Decoding Support for Pitha Limcharoenrat: A Quantitative Study on the Role of Political Challenges, Media Influence, and Public Perception Among Thai Voters in the USA

Author:
Narupollawat Hastindra Na Ayudhaya[1], Waiphot Kulachai[2*],
Phakawanaporn Phisuthisuwan[3]

Affiiation:
American Airlines, Inc, Texas, USA[1]
Suan Sunandha Rajabhat University, Bangkok, Thailand[2]
Kasetsart University Chalermprakiet Sakon Nakhon Province
Campus, Sakon Nakhon, Thailand[3]

e-Mail: narupollawat.hastindranaayudhaya@aa.com[1],
aiphot.ku@ssru.ac.th[2], phacharaporn.p@ku.th[3]
 *Correspondence Author

Abstract

The variables affecting Thai voters living in the United States in their support for Pitha Limcharoenrat are investigated in this paper. Using data from 396 respondents gathered via an online poll, it emphasizes the roles of political problems, media impact, and public opinion, therefore reaching a distributed demographic efficiently. Multiple regression was used in the analysis, and the JAMOVI program was used to achieve a robust model fit (R2 = 0.583). This model fit accounts for 58.3% of the variance in voter support. It was found that public opinion was the most influential predictor among the factors (normalized value = 0.457), followed by the influence of the media (0.297) and political problems (0.117s). These results highlight the need of public opinion and media coverage in forming political support among the Thai diaspora in the United States, therefore providing insightful information for policies meant to involve expatriate populations.

Keywords: Diaspora, Media Influence, Public Perception, Voter Support.

1. Introduction

A varied and complicated concept, political support is molded by a network of connected events. These include public opinion, media impact, and political challenges all of which interact subtly and dynamically. The complexity becomes even more clear in our world, which is getting more linked and where diaspora people significantly affect the results of elections and create political narratives.The Thai diaspora in the United States is one clear illustration of how politically active

and strong especially during high-stakes elections or pivotal events for political parties seeking momentum has become. In modern Thai politics, among the ongoing political unrest, Pitha Limcharoenrat has grown somewhat well-known. He is well conscious of the competitive scene that the fast growing media environment, social conflict, and economic disparity shape. His ascent is a mirror of this awareness. Limcharoenrat's ability to manage political challenges, control media narratives, and foster public faith in his vision, honesty, and competence has been crucial in order to establish connection with Thai communities both in Thailand and abroad. Getting political support requires tackling major issues such government instability, social divisiveness, and economic disparity—exactly experienced in Thailand.

Further adding to a turbulent political climate are the country's discussions about democratic changes, economic policies, and the monarchy. According to Cheeseman and Dodsworth, unsolved problems can erode public confidence in leaders and institutions, therefore undermining political support. Maintaining and broadening his support base both inside Thailand and among the Thai diaspora depends on Limcharoenrat having concrete answers for these problems.

The entrance of the digital age has greatly increased the impact of media on political support. Public attitude of leaders and their interactions with their people is much influenced by media coverage. Limcharoenrat's approach to media prioritizes direct public involvement via social media channels, therefore bypassing traditional media gatekeepers. Social media, as (Weeks et al., 2015) demonstrate, lets well-known celebrities engage personally with bigger audiences, therefore motivating increased political activity. For expatriate populations with limited access to domestic media, sites like these have become ever more crucial political information sources.

Public opinion developed by media stories and degrees of civic participation strongly influences political support. If Limcharoenrat is to convince voters, his leadership qualities—knowledge, commitment to democracy, and integrity—should be very evident. The way he is depicted in both local and international media, especially in regard to his ability to respond to the concerns of overseas voters, greatly affects his support among the Thai diaspora in the United States. For diaspora voters, physical distance usually prevents direct political participation; so,

(Buckley et al., 2022) underline the need of public opinion and perceived popularity in maintaining democratic legitimacy.

The elements influencing Thai Americans who support Pitha Limcharoenrat are investigated in this paper. It focuses at voting behavior inside this diaspora group in reaction to public opinion, media impact, and political issues. Analyzing these links helps the research to reveal patterns of political support among diaspora persons, who usually negotiate the political landscape of their host nations while keeping close links to their birthplace countries.

This study is especially crucial since of its focus on the behavior of diaspora communities—a topic of political science presently missing considerable research. While most present research concentrate on voter behavior inside the United States, this paper broadens the perspective to include a global context and offers new analysis on a topic ever more crucial. Communities such as the Thai diaspora in the United States exhibit different political patterns shaped by their twin experiences as immigrants and active political participants from their own nation. This work provides a better knowledge of the political dynamics inside the Thai diaspora by way of an analysis of the connection among political challenges, media influence, public opinion, and political support.

