THE DEMAND OF DEMOCRATIC LEADER IN SOUTHEAST ASIA: A CASE OF THAI SOCIETY

Paithoon Bhothisawang

Faculty of Political Science and Law, Burapha University,Chonburi,Thailand
drpitoonpo@hotmail.com

Abstract

Thailand is located in Southeast Asia. Thailand's democracy was still struggling that is a military coup by the loop 13 times. Every time a new constitution to allow more democratic, the last time was on May 22, 2014. But many Thai people have come to congratulate and welcome to new leader from powerful military.

The research objectives are to analysis the leader types that Thai society wants and the factors that influence the demand. Then create a mathematical equation. To predict which type of leader depends on what factor. This methodology has been sampled from the voters, total 400 samples to analysis with "stepwise multiple regression analysis".

The finding showed demand of Thai society that the democratic leader with an average of 71.45out of 100 points. Factors that affect democratic leader needs caused by 4 factors that are the policy of the political party, that are the favorite of most people.Secondly, to promote the industrial development to make people earn and have work. Next is ability to organize society And the last are the right and the freedom to express in political, right to elect the leader. The equation can be:

Want Democratic Leader   = 45.76 +.28 policy of govt.party

+.26 industrial.estate.

-.24 social.order.ability

+ .07 Right.freedom.

The research outcome can suggest: Should invent the "new" policies should be "be to one's taste" of people, should be on promoting industrial development, should promote freedom of opportunity and should increase the ability to organize social order. Research methods should be expanded to bring that research into a new political theory in the future.

Keywords

Political, Democratic, Leader, Regression Analysis

1. Introduction

Thailand is located in Southeast Asia, The center of the 10 ASEAN countries. Thailand is the only country to avoid a colony of Europe has been achieved several years ago. Thailand is a constitutional monarchy and has switched between parliamentary democracy and military junta for decades, the politics of Thailand is currently conducted within the framework of a constitutional monarchy, whereby the Prime Minister is the head of government and a hereditary monarch is head of state. Since the political reform of the absolute monarchy in 1932, Thailand has had 19 constitutions and charters. Throughout this time, the form of government has ranged from military dictatorship to electoral democracy, but all governments have acknowledged a hereditary monarch as the head of state. So far, more than 80 years ago Thailand's democracy was still struggling that is a military coup by the loop 13 times. The latest coup being in May 2014 by the National Council for Peace and Order. Every time a new constitution to allow more democratic, the reason that to maintain order and also claimed the elected government is corrupt and political leaders and politicians to buy the votes. In this period, the 20th constitution will be set up to create a new democracy. (Wikipedia, 2017;Yeedum,2015)

From 2014, May 22nd there was a coup d'etat in Thailand by the military take over from the democratically elected government. But many Thai people have come to congratulate and welcome(Wikipedia,2017;suandusitpoll,2014;Niyomvej,2016) to new leader from powerful military, can be decided decisively called "Full Power"(Authoritarian similarly).(dailynews,2014;isranews,2014;kapook,2014) This research is interested in what types of leader that Thai society likes or demand.

Leadership is the process by which a person can use the art to persuade others to work together to achieve a set goal effectively. Leaders must have the right attributes, knowledge, ability, intelligence, vision, be fair by holding on to the management in mind, had

a responsibility, able to understand the co-workers. Leaders have different roles. It depends on the goal of the event or activity or situational issues and related groups. Thus, leaders need to modify their behavior to suit the situation both directly and indirectly. (Muchinsky, 2003).Executives are responsible for making effective decisions by using all kinds of resources include relevant personnel available to be productive. This shows that every managerial role requires a leadership. (Fry, 2003).

