.1%
	Total	Count	181	113	64	358
		Expected	181.0	113.0	64.0	358.0
		Count				
% of Total		50.6%	31.6%	17.9%	100.0%	

Chi-Square value at 14.033<sup>a</sup> df 6 sig. .029

N of valid cases 380

A significance level of < 0.05 indicated that there existed a significant relationship between voting behaviour and education level. Therefore Hypotheses 3-5, was supported.

### 4.3 Factor Analysis

#### Factor Analysis of Personal Values

Thirty-six personal value items has been analysed. As shown in table 4.29, these thirty six personal value items were trimmed to smaller set of factors. The consequential factor loadings are also indicated in table 4.29. Factor 1 consist of *honest, forgiving, responsible, helpful, polite, obedient, independent, self controlled, loving, clean, imaginative, logical, intellectual and courageous*. Factor 2 consist of *wisdom, true friendship, self respect, family security, salvation, happiness, national security, pleasure, mature love, freedom, inner harmony, social recognition, equality*. Factor 3 consist of *exciting life, comfortable life, a sence of accomplishment and a world at peace*. Factor 4 consist of *ambitious, broad minded and capable* and Factor 5 consist of *cheerful*. After evaluating the make up of each factor, representative names were create for these factos. The names designated to each factor were as follows: Factor 1: *Conscientiuos*, Factor 2: *Considerate*, Factor 3: *Self centered*, Factor 4: *Risk taking*, Factor 5: *Affectionate*.

Table 4.29 Factor Analysis: Rotated Component Matrix

	Component Score Coefficient Matrix				
	Component				
	1	2	3	4	5
A_comfotable_life	-.039	-.114	.465	.000	-.117
An_exciting_life	-.050	-.096	.449	-.031	-.063
A_sense_of_accomplishment	-.061	-.077	.345	-.041	.053
A_world_at_peace	-.036	-.027	.229	-.090	.102
A_world_of_beauty	-.069	.015	.063	-.085	.279
Equality	-.061	.068	-.078	-.055	.269
Family_security	-.035	.161	.028	.037	-.203
Freedom	-.029	.162	-.086	-.052	.010
Happiness	-.114	.150	-.148	.128	.127
Inner_harmony	-.092	.096	-.021	.052	.124
Mature_love	-.083	.097	.006	.024	.103
National_security	-.062	.127	-.004	.027	-.003
Pleasure	-.050	.124	-.019	-.019	.046
Salvation	-.003	.192	.030	-.018	-.301
Self_respect	-.020	.191	-.045	.029	-.200
Social_recognition	.026	.185	-.150	-.084	-.047
True_friendship	.001	.188	-.152	-.085	.030
Wisdom	-.018	.176	-.094	-.048	-.006
Ambitious	-.095	-.016	-.059	.498	-.111
Broad_minded	-.078	-.024	-.047	.473	-.112
Capable	-.081	-.097	.010	.364	.111
Cheerful	.022	-.094	.004	.004	.297
Clean	.105	-.075	.035	-.117	.177
Courageous	.107	-.071	.083	-.044	.005
Forgiving	.161	-.046	-.033	-.074	.019
Helpful	.181	.038	-.097	-.121	-.077
Honest	.198	.033	-.098	-.090	-.147
Imaginative	.122	.024	-.145	-.026	.031
Independent	.141	-.075	-.074	-.069	.164
Intellectual	.064	-.035	-.001	.049	.046
Self_controlled	.117	-.051	-.043	-.059	.121
Logical	.068	-.085	-.014	.069	.124
Loving	.077	-.097	.021	.060	.107
Obedient	.159	-.030	.015	-.002	-.158
Polite	.179	-.004	.056	-.039	-.270
Responsible	.215	-.043	.111	-.112	-.265

Table 4.30 Rotated component matrix

Rotated Component Matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
Honest	.714				
Forgiving	.710				
Responsible	.699				
Helpful	.697				
Polite	.686				
Obedient	.683				
Independent	.673				
Self_controlled	.636				
Loving	.627				
Clean	.613				
Imaginative	.613				
Logical	.590				
Intellectual	.586				
Courageous	.584				
Wisdom		.723			
True_friendship		.698			
Self_respect		.692			
Family_security		.668			
Salvation		.666			
Happiness		.659			
National_security		.657			
Pleasure		.649			
Mature_love		.635			
Freedom		.617			
Inner_harmony		.616			
Social_recognition		.615			
Equality					
An_exciting_life			.759		
A_comfortable_life			.748		
A_sense_of_accomplishment			.632		
A_world_at_peace			.517		
Ambitious				.801	
Broad_minded				.784	
Capable				.660	
Cheerful					.518
A_world_of_beauty					

Kaiser Meyer Olkin Measure of Sampling Adequacy. .950

Bartlett's test of Sphericity 10586.315

Sig. .000

As indicated in table 4.31, these five personal values factors explained 64.73 % of the variance of the 36 original personal value independent variables.

Table 4.31 Factor Analysis: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.383	48.285	48.285	17.383	48.285	48.285	7.703	21.397	21.397
2	2.505	6.959	55.244	2.505	6.959	55.244	7.340	20.388	41.785
3	1.188	3.301	58.545	1.188	3.301	58.545	3.119	8.665	50.449
4	1.145	3.180	61.725	1.145	3.180	61.725	2.811	7.809	58.258
5	1.080	3.001	64.726	1.080	3.001	64.726	2.328	6.468	64.726

#### The Relationship Between Personal Values and Demographic Characteristics

For testing Hypotheses 4-1 Differences in personal values exist among voters of different races.

ANOVA was used to determine whether there existed significant variation in the group means.

Table 4.32 shows ethnic groups means for the five personal value factor scores.

Table 4.32 Descriptive Statistics: Personal Value Factor Scores vs. Race

		N	Mean	Std. Deviation
conscientious	Malay	283	-.0066945	.91834734
	Chinese	47	-.0037510	1.11625882
	Indian	32	.0148717	1.36920866
	Others	18	.0886081	1.22656760
	Total	380	.0000000	1.00000000
considerate	Malay	283	.0559973	.85496748
	Chinese	47	-.1723147	1.04529981
	Indian	32	-.2832324	1.76324294
	Others	18	.0730545	1.11879115
	Total	380	.0000000	1.00000000
self_centered	Malay	283	.0182755	.95273268
	Chinese	47	-.0042283	1.01327554
	Indian	32	-.2511818	1.35768953
	Others	18	.1702543	.97075623
	Total	380	.0000000	1.00000000
risk_taking	Malay	283	.0462680	.86757161
	Chinese	47	.0951415	.86292061
	Indian	32	-.5094862	1.57020422
	Others	18	-.0701069	1.65623734
	Total	380	.0000000	1.00000000
affectionate	Malay	283	-.0243671	.93584083
	Chinese	47	.0689327	1.37065279
	Indian	32	.1626868	.89907050
	Others	18	-.0861069	1.06205463
	Total	380	.0000000	1.00000000

Table 4.33 ANOVA: Personal Value Factor Scores vs. Race

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Race	Conscientious	1.661	3	.554	.712	.545
	Considerate	5.842	3	1.947	2.419	.066
	Self_centered	7.351	3	2.450	2.202	.087
	Risk_taking	9.954	3	3.318	2.778	.041
	Affectionate	.362	3	.121	.078	.972

Table 4.33 showed that significant differences were found in only one personal value factor: Risk taking (*ambitious, broad minded, capable*). Chinese respondents evaluated this factor significantly more important than Malay and Indian respondents did. Therefore Hypotheses 4-1 was partially supported.



