

Factors Influencing Voters to Local Administration Election in Pattalung Province, Thailand

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Abstract

This research aims to identify important factors that influence the votes of Thailand's political leaders in Thai society, and to create mathematical equations. In order to know how to get the votes of the factors affecting and each of these factors are important and how much. Therefore, sampling the voters in Pattalung province local election, have the 404 samples. The collected data were analyzed by stepwise multiple regression analysis. The results showed that factors that influence the votes of election, there are 2 factors that are important differences, cascaded down to the factors that influence to the votes of election. The most influential factor is the individual candidate (personal). The second is the distribution of wealth and money (Money) respectively, with statistical significance.05 is possible. Based on the set, this equation can be written as follows: Obtaining the vote $1 = 53.09 + .382 \text{ Personal} - .07 \text{ Money}$. Recommendation from this research is that the agency that manages elections should find a way to prevent the distribution property and money to the voters. The politicians should consider various factors in the equation that factors that will affect to victory in the election. The researchers should lead the way to extend the research to more widely and extend the other elections so that the findings can be made into a new era of political theory further. There also may be used to Qualitative Research to the mix in order to research a deeper view.

Keywords: Voters, Election, Thailand

Introduction

Thailand is a democratic revolutionary change of government in 1932. So far, more than 80 years ago. Thailand's democracy was still struggling. That is a military coup by the loop 13 times. Every time a new constitution to allow more democratic. The last was on May 22, 2014 the military coup begin again. The reason that to maintain order and also claimed that the elected government is corrupt and political leaders and politicians to buy votes (Yeendum, 2015).

Democratic regime that respects the rights of individual freedom as possible compared to other forms of government, but the regime is required to select the person or group of persons to act as representatives of the people by the political movement called. "Elections".

The election seems to be no problem and very sophisticated, but in fact, the elections are often problems occur in one of them is: vote-buying, especially in the general election after the other, and is likely to intensify with increasingly spread to the local elections, into the political culture of Thailand. This is usually done in secret and consent between the donor and the recipient, which are difficult to prosecute legal. (Ratanachoti, 1998: 4)

At present, the vote buying in Thailand, are likely to be more severe, the counter to the efforts for democracy and political participation of citizens. Even with the adoption of the present constitution, which is a democracy as ever. And it is determined that the election is the duty of the people of Thailand and it is legal to cause an independent organization responsible for monitoring the electoral process. So that the election is free and fair. Still, the law was still unable to resolve the problem of vote buying out of the society of Thailand. Due to the

relationship between the buyer and the seller has evolved into one's political culture, expressed through the electoral process, which is usually done in secret, by the consent of the two parties between the payers and the payees. Especially in areas where people are living in poverty and with the local community, anchor rigidly conservative culture such as the Northeast and the North, until further expand the scope of such trading behavior around the country. (Bhothisawang, Krachang, & Supthpun, 2004: 1)

Candidates for election to implement the strategy into the various ways in order to get elected by using both the correct and incorrect, for example, has generated interest in the applicant. In dramatic versatility can make or cause poor sympathy. The use of the political party leaders of the party in the past to imagine that in the future will do anything for the people. Using the relative position have the authority to influence, priest, teacher or a senior campaigner, walking door to door, creating the establishment the ghost card, transfer of registration to vote, rotate to vote, gambling, bribery, cheats elections (Suwanabon, 2003) and other methods including vote-buying as mentioned above (Witoon, 1986). Currently, the township had to use the big billboards router pro, the discussion forums direct and indirect advertising through television science, Using the Internet)face book, twitter and more(, new generation mobile phones (smart phones),with the team to take care of this kind, in the previous study was the establishment of funds and staff to take care of people in the ceremony ordination festival performance measurement and society through donations or hosted on the cost to the community and society.

"Rural" in the dictionary of modern Thailand refers to the traditional territory from the city which include the non-materialistic civilization outside of the village, an area with a culture that is different from the cities. Rural society whose social structure is: there is no formal integration (primary) is the cohesion of the semiconductor. There is a kinship with respect to the senior, with compassion, the values in the great religions. Each region may have different effects away, it has a combination of social, cultural, rural as already mentioned. For this reason, it makes political leaders, especially the candidates to take advantage of these things to create their own favor. That they have been elected by the voters, Strategies and methods which some might call the patronage of charity donations to the community, the old personal wealth, the vote buying and fraud in various forms to make them up.

How do these affect the decision of the rural vote. However, it is unclear whether the methods or factors that affect the votes of elected, what factors have a significant impact on voters, is the origin of this research that, there are factors that influence the votes of the elected political leaders and those factors influence voters how much.

Research Objective

1. To identify factors influencing voters to local administration election in Pattalung province.
2. To create equations of factors influencing voters to local administration election in Pattalung province.

Literature Review

Concept of Electoral Behavior

Current, based on the analysis of electoral behavior or the factor behind the voter, behavior of voters can be divided into 3 groups.