Moreover looked at in this study is how media impacts political behavior of generally spread populace. (Lindemann & Stoetzer, 2021) stress that how political issues are portrayed and absorbed via media greatly influences how leaders and their programs appeal to people all around.For the Thai diaspora, this is abundantly evident in the narratives Thai and foreign media offer about Limcharoenrat. These stories might boost or lower his support based on their tone and subject. Through this study, we hope to shed light on how expatriate groups interact with their national politics and how leaders like Limcharoenrat could effectively coordinate their support. The study aims to provide political leaders seeking interaction with diaspora voters with relevant information thus building a strong, cross-border support structure as a solid basis. As globalization keeps altering political landscapes, effective contact with diaspora communities is becoming increasingly important for leaders seeking to have more influence outside national boundaries.

Political Challenges and Political Support

Therefore, the difficulties to political support in democratic and nondemocratic governments are quite basic. In democratic contexts, most political challenges emanate from internal and external pressures that take a toll on the capacity of political institutions to retain public support, while , discuss the myriad challenges faced in supporting democracy within areas often prone to authoritarian reversals and a lack of democratic progress. Such challenges pertain to difficult cases, handling democratization side effects that were not supposed to occur, and staying within tight funding environments; if handled poorly, this could contribute to low political support. The other issue in terms of political legitimacy is closely linked with the response of political systems to such challenges. Coicaud 2019 notes that changes in political legitimacy, broadly conceived, result from various factors such as economic decline, geopolitical tensions, and transformed normative expectations that act concomitantly with the effect of rocking the confidence of the public in political institutions.

The government serves as a mediator in the relationship between political support and authoritarianism by exercising control over information flow and shaping public perceptions. To address governance issues that fall outside the scope of formal legal regulations, discretion is employed as a pragmatic solution to navigate the challenges posed by the principle of legality (Zulfa & Ismail, 2020). For instance, leaders in nondemocratic settings commonly have to contend with internal power struggle, mass protests, and sustaining a loyal coalition; these challenges entail restrictions to media freedom, propaganda campaigns, and repression of dissent to gain political support (Egorov & Sonin, 2024). The volatility of political ideologies and challenges to political psychology flesh out nicely how such support for political systems is influenced by these dynamics. For instance, Pietraszewski tells us that "many political ideologies are ad hoc alliances rather than coherent belief systems, and as such, people's support for regimes is contingent on immediate regime challenges" (Pietronudo dkk., 2022).

On the other hand, within fledgling democracies, political support sustains due to a prime mover in the form of economic performance. On the other side, (Katz &

Levin, 2018) focus on the democracies of South America, arguing that negative economic shocks have an overall effect of lowering support not only for governmental actors but also for democracy in general. The outcome, therefore, underlines how economic performance and political legitimacy are related to each other, especially in areas where democratic institutions are consolidating. Similarly, against the background of British politics, if contemporary challenges like Brexit and anti-politics have undoubtedly put the BPT through its paces, the latter has still had an influence on the ways in which political elites respond to these challenges and often seek to preserve traditional democratic norms.

H1: Political challenges have positive impact on support for Limcharoenrat.

Media Influence and Political Support

Media would therefore be very influential on political support because of the control of public perception and attitude towards different political actors and institutions. The actual connection of media to political support is typically multilevel, including the content being expressed in the media message and how the audience interacts in regard to it. Weeks, Ardèvol-Abreu, and Zúñiga decidedly conducted a study to know how social media use could increase political participation and support since there are great possibilities for users to interact more with information or political content. Their findings pointed out that very active social media users tended to consider themselves opinion leaders, thus increasing their effort toward persuasion of others and strengthening political support.

Traditional media also has a very big role in shaping political support, particularly in the way it covers political events and personalities. (Van Remoortere & Vliegenthart, 2023) report that "media attention is impactful on political support and more specifically political involvement with politicians. On the whole, media visibility substantially increases public popularity.". The study proves that, while good press helps politicians, bad exposure, in the form of scandal or vigorous criticism, is highly deleterious. This bad press is especially devastating to lesser-ranking politicians, who must depend more on media exposure to maintain that face on a public stage.

