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**POLITICAL BRANDING EQUITY: A STUDY ON THAI YOUNG
VOTERS' INTENTION ON FUTURE FORWARD PARTY**



**MASTER OF SCIENCE (MEDIA MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
2021**



Awang Had Salleh
Graduate School
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Universiti Utara Malaysia

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Abstrak

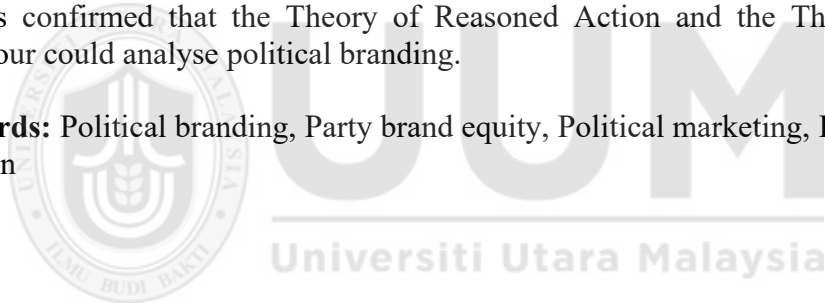
Penjenamaan politik mencerminkan kedudukan politik, ideologi dan imej parti politik yang memberi kesan untuk mengingati dan memahami persepsi pengundi. Ekuiti jenama parti mempunyai nilai, harta benda dan kebolehpercayaan jenama politik yang besar yang mempengaruhi niat pengundi untuk membuat pilihan. Oleh itu, kelebihan jenama politik yang diterapkan dalam parti politik dapat meningkatkan peluang kemenangan dalam pilihan raya. Penyelidikan ini bertujuan untuk mengkaji kes mengenai parti politik baharu yang menggunakan jenama politik dan jelas menunjukkan penjenamaan politik secara *Future Forward Party*. Objektif utama penyelidikan adalah untuk mengenal pasti hubungan antara ekuiti jenama parti, komponen pelengkap terhadap parti tersebut dengan keinginan pengundi untuk memilih sesebuah parti politik. Selain itu, penyelidikan ini juga bertujuan untuk mengenal pasti hubungan antara ekuiti jenama parti, komponen pelengkap terhadap parti dengan sikap jenama parti terhadap pengundi. Seterusnya, penyelidikan ini juga bertujuan untuk menentukan kesan pengantara sikap jenama parti terhadap pengundi dengan keinginan pengundi untuk memilih sesebuah parti politik. Bagi menentukan kesan pengantaraan terhadap sikap jenama parti ke atas hubungan antara ekuiti jenama parti, komponen pelengkap terhadap parti tersebut dan keinginan pengundi untuk memilih sesebuah parti politik juga akan turut dibincangkan. Penyelidikan ini menggunakan metodologi kuantitatif, iaitu soal selidik. Hasil kajian menunjukkan bahawa ekuiti jenama parti, komponen pelengkap terhadap parti tersebut mempunyai hubungan yang signifikan terhadap niat memilih; sikap jenama parti mempunyai hubungan yang signifikan terhadap niat memilih. Sikap jenama parti mempunyai perantara yang signifikan antara hubungan ekuiti jenama parti, komponen pelengkap dan niat memilih. Selain itu, dapatan mengesahkan bahawa Teori Tindakan Beralasan dan Teori Tingkah Laku Terancang mampu menganalisis dalam penjenamaan politik.

Kata kunci: Penjenamaan politik, Ekuiti jenama parti, Pemasaran politik, Penjenamaan, Kecenderungan mengundi.

Abstract

Political branding reflects the political standing, ideology and image of a political party which impacts the memory and perception of voters. Party brand equity has value, property, and huge party brand trust, which influence the voting intention of voters. Therefore, integrating political branding into a political party increases the opportunities to win elections. This research aimed to examine the case of a new political party that shows political branding as a Future Forward Party. The main research objectives were: (a) to identify the relationship between party brand equity, components and voting intention; (b) to identify the relationship between party brand equity, components and party brand attitude; (c) to identify the relationship between party brand attitude and voting intention and (d) to determine the mediating effect of party brand attitude on the relationship between party brand equity, components, and voting intention. The research employed a cross-sectional study using survey questionnaires. The research findings indicate that party brand equity and components have significant relationships with voting intention, while party brand equity and components have significant relationships with party brand attitude. Moreover, party brand attitude has a significant relationship with voting intention. The party brand attitude significantly mediates the relationship between party brand equity, components, and voting intention. Besides these, the findings confirmed that the Theory of Reasoned Action and the Theory of Planned Behaviour could analyse political branding.

