

The Relationship Between the Populist policies of Political Parties and the Political Ideology of Voters in Thailand Election 2023

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Abstract

The objective of this research was to study the relationship and influence between the populism policy of the political parties and voters' political ideology in Thailand Election 2023. The researcher used a questionnaire for collecting 404 respondents of the samples in Thailand before the election. The statistical analysis are frequency, percentage, standard deviation, coefficient correlation and multi-regression analysis. The research results revealed that the respondents/ generation Z 18 – 21 years of age, expressed neutral political ideology more than other generation at 40%. The respondents, generation Y (22 – 42 years of age) expressed liberal political ideology at high level, 31.6%. Moreover, political ideology related non-significantly in the same direction to populism policy at $r = .01$. Populism policy of Move Forward Party related moderately and significantly to the voters' political ideology in the election, May, 14, 2023, at $R^2 = .60$ (Sig .01). Meanwhile, populism policy of Bhumjaithai Party, Democrat Party, and Thai sang Thai Party, related significantly to voters' political ideology at $R^2 = .73$, $.71$ and $.71$, respectively. This research results also present that the most influencing populism policy of Move Forward Party such as only abolition of military service, influenced significantly to voters' political ideology at $R^2 = .04$, $F = 18.65$ (Sig .000).

Keywords: the relationship; the populist policies; political parties; the political ideology; voters in Thailand election

Introduction

The general election on May 14, 2023 was voted by 52 million voters after the coup in 2014 and there was the first election under the 2017 law with the election in 2019. Therefore, this election. has changed the selection 350 constituency MPs and 150 party-list MPs were elected for 400 constituency MPs and 100 party-list MPs were contests for the conservative party such as Palang Pracharat Party and Ruam Thai Sang Chart Party with liberal parties such as the Pheu Thai Party and the Move Forward Party. The Move Forward Party is the most popular among young people according to surveys by many organizations. There is also a political analysis stating that Thailand's election marks the end of a battle between the elected and the authoritarian power, with the 250 senators appointed by the 2017 constitution a key factor in the prime minister's vote. (Matichon, 2023)

In the election on May 14, 2023, the Central Registration Office, The Department of Provincial Administration shows the number of eligible voters of 5 2,241,808 people according to the table separated by groups of people as follows:

Table 1 Number of voters in 2023

Group of people (Generation)	Age range (Age Duration)	Number of people
1) Before Baby Boomer	Born before 1948 (75 years or older)	2,956,182
2) Baby Boomers	Born between 1948–1963 (61–75 years old)	9,326,314
3) X	Born between 2506–2526 (40–60 years old)	20,882,235
4) Y	Born between 2527–2546 (20–39 years old)	17,983,355
5) Z	Born between B.E. 2547 – Before 14 May 2023 (18–19 years old)	1,093,722

Source: Matichon (2023)

In political participation, (Dalton, 2008) explains that participation in the public process is justified in democracy. Studies have been conducted on the willingness of young adults to participate in politics in many countries as studies have found that young people are dissatisfied with politics and tend to lessen their support for democratic values. This is because young people do not trust political institutions or may not have the political knowledge that is needed for political participation (Wuttke et al., 2020).

However, young adults or groups of people (Generation) in the context of the people tend to favor progressive democracy (Pro-Democracy), liberal progressives (Pro-Liberal) and progressive globalization (Pro – Globalization). (Blum, 2014) as Inglehart (1977) presents the Generation Cohort Theory (GCT) that has been established since 1973 by (Strauss & Howe, 1991) due to the impact of production, communication, and the Internet on the family, Generation Cohort is defined as those born (y) between the ages of 20 and 45, who are thought to be the entire Generation Cohort born in the same period in the same experience or event which makes each group have values, attitudes and beliefs that are different from other groups, such as tolerance, sexual behavior, (Arora & Dhole, 2019) and (Chuah et al., 2017) has measured the Generation or Millennials or Net Generation as those born between 1981–1995, while those born between 1996–2010, Generation Z or Post – Millennials (Chaney et al., 2017) have strong, caring characteristics. open comment technology centered and responsible. Because the classification of people and age ranges are different according to different scholars. Therefore, the researcher uses a group of people of Generation Z with the age range of 18 –21 years, Generation Y with the age range of 22 – 42 years, and Generation X with the age range of 42–50 years.

