

ABSTRACT

Thesis Title : Factors Affecting Voting Behavior in
Election of Members of Subdistrict
Administration Organization : A Case
Study of Bangsaphannoi District Prachuap
khiri khan Province .

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This thesis used both documentary and research methods. It's objective is to study factors affecting voting behavior in the election of members of subdistrict administration organization. The research hypotheses are as follows ;

1. There is relationship between people's voting decision and kinship with the candidates.

2. There is relationship between people's voting decision and supports received from the candidates.

3. There is relationship between people's voting decision and their opinion about the candidates capabilities.

The finding is that all the hypotheses are rejected. Most people agree that voting in the election is just people's duty and not significantly related with the hypothetical variables.