For testing Hypotheses 4-2 Differences in personal values exist between male and female voters.

ANOVA was used to find out whether there existed significant variation in the group means.

Table 4.34 showed the means for the five personal values factor scores between men and women.

Table 4.34 Descriptive Statistics: Personal Value Factor Scores vs. Gender

		N	Mean	Std. Deviation
conscientious	male	247	.0527986	1.00032429
	Female	133	-.0980545	.99572233
	Total	380	.0000000	1.00000000
considerate	male	247	-.0264170	1.07290762
	Female	133	.0490601	.84981882
	Total	380	.0000000	1.00000000
self_centered	male	247	-.0087328	1.00468383
	Female	133	.0162181	.99482121
	Total	380	.0000000	1.00000000
risk_taking	male	247	-.0206237	.96078461
	Female	133	.0383012	1.07172862
	Total	380	.0000000	1.00000000
affectionate	male	247	.0708247	.89460123
	Female	133	-.1315316	1.16314439
	Total	380	.0000000	1.00000000

Table 4.35 ANOVA: Personal Value Factor Scores vs. Gender

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	Conscientious	.952	1	.952	1.228	.268
	Considerate	.002	1	.002	.002	.962
	Self_centered	.037	1	.037	.033	.856
	Risk_taking	.268	1	.268	.221	.638
	Affectionate	3.583	1	3.583	2.346	.126

The table 4.35 shows that significant differences were not identified in all the five personal value factors between men and women. Thus, Hypotheses 4-2 was not supported.

For testing Hypotheses 4 -3 Differences in personal values exist among voters of different age group. ANOVA was used to find out whether there existed significant variation in the group factor scores means. Table 4.36 showed the mean scores of personal value factors voters across different age categories.

Table 4.36. Descriptive Statistics: Personal Value Factor Scores vs. Age Categories

		N	Mean	Std. Deviation
conscientious	21-25 year old	78	-.3487000	1.11110169
	26-30 years old	88	-.0183228	.83270734
	31-35 years old	66	.0832302	.94631579
	36-40 years old	55	.1227930	.90409084
	41-45 years old	34	.0124837	1.01770179
	46-50 years old	30	-.0357401	1.01667300
	51-55 years old	17	.7579512	1.42258274
	56 years old	12	.3605652	.48271796
	Total	380	.0000000	1.00000000
	considerate	21-25 year old	78	-.0217620
26-30 years old		88	.0341280	.90525015
31-35 years old		66	.0262835	.84168467
36-40 years old		55	-.0115843	.91132750
41-45 years old		34	.1378353	.94583941
46-50 years old		30	-.0693064	.58613763
51-55 years old		17	-.7507840	2.03700671
56 years old		12	.6460603	.49509550
Total		380	.0000000	1.00000000
self_centered		21-25 year old	78	.0559849
	26-30 years old	88	-.0107040	.89529684
	31-35 years old	66	-.0203359	.97398815
	36-40 years old	55	.0350346	.94236967

	41-45 years old	34	.2139102	.98454236
	46-50 years old	30	-.0179112	1.22816174
	51-55 years old	17	-.4506101	1.06299767
	56 years old	12	-.2570700	1.12224891
	Total	380	.0000000	1.00000000
risk_taking	21-25 year old	78	.0148188	1.01479986
	26-30 years old	88	-.1757553	1.08604192
	31-35 years old	66	.1400697	.89286272
	36-40 years old	55	.0709970	1.07060689
	41-45 years old	34	.1613855	.59934999
	46-50 years old	30	.1114453	1.08751668
	51-55 years old	17	-.1919425	.99503178
	56 years old	12	-.3671904	1.11076754
	Total	380	.0000000	1.00000000
affectionate	21-25 year old	78	.1634740	1.35437517
	26-30 years old	88	.0599662	.84459756
	31-35 years old	66	.0074150	.70703244
	36-40 years old	55	-.0568071	.74434960
	41-45 years old	34	.1698765	1.03955947
	46-50 years old	30	-.2891713	1.15448048
	51-55 years old	17	-.5877487	1.04499674
	56 years old	12	-.2084948	.90605832
	Total	380	.0000000	1.00000000

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Table 4.37 ANOVA: Personal Value Factor Scores vs. Age Categories

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Age	Conscientious	7.489	7	1.070	1.389	.208
	Considerate	11.366	7	1.624	2.033	.050
	Self_centered	12.564	7	1.795	1.616	.129
	Risk_taking	7.851	7	1.122	.925	.487
	Affectionate	10.322	7	1.475	.961	.459

Table 4.37 indicated that significant differences in one values factor  $< 0.05$  there was Considerate (*wisdom, true friendship, self respect, family security, salvation, happiness, national security, pleasure, mature love, freedom, inner harmony, social recognition, equality*). The respondents in 56 years old age group have the highest mean scores, and were more considerate as compared to other age group. The respondent age 46-50 and 21-25 years old were inconsiderate.

Thus, Hypotheses 4-3 was partially supported

Table 4.38. Descriptive Statistics: Personal Value Factor Scores vs. Income

		N	Mean	Std. Deviation
conscientious	Below 1000	35	-.2054898	1.06247702
	1000-2000	74	.0387659	.87275397
	2001-3000	122	-.0366556	.86757651
	3001-4000	32	-.0584870	.94139702
	4001-5000	62	.0228777	1.21046987
	5001-6000	8	.5118897	1.00179550
	6001-7000	16	-.1490209	1.37713204
	7001 above	31	.2431558	1.08681378
	Total	380	.0000000	1.00000000
considerate	Below 1000	35	.0946746	1.14929236
	1000-2000	74	-.1182245	.93029915
	2001-3000	122	.0664087	.86066293
	3001-4000	32	.0611977	.79234411
	4001-5000	62	.0586819	.94145270
	5001-6000	8	-.3676660	1.00705243
	6001-7000	16	-.0088719	1.26300600
	7001 above	31	-.1671030	1.55520000
	Total	380	.0000000	1.00000000
self_centered	Below 1000	35	.1297307	.89790821
	1000-2000	74	.0935738	.90582307
	2001-3000	122	-.0405932	1.09616932
	3001-4000	32	-.2322062	.85659216
	4001-5000	62	-.0723335	1.03935906
	5001-6000	8	.0285180	1.21579535
	6001-7000	16	.0937919	.94194132
	7001 above	31	.1185095	.99881988
	Total	380	.0000000	1.00000000

risk_taking	Below 1000	35	-.2152017	.79691708
	1000-2000	74	-.2021086	.98093992
	2001-3000	122	.0839029	.89641013
	3001-4000	32	.2553522	.50435138
	4001-5000	62	-.0664939	1.36822323
	5001-6000	8	-.9087249	1.99146528
	6001-7000	16	.2168537	.85745541
	7001 above	31	.3872075	.55361574
	Total	380	.0000000	1.00000000
affectionate	Below 1000	35	.2715114	.95134277
	1000-2000	74	-.0862145	1.38530322
	2001-3000	122	-.0402716	.93475231
	3001-4000	32	.1029477	.87435894
	4001-5000	62	.0306724	.91074987
	5001-6000	8	.1154656	.77257536
	6001-7000	16	-.1078278	.78455583
	7001 above	31	-.0840123	.59065601
	Total	380	.0000000	1.00000000

For testing Hypotheses 4-4 Differences in personal values exist among voters of different income categories. ANOVA was used to find out if there existed significant variation in the group means. Table 4.38 indicated the highest mean in personal values factors among voter of different income categories.