The government that came out of the coup was capable of carrying out a policy of solving problems for the people, work fast and actively to solve urgent problems to the people. Many problems have been fixed combined with personal characteristics Leadership of the prime minister, etc. As a result, many people continue to support the government. The likelihood or desire seems to increase rapidly, Because it solved many problems, such as the problem of influencers, the problem of illegal logging, Drug problem, Casino problem, Organizing van problems, problems in pledge policy rice, etc. But several progress cause the resulted in a favorable rating for the military government diminished as well. So there is a group that agrees or wants and disagrees or does not want to be in the prime minister. This is due to many factors as well. The favorite with **General Prayut Chan-o-cha** is likely to have many factors such as the background factor of the person, personal appearance Leader and the acceptance of military roles.(suandusitpoll,2014;Niyomvej,2014)
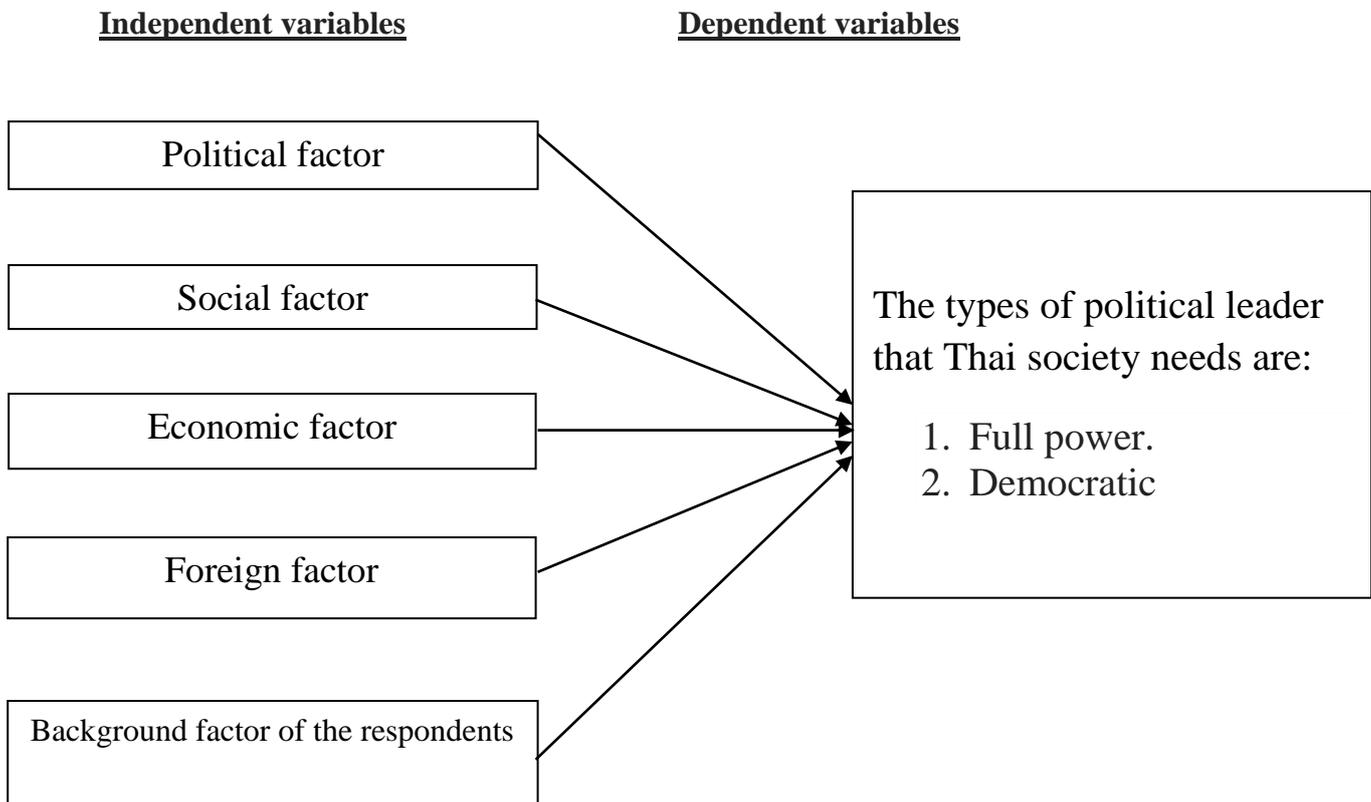
Politically popular leaders that people be satisfied. Also known as the preferred of people in each society is differences. Depend on many factors such as environmentally, History and the culture of the political society. The study of political leaders in Thai opinion is great interest to understand Thai people about their political leaders. This will affect the political development of the research "The Demand of Democratic Leader in Southeast Asia :A Case of Thai Society There is a research question "Which political leaders do people needs " and what factors are associated with the demand of political leadership or simply say, "What type of leader do Thai people want and why".

2. Research Objectives

1. To study the demand of political leader in Thai society.
2. To study factors that related or affect the Democratic political leader that Thai society want.
3. To create predictive equations and model to linkages between factors that affect to the need of Democratic political leader.

4. Research framework

From, the literary reviews conceptual theories and research about the opinion to leadership. The factors that affect or influence of the demand in political leader can be defined as the conceptual framework for research is as follows

Independent variables   **Dependent variables**

Figure 1: *Conceptual Framework*

3. Hypothesis of Research

This research brings together the results of a survey, review of theories that related to research and analyzes. Finally, bring the result of research used as hypotheses about 5 groups of factors and 16 of hypothesis as this follow, political factors: first hypothesis is roles, and policies that are beneficial of the government and political parties that influence to the demand for political leader. Second hypothesis are the ability to resolve political situations affects the demand of political leadership. Third hypothesis is the freedom of expression and political right influence to the demand of the political leadership. Hypothesis 4: The ability to organize society influences the need for political leadership. Hypothesis 5: The amount and frequency of political demonstrations have a bearing on the want for political leadership. Hypothesis 6: Political and terrorist affects of demands in political leader. Hypothesis 7: The training on the values and culture of Thai society influences the

needs in political leadership. Hypothesis 8: Corruption in government and government service that affects the demand of political leadership. Hypothesis 9: drugs, gambling, influential people and destruction of natural resources, environment that affect the need for a political leader. Hypothesis10: Disagreements and divisions in Thai society affect the desire for political leadership. Hypothesis 11: The ability to generate economic growth has an impact on the need for political leader. Hypothesis 12: The decline and the economic downturn affect the demand for political leadership and foreign factor. Hypothesis 13: Acceptance of foreign trust and superpowers influence the want for political leadership. Hypothesis 14: Punishment, Boycott, and unwanted international assistance that influence to the need for political leadership. Hypothesis 15: Age of responder and the average monthly income of respondents influenced the demand for political leader. Hypothesis16: Residential, Habitat, Sex, the highest education of responder, the main occupations of the respondent is different. In a relationship or influence on the needs in different political leadership types.

4. Definition of Terminology used in Research

Political leaders mean top executives or governors of the country. In here refers to Prime Minister.

Demand means want or like by weighting the votes in the form of political leaders according to respondents' feedback. This is from 0-100%.

A type of political leader means two demands of political leaders, a very powerful one that had a decisive decision. Thai society has a clearer understanding when called as a Full power political leader. And another is less powerful leaders. There are many balances of power in this research, which are used in a meaning similar to that in Thai society and consistent with theoretical concepts called as Democratic political leaders.

Thai society means Thai people or Thai people who share common cultural values and live in areas within the Kingdom of Thailand.

Political factors refer to the policies and roles of government and political parties, the ability to resolve political situations, the rights and freedoms of political expression, the ability to organize society, the amount and frequency of political gatherings, Political and terrorist insurgency.

Social factors mean the training of the values and culture of Thai society, government corruption, narcotics, gambling, destruction of natural resources and environment, conflict and dissociation in Thai society.

Economic factors mean the ability to create economic growth, decline and economic decline. Foreign factors mean acceptance of foreign trust and superpowers, boycotting and offspring assistance.

