

# Political Utility influence on Political Decision

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## Abstract

Democracy is form of governance that modern world accepted, thus, the interest following is to classify factors affecting as benefits for developing democracy. This research aims; to study people's accessibility of political utility (PU) and Political decision (PD), to analyze influence of PU affecting PD, to synthesize approach for applying PU and PD, and to establish democratic PD model. The sample was 563 people living in Central Northeast, Thailand. The instruments are questionnaire and interview. The results were found; People's assessment on PU were ranked; deterministic, consciously ration, psychology and exchange respectively and PD were; observant, participant and partnership one as well. Influence of PU affecting PD were; political ideology, fashion stream, social grouping, policy effectiveness, self-assertion, politician ability, recognition and party policy, these could predict for 28.00%. However, factors influence political partnership were; participant, observant, deterministic, psychology and consciously ration with 74.80% prediction. Approach for promoting political partnership; to develop participation, to promote interest group, to strengthen democracy family, to develop realizing democracy and to strengthen democratic political economy.

**Keywords:** Political Utility, Political Decision, Political Partnership

## Introduction

Human beings are members of society. The integration of all humans is considered a social activity and in any human society, conflicts always occur. Politics are related to control and suppression of dissent within society by setting common goals and actions together. Politics is the subject of a study on the power, influence, influencers, politics benefit, and who gets "What", "When" and "How". (Lasswell & Kaplan, 1970) Using authority for allocation of distributions that have values of information to society righteously (Easton, 1960). Life and politics are words with reasons in logic because politics in influences the life of everybody. The result of state administration management is linked to development and the well-being and happiness of the people, these are the duties of the state related to the life and politics relationship (Chumsiriphong, 2014). So, using the political concepts of Aristotle who has said that any form of government to encourage a shift in power distribution towards the public is considered a good form of governance (Thamrongthunyawong, 2000). At the same time, forms of domination that encourage use of power for personal benefit, and thus, results in corruption are considered inappropriate. Therefore, it is imperative to prevent the administrative power to use it to their advantage, and dissenters. Political philosophers, see that citizens therefore have a right to determination. This form of the administrative is called "democracy". (Copelend & Lamn, 1985: 315)

Democracy can be considered in three dimensions, whether it's a political ideology, dimensional form of government or a dimension of a way of life of the people this is indeed the three principles of democracy. Example: (Raksasad, 2000: 274; Henry, 1976) Control by public policy makers. Democracy may be seen as political equality, political freedom or effective control by the public. Also the hold a majority of sovereignty (supremacy) from the representatives of the people or the public company. Choosing the leadership is free. Leaders have a responsibility to the political party with more than one party with a variety of everyday life. It is advantageous discourage important groups from participating in the

promoting of democratic attitude of consciousness in its recitation as a good citizen. Focus on belief in human goodness that listens to comments (Neumann, 1995). And the importance of principles of democracy should be upheld and emphasize the importance of individuality. The state is considered public. Voluntary housing is paramount. Legalism above rules highlighting the importance of the way and agreement to hold a primary or related holding of basic human equality (Ranny, 1972).

Democracy rich with wisdom or sustainable democracy must be a democracy without inequality, but there are full of equality with economic, social and political. This research work will be to find a development trajectory of democracy and a reality for Thailand (which may not be the ideal of democracy), which is consistent with democratic decision making habits of humans (mostly as mere mortals), the real, which is based on the political utility. The researcher has led to major theories of political economy (Political Economy) which are combined with the concept of public (Public choice) and decision support democratic political participation based on the integration and use of "Political Utilities and Political Decisions", this research is apply the formulation of policy guidelines by without destroying the democratic (government) through socialization with is rich in democratic policy-driven intelligence (not an autocracy to a democracy crazy as it is today) focusing on the development of their own citizens (by the people) The harmony comes into the same direction between the Government Public sector and civil society, which would affect a strong solidarity, both physical and concrete. Members of the society have values and commitments and feelings of love and unity, contributing to assist and share between them to have the power to manage the selection decision and have high political participation (Adunkasem & Ngamwittayaphong. 1997: 5-10)

Democracy is a regime valuable to citizens that individuals are free and equal in dignity. However, there are questions what is already an indication that democracy blossoms or does not. Implied around it democracy is the political participation of public sector as level of democracy development, ultimately, country's democracy. Thailand currently is in a situation of imbalance with conflicts at all levels leading to social violence, so, many participants want to cease power.