But most importantly, leaders in many countries around the world have used populism policies to succeed in elections. It is a topic that scholars are interested in electoral communication by populists for political and electoral interests. (Lacatus, 2023). To understand the political communication strategies of populist politicians in the electoral race in Thailand that is not yet democratic, as many people are still denied the use of their power by government agencies and those involved in the use of power in society. As a result, people lack confidence in their existing political creeds or ideologies and used as a basis for living in a democratic society under the announcement of the populist policies of each political party brought out the election campaign.

And for this article, (Srisutthiyakorn, 2022) explains the current Thai political concept divided into 2 concepts: 1) conservative, which is a political concept that has been established for a long time familiar with the authority dislikes changes, obeys laws and government regulations emphasis on peace and order in the country. It is popular with middle-aged people and 2) liberal, a concept that wants to change society rapidly look at the bureaucratic system that needs to be corrected give opportunities to people in society to express themselves. Therefore, it is a favorite of the new generation. While many scholars have argued about measuring political ideology, asking respondents who are labeled conservative or liberal is insufficient will be understood (Azevedo et al., 2019; Ratcliff, 2018) because the appearance or expression (Label) is based on

their beliefs expressed in oneself. But there are other factors that affect political thought (Ellis & Stimsos, 2012). Therefore, measuring attitudes towards specific sociopolitical issues and policies will better explain political concepts. (Azevedo et al., 2019). The measure of political ideology is political attitude that is different in 2 factors: 1) Cultural ideology is an attitude related to environmental content, social traditional virtues such as the rights of minorities, social equality and other effects resulting from government decisions. 2) Economic Ideology, including content related to finance administration in terms of government, such as Government Administration, Marketing Intervention, or Legislation (Liviatan & Jost, 2011) proposed a model for understanding political ideology, divided into 1) symbolic political ideology, i.e. abstract and general level, image category and self determination (Left or Right) 2) Operational Aspects (Opinions on Specific Problems and Policies) and the responsibilities of governments or markets. To address these problems, (Carney et al., 2003) describe political ideology as a difference in the beliefs and attitudes of individuals, which reflect the basis of principles and characteristics. Personality can be seen from people with conservative ideals (Right-wing) will be interested in the structure responsibility and those with liberal or left-wing ideals are interested in personal and self-expression including changes. However, political ideology depends on the beliefs of children and others that can be changed (Incremental Belief) and cannot be changed (Entity Belief).

However, summarizes populist policies in political and economic development that appear in Russia and America, Latin America, and Western countries as a people-centered social change, especially policies to help the poor developing the agricultural sector to serve as a voter base in order to gain electoral support. There is an increase in income – reducing the cost of the people but on the contrary populist policies have disadvantages in areas such as the impossibility of executing a government when elected. It increases the tax burden on the people to bring money to compensate their expenditures according to populist policies, and the effect on the inflation rate and fiscal burden of the country.

Populist policies in Thailand have been used as a means of campaigning by political parties for the sake of electoral votes which has arisen since the adoption of constitutional law in 1997, which is a political development in the form of democracy that can be felt, while (Norris, 2000) defines populism that it has the following characteristics : 1) First-Order refers to a policy style or a thin ideology in which the leader or political party presents itself as the center of the people and the will of fighting the universe against corruption and the destruction of leaders (Miller, 2007), people and interests are the ultimate fairing. The nature of populism is therefore a combination of

anti-leadership and people-centeredness (Strobl et al., 2023). Growth and Distribution (Eichengreen, 2018) and the nature of populism has been active in the form of Anti-Expert, Anti-Science and the rule of law because populists ignore the warnings of experts commenting on the economic and social consequences of populist policies. Populism leads to both internal and external limitations on decision-making. It could thus be concluded that populism is characterized by a lack of respect for democratic institutions and the rule of law (Levy et al., 2022).

Including (Chantarapitok, 2019) explained that populist policies are policies that the government and political parties choose to operate, to satisfy the public by emphasizing the development that gives importance to the majority of the people of the country in the lower group or ordinary people, and (Lasot, 2020) instead explains that Populism does not destroy democracy or threaten the political system, but it has the effect of changing the political polarity.

