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FACTORS AFFECTING THE IMPLEMENTATION OF SUFFICIENT ECONOMY PHILOSOPHY IN DUSIT COMMUNITY, BANGKOK

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Abstract

The research objectives are: 1) to study the level of success of sufficient economy philosophy implementation in a community; 2) to compare the level of success of sufficient economy philosophy implementation as characterised by personal factors; 3) to study factors affecting sufficient economy philosophy implementation in a community. The population of this study is 390 people living in Dusit community, Bangkok. Data collection is done by survey and statistics used are frequency, mean, standard deviation, t-test, and One-way ANOVA as well as multiple regression analysis.

The research found: 1) the level of success of sufficient economy policy is at a high level overall ($\bar{x}=3.67$); 2) the hypothesis shown gender and level of education do not contribute to a significance difference in the level of sufficient economy philosophy implementation success whereas age, career, and income do alter the level of success; 3) multiple regression analysis found every sufficient economy philosophy factor is a significant predictor of sufficient economy philosophy implementation, and that the regression significantly predicted implementation success at 55.4 percent.

Keywords

Success, Sufficient Economy Philosophy, Dusit, Bangkok

1. Introduction

The result of economic crisis has an immense effect on the society and the quality of life in general. It creates problems related to poverty and income inequality. The percentage of poverty which had previously went on a decline rises significantly after the crisis. The percentage was at 11.4 percent in 1996 and reached 15.9 percent in 1999. Income distribution was worsened, unemployment rate rises, and bankruptcy number skyrocketed to almost one million people. The majority of people who were affected the most were non-agricultural business owners, agricultural business owners, production staffs, construction staffs, and those who were affected the least were technical professions, academician, and service staffs. The decline in income results in life safety and stability as well as the safety of their property due to the rises in crime rate that are an aftermath of unemployment (Academic Satapornbooks, 2018).¹ Other than this, the concept of Sufficient Economy Philosophy (SEP) emerged as a solution counteracting unemployment which led to social security cancellation, loss of health care services and increased mental illness.

Sufficient Economy Philosophy is a development approach attributed to the late King Bhumibol Adulyadej. As a response to the crisis, he gave his people an approach to sustainable development as he sought to reduce inequality, eradicate poverty, and strengthen a community's balanced way of life. The government humbly embraced his guidance and consequently drafted the 9th and 10th National Economic and Social Development plan in order to improve the people's life and recover them from the effect of 1997 economic crisis. The 1997 crisis exposed the country's vulnerability and its lack of sustainability. Therefore, SEP is a development model which many believe to provide a long-term solution to the communities. The implementation of such framework can lead us to better handle the next economic crisis;

to clarify our goals, develop coherent planning, and work collectively in a unified direction (Academic Satapornbooks, 2018).

Dusit community is under a management of Dusit District, a commercial and residential area which is a dense and highly populated. It is also where many educational institutions are located and where inequality is greatly apparent. SEP approach can, therefore, be applied to improve economic, social, environmental, and cultural perspectives of the community, enabling them to live a better and happier life. With this reason, the researcher is particularly interested in studying factors affecting an implementation of SEP in Dusit community of Bangkok; to find out factors contribute to the success of SEP implementation in order to create a long-lasting, safe, stable, quality and a balance way of life for the communities.

2. Research Objectives

1. To study the level of success of sufficient economy philosophy implementation in Dusit community of Bangkok;
2. To compare the level of success of sufficient economy philosophy implementation in Dusit community as characterised by personal factors.
3. To study factors affecting the success of sufficient economy philosophy implementation in Dusit community.

3. Conceptual Framework

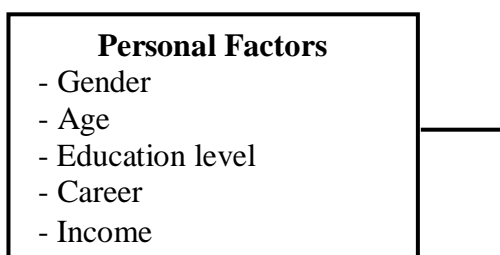
The conceptual framework is a result of documentary review on SEP theories and concepts as well as research studies.

The data analysis was done after data collection and accuracy check. Data analysis is done statistically. The research employed simple random sampling and the research analyses were as follow:

Personal factors analysed using descriptive statistics such as frequency and percentage.

Means comparisons of SEP implementation success in the community were done using T-test and One-way ANOVA.

The analysis of factors affecting SEP implementation success used means, standard deviation and multiple regression analysis to find out the relationship between factors affecting SEP implementation success in the community on the overall and by aspect.



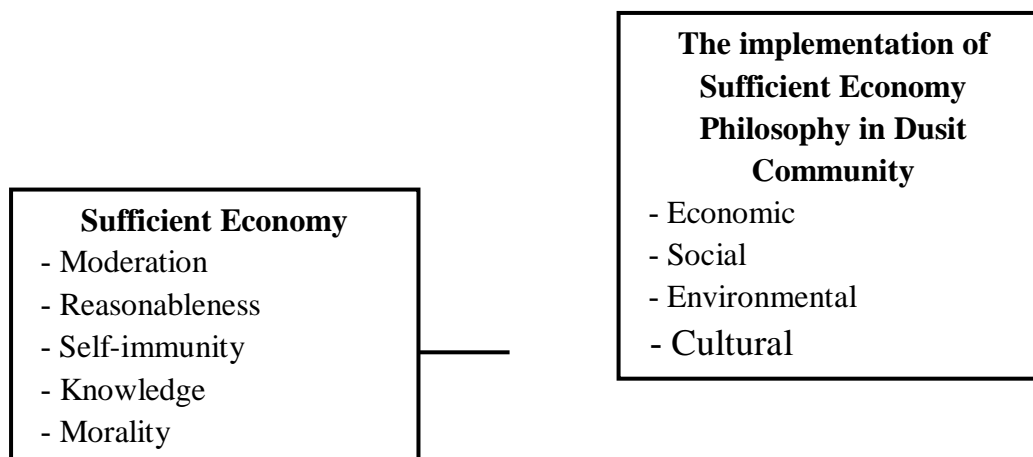


Figure 1: *Thinking Framework*

4. Research Methodology

The scope of population is the people living in Dusit area, Bangkok. The total number of population is 12,616 people and after employing Yamane’s method, 390 people were extracted as population sample.