1. Social and Demographic Factors or Socio-Economic Status (Deterministic Factors)
2. Psychological Factors
3. Economic Model or Consciously Rational Theories

The group looked at the socio-economic variables. Focus on social factors. This concept is influenced by the Behavioral Study, which was very popular during the years 1950-1960. Scholars in the office think that the social determinants of a person's background determine the importance of behavior. Voting of Voters is based on the sociological concept. Socio-economic status is considered in different social positions affect different people's behavior, including electoral behavior. That is, ascribed status or financial status, education or social class and achieved status that influences the voting behavior of different voters.

Concept determinants are the concept of voting behavior is determined by social factors is the background of the person influences the voting behavior, i.e., the economic and social status are affect in the different ballots.

Psychological group, this concept focuses on the psychological model by looking at the political factors or feelings that influence the voting behavior. Voting behavior occurs from political affiliation (Party Identification) study about voter loyalty to the political party. And this loyalty can be conveyed in the form of social processes (Socialization), which is done through various institutions in society. In addition, this line of study is about Perceptions of the Candidates and the Policy Preferences or Policy Voting by thinking that these are affect election behavior.

Concept of logical realization, this concept is believed of voting rights is based on the consideration of the results is consider the party candidate and party policy considered as a rational framework. Scholars believe that the election can be comparable to consumer economics, believe that human is an economic man to study political decisions. This study suggests that, this model is also known as "The Rational Choice Mode". This concept flourished during the period when the concept of behavioral science expanded. This concept attempts to explain the early voting behavior of early voting voters in the United States between the 1940s and 1950s. Election behavior derives from the interests of the beneficiaries that have been disproved cost of the behavior (Cost-benefit). This concept believes that party popularity and the socio-economic status of voters are factors that influence voting behavior rather than factors political party and the candidate factors. Later, this concept began to focus on the influence of the party and the candidate more widely. By studying the behavior of party leaders that affects the voting rights. And study the role of the campaign manager (Voting Campaign Manager) as well as study the political parties (Political Platforms).

This concept holds that the voting of the right holder is an instrument that will come to the benefit or goal the candidate desires. The voter is a Rational Voter, so before deciding on a candidate, the voter considers his or her place of interests, the idea of which is to focus on his or her political goals. Their political attainment objective and this concept believe that the electoral behavior or the voting decision of the voter is due to careful consideration carefully, using sufficient information to make a decision.

In practice, voters will set their own criteria for choosing the candidate they are most satisfied with, get political information about the candidate or about the political party that the candidate is affiliated with. After that, it will evaluate the information and consider whether it complies with the criteria they have set before then vote. By the way, some voters may favor the qualifications of the candidates and some people focus on the policy of political parties.

Concept of logical success it is a concept that emphasizes and deliberate to thinking of the voters on the political party, the party policy, and the state of the candidate. Which affects their belief and attitude of voters to who they want to choose? Which political party that they want to choose? Why?

System theory ideas it is a systematic idea that the environment that occurs during the election should be voted on by whoever or the group may be interested in or party policy or image in general at that moment before making a decision to who they want to vote for.

Concept of Strategy and Method of Campaigning

Is a concept that considers technical and how the campaign at the moment will be able to attract and changing the decision of the voters in that election. May use legal or diverge from the law. There are billboards, posters, forums, direct and indirect advertisements on radio and television. Using public media online, the internet, face book, twitter, modern technology, mobile phones, etc., has teamed up to take care of this specific.

Concept of Patronage System

This concept is used to describe Thai society to a certain extent with the fact that Thai society is a society that determines the status of persons from upper to lower by making a person's relationship in Thai society an unequal. It is a relationship between a "Patron" who has a higher position and the "Client" with lower position then it is become a vertical relationship throughout the society.

Generally, patrons are associated with lower position people or a patron who needs help and protection. Patrons provide benefits and have the hope of benefiting back to them in the form of things, loyalty, political support and services in various forms from client.

The patronage system in Thailand is rooted in the need to organize the manpower that appears in Thai history. It can be seen that Thais in ancient times were very aware to the importance of manpower. Until, have a system of numbers by tattoo the numbers on their people to prevent the pirates and other enemies (Rabibhadana, 1975: 140).

Even in the early Rattanakosin period. There is also a lack of manpower in the realm. It raises issues of mobilization and control of manpower to work for the rest of the community, and sometimes to join the war. In order to control manpower, it was ordered every citizen must register under one of the "masters". By the master, he had duty to protect the people in the war. It is the relationship between the common ownership and the boss that has become the foundation of economic, social and political organization within the feudal system. This patronage system is rooted in Thai society to the present day. In modern-day society, it is decreasing but in many communities far from central authority it also found that the patronage system remained.

This relationship system is developed and the system is holding valuable social assets in the hands of the few who have the power and wealth including some monopoly power. For example, education and communication tools in communities and outside the community or centralized power cannot come to take over. The equal communities will develop less patronage relationships in Thai society. Inequalities throughout society are tools that promote the development of patronage.

In the past, relationships in patronage systems were relationships where client were adverse to patrons because when the patron are sponsor client. Client will be in a position to repay the sponsor immediately. If later, the sponsor wants the client to do something the client cannot refuse.

