

THE VOTING PREFERENCES OF BALIUAG UNIVERSITY COLLEGE STUDENTS IN THE 2022 GENERAL ELECTION

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Abstract

The purpose of this study was to determine the voting preferences of Baliuag University College students in the province of Bulacan. To find answer to the research problems, the researchers employed quantitative research approach and descriptive study design, to gather the needed data, a survey questionnaire was used. A total of 294 students completed the survey. The findings revealed that when choosing a candidate for the general election 2022, the students prefer candidates who had experience in politics and the most important factor that affected their decision to vote was the endorsement of family or relative.

Keywords: voting preferences, general election, candidate, experience in politics, endorsement of family or relative

Introduction

When choosing new leaders and replacing old ones in the Philippine government, an election comes to mind first. The Philippines, being a democratic country, gives its citizens right to vote, select, and elect candidates for public office. The election is a process through which people express their opinions through public vote; it is regarded as the foundation of democracy. An election allows the demonstration of democracy in the country and ensuring that the government is chosen of, by, and for the people. Citizens of a country express their acceptance or rejection of the government's policies and operations through elections. However, elections are now tainted with fraud and violence. The country's

electoral process has always been marred by fraud and bloodshed (Murcia & Bolo, 2017). Nowadays, elections are tarnished by dishonest practices such as vote-buying, falsified outcomes, and the perpetuation of self-serving agendas.

A weak political party structure, lack of information and prominence of disinformation among voters, a history of political dynastic control, and prevalence of media superstars in elected political offices marks the Philippine elections. Some may even conclude that a candidate's viability in the country could be described as a personality versus platform issue; where emphasize on the significance of a candidate's personal background is stressed.

In the Philippines, Defensor-Santiago (2012), a former senator, stated that the problem with the election in the country is how majority of voters are not well-educated to vote, and often, the candidates they choose are not qualified enough to serve in the public offices.

In the present time, politicians have recognized the necessity of upping their campaign strategies this election season. They strategically position themselves in social media space, where millions of Filipinos are actively exchanging information and having dialogues regarding politics. The politicians have learned that social media can be used for purposes which could enhance the reachability of their campaign to a larger population which are their prospective voting audience (Dangle 2016).

Understanding the voters' behavior and key decision criteria is of utmost importance since the responsibility of electing leaders hold great impact on the country's progress. Filipino voters are known for being contradictory in their political opinions and inclinations, resulting in the election of inept government representatives (Tandoc-Juan, et.al., 2019). Future competent leaders will be elected by the next generation of voters. The majority of students, as

first-time voters, are still building their political selves and identities (Brhaug, 2008).

Studying the political candidate selection preferences of students, as first-time voters, is intriguing. Investigation of this topic can be a foundation of making the youth informed. The paper's appeal originated from the belief that Filipino college electorates will have a significant impact on the 2022 general elections because they can shape the country's political dynamics by establishing themselves as a distinct voting bloc in the run-up to the election and on Election Day (Luster Jr., 2015).

Although many psychological types of research have been conducted to try to understand the reasons for voting, the use of specific behavioral methods may improve teenage voting participation and reduce nonvoting. Recent research shows that employing positive reinforcing and indirect suggestions, both of which can be called heuristics, behavioral economics has a significant impact on an individual's judgments.

This study sought to determine the voting intentions of Baliuag University students in the province of Bulacan for the 2022 General Elections. This paper specifically determined the relative importance of a candidate's educational attainment, political experience, personality, and governance platform in determining students' preference for the 2022 Philippine General Elections and identified the most preferable candidates by deriving individual and aggregate models. The objectives of this study are to: (1) assess how political candidate traits influence students' voting preferences; and (2) determine which political candidate traits are not most important to students. Despite being a minority, this voting group represents the next voting generation. They are better informed than the broader populace when it comes to voting.

Significance of the Study

This research was conducted to determine the voting preferences of the college students from Baliuag University. Benefiting the study are the various sectors as follows:

The Electorates

The result of the study may aid future voters in determining the qualifications that should be considered when voting for the country's future leaders.

The Political Candidates

This research can help politicians figure out how to implement reforms in the election process, particularly during the campaign, and what traits they should have as future leaders of a country.

The Teachers

This study will help the teachers relate to students which can build a strong foundation for trust, unity, and the capability of understanding and supporting each other despite the differences in their set of choices and preferences. Having a political discussion may fill the gap between teachers and students.

The Parents

This study will give the parents assurance that their children will have a better future and will become responsible members of society since this is one way of showing their concerns to their country. This study will show how the students value their rights extremely as human beings.

The Community

They will benefit as well, as this study will provide useful information that will serve as an eyeopener in evaluating the characteristics that should be considered when selecting the most qualified candidate in the upcoming general election in 2022.

