

Determinants of Voting Decisions in the Election Of Tambon Administrative Members

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Abstract

This research aims to study the status and influence of individual factors, influential political group, common benefit, patronage and cronyism in determining people's election voting decision for members of tambon administration organizations. Based on the literature, a theoretical model was developed and tested, using a structural equation modeling (SEM). Quantitative data, using multi-stage sampling method, were collected totaling 500 voters, 5 sampling provinces from 10 upper Northeastern regions of Thailand. Qualitative data, involving 15 samples in-depth interviews, were chosen from heads of villages (Phuyaiban), heads of sub-districts (Gam-nan) and the provincial election committees, and were analyzed by content analysis.

The results indicate that patronage had most affected 73 percentage in election voting decisions for members of tambon administration organizations. Besides Common benefit had reverse effect cronyism that were because of their relationship and the promoter. When there were money manipulations, the relationship grew down. In addition, the most influent factors were respectively between Influential political groups. promoting person between common benefits, service giving between patronage, co-working between cronyism and candidate between election voting decisions. Moreover, the findings revealed that money using as a significant dynamic relative factor for influential political group, common benefit, patronage and cronyism.

Key Words: Election voting decision, Influential political group, Common benefit, Patronage, Cronyism, Tambon administration organizations, Structural Equation Modeling