

## **THE APPLICATION OF THE SUFFICIENCY ECONOMY PHILOSOPHY BY THE PEOPLE IN PHU PHAN DISTRICT**

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### **Abstract**

This research aimed to 1) study the application of the Philosophy of Sufficiency Economy by local people in Phu Phan District, Sakon Nakhon Province. The study employed a quantitative research methodology. The sample group consisted of 396 residents of Phu Phan District, selected using Taro Yamane's formula and probability sampling methods. Data were collected using questionnaires. The statistical tools used for data analysis included frequency, percentage, mean, standard deviation, t-test, and one-way analysis of variance (One-Way ANOVA). The findings revealed that the majority of the respondents were female, aged between 41–50 years, married, engaged in general labor, had a monthly income between 10,000–20,000 baht, and held a bachelor's degree. Regarding the dimension of moderation, the respondents reported a high level of satisfaction. For the dimension of reasonableness, the level of satisfaction was also high. Similarly, in the dimension of good immunity, the respondents demonstrated a high level of satisfaction. When comparing the application of the Sufficiency Economy Philosophy among people in Phu Phan District classified by personal factors, the results indicated statistically significant differences at the 0.05 level among groups with different ages, occupations, monthly incomes, and education levels.

**Keywords:** Philosophy, Sufficiency Economy, Application, Sakon Nakhon Province

### **Introduction**

At present, Thailand places great importance on applying the Philosophy of Sufficiency Economy to address development challenges across various sectors. Modern society increasingly prioritizes industrial development while diminishing the importance of agriculture, which has traditionally been the country's main occupation. This shift has resulted in an economic imbalance, with a significant migration of labor from rural to urban areas to work in the industrial sector. The rise in material wealth has enabled people to acquire modern conveniences through cash or credit. However, this has also led to an increase in non-essential expenditures and indulgence in vices, resulting in household debt and family issues, and ultimately contributing to severe economic decline due to a lack of understanding about sufficiency.

The Philosophy of Sufficiency Economy provides a guiding principle for how individuals at all levels -family, community, and national-should live and conduct themselves. It promotes a balanced, middle-path approach, particularly in economic development, to keep pace with rapid global changes. Sufficiency refers to moderation, reasonableness, and the need to build a strong internal immunity system to withstand both internal and external shocks. Achieving this requires knowledge, prudence, and careful planning in all aspects of implementation. At the same time, it is essential to foster moral integrity, honesty, and appropriate knowledge among all citizens. Cultivating patience, perseverance, mindfulness, wisdom, and caution will help individuals and the nation adapt effectively to the rapid and widespread changes in material, social, environmental, and cultural dimensions brought about by globalization.

### **Research Objective**

To study the application of the Philosophy of Sufficiency Economy among the local population in Phu Phan District, Sakon Nakhon Province.

### **Research Methodology**

This study on the application of the Philosophy of Sufficiency Economy among the local population in Phu Phan District, Sakon Nakhon Province was conducted using a quantitative research approach. A survey research method was employed, with questionnaires used as the primary tool for data collection. The research was carried out through the following procedures:

#### **Population and Sample**

The population in this study consisted of 35,940 residents of Phu Phan District, Sakon Nakhon Province. The sample size was determined using Taro Yamane's (1973) formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$N = \frac{35,940}{1 + 35,940 \times 0.05^2}$$

$$N = 396$$

Substitute the formula values as follows:

Therefore, the total number of samples was 396 people, with a specified margin of error of 5% or 0.05. Where:

$n$  = number of samples

$N$  = total population

$e$  = acceptable margin of error

The sample was selected using a probability sampling method, specifically simple random sampling.

### **Research Instruments**

The research instrument used in this study was a questionnaire, which was divided into two sections:

Section 1: Personal demographic information of the respondents, including gender, age, marital status, occupation, income, and education.

Section 2: A questionnaire measuring the level of application of the Philosophy of Sufficiency Economy among the people in Phu Phan District, Sakon Nakhon Province. This section included three dimensions: moderation, reasonableness, and the presence of good immunity. The questionnaire used a Likert scale with five levels: Very High, High, Moderate, Low, and Very Low.

