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Vichit U-on
George C. Hadjinicola

Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok

by

Kanakorn Khongpratheep
Master of Communication Arts, School of Communication Arts
Sripatum University, Bangkok, Thailand
Tel: +669-440-6949, E-mail: kanakorn.yo@gmail.com

and

Kanchana Meesilapavikkai
School of Communication Arts,
Sripatum University, Bangkok, Thailand
E-mail: kanchana.me@spu.ac.th

Abstract

Presenting "Factors of political party and public perceptions via online media affecting the decision to elect political parties in the year 2019 in Bangkok" research, the objectives were 1) to study the presentation factors of political party via online media that affect the decision to elect 2) factors on public perception of political party information via online media that influence the decision to elect the political party and 3) the decision on electing the political party on 24th March 2019. This study is a quantitative research. The sample were drawn from the population who have the rights to vote on March 24, 2019, aged 18 years and over, through 400 online media to collect data by using online questionnaires. Statistics for analysis were frequency, percentage, mean, standard deviation by using T-test, F-test, LSD test and Pearson's Correlation Coefficient test. Data was processed using computer program. The results showed that most of the samples were female, aged between 30-39 years old, single status, whose religion belief is Buddhism with bachelor's degree. The Occupation is general employee with a monthly income of 10,001-30,000 baht. Data exposure behavior is during the time 20.01-24.00 hrs. via smartphone. Most receive information via Facebook with an average of 4.29 at the highest level. The Information received are from public figures including celebrities, artists, singers, and bloggers in the online world, accounting for 38.38% of the reasons for choosing to use online media. Moreover, the ability to inquire and respond quickly accounted for 23.88 percent, most of them are online to follow up with new information which accounted for 31.66 percent, to following up with policy information representing 39.74 percent. As for the presentation of political parties most people received information via Facebook with an average of 3.95 at a high level. The public perceived and interested in the information in the form of video clip presentation with an average of 4.34 at the highest level. The policy presented by the parties has the effect on the decision to elect the political party, with an average of 4.59 at the highest level.

Keywords: Presentation, Political party, Perception, Online Media, Decisions

1. Introduction

Online media is now widely used and plays significant role in the industry which is not just limited to business and marketing circles but also has an important role in politics. By observation through the last few years, the role of online media has created many changes. The prominence and easy to access of online media are the reasons political parties are interested to use it as a tool for public relations campaigning. It cannot be denied that the new media has been utilized for many benefits including the use of online media as part of the strategy for the election campaign.
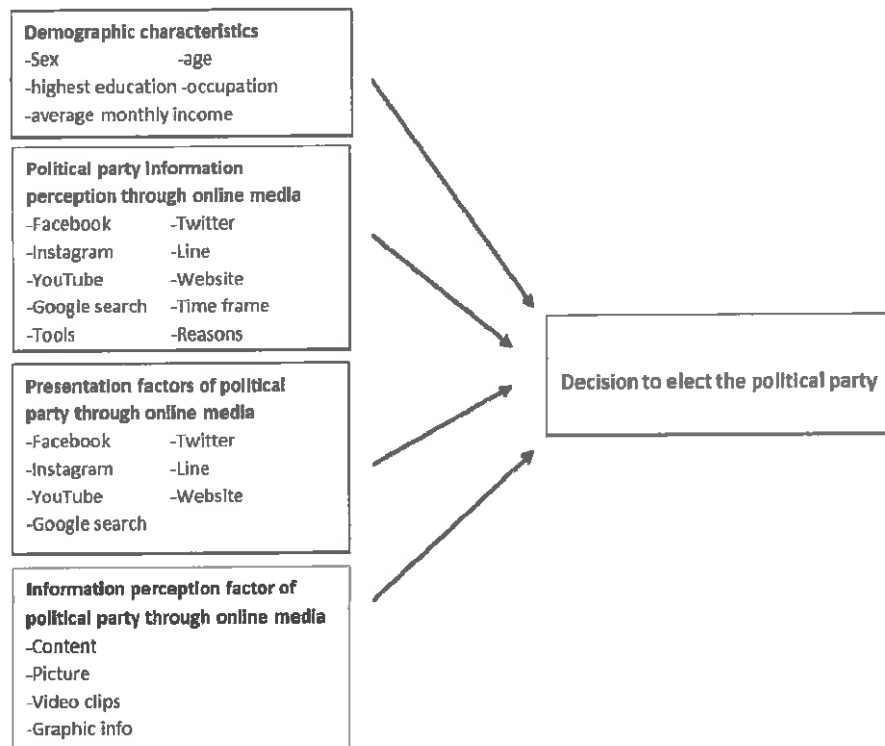
From the phenomenon of the election on 24 March 2019, political parties and politicians use online media platform as a means to reach out to people. Presenting information of the political parties in order to communicate with the target audience to stimulate awareness and communicate with each other instead of actually be present in the areas. This solved the weak point of being in the areas for campaigning which has restrictions on time, location, and number of target groups by using an online campaigning instead. Which can reach many people at the same time and cost less. Therefore, the online media has a great influence on modern politics. It is a center of communication that brings a large society together. Creating changes in the media industry, social cultural structure, and is the turning point in the public space of the new political party and ultimately lead to the decision to elect a political party.