Politics is dominance of constitution of civil administration of the people by the people and for the people (Basler, 1946). The political role of public should be involved in political process. The state is required to establish democratic way of life and made up of earliest patterns, beliefs or behaviors of political socialization (Buasee, 1997: 36). However, given the economic decisions of enterprises on the basis of utility expects to receive. The decision in political process, too, it is based on what is expected to be when people decide to join politics. This Research has termed this as "Political utility ". The concept can be developed into theoretical base of concept "Decision theory", "Political economy", "Public choice" and "Political participation" (Kenaphoom, 2017).

Although people in Northeast who live on the Khorat plateau consisting of several tribal groups such as the nationals of Thailand Isaan Laos, Viet Nam (Vietnamese), Khmer tribes (Kui), khaso (Sho), as well as, Korat Thai. Each tribe has different language skills. Arts and culture and lifestyles. And customary life is being adhered customary to the so-called "hed homes Kong" and "heat twelve and fourteen Kong. Traditional activities involving creative art forms such as silk, cotton, hand-woven patterns that are currently rare. Wicker and pottery originally produced for individual households and exchanges between communities. The folk culture the simple life continues to represent the Northeast today (Thoathawin, 2014). Thailand's political phenomenon over the last 3-4 years, especially grassroots political movements have had a great influence on national politics which shows the status of the people? Surrender and wait for help. The point of issue review of the social status or the Northeast, East is evolving. The Northeast has changed the geography of the state, bordering Thailand's territory. The economy of the Northeast is not an economy that appears to be

sustainable over the long-term which is found in many research document (Thoathawin, 2014). The rural way of life that is different from the urban also affects educational outcomes. Each household has a way of blending together income from multiple sources. The change in social conditions affects the Northeast to the greatest extent and society in Thailand should be understood in the context of the Northeast being the most populous region but also Thailand's poorest region. Significant prejudice exists from the urban elite which is directed via background of Issan prejudices or expectations that are not consistent with reality. The cause of tensions and conflicts originate from Thailand especially in Roi Et and Khon Kaen province (Thoathawin, 2014). A political movement is a result of the knowledge that people accumulated and also years of neglect by the political classes. It is imperative and urgent that the research required in obtaining information and how to develop a new democracy for the citizens of Isaan should be consistent with democratic principles, according to the regime to rule a constitutional monarchy with the King as Head of State. Therefore, this research focus on influences of political utility which affect political decisions of Central Northeast in Thailand. To acquire knowledge about the source of the real political decision, it is therefore necessary to study the influence of political utility that can affect political decisions in a democratic for the people's way.

## **Research Objectives**

This research aims were; 1) to investigate people's accessibility of political utility (PU) and Political decision (PD), 2) to analyze the influence of political utility affecting political decisions, 3) to synthesize approach for applying PU and PD and 4) to establish the democratic PD model.

## **The scope and Content of Research**

1. The boundary of study areas. The study areas are located in the central northeast Thailand including Roi Et, Khon Kaen, Maha Sarakham and Kalasin provinces.
2. The scope and content including; The theoretical framework of political utility and political decisions, model of political utility are included for studying the influential factors of political decision-making in democratic way, and the selected approach for applying political utilities and political decisions in order to establish democratic political decisions.
3. The scope of resources including; 1) Documents and related research. 2) The voters in the area of central northeast, Thailand. A sample of 563 people are selected by Multi-stage sampling. And 3) Expert assessment by 20 persons.
4. The scope of the term; this research is held between October 2015 to September 2016.