Table 4.39 Descriptive Statistics: Personal Value Scores vs. Income

		N	Mean	Std. Deviation
conscientious	Below RM2000	109	-.0396648	.93987216
	RM2001 - RM5000	216	-.0228016	.98387336
	Above RM5001	55	.1681566	1.16775101
	Total	380	.0000000	1.00000000
considerate	Below RM2000	109	-.0498624	1.00537913
	RM2001 - RM5000	216	.0634189	.87114112
	Above RM5001	55	-.1502449	1.38973100
	Total	380	.0000000	1.00000000
self_centered	Below RM2000	109	.1051838	.89928378
	RM2001 - RM5000	216	-.0780909	1.04540690
	Above RM5001	55	.0982293	.99663403
	Total	380	.0000000	1.00000000
risk_taking	Below RM2000	109	-.2063128	.92215746
	RM2001 - RM5000	216	.0661333	1.01519642
	Above RM5001	55	.1491508	1.04321125
	Total	380	.0000000	1.00000000
affectionate	Below RM2000	109	.0286516	1.26894625
	RM2001 - RM5000	216	.0013096	.91655864
	Above RM5001	55	-.0619255	.66913208
	Total	380	.0000000	1.00000000



Table 4.40 ANOVA: Personal Value Factor Scores vs. Income

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Monthly_Income1	conscientious	6.179	7	.883	.881	.522
	considerate	4.168	7	.595	.591	.763
	self_centered	4.070	7	.581	.577	.775
	risk_taking	19.870	7	2.839	2.940	.005
	affectionate	4.237	7	.605	.601	.755

Table 4.40 indicated that significant differences in one values factor  $< 0.05$  there was Risk taking (*ambitious, broad minded, capable*). The respondents in RM 7000 above income group have the highest mean scores, and were more risk taking as compared to other age group. The respondent in lower income group was less risk taking . Thus, Hypotheses 4-3 was partially supported

Table 4.41 Descriptive Statistics: Personal Value Factor Scores vs. Education

		N	Mean	Std. Deviation
conscientious	Primary school and secondary school	192	.0171063	1.03850608
	Certificates and diplomas	124	-.0617319	.99114554
	Bachelors degree and post graduate degree	64	.0682867	.90280751
	Total	380	.0000000	1.00000000
considerate	Primary school and secondary school	192	-.0218511	1.11868839
	Certificates and diplomas	124	.0023724	.85622322
	Bachelors degree and post graduate degree	64	.0609569	.88610716
	Total	380	.0000000	1.00000000
self_centered	Primary school and secondary school	192	-.0075487	1.04467631
	Certificates and diplomas	124	-.0574812	1.03096592
	Bachelors degree and post graduate degree	64	.1340160	.77916068
	Total	380	.0000000	1.00000000
risk_taking	Primary school and secondary school	192	-.0116526	1.09770272
	Certificates and diplomas	124	.0564077	.93726682
	Bachelors degree and post graduate degree	64	-.0743322	.79710168
	Total	380	.0000000	1.00000000
affectionate	Primary school and secondary school	192	.0438612	1.14420279
	Certificates and diplomas	124	-.0152121	.80234729
	Bachelors degree and post graduate degree	64	-.1021102	.87916636
	Total	380	.0000000	1.00000000

For testing ypotheses Hypotheses 4-5 Differences in personal values exist among voters of different education levels. ANOVA was used to find out whether there existed significant variation in the group means. Table 4.41 illustrated the means in personal value factors across different education levels.

Table 4.42 ANOVA: Personal Value Factor Scores vs. Highest Education

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Highest_education	Conscientiuos	.512	2	.256	.329	.720
	Considerate	.406	2	.203	.249	.780
	Self_centered	1.812	2	.906	.806	.447
	Risk_taking	.035	2	.018	.014	.986
	Affectionate	.147	2	.073	.048	.954

Table 4.42 showed that significant differences were not found in all five personal value factors;

Thus, Hypotheses 4-5 was not supported.

The Relationship Between Personal Values and Party Identification

For examining Hypotheses 5: Differences in party identification are significantly related to differences in personal values. The multi regression was used to explore results.

Table 4.43 regression result Personal Value Factor Scores vs. Party identification.

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized	t	Sig.
		coefficient	Std. Error	Beta		
1	(Constant)	3.639	.113		32.294	.000
	conscientious	.008	.113	.003	.068	.946
	considerate	.036	.113	.016	.315	.753
	self_centered	-.230	.113	-.104	-2.038	.042
	risk_taking	.217	.113	.098	1.922	.055
	affectionate	.021	.113	.010	.187	.852

The table 4.43 showed that self centered (*exciting life, comfortable life, a sense of accomplishment and a world at peace*) and risk taking (*ambitious, broad minded, capable*). were significantly related where significant value < 0.05,

Thus, Hypothesis 5, was partially supported.

### The Relationship between Personal Values and Voting Behavior

The regression was used to test Hypotheses 6: Differences in voting behaviour are significantly related to differences in personal values.

In this analysis, the dependent variable, voting behavior and personal values was independent variables.

Table 4.44 Personal Value Factor Scores vs. Voting behaviour.

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized	t	Sig.
		coefficient	Std. Error	Beta		
1	(Constant)	2.413	.062		38.961	.000
	conscientious	.028	.062	.023	.443	.658
	considerate	.097	.062	.080	1.559	.120
	self_centered	-.077	.062	-.064	-1.246	.213
	risk_taking	.030	.062	.025	.485	.628
	affectionate	-.036	.062	-.029	-.574	.567

Table 4.44 illustrated that there were no significant differences related in voting behaviour and differences in personal values. All variables significant level  $> 0.05$ .