Inequality is an important cause of populism. Income inequality increases with economic growth. It is a class division of middle class voters (Medium Voters). Therefore, populism must emphasize middle class voters in order to achieve equal distribution of income and reduce inequality. Therefore, the relationship between the two cases may help to clarify the changes in the traditionally democratic political way of Thai society.

Research Objectives

To study the relationship between the political ideology of voters and the populist policies of political parties in Thailand.

Literature Review

Populism (Laothamthat, 2006) summarized that populist policies in political and economic development that appear in Russia and America, Latin America, and Western countries are people-focused social changes. Especially the policy to support the poor the development of the agricultural sector can be used as a voting base to gain electoral support. However, populist policies in Thailand bring positive results, such as popular support from the people. There is an increase in income and a decrease in the cost of the people. On the contrary Populist policies have negative effects in various areas, such as difficult implementation when the government is elected. It increases the tax burden on the people in order to bring in money to compensate for expenses according to populist policies and the effect on inflation and the fiscal burden of the country. In this regard, populist policy in Thailand has been used as a tool for political parties' election campaigns

in order to gain results in electoral votes which has occurred since the adoption of the Constitutional Law in 1997, which is a political development in the form of democracy that can be felt (Norkaew, 2021).

Using populist policies in election campaigns is, in fact, an academic fact. Taking advantage of the people it is established and issues policies to give people the power to negotiate with the state. But the populist policy in Thailand is intended to use the first people's voice changes political power by using the people as the voting base. The populist policies of various political parties in this election have resulted in discounts, exchanges, giveaways, and extras in hopes of gaining election votes. For example, the Pheu Thai Party offers digital money of 10,000 baht, the Ruam Thai Builds the Nation Party gives state welfare money of 1000 baht, and the Democrat Party gives farmers 30,000 baht per household Palang Pracharat Party increases state welfare card money to 700 baht, Move Forward Party, newborn children to 3,000 baht, Bhumjaithai Party Emergency loan of 50,000 baht, etc. (Matichon, 2023).

Political Ideology (Srisutthiyakorn, 2022) explains that current Thai political concepts are divided into 2 concepts: 1) Conservative (Conservative) which is a political concept that has been established for a long time. Familiar with the authority and don't like change Follow laws and government regulations. Emphasis on peace and order in the country it is popular among middle-aged people and above. And 2) Liberalism is a concept that wants to change society quickly. Look at the bureaucracy that needs to be fixed. Provide opportunities for people in society to express themselves. Therefore it is a favorite of the new generation.

Liviatan and Jost (2011) proposed a model to better understand political ideology, divided into

1. Ideology's Symbolic includes abstract and general levels, images, categories, and self-determination as left or right.
2. Operational Aspect is an opinion about specific problems or policies (Specific Problems and Policies) and the responsibility of the government or market in resolving these problems.

However, (Repetto et al., 2022) found that the political ideology of the right wing (Right Wing) has its own unique characteristics (Self Determination) or is an operational style called Pre-Market. Therefore, political ideology reflects the needs. Psychological and perception of individuals towards the world Ideological positions thus reveal the level of desire of others (Rico & Jennings, 2016). Expressions of those with Right Wing or conservative ideology (Conservative) is therefore characterized by having an identity (Existential Concern) regarding safety (Security), protection

(Protect), managing external pressure (Threat External), not accepting control (Low Ambiguity), worrying about death (Death Anxiety) likes to explore and predict (Jessani & Harris, 2018)

From Literature review can conclude populist policy it is a policy that is beneficial and has long-term positive effects on poor people with low incomes. To reduce the gap in social status therefore, it is a theory that will promote long-term sustainability and may cancel policies in some areas. If the results meet the goals and objectives, then later some populist policies must be aware of the overall impact that may have high damage to the macro-economy. Public debt and processes that are not transparent and verifiable. It seems that countries facing economic crisis have few options. One way is reducing political pressure or building popularity by continuing the policy of creating debt to stimulate the economy creates jobs for the people strictly economic which affects the poor in the author's view, in the case of Thailand, we do not need to think that there are only two options for resolving the economic crisis.

If we understand that this crisis is a human crisis, it is not just a financial and fiscal crisis related to the macro-economy. We will be able to implement policies to solve problems by using people or People are the center of integration, that is, they try to create a process of participation of all parties in society. To analyze opportunities, threats, weaknesses, and strengths of the economic, political, social, and cultural environment.