The background of respondents is the age of respondents, average monthly income of respondents, domicile or residence, sex of respondents, highest education and occupation of respondents.

5. The Concepts Theories and research related to Political Leader

5.1 Human Needs

Human needs are, respectively, to the stage (Hierarchical Needs) of the Maslow (1954) which explains that humans have a requirement to stage, respectively. Step 1 is the physical needs (Physiological Needs), including food, excretion, sexual, etc.; Step 2 is Security requirements (Safety or Security Needs), such as the residence is safe from intruders. To have a stable income, etc. ; Step 3 is social needs; Step 4 is Needs to be honored and exalted (Esteem Needs).;Step 5 is The requirements to achieve the goal of self (Self – Actualization Needs), like a dream by the goal of life. The demands on the political leaders, it would reflect from the baseline to 5 items the leader who can make him get into this message of this 5items, he will need and appreciate.

The concept of the lane (Lane, 1964) explains about the basic needs of human motivation, people participate in political activities as follows: 1) Human needs, economic benefits or through objects such as property income, Economic stability, which is expected to be accompanied by political methods. 2) Humans have mental health needs, including the needs of love, friendship, unity with others 3) Human beings want to understand the world, to learn about the origin of the events that affect them. 4) The need to reduce human pressures within the soul. 5) Humans have needs to seek power over others. 6) The human need to protect and enhance their sense of honor. In short, People will want to or like any type of leadership based on the estimate that the leader will be able to meet his needs.

There is also evidence to analyze the election or the factors behind voting behavior of voters, which could be comparable to the needs and preferences of the political leadership, which can be divided into 3 groups are The angular variables view, group, social, economic (Demographic and Social Factors or Socio-economic Status) or group looking to a variable that determines the group view (Deterministic Factors.) foothills, psychology (Psychological Factors) Group at the economic perspective (Economic Model), or a group that studied

realization positive reasons (Consciously Rational Theories). Before deciding who is entitled to vote is determined by its benefits, is thought to have set their own goals or not. These factors influence the voting behavior, including requirements liking and those with political leaders that will make himself useful according to their need.

The system theory are the concepts that consider the linear system is that the environment and the political situation that occurs during the cycle of domestic and foreign factors, both political, cultural, social and economic development, but have an impact on demand, or love in a political leader, and if compared to the election is in a situation they should choose either by considering the factors around the sides might be interested in candidates or political parties policies at that time before the decision to Vote for anyone.(Boonbongkarn & Pongpaew, 1974).

5.2 Type of Leadership

Universities and institutions in the United States have paid attention to and researched the behavior of leaders. By studying the behavior of effective leaders, the key of conclusion is Democratic Leadership-Autocratic Leader. Democratic leaders decentralize power assign members to work and allow members to participate in decision making. On the other hand, dictators often prefer discretion and self-determination. And not always allow members to participate in the decision.

Lewin (1939) has divided 3 styles of leadership:

1) Autocratic behavior. Leader, who commands or gives orders including the power of decision, is a leader who limits the participation of his followers.

2) Democratic behavior. Leaders allow the subordinates to participate in decision making. Listen to collective opinions, work as a team, have 2-way communication and empower your subordinates to act without waiting for orders.

3) Laissez Faire, a leader who lets subordinates does what they please. Leaders use very little control. A problem solving is hardly a leader role at all there will be no definite targeting and no rules.

Each leadership type creates a different working. So what kind of leadership types to choose depends on suitability of the situation.

Likert (1967) and the Institute for Social Research University of Michigan conducts leadership research there are 4 types of leadership:

1) Explorative- Authoritative. Executive use high power, trust subordinates a little more than compliments. The communication is one way from top to bottom and decision is very high.

2) Benevolent - Authoritative dictatorship. Trust subordinates, Incentive by reward but sometimes threatening punishment. Allow subordinates to communicate, listen to comments from subordinates and sometimes allow for a decision, but under the close control of the commander.

3) Consultative – Democratic. Management will trust the decision, but not all. Always use the thoughts and opinions of subordinates. Reward for motivation and will punish rarely and use participatory management. There are two way to communication from the bottom up and from the top down. The policy-making and decision-making come from the upper levels. At the same time, allow some decisions to be on the lower level. Management is a consultant.

4) Participative – Democratic. Executives trust and trusted subordinates. Always accept the opinions of subordinates. There is rewarding economic security for the group. Participatory management set a common purpose together, assessed a progress and communication.

6. Type of Dividend Political Leader in Research

From above, leadership in organization is leader in both public and private organizations. However, when applied to the political leadership model in Thailand has to improve the new concept in accordance with the behavior of the leader. In addition to the current political situation that is different and above the organization in general, the situation is usually normal difference to the political situation that is constantly moving. In this research, two types of leader types have been distinguished clearly and not redundancyis a very powerful decisive decision. Thai society has a clearer understanding when called "Powerful political leaders," the term "Full Power Leader," is a new term use when the military takeover the power and administration from a civilian government elected. Then declare that have full power to administer the country in all aspects of the order of peace in the country by promulgation of a temporary constitution with various laws to support that power. Power Source Characteristics is pattern of power usage to order, decide quickly, cannot oppose and can arrest if violators (Some people may classify leaders as dictator leaders.) And another is Leadership with less power because there are many divisions of power balance. The form of power similar to the democratic leader mentioned above. In this research, it is used in a meaning similar in Thai society and consistent with the theory, called "Democratic Leader" .That is, there is no way to success forever. It must adapt to the situation of the organization and followers at that time. In Thai politics is the same there are always political situations with extremely and intense. The political leader has to adapt to the situation.