### **Research Procedure**

1. The researcher developed the questionnaire and then proceeded to collect data from the population in Phu Phan District, Sakon Nakhon Province.

2. Data collection was conducted personally by the researcher through direct contact with the population in the village, using the questionnaire with a sample group of 396 respondents.

3. The collected data were then analyzed, checked for accuracy and completeness, and processed using statistical software.

### **Data Analysis**

The researcher used computer software and pre-formed tables to evaluate the data obtained from the analysis as follows: The study on the application of the Philosophy of Sufficiency Economy among the local population in Phu Phan District, Sakon Nakhon Province employed descriptive statistics, including frequency, percentage, mean, and standard deviation.

### **Research Findings**

In this study, the sample group consisted primarily of female respondents, accounting for 52.80%, while male respondents accounted for 47.20% of the total sample. The majority of respondents were aged 41-50 years, comprising 28.4%, followed by those aged 20 years or younger, making up 26.4%. The majority were married, representing 53.54%, while single respondents accounted for 25.51%. Regarding occupation, the largest group was engaged in general labor, making up 33.59%, followed by those in agriculture, who represented 28.54%. In terms of monthly income, the majority earned between 10,000-20,000 baht, accounting for 49.49%, while those with a monthly income below 5,000 baht represented 23.23%. Regarding education level, the largest group had a bachelor's degree, comprising 32.83%, followed by those with associate degrees, making up 24.75%.

1. Information on Moderation, Reasonableness, and Good Immunity in the Study of the Application of the Philosophy of Sufficiency Economy among the Local Population in Phu Phan District, Sakon Nakhon Province

<b>Independent Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>Interpretation</b>
1. Moderation	3.95	0.750	High
2. Reasonableness	3.86	1.026	High
3. Good Immunity	3.88	0.737	High
<b>Overall</b>	<b>3.90</b>	<b>0.662</b>	<b>High</b>

Table 1 shows that the sample group applied the Philosophy of Sufficiency Economy at a high level, with an average score of 3.90. When examined by individual aspect, the sample group had the highest level of satisfaction in the dimension of moderation, with a mean score of 3.95, followed by good immunity and reasonableness, with mean scores of 3.88 and 3.86, respectively.

### **Conclusion and Discussion**

The study on the application of the Philosophy of Sufficiency Economy among the population in Phu Phan District, Sakon Nakhon Province, found that the sample group applied the Philosophy of Sufficiency Economy at a high level overall, with the highest level of satisfaction in the dimension of moderation. The next levels of satisfaction were observed in good immunity and reasonableness. This is because the people of Phu Phan District, Sakon Nakhon, have applied the philosophy with an emphasis on sustainability, which can be integrated into daily life in various aspects, including financial management, family, and social relationships. The philosophy emphasizes self-reliance and avoidance of extravagance, making it a viable approach to reducing poverty and promoting long-term sustainability. This is why its application is at a high level currently.

This is in alignment with the "components of the Philosophy of Sufficiency Economy", a philosophy that guides the existence and conduct of people at all levels, from families to communities, and even at the state level, following the middle path. It is a way of life and practice that His Majesty King Bhumibol Adulyadej graciously shared with the Thai people to be a foundation for living, to safeguard against crises, and to enable stable and sustainable living amidst changes. This philosophy involves decision-making and the undertaking of activities with careful consideration. Therefore, applying the Philosophy of Sufficiency Economy will lead to balanced, stable, and sustainable development of the country, preparing it to adapt to future changes in life, economy, society, culture, environment, and technology, ultimately promoting safety and happiness in society.

### **Recommendations**

1. It is recommended to study the models and methods of development that are consistent with the application of the Philosophy of Sufficiency Economy among the people in the Dusit district of Bangkok. This will help in identifying suitable approaches and guidelines for applying the principles of sufficiency economy in daily life in the future.

2. It is recommended to conduct research in other forms, such as experimental research or in-depth qualitative research, to gain a better understanding of the methods and processes involved in successfully applying the Philosophy of Sufficiency Economy, and to determine its benefits and impact on practitioners/organizations.

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