The influence of media on political support is also realized by the general perception created mainly by the media towards issues and actors. For instance, Hoewe and Peacock use complex relationships of media consumption, political attitude, and audience behavior to arrive at the influence of media on political attitude anchored on media trust or the level at which audiences accept media content and the pre-existing beliefs by the audience. One of their studies, for instance, finds that partisan media exposure can fuel political polarization: it cements a preexisting cognitive bias and increases the perceived validity of one's politics.

In addition to this, this contact between the media and political actors may bear much for political support. For one, as argued by (Helfer, 2016), there is a discussion of a show of how political actors respond to the media, such that news with a negative siding is highly likely to trigger political action, majorly among the junior parliament members. This response stamps the control or rather influence credited to the agenda-setting role that the media plays and its ability to shape the agenda of the political actors and thus their actions, which in return impacts the public support of the political actors.

With the rise of social media, the relationship between media effects and political support has evolved. (Dvir-Gvirsman dkk., 2018) empirically examine the impact of partisan media on digital platforms, finding that individuals exposed to ideologically aligned media are more likely to engage in political activities. This aligns with the notion that social media can enhance political support by reinforcing existing beliefs, creating echo chambers that perpetuate individuals' views and encourage further political participation.

Overall, media plays a crucial role in shaping political support by constructing public perceptions of political actors, issues, and institutions. Whether through traditional or social media, the way political information is presented influences how the public perceives political systems and actors, thus directly affecting political support.

H2: Media influence has a positive impact on support for Limcharoenrat.

Public Perception and Political Support

Public perception is one of the most influential factors in political support, serving as the foundation for political leaders, parties, and institutions. In this context, perceived popularity—essentially, the belief that one's views are widely shared—plays a critical role in garnering support. (Buckley dkk., 2022) explore the perceptions associated with authoritarian regimes and demonstrate that beliefs about a leader's popularity can motivate genuine support. Their study in Russia, for example, reveals that when citizens are led to believe that a leader is widely popular, they are more likely to offer their support, even if privately, they hold more critical opinions.

Perception of public opinion is further affected with the help of the media, as well as personal contact, and pertinent studies were made on political support. Recently, it has been found that the most important factors which give rise to this kind of perception are media slant and personal contact with the help of the study by (Zerback dkk., 2015). Their study illustrates how it people are predisposed to think a party is popular if they notice that there is positive media coverage and when their social contacts endorse the party. The perception of popularity will view a bandwagon, in that the people would support a party focus party just because they perceive it has wide support from others.

Social media enhances these ingoing dynamics by its design for public articulation and perception formation by users. (Morales, 2020) reveals how the perception of political leaders around the social web fuels online political dissent. Therefore, using the case of Twitter activity in Venezuela, he found that ordinary people's perceptions of leaders' popularity, when artificial—due to, for instance, bot accounts—contribute to opposition figures and more political dissent. This means that social media are concerns shaping units of political support through the manipulation and people's perception of public opinion.

This variable relationship between any kind of phenomena's public perception and the derived political support also plays out within a context of elections. (Lindemann & Stoetzer, 2021) bring such an electoral perspective to the same general topic by exploring how televised candidate debates affect public approval of

political parties. They find that debates have huge potential to influence voter perception of candidate valence characteristics, especially competence and integrity, which then can affect party support. The study points out that in making their choices, a voter is more likely to go by the valence evaluation they hold of the candidate as opposed to the policy issues, which majorly emanates from media coverage in regards to debate.

Public perception is a critical ingredient in the tapestry of maintaining political legitimacy in a democratic system. (Chan, 2018) writes on how fear of social isolation and willingness to self-censor affect citizen willingness to talk about expressing support for politics in face-to-face and online settings. For those who have a perception of high political disagreement in their social networks, this study suggests that they are less likely to show support for political candidates or parties, particularly in fear of social backlash in an environment. This dynamic may create a spiral of silence, that the support from the public for political actors will inevitably march towards zero support due to people's unwillingness to speak out their true opinions.

In sum, public perception can be a very crucial persuader for political support, whether through the manipulation of perceived popularity, the influence of media coverage, or even the dynamics of social interactions. The perceptions the public has regarding public opinion and political actors may significantly influence their level of political support.

H3: Public perception has a positive influence on support for Limcharoenrat.

2. Research Methods

Participants

The participants in this study were Thai voters residing in the USA. Out of these, a sample size of 396 was drawn for this study. The majority were males with a percentage composition of 51.26 per cent while females constituted 29.04 per cent and LGBTQIA+ scored. On marital status, married persons comprised the largest group at 52.02 per cent, single at 40.91 per cent, and widowed/divorced at 7.07 per cent. About their level of education, nearly half, 47.98 percent, reported they had

less than a Bachelor's, while 41.67 percent held a Bachelor's degree, with 10.35 percent holding higher qualifications. Also, 28.79 percent of participants were reported to be members of a political party, while the rest, 71.21 percent, were not. The average age of the participants was 37.70 years, while their average stay in the USA was 9.50 years, indicating that the group was rather heterogeneous in terms of age and at various stages of residency. This is shown in Table 1.