Conceptual Framework



Figure 1. Research Conceptual Framework

Research methods

Population and Sample

Population means 52,322,824 people eligible to vote throughout Thailand on May 14, 2023 (Sanook, 2023), which is very large and difficult to collect all data.

Sample size the researcher sets the sample size at the confidence level of 95 percent and accepts errors that occur during the data collection not more than 5 percent. The number of

samples is 400 people and the researcher collects more 5 people received a total of 405 samples, considered to have sufficient data for the analysis of results (Jinarat, 2021).

Method of random sampling

Since publicizing the recruitment of informants through the 4 networks, then Google forms are sent to the research assistants in each network to forward to the volunteers who have been selected by lottery and recommended by close friends or other volunteers to provide information with the following sampling steps:

1. The process of drawing a lottery list of volunteers to provide information from all 4 regions to send a Google form.

2. Ask for a recommendation list of close friends or other volunteers willing to provide information. and continue collecting data until the desired amount is reached.

3. Research Tools

The researcher developed a questionnaire and put it in a Google form and used it to collect the data for analysis. The steps for constructing and developing the quality of the questionnaire are as follows:

4. Questionnaire construct

It is the process in which the researcher observes the phenomenon and collects relevant documents and research to analyze and draw conclusions to use as a topic for discussion with a group of populist policy experts and political science professors before bringing the conclusions and advice received back to create questions and questionnaires which has the following characteristics.

Multi-scale questionnaire and is divided into the following 3 sections.

Part 1 Inquire about personal information of respondents, 9 items

Part 2 asked opinions about political ideology, 2 items divided into Item 1: Inquire about the level of political ideology, a number of items on a 7 – level scale based on numbers 1 to 7, with a meaning indicating that most liberal (most left) Less liberal Neutral Very less conservative Very conservative and most conservative (far right)

and another question asking the questionnaire of the respondents about their own political ideology and divide the answer into I don't know It is difficult to express opinions and refuse to respond.

Part 3 inquired about the populist policies of political parties running for office. elected and used as a campaign strategy for 9 political parties consisting of Kaow Klai, Pheu Thai, Palang Pracharat, Bhumjai Thai, Seri Ruam Thai, Thai Sang Thai, Chart Pattana Kla and the Democratic Party which had different numbers of populist policies, but was a 7 –point scale questionnaire based on numbers 1 to 7 Disagree very much Disagree Disagree a little slightly agree Moderately agree, agree and most agree.

After that, the draft questionnaire was taken to request a language expert to check the correctness of the language usage and the ability to communicate, so that the respondents understood the research objectives and revised before being used for testing in order to further improve the quality of the questionnaire.

Questionnaire development is a very important step in survey research and other research. This is because the generated questionnaire must be tried before collecting the data for at least 2 reasons: 1) to support the accuracy of the data analysis results that will occur later; 2) to get results or answers to research that is reliable and can be used for the benefit of society (Jinarat, 2021), and for this reason, the researcher has brought the draft questionnaire to try and bring it validity and confidence were tested according to the criteria set out below.

Criteria for validity testing the researcher used a statistically significant goodness of fit of .000 to confirm the correlation between the theoretical conclusions and the recoverable data. In addition, it also considers validity with a KMO value greater than .80, an extraction value of .50 or higher, and a variance value higher than 50 % as criteria for judging validity (Jinarat, 2021).

The criteria for testing the belief, the researcher uses alpha value greater than .80 and item validity according to corrected item value greater than .40 as a test criterion (Pasunon, 2014). and the results of the questionnaire quality test are as follows:

This questionnaire had a KMO value of .94, an extraction value between .46–.99 and a variance of 63.96 % with an Alpha value of .96 and a validity of each item between .39–.74.

Data Collection

The researcher collected data through a Google form with the following collection steps.

- 1 . Announce and publicize the research project to networks in all regions and all professional groups to recruit as research assistants to coordinate and contact volunteers in the area for answering questionnaires and providing information.

2. Prepare a list of volunteers who provide information and send a questionnaire link to the network for further distribution to the volunteers who provide information. as well as requesting

advice to tell close friends or other volunteers who are willing to provide information to this research.