Keywords: Political branding, Party brand equity, Political marketing, Branding, Voting intention



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Labuda Mad-A-Dam
10 December 2020.



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List of Abbreviations

ECT	The Election Commission of Thailand
ETDA	The Electronic Transactions Development Agency
FFP	Future Forward Party
NCPO	The National Council for Peace and Orders
PBA	Party Brand Awareness
PBAT	Party Brand Attitude
PBE	Party Brand Equity
PBI	Party Brand Image
PBL	Party Brand Loyalty
PBLS	Party Brand Leadership
PBQ	Party Brand Quality
PSPP	People's State Power Party
SPSS	The Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VI	Vote Intention

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CHAPTER ONE

INTRODUCTION

1.1. Introduction

Chapter one is describing introduction of the research begins with background of the study, problem statement, research questions, and research objectives. Also, the chapter explains research significance, scope of the study, the definition of key variables, and organisation of the thesis.

1.2. Background of the Study

The 2019 general election has established on 24 March 2019. Whereas, the 81 (BBC, 2019b) political parties have registered to participate in the election. The total number of political parties was distinguished into the 35 existing political parties and the 46 new political parties (ECT, 2019b) included Future Forward Party. FFP is a new generation political party that was founded by Mr. Thanathorn Juangroongruangkit on 15 March 2018. Mr. Thanathorn is a businessman with experience as former Vice-President of the Thai Summit Group (FFP, 2018a). There is relatively a statement of Rutter et al. (2018) describes that the competence, expert, or perception pertaining to the economics of political party leader has a strong influence on vote decision. The general secretary of the political party is Professor Piyabutr Saengkanokkul. Professor Piyabutr is a lecturer in the School of Law at the Thammasat University of Thailand. The general secretary working position of the political party is linked with the critical of Coffé and Theiss-Morse (2016) believed that the citizen's perception of educators or candidates who are

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Appendix A

Questionnaire



POLITICAL BRANDING EQUITY: A STUDY ON THAI YOUNG VOTERS' INTENTION ON FUTURE FORWARD PARTY

Dear respondents,

The research purposes to examine the young generation in Hat Yai district, Songkhla province, Southern of Thailand. The research aims to analyse the young generation's attitude towards the effect of political brand equity when the political party as a brand mediated by party brand attitude influence on vote intention. So, the questionnaire is required the respondent's information and attitude by answer the provided questions in the questionnaire. Appreciate to your cooperation.

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Master of Media Management

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The questionnaire divided into four sections are A, B, C, and D please appropriate items provided following characteristics which are the most describe you.

SECTION A: RESPONDENT DEMOGRAPHY

1. Age

- 15 - 19 years old
- 20 - 24 years old
- 25 - 29 years old

2. Gender

- Male
- Female

3. Education

- High School
- Bachelor Degree
- Postgraduate master
- Others

4. Occupation

- Student
- Government servant
- Private company worker
- Others



5. The most often access social media platforms

- YouTube
- Line
- Facebook
- FB Messenger
- Instagram
- Pantip
- Twitter
- WhatsApp
- Others

SECTION B: POLITICAL BRANDING

The following statements relate to party brand equity, party brand image, party brand awareness, party brand quality, party brand loyalty, and party brand leadership to evaluate satisfaction of the young Thai generation. Please indicate your opinion base on the Five (5) interval scale is strongly disagree to strongly agree on the following statement.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

The following statements are to evaluate the party brand image. Please in the most satisfaction.

