

Essence of Political Utility

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Abstract

Naturally, the human decision behavior is normally based on selfishness, but it may be different according to their desire such as considering on the benefits. On the economics field called utility which has an effect on the decision of the ones to buy goods or services that means human will naturally decide to depend on the most valued among all things that exist. In the same way, political decision behavior such as an observer, participator, partner etc... are usually under the influences of political utilities that are in stimulation of estimation and acceptation on value from political activities, which can be described in four theories; deterministic, exchange, psychology and consciously rational. Each theory explains political values differently, but they are the same in focusing on political behavior. Thus, political decision of any political actor must be based on their supreme values hoping to serve, therefore, general assumptions could be concluded that political utilities influence political behavior.

Keywords: Political Utility, Political Behavior, Political Decision

Introduction

The term “politics” refer to power and influences of the person who can gain many benefits such as power, admiration, fairness, economical status, stability, professional, and knowledge, (Lasswell, 1970) or the fighting to gain power. (Morgenthu, 1954) Furthermore, it is the competition to gain benefits in many levels such as individuality, groups of people, and societies. (Volin, 2006) It is also about power, authority, and conflict (David, 1965) through the use of social activities both of competition and corporation. (Bluhm, 2006) Besides, the political behaviorists view the politics as the struggle for power, or the influence over others, 1) to struggle for gaining the superiority over the others, and 2) to struggle to protect each other whether there are conditions or not. The goal is to make a harmonious society. Thus the politics relates to power and the government no matter of conditions or institutions applying sciences and arts of rules to govern the society. Politics, therefore, is important to individuality, economic, and the nation. When the country has the good rules of government, the politicians also has high quality and stability.

However, human society believes that values are vital pointers to indicate human behaviors, because humanity uses the values to judge, identify, or push the individuality to behave. (Chaleekrue, 1992) Furthermore, the values are the guidelines of the human behaviors in society (Hunnakin, 2002) that means having the right and appropriate values that are essential to create the prosperity of society. (Apapirom, 1983) Values are also important for human behaviors and the controller in making decisions of the individuality in the society. (Sutthasart, 1984) The term “values” is categorized into two ways. Firstly, the stable values feed the habits of life quality, on the other hand, the temporary values refer to the needs.

So the political values are like the doctrine of all human possession demonstrated by their choice to rule the nation such as social welfares, a democratic system, and guiding the social responsibility in the new era that all the nations in the world are going to follow in a western democratic idea. It is necessary for each country to follow the same form of government, if not, that country will be boycotted. The democracy politics values are presented through the

information from western side, the population has the political values to vote for the leader who has the vision of democracy. Thus the political values and politics are the same matter which means human behaviors are established on personal values and social values, especially the political behaviors that are from political values. Therefore, when people need to have a better government, the needs would develop the political values that concentrate on the democratic values.

As mentioned above, the politics affects the political behaviors or the political decision. The political decision relates to all participation from the beginning of interest to be the political presenter. The political decision depends on the supreme utility from the entire choices. To understand the political utility one has to relate the principles to the Exchange Theory or the psychological abstraction field. Furthermore, the results of political decision relates to the political behaviors in all political activities. (Kenaphoom, 2016a) The Utility Theory is based on the principles of psychology which is said that the humans would act by their own satisfaction, for example, buying products or using the services. The utility is defined as the consumers' behaviors. The same product and the same amount of product can be beneficial differently in the case of different time, and consumers' preferences. They would consider the satisfaction of each consumer. The consumer would decide the amount of products. This depends on the utility or the satisfaction they have as well as the political utility; that means that the product and service are public or as the political presenter/the politicians who get involved to have the important role in politics such as the member of the Sub-district Administration, the administrator, the congressman, the Prime minister, and the government. All positions present the values such as political services (generally, the politicians would provide the services as the traditions such as counseling services and materials.) In addition, they would present the public policy as the Public Goods and services. There are many politicians and political parties for the population to choose. The decision to vote depends on the political utilities which the voters expect. The interesting point is what the political utilities are, and what kind of theory that it represents. These two points are the interesting issues.