3. Periodically check for data recovery and continue to apply for other networks when it is found that the required amount of information is insufficient.

4. Proceed to send the questionnaire link to the network to collect the required amount of data.

5. Check the accuracy of the returned data and analyze the results.

Data Analysis

To analyze the relationship between the variables, the researcher used Pearson's correlation coefficient analysis statistics and determined the translation criteria for the magnitude and direction of the relationship between the following variables:

The value of r is equal to .00, meaning there is no correlation.

A value of r below .40 indicates a weak correlation.

A value of r between .40–.60 was interpreted as moderately correlated.

r value of .61 and above can be interpreted as very relatable

However, there were also statistical significance levels of .01 and .05 with negative and positive values directing the correlation direction of the variables in the opposite direction and corresponding in the same direction. The researcher focused on the size and direction of the relationship for the translation of this research.

Research Findings and Discussion

Percent of the most liberal political ideology, 6.4 percent of the high level, and 8.9 percent of the least liberal, and were neutral only 24.9 percent. Only 15.1%, 2.7% high and 10.9% low level, which may be the same group with unclear level of their political awareness. according to the following table

Table 2 the level of political ideology of the people

Political ideology	Percentage
the most liberal	31.1%
very liberal	6.4%
less liberal	8.9%
neutral	24.9%
less conservative	10.9%
very conservative	2.7%
the most conservative	15.1%

In addition, the research found that young people aged between 18–21 years had more neutral political ideologies than other age groups. With up to 40.0 percent, the age group 22–42 years old had the most liberal political ideology at 31.6 percent, while the age group 42–50 had the highest level of liberal political ideology at 31.0 percent, equal to the neutral group. The age group over 51 years old had the highest level of liberal political ideology at 29.5 percent and the other group at the highest level was 14.8 percent conservative according to the table below

Table 3 The relationship between political ideology and age

Political ideology	18–21 years old	22–42 years old	42–50 years	51 years or older
the most liberal	30.0%	31.6%	31.0%	29.5%
very liberal	0.0%	6.7%	7.1%	6.6%
less liberal	10.0%	10.7%	14.3%	14.8%
neutral	40.0%	25.2%	31.0%	14.8%
less conservative	10.0%	9.6%	11.9%	16.4%
very conservative	0.0%	2.5%	4.9%	3.3%
the most conservative	10.0%	17.7%	0.0%	14.8%

From the results table, it was found that younger subjects aged 18–21 have more neutral political ideology than other age groups. With up to 40.0 percent, the age group 22–42 years old had the most liberal political ideology at 31.6 percent, while the age group 42–50 had the highest level of liberal political ideology at 31.0 percent, equal to the neutral group. 29.5 % of the 51+ age group had the highest level of liberal political ideology and the other 14.8 % was the most conservative (Appendix C1), and this means that at least the people who have the right to vote. Election voters may have a feeling of favor or disapproval of the populist policies of each political

party. This may be the result of people's ignorance and misunderstanding of the importance of political ideology and populist policies of each political party.

The research found that middle school students from farming families living in the northern region and earning less than 20,000 baht per month had the most liberal political ideology at 75.0 percent or estimated. That 7 out of 10 middle school students are liberal, while 26.7 percent of people living in the northeastern region have moderate political ideologies. Or they may lack knowledge and not be keen on any political awareness of the people in the region or it may be concluded that is a group of people with unclear political ideologies Likewise, the non-income group, 36.4 percent, has the most conservative political ideology. As for the group earning between 1–2 thousand baht per month, 32.9 percent had the most liberal political ideology.

Table 4 The level of political ideology and personal factors

Political ideology	Personal factors	Percentage
the most liberal	middle school	75.0%
neutral	master's degree	30.2%
the most conservative	high school	24.1%
the most liberal	farmer	75.0%
neutral	private employee	29.4%
the most conservative	farmer	25.0%
the most liberal	the North	34.8%
neutral	Northeast	26.7%
the most conservative	the North	29.7%
the most liberal	1–2 thousand baht per month	32.9%
neutral	2–3 thousand baht per month	28.6%
the most conservative	no income	36.4%