However, in democratic political systems, the relationship between patrons and client has changed that is the pattern of patronage relationships has been transformed into at least four forms (Scott, 1977: 100).

1. Help increase the patronage power of the patron by helping to be part of their resources. Especially, giving voice (vote) or not giving voice (no vote) to who will come to be representative in their community.
2. In the national election the patronage system helps to coordinate with people between local authority and national authority.
3. Promoting the expansion of patronage systems in the national election, that who will get the most votes depends on the patron and client in society. Patron trying to expand the scope of the client by the structure of the patronage system is closely especially, in the pre-election period.

4. Help maintain the patronage system to remain in society because of the national election system. Need help from the patronage system, cultural characteristics and social structure that support the system of canvassing.

The political behavior of Thai society is tightly linked to the basic cultural characteristics of society. Culture is like a pattern in practice it is a framework for the common life of people in society, thus making culture is a key of element in the creation of a political culture. To be a power relations relation in society this is due to the fact that the person or the class has taken power or tried to maintain his or her power status. This has happened for a long time until the recognition and development to create patterns and traditions of politics. As part about the way of life and living of the people in society, society has created a way of thinking and values of a framework for conduct that is accustomed to authority and power relationships. Not equal in society these have become the common way of life of people in a society that links formal and informal power relations. In particular, the consent and acceptance of their power status is under the control of superior authority, either by the authority of the person, by the organization, or by the authority that governs the relationship of patronage. That can be said as this follow.

1. Thai social structure is relational types that build deep feelings in the sense of close ties without reason.
2. Thai social structure is characterized by the patronage of individuals who share some common interests.
3. Thai society has a strong cultural foundation with the same basic concept. Based on, religious principles especially Buddhism, which influences beliefs and political behavior as well as the social hierarchy of Thailand until the political values and political culture that belief the leader.

Concept of Buying Vote Rights

There is one political proverb that if you want to apply "Without money, there must to have mass" So, the economic status to the base level for political play is called "Can carrying other people" would have a greater chance of becoming a politician than being a local politician.

So, the candidates that rich and can carrying other people they will have the opportunity to step up in high positions and or have high expectations for the candidacy because of political position it will become a place and a ladder to step up. So this type of candidate is often want to win the election, if there are competitors that come up and the result of this is ultimate fight by buying the vote of the candidate. Especially, for candidates with a mass base not broad and stable basis, the chances of buying a vote would be high.

However, the rich candidates there are usually few in comparison to all candidates. In financial terms, economic support among the candidates is quite high in some parts of the Northeastern area, of the east and some of southern part those who support these are the "godfathers" who are big capitalists or is it influential in the area. The difference between being a self-employed person and being a person who is supporting others, it is different in apart from the freedom of political behavior and also different in the opportunity to use the campaign money. Because to dependence others people is inconvenient and made this category missed out on a lot of chances because there are short haul lines or limited ammunition, so if fraud will buy the vote at the end of the campaign season especially when it is necessary to exaggerate with competitors. The candidate uses another support type may be fraudulent buying vote because of the limit supports.

Concept of Political Party or Thai Political Group

Thai Political party organization is not a Western or universal political organization. There is a common fund for the activities of the party, but it is also a grouping of "small nets" in the "big nets" that rely on their help and solicitations the money in political party or the capitalist

party. The support of the majority of party organizations is weak and hardly at all in some parties.

Therefore, the presence or lack of financial power of Thai political parties is not in the party, but in the number and size of capitalists that belong to the party. The financial support from the mass it's a rare thing to happen again. Because Thai political party is not a mass party lack of support from the masses. Even, members of the party often do not help the party most members are often named as members of the party registration process and do not pay the membership fee and properly renew their membership. So the financial help from all the members is not happening in the case of the current political party in Thailand.

Have or had political positions experiences before. This experience and political position are reflecting political skills, it is also a partial indication that candidates will be more likely to win or lose because it can be viewed from the original vote base from the experience and extensive political party within the party. For example, candidates who have been elected not less than 3 times are considered to politically advantageous politicians. Any candidate for election is usually elected every time or maybe some continuity does not continue. When this is the case, the chances of a competitive race are high, the chances of winning are at a similar level to many, or there are many close matches. And who misses even means defeat under this conditions makes the buy of this type of vote is quite high. The local political party was once elected often, are relatively few acts. Elected as corporate executive to rely on other members within the party themselves and most often, there is no political party in the local political party like this is likely to be a political party that not pass the test. So it must be considered together with the economic base because of the strong economic base, but based on the political background of the candidates within the party with each other, there will be a tendency to buy vote rights.

And in the case of candidates who have never played politics before but want to get into the political touch, this kind of people usually come from a very important position such as community committees, village health volunteers, village headman, etc. These people will have a voting base and already beneficial to the voting base of the party together with the economic base of the political party, the support is already. New types of politicians are more likely to use their vote buying habits. The political base case can be said another important factor that will guide you to know that which political parties are more likely and less likely to buy vote rights. The population base and the background of the candidate consider how the birthplace and growth of a residence is related to the area being applied for. It also includes the social relationships of the candidates with the professional or the media. How extensive and profound the extent of candidates can be classified as follows (Ratanadilok Na Phuket, 1994: 25-29).

