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The Voting for Political Leaders in Southeast Asia: A Case of Thailand

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Abstract- Thailand is located in Southeast Asia. Thailand's democracy was still struggling that is a military coup by the loop 13 times. The last time was on May 22, 2014.Every time a new constitution to allow more democratic and promised to re-election soon. Elections in Thailand are interesting. The purpose of this research is to determine the factors that influence the election of political leaders in Thailand then create a mathematical equation to know what the votes are derived from and how important are each of them? A total of 1522 samples from the four constituencies were randomly sampled. In the North, 423 are sampled of member of parliaments(MPs) election, In the Central are 373 sampled of Mayor election, In the Northeastern region, are 322 sampled of village headman election and in the Southern part of the constituency is the Head of the Sub-district Administrative Organization(SAO) are 404 sample. By using "Stepwise Multiple Regression Analysis" The research found that the most influential factors in getting the most votes and winning the election are political campaigns and tactics. Second, political affiliations or political parties, grouppolicy (Party, Group).Third, Relief Aid and Patronage (Patronage) and finally, the distribution of wealth and money (Money). Statistically significant at the .05 level. It is considered that these factors are differently down the hierarchy.

Keywords: political leader, the voting, democracy, stepwise multiple regression analysis.

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The Voting for Political Leaders in Southeast Asia: A Case of Thailand

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Abstract- Thailand is located in Southeast Asia. Thailand's democracy was still struggling that is a military coup by the loop 13 times. The last time was on May 22, 2014.Every time a new constitution to allow more democratic and promised to re-election soon. Elections in Thailand are interesting. The purpose of this research is to determine the factors that influence the election of political leaders in Thailand then create a mathematical equation to know what the votes are derived from and how important are each of them? A total of 1522 samples from the four constituencies were randomly sampled. In the North, 423 are sampled of member of parliaments(MPs) election, In the Central are 373 sampled of Mayor election, In the Northeastern region, are 322 sampled of village headman election and in the Southern part of the constituency is the Head of the Sub-district Administrative Organization(SAO) are 404 sample. By using "Stepwise Multiple Regression Analysis" The research found that the most influential factors in getting the most votes and winning the election are political campaigns and tactics. Second, political affiliations or political parties, grouppolicy (Party, Group).Third, Relief Aid and Patronage (Patronage) and finally, the distribution of wealth and money (Money). Statistically significant at the .05 level. It is considered that these factors are differently down the hierarchy. This can be written as an equation as Obtaining the vote 1 = 33.54 + .37 Campaign +.23 Party, Group - .12 Patronage + .09Money. Factors that did not affect the voting result were statistically significant at the .05 level and not according to hypothesis that was set are Personal Qualification of Candidates (Personal), Donation to the community and the public (Donation) And gambling fraud and bribery (Fraud). The suggestion for this research is the agency responsible for the election should find ways to prevent the distribution of political capital to political people to gain more votes. Politicians and political parties should consider using the campaign strategy. Determine your party's or group's policies and factors. In the equation, what factors will have the effect of making itself and its representative party victorious in elections. Researchers should extend this research to broader scope of research so that they can be used as a new political theory.

Keywords: political leader, the voting, democracy, stepwise multiple regression analysis.

I. Introduction

Thailand is located in Southeast Asia, The center of the 10 ASEAN countries. Thailand is the only country to avoid a colony of Europe has been achieved several years ago .Once the US military bases in the war against Vietnam, Cambodia and Laos to fight communism loop until 1975. Thailand is a democratic revolutionary change of government in 1932. So far, ore 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 time was on May 22, 2014 the military coup begin again. The reason that to maintain order and also claimed the elected government is corrupt and political leaders and politicians to buy the votes. During this time the constitution was drafted at 20 to build a new democracy.

Democracy is a regime that values the rights of the individual compared to other forms of government. Democracy is based on three principles: Popular Sovereignty, Freedom and Liberty, Equality. It is therefore generally accepted that democracy is the least evil rule because the rule in the democratic system give opportunity for the majority of people to influence the mechanism of the state with equal and free political competition. In order to obtain a delegation of people to represent the people in the administration of the country, they must obtain the consent of the people and administer the country according to the willing of the people. To look at the power of the people through agents or the party is going through a political process called "Elections" cannot be separated from democracy.