## **Literature Review**

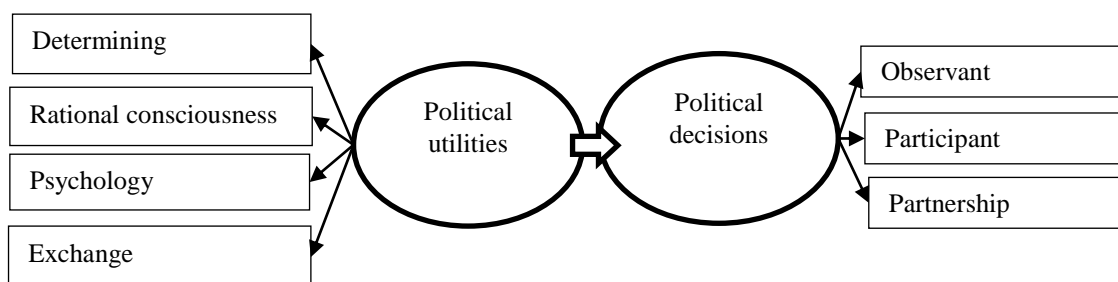
### **The concept of political utility (PU)**

Concept of the political utility and the political decisions forms can be explained as follows; (1) political utilities means the external stimuli of individual values resulting from political events that influence the political behavior. The related theory is explained by four factors; the deterministic theories (e.g. social grouping and trend), the psychology theories (e.g. commitment and belief), the exchange theory (e.g. necessities basic life, safety, recognition, recognized and self-assertion), the consciously rational theories (e.g. ability of politicians, policy of political parties, the policies effectiveness, the political ideology) (Lazarsfeld, 1968; Harrop and Miller, 1987; Johnson, 1981; Key, 1966).

### The concept of political decision (PD)

The political decisions means to take part in any action. Democratic political activities are classified into three appearance categories including political observant, political participant and political partnership (Erwin. 1976; Lowndes, 2001; Kenaphoom, 2016).

However, to set relation between according to birth order form found the political utility was appeared first and then the political decision was following. Therefore, it could be able to set conceptual framework that the political utilities influence the political decisions in democratic way are identified as follows; (1) Access to the political utilities decisions of citizens is sort by descending average below; utility theory assumptions of the determining factors, the rational consciousness factors, the psychology factors and the exchange factors respectively. (2) Political decisions in democratic way are sorted by average scores highest-lowest; political observant, political participant and political partnership and that was at figure 1;



**Figure 1** Research Conceptual Framework

### Research Methodology

This research project is divided into three phases as follows;

Phase 1 study assessment to political utility, form of political decision by democratic way, and the influence of political utility affecting political decisions in democratic way an inquiry into voters in the area of central northeast, Thailand, from a sample of 563 people and using basic statistics and multiple linear regression analysis.

Phase 2: Synthesis and presentation of the influence of political utilities affecting political decisions in democratic way. By way of analysis and synthesis of the findings in Phase 1, to conclude a utility model for the influence of political utility in democratic way using content analysis for data analysis.

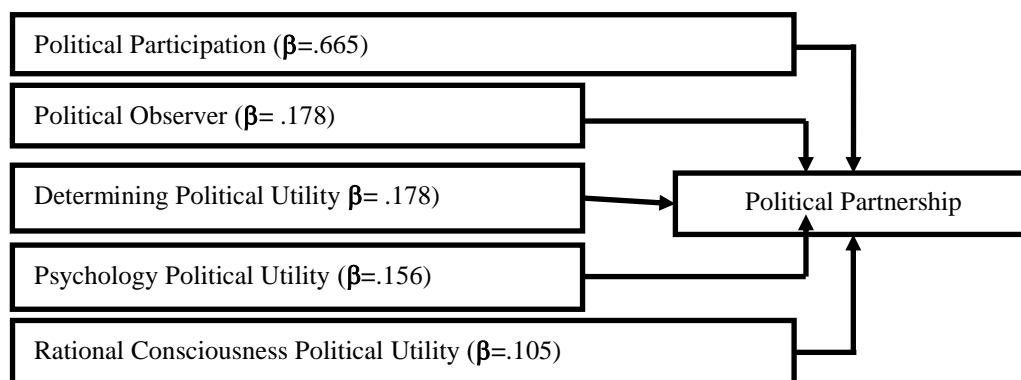
Phase 3: study the Application utility political decisions, political way of democracy, and the creation of a political decision model to develop a democratic culture and analysis of (1) the relevant documents and (2) scholars analyzed by content analysis.

