

**ABSTRACT**

**RESEARCH PAPER** : Factors Influencing People's Voting Behavior : A Study of the 6<sup>th</sup> January 2001 General Election in Posai District, Ubonratchathani Province

**BY** : Mr. Therapong Deeduangpan

**DEGREE** : Master of Arts (Social Development)

**MAJOR** : Social Development Management

**ACADEMIC YEAR** : 2000

---

The main objectives of the survey were

1. to study the people's voting behavior in the 6<sup>th</sup> January 2001 general election.
2. to identify the factor's influencing their voting behavior in the to study the people's voting behavior in the 6<sup>th</sup> January 2001 general election.
3. to use the research results as a guideline to make recommendations about the local and national election planning in the future.

The sample group consisted of 200 people in Phosai District, Ubonratchathani Province. The questionnaire for data collection was divided into 4 sections : 1) general information, 2) opinions on the B.E. 2540 Constitution, 3) adoption of Thai values, 4) suggestions. Percentage, mean, standard deviation and Chi-square were used to describe the data.

The findings were summed up below :

1. Of all the 200 respondents, 115 were male. Fifty were 31-40 years old and 115 were married. Sixty-seven finished secondary school. People of different occupations were more or less the same in number. Eighty-two earned not more than 5,000 baht a month.
2. The respondents were found to strongly agree with the qualifications of Members of Parliament (MP) as stipulated in the B.E. 2540 Constitution.
3. They also strongly agreed to people's participation in politics as stated in the B.E. 2540 constitution.
4. They were found to adopt Thai values concerning relationships, with kinship coming first, followed by personal relationship or connection and the patronage system, respectively.

(4)

5. About half of the respondents elected their MPs because of the individual's qualifications along with the political party, while the other half either took political parties or individual political candidates into consideration.

6. The factors found to be significantly related to the respondents' voting behavior were gender, age, marital status, occupation, income, opinion on the B.E. 2540 Constitution (i.e., qualifications of MPs), and adoption of Thai values (i.e., personal relationship or concessions, kinship, and patronage system).

7. The factors that had no significant relationship with their voting behavior were education and participation in democratic ruling.

**Recommendations :** †

1. A political party should have a process for selecting political candidate under its name.

2. A political party should play a role of reflecting people's opinions and acting on their behalf, particularly making people see the importance of its policy.

3. A political party should extend its branches to reach people of all walks of life.

4. A political party should clearly set its policy content and implementation so that people can compare the policies of all the parties when electing MPs.

5. The government and the officers concerned should launch campaigns to urge people to pay closer attention to each political party's policy.

6. People should be continuously given information about voting in elections through mass media, such as television, radio, billboard advertising, brochures, leaflets and so on, in order that they will realize the importance of going out to vote and in order that they will form a good attitude toward democracy.

7. The government should promote the development of textbooks that include the subject of democracy. Training on this subject should be offered both in the formal and the informal education systems. Especially, school children and university students should be taught democracy, making them realize the importance of participation in politics.