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

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

By

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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 has no longer draw a major distinction between voting behaviour and consumers behaviour (i.e., Nakanishi, Cooper, and Kassarjian, 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
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Appendix A

Permission Letter from Universiti Utara Malaysia

Appendix B

Demographic questionnaire