PARTY BRAND EQUITY

1. I can expect superior performance from the political brand of FFP, I am evaluating.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. It makes sense and looks smarter to vote the political brand of FFP instead of any other political brands, even if they are the same.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. If there is another political brand as good as the political brand of FFP, I prefer to vote for FFP.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTY BRAND IMAGE

4. The political brand of FFP has a stronger party brand image than other political parties.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. The party brand image of FFP has improved over time.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Over time, the party brand image of FFP has been very consistent with what it stands for.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTY BRAND AWARENESS

7. I can recognise the political brand of FFP among other competing political parties.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. When there is an election, FFP name is the first name that comes to mind.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. I can quickly recall the symbol or logo of FFP.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTY BRAND QUALITY

10. The political brand of FFP is extremely high quality.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. The political brand of FFP is reliable.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. The political brand of FFP offers consistent quality with your expected.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTY BRAND LOYALTY

13. I recommend voting FFP to my friends.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. The political brand of FFP is my first choice.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. I would not vote for another political party unless FFP.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTY BRAND LEADERSHIP

16. The political brand of FFP is more creative in service.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. The political brand of FFP offers more benefits to the country.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. The political brand of FFP is more preferred by the young generation.

Strongly disagree Disagree Neutral Agree Strongly agree

SECTION C: PARTY BRAND ATTITUDE

The following statements relate party brand attitude to evaluate the level of Thai young generation satisfaction on Future Forward Party. Please indicate your opinion base on the Five (5) interval scale is strongly disagree to strongly agree on the following statement.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

The following statements are to evaluate the party brand attitude of Future Forward Party. Please in the most satisfaction.

19. The political brand of FFP gives me a good feeling.

Strongly disagree Disagree Neutral Agree Strongly agree

20. Overall, I consider the political brand of FFP is a good political party.

Strongly disagree Disagree Neutral Agree Strongly agree

21. In my opinion, the political brand of FFP is extremely favourable.

Strongly disagree Disagree Neutral Agree Strongly agree

SECTION D: VOTING INTENTION

The following statements relate voting intention to measure intention to vote of the Thai young generation. Please indicate your opinion base on the Five (5) interval scale is strongly disagree to strongly agree on the following statement.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

The following statements are to evaluate the voting intention of Future Forward Party.

Please in the most satisfaction.

22. When it comes to making a vote, the political brand of FFP is my first preference.

Strongly disagree Disagree Neutral Agree Strongly agree

23. I would vote for FFP in the upcoming election.

Strongly disagree Disagree Neutral Agree Strongly agree

24. The political brand of FFP meets my needs for a better future than other political parties.

Strongly disagree Disagree Neutral Agree Strongly agree

The end of questions, appreciate to your cooperation



POLITICAL BRANDING EQUITY: A STUDY ON THAI YOUNG VOTERS'

INTENTION ON FUTURE FORWARD PARTY

ตราสินค้าทางการเมือง: กรณีศึกษาพฤติกรรมการตั้งใจลงคะแนนเสียงของวัยรุ่นไทยต่อพรรคอนาคตใหม่

เรียน ผู้ตอบแบบสอบถาม

งานวิจัยนี้มีจุดประสงค์เพื่อสำรวจวัยรุ่นในอำเภอหาดใหญ่ จังหวัดสงขลา ภาคใต้ของประเทศไทย โดยงานวิจัยมีเป้าหมายที่จะวิเคราะห์ทัศนคติของวัยรุ่นเกี่ยวข้องกับอิทธิพลของตราสินค้าทางการเมือง เมื่อพรรคการเมืองนั้นคือแบรนด์ประเภทหนึ่ง โดยมีทัศนคติของแบรนด์ทางการเมืองเป็นสื่อกลาง อันมีผลต่อความตั้งใจในการลงคะแนนเสียงของประชาชน ซึ่งมีความจำเป็นที่จะขอทราบข้อมูลและทัศนคติจากผู้ตอบแบบสอบถาม ดังนั้นทางผู้จัดทำขอให้ท่านทำการตอบแบบสอบถามฉบับนี้ตามความเป็นจริง และครบถ้วน

ขอขอบคุณทุกท่านในความร่วมมือ

นางสาวลาบุดา หัมมัดอะดัม (824811)

