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The study is intended to find out about vating behavior of the Thai people in the Nan province's general election (s). The effects on people's voting decision of such factors as differences in personal background and behavior of political candidates are examined. The author has gathered information from related document and issues questionnaires to 300 population, 185 males and 115 females.

It was found that voting behavior of the Nan population varied according to their background. Those who have lower socio-economic status with lower educational background and residing in the rural zone with agricultural ocupation tend to go to the ballot more than those with higher socio-economic status, i.e. high educational background and urban residence, government serviceor business occupation background.

It was also found that the candidates' behavior has no affect on the Nan people's decision of choices as the people tend to be indifferent to the political candidates' behavior.

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