The University

This study will benefit not just only the students but also the university because the goal of this study is not just to evaluate the level of interest that college students have in politics and elections, but also to give the university and administrators some insights into how their students value the importance of choosing the right candidates to help their students become more mindful of setting their voting preferences.

As a result, the university will produce college graduates who are not only politically aware but also politically engaged citizens of the state.

The Future Researchers

Future researchers who will be using the aforementioned data in other scholarly endeavors may find the study useful as a reference.

Review of Related Literature

Electoral Democracies

Over the recent decades, electoral democracies have spread swiftly in the world. Boix, et al., (2013) defined electoral democracies on a simple concept: citizens elect their fellow citizens to represent their interest. They further described the four characteristics of interaction between those who have the right to elect, and those who seek to be elected.

Electoral democracies have spread swiftly over the world in recent decades. Democracy is measured in two ways, according to the dichotomous scale. Electoral democracy is based on a simple concept: citizens elect their fellow citizens to represent their interests.

The process of governance was taught to the students early on in school; this then encourages them to participate in politics as adults (Einfeld & Collins, 2008; Finlay & Flanagan, 2009; Kahne & Middaugh, 2008). Colby (2007) found positive correlation between college courses and co-curricular activities and students' political participation.

Furthermore, Pritzker, et. al., (2015) further stressed that in school, students are exposed to intelligent discussions about current events and politics. These conversations could range from students stating rational arguments for their preferences, exchanging information, listening to one another, and advancing toward a decision to vote (Conover, et.al., 2002). Callan (2004) also stated that deliberative classroom debates help students understand and tolerate differing viewpoints, as well as review their civic responsibilities and community participation.

Political Participation of College Students

According to Elizabeth Matto, an associate research professor at Rutgers University's Eagleton Institute of Politics, majority of the college students belong to Generation Z also known as the Gen Z. She elaborated further that the college students are more diverse, more politically involved, and less constrained by political party affiliations compared to the previous millennial generation. She further concluded that this generation is not only interested in politics but engaged as well. Quoting the statement of Motto describing the Gen Z, she said: "It is a generation that cares about public problems, wants to solve public problems, and most importantly, sees politics or the use of political institutions as a way to solve those problems." (Motto, 2017).

Gen Z has also taken action and launched nationwide movements to address climate change and gun violence. They rallied behind candidates who are political newcomers and raised money to help vulnerable members of the communities. "It seemed to be that youth has always felt like they had a voice to be heard. But I think now it seems like they have an agent about it and that they do recognize their impact," Rey Junco commented on his article published by the Circle (CIRCLE, 2016).

Rey Junco also mentioned the importance of voting among young adults, since they make up a significant portion of the electorate and urged that young people must participate in the polls early on since voting is a habit-forming activity (CIRCLE, 2016). Today's voters are jaded by politics, noted Murcia and Guerrero (2016). Sharot, et al., (2009) found that the young adults select political candidates based on who will benefit them the most. Coppin, et al., (2010) also supported this and said that this basis is considered even unconsciously.

Voting Preferences

Many literatures has studied the voting preferences of people across the globe. According to body of literatures, physical characteristics play a role in the election success (Alsamydai & Al Khasawneh, 2013; Hoegg & Lewis, 2011; Klein & Ahluwalia, 2005; Stanton, 2000; Todorov et al., 2005; Todorov et al., 2005).

Hall, et al., (2009) found that the voters infer a politician's personality traits from their facial features, and voters are more likely to vote for politicians that they believe looks competent.

On the other hand, there are also voters who value educational background of the politicians over their physical attractiveness (Franchino & Zucchini, 2013; Baker & Myers, 2010). According to Bishin et al., (2008), the physical

characteristics of candidates has no bearing on the voter's preference; rather, it was the character of the candidate and their credibility served as the key factor in a voter's decision-making (alsamydai & Al Khasawneh, 2013).

Osario (2015) noted that with the mentioned generation, voters are more interested in the unique mix of features and propositions that each candidate has to offer. The young voters have been dissuaded from voting for traditional politicians and now prefers to vote for TV celebrities and personalities with no experience of education (David & Atun, 2015). This is also stressed by Anderson (2007) stating that candidates influence voters' electoral decision because voters infer candidate qualities from their personality and physical characteristics.

Other Factors Influencing Voting Preference

Market Research. Market research can influence the voting preference of the youth. Through this, politicians can design their campaign referencing the preference of the target voters. Shama (1975) coined the phrase "political marketing" to describe how political candidates and ideas are targeted at voters to meet their political requirements and secure their support.