นักศึกษาระดับปริญญาโท คณะ Media Management

อีเมลล์: misslabuda28@gmail.com

แบบสอบถามมีทั้งหมด 4 ส่วน คือ A, B, C และ D กรุณา ในช่องว่างในคำถามที่กำหนดให้ ตามลักษณะที่ สอดคล้องกับทัศนคติของท่านมากที่สุด

ส่วน A: ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

1. อายุ

15 – 19 ปี

20 – 24 ปี

25 – 29 ปี

2. เพศ

ชาย

หญิง

3. การศึกษา

มัธยมศึกษา

ปริญญาตรี

ปริญญาโท

อื่นๆ

4. อาชีพ

นักเรียน/นักศึกษา

ข้าราชการ

พนักงานบริษัท

อื่นๆ



5. โซเชียลมีเดียที่ท่านเข้าใช้บ่อยที่สุด

YouTube

Line

Facebook

FB Messenger

Instagram

Pantip

Twitter

WhatsApp

อื่นๆ

ส่วน B: ตราสินค้าทางการเมือง

คำถามด้านล่างนี้เกี่ยวข้องกับส่วนประกอบทั้งหมดของตราสินค้าทางการเมือง (Party Brand Equity) ประกอบด้วย; ภาพลักษณ์ของแบรนด์ทางการเมือง (Party Brand Image), การรับรู้ของแบรนด์ทางการเมือง (Party Brand Awareness), คุณภาพของแบรนด์ทางการเมือง (Party Brand Quality), ความซื่อสัตย์ต่อแบรนด์ทางการเมือง (Party Brand Loyalty), และแบรนด์ผู้นำ (Party Brand Leadership) เพื่อประเมินความพึงพอใจของวัยรุ่นไทย กรุณาระบุทัศนคติของท่านในความพึงพอใจ 5 ระดับ คือ ไม่เห็นด้วยมากที่สุด จนถึงเห็นด้วยมากที่สุด

1	2	3	4	5
ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	ปานกลาง	เห็นด้วย	เห็นด้วยมากที่สุด

คำถามด้านล่างนี้ใช้ในการประเมินตราสินค้าทางการเมืองของพรรคอนาคตใหม่ กรุณา ในช่องสี่เหลี่ยมตรงกับความพึงพอใจ

ตราสินค้าทางการเมือง Party Brand Equity

1. ฉันประเมินได้ว่า ฉันสามารถคาดหวังการปฏิบัติงานที่ดีกว่า จากแบรนด์ทางการเมืองของพรรคอนาคตใหม่

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

2. ฉันรู้สึกว่าจะเหมาะสม และดูฉลาดกว่า ที่จะลงคะแนนเสียงให้แบรนด์ทางการเมืองของพรรคอนาคตใหม่ แทนที่จะเลือกแบรนด์ทางการเมืองของพรรคการเมืองอื่น ถึงแม้ว่าจะเหมือนกัน

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

3. ถ้ามีแบรนด์ของพรรคการเมืองอื่นดีเหมือนกับแบรนด์ทางการเมืองของพรรคอนาคตใหม่ ฉันก็ยังงชอบที่จะเลือกพรรคอนาคตใหม่

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

ภาพลักษณ์ของแบรนด์ทางการเมือง Party Brand Image

4. แบรนด์ทางการเมืองของพรรคอนาคตใหม่ มีภาพลักษณ์ที่แข็งแกร่งกว่าพรรคการเมืองอื่น

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

5. ภาพลักษณ์แบรนด์ทางการเมืองของพรรคอนาคตใหม่ มีการพัฒนาในช่วงเวลาที่ผ่านมา

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

6. ช่วงเวลาที่ผ่านมากาลักษณ์แบรนด์ทางการเมืองของพรรคอนาคตใหม่ สอดคล้องกับจุดยืนของพรรค

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

การรับรู้ของแบรนด์ทางการเมือง Party Brand Awareness

7. ฉันสามารถจดจำแบรนด์ทางการเมืองของพรรคอนาคตใหม่ได้ ท่ามกลางพรรคการเมืองอื่นในระหว่างการเลือกตั้ง

