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**A study on the factors that influence urban and rural  
voters choice in 13<sup>th</sup> general election**

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## **Abstract**

In 13<sup>th</sup> General Election, Barisan Nasional only won 133 parliamentary seat and record slightly reduced performance in 2008 but managed to wrest Kedah from Pakatan Rakyat, meanwhile Pakatan Rakyat won 89 seat show the increasing performance and maintain their rule in Selangor and Penang (Razak Ahmad & A. Samy, 2013). There is a altering of vote of preference among the urban and middle class of Malaysia whereby it shows that urban area more likely to choose opposition party while in rural area the voter prefer to the government. So, this study focus on the factor that influence the urban and rural voter choice. To get the information, the researcher distribute the questionnaires towards the total of 282 respondents in urban area which is Sungai Petani and rural area which is Merbok. In this research, cluster sampling design and census sampling technique will be used to select the sample. Furthermore, the expected findings of the study for the factor that most influence the urban and rural voter choice in Malaysia 13<sup>th</sup> General Election for the urban area is the social identity while for the rural area is political issue. It is recommended for the voters to vote because voting right is the privilege toward the citizen to choose the government so the voter should register to vote to fulfil their responsibility toward the country to choose the government and their representative at the parliament and state assembly. Besides, the researcher recommended to the future researcher to do the research in different parliamentary or state assembly in order to know more about the factor of urban and rural voter choice.

## TABLE OF CONTENTS

<b>DECLARATION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>LIST OF FIGURE &amp; TABLE</b>	<b>v-vii</b>
<b>TABLE OF CONTENT</b>	<b>viii-x</b>

### CHAPTER I: INTRODUCTION

1.0	Introduction	1
1.1	Background of study	1-2
1.2	Problem statement	3
1.3	Research question	4
1.4	Research objective	5
1.5	Scope of the study	6
1.6	Significance of the proposed study	7
1.7	Definition of terms, terminology and concepts	8-10

### CHAPTER II: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0	Introduction	11
2.1	Voting in politics	11
	2.1.1 Voting system in Malaysia	12-14
2.2	Voting choices	14
	2.2.1 Theory	14-17
	2.2.2 In Malaysia	17-19
2.3	Urban and rural voters choices	19
	2.3.1 Political party	19-23
	2.3.2 Political Candidates	24-25

2.4	Factor that influence voters choices in Malaysia 13th General Election	26
2.4.1	Political campaign	26-30
2.4.2	Social identity	30-33
2.4.3	Media	33-39
2.4.4	Issues	40-42
2.5	Conceptual framework	43-44
2.6	Hypothesis	45-46
2.7	Conclusion	46

### **CHAPTER III: RESEARCH METHOD**

3.0	Introduction	47
3.1	Research design	47
3.2	Unit/level of analysis	47
3.3	Sample size	48
3.4	Sampling technique	48-50
3.5	Measurement/Instrumentation	50-57
3.6	Data collection	58
3.7	Data analysis	58-59
3.8	Pilot testing	60-61

### **CHAPTER IV : FINDINGS**

4.0	Introduction	62
4.1	Background of respondents	62-64
4.2	Research findings	65-74
4.3	Conclusion	75