### Research Results

1. The people's assessment to political utility were ranked; based on theory of deterministic, consciously rational, psychology and exchange respectively. And form of people's political decision were; political observant, political participant and political partnership as well.

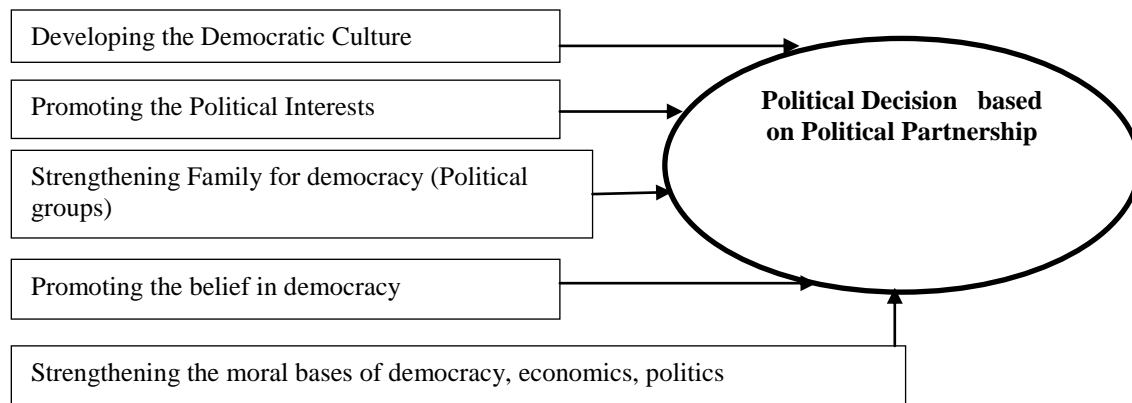
2. The influence of political utility affecting political decisions in democracy way are the factors namely; the political ideology ( $\beta=.216$ ), popular flow ( $\beta=.198$ ), social grouping ( $\beta=.186$ ), policy effectiveness ( $\beta=.153$ ), indulge ourselves ( $\beta=.123$ ), politicians ability ( $\beta=.105$ ), respect ( $\beta=.089$ ) and policies of political parties ( $\beta=.088$ ) with coefficient of multiple correlation is 0.529, these variable could predict the political decision-making for 28.005% by statistically significant at the 0.01 significance level, a standard division is  $\pm 0.724$  ( $F=16.267$ ;  $p\text{-value}=0.001$ ).

3. The result synthesis of political utilities that influence on political decisions in democratic political way shown that the causal factors to influence on political decisions as the political partnership were; political participation ( $\beta=.665$ ), political observer ( $\beta=.178$ ), political utility based determining ( $\beta=.178$ ), political utility based psychology ( $\beta=.156$ ) and political utility based rational consciousness ( $\beta=.105$ ) with coefficient of multiple correlations is 0.865, these could be able to predict a political partnership for 74.80% by statistically significant at the 0.01 confidence level and standard deviation is  $\pm 0.54385$  ( $F = 272.70$ ;  $p\text{-value} = 0.001$ ), that was at figure 2;



**Figure 2** Model of Political Utility Influence Effecting Political Partnership

4. Establishing the democratic political decisions based on political utility in democracy way are found that; 1) to develop a democratic culture including the development of political decisions in the political partnership. The development of political participation lies with education reform at all levels. Strengthening of awareness of campaign or a good attitude towards democracy way. Increasing participation culture to the people continually. Promoting and support the political activities of civil society organizations and build to expand channels for expressing political views to the public. 2) Promoting political interests to include the understanding of democratic politics and the growing of a positive attitude towards democratic politics. 3) Family strengthening for democracy (Political groups), including the promotion of political and public support and the promotion of democratic political values. 4) Promoting the belief in democracy including the powers of leader or executives which must have fairness. Use the power management administrative and financial needs based on rules of law and state laws, and the Thai state to improve the quality of life for citizens and 5) Strengthening the moral bases of democracy, economics, politics, (democracy, edible), including the development of the role of the politicians, public policy development competition, development of innovative public policy creation and the development of democratic political ideology.