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

8. เมื่อมีการเลือกตั้งชื่อของพรรคอนาคตใหม่ เป็นชื่อแรกที่เข้ามาในใจ

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

9. ฉันสามารถนึกถึงสัญลักษณ์หรือ โลโก้ของพรรคอนาคตใหม่ได้อย่างรวดเร็ว

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

คุณภาพของแบรนด์ทางการเมือง Party Brand Quality

10. แบรนด์ทางการเมืองของพรรคอนาคตใหม่มีคุณภาพสูง

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

11. แบรินด์ทางการเมืองของพรรคอนาคตใหม่ มีความน่าเชื่อถือ

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

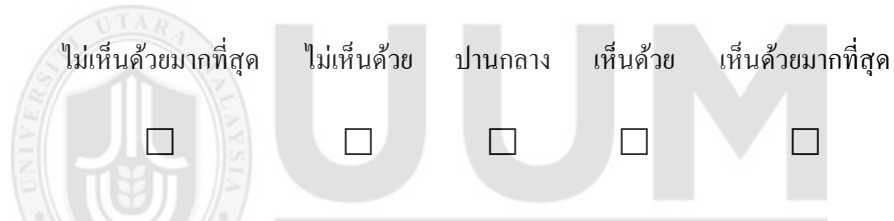
12. แบรินด์ทางการเมืองของพรรคอนาคตใหม่ เสนอคุณภาพที่สอดคล้องกับความคาดหวังของฉัน

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

ความซื่อสัตย์ต่อแบรินด์ทางการเมือง Party Brand Loyalty

13. ฉันแนะนำให้เพื่อนของฉันเลือกพรรคอนาคตใหม่

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด



14. แบรินด์ทางการเมืองของพรรคอนาคตใหม่เป็นตัวเลือกแรกของฉัน

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

15. ฉันจะไม่เลือกพรรคการเมืองอื่นนอกเหนือจากพรรคอนาคตใหม่

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

แบรนด์ผู้นำ Party Brand Leadership

16. แบรนด์ทางการเมืองของพรรคอนาคตใหม่ เป็นพรรคที่มีความคิดริเริ่มสร้างสรรค์

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

17. แบรนด์ทางการเมืองของพรรคอนาคตใหม่ เสนอสิ่งที่ เป็นประโยชน์ต่อประเทศมาก

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

18. แบรนด์ทางการเมืองของพรรคอนาคตใหม่ เป็นที่ชื่นชอบในวัยรุ่นจำนวนมาก

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

ส่วน C: ทักษะติดต่อแบรนด์ทางการเมือง

คำถามด้านล่างนี้เกี่ยวข้องกับทักษะติดต่อแบรนด์ทางการเมือง เพื่อประเมินระดับความพึงพอใจของวัยรุ่นไทยต่อพรรคอนาคตใหม่ กรุณาระบุทัศนคติของท่านในความพึงพอใจ 5 ระดับ คือ ไม่เห็นด้วยมากที่สุด จนถึงเห็นด้วยมากที่สุด

1	2	3	4	5
ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	ปานกลาง	เห็นด้วย	เห็นด้วยมากที่สุด

คำถามด้านล่างนี้ เพื่อประเมินทัศนคติต่อแบรนด์ทางการเมืองของพรรคอนาคตใหม่ กรุณา ในช่องสี่เหลี่ยมตรงกับ ความพึงพอใจ

19. แบรินด์ทางการเมืองของพรรคอนาคตใหม่ ทำให้ฉันรู้สึกดี

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

20. ฉันพิจารณาโดยรวมแบรินด์ทางการเมืองของพรรคอนาคตใหม่ เป็นพรรคการเมืองที่ดี

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

21. ในความคิดของฉันแบรินด์ทางการเมืองของพรรคอนาคตใหม่ เป็นพรรคที่ฉันชื่นชอบที่สุด

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

ส่วน D: ความตั้งใจในการลงคะแนนเสียง

คำถามด้านล่างนี้เกี่ยวข้องกับความตั้งใจในการลงคะแนนเสียง เพื่อประเมินระดับความพึงพอใจของวัยรุ่นไทยของพรรคอนาคตใหม่ กรุณาระบุทัศนคติของท่านในความพึงพอใจ 5 ระดับ คือ 'ไม่เห็นด้วยมากที่สุด จนถึงเห็นด้วยมากที่สุด'

