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

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By

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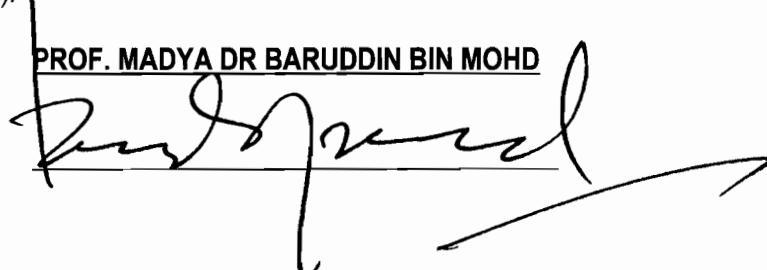
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ABSTRAK

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 mempengaruhi nya. 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 menhasilkan segmen baru untuk memastikan hubungkait

antara karektor demografi, pengenalan parti dan gelagat pengundi. Kajian ini menunjukan

bagaimana nilai perilaku, boleh dipadukan degan 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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This project paper would not been done without assistance and support from many people. First of all, I would like to express my sincere appreciation to my supervisor, Prof. Madya Dr Barrudin, for his kindness, support, and helpful advice throughout the process. I would like to express my special gratitude to UMNO Bahagian Kelana Jaya, YBhg. Datuk Yahya Bujang (Timbalan Ketua Bahagian), Dato' Halim Samad (Setiausaha Bahagian), En Mohd Dali (AJK Bahagian) and En. Mazlan Yunus for allowing me to get some of informations. Besides, I sincerely value their input and without their assistance, there would not be such a research study.

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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 achive 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