Election is the process of seeking the common will of the people or a tool to make the majority of people appear by citizens have to choose their politicians to represent themselves in political duty. Theoretically, the representative is authorized to perform the duties of the people. The election is the confirmation of the supremacy of the people in practice. So the election is a way of life in democracy. The election is based on the basic principles that allow people to express their true intentions by providing a secret ballot and free from threats. There are no restrictions on the skin, gender, and status, and everyone has equal voting rights, i.e., each one has the same voice.

Elections are at the heart of democracy. In particular, fair elections are a political righteous process of using the sovereignty of politicians. The election of members of the House of Representatives constitutes the beginning of the process of entering the political power of democratic rule in a parliamentary system of great importance. According to the Constitution of the Kingdom of Thailand 2007, the general election of the members of the House of Representatives, 500 members, Member of the House of Representatives of

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the 375 electoral districts and 125 from the party lists, the announcement of the general election mandate in 2011 led to the general election on Day 3 July 2011.

To filter a democratic regime to respects the rights of individual freedom as possible by 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 does not seem to be a problem and is not very complicated but by the fact of the election, there are many problems that one of them is buying votes especially in recent general elections, and likely to intensify, with the spread to local elections. It becomes a political culture of the Thai society (Ratanachoti, 1998, p. 4), which is usually done secretly and it is consent between the payer and the payee, which is difficult to legalize.

Currently, the buying of votes in Thail and. There is a tendency for violence to intensify, which is opposite with efforts to develop democracy and political participation. Even the current constitutional law has been enacted, which is considered to be the most democratic ever. And the election is a duty of the people of Thailand and the law that causes an independent organization to oversee the electoral process. In order to make the election fair, however, the legal approach is still not able to solve the problem of buying vote from Thai society. Because the relationship between buyers and sellers evolved into a political culture and another is form of representation through the electoral process, usually done secretly with the consent of both parties between payer and the payee. Especially, the area where the people are living indoors and there is a local community that adheres to a conservative cultural tradition. Like Northeast and North. Until the scope of such trading behavior was extended throughout Thailand (Bhothisawang et al., 2003, p. 1)

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, p. 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, p. 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 canvassing. Walking, knocking on the door, making a score by creating a ghost card, parachute cards, fire cards, transfer of house registration to vote and other ways, including buying the election votes as mentioned above. Nowadays, in the metropolitan area, there are billboards, posters, forums, direct and indirect advertisements on radio and television. Using the

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internet, new mobile phones (smart phones) 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.

a) Research Objectives

1. To understand the factors that affect to the vote of election of candidates or political leaders.
2. To understand the level of factors affecting to the votes.
3. To create formula or equation for predicting the vote from various factors.

b) Research Framework

From the literature review, theoretical concepts can be defined as a conceptual framework for research as follows.