1	2	3	4	5
ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	ปานกลาง	เห็นด้วย	เห็นด้วยมากที่สุด

คำถามด้านล่างนี้ เพื่อประเมินความตั้งใจในการลงคะแนนเสียงต่อพรรคอนาคตใหม่ กรุณา ในช่องสี่เหลี่ยมตรงกับความพึงพอใจ

22. เมื่อการเลือกตั้งมาถึง แบรินด์ทางการเมืองของพรรคอนาคตใหม่ เป็นพรรคแรกที่ชอบ

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

23. ฉันจะเลือกพรรคอนาคตใหม่ ในการเลือกตั้งครั้งหน้า

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

24. แนวคิดทางการเมืองของพรรคอนาคตใหม่ มีปัจจัยที่จำเป็นต่อการพัฒนาในอนาคตของฉันที่ดีกว่าพรรคการเมืองอื่น

ไม่เห็นด้วยมากที่สุด ไม่เห็นด้วย ปานกลาง เห็นด้วย เห็นด้วยมากที่สุด

สิ้นสุดคำถาม ขอขอบคุณสำหรับความร่วมมือ



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Appendix B

Conditional Process Analysis

Conditional Process Analysis of Party Brand Equity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : VI
X : PBE
M : PBAT

Sample
Size: 368

OUTCOME VARIABLE:
PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5984	.3581	.2960	204.2120	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.1185	.1550	7.2149	.0000	.8136	1.4233
PBE	.6639	.0465	14.2903	.0000	.5725	.7552

OUTCOME VARIABLE:
VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8342	.6958	.1451	417.4481	2.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2562	.1160	2.2089	.0278	.0281	.4843

PBE	.1935	.0406	4.7657	.0000	.1136	.2733
PBAT	.7312	.0366	19.9803	.0000	.6592	.8032

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6026	.3631	.3029	208.6606	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0741	.1568	6.8484	.0000	.7657	1.3825
PBE	.6789	.0470	14.4451	.0000	.5865	.7713

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.6789	.0470	14.4451	.0000	.5865	.7713	.9857	.6026

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.1935	.0406	4.7657	.0000	.1136	.2733	.2809	.1717

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4854	.0457	.4020	.5822

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.7048	.0588	.5955	.8272

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4309	.0355	.3606	.5039

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----

Conditional Process Analysis of Party Brand Image

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
 Y : VI
 X : PBI
 M : PBAT

Sample
 Size: 368

OUTCOME VARIABLE:

PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6490	.4212	.2669	266.3436	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.9963	.1435	6.9435	.0000	.7142	1.2785
PBI	.7011	.0430	16.3200	.0000	.6166	.7856

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8481	.7193	.1339	467.5563	2.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.1609	.1081	1.4880	.1376	-.0517	.3735
PBI	.2969	.0400	7.4226	.0000	.2182	.3755
PBAT	.6572	.0370	17.7516	.0000	.5844	.7300

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6906	.4769	.2488	333.6428	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8157	.1385	5.8875	.0000	.5432	1.0881
PBI	.7577	.0415	18.2659	.0000	.6761	.8392

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.7577	.0415	18.2659	.0000	.6761	.8392	1.1001	.6906

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.2969	.0400	7.4226	.0000	.2182	.3755	.4310	.2706

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4608	.0416	.3809	.5451

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.6690	.0539	.5630	.7853

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4200	.0323	.3579	.4820

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----

Conditional Process Analysis of Party Brand Awareness

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
 Y : VI
 X : PBA
 M : PBAT

Sample
 Size: 367

OUTCOME VARIABLE:

PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6792	.4614	.2443	312.6374	1.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8560	.1407	6.0842	.0000	.5793	1.1326
PBA	.7350	.0416	17.6816	.0000	.6532	.8167

