

C230050 : MAJOR GOVERNMENT

KEY WORD : ATTITUDE AND BEHAVIOR/VOTE-BUYING/GENERATION

KWANJIT SWSAWAD : ATTITUDE AND BEHAVIOR TOWARDS VOTE-BUYING BY
DIFFERENT AGE GROUPS IN CHIANGMAI PROVINCE. THESIS ADVISOR : ASSO.
PROF.PORNSAK PHONGPHAEW, ph.D., 153 PP. ISEN 974-581-328-1

The analysis study under the topic of "Attitude and behavior towards vote-buying by different age groups in Chiangmai ", has goal and objective to approach the attitude and behavior of people who are under 18 and over (at every different ages) towards vote-buying and tend to emphasis on the young generations and the senior as a comparative study, also according to the different in their economic and social status.

The analysis approach used the cross-sectional design of the survey research by using the quota sampling methodology as ways and means in order to figure out the precise quantity population.

It is discovered from the result that attitude and behavior of the people at different ages are not aliked. They can be distributed into 2 groups, the first group was the young generation who has the negative reaction toward vote-buying. The second one had the positive standing point who was the senior group. This result is definitely according to the assumption and hypothesis that was laid down at first.