7. Factors related to Political Leader

From the research of related concepts and theories to make synthesized variables relevant with political leaders, indicators the performance of political leaders whether the president, the prime minister, is always checked their scores or political passions are low or high because it is a social stream or public opinion that reflects the satisfaction or dissatisfaction of the people with the government. If the leader is popular, it will be beneficial to remain in power and be able to administer the country on a stable basis but if the political popularity of the leader is low will certainly affect political stability. Although the current Prime Minister of Thailand is not elected and not a politician but the issue of political popularity is very important to the stability of the government and the study of political leadership is also important. This reflects the public acceptance of political leaders. Two desirable political leaders in Thai society are the first, the full power with decisive decision and democracy has little power and adhesion involved because there are many divisions of power balance. By factors related to the demand of political leaders are as follows.8.1) The background factor of the respondents.8.2) Economic factors8.3) Social factors8.4) Political factors8.5) Terrorist factors, riots8.6) Foreign factors

8. Research Methodology

8.1 Population and Sampling

To get the result for the questions of the research and to test the hypothesis by identified the research areas in the 7 Eastern provinces and data are collected from the research sample. Sampling was distributed among the population in Chantaburi area, 48 Chachoengsao samples, 63 Chonburi samples, 120 Trat samples, 21 Samples in Prachin Buri, 43 samples in Rayong, 57 samples and Sa Kaeo in 48 samples totaling 400 samples.

8.1.1 Finding Sample Size of Research from the Population

The research population is the population of the electorate from the eastern provinces of Thailand. The size of the sample was taken. Using the Yamane formula (Yamane, 1973) at 95 percent confidence level or 5 percent deviation (There are 3,194,128 people in the 7 provinces. The calculation from formula is 399.95 and the sample size is 400.) The data must be representative and spread all over.

8.1.2 Then using the Proportional Stratified Sampling

To calculating sample size according to the proportion of voters in each province the research sample in each province was randomly selected in proportion to the population. To distribution the probability as much as possible (Details are shown in Table 1).

Table 1: *Shows Voters and Sample Size*

Rank	Province	Elections voters	Sample (person)
1	Chanthaburi	385,384	48
2	Chachoengsao	503,487	63
3	Chon Buri	961,466	120
4	Trat	159,110	21
5	Prachin Buri	345,197	43
6	Rayong	453,374	57
7	Sa Kaeo	386,110	48
Total		3,194,128	400

8.2 Measuring Tools

In this research, a questionnaire was constructed. By choosing the Nominal Scale, the Ordinal Scale and the Ratio Scale for measuring background information about the respondent's background. And choose the Interval Scale for measuring the political factors. Social factor, Economic factors, Foreign factors and demand-side measures in leadership types are full-power leaders and democratic leaders, where respondents provide numerical values between 0-100, which are considered variables for this research. This research has been tested on academic. The questionnaire was used to collect data from 120 samples was tested by alpha coefficient of Cronbach (1974) by the program reliability was 0.73

8.3 Data Analysis

After, the data were collected by randomly questionnaire to the number of each province. The data is processed and analyzed by SPSS(Bhothisawang,2013;Vanichbancha, 2010).using statistics for forecasting and mathematical equations with Stepwise Multiple Regression Analysis, the key to statistically significant .05 or 95% confidence is to get the answer as to what factors influence the demand or liking the leader. To find which factors have more or less influence. The Causal Relationship is also used to analyze the correlation between various factors. In terms of, the background factor of the respondent. The researcher selected only those variables. It is expected that people will be able to change or develop it better, such as income is analyzed with Stepwise Multiple Regression Analysis. However, the

researcher has also performed other analyzes, such as ANOVA, t-test, Chi square, percentage, mean, to test the difference to find a relationship and to describe basic background information.

9. Research Result

In research on the type of desired political leaders in Thai society the data analysis was collecting data from 7 sectors (or 7 provinces). The data were analyzed by using SPSS program using Stepwise Multiple Regression Analysis to answer objectives and hypothesis of the research. The analysis results are divided into 2 parts:

Part 1: The Political Leadership that Thai society wants

1.1) Thai society likes or wants full power leader (decision-making power), which is decisive and powerful, with an average of 50.68out of 100 points.
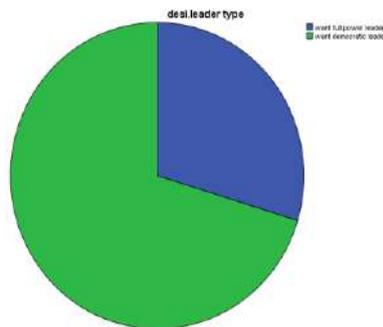
1.2) Thai society likes or wants democratic leader with less power. There are many counterbalances, with an average of 71.45out of 100 points.

1.3) By comparison people in eastern Thailand are like or want 2 leaders differently, the difference average was 20.76, and both types had an average of over 50, which is more than half of the value. However, it can be argued that people demand democratic leader more than full power leaders because there is an average of more answers. The statistical from T-test was statistically significantly different at level .05 and the people preferred or wanted a more democratic leader (70.3 percent) than preferred or full power leader (29.8 percent)

Table 2: *Shows the Frequency and Percentage of Respondents about the Type of Leadership that People need more*

desi.leader type

Types of leader that wants		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	want full power leader	119	29.8	29.8	29.8
	want democratic leader	281	70.3	70.3	100.0
	Total	400	100.0	100.0	

Table 2.The respondents that want more full power leader are 119 samples, 29.8%. The respondents demands or want for more democratic leaders are 281, 70.3 percent, which can be presented in the form of a Figure.

Figure 2: *Shows the Leadership Types that People want more*

From Table 4.1.3 and Figure 4.1.3 illustrate the responses of respondents who preferred a democratic leader, with 70.3 percent more than respondents that prefer or want a full power leader, with only 29.8 percent. From this section can see it is very different.