Objective

This article aims to assess the theoretical conceptual framework of Political Utility.

Research Methodology

This study is the elaboration research of document research and phenomena especially analysis an article “Concept of Political Utility” published in Journal of Rattasapasarn (Kenaphoom. 2017: 52-82), the researcher compiles the knowledge relating with economical utility, theory of political behavior as the base. Then it was developed as the framework of Phenomena by observing the political behaviors of the population such as the politicians, people, the government, and the beneficial groups. (Kenaphoom, 2014a: 49-51) with various ways of the system thinking (Kenaphoom, 2014b: 1-19), the pilot study is developed from the Grounded Theory Study (Kenaphoom, 2015), and the in-depth interview was conducted from the professional persons in the field of knowledge management. (Kenaphoom, 2014c: 13-32) Documents were examined to create the conception framework, (Kenaphoom, 2014d) and the theories used in this study were revised for reliability with various ways. (Kenaphoom, 2013:169-185) The results are the following:

Literature Review

The comprehension of the Political Utility is necessary to understand the relating conceptual frameworks as the following:

The Political Economy

Its origin at the 18th century, the political economy helps to understand the population responses how they need, the product and place, the difference of the economy and the political economy. The term “Economics” are from Greek, it is defined us the household economy. On the other hand, the political economy refers to as the state economic management problems. (Singkul, 2014) The political economy relates to the social sciences which studies about the production and distribution. The needs of human are different according to the human development, for example, the material production that means human needs life essentialities such as food, clothes, medicine, water, and etc. The needs cause human to produce and work. So the labor is an activity of social man. The term “Labour power” means the ability of human to work including physical and spiritual which human can produce. (Dutt and Rothstein, 1957: 1) The terms “economic” and “politics” means the relation of economical course and the political operations. The economical course is about the economics activities that feed the needs of human or the best social welfares. But the politics is about the attempt to gain the power, specially the power of decision making. Both economy and politics are combined in order to follow the change of economic analysis. (Puntasen, 2014)

However, most economists are taught not to relate their thinking with the politics, their main role is foregoing an economic analysis. Politics is about public decision making of the politicians who serve the needs of the population based on the representations. The principle of public decision making should be based on the public benefits of the population. The decision making, naturally, has various factors such as individual benefits, group benefits, specific purpose benefits, long-term benefits, political benefits and so on.

The term “Economics” refers to the management of the limited resource utility, or the use of limited resources with the unlimited wants of human. This can cause scarcity, which needs to be worked on the allocation of getting the most out of that utility. The basic of economics in every society are win one and lose one. (Chaiwat, 2016) So political economics focus on what the economists are trying to explain. Instead of using the resources, they make conflicts between the groups to talk. Karl Marx uses the hierarchical conflict to talk about capitalism, so that the limited resources and the unlimited needs of human cause a lack of question on how to manage the resources efficiently. This is an important question to develop the answers from the economists. When the resources are limited, one group gains from the benefit and the other group loses out. The conflicts can occur from both groups. The political economics cause the conflicts especially for many social groups. (Chaiwat, 2016) Then the political economy tries to use another thought to find the proper solution such as society, culture, traditions, human behaviors, law, and politics by studying and analyzing the system rather than considering the terms based on mathematics and rationality. (Muennikorn, 2011) On the contrast, the real role of economics relates to the government process. (Piampongsan, 2014) Thus this concept is like the stimuli from the state in order to let the citizens make a decision, for instance, when the government defines the public policy according to the needs of the citizen properly, the citizens would support the government while the policy is unwanted by the citizen. The citizens would not support the policy and are against the government.

