

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES
UNIVERSITY TEKNOLOGI MARA**



**FACTORS INFLUENCING YOUTH VOTING PREFERENCES:
A CASE STUDY ON BACHELOR OF SOCIAL SCIENCES
(GOVERNMENT AND POLITICS) STUDENTS IN
UNIVERSITY MALAYSIA SARAWAK (UNIMAS)**

**NAME OF STUDENT
ALEASANDRA ANAK LIMBI 2015279176
NICHOLASON ENCHARANG 2015144571**

**NAME OF SUPERVISOR
CHAI SHIN YI**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will provide an introduction to the factors influencing youth voting preferences, which focuses on the student of Bachelor of Social Sciences (Government and Politics) in University Malaysia Sarawak (UNIMAS). The flow of this chapter will start with the research background, followed by the problem statement, research questions, research objectives, scope of the study, significant of the study, and lastly the definition of terms and concepts used in this study.

1.2 Research background

According to the National Youth Survey done by the Asia Foundation, Malaysian youth political thoughts are not static but changing accordingly to the political landscape. Further discussion on the topic, the 13th General Election held on 5th May 2013 was one viewed as one of the most intriguing elections in the Malaysian history. The outcome of the election showed that the Barisan Nasional and Pakatan Rakyat contested closely to 222 Parliamentary seats. The opposition successfully to increase their seats to 89 compared to the previous General Election which are 82 seats, despite having the result favoring the ruling party. Since the seats for the opposition increase the seats for the ruling party has decreased to 133 seats. It was also found that the youth voters are having the highest influenced in the urban constituencies during the 13th General Election, where Pandian (2014) describe youth voters as the fence-sitters and the opposition party are utilizing

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction

This chapter will discuss the literature review on the voting preferences, which will help in supporting our research on the variables influencing the voting preferences of the Bachelor of Social Sciences (Government and Politics) students in UNIMAS. Many scholars have discussed the voting preferences or voting behavior, which I will further discuss in this chapter.

2.1 Candidates

Various scholars in their research have highlighted the importance of candidates as one of the sources influencing voter's decision in various countries and in much less significant elections (McElroy and Marsh, 2009). The outcomes of their studies have proved that the candidate as an important factor that can influence the voter's preferences in an election, despite having others scholars who are opposing this view. According to Marsh (2003) the four categories that may determine the voter's decisions are; personal characteristics of the candidate, the area the candidate comes from, the party of the candidates and the candidate's policies (M. Marsh, 2003). Furthermore, candidates are said to influence the voter's preferences whereby the candidates who meet the expectations of the voters are most likely to get the voters' vote (Tero, 2015). As supported by various scholars, we can agree to the importance of candidates in influencing the voting preferences.

To further supporting the importance of candidates in influencing voting preferences, Carey and Shugart (1995) explained on how candidates would