Objectives

1. To study the presentation factors of political party via online media that influence the decision to elect a political party.
2. To study the factors of the information perception of political party of the people via online media that influence the decision to elect the political party.
3. To study the decision to elect a political party on 24th March 2019

Conceptual Framework

In this conceptual framework, the researcher will study the presentation factors of political party and people's perceptions via online media that affect the decision to elect political parties in 2019 in Bangkok.

Demographic characteristics
-Sex   -age
-highest education -occupation
-average monthly income

Political party information
perception through online media
-Facebook   -Twitter
-Instagram   -Line
-YouTube   -Website
-Google search   -Time frame
-Tools   -Reasons

Presentation factors of political
party through online media
-Facebook   -Twitter
-Instagram   -Line
-YouTube   -Website
-Google search

Information perception factor of
political party through online media
-Content
-Picture
-Video clips
-Graphic info

Decision to elect the political party

Figure 1 Research Framework

2. Literature Review

Concepts and theories of communication and political communication

Aristotle, the Greek philosopher spoke about the meaning of communication which is the pursuit of persuasion methods that exist in all forms. Wilbur Schramm explained the meaning of communication as a mutual understanding of the symbols that display the information. Therefore, communication means a common perception of human that expressed in language, whether spoken, written or gesture. Including the expression of human behavior

As for political communication, it is a science that begun since the ancient Greece. Which focuses on rhetoric, politics, and ethics. It is a propaganda combined with political content and communication all together to achieve political achievement. Political communication is therefore an educational approach that recognizes communication as a tool for strategic formulation to reach political goals by using communication to create guidelines for acceptance among the people as the information receivers (Supaporn Ting-in, 2010)

Online media concepts and theories

Online media is a society that must contain information communication between each other. In ancient times, humans would communicate information in a way that is not very complicated, such as oral, horse, and pigeon. After that, there has been a shift from simple data communication to letter, telegraph, telephone, and radio, for example. When entering the era that computer networks

and the internet are involved, human's data communication has also changed into more electronic-related media such as chatting programs, E-mail, and web boards. Nowadays, humans began to communicate with each other on a daily basis using social media. Which can be interacted between the messenger and the receiver, or among recipients. (Pichit Vijit Bunyarak, 2011)

Presentation concepts and theories

Presenting is one of the skills that everyone must practice in order to have that skill. Because it is a way to bring success in presenting the work to get acceptance. It is considered to be important in work and in life.

Smiti Satchukorn (2008) has expressed his view that in order to satisfy the presentation recipients the person who is the presenter, presenting methods, and content of the presentation have to be considered 1) Presenters' aspect 2) Presentation methods 3) Content 4) Various types of presentations, such as presenting to present the ideas, presenting for reporting results, presenting to persuade, and presenting for approval.

Perception and decision-making concepts and theories

Perception is a thinking process that consists of stimuli which is in the living environment. The perception process consists of observation, selection, and interpretation, which produces responses such as attitudes, feelings, motivation, behaviors, and etc. (Sutham Rattanachot, 2010)

Decision-making is the process of choosing to take an action from various alternatives. Consumers often have to make decisions about product and service choices in which they will choose the product or service based on the information and constraints of the situation. Decision making is an important process and within the minds of consumers (Chattayaporn samerjai, 2007)

3. Research Methodology

Research on political party presentation factors and public perceptions via online media that influence the decision to elect in 2019 in Bangkok, is a quantitative research collecting data from questionnaires using a sample of population aged 18 years and older who have the rights to vote on March 24, 2019, who use online media in Bangkok. The researcher used 400 samples.

4. Research Results

As for the personal characteristics of the sample, it was found that most of the respondents were female age between 30-39 years, single status with Buddhism religion belief. The education level is bachelor's degree with general employee occupation. The average monthly income range between 10,001-30,000 baht.