Table 4.45 Summary of hypothesis' testing result

	<b>Hypotheses</b>	<b>Result</b>
H1	Party identification is significantly related to voting behavior.	Supported
H2-1	Differences in party identification exist among voters of different races.	Supported
H2-2	Differences in party identification exist between male and female voters.	Not supported
H2-3	Differences in party identification exist among voters of different age groups.	Not supported
H2-4	Differences in party identification exist among voters of different income categories.	Not supported
H2-5	Differences in party identification exist among voters of different education level.	Not supported
H3-1	Differences in voting behavior exist among voters of different races.	Supported
H3-2	Differences in voting behavior exist among male and female voters.	Not supported
H3-3	Differences in voting behavior exist among voters of different age group.	Supported
H3-4	Differences in voting behavior exist among voters of different income categories.	Supported
H3-5	Differences in voting behavior exist among voters of different education levels.	Supported
H4-1	Differences in personal values exist among voters of different races.	Partially supported
H4-2	Differences in personal values exist among male and female voters.	Not supported
H4 -3	Differences in personal values exist among voters of different age group.	Partially supported
H4-4	Differences in personal values exist among voters of different income categories.	partially supported
H4-5	Differences in personal values exist among voters of different education levels.	Not supported
H5	Differences in party identification are significantly related to differences in personal values.	Partially Supported
H6	Differences in voting intention are significantly related to differences in personal values.	Not supported

## Chapter 5: Summary and Conclusion

The purpose of this study was to explore the interrelationships among electorate's voting behaviour, party identification, personal values, and demographics characteristics. As noted in chapter 1, in more specific terms, the objectives were:

- (1) To identify the significant influence of party identification in the decision making process in voting behaviour.
- (2) To determine as to whether there is a significant relationship exist between party identification and personal values.
- (3) To determine as to whether there is a significant relationship exist between party identification and demographic characteristic.
- (4) To determine as to whether there is a significant relationships exist between demographic characteristics and personal values.
- (5) To determine as to whether there is a significant relationships exist between personal values and voting behavior
- (6) To determine as to whether there is a significant relationships exist between demographic characteristics and voting behaviour

The results of the research showed that,

Hypotheses 1 states that party identification is significantly related to voting behavior. This hypothesis was supported, these two variables were not considered independent. As table 4.10, 65.3% of Nazmi's votes came from PKR and 96.6 % of Seripah Noli's vote were from Barisan Nasional supporters. In other words, a vote for Seripah Noli was significantly related to the inclination towards Barisan Nasional and a vote for Nazmi was significantly related to the disposition to PKR. Thus Hypothesis 1 was supported.

Hypotheses 2-1 states that differences in party identification exist among voters of different races (Malay, Chinese, Indian and other races). This hypothesis was supported. Statistically significant differences were found between Malay and Chinese respondents in their party identification.

Hypotheses 2-2 states that differences in party identification exist between male and female voters. This hypothesis was not supported. Male and female voters does not show any significant differences.

Hypotheses 2-3 states that differences in party identification exist among voters of different age groups. This hypothesis was not supported.

Hypotheses 2-4 states that differences in party identification exist among voters of different income categories. This hypothesis was not supported.

Hypotheses 2-5 states that differences in party identification exist among voters of different education levels. This hypothesis was not supported.

Hypotheses 3-1 states that differences in voting behavior exist among voters of different races. This hypothesis was supported. There was 60.3 % (73/121) Malays respondents and 39.7 %



(48/121) Chinese, Indian and other races voted for Nik Nazmi. It also showed that 84.4 % (76/90) Malay respondents and 15.6 % (14/90) Chinese, Indian and other races voted for Seripah Noli (BN). A significant level of  $< 0.05$  indicates that there was a significant relationship between voting behavior and race. Hypotheses 3-1, therefore, was supported.

Hypotheses 3-2 states that differences in voting behavior exist among male and female voters.

This hypothesis was not supported.

Hypotheses 3-3 states that differences in voting behavior exist among voters of different age groups. This hypothesis was supported. Respondents' participation at the polls was positively related to their age.

Hypotheses 3-4 states that differences in voting behavior exist among voters of different income categories. This hypothesis was supported. Respondents' participation at the polls was positively related to their income.

Hypotheses 3-5 states that differences in voting behavior exist among voters of different education levels. This hypothesis was supported. Respondents' attendance at the polls was positively related to their completed level of education.

Hypothesis 4-1 states that differences in personal values exist among voters of different races (Malay, Chinese, Indian and other races). This hypothesis was partially supported. Statistical significant differences were found only in the following personal value factor: Risk taking (*ambitious, broad minded, capable* ). Chinese were more risk taking oriented than the rest of the respondents.

Hypotheses 4-2 states that differences in personal values exist among male and female voters. This hypothesis was not supported.

Hypotheses 4-3 states that differences in personal values exist among voters of different age groups. This hypothesis was partially supported. Statistical significant differences were found only in Considerate (*wisdom, true friendship, self respect, family security, salvation, happiness, national security, pleasure, mature love, freedom, inner harmony, social recognition, equality*).

The respondents in 56 years old age group have the highest mean scores, and were more considerate as compared to other age group. The respondent age 46-50 and 21-25 years old were inconsiderate.

Hypotheses 4-4 states that differences in personal values exist among voters of different income categories. This hypothesis was partially supported.

Hypotheses 4-5 states that differences in personal values exist among voters of different education levels. This hypothesis was not supported

Hypotheses 5 states that differences in party identification are significantly related to differences in personal values. This hypothesis was partially supported.

The table 4.43 showed that only self centered (*exciting life, comfortable life, a sense of accomplishment and a world at peace*) and risk taking (*ambitious, broad minded, capable*) were significantly related where significant value  $< 0.05$ ,

Hypotheses 6 states that differences in voting behaviour are significantly related to differences in personal values. This hypothesis was not supported. Table 4.44 illustrated that there were no

significant differences related in voting behaviour and differences in personal values. All variables significant level  $> 0.05$ .

The research findings discussed in the earlier section recommended several implications for political marketers. This study had confirmed previous research that mived significant relationships exist among demographics, party identification, and voting behaviour. In addition, this study provides empirical evidence in support of the hypothesized relationships among personal value, party identification, and voting behaviour.

In order for political marketers to reach potential partisans and/or voters more efficiently, they must segment citizens based on their personal information and political attitudes. The more precise the intelligence, the greater the possibility that the political marketers can reach those persons who are most likely to support the political party and/or the nominated candidate. Even if it were true that demographic characteristics were significant predictors for voter's party identification and voting behaviour, it would be worth exploring why some people are more prone to support the PKR party while others support the Barisan Nasional party and why some citizens tend to vote while so many other individuals fail to do so.

As noted earlier, personal values are explanations of human behaviour and preferences. Personal Values "provides a description of why individuals pursue a specified life style and exhibit an overall pattern of behaviour" (Kahle, Rose, and Shoham, 2000, p.6). As a result, this study suggest that personal values explain why people have different party identification partialities and why people voted the way they did in the Malaysia 2008 general election. The finding of this study also conclude that personal values play a stastically significant role in predicting voters' party identification and voting behaviour/choices. Therefore, voters can be segmented according

to their personal values. Moreover, there exists a positive relationship between voter's turnout and his/her age. "Marketing is a communication process"(Webster and Wind, 1972, p.108). The usage of mass media has become the major characteristics of modern political campaign.