The first category is a local or enrolled candidate who enrolled and grew up in the constituency or province of residence. This candidate has 78.6 percent of all candidates and this type of candidate can be classified as

1. Be a local influential candidate, who collects money from illegal activities. The base of this type of candidate is likely to be firmly established because of violent power combined with economic influence it is a condition to build reputation and accumulate prestige and influence. Not only in the community but also in the community when the candidates for this category are elected, they will use the mechanism of the canvass down to the village level and a mechanism to guarantee the score. To betray of the canvassers occurred very little because betrayal can be fatal. In some provinces, central election officials in the province have to move themselves because of the duty to affect the behavior of the candidate corruption cause the candidate attack to them.

2. It is a characteristic that the candidate is a beloved villager with some unique qualities such as a keen talker or used to be a local radio show host. That is to say the talk and reach the locals by talking fun.

3. A candidate who wants to test his / her own voting base or a local person who is hired to apply is so little importance and political discontent.

The second type is a candidate who has a domicile in the candidate district or province but to live in another place for a long time and rarely returned to their own domicile. Usually, are a specialized practitioner or academic and university professors are famous enough. The more famous this type of candidate is, the more likely they are to win the election. The score is often a crazy vote. Therefore, in the first election they are often elected by the villagers' temptations but for the second time the hardship will increase and the chances of winning will be less because it is only a reputation, it cannot maintain its original reputation but there are many other elements to support. Therefore, the prospect of buying the right to vote in their next election may be higher than for the first election.

The third category is a candidate born or domiciled outside of the province or province of which they has applied, but has entered residence, has business friends and association groups in the constituency. The campaign style usually comes in the form of donations, building utilities, granting scholarships the students under the name of the party, etc. This kind of operation can be made popular among the people and gave love and commitment to this locality, and a lot of local prosperity. Trends in buying vote rights are quite high, because they are generally well-off and have high expectations of winning.

The fourth type is a candidate born or domiciled outside of the province or province in which they are applying and do not ever live or have any business in the electorate. By the time of the election season, the application fee is usually applied to candidate "Home to the mass" that is based on the social base of the population combined with the money that they have thrown into the electoral field. These types of candidates often spend a lot of money and it generates a vote buying. And it's a non-permanent candidate for a voting base because it is a matter of time. Also annoyed with the "ask" from the villagers as well. So, the only way to have a lot of vote is to buy one.

Involve in social activities in the area where you apply. This is part of creating a voting base. By the way, persuade people in the constituency to turn their party's popularity. Normally candidates for political party they were doing this before they are ready for the election. By thinking that may be part of the familiarity and friendly with local people but any party will reach the hearts of the people in the area more. It depends on a number of factors, such as the economic, political and social. The conditions that the party in the party is always used to join the merit, traditions and use as a platform to open politically, it may be discussed in a sub-group in matters of problems with the villagers or maybe talk privately, meet people greetings without being in a friendly manner. These methods will make the villagers feel intimate, which is the first step of popularity and eventually became the base of votes for themselves.

In addition, if candidate has a good financial position and giving or donate the objects to the villagers or scholarships to school for children, Donation of sports equipment, school supplies including social work to impress the villagers quite. The result is that the party that carried out the activity will popular and elected almost every time. For the party that has been elected or position it is often make opportunity to visit the public to ask about the wellbeing of the people. At least for the public to see you and not forgotten your face or very well named as people care for the suffering of the people forever.

However, due to the fact that social work in the area is quite busy, it is time consuming. It is a tiring work both physically and mentally, money and brain power in every time that visit people in area and when it likes that, some of the candidates do not want to go into the area

and assume that it's easy to use the money to buy the vote is the best way to get elected. So, this type of candidate ignores the basics and social roles.

This kind of social role-building does not happen. The popularity base in the individual is a distant affair for them but they are often chosen as the corporate executives as well because the financial base and the canvassing mechanism that works for them.

Related Research

Sunan (2002) studied factors affecting the decision to elect members of the People's Council of Chonburi By studying people in Seansuk district municipality. Chonburi province it was found that in the 2001 general election, people saw that justice was better, faster, and more complicated than traditional elections. The people have an understanding of the electoral system that includes both members of the parliamentary constituency and the Member of the House of Representatives. In the roster Party opinion influences decision making and in the electoral system, the results show that canvassers affect the decision to vote. People choose members of the House of Representatives by paying particular attention to the qualifications of most candidates. For the unique qualities of the candidates, the people attach importance to bringing prosperity to the local area and being a good human relation that famous.

Sakda (1999) studied factors influencing the selection of members of the House of Representatives of the people of Chonburi. By studying the voting behavior of people in four districts of Chonburi, namely Muang District, Phan Thong District, Phanat Nikhom District Bo Thong. This is a constitutional election study in the 1991 edition of the demarcation sort by number. The most important factor to consider is the political affiliation, followed by the qualification of the candidate. The issue of canvassing is of minimal importance.