Table 1. Characteristics of participants

Demographic attribute	Frequency	Percentage (%)
Gender		
Male	203	51.26
Female	115	29.04
LGBTQIA+	78	19.70
Marital status		
Single	162	40.91
Married	206	52.02
Widowed/Divorced	28	7.07
Education		
< Bachelor's degree	190	47.98
Bachelor's degree	165	41.67
> Bachelor's degree	41	10.35
Member of a political party		
Yes	114	28.79
No	282	71.21
Other characteristics	Mean	Standard deviation
Age	37.70	9.81
Length of living in the USA	9.50	4.02

Research Tool

Four key constructs were measured on a five-point Likert scale, in which the level of agreement with the items was indicated using 1 (Strongly Disagree) to 5 (Strongly Agree) by the respondents. The measures in the research included the constructs of Political Challenges, Media Influence, Perception of Pitha Limcharoenrat by the public, and Support of Limcharoenrat; this internal consistency was checked through Cronbach's alpha. Items for the construct of Political Challenges measured perceptions of participants about the obstacles that a new political leader such as Pitha Limcharoenrat faced in the Thai political system. The Cronbach's alpha was 0.583, indicating moderate internal consistency. Media Influence was measured by items exploring how media coverage influences

participant views about Limcharoenrat's leadership quality and political positions or overall suitability as a prime ministerial candidate. This construct showed fair internal consistency, with a Cronbach's alpha of 0.748. Public Perception of Limcharoenrat was measured using items concerning participants' views about Limcharoenrat's leadership, integrity, communicative skillfulness, and how well his beliefs align to their own. With a Cronbach's alpha of 0.681, this test has reasonable internal consistency. With a Cronbach's alpha of 0.681, this measurement has reasonable internal consistency. A scale measuring participants' support for the candidate across important criteria—including leadership qualities, policy stances, honesty, and attention to essential issues—evaluated participants' support of Limcharoenrat. With a Cronbach's alpha of 0.780, this scale shown good internal consistency.

Data Collection

Data for the study came from Thai voters living in the United States via an online poll. Reaching geographically scattered groups with online surveys is a very effective way to enable quick data collecting with little logistical difficulties. Carefully designed to capture participants' opinions on political concerns, media influence, Pitha Limcharoenrat's reputation, and degree of support for his candidacy, the questionnaire was.

The poll was carried out in a safe online space and sent across several channels, including email lists, social media, and community forums visited by Thai diaspora in the United States. This distribution approach conforms with other studies, which underline the need of using known channels to improve response rates in online surveys (Dillman et al., 2014). To get understanding from this particular population, the study used convenience sampling—a commonly used technique in exploratory research. With an eye on increasing the representativeness of the results, efforts were taken to diversify the sample by evaluating factors such age, gender, educational background, and time of residency in the United States. The survey was made to be user-friendly and succinct, with simple directions given for every section, therefore guaranteeing both a high response rate and data quality (Fahlevvi, 2022).

Building on past studies, well-crafted and user-friendly questionnaires are known to increase completion rates and data collecting accuracy. The response was guaranteed to be confidential and anonymous. This is a highly critical factor in reducing response bias on sensitive topics such as political opinions. The survey was open for a period of four weeks, after which reminders were sent around to ensure high participation, consistent with strategies to enhance survey engagement (Fahlevvi & Azhari, 2022).

The responses would automatically be recorded and stored in a secure database for analysis upon completion. Online survey methodology thus provided a very efficient channel of data collection from a geographically dispersed population, thereby making some valuable contributions to the factors that influenced support for Pitha Limcharoenrat amongst Thai voters living in the USA.

Data Analysis

In this research, an analysis of data avails through descriptive and inferential statistics, so trends of characteristics of participants and what influences their support for Pitha Limcharoenrat are well understood. Descriptive statistics, such as frequency, percentage, mean, and standard deviation, have been used to summarize the demographic attributes and key variables in the study. These methods are therefore very important in the determination of distribution and central tendency of data, hence setting the stage for more complex analyses (Gravetter & Wallnau, 2011).