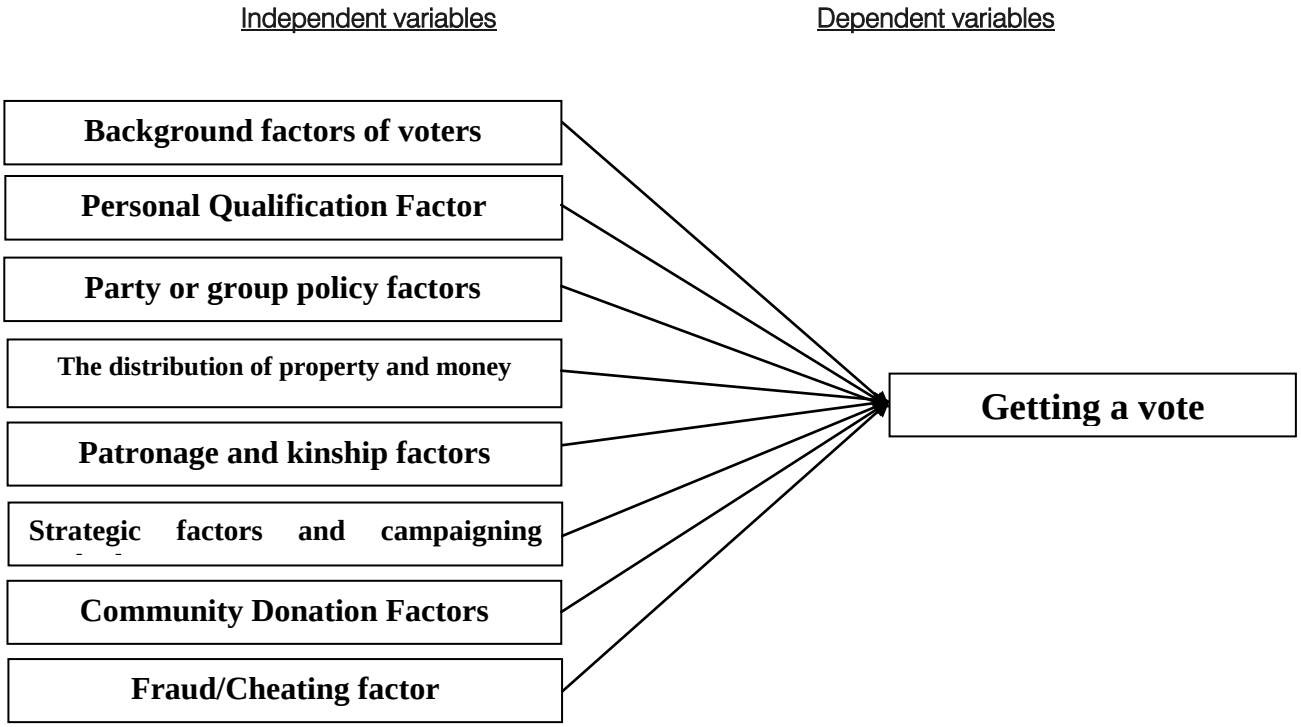

Figure 1: Conceptual Framework

c) Hypothesis of Research

This research has been hypothesized in the research as follows:

Hypothesis 1: The background factors of voters affect the vote.

Hypothesis 2: Qualifications, personal qualities, candidates, or political leaders affect the vote. (Personal)

Hypothesis 3: Party Policy Factors and the role of the party affect the vote. (Party, Group)

Hypothesis 4: The distribution of property and money affects the vote.(Money)

Hypothesis 5: Patron system factors and relatives that affect the vote.(Patronage)

Hypothesis 6: The candidate's tactics and campaigning methods affect the votes received.(Campaign)

Hypothesis 7: The contribution factor to the community affects the vote.(Donation)

Hypothesis 8: The cheat factor affects the vote.(Fraud)

II. Definition of Terminology used in Research

Elections mean the general election of members of the House of Representatives at Lamphun on July 3, 2011, The Mayor's election in Prachinburi on January 13, 2013, The election of the Head of district Administrative Organization in Phatthalung Province on May 5, 2013 and the election of the village headman Sisaket Province on 12 June 2013.

Political leaders mean members of the House of Representatives. Which are provincial and national political leaders. The mayor, who is a political leader of district municipality.The Head of district Administrative Organization,who is leader of the sub-district administrative organization(SAO),The village headman who is a village-level political leader.

Factors that affect the election vote are the background factors of the voter, qualifications, personal qualifications, candidates, or political leaders. Including,

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the party policy factor and the role of the party, the distribution of property and money, patron and kinship Factors, Strategic Factors, and campaigning techniques for candidates, Fraud and cheating factor.

Voter background factors refer to the characteristics of people, voters, gender, age, educational level, major occupations, and average monthly income.

Qualifications factors, personal qualities, candidates, or political leaders mean personal qualities and past performance and preference in the candidate.

Party policy factor and the role of the party factors are the qualification, policy, party, performance, and popularity in the political party or political group affiliated.