Suwat (2005) studied the Decision on the election of members of the House of Representatives during the campaign: Rayong Province by studying the general election behavior in 2005 of Rayong voter samples. The sample group had electoral behavior in the roster by choosing the Thai Rak Thai party first due to the satisfaction of the Thai Rak Thai Party's policies, especially the policy on narcotics suppression. The second is health insurance and subdue influencers. The most common form of election fraud is the distribution of votes and distributions, and half of the sample is not confident in the impartiality of the provincial election commissions. More than half of the sample believes that the provincial election commission sided with candidates from the government including uncertainty in the process of red card -yellow card and conviction to the election fraud.

Natasha (1997) studied the structure of power in the community and local politics: a case study of Pattaya City. This research is a research study of the main patronage system in Chonburi. Which affects the election in Pattaya the researcher in-depth interviewed those involved in the Big House Network analyze the operation of large home network clearly. The conclusion from the research is that Pattaya has a strong concentration of political power. The first Pattaya City Council members are all members of the Big House Network with a loving relationship. The power structure is in the form of an organization whose purpose is to structure the division of functions compensation is clear and concrete. There are rules within a group that are under the leadership of the leader of the Big House. Political return is in the form of a local government budget systems and the obvious is the construction of a variety of roads, sewage treatment ponds. Natasha's analysis it can be applied in the analysis of elections at the Members of the House of Representatives level as well.

Peng (2005) Study on the power structure of the community and the election of the Head of the sub-district administrative organization: A case study of Sattahip sub-district administrative organization, Sattahip district, Chonburi province. Economic relations it was found that the original power structure of the community, relative relations, has changed into an economic relationship. Power structure changes according to economic structural changes that are industrialized societies when decentralization to the Sub-district Administration

Organization. And the Head of the sub-district administration directly elected. Candidates who relied on relatives, disadvantaged candidates who spent money on elections and led to the system "Two years to repair the capital and Two-year capital formation".

Nattakorn (2002) studied the factors affecting the election of senators. There are three important factors that influence the voting process:

1) Direct relationship factor in blood cell as relative and the indirect relationship as a patron. Is a factor in the support of politicians in the area through the network of canvassing that affects voting decisions 2) Supporting factors of the institution 3) Factors about the reputation of the candidate. These three factors are rooted in the Thai political culture that is associated with the patronage system, kinship the same institution and relationships with local Candidates are used as tools. Find a network of base votes and all three factors influence rural society rather than urban society.

Pairat (2003) studied the behavior of people's election in Pattani Municipality, Muang District, Pattani Province. The study indicated that people decide themselves by choosing the group of candidates rather than individuals. Factors related to local political behavior in the election include age, education, occupations, knowledge in politics, local government, and kinship.

Avika (2006) A study of local elections on the buying of vote rights of local political parties: a case study of one district municipality in eastern Thailand. The researcher used in-depth interviews found that the behavior of buying vote rights is divided into 5 forms, the buying of canvassing, buys opposing members, cut opponents candidates, creating artificial candidates and style in the party Patterns in buying positions within the party. The researcher found that the patronage system of political relatives decreased because of the city and the economy of the currency into the community. It creates a system of economic patronage with employees, with monetary and economic returns in the local budget system.

It is well known that in each election candidates have to spend a lot of money to use to pay for both open and non-disclosure campaign until a political liability. Many politicians, when they get elected they will try to use their power to call for economic benefits in the interests of each other. The corruption of the capital to restore the capital and the law cannot do anything on them. Rattanadilok Na Phuket (1994: 34). Sunan (2002) studied factors affecting the decision to elect members of the People's Council of Chonburi. The results show that canvassers affect the decision to vote. Sakda (1999) studied factors influencing the selection of members of the House of Representatives of the people of Chonburi. Avika (2006) A study of local elections on the buying of vote rights of local political parties. It creates a system of economic patronage with employees, with monetary and economic returns in the local budget system. Suwat (2005) studied the Decision on the election of members of the House of Representatives during the campaign. Natasha (1997) studied the structure of power in the community and local politics. This research is a research study of the main patronage system in Chonburi. Peng (2005) Studied on the power structure of the community and the election of the Head of the sub-district administrative organization relied on relatives, disadvantaged candidates who spent money on elections and led to the system. Nattakorn (2002) studied the factors affecting the election of senators. Other researchers studied this include: Sathaporn (2014), Sittisak (2013), Panya (2014), Arrom (2012), Somwang (2012), Chaipot (2014), Onratya (2013), Pairat (2003) studied the behavior of people's election in Pattani Municipality.