For categorical variables like gender, marital status, level of education, and political party membership, frequency and percentage were computed. Continuous variables like age and length of residence in the USA were summarized in relation to the central tendency and variability of the sample by mean and standard deviation. The descriptive statistics provided a clear profiling of the participants and helped contextualize the findings of the study.

Factors affecting Pitha Limcharoenrat's support were analyzed by multiple regression analysis, which was done with the use of statistical software—JAMOVI— a statistical analysis platform fast gaining mainstream recognition as an accessible platform with a complete menu for various analyses. Multiple regression analysis

was resorted to because it provides an opportunity for a researcher to test the relationship that exists between the dependent variable (support for Limcharoenrat) and several independent variables at once. It is a method primarily used in social science research aimed at comparing the different relative effects of a good number of predictors while controlling for other variables.

Model evaluation was performed considering both the significance of the predictor variables and the overall fit expressed by R^2, as well as the interpretation by regression coefficients. The results of this analysis have been very instrumental in revealing those factors that most strongly predict support by voters for Limcharoenrat among the Thai diaspora in the USA and, therefore, contributed a great deal toward understanding political dynamics in this context.

Ethical Considerations

This study adhered tightly to ethical norms throughout the entire process of data collection in order to protect the participants' rights and well-being. Prior to completing the online survey, participants were well informed about the objectives, methods, potential risks, and potential benefits of the research project. They also gave their informed permission to participate. According (Babbie, 2020), participants were given the assurance that their responses would remain anonymous and confidential because all of the data would be stored securely and used solely for research purposes.

(Shamoo & Resnik, 2009) The participants in the study were given the right to withdraw from the study at any time without incurring any penalties, in accordance with the ethical principles of free participation. In addition, participation was entirely voluntary; the research experiment was sanctioned by an appropriate ethics review board to ensure that ethical standards were adhered to, so prohibiting any kind of compulsion or undue influence (Resnik, 2018).

3. Results and Discussion

3.1. Results

Assumption Check

It is imperative to make sure that some statistical assumptions are satisfied to confirm the findings before doing multiple regression study. Among the checked assumptions are normality of residuals, multicollinearity, and autocorrelation. As will be seen below, each assumption was assessed with suitable statistical tests.

a) Autocorrelation

Autocorrelation occurs when the residuals (errors) in a regression model are correlated, violating the assumption of independence of errors. The Durbin-Watson (DW) statistic is commonly used to test for autocorrelation, where a DW statistic close to 2 indicates no significant autocorrelation (Field, 2024). In this study, the DW statistic was 1.99 with a p-value of 0.980 (see Table 1). Since the DW statistic is near 2 and the p-value is not significant, it suggests that there is no evidence of autocorrelation in the residuals, satisfying the assumption of independence.

Table 1. Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
0.00289	1.99	0.980

b) Multicollinearity

Multicollinearity occurs when independent variables in a regression model are highly correlated, potentially leading to unreliable estimates of regression coefficients. Variance Inflation Factor (VIF) and Tolerance values are commonly used to assess multicollinearity, with VIF values greater than 10 or Tolerance values below 0.1 indicating problematic multicollinearity (O'Brien, 2007). In this study, the VIF values for Political Challenges (PC), Media Influence (MI), and Public Perception of Limcharoenrat (PPL) were 1.19, 2.39, and 2.50, respectively, with corresponding Tolerance values of 0.840, 0.418, and 0.400 (see Table 2). All VIF values were well below the threshold of 10, and Tolerance values were above 0.1, indicating that multicollinearity is not a concern in this model.

Table. 2 Collinearity Statistics

|	VIF	Tolerance
Political Challenges (PC)	1.19	0.840
Media Influence (MI)	2.39	0.418
Public Perception of Limcharoenrat (PPL)	2.50	0.400

c) *Normality test*

The normality of residuals is an important assumption in multiple regression, as it affects the validity of the significance tests for the coefficients. The Shapiro-Wilk test is often used to assess the normality of residuals, with a non-significant p-value suggesting that the residuals are normally distributed (Shapiro & Wilk, 1965). In this study, the Shapiro-Wilk statistic was 0.997 with a p-value of 0.734 (see Table 3), indicating that the residuals follow a normal distribution. Additionally, the Q-Q plot (Figure 1) was examined, and the points closely followed the 45-degree line, further supporting the assumption of normality.