"Exposure of media coverage of elections, especially television coverage, is likely to reinforce interest in politics and voting turnout" (Jamieson, 1996,p.546). Thus, personal values should be incorporated in all forms of advertising. In other words, political advertisements and political communication should emphasized segmented voters' perceived important personal values to obtain recognition and support. That is personal values advertising has the ability to increased political party's "market share" and to motivate voters for a higher turnout at the polls. For instance, political advertisements emphasizing "sense of accomplishment" would need to show voters that their votes are very important for their country, and their votes determine the country future. The findings of this study also indicate that a considerable portion of non voters was Malay voters respondents, individuals in the younger generation, citizens in lower income level, and less educated people. This study also provides evidence of a significant relationship between personal values and each of these sub groups. For example, the majority of non voters were in the age category of 21-25 and they identified the personal value an exciting life as their most important issue. As mentioned earlier, personal values reflect what people's needs are, the way that people satisfy their needs, establish their goals, and achieve their goals. Therefore, it can be inferred that those non voters in the age category of 21-25 did not believe their political participation can fulfill their personal value of an exiting life. If political marketers would like to increase voting turnout in the age category of 21-25, political advertisements highlighting " an exciting life" would need to show voters that their votes would contribute to a pleasant and happy life for citizens. Political marketers must create promotion strategies in political

campaigns. They should study voters' both demographic characteristics and personal values for planning their campaign strategies more effectively than if they rely on only voters' demographic description. In other words, a presidential campaign advertisement should highlight the significant personal values associated with the specific political party/candidate and segmented target voters.

This study has recommended that voters' personal values and demographic characteristics be significantly related to their party identification, voting turnout, and voting choices. These findings suggest possible areas for future research. As mentioned in Chapter 1 of this study, party identification, candidate orientation, and issue orientation are the three most influential determinants of voting behaviour. Regarding issue orientation and candidate orientation elements were another potential area for future research. This study could be expanded to inspect whether differences in voters' assessments of candidates' personal values are significantly associated with differences in voters' personal values. In other words, it would be useful to verify whether there exist similarities in personal values between the candidate and his/her supporters.

This study has suggested a positive relationship between party identification and voting turnout/choices. The effects issue orientation and candidate orientation have on voting turnout/choices could be investigated in future research. Additionally, the relative influence among issue orientation, candidate orientation, and personal values could be evaluated in future research. In other words, it would be useful to investigate whether issue orientation and/or candidate orientation overshadow personal values in determining voting turnout/choices.

The effects of personal values in influencing party identification, voting turnout, and voting turnout, and voting choices were found significant. This study could be replicated in some other

elections, such as elections of state governors. Furthermore, could also explore whether there exist similarities and/or difference of personal values across state lines.

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## **Appendix A**

**Permission Letter from Universiti Utara Malaysia**

## **Appendix B**

**Demographic questionnaire**



Universiti Utara Malaysia

06010 UUM SINTOK, Kedah Darul Aman, Malaysia

Tuan/Puan yang dihormati;

Kami merupakan penyelidik dari Universiti Utara Malaysia. Pada ketika ini sedang mengadakan penyelidikan mengenai gelagat pengundi. Tujuan utama penyelidikan adalah untuk memahami gelagat paska pengundian diDUN Seri Setia, Kelana Jaya, Selangor. Sehubungan dengan itu, kami amat berharap agar tuan/puan sudi meluangkan sedikit masa (20 minit) untuk menjawab soalan yang di kemukakan. Matlumat yang di berikan dijamin rahsia dan akan digunakan bagi tujuan akademik semata-mata.

Borang soal selidik ini disediakan dalam dwi bahasa (Bahasa Malaysia dan Bahasa Inggeris). Oleh itu, tuan/puan boleh memilih untuk membaca dan menjawab menggunakan bahasa yang paling sesuai. Sekiranya terdapat soalan yang tuan /puan kurang pasti jawapan nya, sila berikan jawapan yang paling hampir menggambarkan perasaan atau pandangan tuan/puan terhadap soalan tersebut. Kami berharap tuan/puan dapat memberikan maklumbalas terhadap semua soalan yang penting kepada kajian ini.

Sila masukkan borang soal selidik yang lengkap di isi kedalam bekas atau sampul surat yang sediakan dan kembalikan kepada kakitangan yang mengedarkannya untuk tujuan pengumpulan. Kerjasama yang diberikan oleh tuan/puan amat dihargai.

Yang benar

Ahmad Sabri Bin Yusuff

College of Business,

Universiti Utara Malaysia.

Profesor Madya Dr. Baruddin bin Mohd

*Dengan menyemak dikiri, Saya mengesahkan yang saya telah membaca descripsi penyelidikan dimuka surat, dan saya bercadang untuk menyertai survey ini, dan juga mengetahui ianya adalah sukarela, dan tiap tiap maklumbalas, individu/jawapan akan dirahsiakan.*



Universiti Utara Malaysia

06010 UUM SINTOK, Kedah Darul Aman, Malaysia

Dear Sir/ Madam;

We are researchers from Universiti Utara Malaysia. Currently, we are conducting a study on voting behavior. The main objective of this study is to understand the post election behavior of voter in DUN Seri Setia, Kelana Jaya, Selangor. Hence, we would really appreciate if you could spend a few minutes (20 minutes) to answer the questions in this questionnaire.

All information given will be kept **confidential** and will only be used for academic purposes.

The questionnaire is prepared in two languages (Bahasa Malaysia and English). Therefore you could be answering in a language that you most fluent. If you are unsure of the answer to the questions, please choose an answer that closely describes your feelings and opinion. We really hope that you could provide answers to ALL questions because each of them is important to the study.

Please place your completed questionnaire into the container or envelope provided and hand it back to the staff who distributes this questionnaire. Your cooperation is greatly appreciated.

Yours sincerely,

Ahmad Sabri Bin Yusuff

College of Business,

Universiti Utara Malaysia.

Profesor Madya Dr. Baruddin bin Mohd.

*By checking at left, I confirm that I have read the description of the study in the cover letter, and I wish to participate in the following survey, recognizing that the study is voluntary, individual responses will be confidential and will not be identified with a particular respondent.*

**Tinjauan untuk meneroka hubungkait diantara gelagat pengundi pada 2008 Pilihan Raya Umum Malaysia, Pengenalan Parti, Nilai perilaku personal, dan factor demografik**

*A survey to explore the interrelationships among voting behavior in 2008 Malaysian general election, Party identification, Personal values, and Demographic Characteristics.*

**Bahagian 1: Gelagat Pengundi**

*Part 1: Voting Behavior*

Siapa yang anda undi pada pilihan raya umum 2008?