The distribution of property and money factors means the acquisition of property, the money from the candidate's representative to voters at a satisfactory level.

Patronage and kinship factors refer to respected adult relatives, friends recommend friends to solicit or ask.

The candidate's strategy factors means is a sense of satisfaction with the tactics and methods of campaigning for the candidate and team.

The donation to the community factors means donations, charity donations, festive temples, and public donations to the community.

Fraud/Cheating factors refer to gambling fraud, bribery, authorities.

Getting a vote factors means weighting the votes the candidate receives from the voter.

III. The Concepts, Theories and Research Related to Voting and Political Leader

a) Concept of Electoral behavior

Current, 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.

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 studyis 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

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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.

b) 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.

c) 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, p. 140)

Even in the early Rattan a kos in 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, p. 100).

1) Help increase the patronage power of the patronby 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.

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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.

d) 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 votebecause of the limit supports.

e) 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 unimportant position such as community committees, village health volunteers, village headman, etc. and these people will have a voting base. Good and already beneficial to the voting base of the party together with the economic base of the political party, the support is

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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, 1991, pp. 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 theyare 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 subgroup 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 well being 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.

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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.

IV. Related Research

Sunan (2002) studied factors affecting the decision to elect members of the People's Council of Chonburi By studying people in Sansuk 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.

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.

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.

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".

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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.

V. Research Methodology

a) Research Area

The four constituencies in Thailand, Village Headman election at the village level, Head of SAO election at the sub-district level, Mayor election at the Municipality and district level, MPs election at the Provincial and national level.

b) Population and Sample

i. *Randomly selected constituency*

Randomly select the electorate by selecting one province in each region, namely Lamphun (Northern), Sisaket Province (Northeast), Prachin Buri (central) and Phatthalung (southern). The constituency was elected from 4 constituencies from 375 constituencies nation-wide. The constituency in Lamphun Province 1 *

1. In the remaining constituency of the Northeast. Central and South Randomly selected municipal as the second step. One municipal borough in Prachinburi *
2. In the remaining 2 constituencies of the Northeast and South constituencies. Randomly selected constituencies Sub District Administration Organization(SAO) Step by step as a Municipality level.That is a Sub District Administration Organization in Phatthalung *
3. In the remaining constituency 1, the last constituency of the Northeast. Randomly selected village level constituencies one village level in Sisaket *

(*Note: For ethics of research all of the sample data cannot be shared.)

4. The constituency of the research community includes 4 constituencies, namely 4 constituencies, MPs, mayors the constituency, the Head of SAO and the village headman's constituency from 4 regions.

ii. *Find the sample size from the population in each constituency*

Calculate the sample size from the research population, which represents the voter. Using Yamane's formula (1967, pp.886-887; 1973 p.726)

When N = the total population of the research
e= Sample error ± 0.05 ,under 95% reliability
n = number of samples

Determine the confidence level of 95 percent or 95 percent reliability level or give a tolerance of up to 5 percent as follows:

1. MP's constituency in Lamphun Province There were 159,216 voters when calculated 398.99.
2. Mayor's Borough in Prachinburi province. There were 6,437 voters, when they were calculated, 376.59.
3. SAO constituency in Phatthalung Province There were 6,324 voters in the calculation, with 376.2.
4. The Village headman's constituency in the province of Sisaket,368 village headman voters in the village when the sample size was calculated. The sample size is 191.66.

Sampling using a landscape model with proportional (Proportional stratified sampling) to achieve the distribution of probability as much as possible and keep the actual data in the area as much as possible to reduce the error to a minimum (less than 5%) or increase the reliability or confidence to over 95%. The total number of samples collected is actually 1522 samples, the details are as follows:

1. MP's constituency in Lamphun Province The sample collection was 423 samples, with confidence greater than 95% or error less than 5%.
2. Mayor's Borough in Prachinburi 373 samples were collected, representing a confidence level of more than 95% or error less than 5%.
3. SAO's constituency in Phatthalung Province the actual sample collection was 404 samples, with a confidence greater than 95% or error less than 5%.
4. The headman's constituency in Sisaket Province Collect voters from all groups and distributed them throughout the village 322 samples, representing approximately 98% confidence or 2% error (less than the set threshold of 5%).

c) Measuring Tools

In this research, sample voters are willing to sacrifice their time and willingly answer the question. So I tried to create a not to long questionnaire, but the full range of variables to meet the hypothesis set. In each of the questions, there may be several messages

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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 political 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 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.