One of the most important aspects of market research is determining the preferences of consumer. Similarly, political marketing is akin to product promotion, as politicians, they make use of media to inform, remind, and modify the attitudes and behavior of voters (Shama, 1975). Levy and Kotler (1969) also stated that marketing encompasses people, organization, and ideas and in politics and elections, platforms can be used to promote a person in the same manner one promotes a product.

Motivation to Vote. The ability of a person to vote, the difficulty of voting, and a reason to vote all factor into an individual's decision. Krosnick (2008) illustrated how voting

motivation might be linked to a person's strong preferences for a certain candidate and dictates a sense of civic responsibility. The motivation to vote is determined by how the information are presented and how it is grasp by the voters. Hence, voting difficulty is due to state-by-state registration restrictions and polling station availability. Those who frequently move, from such a young age, may find it difficult to receive information on voter registration. This can lower their motivation to vote.

Demographic Factors. Krosnick (2008) conducted research that found that demographic factors such as education, income, age, gender, and race, as well as social factors such as marital status and group solidarity, and election characteristics, all have a significant impact on voter turnout. Plutzer (2002) agrees with Krosnick, arguing that when youngsters decide whether or not to vote in their first election, all costs of voting are exaggerated. These expenses include not engaging in the different registration processes, not knowing where their polling site is located, and not fully understanding the candidates' policy differences. When looking at a cross-section of the population, millennials, or young people aged 35 and under, are more likely to vote for a candidate based on popularity and who will benefit them the most.

Reach and Policy content of news and coverage. Gilens, et al., (2007) reported significant decline in the reach and policy content of campaign news coverage, shifting the focus of voters' likes and dislikes of candidates over the past half-century. It mirrors the shifting content of campaign advertising – and the policy content of ads has produced a more policy-focused electorate. As a result, the effect of their choice on election outcomes, both conscious and unconscious, is the most important component in the growth of one's governance.

Social Influence. According to traditional economic theory, individual choices are derived from anticipated utility theory, and people study and alter their decisions based on

new knowledge. People who engage in rational behavior make decisions to maximize their benefits, presuming that they would prefer to be better off rather than worse off (Staff 2018). People who engage in irrational behavior fail to analyze the costs and advantages of specific actions and instead rely on quick judgments, emotions, and other externalities to make those decisions. The study of when and why people behave is known as behavioral economics. It criticizes the idea that everyone acts logically and declares it unreasonable. The degree of fairness, justice, and other elements that influence decision-making and judgment can influence this behavior.

When it comes to voting behavior, the blossoming role of social influence and contagion has shaped people's behaviors, tastes, and actions. Political socialization, defined as "a developmental process by which adolescents acquire cognitions, attitudes, and behaviors relevant to their political environment" (Atkin 1978), has been demonstrated to influence observational learning and political opinions, according to studies. Braha (2017) investigated "voting contagion" and discovered that uncommitted voter choices are influenced by social interaction among young voters and social limits. In this scenario, social limitation (or voting contagion) is defined as voters being impacted by the actions of others. "People have a strong tendency to go along with the status quo or the default option," according to Thaler (2012). Braha (2017) used data from presidential elections from 1920 to 2012 in his methodology, and the results show the impact of external forces, one of which is a social contagion, which influences voting.

It is very necessary to have the knowledge and be literate about politics to set your voting preferences. Their lack of education in making informed voting decisions leads them to choose a candidate who they believe is popular with the general public and is swayed by platforms that are far from reality. As a result, politicians see this as an opportunity to capitalize on a variety of ways to be known and chosen,

such as leveraging their surnames as key components of their campaigns, which will almost certainly have an impact on the 2016 elections (Cariño, Cruz & Navarrete, 2016).

Conceptual Framework

The conceptual model that guided this study is reflected in Figure 1 below:

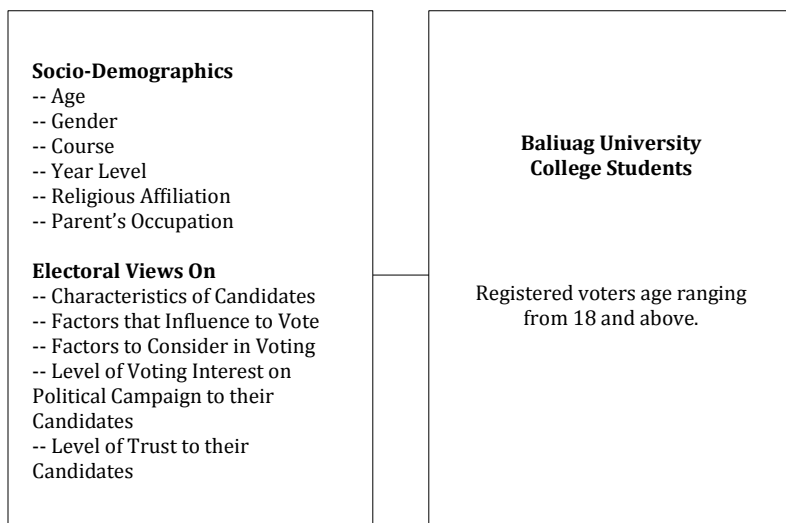


Figure 1. Paradigm of the study.