**Figure 3** Establishing the political utility and political decisions in democracy way

## Research Discussion

1. The influence of the Political Utilities decisions that affect the way political democracy, there for same political ideology factor, popular flow factors, factors of social grouping, policy effectiveness factors, factors to indulge the individual, factors in the ability of politicians, factors respecting policies of political parties. The coefficient of multiple correlations is 0.529 and able to share forecasts decision-making political democratic trajectory percent is 28.00 statistically significant at the level is 0.01

1.1 The similar political ideology factor concerns political ideology that characterized as a system of political thought and political beliefs which have been widely accepted (Techanan, 2000: 237). Political ideology consists of concepts that are identical and adopt the same basis (Deep Structure). The individual or society and a driving force to move society in the direction of that ideology for example may be political ideology stemming from Buddhism, aristocracy or democracy etc. (Sothanasathien, 2002: 103). The ideology when it manifests, will be spread from one place to another. One group of people to another group or from one society to another society. The dispersion methods may be possible, in a mandatory feature. The sovereignty belongs to people ruled by the government by the people and for the people. It is expressed through an election referendum or people having freedom of expression. Integration and the people have the power to change the government. (Auntrongjit, 2005: 84) Thus, the democratic political ideology can influence political decisions in democratic way.

1.2 Factors of stream popular, possibly because popular currents or fashion is popularity of a passion like the popular nerd in a slovenly way to go faster as the fashion to engage. Acceptance in society is at particular time but the technology story or behavior over time have been neglected or have something new to replace. That will not be the next trend. Therefore, it can be seen that phenomenon in flow change is closer to English that say “winds of change” are blowing across the whiplash, which has seen uprisings up to claim freedom and democracy. The uprisings of the public claims to power are autocratic Government is decades down from its powers for example Tunisia, Egypt, Yemen, Algeria, Iran, Syria, Kuwait for example phenomenon occurs, people to call for a democratic regime. Demanding freedom and equality are likely to occur in other places are becoming increasingly virtual, one stream of changes that have ever occurred in the past. In the early 20<sup>th</sup> century, with a flow of calls for a Republic or under the Constitution from such claims, it has affect political change, political behavior of citizens in a state of continuous. (Theerawekin, 2011)

1.3 Factor of social groups, as Aristotle said humans are social animals, living alone Isanti-social and non-reliant upon each other. Humans must be combined into groups. Social group member in the society with this relation as people in the same social groups share common objectives is essential to meet the needs of individual members and the needs of the members

of the social group as a whole. The social group is important to a person in the fusion promotion created to live in the society correctly and appropriately. In addition, the social groups that will help cultivate common values of the society has a profound understanding and unmatched, which is smooth and uniform. (Suwannachod, 2000). Therefore, the society members are organized in the same social group as well for example farmers group, government officers, lower class groups Etc. These members will be fostered political behavior in the same direction. The decision is a political behavior in the same direction.

1.4 Factors effective policy of government at any policies can be defined to meet the needs of the people and policy can be implemented successfully, effectively and efficiently. Be trusted and appreciated by the public, as a result, the Government said there is a chance of sustaining power in the country longer. Public policy needs to be a political response to the needs of the people. People can express their demands through various political mechanisms for example bureaucracy, politicians; such requirements will be brought into the political system as a public policy. The implementation and results-based objectives can help achieve justice, equality and fairness, accuracy is more obvious because of a corresponding decision. Administrative educational success depends mainly on the nature of the policy, especially when related to people and trying to improve their living conditions. (Rodprasert, 2004; Sararattana, 2000; Massie & Douglas, 1981) It can be seen that if the government has implemented public policies that are consistent with the needs of citizens. All citizens will decide to support the operation of the government.

