

# Induction on philosophy of the sufficiency economy to the Thai Way of Life

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## Keywords

Induction, Philosophy of Sufficiency Economy, Thai way of life

## Abstract

*The purposes of this research were to study the knowledge of philosophy of sufficiency economy of Thai people and to comparative study the application of philosophy of sufficiency economy among person, household, and organization. This research utilized the quantitative method by surveying the population in Bangkok, Thailand. The scope study areas included 330 sample groups from three groups which were private sector, public sector, and army & police sector. The findings of the research revealed that 60.6 percent of the respondents has full 10 points of the philosophy of sufficiency economy. From the three areas of person, household, and organization, there were no difference in their behavior of applying the knowledge of philosophy of sufficiency economy.*

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## 1. Introduction

When Thailand had faced with the contraction of economy from the impacts of globalization which resulted in high unemployment, and low income distribution in the nation. The king of Thailand had introduced the knowledge of philosophy of sufficiency economy to his citizens to apply in person, in household, and in every organization. The focus was on the middle path which aimed to consume goods and services effectively and efficiently. Over-consumption was not encouraged. As a matter of fact, philosophy of sufficiency economy focuses on the middle path as an overriding principle for appropriate conduct by Thai people at all levels. This theory applies to conduct starting from the level of a person to household to communities and organization and to the national level in terms of development and administration, in order to modernize in line with the forces of globalization. The word "Sufficiency" has three meanings of moderation, reasonableness, and the need for self-immunity to protect from impacts arising from a constant changing of internal and external change. To achieve sufficiency, an application of knowledge of philosophy of sufficiency of economy with due consideration and prudence is a must. In particular, attention is needed in the utilization of theories and methodologies for planning and implementation in every step. At the same time, it is important to strengthen the moral fiber of the nation, so that everyone, particularly public officials, academics, business, and people at all levels, adhere first and foremost to the principles of honesty and integrity. In addition, a Thai way of life based on patience, perseverance, diligence, wisdom and prudence is indispensable in creating balance and in coping appropriately with critical challenges arising from extensive and rapid socioeconomic, environmental, Technology, and cultural changes in the globalization.

## 2. Research Methodology

It is important for Thai people to pay heed the philosophy of sufficiency economy and apply this theory to their daily life. This research were aimed to study the level of understanding and the level of knowledge of philosophy of sufficiency economy of Thai people and to significantly comparative study the application of philosophy of sufficiency economy among person, household, and organization. This research study utilized the quantitative method by surveying and investigating the population in Bangkok, Thailand. The scope study areas included 330 sample groups from three groups which were private sector, public sector, and army & police sector and each group was selected about 110 respondents. Statistics included description statistics and testing

the hypothesis with one way ANOVA. The reliability test was performed with 30 pilots study and had a coefficient of reliability and Cronbach alpha of 0.915.

### 3. Results

From the findings, the demographic information revealed that the majority of respondents were male and 66.7 percent had been married. In addition, the majority of respondent had the age between 51-60 years old. About 51.5 percent had an undergraduate degree with the monthly salary of 30,000 baht. The television was the major media that the majority of respondents received news and knowledge of philosophy of sufficiency economy, then from radio, internet, books, exhibition, and from training class. In term of the knowledge of the philosophy of sufficiency economy, about 60.6 percent received 10 points, about 18.2 percent received 8-9 points, and 3 percent received 7 points. In addition, it found that the majority of the respondents understand the knowledge of the plan of philosophy of sufficiency economy very well. Many concepts of the theories such as moderation, reasonableness, and the need for self-immunity to protect person, household, and organization was well understand and be able to utilize the knowledge in the future. In terms of behavior to bring the theory of sufficiency economy to daily practice, it found that the majority of respondents has rated high in term of behavior that applied to their daily life.

From the hypothesis testing and table one, two, and three, it found that the difference in occupation of a person level to apply the philosophy of sufficiency economy has no difference in their application of the philosophy. In addition, it found that the difference in occupation of a household level to apply the philosophy of sufficiency economy has no difference in their application of the philosophy. Finally, it found that the difference in occupation of an organization level to apply the philosophy of sufficiency economy has no difference in their application of the philosophy. In other words, from the three areas of person, household, and organization, there were no difference in their behavior of applying the knowledge of philosophy of sufficiency economy. This is a good news because person, household, and organization can bring the knowledge and apply the philosophy of sufficiency economy to their daily life and benefit in the long run from the major concepts which are moderation, reasonableness, and self-immunity.

