

ABSTRACT

Title of Research Paper : Knowledge, Attitude and Behavior of Voters toward Senator Voting: A Case Study of Voters in Kuntarak District, Sisaket Province

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The study of "Knowledge, Attitude and Behavior of Voters toward Senator Voting: A Case Study of Voters in Kuntarak District, Sisaket Province" had three following objectives:

1. to study knowledge, attitude and behavior of voters toward Senator Voting,
2. to study factors affecting knowledge, attitude and behavior of voters toward Senator Voting in Kuntarak District, Sisaket Province,
3. to use the research results as guidelines in order to make suggestion for new Senator Voting system.

The data was gathering by using questionnaires for 225 people in Kuntarak District, Sisaket Province. And the data was analyzed by using frequencies, percentage, mean, standard deviation, t-test and F-test.

Results

1. Most of the sample group were male, age less than 40 years, marital status, completed Mathayom Suksa level, being agriculture and their income between 5,000 – 15,000 baht.

2. The sample groups received most of the Senator Voting news from televisions. However, they received less of the Senator Voting news from billboard.
3. In overall, the sample groups had their knowledge and understanding about Senator Voting at a moderate level.
4. In overall, the sample groups had their attitude towards Senator Voting at a moderate level.
5. In overall, the sample groups behavior towards Senator Voting was at a moderate level.
6. The factor affecting knowledge of Senator Voting was receiving the information of voting.
7. The factors affecting attitude of Senator Voting were education level and receiving of the voting information.
8. The factors affecting behavior towards Senator Voting were education level and receiving of voting the information.