1.5 Factors to indulge ourselves therefore implemented or have fulfilled their desire to counter given freedom of decision. Especially popular in democratic societies where people have pulled together to learn rights. Liberty, equality is sufficiently broad, affecting the lives and minds of the people, until the birth concept, political liberalism is libertarian freedom; the action is in line with the principles of freedom. The freedoms of action have influenced political decisions and democratically itself.

1.6 Factors in the ability of politicians are in practice of the politics, especially political operation in political party including head office or political positions from the local level to management positions. Legislative and judicial government, state and national levels (Gaines & Miller, 2012; Grant & Lee, 2001). In addition, the role of politicians is to coordinate critical need of citizens to Government powers. In order to give the Government authority to issue public substance policy, solve problems in the lives of citizens, better the quality of life. This is the role of political and democratic course of action that will inevitably affect the political decisions democratically. Likhit Thirawekhin (2006) mentioned a good politician should have the following 5 features; First, the politicians must have political ideological commitment. In a democratic regime, you must have belief and believe in the democratic system. Second, a good politician must be aware of ethics. While a political ideology often include ethics, political ethics, but may be a radical political ideology which is the larger frameworks. Third, the successful politicians are the politicians who can create the good benefits to the nation and society. Whether as a Member of Parliament or Minister will require political knowledge such as general knowledge of the city, which is governed by them. Fourth, politicians need to have a good political sense. The ability to understand the political significance due to political events. Fifth, finally, a good politician is a politician who has a deep understanding of the political climate of society.

1.7 Factors respect, the people we want to be respected and honored is divided into two aspects. Maslow (1943) argued that (1) Self-respect as the demand for competent have confidence in yourself strength is the ability to own. Accomplishment is not rely on others and independence dictates that everyone wants to feel that he is worthy and has the ability to succeed their missions and live an outstanding life. (2) Esteem from others is a distinction needs to be considered acceptable. The interest has celebrity status having renown and

rejoices. There needs to be recognition in action which makes the feeling that they are valued that his ability has been accepted by others (Udomthammanupad, 2001). Therefore, we decided for political democracy, in any manner, whether it is a political observer becoming involved in politics and political partnership that will inevitably make people we born proud to be one of political activities that occur. The variable needs to be respected, thus influencing the decision of democratic political celebrities.

1.8 The policies of political parties may exist because of implementing the policy orientation of the political groups. The political parties, especially the policies will resonate with him or meet the essential needs of the people and would be inviting the public to participate in driving policy such as an interest in the policy, precludes talking about policy. Support policies that go to the election with a politician/political group/political party, the owner of the policy as well as a member of the political group to drive policies that have successfully implemented further. However, the present policy of political parties tend to occur during the election campaign. A democratic society is considered to give people the opportunity to receive information, news, politics of politicians, and give people the opportunity to participate or the decision as to who will come as their parents. In addition, the election campaign is also licensed with the public to determine the policies that will affect the entire personal life section and inclusion of citizens. The people who have participated in the formulation of policies that will make people feel ownership in the policy. And of course, it will affect the behavior of democratic political further incentive.

2. The Model for developing political decisions are included developing a democratic political participation, promoting political interests, family strengthening democracy (political groups), promoting fieriness in democracy and strengthening the democratic based on political economy (edible democracy).

2.1 The development of political participation, the engagement, the city's benefit from development of democracy in several dimensions together as follows:

2.1.1 Increasing the quality of decision making in line with demand. Since the decision is taken to approach their goals. Persons that the decision affected will always adapt to methods and guidelines. The methods and tools will make the goals defined. Therefore, to get involved in politics will inevitably make people have the opportunity to decide their political goals as they need.

2.1.2 Build consensus to reduce conflicts and consensus mean creating a unanimously accepted agreement (unanimity). The heart of consensus is compromise between business processes and people in social or community having the right to comment (Arunwed, 2017). The goal of consensus is to guarantee that every member of the community can comment and find an agreement together. The consensus, however, is associated with a decision. (Consensus decision making) namely the decision by a group of people on the consent and approval from the joint participation of all people in the consensus decision-making process through a means to this issue, which is mutually acceptable supported by all parties, however, this may not be the best choice in the minds of all people.