*Whom did you vote for in the 2008 general election?*

**Sila tanda X pada pilihan anda**

*Please use X to mark your choice.*

(1) Nik Nazmi

(2) Seripah Noli

(3) lain- lain

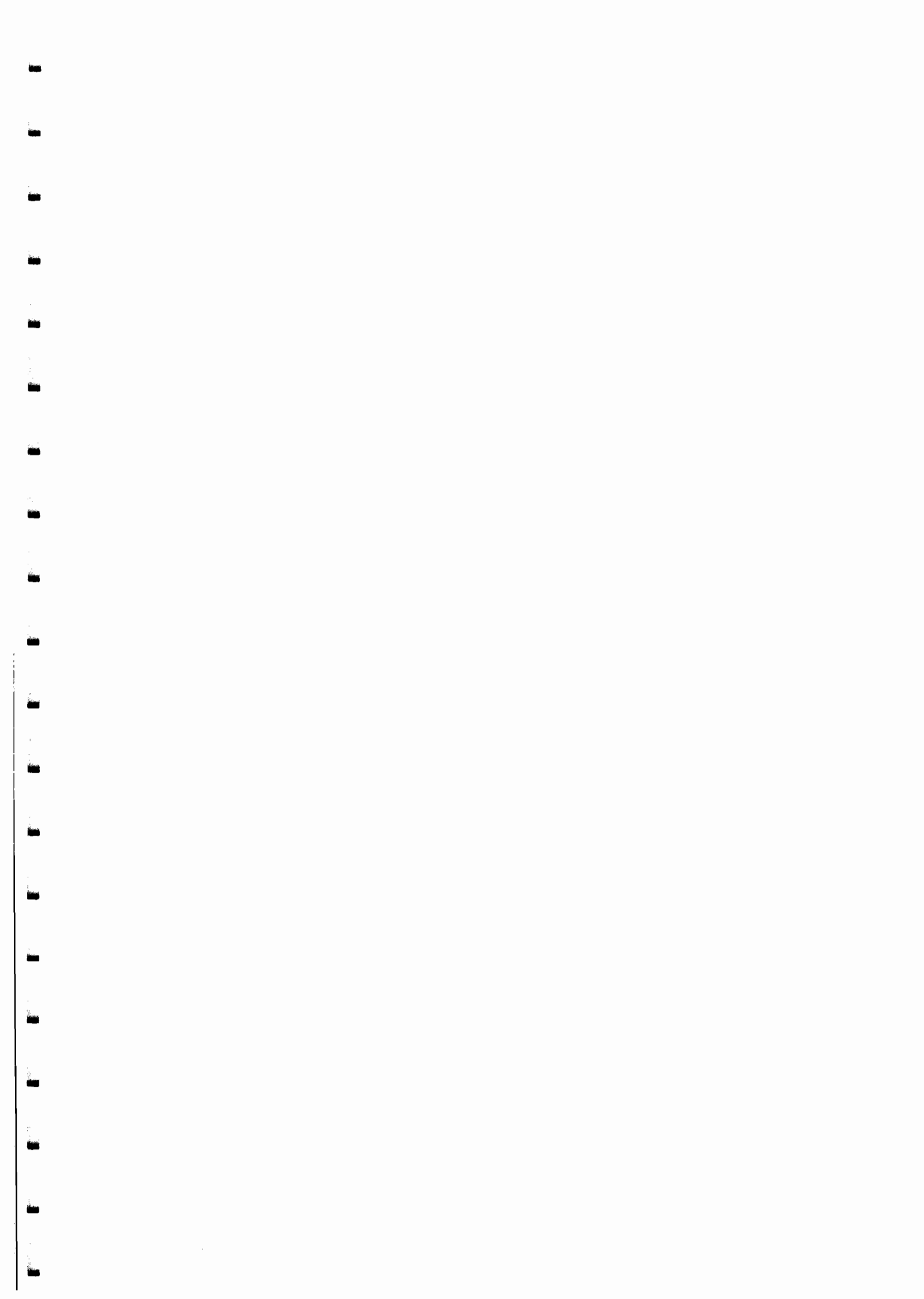
(4) Saya tak undi

*Others*

*I did not vote*

**Bahagian 2: Pengenalan Parti**

*Part 2: Party Identification*



Sebenarnya, adakah anda selalu berfikir bahawa anda adalah Barisan Nasional (BN), Parti Keadilan Rakyat (PKR), atau gabungan parti lain? Sila tanda X pada skala dibawah untuk mewakili pengenalan parti anda.

*Generally speaking, do you usually think of yourself as a Barisan Nasional, Parti Keadilan Rakyat (PKR), or an affiliate of another party? Please use X to mark yourself with respect to the following scale to represent your "party identification."*

Penyokong Kuat Barisan Nasional

*(Strong Barisan Nasional)*

Penyokong lemah Barisan Nasional

*(Weak Barisan Nasional).*

Bebas tapi condong ke Barisan Nasional

*(Independent but lean to Barisan Nasional)*

Bebas

*(Independent)*

Bebas tapi condong ke PKR

*(Independent but lean to PKR)*

Penyokong PKR yang lemah



*(Weak PKR)*

Penyokong Kuat PKR

*(Strong PKR)*

Lain-lain sila catitkan

*(Other), Please specify* \_\_\_\_\_

- (ii) Sila tandakan X pada kenyataan berikut. *(Please indicate X on the following statement)*

**Dasar parti yang saya sokong** *(The policy of the party which I support)*

- a. Parti saya memperjuangkan perjuangan semua kaum secara khusus.   
*(My party fights for the interest of all races).*
- b. Parti saya memperjuangkan sesuatu agama secara khusus.   
*My party fight for a particular religion).*
- c. Matlamat dan asas perjuangan party saya adalah untuk membentuk masyarakat yang adil.   
*(The aim and principle of my party is to create a fair society).*

- d. Parti yang mewujudkan kerjasama antara kaum bagi melahirkan bangsa Malaysia yang kuat berasaskan hak asasi manusia.

*(My party nurture participation between races to develop one strong and united Malaysian based on human rights)*

- e. Party saya bermatlamat untuk menghapuskan ketidakseimbangan ekonomi dan peluang dalam system sedia ada. *(My party aims to create wealth and distribute it equitably).*

### **Bahagian 3: Nilai Perilaku Peribadi**

#### ***Part 3: Personal Values***

Ada dua senarai nilai perilaku peribadi dimuka surat seterusnya. Dalam kurungan terdapat penerangan dan ilustrasi tiap- tiap nilai perilaku peribadi yang mungkin membantu pemahaman anda.

Pada bahagian ini, anda dikehendaki menjawab berdasarkan pandangan peribadi.

**“Berapa penting kah nilai perilaku peribadi ini pada SAYA sebagai prinsip panduan hidup SAYA?”**

**Sila kadarkan mengikut kepentingan berkaitan dengan nilai perilaku keperibadian anda berdasarkan skala 1 hingga 7.**

*There are two lists of value items on the following pages. In the parentheses following each value item is an explanation and/or illustration that may help you to understand its meaning.*

*In the following section, you are to ask yourself:*

***“How important are this value items to ME as guiding principles in MY life?”***

*Please rate your perceived important related to your “personal values” based on the following 1 to 7 scale.*

7= Teramat penting, (*extremely important*),

6= Tersangat penting (*very important*).

5= Penting (*modest important*),

4= Sederhana penting (*fairly important*),

3= Sedikit penting (*slightly important*),

2= Tersangat tidak penting (*very unimportant*),

1= Tak penting langsung (*not at all important*).