VI. Data Analysis

In this research, the program was analyzed using statistical data for forecasting and predictive equation or formula with Stepwise Multiple Regression Analysis .05 statistical significance or 95% confidence. To get an answer, what are the factors influencing the vote of the political leader and what factors influence is difference? And what link to Causal Relationship?

VII. Research Result

Analyzing the factors affecting voter turn-ups will bring the factors into the equation, one step by step, sorted according to the importance and influence of that factor. This will start from steps 1, 2, 3 and 4, but in this article, we will focus on presenting the results by analyzing the results of the final step. To show for those who get the highest number of votes (those who win the election are political leaders), as it is the stage where the results of the research come out and to test the hypothesis of the research. The results are shown in the following table:

Table 1: Shows Stepwise Multiple Regression Analysis of Stepwise Multiple Regression Analysis 1 or the winner of the election (Variables Entered)

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	campaign	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	party,group	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	patronage	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	money	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a) *Dependent Variable: get top score (get the highest number of votes,the winner of the election)*

Table 2: Shows Stepwise Multiple Regression Analysis of Steps 1 to 4 of the Top Scorers or Winners of Stepwise Multiple Regression Analysis Coefficients (a)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	43.714	1.947		22.451	.000
	campaign	.426	.033	.311	12.757	.000
2	(Constant)	32.945	2.669		12.343	.000
	campaign	.347	.036	.253	9.711	.000
	party,group	.235	.040	.152	5.829	.000
3	(Constant)	35.688	2.868		12.445	.000
	campaign	.375	.037	.274	10.059	.000
	party,group	.227	.040	.147	5.630	.000
	patronage	-.083	.032	-.065	-2.585	.010
4	Constant)	33.545	2.940		11.410	.000

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	campaign	.376	.037	.275	10.120	.000
	party,group	.238	.040	.154	5.887	.000
	patronage	-.129	.035	-.101	-3.661	.000
	money	.097	.031	.084	3.136	.002

b) *Dependent Variable: get top score(get the highest number of votes, the winner of the election)*

Table 3: Shows Stepwise Multiple Regression Analysis results of step 4 of Coefficients (a) of Top Scorers or Winners of Stepwise Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	33.545	2.940		11.410	.000
	campaign	.376	.037	.275	10.120	.000
	party, group	.238	.040	.154	5.887	.000
	patronage	-.129	.035	-.101	-3.661	.000
	money	.097	.031	.084	3.136	.002

a) Dependent Variable: get top score (get ranking points 1 or who wins the election)
b) Predictors in the Model: (Constant), campaign (step 1)
c) Predictors in the Model: (Constant), campaign, party, group (step 2)
d) Predictors in the Model: (Constant), campaign, party, group, patronage(step3)
e) Predictors in the Model: (Constant), campaign, party, group, patronage, money(step4)

Based on the results of the analysis, Table 3 can be written as an equation.

Obtaining the vote 1 = 33.54 + .37Campaign
+.23Party,Group
- .12 Patronage + .09Money

Obtaining the vote 1 = Getting a voter vote Most number of vote (winner of the election)
Campaign = campaign strategy
Party, group = political group or political party
Patronage = relatives help guide (patronage system)
Money = distribution of property and money

From the forecasting equation, Obtaining the vote 1 shows the results of the data analysis. There are four factors that influence the election of voters that is the factor that affects the vote. The most influential is Campaign strategy. Secondly, political party(group) affiliation, thirdly is Patronage. And lastly is Money (the distribution of wealth and money) was statistically significant of .05