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8423	.7094	.1385	444.3382	2.0000	364.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.1872	.1112	1.6842	.0930	-.0314	.4058
PBA	.2651	.0426	6.2173	.0000	.1813	.3490
PBAT	.6768	.0394	17.1745	.0000	.5993	.7543

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6884	.4740	.2500	328.8580	1.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.7665	.1423	5.3861	.0000	.4867	1.0464
PBA	.7625	.0420	18.1344	.0000	.6798	.8452

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.7625	.0420	18.1344	.0000	.6798	.8452	1.1077	.6884

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.2651	.0426	6.2173	.0000	.1813	.3490	.3851	.2393

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4974	.0439	.4216	.5842

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.7226	.0574	.6197	.8391

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4491	.0354	.3854	.5205

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----

Conditional Process Analysis of Party Brand Quality

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
 Y : VI
 X : PBQ
 M : PBAT

Sample
 Size: 368

OUTCOME VARIABLE:

PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7354	.5407	.2118	430.9478	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.7160	.1266	5.6559	.0000	.4671	.9650
PBQ	.7826	.0377	20.7593	.0000	.7085	.8567

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8531	.7278	.1298	487.9949	2.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.1799	.1034	1.7407	.0826	-.0233	.3832
PBQ	.3600	.0436	8.2645	.0000	.2743	.4456
PBAT	.5869	.0409	14.3397	.0000	.5064	.6673

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7579	.5745	.2024	494.1104	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.6001	.1238	4.8490	.0000	.3567	.8435
PBQ	.8192	.0369	22.2286	.0000	.7468	.8917

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.8192	.0369	22.2286	.0000	.7468	.8917	1.1895	.7579

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.3600	.0436	8.2645	.0000	.2743	.4456	.5226	.3330

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4593	.0461	.3712	.5528

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.6668	.0619	.5461	.7952

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4249	.0391	.3498	.5037

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----

Conditional Process Analysis of Party Brand Loyalty

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
 Y : VI
 X : PBL
 M : PBAT

Sample
 Size: 368

OUTCOME VARIABLE:

PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7208	.5195	.2216	395.7694	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.9040	.1227	7.3650	.0000	.6626	1.1453
PBL	.7308	.0367	19.8940	.0000	.6585	.8030

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8501	.7226	.1323	475.3905	2.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2514	.1016	2.4737	.0138	.0515	.4513
PBL	.3176	.0410	7.7561	.0000	.2371	.3982
PBAT	.6098	.0404	15.0954	.0000	.5303	.6892

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7412	.5494	.2143	446.2760	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8026	.1207	6.6487	.0000	.5652	1.0400
PBL	.7632	.0361	21.1252	.0000	.6922	.8343

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.7632	.0361	21.1252	.0000	.6922	.8343	1.1082	.7412

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.3176	.0410	7.7561	.0000	.2371	.3982	.4612	.3085

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4456	.0388	.3737	.5245

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.6470	.0545	.5514	.7613

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4327	.0354	.3635	.5044

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----

Conditional Process Analysis of Party Brand Leadership

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
 Y : VI
 X : PBL5
 M : PBAT

Sample
 Size: 368

OUTCOME VARIABLE:

PBAT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7782	.6056	.1819	561.9108	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.5867	.1165	5.0378	.0000	.3577	.8157
PBL5	.8137	.0343	23.7047	.0000	.7462	.8812

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8453	.7145	.1362	456.7722	2.0000	365.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2592	.1042	2.4879	.0133	.0543	.4641
PBL5	.3281	.0473	6.9372	.0000	.2351	.4211
PBAT	.5914	.0452	13.0773	.0000	.5025	.6804

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

VI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7621	.5808	.1994	507.0118	1.0000	366.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.6062	.1219	4.9714	.0000	.3664	.8460
PBLS	.8093	.0359	22.5169	.0000	.7386	.8800

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.8093	.0359	22.5169	.0000	.7386	.8800	1.1751	.7621

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.3281	.0473	6.9372	.0000	.2351	.4211	.4763	.3089

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4812	.0485	.3863	.5799

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.6988	.0676	.5688	.8404

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
PBAT	.4532	.0425	.3685	.5395

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

1000

----- END MATRIX -----