However, based on the results of the analysis, the average value presented here may be different, but not much. Democratic leadership needs a mean of 71.45, standard deviation (std. Deviation) is 29.83 while the demand for full power leadership was 50.68, the standard deviation (std. Deviation) is 31.27, which is calculated as an average of more than 20.76. The distribution of answers is slightly less or similar, with only 1.44 differences. But when testing with t-test, it was found that the difference was statistically significant at level .05. People have more demand or want for democratic political leaders. As shown in Table 4.1.4, the following:

Table 3: *Shows the Average Analysis Results Comparison of Average Respondents (t-test) about the Leadership Types that people want*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	full power leadership	50.6875	400	31.27796	1.56390
	Democratic.leadership	71.4550	400	29.83113	1.49156

Paired Samples Test

		Paired Differences							df	Sig. (2-tailed)
				Std. Error Mean	95% Confidence Interval of the Difference		t			
		Mean	Std. Deviation		Lower	Upper				
Pair 1	full power leadership - democratic.leadership	-20.76748	55.22990	2.76149	-26.19637	-15.33858	-7.520	399	.000

Part 2: Factors affecting democratic leadership demand and create predictive equations and model to linkages between factors.

We have to study there is any factor that makes the people a favorite or which types of political leader that want? Why?

Analysis the data to determine factors affecting democratic leadership demand which collected data from 7 provinces in eastern Thailand by analytical and presentation processes as following is an analysis of the determinants of Democratic leadership needs in the same way that the second part of the analysis is used Stepwise Multiple Regression Analysis, which will get the factor or variable into the equation. Each step is one factor, according to the importance and influence of that factor. It starts with steps 1, 2, 3 and ....continue to run out of all the factors with statistical significance at level .05.(any factors that do not have statistical significance. will not be mentioned again)However, in this research we will focus on the research results by analyzing the data of the final stage because this is the stage where the results of the research come out and to test the hypothesis of the research. The results are shown in a table than translates the result into an equation and draw a chart for better understanding.

In this paper, we will focus on the results of our research by analyzing the data presented in Step 4 to demonstrate Democratic leadership needs and to test the hypothesis of the research. The results are shown in the following table.

Table 4.*1 shows the results of the analysis to the factors that influence democratic leadership. Steps 1 - 4 of Stepwise Multiple Regression Analysis*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	pol.role of gov.par.	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	industrial.estate.east	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	social.order.ability	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	right.freedom.action	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: democratic.leadership

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	47.846	6.288		7.609	.000
	pol.role of gov.par.	.327	.085	.190	3.861	.000
2	(Constant)	40.090	6.858		5.846	.000
	pol.role of gov.par.	.258	.088	.150	2.944	.003
	industrial.estate.east	.183	.067	.139	2.722	.007
3	(Constant)	45.832	7.047		6.504	.000
	pol.role of gov.par.	.315	.089	.183	3.543	.000
	industrial.estate.east	.270	.072	.205	3.728	.000
	social.order.ability	-.214	.070	-.168	-3.034	.003
4	(Constant)	45.767	7.001		6.537	.000
	pol.role of gov.par.	.280	.089	.163	3.136	.002
	industrial.estate.east	.260	.072	.197	3.609	.000
	social.order.ability	-.242	.071	-.190	-3.411	.001
	right.freedom.action	.072	.029	.126	2.497	.013

a. Dependent Variable: democratic.leadership

Table 4.2 shows Stepwise Multiple Regression Analysis of Step 4 (Table 4.4.1 coefficients a).

4	(Constant)	45.767	7.001		6.537	.000
	pol.role of gov.par.	.280	.089	.163	3.136	.002
	industrial.estate.east	.260	.072	.197	3.609	.000
	social.order.ability	-.242	.071	-.190	-3.411	.001
	right.freedom.action	.072	.029	.126	2.497	.013

a.   Dependent Variable: democratic leader

Equation 4.2: Based on the results of the analysis. Can be written as an equation

Want Democratic Leadership = 45.76 +.28Role.policy of govt.party

+.26industrial.estate.east

-.24 social.order.ability

+ .07 Right.freedom.action

Want Democratic Leadership = Have a demand of Democratic Leadership

Pol.role of gov.party = policy and role of government or political party

Industrial.estate.east = promotion of industrial development in the east

Social.order.ability = Ability to organize the society

Right.freedom.action = Right and freedom of expression.

From the equation 4.2 above, the results of the data analysis show that the factors affecting democratic leadership demand. There are 4 different factors that are important. That is, the factors that influence democratic leadership needs and the most influential factor are policy and role of government or political party (pol.role of gov.party). This is can say that the role and policy are benefits of the government and political parties, which are apparent to Thai society at various times of many governments and political parties. If that policy or the role of the government at that time was the favorite of the people in Eastern Thailand, some of them referred to as "populist" or otherwise called "public" or "welfare state". The second is to promote industrial development in the eastern industrial in the east (industrial.estate.east) including the Economic Terrace project in the East. This is what the Thai people in the East expect to bring prosperity about employment and income come to the community. Third is (Social.order.ability) but is negative sign indicates that people in the East see that democratic leaders have the ability to organize society, solve problems with drugs, gambling, and others are not impress that make a lower score the demand in the leader is reduced. Factors affecting Democratic Leadership Demand Fourth is the right and freedom of political expression (Right.freedom.action).This is a very important reason why Eastern Thai people want the democratic leaders in a way that they can express themselves, comment and live more freely than full power leaders.

This analysis has set a confidence level of 95%. At the statistical significance level of .05 (for more details, see the Stepwise Multiple Regression Analysis table of the Democratic Leadership).