The results of Hypothesis test in this research as follows:
Hypothesis 6: The candidate's tactics and campaigning methods affect the votes received.(Campaign)
Hypothesis 3: Party Policy Factors and the role of the party affect the vote.(Party, Group)
Hypothesis 5: Patron system factors and relatives that affect the vote.(Patronage)
Hypothesis 4: The distribution of property and money affects the vote.(Money)

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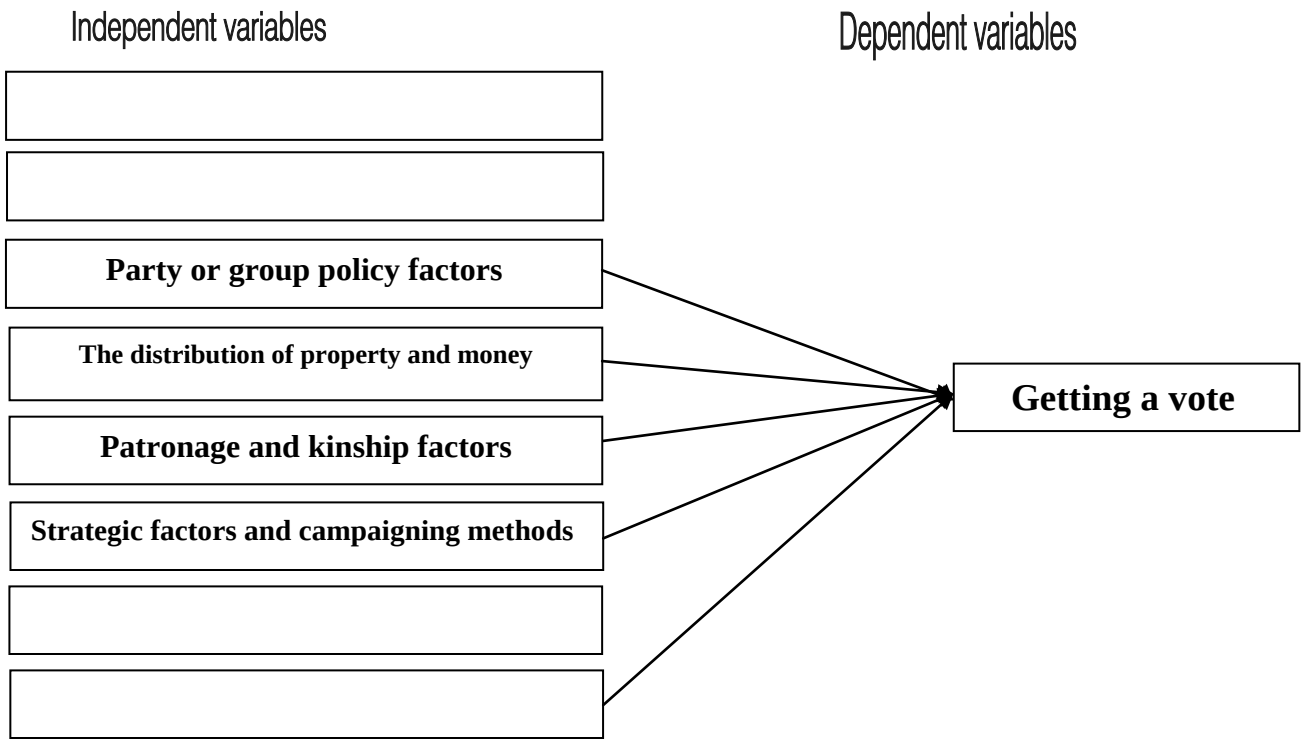

Figure 2: Shows the results of the data analysis

VIII. Summarize and Discuss the Results

Based on the results above it can be concluded that the winner of the election receives the number 1 vote. There are factors influencing the vote, namely the campaign strategy, followed by the political party or group introduction and patronage and the distribution of wealth and money. This is based on the hypothesis of the research set. At the .05 level of significance (other factors such as personal qualification, donation and fraud did not meet the hypothesis test of research at statistical significance level. 05)

The campaign factor is the factor that influences the vote. There is a statistically significant difference in .05 in research that is comparable and consistent in the same way as that of Kwanfa (2010). I have discussed the campaign strategy in the community. Use of public media including the use of personal media, community leaders, and local mass media and the mass media are important for political participation and voting.