Table 3. Normality Test (Shapiro-Wilk)

Statistic	p
0.997	0.734

Q-Q Plot
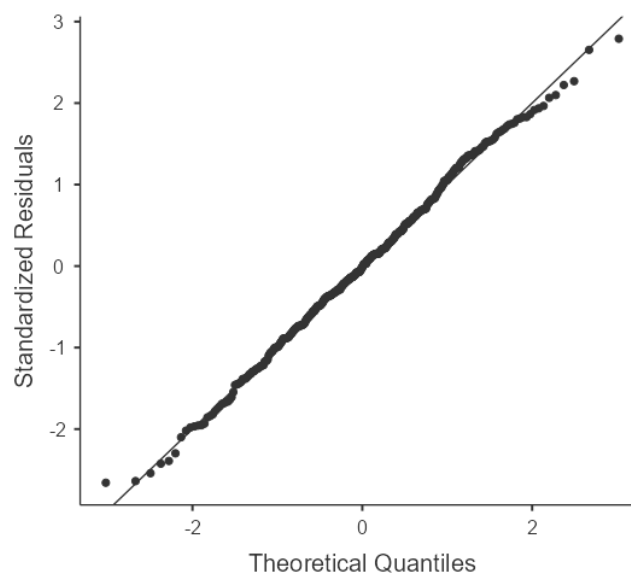
Figure 1. Q-Q Plot

Multiple Regression Analysis

To examine the factors influencing support for Pitha Limcharoenrat, a multiple regression analysis was conducted. This analysis aimed to determine the extent to which Political Challenges (PC), Media Influence (MI), and Public Perception of Limcharoenrat (PPL) predict the level of support for Limcharoenrat among Thai voters residing in the USA.

The overall fit of the regression model was evaluated using multiple indicators, as shown in Table 4. The model produced an R value of 0.764, indicating a strong positive relationship between the independent variables and the dependent variable. The coefficient of determination (R^2) was 0.583, meaning that approximately 58.3% of the variance in support for Limcharoenrat could be explained by the three predictors in the model. The adjusted R^2 value, which accounts for the number of predictors in the model, was slightly lower at 0.580, indicating that the model remains robust even when adjusted for potential overfitting. The overall model was statistically significant, as indicated by the F-test ($F(3, 392) = 183$, $p < .001$), suggesting that the independent variables collectively contribute to explaining the variance in support for Limcharoenrat (Cohen et al., 2013).

Table. 4. Model Fit Measures

Model	R	R^2	Adjusted R^2	Overall Model Test			
				F	df1	df2	p
1	0.764	0.583	0.580	183	3	392	< .001

Table 5. Model Coefficients – Support for Limcharoenrat (SFL)

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	0.380	0.1632	2.33	0.021	
Political Challenges (PC)	0.113	0.0343	3.28	0.001	0.117
Media Influence (MI)	0.306	0.0521	5.88	< .001	0.297
Public Perception of Limcharoenrat (PPL)	0.494	0.0556	8.87	< .001	0.457

Table 5 shows the model values, which show how much each predictor affects the dependent variable. It was found that the model's intercept was 0.380 (SE = 0.1632, p = 0.021), which means the amount of support that is present when all predictors are set to zero. With an estimated coefficient of 0.113 (SE = 0.0343, t = 3.28, p = 0.001) and a standardized estimate of 0.117, Political Challenges (PC) had a positive and statistically significant effect on support for Limcharoenrat. There is a small increase in support for Limcharoenrat when people think there are more problems in politics (Tabachnick & Fidell, 2019). With an estimated coefficient of 0.306 (SE = 0.0521, t = 5.88, p <.001) and a standardized estimate of 0.297, media influence (MI) had a big positive effect on support. This shows that stronger support for Limcharoenrat is strongly linked to more media impact (Hayes, 2013). PPL (Public Perception of Limcharoenrat) was the best predictor in the model, with an estimated coefficient of 0.494 (SE = 0.0556, t = 8.87, p <.001) and a standardized estimate of 0.457. The result shows that a better public view of Limcharoenrat greatly increases voter support, making it the most important factor among the ones that were studied (Aiken & West, 1991). According to the multiple regression study, Political Challenges, Media Influence, and Public Perception of Limcharoenrat all have a big effect on voter support, with Public Perception being the most important factor. The results give us important information about how the Thai group living in the US supports politics.

3.2. Discussion

The multiple regression study offers a complex knowledge of the interaction among political problems, media influence, and public opinion in forming political support for Pitha Limcharoenrat among Thai voters in the USA. Although the results confirm the body of research on political behavior and diaspora involvement, a critical analysis of their ramifications and a comparison with relevant studies expose both similarities and unique characteristics.