As may be noted in Figure 1, there are two frames of variable in this study. The first frame presents the quantitative variables designated as the socio-demographic profile and the electoral view dimensions of the respondents. The second frame presents the College Students who are the participants of this study aged from 18 yr. old to 40 yr. old. The arrow connecting the first frame (socio-demographic and electoral views profile) and the second frame (Baliuag University College Students) is hypothesized that may not relate to the millennials' preference for their votes.

Statement of the Problem

The main purpose of this study is to describe the voting preferences of Baliuag University college students in the province of Bulacan in the 2022 General elections. Specifically, the study sought the answers to the following questions:

1. What is the demographic profile of College Students in terms of:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Course/ Program
 - 1.4 Year level
 - 1.5 Religious Affiliation, and
 - 1.6 Parent's Occupation
2. How do they choose their candidate in terms of:
 - 2.1 Characteristics of Candidates
 - 2.1.1 Level of education or course studied
 - 2.1.2 Experience in politics
 - 2.1.3 Views in life
 - 2.1.4 Beliefs or principles
 - 2.1.5 Trustworthiness
 - 2.2 Factors that influence the vote
 - 2.2.1 Endorsement of family or relative
 - 2.2.2 Endorsement of church
 - 2.2.3 Endorsement of organization
 - 2.2.4 Endorsement of showbiz personalities and;
 - 2.2.5 Endorsement of the political leader in the community.
 - 2.3 Other factors to consider in voting
 - 2.3.1 Member of the opposition
 - 2.3.2 Well-tested/ Veteran
 - 2.3.3 The party to which the candidate belongs
 - 2.3.4 With numerous campaign ads

2.3.5 Supports the government programs as well as the public interests

3. What is the level of college students' voting interest in the political campaign for the candidates in the:
 - 3.1 national election, and
 - 3.2 local election
4. What is the level of trust of college students in their candidates in the:
 - 4.1 national election, and
 - 4.2 local election?
5. Is there a significant difference between student's choice of candidates across their ages, and parents' occupation?
6. Is there a significant difference between the levels of students' voting interest in the political campaign to their level of trust of candidates in the national and local election?

Scope and Delimitation

The primary focus of this research is on the voting preferences of the college students in Baliuag University in the 2022 General Election.

The researchers utilized Slovin's formula to calculate the required number of respondents for the survey. Only 324 of the 1,722 official enrollees were used as respondents. The researchers employed a certain number of respondents from each of the seven departments: 7 students from the College of Liberal Arts and General Education, 57 from the College of Environmental Design and Engineering, 21 from the College of Education and Human Development, 94 from College of Nursing and Allied Health Services, 45 from College of Hospitality Management and Tourism, 16 from College of Information Technology Education, 83 from College of Business Administration and Accountancy.

Definition of Terms

Politics. The set of activities that are associated with making decisions in groups, or other forms of power relations between individuals, such as the distribution of resources or status. The branch of social science that studies politics and government is referred to as political science.

Politicians. A person who is professionally involved in politics, especially as a holder of or a candidate for an elected office.

Electorates. All the people in a country or area who are entitled to vote in an election.

Political Structure/System. Defines the process for making official government decisions. It is usually compared to the legal, economic, cultural, and other social systems.

Political Platform. A document stating the aims and principles of a political party. synonyms: platform, political program, program.

Political Campaign. An organized effort that seeks to influence the decision-making progress within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided.

National Election. National Election means any general or special election for a Member or any national referendum on a constitutional amendment.

Local Elections. Take place to select officeholders in local government, such as mayors and councilors. Elections for positions within a city or town are often known as "municipal elections". Their form and conduct vary widely across jurisdictions.

General Election. An election usually held at regular intervals in which candidates are elected in all or most constituencies of a nation or state.

Voting Behavior. A form of electoral behavior. Understanding voters' behavior can explain how and why decisions were made either by public decision-makers, which has been a central concern for political scientists or by the electorate.

Preference. A greater liking for one alternative over another or others.

Electoral Democracy. A type of representative democracy based on election, on the electoral vote, as modern occidental, or liberal democracies.

Methodology

This chapter discusses how the researchers collected the data and information needed for the entire study. It specifies the respondents and the focus of the research. This also includes the data collection procedure and instruments employed, as well as the type of research, research method, and the data gathering procedure.