The Concepts, Theories and Research related to Voting and Political Leader include:

1) Concept of Electoral behavior: Base on the analysis of electoral behavior or the factor behind the voter, behavior of voters can be divided into 3 groups. 1) Social and Demographic Factors or Socio-Economic Status. (Deterministic Factors) 2) Psychological Factors 3) Economic Model or Consciously Rational Theories. 2) Concept of Patronage System: In the

past, relationships in patronage systems were relationships where client were adverse to patrons because when the patron are sponsor client. Client will be in a position to repay the sponsor immediately. If later, the sponsor wants the client to do something the client cannot refuse (Scott, 1977: 100). 3) Concept of buying vote rights: The candidate uses another support type may be fraudulent buying vote because of the limit supports. 4) Concept of political party or Thai political group: Thai Political party organization is not a Western or universal political organization. There is a common fund for the activities of the party, but it is also a grouping of "small nets" in the "big nets" that rely on their help and solicitations the money in political party or the capitalist party. The political base case can be said another important factor that will guide you to know that which political parties are more likely and less likely to buy vote rights. 5) Concept of Strategy and Method of Campaign: Is a concept that considers technical and how the campaign at the moment will be able to attract and changing the decision of the voters in that election.

Candidates try to implement strategies and how to get elected voters by using both correct and incorrect methods such as attracting interest in the candidate, impressed in the versatility, ability or compassion, the use of party policy, party leaders, past party work and dreaming of what the future will do for the people, using relative kinship powerful influence, teachers or elders are canvassers, walking knocking on the door, making a score by creating a ghost card, cheat card, scam card, transfer of house registration to vote, gambling, bribery, cheats elections and other ways including buying the election votes as mentioned above (Witoon, 1986). Nowadays, in the metropolitan area, there are billboards, posters, forums, direct and indirect advertisements on radio and television. Using the internet, new mobile phones (smartphones) has teamed up to take care of this specific. In the outskirts of the city, funds were also set up, and the team took care of the people in charity, ordination, traditions, temples and social events through donations or host responsible for community and social expenses.

These factors affect people's voting decisions but it is not clear exactly. Which factors affect the vote or is it another, Are there any factors that have a significant influence on the voters, Are there any factors that affect the polling of political leaders and how does it influence the election of candidates are different or not.

Conceptual Framework of the Research

Review of the literature, research and various theories can be defined as the conceptual framework of this research is as follows, and to define a hypothesis of the research is based on this concept.

Independent Variables

Background of the individual voter Individual candidate (personal) Group or party attended (group) Distribution of property and money (money) Patronage and kinship (patronage) Strategy to campaigning (campaign) Contributing to the community (donation) Cheats, gambling, bribery (fraud)
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Dependent Variable

Votes received

Research Methodology

Research Area

In this study, we determined the President constituency of Sub-district Administration Organization (SAO) in the South of Thailand. The President of SAO is an electorate's political leader at the local administration level (Local Administration Election). Sampling was conducted from the constituency of the president of SAO in the South of Thailand. The result is that Pattalung province as sample to collect research data.

Population and Sampling

1. Population and sample size of the population in the constituency

1) 6,437 voters in President Constituency of SAO of Pattalung Province.

2) Use the formula Yamane (1973: 726). Calculate the sample size to determine the level of 95 % confidence or to have a sampling error of 5 %.

3) Have a sample size of 376.59 (377 samples), but in this study, the data collection of voters as much as possible in order to have high confidence that there is a more than 95 %.

2. Stratified Sampling

Data was collected from voters by sampling in proportional stratified sampling. Data were distributed in all villages according to the proportion of population of each village. All 404 samples were collected. (More than 377 because they were collected slightly more in each village)

3. Measurement

A study of concepts, theories and research related to the creation of a questionnaire which is a measurement tool for research. In this research, sample voters are willing to sacrifice their time and willingly answer the question. So I tried to create a not too long questionnaire, but the full range of variables to meet the hypothesis set. In each of the questions, there may be several messages containing several sub-variables included in the same question, I created a questionnaire. The Nominal Scale, the Ordinal Scale and the Ratio Scale are used to measure the background of the voter and chose the Interval Scale for measuring information about Party policy factor and the role of the party, Candidate qualification factor, Strategic factors and campaigning methods of candidates, Patronage and kinship factors, the Distribution of property and money, Factors of fraud, cheating gambling and bribery officials and getting a voter vote is a variant based on.

The tool used in this study was a questionnaire on local administration election in Thailand. It is divided into 2 parts:

Part 1 is a questionnaire about the factors that influence the decision to vote for the candidate and to get the candidate's votes. There are 9 items, with the number from 0-100, the use Interval Scale

Part 2 is a questionnaire about the background factors of voters. This includes questions about gender, age, education level, primary occupation, and average monthly income. There are 7 items for the respondents to fill in the blanks or fill in the numbers according to the facts of the respondents. This is the use of the Nominal Scale, Ordinal Scale, Interval Scale and Ratio Scale. By using the questionnaire, 30 samples from voters another area were tested for reliability using Cronbach's Alpha Coefficient. The reliability of the program was 0.76 and the reliability of the second test, questionnaire was 60. The sample was analyzed with the software program. The reliability was 0.84 of the second test.

4. Data Analysis

The data is analyzed by computer program (Statistical Package for the Social Science for Windows: SPSS) to use statistics to forecast or predict with mathematical equation by means of Stepwise multiple regression analysis.