Political difficulties

The little positive effect of political obstacles on voter support emphasizes the respect of resilience of leadership as a quality. Effective crisis management is,

according to Cheeseman and Dodsworth (2018), absolutely vital for boosting political legitimacy. Nevertheless, in this study the rather smaller correlation for political problems (standardized estimate = 0.117) compared to other predictors indicates that while resilience is crucial, it might not be sufficient to influence diaspora voters noticeably. This contrasts with results under authoritarian governments, where (Egorov & Sonin, 2024) found that political leaders' capacity to negotiate crises usually determines whether or not support is retained, presumably because of limited public dialogue and a dependence on state-owned narratives. In democratic environments, like the Thai diaspora, where several media outlets offer different points of view, the weight of political concerns becomes less clear.

Media Affective Power

The important contribution that media influence (standardized estimate = 0.297) plays corresponds with(Weeks dkk., 2015), who underline social media's ability to increase political involvement and strengthen support. Diaspora voters, who might have limited access to traditional Thai media, particularly connect strongly with Limcharoenrat's deliberate use of social media. The results of this study, however, also differ with (Van Remoortere & Vliegenthart, 2023), who claimed that public popularity is more greatly influenced by conventional media coverage. This difference emphasizes the need of context: in diaspora communities, where digital platforms rule, the effectiveness of media strategies depends on their adaptability to the preferred communication channels of the target audience.

General Viewpoint

With a normalized estimate of 0. 457, public opinion became the most important indicator of political support, therefore highlighting its vital importance in diaspora participation. This result supports the 2022 claim of Buckley et al. that political individuals' legitimacy depends critically on their perceived popularity and credibility. Especially, the focus on honesty and competence in forming Limcharoenrat's public image reflects (Lindemann & Stoetzer, 2021) findings that voters give valence traits higher importance than policy issues. This study, however, adds a diaspora-specific element, implying that geographical distance increases reliance on mediated impressions as direct interaction with the candidate is usually

limited.

Comparative Observations

In comparison to research in other diaspora environments, most notably (Morales, 2020) on Venezuelan expats, the findings reveal consistent themes in the importance of media and public opinion. However, many political and cultural variables are also at play. For example, the interaction between homeland political affiliations and experiences in the host nation appears to impact the Thai diaspora's political engagement, influencing their receptivity to Limcharoenrat's media methods and policy narratives. This contrasts with Morales' findings, which imply that diaspora political participation is predominantly motivated by opposition to authoritarian regimes.

More General Implications

Diaspora political involvement is complicated by interactions among political obstacles, media influence, and public opinion that highlight different ways. Leaders like Limcharoenrat have to create a whole plan including creative media outreach, a solid public image, and sound crisis management. Moreover, the results highlight the need of more investigation on the variety of diaspora groups since demographic and socio-cultural differences can lead to different political support trends. Comparative research including diasporas from different political and cultural origins could assist us to better grasp these processes and create more targeted political responses. This article examines the connection of political challenges, media, and public opinion to help understand the current quandary of diaspora political behavior. This study not only refutes more recent hypotheses, but it also explains the distinct dynamics of diaspora involvement in democratic countries.

4. Conclusion

This study emphasizes the critical roles of political obstacles, media influence, and public opinion in shaping political support for Pitha Limcharoenrat among Thailand's diaspora in the United States. Among these elements, public opinion emerged as the most impactful, emphasizing its importance in political conduct and engagement. The findings highlight the importance of political leaders such as

Limcharoenrat implementing imaginative initiatives that prioritize maintaining a strong and respectable public image. This covers open communication, attending to issues unique to diaspora people, and skillfully negotiating political obstacles using clear, well-written language. These initiatives must appeal to both domestic and foreign players by strategically using media—especially social media—to highlight good stories in order to offset bad impacts and support leadership legitimacy and appeal. Policymakers are recommended to create all-encompassing plans to involve diaspora populations, use digital channels for open communication, and include diaspora viewpoints into homeland policies thereby promoting political efficacy and inclusion. Conversely, Diaspora leaders are urged to fund strong social media campaigns to refute false information, make alliances with homeland political players, and create community forums to handle important political and social concerns, so strengthening legitimacy and support. Future research should investigate the different effects of media kinds—social versus conventional media—on political support among many diaspora populations and do longitudinal studies to grasp the changing dynamics of political involvement. Comparative studies of many diaspora groups and contexts will help to clarify the interaction of cultural and contextual elements in forming political behavior by means of deeper insights into transnational political dynamics and hence provide useful advice on long-term enhancement of political support and involvement strategies.

