



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
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UNIVERSITI TEKNOLOGI MARA (UiTM) SABAH**

**WINNABLE CANDIDATE: THE SABAHAN VOTERS' PREFERENCES
A STUDY AT THE P.171, SEPANGGAR'S PARLIAMENTARY CONSTITUENCY**

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ABSTRACT

The objectives of this study were to identify the most preferred candidate's demographic factor followed by the second preferred factor and so on so forth; secondly is to see the variables associated with the demographic preferences of the winnable candidate; thirdly is to see the differences on variables and the demographic preferences of the winnable candidate and finally to see the general understanding of the voters at P.171 on the winnable candidate and practicality of political marketing theory. This study was conducted using self-developed questionnaires involving 150 eligible and registered voters of P.171, Sepanggar Parliamentary Constituency. From the study, it is found that political party of a candidate is the most preferred demographic factor by the voters, secondly is education, thirdly is religion, fourthly is ethnicity, fifthly is gender and lastly is age. With regards to the analysis of comparison and association, it is found that the ethnicity of respondents show significant involvement in determining the preferences. Finally, the level of understanding on winnable candidate among Sepanggar voters is quite high and the winnable candidate shows it can be a good political marketing strategy in practice.

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Assalamualaikum W.B.T & Peace be upon you

Greetings & Salam 1Malaysia

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