

FACTORS AFFECTING THE DECISION-MAKING OF PEOPLE IN ELECTION OF THE MEMBERS OF MUNICIPALITY COUNCIL IN PA-NGIW SUB-DISTRICT MUNICIPALITY, WIANG PA PAO DISTRICT, CHIANG RAI PROVINCE.

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ABSTRACT

This research was “the reason of decision making of people in election of the member of municipality council in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province” the objectives in this research were 1). To study the factor caused the decision-making of people in election of the member of municipality council in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province 2). To study the relationship between personal factor affecting the decision-making of people in election of the member of municipality council in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province and 3). To study the recommendation caused decision making of people in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province. This research was a combined method which was used the quantitative and qualitative research. Tool was used the collection data of quantitative for the questionnaire population for 7,339 people and sampling group for 379 people such as the people who had the right election in Pa-Ngiw sub-district municipality and qualitative research tool was the interview. The people gave significant data such as leader of community, leader government office and education institution executive level located in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province for 10 people. Statistics was used data analysis gotten from questionnaire were frequency, percentage, mean, standard deviation (S.D.) and Chi-Square for statistics used in data analysis from questionnaire to be data analysis

Research result found that;

1. Factor caused the decision making of people in Pa-Ngiw Sub-District Municipality Member election at high level when separated each part found that the part was highest mean as local candidate had highest mean and lowest mean was return or benefit, it had medium mean respectively

2. Personal factor such as gender, education level, salary and time of living in that area had relate with factor caused decision making of people in Pa-Ngiw Sub-District municipality member election, it had statistical significant level .05. Personal factor such as age had not relate with factor cause decision making of people in member election of Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province

3. Recommendation about the factor caused decision making of people in member election of Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province found that there was problems about of candidate profile lacking honesty and ethics and finding the illegal exploitation while holding position

Keyword: 1. Cause (factor) 2. Decision making 3. Member Election

INTRODUCTION

Political and local government in Thailand was often seen as problem which was elected person. The most of them were well-off people or they had business in that location and these people would use the sound of voting method by using the election campaigner to promote to publicity campaign caused the sounding vote changed from the previous and intensity competition by showing through the media in the method and misbehaving such as scramble for candidate numbers, making many campaign posters and very expensive. The campaign state was made a big, good quality of stereo. These things had to be high invested. This candidate group was elected by this method, the most of them were the rich person and had more capital. Therefore, it believed that it was normal when there was investment, there must be hope for the profits. Who invested like this when there was the opportunity to become the representative of people for joining the political administration of the nation that there was high probabilities that they would seek the profit caused group of people who were popular called in political and public that “political businessman”

These people when they had a role of specifying policy accordance with or supporting to benefit of business or own business and them; hence, they concerned the political power from the position after election. For the people had a hope that I would receive benefits from the candidates was the receiving from election campaigner, free catering, giving away items or the gifts included the policies that benefit themselves after election

When there was an illegal process like this by starting incorrect from campaign till counting the votes to win the election entering the political administration position such as problem of administration of the organization inevitably occur, causing the administration to be ineffective affecting the nation development as well

From these problems seem that the personal qualifications of candidate included education level, leadership, ability and experience caused one of the factor that people had the right to vote using to consider for decision making to elect the people coming to act or holding political position in democracy including it would be political any level both in nation and local level besides the familiarity fellowship and habit of candidate and election campaign by people seem how reliable are these people another important factor caused the people allowed to elect people to play political roles on their behalf which was the performance in the part created by those election in political position

Concentrate and intensity competition in election of local political council member such as sub-district municipality. It was not less than the nation election and there were many candidates. Information from election committee in Chaing ai province reported that Pa-Ngiw sub-district municipality election. In 2017 had up to 80 candidates causing the researcher to be interested in requirement to know what are the factors that made people decided to vote Pa-Ngiw sub-district municipality council member. Researcher hope that research result is the benefit for department related with the election by taking this research result in public relation improvement planning, election for exercising pure voting rights, fair and governance included the people and who interested in studying politics would using this research result to support decision making to elect the candidate willing to enter to do the political roles for the true prosperity and development of localities and the Kingdom of Thailand continuously

OBJECTIVES

1. To study factors affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province

2. To study the relationship between personal factor and factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province

3. To study the recommendation about the factor affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province

RESEARCH METHODOLOGY

1. Research Design

Research design of this research, researcher used the mixed methods which is Qualitative Research and Quantitative Research. Qualitative collection data was collected from a questionnaire for 379 sets. For qualitative collection data collected from in-depth interview, key information for 10 people

2. Population, sampling group and key information people

In case of quantitative research using population was the people had the right to vote the council member election of Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province for 7,339 people selection sampling group for 397 people from total populations. For qualitative research was the in-depth interview collected important information from community leader, head of government and executive education institution located in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province for 10 people

3. Data analysis

Quantitative research data analysis used finished statistics program of descriptive statistics and inferential statistics and correlation of independent and dependent variable for qualitative research used technique content analysis was the descriptive analysis model with context

RESULTS

From research “Causing decision making in council member election of Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province” summarized research result according to the objectives of research as follow;

1. Factor analysis causing decision making for election

Research in the subject of “factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province” summarized analysis result that factor analysis result affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality at the high level in the overview when considered in each part had analysis result summary such as **knowledge and abilities** was high level. **Personal relationship** was high level. **Regarding compensation or benefits** was medium level. **Policy** was high level. **The past performance** was high level. **Governance** was high level. **Economic and society status** was high level. **Reputation** was high level. **Family of candidate** was high level. **Candidate local people** was high level.