Table 1.

Difference in Occupations/ Person Level

| Behavior/Person |                | Sum of Squares | df  | Mean Square | F     | Sig.  |
|-----------------|----------------|----------------|-----|-------------|-------|-------|
| Moderation      | Between Groups | 0.010          | 2   | 0.005       | 0.012 | 0.988 |
|                 | Within Groups  | 12.536         | 327 | 0.418       |       |       |
|                 | Total          | 12.545         | 329 |             |       |       |
| Reasonableness  | Between Groups | 0.165          | 2   | 0.082       | 0.172 | 0.843 |
|                 | Within Groups  | 14.381         | 327 | 0.479       |       |       |
|                 | Total          | 14.545         | 329 |             |       |       |
| Self-Immunity   | Between Groups | 4.229          | 2   | 2.115       | 4.150 | 0.026 |
|                 | Within Groups  | 15.286         | 327 | 0.510       |       |       |
|                 | Total          | 19.515         | 329 |             |       |       |

| Behavior/Hour hold |                | Sum of Squares | df  | Mean Square | F     | Sig.  |
|--------------------|----------------|----------------|-----|-------------|-------|-------|
| Moderation         | Between Groups | 0.051          | 2   | 0.025       | 0.044 | 0.957 |
|                    | Within Groups  | 17.464         | 327 | 0.582       |       |       |
|                    | Total          | 17.515         | 329 |             |       |       |
| Reasonableness     | Between Groups | 1.696          | 2   | 0.848       | 1.665 | 0.206 |
|                    | Within Groups  | 15.274         | 327 | 0.509       |       |       |
|                    | Total          | 16.970         | 329 |             |       |       |

|               |                |        |     |       |        |       |
|---------------|----------------|--------|-----|-------|--------|-------|
| Self-Immunity | Between Groups | 7.665  | 2   | 3.832 | 11.256 | 0.000 |
|               | Within Groups  | 10.214 | 327 | 0.340 |        |       |
|               | Total          | 17.879 | 329 |       |        |       |

| Behavior/Organization |                | Sum of Squares | df  | Mean Square | F     | Sig.  |
|-----------------------|----------------|----------------|-----|-------------|-------|-------|
| Moderation            | Between Groups | 1.069          | 2   | 0.535       | 1.083 | 0.351 |
|                       | Within Groups  | 14.810         | 327 | 0.494       |       |       |
|                       | Total          | 15.879         | 329 |             |       |       |
| Reasonableness        | Between Groups | 0.398          | 2   | 0.199       | 0.392 | 0.679 |
|                       | Within Groups  | 15.238         | 327 | 0.508       |       |       |
|                       | Total          | 15.636         | 329 |             |       |       |
| Self-Immunity         | Between Groups | 0.486          | 2   | 0.243       | 0.725 | 0.493 |
|                       | Within Groups  | 10.060         | 327 | 0.335       |       |       |
|                       | Total          | 10.545         | 329 |             |       |       |

#### 4. Suggestions

From the study of the application of the philosophy of sufficiency economy, there are two major suggestion from academic suggestion to policy suggestion. The academic suggestion is to provide more learning, training of the philosophy of sufficiency economy from young students to adults in the community. It is imperative for father and mother to understand and be able to explain the meaningful of the knowledge of philosophy of sufficiency economy to their children and must be a good example of practice to their children. Also, it is important to use active public relation and advertising to promote the idea, concepts, and knowledge of philosophy of sufficiency economy to all level of people. The policy suggestions include the person level is to be a role model from today generation to the next generation. Person must use their resources wisely and economically, person also need a daily plan for their daily life according to philosophy of sufficiency economy, and person need to understand and use new technology to benefit their life. At the household level, it is imperative that member of the household develop immunity from bad habits, and it needs to understand the value of money by reducing necessary expenses and income. In addition, member of household need to focus on ethical way of life. At the organization level, there is a need to promote corporate social responsibility (CSR) to help community and promote the care of natural environment and use natural resources wisely.

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