Public Choices

The theory of public choices have been developed since 1948, it is the vital duration to release the marketing process completely. (Mueller, 2003: 2) There is the influence of the theory of public choices on the education of Public Administration since 1963. The scholar or the Development in the ‘no-name’ field of the public administration (Vincent and Eleanor. 1971:203) by the public choices is defined as the adoption of economics knowledge to make the political decision. (Mueller, 2003: 1) This makes the limited study of the public choices as the same from public administration such as the theory of state, political election, the votes,

the political parties, state system, but it also differs from the public administration field such as economic methods. (Mueller, 2003: 1) Moreover, in the aspect of public administration, it focuses on the logical and rational of the policy instruments by considering the public choices in terms of products and public service and goods. The public service is about the knowledge of economic, public administration, social sciences, psychology, and business administration to adopt, and improve the state administration on the assumptions of 1) the individual is selfish and needs to gain the most utility from public services, the incentives of positive incentives. The more that the incentives are high, the more that the population would relate to the state activities, 2) the system of administration becomes convenient in promulgating equity, fairness, and political transparency which makes the satisfaction on money saving and the earning to the population, 3) being-opened mind the voices of the population, 4) the more competition exists, the benefits are given by the population, 5) the more information the population know, the more that behaviors of the population would change using the proper public relations policy, 6) if the regulation refers to the wrong idea, this can be immediately processed and renew the policy issued such as smoking in the public area, spitting on the public area, parking in the wrong place, etc. These acts need to have regulation and some incentives, for example, a person who owns a property that has been bought can return it to the state without being subjected to any form of penalties, 7) Uniformity and Differentiation, 8) Citizen Co-producers such as volunteers work, 9) Decentralization is one important key the public choices support the decentralization because it's fast, saving money, and feed the needs of the population, and it is the democracy, 10) check and balance, 11) Centralization in some political activities such as war announcement, foreign policy, financial policy, and 12) Redundancy and Duplication, for instance, the hospital needs the electrical generators to make the better stability.

Utility Theory

The utility theory is the satisfaction of the consumers by consuming the products or services in the certain time of products, place, and products ownership. (Mingmaneenakin, 2009: 90; Theerasorn, 2008: 14) The utility means the ability of products and services which meet the needs of the consumers. The utility theory explains the consumers' behaviors in a decision making to use the products and services in order to gain the most utility under the limited budget from time to time. The consumptions are free from each other. Besides, there is the assumption that refers to the utility that can be measured as "Util." The consumers gain the most utility of the products and services when they buy them, however, the utility is different from having an advantage. Some products are useful but lack utility. The utility is tied up to the satisfaction within the psychological reason, and the utility production of economic are (Saikanit and Jamarakul, 2006; Chutiwong, 2003) 1) form utility, for example, rice milling to get rice, use iron to build furniture, clothes to make costumes, soy milk to extract the oil, 2) time utility means the duration of keeping to the consumers at the specific time, some products are seasonal, for example, to bring fruits to be canned. The wholesalers and the suppliers can keep the products in the stock, 3) Place utility occurs from the products transferring to the different places for example the mineral from the mines to the town, oil transportation from the faculty to the petrol. This help the consumers to consumes the products and services conveniently, 4) Possession utility refers to some kinds of products have to change many ownership to the consumers such as the wholesalers, to the suppliers, and to the consumers or the agents of cars, house, and land, 5) the services utility means the person who facilitates the services such as transportation, a lawyer, or insurances business.

Political Decision Theories

The important theories on political decision relates to the political behaviours which explains the political acts which affect the change of political activities, for example to vote in the election, the election campaigns, the application of the political candidates. The political

theories consist of

1. Deterministic theories; this theory states that social factors are the important role to define the political behavior or the influencers in politics. The main aspects are the social forces (Lazarfeld, 1968), and the field theory. (Levin, 1952) The field theory is about the conditions of human behaviors. It is based on the socio economic status (SES) as the keys to specify the various kinds of human behaviors. (Suwannachd, 2000: 38) The initial assumptions are 1) the person who has the same status of economics, and society would gain the experiences and been raised similarly, so the responses to the stimuli are similar, but the person who are living in a different economic system and society behaves differently. This can be set as the rules of 1) the person who has the same opinions of politics will act on similarly; however on the other hand, 2) the decision making of the person would response to the same economic and social status, not the problems of the politics.