In this research, the program was analyzed using statistical data for forecasting and predictive equation with Stepwise Multiple Regression Analysis.05 statistical significance or 95%

confidence. To get an answer, what are the factors influencing the vote of the local administration political leader and what factors influence is difference? And what link to Causal Relationship?

Research Result

The results of this research will be presented only in accordance with the objectives. Skip the descriptive analysis to make it shorter. Data analysis to identify factors that influence the votes of the electorate of SAO President, a process for analyzing and presenting the following.

Analysis to determine the factors that influence the voters get to make the various factors into the equation as a first step factors in order of importance and influence of those factors. This will start from step 1 and 2, but in this research will focus on the results of the research by the results of the analysis of step 2 is and shown for those who have been elected as the first (The winner of the election) because the steps listed out all the results of the research to test the hypothesis. The results are shown in the following table.

Table 1 Shows the results of the data analysis steps 1-2 of Stepwise Multiple Regression Analysis obtained the rating 1

Model	Variables Entered	Variables Removed	Method		
1	Personal	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$, Probability-of-F-to-remove $\geq .100$).		
2	Money	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$, Probability-of-F-to-remove $\geq .100$).		

a. Dependent Variable: get top score (the rating 1) (who have voted 1)

Model (Step)		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	50.205	3.645		13.775	.000
	personal	.381	.053	.336	7.144	.000
2	(Constant)	53.092	3.864		13.739	.000
	personal	.382	.053	.337	7.197	.000
	money	-.073	.034	-.101	-2.169	.031

a. Dependent Variable: get top score (the rating 1) (who have voted 1)

Table 2 Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	party,group	.079 ^a	1.462	.144	.073	.756
	money	-.101 ^a	-2.169	.031	-.108	1.000
	patronage	.010 ^a	.217	.828	.011	.995
	campaign	-.049 ^a	-1.032	.303	-.051	.972
	donation	-.035 ^a	-.749	.454	-.037	.986
	fraud	-.007 ^a	-.149	.882	-.007	.917
	income	.072 ^a	1.539	.125	.077	.995

Table 2 (Con.)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
2	party,group	.080 ^b	1.497	.135	.075	.756
	patronage	.016 ^b	.348	.728	.017	.991
	campaign	-.057 ^b	-1.205	.229	-.060	.966
	donation	-.024 ^b	-.506	.613	-.025	.973
	fraud	.024 ^b	.476	.635	.024	.845
	income	.087 ^b	1.844	.066	.092	.979

a. Predictors in the Model: (Constant), personal (step 1)

b. Predictors in the Model: (Constant), personal, money (step 2)

c. Dependent Variable: get top score (the rating 1) (who have voted 1)

Table 3 Shows the results of the data analysis step 2 of Stepwise Multiple Regression Analysis of obtained the rating 1

Model (step)		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
2	(Constant)	53.092	3.864		13.739	.000
	personal	.382	.053	.337	7.197	.000
	money	-.073	.034	-.101	-2.169	.031

a. Predictors: (Constant), personal (step 1)

b. Predictors: (Constant), personal, money (step 2)

c. Dependent Variable: get top score (the rating 1) (who have voted 1)

The analysis of data can be written as the following equation.

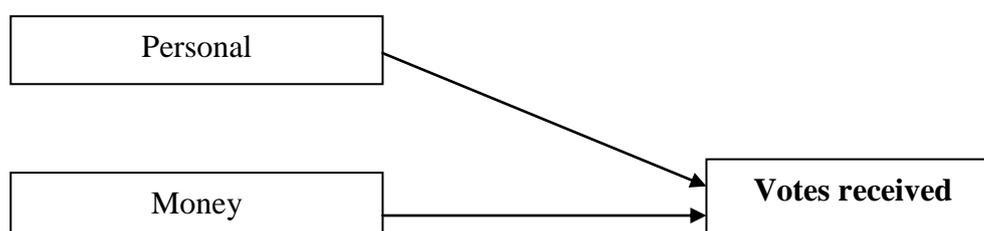
Obtaining the vote 1 = 53.09 + .382 Personal - .07 Money

Obtaining the vote 1 = the vote was HIGHEST 1(The winner of the election)

Personal = individual candidate

Money = distribution of property and money

The results of research can be drawn into the chart below which shows the results of hypothesis testing.



From the above equation (Obtaining the vote 1) and chart display data analysis. Factors that influence the votes of election, there are 2 factors that are important difference, cascaded down to the factors that influence the votes of election. The most influential factor is an individual candidate (Personal).The second is distribution of property and money to the voters (Money) respectively. Which can be written as an equation: Obtaining the vote 1 = 53.09 + .382 Personal - .07 Money at the level of statistical significance .05.