Figure 3.1.The results of this analysis can be graphed and continually understood. Link to the causal of relationship and outcome it also shows the level of influence of that variable. The Figure/chart is composed of 3 images as follows:

The research found that

Thai people Want or needs Democratic leaders

Due to 4 factors

1) +.28 Policies and roles of government or political parties
2) +.26 Industrial Development and Promotion in Eastern Region
3) -.24 Ability to organize society
4) +.07 Rights and liberties of political expression

Figure 3.1(1)

Can be written as equation

Want Democratic = 45.76 + .28 Role.Policy of Govt.Part
Leadership   + .26 Industrial.estate.east

-.24 Social.Order.ability

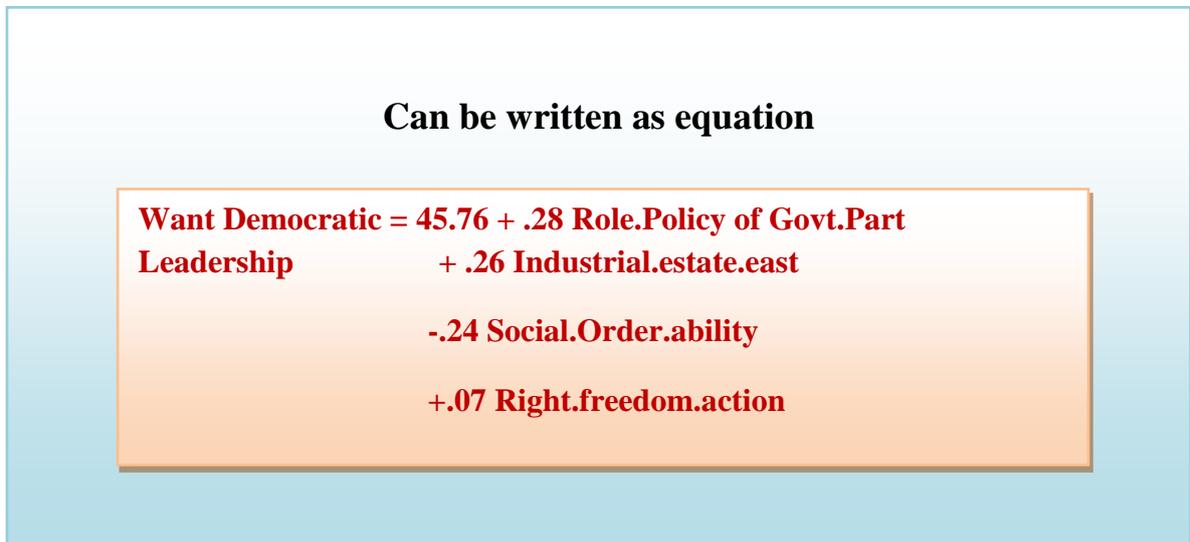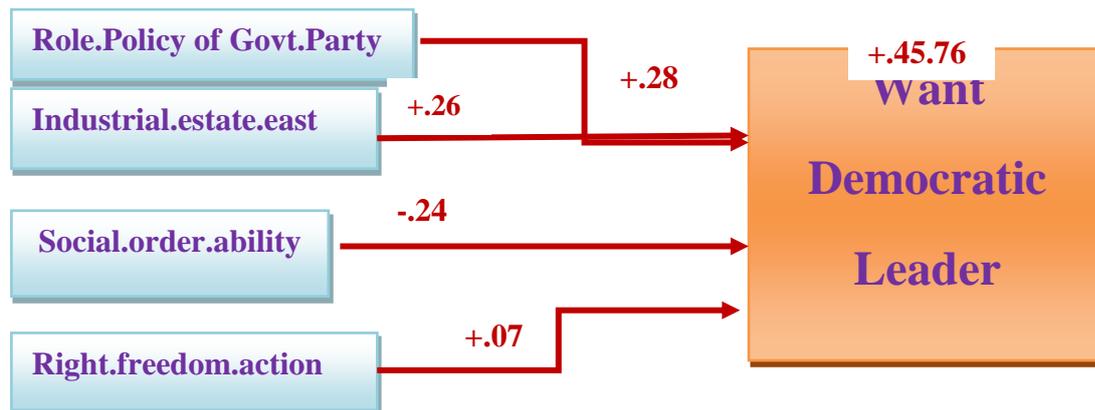**+.07 Right.freedom.action**

Figure 3.1(2)

Figure 3.1(3)

From Figure 3.1, it can be interpreted as Democratic leader demand (Democratic leadership) depends on, or is caused by 4 variables or 4 factors are role and policy Beneficial of the government and political parties, the second is to promotion the industrial development in the Thailand, the third is the ability to organize society. And the last is the right to freedom of expression. This is the desire or satisfaction of the right and freedom of political expression. The right to choose the leader that they want, freedom of assembly, expressing of the opinions and expressions in different forms because this type of leader has no power of his own, cannot be ordered strictly because there are many parties balancing power. In return, the public is proud that they have a lot of power.

All 4 of these were related to the democratic leadership demand of Thai people in at the .05 level of significance.

Based on the analysis presented in table form Equation and Figure 3.1 If we want to know the impact of How much Democratic leadership demand? Will increase or decrease? How much or how little it must be considered from Equation 3.1.that showed the quantity (number), direction (positive or negative), the value or impact of influence of that variable including constant values that comes with that equation. In Equation 3.1 follows.

Want Democratic Leadership = 45.76 +.28 Role,policy of govt.party

+.26 industrial.estate.east

-.24 social.order.ability

+ .07 Right.freedom.action

Want Democratic Leadership = Have a demand of Democratic Leadership
Pol.role of gov.party = policy and role of government or political party.

Industrial.estate.east = promotion of industrial development in the east.

Social.order.ability = Ability to organize the society.

Right.freedom.action = Right and freedom of expression.

Democratic leadership is a popular choice because of the leadership that Thai people feel. They have a lot of power to negotiate. In addition, policy formulation and roles are often in the direction that people want or another say "Policy appeals to the people" or "Public policy campaign with people" To raise the demand of democratic leaders from Thai people it must be added in the 4 variables above are the highest leader, Government leaders and political party leaders must develop policies that is the needs of the people in a timely and relevant. Should set a policy and role play "Be to one's taste" to impress the people, should promote the development of industry to be concrete and clear also trying to organize the social, solve problems with drugs, gambling and so on. It also has to give people the right to vote and participate in various areas.