2.1.3 Create joint ownership (sense of belonging) infers that the person is feeling towards something both subject and object in a manner that is not self-owned. Of course, anything that people have a sense of ownership is the person with the capability of treating softly as well. The sense of ownership can support citizen of the country with a variety of methods for by sharing information or providing information that is true. To start a good role model of public administration by joint health suffered together or the happiness together drug has suffering together side by eliminating the sequin cutting-edge social, most, etc. Therefore, political participation is to build a sense of ownership in state politics and will cause further beneficial democratic development.

2.1.4 Maintaining credibility and legitimacy political participation in which there are several process steps stemming from political interests. The election vote campaign to the political activity and political movements including becoming a political party, candidate selection and ascribing political position. If people get a chance to take part in all processes they will inevitably make that person agree as to the possibility of fulfilling all needs. The result of his involvement in political activities will inevitably lead to political legitimacy.

2.2 Promoting political interests the political interests at the beginning of the development of democratic political behavior. Political interests occur because people get news and information that is true on all sides, especially news about government operations because it will have an impact on their own lives. Political behavior represents the political interests, for example Political news by media, discussing the political criticisms, etc. Political attention to the political behavior with respect to participation in politics will result in a political partnership which will further advanced in political behavior.

2.3 Strengthening the democratic family (Political groups) is a way to encourage people to come together and support political activities. The political movement is more powerful when people join together as a unified group. The participants also considered political groups of the same political family. Consistent with a richer democratic society and a democracy which is implanted democracy to its members in terms of ideas. Ideology and daily way life of a family member, community and society will continue to be peacefully when all individuals who are members need to understand and realize the importance of using democracy as a way of life. The shaping of modern democratic behavior including: commenting rationally, listen to the opinions of others, decision reason rather than emotion, solving problems using reason, resolution by the majority, respect the rules of the family, dare to comment per section, accept when someone else has a better reason myself, etc.

2.4 Promoting belief in democracy which will occur because people get to know and see the real value of development, and see the happiness in their own success. When people believe that they will integrate the dimensions of politics that exist in today's world will inevitably show that political democracy involves methods of political subdivisions to the citizens the best possible advantage. This is a democracy, governance, and how to do that, principles of equality, freedom and dignity. Democracy assumes that all people have equal rights. And sovereignty must come from the people. However, belief in democracy, there are numerous ways to approach for example; (1) Creating controversy is important in the development of democracy, we must listen to the voice of the people to determine whether any public and attune to the people's needs. Freedom to debate and at the same time, the majority will have the chance to show. (2) Provide people the opportunity to be selected directly by parents. Management is directly elected at every level, is something that will create a real democracy. Always use every means to prevent the directly election, a real democracy. The election should be undertaken at the national scale. Free enterprise local level Enterprise Trade the professional organization must permit the majority to be respected, yet little has been heard. The public should have the opportunity to public decisions as the development of democracy becomes firmly planted. (3) Create joint ownership investments in democracy by taxation example property tax, local buildings, especially the local not developed due to a lack of budget, in the development of the Vigil wait for the central budget to determine anyone has local property tax payments. This amount is used to bring requirements and needs. Citizens will have a sense of ownership, such as those who can cheat and is no longer original. People develop increased local democracy; it will have to be developed roots in step at the same time. (4) Establish an effective monitoring system to prevent the occurrence of corruption in public administration. Quality monitoring system and a clear penalty is useful for public civil servants and politicians with respect to the rule of law and so on.

