

##C130074 : MAJOR GOVERNMENT

KEY WORD: CAMPAIGN/PROVINCIAL COUNCIL/CRUCIAL RESOURCES.

NOPPARAT TAWEE : A CAMPAIGN STRATEGY : A CASE STUDY OF THE USE OF
MAJOR RESOURCES IN ELECTION CAMPAIGN FOR PROVINCIAL COUNCILORS
ELECTIONS IN AMPHOE CHANGWAT SAMUT SAKHON. THESIS ADVISOR : PROF.
SUCHIT BUNBONGKARN, Ph.D. 155 pp. ISBN 974-582-816-5.

The objective of the research is to study the strategies of the
candidates in the election campaign for Provincial Council. Since the
candidates vary in their qualifications, the research focuses on the use of
the main political resources which the candidates have or can acquire to win
the election.

The study concludes that the personal qualifications of the
candidate are not the determining factors for winning the election unless
they can utilize them and other political resources they have acquired to
build up their popularity among the voters. If they can utilize the patron-
client social system and community leaders effectively, they would succeed
in the campaign.

The study also finds that the important resources used in election
campaign are money, campaign-aides, vote-canvassers and support from
candidates of the same group. Political agendas or issues have almost no
effect on the election outcome. The winners are mostly those who own
important resources or those who can mobilize resources from the group, or
share the same resources, and through effective utilization of patronage.