

Abstract

The objective of this study was to find out the channels, forms and methodology to campaign and promote Philosophy of the Sufficiency Economy; and to collect data concerning the perception, satisfaction and adaptation to Philosophy of the Sufficiency Economy among people in upper-northern Thailand.

This research was a survey research which utilized questionnaires as a means to collect data and information. The samples who responded to these questionnaires were 641 family leaders in upper-northern Thailand (Lamphun, Lampang, Phrae and Phayao provinces). The data collection was held during January to February, 2008.

It was found that the Office of the National Economic and Social Development Board (NESDB) started to use Philosophy of the Sufficiency Economy as a strategy and the policy to develop the country in accordance with the National Socio-Economic Development Plan number 9 (2002-2006) and number 10 (2007-2011).

Consequently, various governmental organizations had been widely using Philosophy of the Sufficiency Economy as their plans, projects and policies. They also included Philosophy of the Sufficiency Economy in all activities.

The major ministries that fully made the campaign on the Philosophy of the Sufficiency Economy were the Ministry of Interior; Ministry of Agriculture and Cooperatives and the Ministry of Education. For example, the Interior Ministry started the prototype program on the Sufficiency Economy Policy for every village in Thailand. The goal is for learning the way of life for Sufficiency Economy Policy.

Meanwhile, the Ministry of Education had held meetings for teachers and education administrators for all the educational institutes in order to include Philosophy of the Sufficiency Economy into the schools' curriculum so that students could apply the policy for use in life.

Other ministries had tried to include Philosophy of the Sufficiency Economy into their activities and practice. Moreover, communities, villages and governmental units, such as

district livestock and agricultural officials, were trying to cooperate with the Ministry of Interior in order to integrate the Sufficiency Economy Policy into their activities.

Consequently, the information and data on Philosophy of the Sufficiency Economy had been extended into all the communities in Thai society. From the survey, Philosophy of the Sufficiency Economy had been carried out quite satisfactorily.

98.1 % of the samples surveyed knew that Philosophy of the Sufficiency Economy was initiated by the King of Thailand. 87.3% had learnt the information on Philosophy of the Sufficiency Economy through mass media such as newspapers, television and radio.

Thus, the idea concerning the sufficiency economy had been applied to the communities since the National Socio-Economic Development Plan number 9 (2002-2006) and the present developing plan number 10 (2007-2011). In short, the people who lived in towns knew Philosophy of the Sufficiency Economy long before the people who lived in rural areas of the country did.

For the level of understanding, the study found that 99.3% of the samples surveyed understood the Philosophy of the Sufficiency Economy very well. 0.2% comprehended the Philosophy at a medium level and 0.5% could get the idea at a low level.

For the research analysis, the researcher analyzed the Chi-square value and found that there was no difference in the variance items such as dwelling places, age, sex, and education; between the people who lived in urban areas and the people who lived in the rural areas which proved the mass communication was effective among the people from different backgrounds.

According to the interviews, the researcher found that Thai people did not have deep understanding on Philosophy of the Sufficiency Economy for they could not answer difficult questions properly and clearly. The most difficult issue was the issue on self-immunity. Other misunderstandings were:-

- People misunderstood on the issue of competition supporting.
- People misunderstood on the issue of self-dependence, not depend on foreign countries.

- People misunderstood on the issue of resistance to change and of globalization.
- People misunderstood on the issue of profit making and financial loans.
- People misunderstood on the issue of marketing system, they thought that Thai citizens should not trade with foreign countries.

Satisfaction and the attitude toward Philosophy of the Sufficiency Economy

- 60.1% had satisfaction and good attitude at a high level.
- 39.0% had satisfaction and good attitude at a medium level.
- 0.9 % had satisfaction and good attitude at a low level.

Adaptation or the behavior to conformed to Philosophy of the Sufficiency Economy

- 98.0% of the samples had good adaptation at a high level
- 1.5% of the samples had good adaptation at a medium level.
- 0.5 % of the samples had good adaptation at a low level.

In summary, the imitation and replication of the behavior were the cause of adaptation success and their influence affected the change quite a lot.

In conclusion, according to the study, the researcher would like to make some recommendation that there should be some adjustment on the contents of Philosophy of the Sufficiency Economy so that it could be simple and easy to understand. For example, on the issue of self-immunity and the self-sufficiency there should be some examples to be followed.

For instance, the issue on competition, profit making, investment, and self-dependence should not be understood as not having any one to help or not to trade with foreign countries. Neither could they be understood as resistance to change and globalization.

If, the misunderstandings could be solved and corrected so that people would have the right perspective about Philosophy of the Sufficiency Economy; there should be good attitude toward the acceptance of Philosophy of the Sufficiency Economy which would certainly affect the level of satisfaction and would have an effect on some degrees of adaptation so that right behaviors of the Thai people would be in practice.