**Lebih besar nombor (1,2,.....,6,7), lebih penting nilai perilaku peribadi bagi panduan prinsip hidup anda.**

*The greater the number (1,2, ...,6, 7), the more important the value item is as a guiding principles in your life.*

**Senarai nilai perilaku 1: 18 Terminal nilai perilaku berkenaan kehidupan seseorang.**

*Value List1: the 18 terminal values regarding one's life.*

- (1)  Hidup selesa (i.e.,makmur, mewah).  
*A comfortable life (i.e., a prosperous life),*
- (2)  Hidup ceria (i.e.,pengalaman yang merangsangkan, kehidupan aktif)  
*An exciting life (i.e., a stimulating experience, an active life),*
- (3)  Perasaan kesempurnaan (i.e., sumbangan berterusan).  
*A sense of accomplishment (i.e., a lasting contribution),*
- (4)  Kedamaian Dunia (i.e., bebas dari peperangan, petikaian).  
*A world at peace (i.e., free of war and conflict),*
- (5)  Keindahan dunia (i.e., keindahan semulajadi, kesusasteraan).  
*A world of beauty (i.e., beauty of nature and the arts),*
- (6)  Sama rata (i.e., peluang sama rata untuk semua)

*Equality (i.e., equal opportunity for all),*

- (7)  Perlindungan keluarga (i.e., perlindungan yang tersayang).  
*Family security (i.e., safety for loved ones, taking care of loved ones),*
- (8)  Kebebasan (i.e., bebas memilih, bebas bergerak, bebas pemikiran).  
*Freedom (i.e., free choice, freedom of action and thought),*
- (9)  Kebahagiaan (i.e., kepuasan).  
*Happiness (i.e., contentedness),*
- (10)  Keharmonian dalaman (i.e., bebas dari konflik dalaman, tenteram).  
*Inner harmony (i.e., freedom from inner conflict, at peace with myself),*
- (11)  Kematangan kasih sayang (i.e., emosi mendalam, seksual, spiritual intimasi).  
*Mature love (i.e., deep emotional, sexual, and spiritual intimacy),*
- (12)  Keselamatan Negara (i.e., keselamatan Negara dari serangan luar).  
*National security (i.e., protection of my nation from attack),*
- (13)  Kegembiraan (i.e., kegembiraan, lapang, kepuasan keinginan).  
*Pleasure (i.e., an enjoyable, leisurely life, gratification of desires.*
- (14)  Pengampunan dari dosa (i.e., selamat, hidup abadi).

*Salvation (i.e., saved, eternal life),*

- (15)  Kehormatan diri (i.e., kehebatan diri, harga diri).

*Self respect (i.e., self esteem, belief in one's own worth),*

- (16)  Pengiktirafan sosial (i.e., hormat, kagum, dihormati orang lain)

*Social recognition (i.e., respect, admiration, approved by others),*

- (17)  Persahabatan tulus (i.e., sahabat rapat).

*True friendship (i.e., close companionship),*

- (18)  Bijaksana (i.e., kematangan pengalaman hidup).

*Wisdom (i.e., a mature understanding of life).*

Pada bahagian seterusnya, anda dikehendaki bertanya kepada diri anda:

**“Berapa pentingkah nilai perilaku ini pada SAYA sebagai prinsip panduan perangai SAYA?” sila gredkan mengikut skala 1 hingga 7.**

*In the following section, you are to ask yourself:*

*“How important are this value items to ME as guiding principles in MY behavior/s?”*

*Please rate your perceived important related to your “personal values” based on the following 1 to 7 scale.*

7= Teramat penting, (*extremely important*),

6=Tersangat penting(*very important*).

5= Penting (*modest important*),

4=Sederhana penting (*fairly important*),

3=Sedikit penting (*slightly important*),

2=Tersangat tidak penting (*very unimportant*),

1=Tak penting langsung (*not at all important*).

**Lebih besar nombor (1,2,.....,6,7), lebih penting nilai perilaku peribadi bagi panduan prinsip hidup anda.**

*The greater the number (1,2,.....,6,7), the more important the value item is as a guiding principles in your life.*

**Senarai nilai-nilai perilaku 2: Sebanyak 18 alat nilai perilaku berkenaan ciri-ciri seseorang dan/atau kecenderongan kearah membentuk perangai mereka.**

***Value List 2: The 18 instrumental values regarding one's characteristics and/or the preferable modes of behaviors.***

(19)  Bercita-cita tinggi (i.e., bekerja kuat, sangat ingin mencapai sesuatu)  
*Ambitious (i.e., hard working, aspiring),*

(20)  Berfikiran luas (i.e., terbuka, toleransi pada perbezaan idea, kepercayaan).  
*Broadminded (i.e., open minded, tolerant of different ideas and beliefs,*

- (21)  Berkebolehan (i.e.,berwibawa, membawa kesan, cekap).  
*Capable (i.e., competent, effective, efficient),*
- (22)  Riang (i.e., bersahaja, penuh gembira).  
*Cheerful (i.e., Lighthearted, joyful),*
- (23)  Bersih (i.e., kemas, rapi).  
*Clean (i.e., neat, tidy),*
- (24)  Berani (i.e., menegakkan kepercayaan).  
*Courageous (i.e., standing up for your beliefs),*
- (25)  Pemaaf (i.e., sanggup memaafkan orang ramai).  
*Forgiving (i.e., willing to pardon others),*
- (26)  Sedia membantu (i.e., bekerja untuk kebajikan orang ramai).  
*Helpful (i.e., working for the welfare of others),*
- (27)  Jujur (i.e., ikhlas, benar).  
*Honest (i.e., sincere, truthful),*
- (28)  Imaginatif (i.e., berani, kreatif).



*Imaginative (i.e., daring, creative),*

- (29)  Tidak dikongkong (i.e., berdikari, mampu diri)  
*Independent (i.e., self reliant, self sufficient),*
- (30)  Intelektual (i.e., pintar, berfikiran cara mendalam).  
*Intellectual (i.e., intelligent, reflectives)*
- (31)  Kebolehan mengawal diri (i.e., disiplin diri, tahan godaan).  
*Self-controlled (i.e., self disciplined, resistant to temptation),*
- (32)  Logikal (i.e., mengasihi, lembut hati, sentiasa berfikir).  
*Logical (i.e., affectionate, tender, thinking),*
- (33)  Mengasihi (i.e., memenuhi kewajipan, menghormati).  
*Loving (i.e., dutiful, respectful),*
- (34)  Patuh (i.e., kewajipan, tunai janji).  
*Obedient (i.e., dutiful, meeting obligations),*
- (35)  Sopan (i.e., tingkah laku yang baik).  
*Polite (i.e., well mannered),*

(36)  Bertanggung jawab (i.e., boleh diharap, boleh dipercayai).  
*Responsible (i.e.,dependable, reliable).*

#### **Bahagian 4: Ciri-ciri Demografik**

##### ***Part 4: Demographic characteristics***

Tujuan bahagian ini ialah untuk mendapatkan demografik informasi dari anda untuk digunakan bagi mengkategorikan keputusan. **Sila berikan maklumat tentang diri anda. Sila tandakan(X) dalam kotak yang disediakan.**

