

## C731513 : MAJOR GOVERNMENT

KEY WORD: FACTORS AFFECTING / SHIFTING DECISION / ELECTION

RUANGTONG BHUEKSAWAN : FACTORS AFFECTING VOTERS' SHIFTING  
DECISION IN THE ELECTION OF BANGKOK GOVERNOR, THESIS ADVISOR :  
ASSO.PROF. ANUSORN LIMMANEE, Ph.D. 129 pp. ISBN 974-636-600-9.

This research is aimed to investigate the factors that affect the changing decision-making of the voters in the election of Bangkok Governor on the second of June 1996. Its purpose is to understand the factors which influence the electoral behaviour as regards the type of the elected. Also it is aimed to study the reason that the Bangkok voters voted for the individual rather than the established political parties. The methods employed in this research are survey research using questionnaires and population research of the 812 voters by random in Phayatai district.

The result of the study shows that the political situation at the time of election affects the advantage and disadvantage of the candidates. Phayatai voters were bored with the established political parties and then turned to give popularity to the non-party politician. Also, Phayatai voters were bored with the previous Bangkok Governors and then wanted to give opportunity to others with new strategy to be the Bangkok Governor. It also shows that forms and styles of election campaigns of the candidates are the most important factors which the voters took into consideration in making their decision in this election. The majority of Phayatai voters confirmed the decision they had made in this election. Moreover, the result of the polls as regards the popularity of the candidates before the election day partly affects the decision-making of Phayatai voters.

ภาควิชา.....การปกครอง.....

สาขาวิชา.....การปกครอง.....

ปีการศึกษา 2539.....

ลายมือชื่อนิสิต..... *แสงทอง บุญนง 2539*

ลายมือชื่ออาจารย์ที่ปรึกษา..... *อนุสรณ์ ลิ้มมานะ*

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....