Summary and Discussion

Based on the findings above, It is seen that the winner of the local administration election in Southern Thailand especially in Pattalung. There are 2 factors influencing in the election. The most influential factor is the individual candidate (Personal) followed by distribution of property and money to the voters (Money) respectively, with statistical significance.05 is possible. These findings demonstrate that. The election of local leaders in the south have the personal qualities of the candidates and the distribution of property and money to the voters is the key to winning the election. This may be because the local Sub-district level elections most of the area is rural. In general, rural societies often have the same culture, people know each other. The area is not very wide. The use of a personal relationship and use the money to work on. Based on the set this equation can be written as follows.

Obtaining the vote $1 = 53.09 + .382 \text{ Personal} - .07 \text{ Money}$

There are 2 factors that affect the election has been found in the South of Thailand (Significant statistically.05) is the individual candidates(personal).The results were comparable to other research 's answers as well but different in how to conduct research or research methodology is different. The study finds Voters decide the individual candidate as mainly (personality and past activities) such research Pairat (2003) and Sunan (2002) which is consistent and in line with this research because the study found that the individual candidate (personal) factors that influence critical to get vote. The second factor is the distribution of property and money as contributing factors to get votes statistically significant.05. These factors are discussed more. The research seeks to bring these findings are comparable to each other such as the research of Suvit (1998) was funded by the Secretariat of the House of Representatives to conduct research on the decision of the voters to vote, MPs vote. The data were collected from 4 regions across five provinces of Thailand, Bangkok, Chiang Mai, Khonkaen and Songkhla province, a total of 1,000 samples (200 samples for each province) for which the results of the research showed that 75.31 percent of the people know that the vote-buying concerning in rural Thailand's election which is different from the method of this research. Traditional research, mainly to explore the factors that influence the decision to vote and to determine the frequency, percentage (percent) of respondents only. Despite knowing that the distribution of property and money (Money) to buy votes. But once inside the polling to cast it. The voters could not vote as they get money for it. In this research has answered these 2 sides: the causes to vote in the elections of voters (Independent variable) and the votes received or vote for who? (Effect as Dependent variable). The results of this study showed that the distribution of property and money (Money) enter in the equation at a statistically significant level.05

Factors on the distribution of property and money (Money) as factors that affect the election was in the equation at significant statistically. 05. This is a subject that has been talked a lot. We only know that they are spending money to buy votes. Distribution of supplies to vote but there is no evidence that it turns out to vote or not. The results of this study indicate that an election has been influenced by the distribution of property and money statistically significant.05 which like the results of past research. Such research Ratanachoti (1998), Bhothisawang et al. (2004), Rattanadilok Na Phuket (1994), Avika (2006), Peng (2005), Suvit (1998), Chitra (1998) and Suwat (2005) which part of the research is qualitative research or quantitative research that asks only Independent variables side to calculate the frequency and percentage which is difference from this research that asked respondents to both the Independent variables side and Dependent variables side, the data were analyzed by stepwise multiple regression analysis.(see conceptual framework)

The other key factor is to join a political party (group), the results of this study showed that affecting to the election was not in the equation at significant statistically.05 but other research has comparable such research Sakda (1999) that said, the most important factor is

affiliated with a political party. Research Suwat (2005) said the decision because of political preferences and policies of political parties, Research Pairat (2003) that said, the decision to select the group of candidates rather than individuals.

Research of this nature are rare. The findings of this research which can be written as a mathematical equation. This research is a very important discovery. This demonstrates that the approach to political theory for the candidate to be a political leader. What are some factors to take into consideration. Factor into the equation before shows that the factors that influence or affect the election has been the most. In this research is individual candidate. The second factor is the distribution of property and money (Money). There are also other factors as well but not in the equation such as the level of group or political affiliation, strategy of campaigning, the fraud, the contribution to the community but for this research is under of statistical assumptions, therefore, vary according to factors that influence enough to advanced statistical significance.05 which is based on assumptions that are set. However, other factors may be important in some sectors in some areas.

The researcher is of the opinion that this research is also a pioneer in the academic to create a theory or equations to predict the votes from the causal factors that are acceptable for use across the country, need to expand the area and sample more than you can bring a new era of political theory.

Suggestion

1. The agency that manages elections such as the Ministry of Interior, The Election Commission (EC), all levels and organization of elections in their agency should find a way to prevent the distribution of wealth and money through agents, to prevent canvasser or distributed directly to the voters in various forms.
2. Political leaders in rural and politicians at all levels of political parties and political groups should consider various factors in the equation that factors such as policy, any political party or political group, personal property, personality, campaign strategies and methods that will result in their party or their agents in order to increase the votes and won the election.
3. The agency responsible for the politics, the Election Commission (EC). KPI. The National Congress and the Ministry of the Interior, Department of Local Administration, Community Development Department and agencies under the Ministry of Interior, Ministry of Education and other agencies involved should lead to the application of research findings to develop democracy and the election of Thailand better.
4. For this study, researchers should lead the way to extend the research to more widely as elected MPs, expand to cover the entire country, research in the borough provincial council, expand to mayoral elections across the country, expand to village elections across the whole country and extend the other elections until more information. Have research more so that the findings can be made into a new era of political theory further. There also may be used to Qualitative Research (Qualitative method) to the mix in order to research a deeper view.

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