2. Psychology Theories; the theory is about the feeling or the relationship to the politics which influences the political behaviors. The psychology model that the political scientists focuses on the voting in election from the relationship to the political party and the party identification, the loyalty with the political party like the population believe in the religious doctrine that can facilitate the needs of population. And the population is willingly to follow that belief. They also transcended the belief into social learning (Harrop and Miller, 1987).

3. Exchange Theory; George (1958) has developed the exchange theory by comparing between human behaviors from other animals, that is, human would make a decision because of the friendship or with the person who can satisfy the needs of the person. The needs of benefits defined the human behaviors in terms of economics, the loss of benefits, the prize, and the benefits are the basic feeling of making friends. Even though the person loses some benefits, the rests are the prize from others who respond. (Johnson, 1981)

4. Consciously Rational Theories; this theory highlights on the awareness of the voters to the policy of the political party, the condition of the candidates, and the expenses of the election. All are the rational framework of the candidates as well as the decision making of the economic consumers. The important conceptual framework of Anthony Downs in the book entitled “An Economic Theory of Democracy” and key of the Responsible Electorate (Key, 1966).

In summary, the researcher found that the political theory, the public choices theory focuses on the products from the government or the public policy, both need to respect to the needs of the citizenship as most as possible, and both theories give importance to the stimuli factors that affects the decision making on the political activities, for example, there's support because they see the values or against the loss in benefits. But for the political decision theory is about personal stimuli or the use of instinct of the individuality to give the value to any factors with the feeling of like or dislike in the Deterministic theories which explain the social values. On the other hand, the Psychology theories explain the values from the mind of individuality in the Exchange Theory. The Exchange theory explains the benefits that humans gain together on the Consciously Rational Theories which explain on the theories of democracy, the political economics, and the public choices.

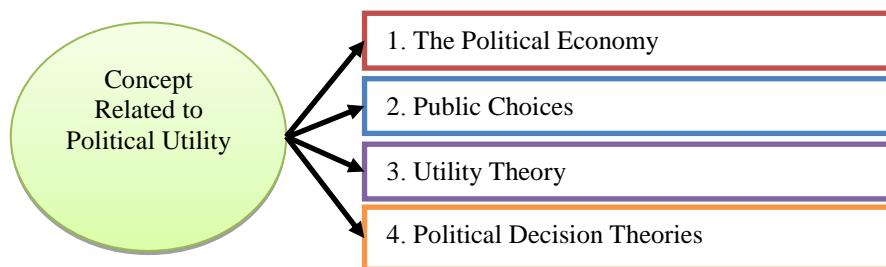


Figure 1 Concept Related to Political Utility

Essence of Political Utility

The utility is the valuation base on the external stimulation according to political economy theory and the public choice theory, and internal stimulation of the political decision. Thus, the political utility is the advantage and/or valuation occurred from the political activities which one has touched upon, it may be abstract or concrete, the difference valuation certainly will depend on the judgment of individual. The political utility however influence the political decision behavior whereas the assumption is that “the political decision of one must be on the political utility; everyone shall take part in the political decision-making, either in a manner that makes their highest satisfaction under restrictions they have”

1. Definition of political utility

Political Utility means the external stimulator occurred from the political activities such political actors, political situation, political process, political form, political products including impact of politics etc., for example; the popularity of politician, current popularity of political parties, getting of reciprocity, giving a goods or thing, vote buying, public policy including what is expected to be received in the future as a concrete or abstraction, benefits for one self and/or public. These stimulation influences political decision whether in the form of the political observant, the political participant or the political partnership.