2.5 Strengthening democratic assumptions in the political economy. Democratic edible principles of economics and politics refers to the relationship between economics and political actions by subjects economics refers to the acts of human economic activity with the desired target, as individual humans achieve maximum utility or, if a society is to ensure the maximum benefit to society. (Phanthasen, 2016) A concept from economics to politics to help fix the problem developed as alternatives to public (Public choice) are the major characteristics analyzed and include individuals (methodological individualism) and assumptions about the behavior of the individual which has 4 aspects. (1) Human beings, regardless of personal benefits is the primary (Self-interest). (2) Rational human being (Rational) in each decision. (3) Everyone has the ability to know all the options, including the ability to sort themselves by their demands on the choice of the individual. And (4) to select the individuals that benefit most (maximizing strategies). Therefore, public policy that arises out of the political process should be a competition between the political parties, in a presentation on the public option and the corresponding need to citizens because people will inevitably choose the highest value among existing customers and will have a choice of a variety of public enterprises, they will have a wide choice. We have more options. Meanwhile, political parties have to develop their own policies with the public competition. This will force the development of democracy to the desired direction.

## **Suggestions**

### **Suggestions on bringing research results for using**

The findings of the Political Utilities influence affecting political decisions are democratic and include: same political ideology factor, popular flow factors, factors of social grouping, policy effectiveness factors, factors to indulge ourselves, factors in the ability of politicians to respect the factors and trends of political factors. Furthermore, the pattern of development of the political decision, the democratic way that consists development of political participation, promote political interests, family strengthening democracy, (Political groups) promote belief in democracy and strengthening democratic assumptions political economy (Democratic edible) Therefore, stakeholders and the public sector. Civil society and the public sector should do the following;

1. The Government is a regarded as the highest administrative power and must continue to push the development of political democracy for example the reform law allows the development of democracy, especially the Constitution which is the supreme law in the country. Reform of education system should be aimed at planting the values and democratic ideals as well as guidelines for the performance of official duty or behavior of the government agencies that focus on democratization for continuance.
2. Government agencies are considered part of the state to drive the mission of the state into action to achieve efficiency and effectiveness. How to reform the national administration focused participatory democracy of the people in the government sector.
3. The political group is a group of political parties to the political activity by pulling the public sector to participate in political activities such as the knowledge about democracy. To promote and encourage people to participate in politics and pursuit of political party members. The political activities within the people, etc., which the process must focus on creating sense is a political partnership.
4. The civil society refers to a political movement, civil society must be 2-dimensional characteristics include, if possible, to benefit joy engaged civil society movements should be in support of such actions. The opposite is true if the action of the State in such a way as to cause an adverse effect and does not correspond to democratic principles. The movement must be challenged to do so. They shall promote the learning of democratic citizenship, another sector.

5. People need to learn and develop a participatory political process to become more participatory political culture such as political news. Political criticism Campaign to go to the election to go to the election participating in political movements, membership of political parties and candidates represent political, etc. These are the political rights of citizens. This will result in the development of sustainable democracy further.

### **Suggestions for further research**

Research findings shown that "political partnership" and "political utility" are the important element of political decision in the democracy way. However, it also appears the political discourse still deceive Thai people that "the vote buying can be done" especially to despise the people of Northeast, Thailand. Therefore, the following study interesting issues are highlighted:

Research of political utility is truly influence in decisions by the classification according to regional social chart. Social-class groups, educational groups, residents, etc. In order to obtain clear answers about which of those citizens actually decide the election on the basis of political utility, comprised of 4 theories; (1) the theoretical factors include the current and popular social grouping. (2) Theory of Psychology including unity and belief. (3) Exchange theories, including the necessary infrastructure. Life Safety Recognition The highly regarded and self-assertion and. (4) Theory of spatial sense, the reasons include: the ability of a politician's political effectiveness policy, policy and political ideology which is the reply response saying "vote buying" of sales volume also influence the election decision.

Research of driven the democratic political partnerships. The findings have already discovered that political partnership reveals a concentration of ownership (Sense of belonging) over political participation. The principle is to learn more about politics and will inevitably affect political behavior more. It is the idea of developing a stable democratic and another dimension that are guiding factors.

### **Conclusion**

Any political decision whether it be observers, participants or partner were depended on the political utility, but, any will be focusing on differently according to nature of determinants, psychology, exchanging and consciously ration theories. However, political decision making that will lead to sustainable democratic development was the political partnership. Thus, to promote and to develop of democracy should be promoting more political partnerships among people by instilling democratic ideology.

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