Affiliation with a political party or political group (Party, Group) had a significant statistically at the .05 level. There was comparable research, such as the research by Sakda (1999), which states that the most important factor is a political party, under the supervision of Suwat (2005)that said, the decision was made because the political party was satisfied with the policy.Pairat 's Research (2003) said the decision of the voters to choose the group rather than the individual.

There is support, guidance and Patronage had a statistically significant effect at the .05 level. There was comparable research, such as the research by Nattakorn (2002). Voting decisions are based on direct relatives and indirect relationships through the network of canvassing, which is in line with the research of Natasha (1997).But from the equation with a negative sign, that is the winner of the election loses or loses points because the patronage system is that the voter does not vote because of his or her own needs but vote because it is the needs of adults, relatives, and friends suggesting solicitation or direct and indirect.

The distribution of wealth and money is a significant factor influencing voter's vote .05 this is a very common theme. That there is money spent buying vote distribute items for voting. For this research, it is clear that the voter turnout was influenced by the distribution of wealth and money significantly .05, which could lead to other comparable research such as the research of Ratanachoti (1998), Bhothisawang and others (2003), Rattanadilok Na Phuket (1994). Avika (2006). Chitra (1998) and Suwat (2005)

The analysis of the results of this research is rare because most of the factors that affect the decision to vote are used to determine the percentage of respondents. It may be possible to compare the mean difference by the individual factors of the respondents only. However, the researcher tried to compare the results of such research, such as the research of Suvit (1998), funded by the Secretariat of the House of Representatives, to research the decision making factors of voters to voting Member of the House of Representatives by collecting data from 4 regions across 5 provinces is Bangkok, Chonburi, Chiang Mai,

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Khon Kaen and Songkhla. 75.31% of respondents know that the buying of a vote is different from this research method. This research indicates that the distribution of assets and money. It really affects the votes and it has had a real win in the election. Traditional research even knows that there are money distributions but when you go into the election to drop the ballot voters may not vote on their own receipts. This research responded to both sides, that is : the receive Money side to vote and the voting scores side to paid candidate.

The results of this research can be written as mathematical equations: Obtaining the vote **1 = 33.54 + .37** Campaign +. **23** Party,Group **- .12** Patronage + .**09**Money

This shows the way to create political theory candidates for political leadership. What factors to consider? The factor that comes into the equation first is the most influential factor affecting the most votes. Decline down to the very least of the influences, which is enough to the statistical significance of .05 or 95% confidence, which is in line with the hypothesis set.

The researcher is has the opinion that this research is also a pioneering initiative in academia. To make a theory or equation is acceptable to use it need to expand the area and sample. The more data that can be collected, the more likely it is to be a modern political theory.

IX. Suggestion

The research suggestions are as follows:

1. The organization that is responsible for the election and responsible for politics, such as the Election Commission at all levels, King Prajadhipok's Institute. Parliamentary Secretariat and Department of Local Administration Should find ways to prevent the distribution of money through agents. The canvassers or distribute them directly to the electorate in various forms to ensure that the election is pure and fair, and that the results of the research should be applied to improve democracy and the Thai electorate.
2. Political leaders, politicians of all levels, political parties, and political groups. All levels should consider the factors in the equation as to what factors such as strategy and method of campaigning policy, political party or political group that will have the effect of making themselves and their representative or party gain more votes and win the election.
3. For researchers, this research method should be extended to broader scope of research, such as widening the scope of MPs to cover the entire country. Research in the Borough electorate extends the scope of mayoral elections nationwide. Extend the scope of the village headman election to cover the whole country and expand the scope of the election to other positions until more information is available. More information is available so that the results can be incorporated into modern political theory. In addition, qualitative methods can be integrated to make the research more in-depth.

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