2. Variable of political utility

2.1 Political stimulus; is the political utility which is the products from politics, it can be explained by the four theories namely;

2.1.1 Deterministic theories, this theory have assumption that the social factors are important determinants of political behavior or the background of one has a significant influence to political behavior. Thus, this stimulation is to group together the sociological and economic conditions due to the classification of a person as the same group or class such as kinship group, business groups, political group, interest groups etc..

2.1.2 Psychology theories, the feeling factors or political affiliations that determine the political behavior such as commitment, loyalty, faith, believe in something especially the political actors, for example; faith in politicians, faith in governor as sacred, faith in political parties, love and commitment in a political actors, gratitude of politicians etc..

2.1.3 Exchange theory, this is the issue of reciprocity benefits or the matter that determines the behavior of individuals based on needs of beneficiaries. Thus, to lose an interest or being awarded or getting a profit is a sense of making fundamental decisions. Things which persons get different, monetary and non-monetary, material or immaterial will affect the decisions when people are happy with the item that returns to them.

2.1.4 Consciously rational theories, this is a reaction of rational consciousness with a rational framework before making a decision, which is really the highest valuation fusing in all terms of economy, social and politics such as the real benefits for themselves sustainably, the real benefits of sustainable public, the damage to public or it can be easily said that it is the good conscience distinguishing good or evil from each rationally, considering factors and related information, farsighted including as well as taking into account the impact of their actions in

the present and the future. That is not reason thinking because it just is only rationalization which may be not based on reality (theory). However, to access the rational need is to understand the path from beginning to end (timeline or Jigsaw from the first to the end). Therefore, conscious in the rational need to understand the theories reasonably because the theory holds that a conclusion is actually possible (Kenaphoom. 2016B: 77-78).

2.2 Political Perception; mean the paraphrasing of touch starting when stimulus conditions comes to effect on all six senses (eye, ear, nose, tongue, body and mind), then transmission of nerve impulses to the brain for paraphrasing, the element consist of; (1) Stimulus cause a perception such as situation, event, environment around like a people, animals and objects. (2) Sense organs causes a touch feeling such as eye for seeing, ear for listening, nose for smelling, tongue for tasting and skin for knowing hot or cold etc. (3) Experience or the prior knowledge related stimulation ever touched. (4) Meaning from stimulation, the things we ever touch will be in memory of the brain inevitably, when one touch the stimulation their brain must revise to prior knowledge what it is and then it will cause to feel by touch call the sensation. (5) Value or Attitude, after one has a touch felling, it will cause the following to be valued and bring about a good attitude. (6) Conscious and Intention, these will make an intense or sparse emotion. (7) Mental and Emotion such as expectation, cheerfulness, happiness, sadness. And (8) the intellectual abilities, this will make recognition faster or slower.

Therefore, the perception mean knowing and understanding or recognition in the stimulation what it is, as the same way it is to understand about the political utility from political activities, it may be the value, the power and the advantage etc. these contribute to the good or bad attitude toward that thing anyway.

2.3 Attitude towards political stimulator; which the person feel toward something that good-not good, agree-disagree, acceptable-unacceptable (Collins. 1970: 68) as a result from the blend or organize their beliefs on anything or situation of under any circumstances which the blend result of this belief will determine guidelines of individuals will react to that stimulator (Rokeach. 1970:10) such as satisfaction or dissatisfaction towards people, situation and various things regularly and stably (Belkin and Skydell. 1979:13). Thus, the attitude is to give a value for stimulator, means the person who has feelings for political utility how it is already, then shown out as behavior of like /dislike, agree /disagree, satisfied/dissatisfied etc. according to their attitude and these is the determination for the political reacting of person to response the political activities.

2.4 Decision as political behavior; means acting out behavior of one from alternatives available which individual will consider differently according to political behavior theory, however, they will decide base on the best effective or the best interests (Griffiths. 1959: 104; Simon. 1960: 1). The decision of acting out behavior is a political behavior such as interesting, voting, participation, volunteers, being a political actors etc..