2. Relationship analysis of personal factor with factor affecting decision making

Analysis result summarized that relationship analysis of personal factor with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province divided by personal factor such as **gender** found that gender related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District

Municipality, **age** found that age no related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, **career** found that career related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, **education level** found that career related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, **personal factor for income** found that income related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, period in area found that period in area not related with factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality

3. Recommendation analysis of factor affecting decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province

Recommendation of problem such as 1). Pa Ngiw Sub-District Municipality emphasized fundamental structure to much causing suspicion that the member of municipality council in Pa Ngiw Sub-District Municipality had stake in this project **2).** The member of municipality council in Pa Ngiw Sub-District Municipality should be honest person and self-disciplined **3).** The member of municipality council in Pa Ngiw Sub-District Municipality should show their property account and spouse before and after holding office **4).** Women did not favor to apply causing the amount of candidates who was the member of municipality council in Pa Ngiw Sub-District Municipality **5).** The member of municipality council in Pa Ngiw Sub-District Municipality got the most score from relatives and friends

Recommendation on promotion guidelines were 1). The government should have policy to emphasize strengthen the community seriously by focusing on the development of local communities in all parts **2).** Pa Ngiw Sub-District Municipality had to allocate the ethics training budget for candidates **3).** There was a law forcing candidates to stand for election and family shown the property first and after holding the position **4).** Government and private agencies should promote and motivate for woman came to play a role in political activities and participate more in increasing knowledge and understanding and role of local political leader **5).** Promotion for people concerned election of the member of municipality council in Pa Ngiw Sub-District Municipality in order to get the right candidate

CONCLUSION AND DISCUSSION

1. Factor analysis that it caused decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province found that in the view at 10 parts had high mean level because factor or causing to make the candidate to provide benefits to the community to align with concept of **Kul-ton Tanapongsaton** that “Decision is the consider, restraint or the decision of the person or group of people to choose, one of the best practices that the best suite or get the most benefits”

When consider in each part found **1). Knowledge and ability** in the view at high level because people hope that “candidate should have knowledge and ability in legal and regulation would push benefits for the people” when consider in each issue found that issue at the highest Mean was “candidate must have knowledge and abilities and understand in the role and duties of member of municipality council in Pa Ngiw Sub-District Municipality well” because people believe if candidate had knowledge and understand of roles of member of municipality council and able to allocate the benefit of community not break the regulation. The lowest Mean was “candidate must have knowledge in legal or to be lawyer” because people seem that the law was distant matter and not related with candidate

representative to align with research result of **Tanes Kamchung** found that “people give preference to member of Provincial Administration Organization Council of knowledge and abilities the most” and align with the interview of professional 2). **Personal relationship of candidate** by view at high level because rural society people considered “compensation is important” **when considered in each issue** found **which issue had the highest Mean** was “used to interdependence” because people in rural society tend to be harmonious, helping each other always. Which the lowest Mean was “being to the same group or institution” because people in rural societies had narrow society were often in the same group to align with research result of **Somchai Nitiponj** found that “knowledge and qualification and vision of candidate according to the purpose” to align with the wording from interview of professional 3). **Benefit for candidate representative** at medium level because the people had idea that “received whoever give because they are poor” because people was familiar with receiving without thinking it was wrong **when considered in each issue** found that the **highest mean** was “receiving money and giveaway” because people in the rural were used to receive money and gifts. Which issue had the lowest mean was “free catering and place someone to work” because it favored the people in rural seeing the compensate to be the important and like kind-hearted people, just give away money that must be compensated not align with the research result of Chanya Sirhakrai found that “free catering and place someone to work at high level” because it was the factor affecting the people voting and to align with the interview of professional 4). **Policy of candidate** in the view at the high level because people had knowledge and understanding in participation well to specify policy and candidate when considered in each issue found that which issue had the highest mean was “Participation of people to specify policy” because candidate and people had closely to each other and able to specify policy in order to get the people requirement. Issue had the lowest mean was “career building policy” because this policy was difficult to accomplish to align with research of Chanya Sihakrai found that “Factor influence election of people was policy which was the practice of candidate” because it was factor cause people to vote and align with interview of professional 5). Performance in the past of candidate, in the view at high level because the candidate have already been elected easy to meet, friendly, making a lot of benefits for the community and performance work consistency **when considered in each issue** found **which issue had the highest mean** was “select because it had already been elected” because they were known and they had performance empirical. **Issue had the lowest mean** was “Performance in the past” because some candidate although had been chosen since the past performance to unpleasant people who supported to align with research of **Tanes Kamchung** found that “People was popular with the member of Roi Ed Provincial Administration Organization Council had knowledge and understanding the most” because factor affecting people to vote and align with interview of professional 6). **The ethic of candidate** in the view at high level because popular people who was honest to people and social more that personal interest only **when considered in each issue** found that **issue had the highest mean** was “it is the honest to people and social” because people hope that ethic must exist for all candidates. **Issue had the lowest mean** was “honest to practice or duties” because people had the experience in conducting corruption in practice or duties of personal political to related to research result of **Somchob Nitipoj** found that “the highest honest desirable was honest to duty” because desirable feature of politician according to social expectation was the honest and related with the interview of professional 7) **Economic and social of candidate** in the view at high level because decision making of people selected the candidate who was fair, honest and good economic status” because people had concept when the candidate had good financial status to be able to help and work for people well. **Issue had the lowest mean** was “to be religious person” because the most candidate was not interested in religious to align with research of Chanya Sihakrai found that “factor affecting the