10. Conclusion and Discussion

Modern world societies tend to favor or prefer democratic political leaders. Focus on participation, Listen to other people's comments, Acceptance and compliance of parties majority, Emphasize human rights and freedoms, but in Thai society there is also insecurity. There are political situations that take place over and over for decades. A political rally has led to a worldwide revolt of terrorism. Thai people are in a state of hesitation about which types of leader that they want. This is evidenced by the weighted average scores of the two types of leaders from the full score of 100. Both types of weighted average scores over 50 were democratically required, equal to 71.45, while full power required the value of 50.68 cannot be considered very different (Aiewsriwong,2016).In short, Thai people want democratic leaders but what is important is why there is reason for Thai people to think that way. Based on the findings above it is evident that Thai citizens demand more democratic leaders than full power leaders. For that reason they favors to the policies and roles of government or political parties, there is a need to promote the development of industry. The industrial estates in the east as well as the Eastern Economic project this is what the Thai people in the East expect to bring prosperity, Employment and income generation come to

the community, want freedom of expression in politics and choose the top leader that want and get involved to live and work freely, Need government and political parties that have a policy of "new and be to ones taste" policy to meet their own needs but with the unsettled government of unmanageable in the country. East people still need full power leader because of this, the leader has the ability to maintain the peace of the country can resolve the political situation in Thailand that does not know when to end and how will it end. To keeping the peace of the country, drug problems, gambling problems, influential people,etc. these are acknowledged that full power can controlled.

Based on the research, the need for a top national leader depends on role, policy of government and political parties. And related to the economy of the country to the eastern area is the promotion of industrial development and industrial estates in the east. The development strategies that focus on industries in Bangkok many projects have spread to the East, resulting in a clear distribution of revenue between the industrial and agricultural sectors. Economic issues are very important it involves the top national leadership, where each individual group favors politicians with different leadership types. The research by Yoonat(2013) indicates that economic performance requires a strategic foreign trade negotiation where leaders will initiate economic policy into action of industrial-economic policies of the top national leaders often affect the liking. Political and Democratic leadership needs are having small and medium industries will have a huge impact on our lives and the normal lifestyle of the people. As the research of Chindatewin, K.(2008) studied the effects of economic conditions on the operation of medium and large industries in Uttaradit Province, Thailand. It is evident that economic problems are a very important issue that affects popular political leaders. But the economy is difficult for political leaders to handle and control because of the fluctuations associated with the global economy as the research of Likit (1999) on risk of investment in debentures under the Thai economic crisis When the economic downturn or the economy boom, it will directly affect the people. Whether a cost of living, work situation and Trading, etc. Each leader's economic solution will be different. This affects the preferences or needs of the people for each leader. In the case of the Eastern Thai people, the peoples see the need for a democratic leader because they are leaders in promoting economic, industrial development and industrial estates in the East better than full power leaders.

Based on the findings, the ability to organize society it is an important factor that correlates and influences the need for a full power leader. (Kongkeerati, 2016). It is the result

of research that is consistent with the leadership theory concept, "Which leader behavior depends on the situation." "Leaders must choose the right leadership types to match the needs of the subordinates and the mission assigned to them most". Political culture and political situation are important factors in political leadership from Thanasatit (2008) for analyzing the crisis of Thai political institutions in the dimension of the Thai political crisis. "Thailand has many different leaders, depending on the situation, Leadership, military, business leaders, appointed leaders and leaders from professional politicians. During 1980-1981, Thailand had a good to be a Prime Minister but it is usually the old military and not the elected. It is considered a violation of democracy Thai people accustomed to culture of bureaucracy. They accustomed to the leaders of the country that came from the appointed.(Techapeera,2007). The election is a foreign culture when it is not our culture, we do not understand the Prime Minister comes from that appointed people will like and admire more than the elected prime minister. The nature of democratic political systems does not affect the choice of a strong leader with effective or always visionary. Mostly the leaders are relatively moderate, because they are the best people in the land, the best man on earth may not be eligible for election.

The research showed that political rights and freedom of expression are reason that Thai people want democracy leaders as leaders in ways they can express themselves, comment and live more freely than full power leaders. They are satisfied with their rights and freedom of expression, the right to choose their own favorite leaders. Freedom of assembly and expression in different forms, they know democratic leader had no power of his own and cannot be ordered strictly because there are many parties balancing the power. On the other hand, people are proud that they have the power to negotiate. They can also participate in national policy making in the direction that the people want.

The pattern of Thai political leaders is varied. Until now, Thailand has been the political leader of the coup d'etat. Thai political culture is not participatory but it is the development of a narrowly confined political culture into a civilized political culture that is likely to evolve into a participatory political culture. These developments have had an effect on the acceptance or preference for changeable leaders in political leadership. So, the pattern of Thai leaders is based on the political culture of the Thai people. What appears to 2 types of political leaders is full power and democracy is changing in each age.

The demand for political leaders varies according to the situation in which political society is facing at the moment. In a normal situation, the politician may want to be elected politician but in unusual circumstances, Political may require the leaders of the military to

maintain political order as in the case of Thailand, there will be leaders in that situation. Or, in the case of Singapore, people are requirement the motivated political leaders and not focus on political participation.