The research found that the people in the sample group gave their popularity to the populist policies of the Move Forward Party at the highest level and at a high level. The same is true for the popularity of the Pheu Thai Party, Ruam Thai Sang Chart, and Thai Sang Thai. At the same time, the people who have the right to vote in the election favor the populist policies of the Chart Pattana Kla Party 4.84 (SD. 1.73) Democrat 4.52 (SD. 1.81) Bhumjaithai 4.47 (SD. 1.62) Palang Pracharat 4.45 (SD. 1.93) and including Ruam Thai Sang Chart at a moderate level 4.27 (SD. 1.95), especially the lowest average in the policy of the Ruam Thai Sang Chart Party and

reflects the clear intentions of the Thai people who want to change the country according to the following table:

Table 5 The level of popularity towards the populist policies of each political party

Political party	Mean	SD	Interpret
Move Forward	5.64	1.25	a lot
Pheu Thai	5.39	1.56	a lot
Seri Ruam Thai	5.30	1.80	a lot
Thai Sang Thai	4.97	1.63	a lot
Chart Pattanakla	4.84	1.73	moderate
Democratic	4.52	1.81	moderate
Bhumjaithai	4.47	1.62	moderate
Palang Pracharat	4.45	1.93	moderate
RuamThai Sang Chart	4.27	1.95	moderate

As for the results table, it was found that Political ideology had a statistically insignificant relationship in the same direction with populist policies at the $r = .01$, and had a statistically insignificant linear relationship (Sig. .79). There was a statistically significant linear relationship with the populist policies of the Move Forward Party with significance at Sig. .000 and correlation coefficient $R^2 = .02$. There was no statistically significant linear relationship with the populist policies of political parties according to the following table:

Table 6 relationship size and direction

Variable	Political ideology	Populist policy
political ideology	1	.015
populist policy		1

Linearity Sig. .79, Deviation from linearity Sig. .73

Besides that, the research also found that the populist policy of the Move Forward Party has a relationship in the same direction with the political ideology of the people who voted on May 14, 2023, at a moderate level with a statistical significance of .01 and a value of $r = .45$. with a correlation coefficient of $R^2 = .60$, while the populist policy of the Bhumjaithai Party has an r value of .85 and an $R^2 = .73$. Next is the populist policy of the Democratic Party with an R value of 2. equal to Thai Sang Thai at .71, including the same r value at .84. Therefore, it can be

concluded that only the populist policies of the Move Forward Party have a moderate relationship. Other than that, there was a high degree of correlation and a low correlation coefficient. The populist policy of the Pheu Thai Party R^2 .47 or of the Ruam Thai Sang Chat Party R^2 .55 as shown in the following table.

Table 7 The relationship between each party's populist policy and political ideology.

Party populist policy	Relationship level (r.)	Correlation coefficient R^2
Move Forward	.45 **	.60
Pheu Thai	.69**	.47
Palang Pracharat	.76**	.57
Ruam Thai Sang Chart	.74**	.55
Democratic	.84**	.71
Bhumjaithai	.85**	.73
Thai Sang Thai	.84**	.71
Free Ruam Thai	.79**	.63
Chart Pattanakla	.83**	.69

**p-value .01

From the results table, it was found that Only one Progressive Party's populist policies had a medium correlation with the political ideology of the 2023 MPs voters, the other party having a strong correlation with more than 70% likelihood. There are three political parties namely populist policy of the Democrat Party r .84, Phumjaithai r .85 and Thai Sang Thai r .84.

Therefore, from the research results that have been concluded indicating the value and importance of adopting populist policies for each political party, it may be necessary to start with the problems and needs of the people combined with consistency with the actual situation in order for the promulgation of populist policies to be in line with the political ideology of each party as well, because (Dalton, 2008) explains that participation in the public process is legitimate in democracy. Studies have been conducted on young adults' willingness to participate in politics in many countries because studies have found that young people are dissatisfied with politics and tend to lessen their support for democratic values. This is because young people do not trust political institutions or may not have the political knowledge necessary for political participation (Wuttke et al., 2020), while Repetto et al., 2022) defined the political ideology of the right wing as having its own unique characteristics or an operation called Pre-Market. Political therefore

reflects psychological needs and perception of a person towards the world. The ideological position thus indicates the level of needs of other people (Rico & Jennings, 2012). The expression of those who have the right wing ideology or conservative is characterized by the presence. About security, protection, managing external pressures, not accepting ambiguity, worrying about death, exploring and forecasting (Jessani & Harris, 2018).