decision making in election of the member of municipality council in Ta Boon Mee Sub-District Municipality at the high mean level was the factor having good economic status” because people had the same idea when candidate had good financial status to be able to help people well and to related with interview of professional **8) Reputation of candidate**, in the view at high level because people was awareness of merit of candidate before **when considered in each issue** found that issue had the highest mean was “known by general public at all sub-district and all villages” because being a widely known person of the people would be trusted and easier to trust. Issue had the lowest mean was “known of all people in sub-district” because sub-district consisted many villages but candidate might not go in all villages; therefore, being know in all village was more important to related with research of **Tanes Kamchung** found that “People had political popularity to member of Provincial Administration Organization who own known, moral, ethic, attribute and their profile” because the people known these attributes of them, people quite trusted them more than people unknown and related with interview of professional **9) Family of candidate**, in the view at high level because people know and closely with candidate the most so the people was awareness the lifestyle and being of candidate and their family **when considered in each issue** found that **issue had the highest mean** was “there are responsible for their family” because social in rural every person was closely to each other and to see each other possible particular family in rural society very important. Issue had the lowest mean was “spouses were acceptable to everyone in the society” because people in rural society tended to know each other throughout the community and known who it is, how to live and often honor the partner’s spouse as well to related to research of **Tanes Kamchung** found that “Personal qualification desirable the member of Parliament of Nakhonpanom Province must be truthful within the framework of tradition and good custom” because people seem that the member of parliament or any parliament levels depending on the requirement of personal characteristic according to the mention above as leader of people in the community might be the good example and according to interview of professional **10) Candidate is local people**, in the view at high level because candidate was the person being in local who were familiar to the general people **when considered in each issue** found that **issue had the highest mean** was “to be the person who was born and raised in Pa Ngiw Sub-District” because the most candidate was the person in Pa Ngiw Sub-District where people has known and seem a long time. Issue had the lowest mean was “person who used to work in Pa Ngiw” because people do not feel attached and are not familiar each other according to research Tanes Kamchung found that “people had political popularity to member of Provincial Administration Organization” because it know and familiar well and closely of people and according with the wording from interview of professional

2. Relationship analysis between personal factor and factor affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province found that divided by personal factor found that gender, age, education level, income a month and period living in that area of sampling group, there are relationship and factor affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province but the age of sampling group not related with factor affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province

3. Recommendation analysis and factor affecting the decision making of people in election of the member of municipality council in Pa Ngiw Sub-District Municipality, Wiang Pa Pao District, Chaing Rai Province had suggestion 2 parts were 1). Problem section and 2). Promotion guideline. **Problem section** was Pa Ngiw Sub-District Municipality should not have many construction projects because people might see that Pa Ngiw Sub-District

Municipality had stake with construction project. Pa Ngiw Sub-District Municipality should have the honours and self-discipline and might show their property account and spouses before and after holding position. Promotion guideline was government should have policy emphasized strengthen to community seriously, it should allocate the ethic training budget for candidate before election for conscience and fairness to their duties. This problem and promotion guideline accord with the research of Jagraval Sukmaitree (2019) which suggests that it is very important that officers of Phathong Subdistrict Administration Organization should have honesty and ethic in the administration. The local government or related organizations should hold the training or seminar to guide the officers how to work and service the local people with fairness and honesty. By promoting it, the administration of Phathong Subdistrict Administration Organization is efficient and productive.

RECOMMENDATIONS

1. Policy recommendations

1.1 Pa Ngiw Sub-District Municipality should hold the training to encourage people to awareness voting election of member of municipality council in Pa Ngiw Sub-District Municipality correctly, transparency and honest

1.2 Pa Ngiw Sub-District Municipality should motivate for people interested or give priority to candidate's past performance because it had the tangible performance in the past

1.3 Pa Ngiw Sub-District Municipality should encourage people creating unity and harmony by creating the activities for the people to do activities together

2. Recommendation for research

2.1 Should study field note qualitative research about the decision making in election of people

2.2 Should study research about the knowledge and understanding of political administration of women in digital age

2.3 Should study the idea of people to specify District Municipality Administration policy

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