





**TITLE :** Factors influencing decide to elect the majors of Dongkhwang sub-district administrative organization, Muang district, NakhonPhanom province.

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**RAJABHAT MAHA SARAKHAM UNIVERSITY, 2015**

### **ABSTRACT**

This research aimed to study the factors influencing decide to elect the majors of Dongkhang sub-district administrative organization, Muang district, NakhonPhanom province. The samples used in this study was 396 voters living in the Dongkhang sub-district administrative organization, Muang district, NakhonPhanom province; They're selected by Taro Yamane sampling sized. The instrument was the five rating questionnaire with 0.98 of reliability. The statistics were frequency, percentage, mean, standard deviation and testing the hypothesis by Binary logistic regression analysis.

**Results of the research were as follows ;**

1. The reason for decision to elect the majors of Dongkhang sub-district administrative organization, Muang district, NakhonPhanom province were found the average descending order as follows; the policies of the candidates, the communications, and the characteristics of the candidates respectively.
2. Factors influencing decide to elect the majors of Dongkhang sub-district administrative organization, Muang district, NakhonPhanom province were the voter's age and the candidates' characteristics by not statistical significance at the .05 level. These variable could explain the variance of decide to elect for 50.09% ( $R^2 = 0.509, X^2 = 9.301$ )
3. The suggestions about decision to elect the majors of Dongkhang sub-district administrative organization, Muang district, NakhonPhanom province were found are as follows:

requirement for the candidates when elected as major should practice with sincerity and dedicated time to fully working. And following with the policies that have put campaign.

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