In addition Political Ideology Influencing Desires goals and motivation by affecting the political space in terms of elections (Jung & Mittal, 2020) and in the Western world, political ideologies tend to be divided into left and right, which is the nature of the way of thinking (Jost et al., 2008). The left and right divisions depend on decision –self and psychological motivation (Chan & Faria, 2022).

And in the opposite direction, maintaining the promise of the party that wins the most popular votes is the next priority in the implementation of populist policies. And this issue became clear when conservative political parties used a strategy to target areas that were estimated to be elected using political resources and state apparatus to win elections. While the liberal side uses a method of communicating with supporters, emphasizing policies, knowledge, and abilities of candidates for the Prime Minister, including the use of words or short phrases such as “Mee Rao, No Uncle” and “Choose for Thailand slide. Thailand changed immediately” (Matichon, 2023), including the restructuring and system of Thai society to be able to respond to the prosperity of the global trend through the abolition of military conscription policy.

In the actual situation, it was found that the political party that received the most popular votes from the people was the Move Forward Party. Next came the Pheu Thai Party and the Ruam Thai Sang Chat Party, along with many other political parties that did not gain the popular vote from the people until they were not party-list members of the House of Representatives. As for many large political parties that received lower-than-expected list of representatives, such as Democrat Phumjaithai and Ruam Thai Sang Chart has led to many former members failing the exam. This is because the influence of the new generation's use of social media has become an important communication channel between political parties and the people. And this issue concerns young adults or generations in the context of the people who tend to favor progressive democracy (Pro-Democracy), liberal progressives (Pro – Liberal) and progressive globalization (Pro-Globalization) (Blum, 2014).

So it can be said that the populist policy of the liberal party comprising the Move Forward Party and the Pheu Thai Party. A total of 293 people were elected, while 76 were elected by the

conservative Palang Pracharat and Ruam Thai Sang Chart parties (Thai Rath, 2023), populism, such as raising wages to 450 baht and raising to 600 baht in 2027, reducing electricity costs by 70 satang per unit salary adjustment of 25,000 baht per month for bachelor degree graduates in 2027 and giving out digital money of 10,000 baht per person are all policies that affect production costs and economic expansion (Matichon, 2023).

Therefore, the interest of this research lies in the public's focus on proposing populist policies in line with the country's changing expectations and needs of voters in 2023.

The results of the study revealed that there was only one policy of the populist politics of the Move Forward Party that had a statistically significant influence on the political ideology of the voters, namely abolition of military service with a predictive coefficient of $R^2 .04$, but with a cumulative error of 2.06 and a variance of 18.65 (Sig. 000) with a standard score of $-.21$, which may mean that Voters responded to the Move Forward Party's only statistically significant military abolition policy as the following illustration:

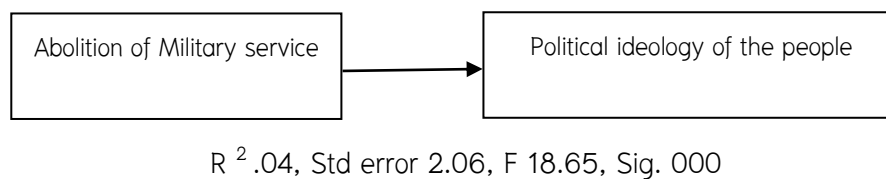


Figure 2. The influence of populist policies on the abolition of military conscription

From the research results, it was found that the populist policy of conscription abolition had an effect on the political ideology of the people who voted on May 14, 2023. This is most likely related to the idea of military reform and attempts to reduce the political role of the military. Due to the continuous revolution and coup of the country but the key issue may lie in laying a solid foundation for a democratic society in Thailand before other countries in ASEAN and nearby.