Research Design

A quantitative research approach was used and involved a descriptive research design. A survey questionnaire was used to collect the needed data for the study. Quantitative research design is a formal, objective, and systematic method of obtaining information about variables through the use of numerical data. Its purpose is to describe and investigate relationships between and among variables (Lamar, 2005).

A descriptive survey was chosen because it provides an accurate depiction or account of the qualities of a specific

individual, situation, or group, such as behavior, opinions, skills, beliefs, and knowledge. According to Salaria (2012), survey research applies scientific methods by critically studying and examining source materials, analyzing and interpreting data, and reaching generalizations and predictions. The descriptive survey research method was used because the purpose of this study was to learn about the voting preferences of Baliuag University College Students in the 2022 General Elections.

Population and Sampling Procedure

Baliuag University has a total of 1, 722 official College enrollees; however, Slovin's method takes a smaller sample. Slovin's formula enables a researcher to sample a population with the required level of precision. It informs the researcher about how much sample size is required to achieve reasonable accuracy of results. Only 324 students from all departments were used as respondents out of a total population of 1, 722. Seven (7) students from the College of Liberal Arts and General Education, 57 from the College of Environment Design and Engineering, 21 from College of Education and Human Development, 94 from the College of Nursing and Allied Health Services, 45 from the College of Hospitality Management and Tourism, 16 from College of Information Technology Education, 83 from College of Business Administration and Accountancy.

Research Instrument

The researcher used a two-part questionnaire to collect the necessary data. Part I asked about the sociographic profile of the respondents. The researcher created the profile tool, which determined the age, gender, year level, name of the department, course, parent's occupation, and religious affiliation. Part II is the tool for determining the respondents' psychographic profile.

The researchers provided closed-ended questions. These are question types that require respondents to select from a pre-defined set of options, such as "yes/no" or multiple-choice questions. The researchers used the Likert Scale Multiple Choice Questions, which are closed-ended questions that often have a 5-pointer or above scale and ask the respondent to complete a questionnaire in which they must indicate how much they agree or disagree. There are a total of 53 questions in the survey questionnaire, including the questions about respondents' sociographic profiles.

Data Gathering Procedure

To best serve their intended respondents, the researchers had spent a great amount of time, effort, and teamwork developing their questionnaire. The survey included questions taken from prior studies as well as ones created by the researchers themselves. The 324 respondents received copies of the questionnaire via the internet after the professor approves it. The researchers collected the survey questionnaires the following working day after giving participants time to respond. The data gathering serves as a basis for further enhancing the research tool and assessing its validity and reliability.

Data Collection and Analysis

The data collection period began on April 4, 2022 and ended on April 28, 2022. Due to the lack of face-to-face classes, reaching out to each student is relatively impossible; consequently, the researchers personally requested permission from each organization President in each department to enable the distribution of survey questionnaires. After completing all these steps, the researchers used Messenger to send a Google Form comprising surveys. The respondents were given a week to complete the surveys by the researcher. By diligent follow-up

and frequent monitoring, the surveys were collected on the agreed-upon dates. The researchers attempted to obtain the required number of participants. A total of 294 students completed the questionnaires.

The survey responses had been analyzed, and a computerized database had been constructed. The survey responses were quantified using Analysis of Variance (ANOVA).

Data Processing and Statistical Treatment

Following the collection of the questionnaires, they were sorted, tabulated, and statistically treated. The data were organized according to the following headings: Baliuag University College Students' Socio-Demographic profile and their Psychographic profile using Analysis of Variance (ANOVA). The data from the questionnaires were statistically analyzed by a statistician.

Results and Discussion

Table 1 shows the socio-demographic profile of college students enrolled in Baliuag University for the Academic Year 2022-2023.

Frequency Distribution and Percent of Demographic Profile (N-294)

Table 1
Demographic Profile of Respondents

Age	F	%
18-22	282	95.92
23-27	9	3.06
28 & above	3	1.02
Gender	F	%
Male	116	39.46
Female	178	60.54
College Department	F	%
CBAA	50	17.01
CEHD	27	9.18
CEDE	51	17.35
CHMT	46	15.65
CITE	18	6.12
CLAGE	7	2.38
CNAHS	95	32.31
Parents' Occupation	F	%
Employee	122	41.50
Self-employed	104	35.37
Skilled worker	28	9.52
Pensioner	5	1.70
Others	35	11.90
Religious Affiliation	F	%
Roman Catholic	236	80.27
Iglesia Ni Cristo	11	3.74
Jehova's Witnesses	1	0.34
Others	46	15.65

The demographic profile of the respondents is shown in Table 1. The researchers succeeded to collect at least 294 respondents from registered college students at Baliuag University out of a total of 324 participants for this research study. 95.92% of the respondents were between the ages of 18 and 22. Only 3.06 percent were between the ages of 23 and 27. And 1.02% for those aged 28 and up. Females made up at least 60.54 percent. About 39.46 percent were men.