3. Principle of Political Utility

Principle of Political Utility can be explained as follows; the individual person will had a political decisions in any manner (observatory, participation, partnership) depends on the political utility they touched, understood and giving a valuation highest, but it is differently. The process of political utility affecting the political decision is respectively following; (1) stimulator occur from political activities (Political utility), (2) person has touch, (3) person has a recognition and interpretation, (4) person consider a valuation base on value, attitude, interesting, intention, mental, emotion, expectation, happiness, sadness, ability, intellectual etc. and giving a valuation could explain form 4 theories [Deterministic theories, Psychology theories, Exchange theory, and Consciously rational theories]. (5) person act out as behavior respond to stimulator as a political observer or a political participant or a political partnership etc.

Utility is about the valuation on the outer stimuli to the theories of political economics, public choices and the inner stimuli through the theory of political decision making, so the political utility means the benefits or the values of intangibility or the abstract. The political utility is the stimuli occur from the political activities of the political representatives, the status of the politics, the system of the politics, the model of the politics, the product of the politics and the effects of politics. Thus, the differences of political values depend on the instinct of the individuality. The assumption is “The political decision is based on the political utility” which means the individual has reasons to vote to feed the needs and the satisfactions.

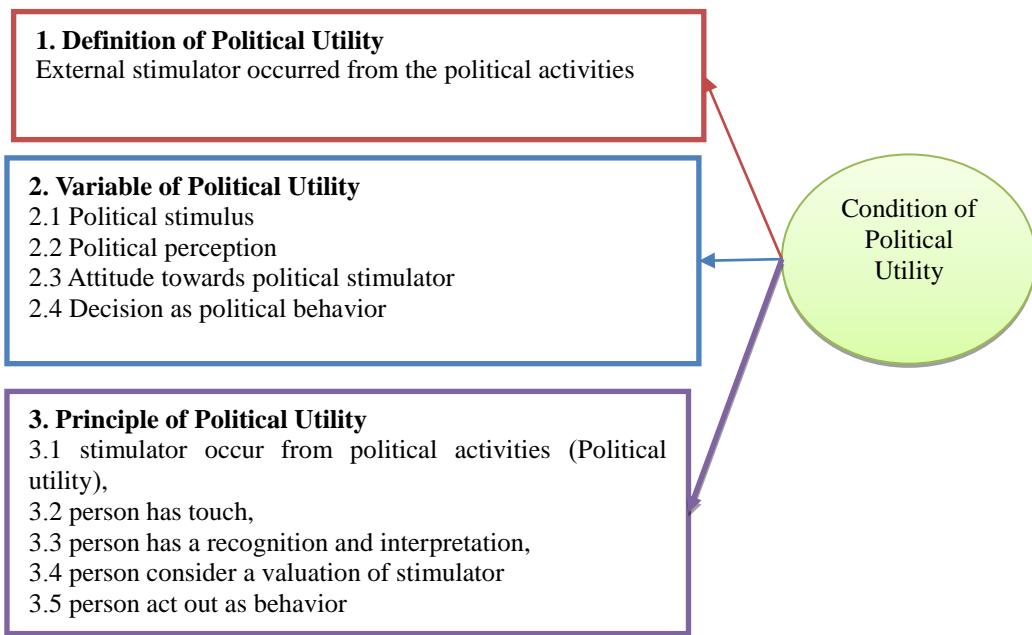


Figure 2 Condition of Political Utility

Conclusion, the political utility could be explained by political behaviors based on 4 theories as Deterministic, Psychology, Exchange, and Consciously Rational. (Kenaphoom, 2016b: 89-120)

Deterministic Theories; the necessary factor that identifies the political behaviors that mean the economics status and the social status. In the society, it consists of different political behaviors according to the economics and society. (Boonbongkarn, and Pongpaew, 1984: 18-20) 1) by birth as in gender, family etc., 2) the position after been voted such as richness, education, job, benefit, experience, environment, etc.