Therefore, from the research results that can be concluded, only the policy of abolishing military conscription of the Move Forward Party can be adopted as a populist policy to accurately inquire the opinions of the people who vote and vote for the liberal political parties straight. It has to do with military affairs and the public's boredom of traditional politics of military rule rather than civilian power. And on this point it is very clear that many debates and struggles of political ideas include revolutions to change political forms. Although the exact reasons are unclear and are not easily proved by empirical evidence, but believes that every revolution in past history Political

philosophy has been used as a tool to unite the ideas of people who create the imagination of life. Political concepts used to create policies, laws and forms of government. It affects the way of life of many people. Political phenomena appearing in different countries both positively and negatively affecting the social and economic system has caused the tragedy that caused the whole world to kill each other because of the ideology or ideology being referred to in order to gain power or economic results. The use of ideological pretexts was used to support his entry into office (Sargent, 2009). There must be conflicts and fights between each other. As a result, a large number of people died, countless property, money, belongings were damaged, people starved, separated, migrated from one city to another or from one country to another, etc. All political conflicts or struggles, It can be said that through an abstract value called political ideology (Senthong, 2019), Thai political conflicts after the coup by creating an ideology against politics (Ideology of anti-politics) against elected politicians who only take personal benefits dishonesty inefficient Lack of knowledge in managing the country and will lead the country to the brink of collapse (Bamrungasuk, 2009). Today, Thailand's regime is a hybrid regime or hybrid politics for the elite, military leaders, and Thai conservatives but there is a structure and process based on the ideology of representative democracy.

Therefore, the introduction of ideas that challenge the former authority of Thai society has been accepted by many people in Thai society.

Conclusion

The development of any populist policy of each political party should be a policy that is consistent with the needs of people of each age group. Including being aware of the differences of people in each area by taking into account policies that benefit people in each area differently. But in the end, the announcement of populist policies by political parties should be based on the problems and needs of the people which is completely different from traditional politics especially the problem of inequality (Inequality) is an important cause of populism (Populism) and the increase in income inequality (Income) with economic growth. It is a class division of middle class voters (Medium Voters). Therefore, populism must emphasize middle class voters in order to achieve equal distribution of income and reduce inequality.

Developable Knowledge

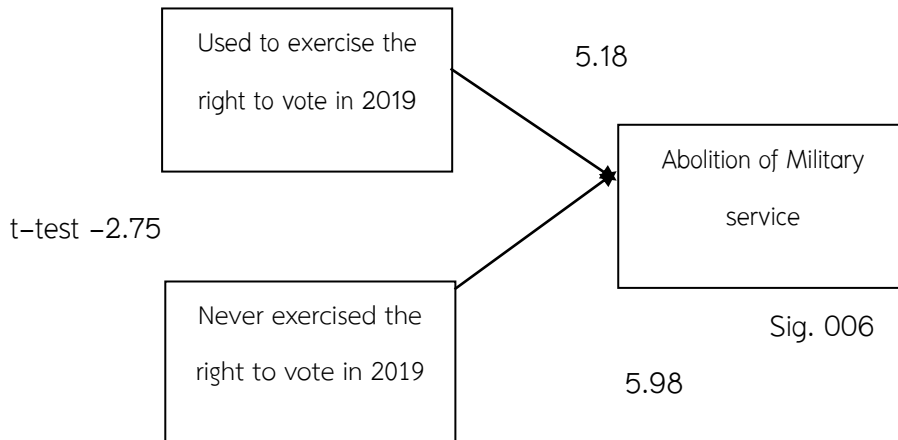


Figure 3. Factors affecting the populist policy on the abolition of military conscription

From the illustration, the research findings are very clear that Populist policies on the abolition of military conscription had a greater effect on people who did not vote in 2019 than those who did vote in 2019. 2019, especially people younger than 21 years old, this may be due to many reasons that affect commentary on the populist policy of abolition of military conscription. Especially the role of the military and politics in a democratic society. Including repeated coups that have affected social and economic problems, which may be the main reason why young people pay more attention to populist policies to abolish military conscription than older people.

Suggestions

1. Suggestions for utilization

From the research results, it was found that the populist policies of both liberal and conservative political parties had a statistically significant influence on the political ideology of the people, especially the policies of the Thai Sang Thai and Chart Pattanakla parties that affects the political concepts of the people who go to vote. It needs to be applied in management and responds directly to the needs of the people. This is to show responsibility to the people, which is a new political concept for Thai society.

2. Suggestions for research

According to research findings, the predictive influence of populist policies on some political ideologies cannot be entered into the equation. The researcher recommends qualitative research. Field visits and data collection of people's groups associated with undisputed parties.

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