The College of Business Administration and Accountancy provided 17.01 percent of the responses. The College of Education and Human Development received 9.18%. The College of Environmental Design and Engineering accounted for 17.35 percent of the total. The College of Hospitality Management and Tourism provided 15.65 percent of the responses. The College of Information Technology Education contributed 6.12 percent. The College of Liberal Arts and General Education contributed 2.38 percent. And 32.31% were gathered from the College of Nursing and Allied Health Sciences.

In terms of parents' occupation, 41.50% of the parents of the student respondents are employed, 35.37% are self-employed, while the 9.52% are skilled workers, 1.70% are pensioners, and 11.90% are not indicated.

As for religious affiliation, 80.27% are Roman Catholics. 3.74% are members of Iglesia Ni Cristo, 0.34% of Jehovah's witnesses, and 15.65% of other religions.

Table 2
Voters' Choice of Candidate

Characteristics of Candidates	Mean	SD	Interpretation
1. Level of Education	3.73	0.46	Extremely Important
2. Experience in Politics	3.84	0.36	Extremely Important
3. Views in life	3.51	0.87	Important
4. Beliefs or principles	3.72	0.53	Important
5. Trustworthiness	3.79	0.41	Extremely Important

Table 2 shows the preferences of respondents in choosing candidates in terms of characteristics. As indicated, respondents believe that the candidates' level of education is extremely important ($M=3.73$, $SD=0.46$). This demonstrates that when choosing a candidate, voters consider each candidate's educational background. Candidates with a greater level of education are preferred by voters over those with a lower level of education. Experience in Politics was likewise rated as extremely important ($M=3.84$, $SD=0.36$). This is posted as the highest mean. This indicates that voters are looking for candidates with prior political experience. Politicians with a long history in the Philippines are more likely to get elected because of their track record. Politicians who win local elections and then run for national office have a better chance of winning than those who run for national office without first earning a seat in the local arena. The fifth characteristic, trustworthiness, is similarly seen as extremely important ($M=3.79$, $SD=0.41$). This implies that the voter's preferred candidate should have a strong reputation for honesty and transparency.

Meanwhile, views in life viewed as important posted the lowest mean ($M=3.51$, $SD=0.53$). Voters are interested in candidates' perspectives on life since they will reflect on how they will utilize their position to address such issues if elected. Lastly, beliefs or principles were interpreted as important posting a mean of 3.72 ($SD=0.53$). This indicates that candidates' beliefs or principles have a bearing on voters' choice of candidate.

Table 3
Factors influencing vote

Influencing Factors	Mean	SD	Interpretation
1. Endorsement of family or relative	2.44	0.90	Important
2. Endorsement of church	2.08	0.87	Important
3. Endorsement of organization	2.33	0.89	Important
4. Endorsement of showbiz personalities	1.95	0.80	Important
5. Endorsement of the political leader in the community	2.35	0.95	Important

Table 3 shows the factors that influence college students' voting decisions. As shown, family or relative endorsement has the highest mean of 2.44 ($SD = 0.90$) interpreted as important. The endorsement of the community's political leader received a mean of 2.35 ($SD = 0.95$), which was evaluated as important. The endorsement of an organization is 2.33 ($SD = 0.89$), which is considered important. Endorsement of the church has a mean of 2.08 ($SD = 0.87$) also interpreted as important. The endorsement of showbiz personalities was also deemed noteworthy, with a mean of 1.95 ($SD = 0.80$).

Table 4
Other factors influencing to vote

Other Factors Influencing students to vote	Mean	SD	Interpretation
1. Member of the opposition	2.93	0.71	Important
2. Well-tested/veteran	3.60	0.52	Important
3. The party to which the candidate belongs	2.70	0.76	Important
4. With numerous campaign ads	2.52	0.82	Important
5. Supports the government programs as well as the public interests	3.56	0.56	Important

Table 4 shows the other factors influencing voting. As shown, members of the opposition interpreted it as Important (M=2.93, SD= 0.71). This means that when choosing a candidate, voters also consider and look at the members of the opposition. The highest was well-tested/veteran, with a mean of 3.60 (SD= 0.52), and was regarded as important. This means that voters choose politicians who have a track record of success in politics and who are committed to doing the right thing for the people. Third, the party to which the candidate belongs has a mean of 2.70 (SD= 0.76) and marks as important. Before voting, the voters also check for the party to which the candidate belongs. Another factor that the numerous campaigns had the lowest mean of 2.52 (SD=0.82), also interpreted as important. Lastly, supporting the government programs as well as the public interest was regarded as important (M=3.56, SD=0.56). This posted as the second-highest score indicating that people prefer a candidate that supports government initiatives and puts the public interest first.