Thus, the political utilities according to Deterministic theories as in the grouping of the gender, education, races, and influences between the families, economics group, career group, the necessity of benefits and debts, information experience, household group, or other environments. The political utility can occur from the close relationship such as family members, friends, social trends.

Psychology Theories; the political utility focuses on the inner feeling and the relationship to the political party. The model that the political scientists are interested in politician or party identification, politician or party allegiance, politician or party faith, politician or party attitude. So the behaviors of the individuality to the political decision are from satisfactory, likeness, admiration, and the sense of belonging. This feeling comes after knowing that they are in the same group. (Boonbongkarn and Pongpaew: 1984) The political scientists summarize there are five characteristics are (Marthin and William, 1987: 132) 1) admiring the political party from the family, 2) interested in political news and aware which group can

support, 3) the relationship at the certain time, 4) the exchanging relationship happens sometimes, 5) the relationship consists of the admiration of political party or like the leader personality, members, and the supporters.

So the psychology utility relates to the political values which is about the political party, the political candidates, the political systems which are 1) the political influencers of the faith of person, 2) the influence of the political group on the same beliefs of the politics, 3) the influences from the politician such as the individual admiration, or the kinship, 4) the influences of the political party such as the close relationship.

Exchange Theories; the needs and the economic benefits define the way the person behave in the group when considering the rationale of economic in terms of the loss of benefits and prizes. It is the basic feeling in building the relationship. The Social exchange by Peter M. Blau (1964), the theorists states that what benefits to gain is what people are closer relationship and the acts which is useful for the majority such as the building of the areas for passengers, the donation while being the candidates are also the exchanging in the social level.

Thus the political utility according to the exchange theory means both of tangible thing or non-intangible thing to the individuality or to the public which are the benefits of both sides. The political benefits are from the politician, or the group of politician, and the government, for example, 1) the physiological needs, 2) safety needs, 3) belongingness and love needs, 4) esteem needs, 5) self-actualization needs, and public benefits, etc.

Consciously Rational Theories; this theories highlights on the feeling of consciously and the critical thinking of the citizen on political activities or rational thoughtfulness in the most utility on the policy of the political parties, the status of the politician, and the opinion of the politics, of the political administration, and etc. These are the rational framework consists the decision makings. Anthony (1957) wrote the book entitled "An Economic Theory of Democracy and Key (1966) wrote the book of "The Responsible Electorate.

The political utility adopts the economic conceptual framework of the economic man to study in order to making a decision such as cost-benefit and rational choice model on three aspects as in 1) the goals that the individual's needs according to the utility they gain, 2) the ultimate goal is that the individuality would make a decision by considering the political benefit as the main factor, 3) ration refers to the individual will make a decision by setting the regulation that one satisfies most.

In conclusion "The political decision depends on what and how much the benefits one gains. That decision result is worth the investment." The interesting study is the conceptual framework of Anthony Downs (1957) that consists of the assumptions of decision making that everyone has their own reason, so everyone would make a decision rationally. The political utility is based on the reasonable theory, economic theory, and the public choices theory, for example, one sees the values of the politicians, for example, see the role of the politicians from the public relation, help the population, see the values of political party, for example, to understand and follow the policy that the politician has that policy can solve the problems and develop the nation, and to see the values of the political system as democracy, for example, the wish to the political system to govern the population harmoniously, to get the medical services, to gain the public policy, and to gain the chance to develop the living and the long-term development.