*The purpose of this section is to obtain some demographic information about you which will only be used to categorize the results. Please give information about yourself. Please tick (X) in the appropriate box.*

(1).Jantina (*Gender*)

Lelaki (*Male*)

Perempuan(*Female*)

(2).Bangsa (*Race*)

Melayu (*Malay*)

India (*Indian*)

Cina (*Chinese*)

Lain-lain (*others*)

(3). Umur (*Age*)

21-25 tahun (years old)	<input type="checkbox"/>	41-45 tahun (years old)	<input type="checkbox"/>
26-30 Tahun (years old)	<input type="checkbox"/>	46-50 tahun (years old)	<input type="checkbox"/>
31-35 Tahun (years old)	<input type="checkbox"/>	51-55 tahun (years old)	<input type="checkbox"/>
36-40 tahun (year old)	<input type="checkbox"/>	56 tahun keatas (56 above)	<input type="checkbox"/>

(4) Pendapatan sebulan (*monthly income*)

Bawah RM1000 (Below RM1000)	<input type="checkbox"/>	RM1000-RM2000	<input type="checkbox"/>
RM2001-RM3000	<input type="checkbox"/>	RM3001-RM4000	<input type="checkbox"/>
RM4001-RM5000	<input type="checkbox"/>	RM5001-RM6000	<input type="checkbox"/>
RM6001-RM7000	<input type="checkbox"/>	RM7001keatas (RM7001 and above)	<input type="checkbox"/>

(5). Agama (*religion*)

Islam

Buddha (*Buddhist*)

Kristian (*Christian*)

Hindu (*Hinduism*)

Lain-lain (*Others*)

(6).Pendidikan Tinggi (*Highest education*)

Pasca Siswazah ( Sarjana Ke atas), *Post Graduate (Master and above)*

Sarjana Muda (*Bachelor's degree*)

Diploma

Sijil (*Certificates*)

Sekolah Menengah (*Secondary school*)

Sekolah rendah (*Primary school*)

(7) Apakah Taraf Perkahwinan Anda

*What is your marital status?*

Bujang                      Berkahwin                      Bercerai                      Balu  
*Single*            *Married*            *Divorcee*            *Widowed*        
 Lain-lain  
 Others, please specify \_\_\_\_\_

(8) Berapa Orangkah Isi Rumah Anda                        
*Number of person in your household?*

(9) Berapah Umur Yang Termuda Dalam Isi Rumah Anda            Tahun  
*What is the age of the youngest member of your households*                      *year/s.*

(10) Apakah Pekerjaan anda  
*What is your occupation?* \_\_\_\_\_

Jika Perlu Apakah Pekerjaan Isteri Anda  
*If applicable, what is your spouse's occupation?* \_\_\_\_\_

**Bahagian 5: Pandangan tentang isu**

*Part 5: Issue Opinions*

Dalam bahagian seterusnya, anda dikehendaki untuk bertanya pada diri anda:

**“Apakah pandangan SAYA tentang kenyataan isu di bawah?” Sila bulatkan jawapan anda.**

*In the following section, you are to ask yourself:*

***“What is my opinion on these issue statements?” Please circle your response.***

(1) Saya memberi keutamaan keatas keadaan ekonomi dalam menentukan undi saya. (*I emphasize recent economic conditions in determining how I vote.*)

Sangat setuju    Setuju    Nutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

(2) Saya memberi keutamaan kepada kepimpinan persekutuan dalam menentukan undi saya. (*I emphasize federal leadership in determining how I vote.*)

Sangat setuju    setuju    Nutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

(3) Kerajaan persekutuan sepatutnya mengurangkan cukai keatas pendapatan peribadi. (*Federal government should decrease taxes on personal income*)

Sangat setuju    Setuju    Nutral    Tidak setuju    Sanga tidak setuju

*Strongly agree   Agree   Neutral   Disagree   Strongly disagree*

- (4) Kerajaan persekutuan perlu lebih membantu rakyat yang dibawah paras kemiskinan.

*(Federal government should do more to assist people living below poverty level).*

Sangat setuju   Setuju   Nutral   Tidak setuju   Sangat tidak setuju

*Strongly agree   Agree   Neutral   Disagree   Strongly disagree*

- (5) Prasangka terhadap perbezaan kaum adalah masaalah yang serius dalam masyarakat kita.

*(Racial prejudice is a serious problem to fabric our society).*

Sangat setuju   Setuju   Nutral   Tidak setuju   Sangat tidak setuju

*Strongly agree   Agree   Neutral   Disagree   Strongly disagree*

- (6) Terdapat keruntuhan akhlak yang drastic di Malaysia sepanjang 10 tahun lepas.

*(There has been a drastic declined in moral values in Malaysia during the past 10 years).*

Sangat setuju   Setuju   Nutral   Tidak setuju   Sangat tidak setuju

*Strongly agree   Agree   Neutral   Disagree   Strongly disagree*

- (7) Terlalu banyak hiburan dan keganasan disiarkan di TV

*(There are too much entertainment and violence on TV)*

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

- (8) Terdapat terlalu banyak birokrasi dan korupsi dalam kerajaan sekarang.

*There are too much beurocracies and corruption practices in the present government.*

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

- (9) Parti memerintah terlalu angkuh dan inklusif.

The government party are to proud and inclusive.

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

- (10) Perlembagaan Malaysia terlalu mementingkan orang melayu.

*Malaysian constitution protect too much Malay society.*

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

- (11) Isu ketuanan melayu haruslah diketepi kan.

*Malay supremacy should be abolished.*



Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

(12) Ketidakadilan dalam pembahagian kekayaan negara.

*Unfair distribution of national wealth.*

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

(13) Terdapat amalan kronisma dalam pentadbiran kerajaan sekarang.

*Cronism is widely practice in the present government administration.*

Sangat setuju    Setuju    Neutral    Tidak setuju    Sangat tidak setuju  
*Strongly agree    Agree    Neutral    Disagree    Strongly disagree*

#### **Bahagian 6: Orientasi Calon**

##### ***Part 6: Candidate Orientation.***

**Membuat keputusan untuk mengundi calon, sila guna 1 hingga 6 untuk mengredkan faktor berikut mengikut pengaruh relatif kepada keputusan anda.**

*Making a decision to vote for a candidate, please use 1 to 6 to "rank" the following factors in terms of their relative influences on your decision.*

*1= Paling penting (most important),*

2= Kedua paling penting (*second most important*),

3= Ketiga paling penting (*third most important*),

4=Keempat paling penting (*fourth most important*),

5=Kelima Paling Penting (*fifth most important*).

6=Keenam paling penting (*sixth most important*)..

Personaliti calon

*Candidate's personality*

Pengalaman calon

*Candidate's political experience,*

Ketrampilan fizikal calon

*Candidate's physical appearances,*

Persepsi anda pada nilai moral calon pilihan

*Your perception of candidate's moral values,*

Platfom politik calon anda

*Candidate's political platform,*

Ketegasan calon dalam mempertahankan isu-isu penting

*Candidate's stand on important issues.*