Table 5
Level of College Students' Voting Interest in the Political Campaign

Voting Interest in:	Mean	SD	Interpretation
National Election	3.38	0.58	Interested
Local Election	2.85	0.46	Extremely Interested

Table 5 shows the level of interest in the political campaign among Baliuag University college students. National elections, as stated, have the highest mean of 3.38 (SD=0.58), but are only perceived as important. Meanwhile, the mean score in local elections is 2.85 (SD=0.46). This indicates that students at Baliuag University College students care or are more interested in local elections than national elections.

Table 6
Level of Trust of College Student voters in their Candidates

Level of Trust in their candidates in the:	Mean	SD	Interpretation
National Election	2.60	0.43	High
Local Election	2.42	0.48	High

Table 6 indicates voter trust in both national and local candidates. As seen in the table, trust in candidates was stronger in the national election (M=2.60, SD=0.43) than in the local election (M=2.42, SD=0.48). Both are, nevertheless, perceived as high. This could indicate that the candidates for the position are well-liked and trusted by the majority of the respondents.

Table 7
One-way Analysis of Variance Results for Preference in Candidates Across Age

		Sum of Squares	df	Mean Square	F	Sig.
Education	Between Groups	.497	2	.248	1.179	.309
	Within Groups	61.275	291	.211		
	Total	61.772	293			
Experience	Between Groups	.112	2	.056	.423	.656
	Within Groups	38.690	291	.133		
	Total	38.803	293			
Views	Between Groups	.969	2	.485	.646	.525
	Within Groups	218.500	291	.751		
	Total	219.469	293			
Beliefs	Between Groups	.260	2	.130	.469	.626
	Within Groups	80.869	291	.278		
	Total	81.129	293			
Trustworthy	Between Groups	.273	2	.136	.792	.454
	Within Groups	50.071	291	.172		
	Total	50.344	293			
Relative Endorsement	Between Groups	.712	2	.356	.436	.647
	Within Groups	237.805	291	.817		
	Total	238.517	293			
Church Endorsement	Between Groups	3.549	2	1.775	2.342	.098
	Within Groups	220.492	291	.758		
	Total	224.041	293			

Organization Endorsement	Between Groups	1.476	2	.738	.935	.394
	Within Groups	229.857	291	.790		
	Total	231.333	293			
Showbiz Endorsement	Between Groups	2.935	2	1.468	2.319	.100
	Within Groups	184.194	291	.633		
	Total	187.129	293			
Political Endorsement	Between Groups	1.438	2	.719	.793	.453
	Within Groups	263.773	291	.906		
	Total	265.211	293			
Opposition Member	Between Groups	5.076	2	2.538	5.185	.006
	Within Groups	142.424	291	.489		
	Total	147.500	293			
Veteran	Between Groups	.697	2	.349	1.269	.283
	Within Groups	79.942	291	.275		
	Total	80.639	293			
Party Membership	Between Groups	8.831	2	4.415	8.009	.000
	Within Groups	160.424	291	.551		
	Total	169.255	293			
Campaign Ads	Between Groups	2.216	2	1.108	1.635	.197
	Within Groups	197.162	291	.678		
	Total	199.378	293			
Supports Gov't Program	Between Groups	.148	2	.074	.239	.788
	Within Groups	90.369	291	.311		
	Total	90.517	293			

Table 7
One-way Analysis of Variance Results for Preference in Candidates and Parents' Occupation

		Sum of Squares	df	Mean Square	F	Sig.
Education	Between Groups	1.017	4	.254	1.210	.307
	Within Groups	60.755	289	.210		
	Total	61.772	293			
Experience	Between Groups	1.945	4	.486	3.813	.005
	Within Groups	36.858	289	.128		
	Total	38.803	293			
Views	Between Groups	5.011	4	1.253	1.688	.153
	Within Groups	214.458	289	.742		
	Total	219.469	293			
Beliefs	Between Groups	2.029	4	.507	1.854	.119
	Within Groups	79.100	289	.274		
	Total	81.129	293			
Trustworthy	Between Groups	.568	4	.142	.824	.511
	Within Groups	49.776	289	.172		
	Total	50.344	293			
Relative Endorsement	Between Groups	4.306	4	1.076	1.328	.259
	Within Groups	234.211	289	.810		
	Total	238.517	293			
Church Endorsement	Between Groups	5.809	4	1.452	1.923	.107
	Within Groups	218.231	289	.755		
	Total	224.041	293			