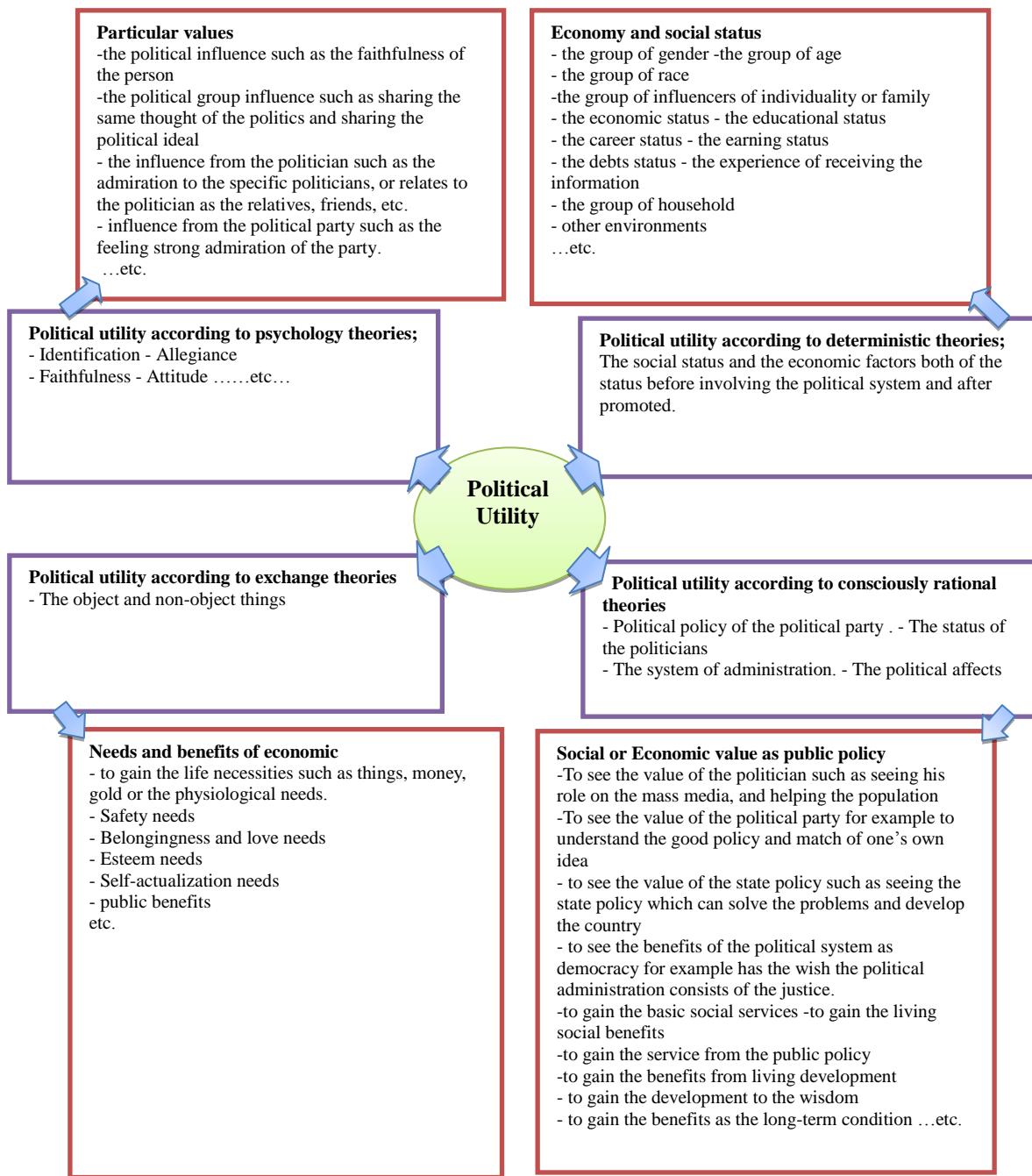


Figure 3 Essence of Political Utility

Conclusion

The decision making of humans depends on many reasons as well as the political decision making. The reason that one has is positive, because it depends on four theories as Deterministic theories, Psychology Theories, Exchange Theory, and the consciously rational theories. The stimuli is based on the theory which is called "the Political utility" which means the influence conditions to the political decision making. The utility is about the most satisfaction, it may not the most benefits as in "The individuality would make a decision depends on the most utility he gains." However, to manage the utility according to the most benefits (the real values), the government need to develop education to the citizen as the basic benefits and to give the important of political utility reasonably to lead the most wisdom to the democracy.

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