Regarding the behavior of exposure of political party information via online media, it was found that most of them were exposed to the information during 20.01-24.00 hrs.by using a smartphone. Most sources of information come from public figures who are not personally known online which can be famous people, artists, bloggers who are famous online. The reason for choosing to use online media is because they can inquire, respond, and quickly interact with political parties.

They can see new information regarding party policy and open to receive information via Facebook for the highest rate.

As for presentation of political parties via online media. The research found that the total average is equal to 3.43, which is at a high level. Considering each aspect, it was found that most political parties present information through Facebook high level, Google search high level and Instagram medium level (From Table 1)

Table 1 Presentation factors of political parties via online media

Presentation factors of political parties via online media	$\bar{x}$	SD.	results	rank
Facebook	3.95	0.88	high	(1)
Twitter	3.19	1.20	medium	(5)
Instagram	2.79	1.24	medium	(7)
Line	3.09	1.18	medium	(6)
YouTube	3.62	0.97	high	(3)
Website	3.59	1.04	high	(4)
Google Search	3.76	1.01	high	(2)
overview	**3.43**	**0.80**	**high**	

For the perception of political parties via online media. The research found that the total average is 4.25 which is at the highest level. When considered in each aspect, it was found that most of them perceived the presentation of video clips via online media the most, followed by the presentation of informational content via online media, the presentation of images via online media, and the presentation of infographic via online media respectively (From Table 2).

Table 2 Perception factors of political parties via online media

Perception factors of political parties via online media	Level			
	$\bar{x}$	SD.	results	rank
Information presentation via online media perception	4.28	0.86	Highest	(2)
Image presentation via online media perception	4.25	0.90	Highest	(3)
Video clip presentation via online media perception	4.34	0.90	Highest	(1)
Infographic presentation via online media perception	4.12	1.01	High	(4)
Total average	**4.25**	**0.91**	**Highest**	

Regarding the decision to elect political parties in general, it was found that the highest level of opinion was that the party policy had an effect on the decision, followed by the prime minister candidate, qualification, party leaders, and political parties also influence the decision.

5. Research Discussion

The research on "The presentation factors of political party public perception through online media that influence the decision to elect political parties in 2019 in Bangkok. Will be discussed into 5 parts as follows.

Part 1 Demographic characteristics

Demographic characteristics research results show mostly female who are general employee with average monthly incomes between 10,001-30,000 baht, aged 30-39 years, single status, Buddhism, with highest education being bachelor's degree. Research similar with Thanyaphat Ketpradit (2011) The results showed that factors influencing the internet purchasing decision of the population in Bangkok are mostly female work as a private company employee age between 31-40 years of age, with monthly incomes between 20,001-30,000 baht, with highest education being bachelor's degree and have a single marriage status.

Part 2 Information perception behavior of political parties via online media

The research results of information perception behavior of political party via online media found that the time when samples were exposed to political party information in order to support their decision making in the election most of the time is between 20.01-24.00 hrs. happen through smartphones. Most of the information is obtained from public figures that are not personally known such as famous people, artists, celebrities, singers and bloggers who are famous in the online world. The reason that voters choose online media because they can inquire and interact with political parties quickly. Most are exposed to see new information on party's policy through Facebook.

Part 3 Presentation factor of political parties through online media

Research results of political party presentations via online media that influence the decision to elect a political party, when considered in each aspect, it was found that Facebook as online media has the highest mean value, followed by Google search and YouTube. Research similar with Natthapat Wongreonthong (2018) concept, who said that today the new generation of people who have the rights to vote is a group that use digital which then make online media such as Facebook become an important channel for receiving information.

Part 4 Perception factor of political parties via online media

The results of the research on the information perception of political party of the people via online media affecting the decision of the political party election found that the sample group perceived the presentation of video clips via online media with the highest mean. Research similar with Chantima Chaemkrachang (2014) which said that the sample population is interested in online video advertisements when first seen in a high level with recipients knowing and remembering the component of online video advertisement in terms of images the most.

Part 5 The decision on electing the political party

The results of the research on the decision to elect a political party found that the party policy affects the decision to elect a political party on March 24, 2019, Research similar with Phanthipha Akaratheeranai (2016) that the factors affecting the decision in the election of NakhonNayok province for house of representatives was found to be at a high level in terms of candidate characteristics followed by personal media, political party, and policy aspect.

6. Recommendation

From research on factors of political party presentations and public perception via online media affecting the decision to elect political parties in 2019 in Bangkok, The researcher recommends that those interested in conducting the next research on the following issues:

1. Study the factors of political party presentations and public perception through online media that influence the political party local elections to be held in 2020
2. Study factors, presenting factors of political parties in local elections
3. Study the communication strategies that affect the decision to elect political parties

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