Organization Endorsement	Between Groups	3.049	4	.762	.965	.427
	Within Groups	228.285	289	.790		
	Total	231.333	293			
Showbiz Endorsement	Between Groups	9.476	4	2.369	3.854	.005
	Within Groups	177.653	289	.615		
	Total	187.129	293			
Political Endorsement	Between Groups	6.271	4	1.568	1.750	.139
	Within Groups	258.940	289	.896		
	Total	265.211	293			
Opposition Member	Between Groups	3.967	4	.992	1.997	.095
	Within Groups	143.533	289	.497		
	Total	147.500	293			
Veteran	Between Groups	.982	4	.246	.891	.470
	Within Groups	79.657	289	.276		
	Total	80.639	293			
Party Membership	Between Groups	5.318	4	1.330	2.344	.055
	Within Groups	163.937	289	.567		
	Total	169.255	293			
Campaign Ads	Between Groups	2.509	4	.627	.921	.452
	Within Groups	196.869	289	.681		
	Total	199.378	293			
Supports Gov't Program	Between Groups	1.014	4	.253	.818	.514
	Within Groups	89.503	289	.310		
	Total	90.517	293			

Table 7 shows tests if there is significant difference on the college student's preference for a candidate across their parents' occupation. It was found that there is statically significant difference on the preference of students. Specifically, their view varies when it comes to the candidates' experience [$F(6,33) = 3.813, p = 0.005$], and showbiz endorsement [$F(6,33) = 3.854, p = 0.005$].

Table 8
Paired Samples T-test Results for Students' Voting Interest in Local and National Elections

	Paired Differences					t	df	Sig.
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Level Interest National - Level Interest Local	.52559	.48793	.02846	.46959	.58160	18.470	293	.000

Table 8 shows that college students of Baliuag University are more interested in the local elections than the national elections as shown in the table above.

Table 9
Paired Samples T-test Results for Students' Trust in Their Candidates in the Local and National Election

	Paired Differences					t	df	Sig.
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Level Trust National - Level Trust Local	.17752	.31763	.01852	.14106	.21398	9.583	293	.000

Table 9 displays that the student voters trust in their candidate was stronger in the national level compared to local level. However, looking at the mean score, both are perceived as 'high'.

Conclusions

In view of the major and significant findings of this study the following conclusions are drawn:

1. Candidates with prior political experience are preferred by Baliuag University students in the 2022 General Elections. Politicians with a proven history in the Philippines are more likely to get elected than first-timers due to their track record.
2. In the 2022 General Elections, voters will also consider each candidate's educational background. They analyze each candidate's credentials rather than just their personality. Voters also favor a candidate with a proven track record of trustworthiness.
3. Family or relative endorsement had the highest mean and was seen as important. Because the respondents are still students, the majority of whom are between the ages of 18 and 22, their family's political views may still influence their voting preferences. This means that in the 2022 General Elections, students are more likely to vote for a candidate who is supported by their family.
4. The endorsement of a well-known person was regarded as the least mean and important. While this is visible in Philippine elections, it has less impact than when a candidate is supported by a family member, a community leader, an organization, or a church leader. This suggests that the endorsement of a well-known individual, such as a celebrity, will have little impact on the votes of Baliuag University College students in the 2022 General Election.
5. The factor: well-tested/veteran obtained the highest score and was regarded important, with a mean of 3.60 (SD= 0.52). This means that voters elect leaders who have a track record of political success and a

commitment to doing the right thing for the people. In the general elections of 2022, voters choose candidates who have already shown themselves in the public eye over those who lack experience and qualifications.

6. As seen in the table above, college students at Baliuag University are more interested in local elections than national elections.
7. In the national election, student voters had more trust in their candidate than in the local election. Both, however, are regarded as high.
8. Students' choices of candidates in terms of being a Member of the Opposition and whose party a candidate belongs to vary significantly depending on their age.
9. Findings also shows that parents' occupation also has a significant difference in some of the factors that influence students to vote, particularly in their experience in politics, endorsement of showbiz personalities, and to what party a candidate belongs.
10. The results revealed a considerable gap between students' voting interest in political campaigns and their level of trust in politicians in national and local elections.
11. It was also determined that candidate trust in national and municipal elections differs significantly.

Recommendations

In view of the significant findings, and conclusions arrived in this study, the following recommendations are drawn:

1. Prior to the election, the debate is recommended, and all candidates must attend. As a result, voters will be

better informed about the capabilities of each candidate.

2. All candidates should be interviewed so that the public can learn about their qualifications, such as their level of education and political experience, and for the sake of transparency.
3. It is also strongly recommended that the Commission on Elections establish a genuine and trustworthy avenue for voters to learn about the candidates they are about to vote for and to avoid the dissemination of false information about the candidates.
4. Professors at Baliuag University should convey to students the importance of being interested in national elections because they would have a significant impact on Filipinos' lives.
5. The COMELEC shall monitor the counting and processing of election results, including at the respective local government unit, to maintain the highest level of transparency and accountability.

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