

SENEE COMSOOK : A STUDY OF UNSUCCESSFUL CANDIDATES. THESIS ADVISOR :  
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This thesis is an attempt to find the causes of unsuccessful candidates in the election campaign of the 4<sup>th</sup> district of Ubolrachathani Province in the general election of 24<sup>th</sup> July, 1988.

The study finds out that unsuccessful candidates having a limit of political resources and less support in the election from the political party tend to visit localities to publicize themselves and to announce party platforms. Unfortunately, it is impossible to be well known in the vast districts within a limit of time. This is the main cause of their defeat in the election.

Being participating observer in the election campaign, one finds that the candidates who achieve success in the election or receive a lot of votes usually have abundant political resources because of wealth, fame and influence of their own and/or of the political party to enable them to campaign for the election efficiently in many ways: talking to people, setting up colourful cut-outs and colourful posters everywhere, distributing a great deal of leaflets, providing cars for advertising campaign for election, sending out many vote agents to talk personally with people, and so on. And a true fact in political phenomena of Thailand he can find is that money buys election victories especially in rural areas.