Thailand's democracy as well as the Malaysian system. The Constitutional Monarchy system plays an important role in the political system in Malaysia. The head of the state is king and head of government is Prime Minister. The system of the Malaysia is running successfully than other developing countries with the system of constitutional monarchy, but it is more need to improve their system. The selection of the king,Yang di-Pertuan Agong should by the votes of the peoples in spite of nine sultan votes. In simple words it can reign but not rule. (Ahmed et al., 2016). In case of Indonesia, Ibrahim (2017) concluded that "local democracy direction in Indonesia had not included into Indonesia consolidation phase considering that many new problems had not showed any sign to stop. If that is the case, then Indonesian democracy face will remain under the fragility shadows. Therefore, it still needs to wait for the test period of Indonesian democracy power." Yeedum (2015) has researched. The research aims to understand and compare the significance of political development in Southeast Asia countries through democratic index, "Freedom in the World", by Freedom House Organization. The study started with a consideration of "Freedom in the World" survey data from years cover 1972-2014 in 11 Southeast Asia countries. Then, explicated the substantial political phenomenon from the trends of data. The findings suggested that there are three clusters of political development in Southeast Asia. The First cluster is the countries which are designated to the one and only status every year of the Freedom House surveys: Burma, Vietnam, East Timor and Singapore. The Second cluster is the countries which are designated to two statuses in the periods of the Freedom House surveys: Brunei, Cambodia, Laos, Malaysia and the Philippines. The Third cluster is the countries which are designated to three statuses in the periods of the Freedom House surveys: Indonesia and Thailand. Thailand is started with the "Not Free" status in 1972 as the result of the military regime. Then, the status of Thailand changed to "Partly Free" because of the 14 October 1973 Student uprising and jumped to "Free" status in 1975 after the used of 1974 democratic constitution. Unfortunately, the political development of Thailand dropped significantly with the 6 October 1976 massacred in Thammasat University. After that, Thailand rose gradually to "Partly Free" in 1978 -1988 and "Free" status in 1998-1990 for the reason of re-democratization. However, it seems like the political development of Thailand is unstable in long periods. There was hardly any change in long term. While the status in 1991-2005 are

changed from "Partly Free" to "Free" and declined back to "Partly Free", the political situation which depressed the democratic people in Thailand are the 2006 and 2014 coup d'états led Thailand to "Not Free" status of the Freedom in the World. These dramatic changing of democracy status reflect the unstable of democracy and Political development in Thailand.

This research is different from other leadership research. That is often classified leaders out as many as three or four (Martikainen,2017) or 5-6-8 or more duplicate that is not clear in isolation. This study is less categorized to reduce confusion. There are two types of leaders: **"Full Power Leadership"** Power Source Characteristics, Behavioral patterns of power is command and decision fast. Some may be classified as dictator leaders. It can be compared to Explorative-Authoritative, plus Benevolent-Authoritative by Likert's and another **"Democratic leader"** is based on public choice, public participation leadership with less power. There are many balancing parties in power, with a similar pattern of democratic leadership, as stated by Likert. (This could be compared with the Consultative – Democratic plus Participative - Democratic in which this research is used in the near meaning and consistent with the theory, so called "Democratic Leadership"

"Full Power Leadership" is the new term used when the military seizes power and governs the country from elected civilian governments. Then declare that it has the full power to administer the country in all aspects of the country by promulgating a temporary constitution with various laws to support that power. (Kongkeerati, 2016). One thing to consider is the leadership theory, the job is to succeed. There is no way to succeed forever must adjust to the situation of the organization and followers at that time. In Thai politics is the same. There are always political situations leaders have to adapt to the situation or not.

Research in this way is rare because most of the research is surveys and then calculated by calculate the frequency (percentage) of respondents and the differences can be compared by personal factors or background factors of the respondents. How different and how? This research is difference from leadership research which often emphasizes to leadership behaviors that lead to organizational success. Unlike to this research that focuses on public opinion that affect to the top leaders. To study the person that is citizen are want or prefer which types of leadership and why. Most researches usually study the background factors of respondents, such as their domicile (region), sex, age, education, income, and occupation, to how they relate to leadership. Such as the research of Meemei et al.(2011); (Pimpa, 2014).In this research, is add to knowing the cause and the effect that also make

known the impact, the amount of variables involved also depends on the predictive equations that show the correlation between variables. While, other research is often not even do or done because of different query designs and the techniques that use for data analysis are different. Other research is often used to measure the "Nominal". Ordinal rank is the most common, such as 5 levels, the highest, much, moderate, little, the least, but in this study, the measurement is "Interval" to the value of 0-100, it can lead the data is quantitatively to analyzed higher and more variety. In this research, we used the Multiple Regression Analysis method, Stepwise method. While, other research did not do this because they did not design the research from the beginning so it is cannot be the result of research like this. This research is considered as pioneering work from research methods and research results.

The results of this research can be written as mathematical equations.(Want Democratic Leadership = 45.76 +.28 Role,policy of govt.party+.26 industrial.estate.east -.24 social.order.ability+ .07 Right.freedom.action).This shows the way in political theories: What are the type of top national leader that people want?What factors to consider? What factors come into the equation first? It is mean the most influential or influential factor of leadership demand. The researcher have opinion that this research is pioneering in academic an attempt to create a demand of theory or equation that needs to be model and each type depend on which factor? How much? To apply and use in realized. More research efforts are need to study more and expand the research or collect more information to create a new political theory.

11. Suggestion

The research recommendations are as follows. Democratic leader can increase the demand or want for more sustainable, Do this following:

1. Should invent and present policies "New" that can be useful to people of all ages and all important instant should be "Be the one's taste" of people. 2. It should focus on promoting industrial and estates development to stimulate economic development and income for people.3. Should promote the right to freedom of political expression, listen to public opinion and let they have an opportunity to get involved in politics.4. Should increase the capacity of all weaknesses, such as maintaining the peace of the country such as correcting the political situation, resolving terrorism, corruption in the government, drug problem solving, casino problem, influential problem, problem of destroying natural resources, Forest invasion and the environment

For researchers, should be use this method to modified or extended, or further explored to delve into more data. So when get more information the results can be incorporated into modern political theory. In addition, also used qualitative methods can be integrated to make the research more in-depth.

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