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KEY WORD: VILLAGE HEADMAN / VOTING BEHAVIOR

SERMSUK KOOSUWAN : VOTING BEHAVIOR IN THE VILLAGE HEADMAN'S ELECTION.

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This study is confined to the analysis of the electoral behavior of the electorate in Nakorn Nayok province regarding their choice of their village headman. Thirty-three villages were included in the current survey and the relevant statistical method employed. The research was undertaken between May to December 1993.

The results did reveal certain phenomena, pertaining particularly to the agrarian communities. Patronage, knowledge and kinship, respectively, played significant role in the decision of the villagers in the village headman's election. It is also noted that the participation in the village headman's election, their immediate political activity, is relatively substantial. However, minimal deviation is also detected. Since such election is related to the majority of the people, the development in this area is indispensable to the strengthening of democracy at the grassroot level. Constructive inputs should, therefore, be duly considered and consistently provided.