

ABSTRACT

Thesis Title : People's voting behavior in rural area
: A case study of Sridonphai Sanitary
District, Damnoen Saduak District,
Ratchaburi Province.

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The aims of this thesis are :

1. To find out the pattern of people's voting behavior in rural area.
2. To study the level of political participation by rural people.
3. To investigate the people's understanding in the following issues ;
 - 3.1 political knowledge about democracy regime.
 - 3.2 a type of local administration,i.e., the Sanitary District which has elected chairman.

4. To study the economic and social factors which have the influence to the voting behavior.

The research population of this study are 7,714 eligible voters in the area of Sridonphai Sanitary District, Damnoen Saduak District, Ratchaburi Province. From the research population, the 320 eligible voters were selected for the study.

The findings of this study are as follows :

1. The pattern of people 's voting behavior in rural : The study finds that most people go to vote because of their self-conscience emphasizing their self personal interest. For the sanitary District Committee election, the important criteria of decision making in voting is relevant to the candidate and the party. For the general election, the criteria is relevant to the candidate. For the duration of decision making to vote, voters spend the short time for decision making.

2. The level of political participation : The study finds that the people of Sridonphai Sanitary District participate in political activities at the moderate level. In addition, they satisfy the administrative, local development and service delivery of the Sanitary District.

3. People 's understanding in democracy regime :

The study finds that most people understand the concept of democracy and the concept of local administration (Sanitary District) at the moderate level.

4. The economic and social factors which have the influence to the voting behavior : The study finds that :

4.1 The economic and social status of voters have no relation with the reason of voting.

4.2 The type or level of election (Sanitary District Committee or the General Election) has some effects to the voting reason. The voters vote by their self-conscience emphasizing their personal interest reason in the Sanitary District Committee election more than they do in the general election.

4.3 The economic and social status of voters have no relation with the criteria to vote of voters.

4.4 The type or level of election (Sanitary District Committee or the General Election) has some effects to the criteria to vote for the party or person. The voters tend to vote for groups or political parties in the Sanitary District Committee election more than in the General Election.

4.5 The economic and social status of voters have some relation with the decision duration. Specifically ,the high education and income voters tend to make decision to vote for the candidate faster than the low education and income voters do.