5. Acknowledgment

6. References

Babbie, E. R. (2020). *The practice of social research* (15, Ed.). Cengage Au.

Buckley, N., Marquardt, K. L., Reuter, O. J., & Tertytchnaya, K. (2022). Endogenous popularity: How perceptions of support affect the popularity of authoritarian regimes. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.4123330

Chan, M. (2018). Reluctance to talk about politics in face-to-face and Facebook settings: Examining the impact of fear of isolation, willingness to self-censor, and peer network characteristics. *Mass Communication and Society*, *21*(1), 1–23. https://doi.org/10.1080/15205436.2017.1358819

Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed mode surveys: The tailored design method* (4, Ed.). John Wiley & Sons Inc.

Dvir-Gvirsman, S., Garrett, R., & Tsfati, Y. (2018). Why do partisan audiences participate? Perceived public opinion as the mediating mechanism. *Communication Research*, *45*(1), 112–136. https://doi.org/10.1177/0093650215593145

Egorov, G., & Sonin, K. (2024). The political economics of non-democracy. *Journal of Economic Literature*, *62*(2), 594–636. https://doi.org/10.1257/jel.20221494

Fahlevvi, M. R. (2022). Analisis Sentimen Terhadap Ulasan Aplikasi Pejabat Pengelola Informasi Dan Dokumentasi Kementerian Dalam Negeri Republik Indonesia Di Google Playstore Menggunakan Metode Support Vector Machine. *Jurnal Teknologi dan Komunikasi Pemerintahan*, *4*(1), 1–13. https://doi.org/10.33701/jtkp.v4i1.2701

Fahlevvi, M. R., & Azhari, S. N. (2022). Topic Modeling on Online News. Portal Using Latent Dirichlet Allocation (LDA). *IJCCS (Indonesian Journal of Computing and Cybernetics Systems)*, *16*(4), 335–344.

Field, A. (2024). *Discovering statistics using IBM SPSS statistics*. Sage Publications.

Gravetter, F. J., & Wallnau, L. B. (2011). *Essentials of statistics for the behavioral sciences* (8, Ed.). Wadsworth Cengage Learning.

Helfer, L. (2016). Media effects on politicians. *The International Journal of Press/Politics*, *21*(2), 233–252. https://doi.org/10.1177/1940161215627461

Katz, G., & Levin, I. (2018). Varieties of political support in emerging democracies: A cross-national analysis. *Social Science Research*, *70*, 55–70. https://doi.org/10.1016/j.ssresearch.2017.11.002

Lindemann, K., & Stoetzer, L. F. (2021). The effect of televised candidate debates on the support for political parties. *Electoral Studies*, *69*, 102243. https://doi.org/10.1016/j.electstud.2020.102243

Morales, J. S. (2020). Perceived popularity and online political dissent: Evidence from Twitter in Venezuela. *The International Journal of Press/Politics*, *25*(1), 27–51. https://doi.org/10.1177/1940161219872942

Pietronudo, M. C., Zhou, F., Caporuscio, A., La Ragione, G., & Risitano, M. (2022). New emerging capabilities for managing data-driven innovation in healthcare: The role of digital platforms. *European Journal of Innovation Management*, *25*(6), 867–891. https://doi.org/10.1108/EJIM-07-2021-0327

Resnik, D. B. (2018). *The ethics of research with human subjects: Protecting people, advancing science, promoting trust*. Springer.

Shamoo, A. E., & Resnik, D. B. (2009). *Responsible conduct of research* (2nd, Ed.). Oxford University Press.

Van Remoortere, A., & Vliegenthart, R. (2023). The influence of mass media on the popularity of politicians. *Party Politics*, *30*(5). https://doi.org/10.1177/13540688231187964

Weeks, B. E., Ardèvol-Abreu, A., & Zúñiga, H. G. (2015). Online influence? Social media use, opinion leadership, and political persuasion. *International Journal of Public Opinion Research*, *29*(2), 214–239. https://doi.org/10.1093/IJPOR/EDV050

Zerback, T., Reinemann, C., & Nienierza, A. (2015). Who's hot and who's not? Factors influencing public perceptions of current party popularity and electoral expectations. *The International Journal of Press/Politics*, *20*(4), 458–477. https://doi.org/10.1177/1940161215596986

Zulfa, E. A., & Ismail, A. (2020). Penerapan Vicarious Liability Dalam Tindak Pidana Korupsi Terkait Dengan Diskresi Penyelenggaraan Adminisitrasi Pemerintahan. *Jurnal Teknologi dan Komunikasi Pemerintahan*, *2*(1), 52–74.