The scopes of content in the study are factors affecting the implementation of Sufficient Economy Philosophy in Dusit Community, Bangkok. The approach is a sustainable development framework facilitated by King Rama 9 of Thailand.

The scope of variables includes personal factors which are gender, age, level of education, career, income, and SEP factors consisted of three interlocking key-elements which are moderation, reasonableness, and self-immunity as well as two conditions which are knowledge and morality. The dependent variables are the success of SEP implementation in Dusit community extracted from sustainable development concept comprised of economic aspect, social aspect, environmental aspect, and cultural aspect.

5. Findings

1. The research found the level of SEP implementation in Dusit community is at high level on the overall (\bar{x} =3.67). Additionally, social aspect is a variable with the highest mean (\bar{x} =3.74), follow by environmental (\bar{x} =3.65), economic (\bar{x} =3.64), and cultural \bar{x} =3.64) as shown on Table 1.

Table 1: *The Level of Success of Sufficient Economy Philosophy Implementation in Dusit Community, Bangkok*

	Comment Level	Level
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The Implementation of Sufficient Economy Philosophy in Dusit Community	Mean	S.D.	Meaning	
Economic	3.64	.732	high	3
Social	3.74	.762	high	1
Environmental	3.65	.746	high	2
Cultural	3.64	.723	high	4
Total	3.67	.632	high	

2. Hypothesis Testing

Hypothesis 1: different personal factors contribute different levels of SEP implementation success in Dusit community.

1.1 Null hypothesis states that people with different gender contribute to different level of SEP implementation success in Dusit community. Contradictorily, at a significance level of 0.05, the result found different genders do not contribute to different level of success in the implementation; therefore it rejects the null hypothesis as shown on Table 2 below:

Table 2: *The Comparisons of SEP Implementation Success in Dusit Community, Bangkok (Gender Difference)*

(n = 390)

Gender	\bar{x}	S.D.	t	Sig.
Man	3.71	.638	1.36	.600
Women	3.62	.626		

*statistically significance level of 0.05

1.2 Null hypothesis states that people with different age contribute to different level of SEP implementation success in Dusit community. Complementarily, at a significance level of 0.05, the result found different age do contribute to different level of implementation success, therefore it accepts the null hypothesis as shown on Table 3 below:

Table 3: *The Comparisons of SEP Implementation Success in Dusit Community, Bangkok (Age Difference)*

(n = 390)

Source of Variation	df	SS	MS	F	Sig.
Between groups	4	12.621	3.155	8.484	.000
Within groups	385	143.178	.372		
Total	389	155.798			

*statistically significance level of 0.05

1.3 Null hypothesis states that people with different education level contribute to different level of SEP implementation success in Dusit community. However, at a significance

level of 0.05, the result found different education level do not contribute to different level of implementation success, therefore it rejects the null hypothesis as shown on Table 4:

Table 4: *The Comparisons of SEP Implementation Success in Dusit Community, Bangkok (Education Levels)*

(n = 390)

Source of variation	df	SS	MS	F	Sig.
Between groups	4	.730	.183	.453	.770
Within groups	385	155.068	.403		
Total	289	155.798			

*statistically significance level of 0.05

1.4 Null hypothesis states that people with different career contribute to different level of SEP implementation success in Dusit community. At a significance level of 0.05, the result accepts the hypothesis and confirms that different career paths contribute to different level of implementation success as shown on Table 5:

Table 5: *The Comparisons of SEP Implementation Success in Dusit Community, Bangkok (Career Difference)*

(n = 390)

Source of variation	df	SS	MS	F	Sig.
Between groups	3	8.834	2.945	7.734	.000
Within groups	386	146.964	.381		
Total	389	155.798			

*statistically significance level of 0.05

1.5 Null hypothesis states that people with different income level contribute to different level of SEP implementation success in Dusit community. At a significance level of 0.05, the result accepts the hypothesis and confirms that different income level contributes to different level of implementation success as shown on Table 6:

Table 6: *The Comparisons of SEP Implementation Success in Dusit Community, Bangkok (Income Difference)*

(n = 390)

Source of variation	df	SS	MS	F	Sig.
Between groups	3	26.921	8.947	26.877	.000
Within groups	386	128.877	.334		
Total	389	155.798			

*statistically significance level of 0.05

Hypothesis 2 states that sufficient economy philosophy factors affect sufficient economy philosophy implementations in the community. Correspondingly, the result accepts the null hypothesis at statistically significance level 0.05 as shown on table 7:

Table 7: Multiple Regression Analysis of Factors Affecting Sufficient Economy Philosophy Implementation Success in Dusit Community, Bangkok

Sufficient Economy	B	T	Sig.t
Moderation	.162	3.791	.000
Reasonableness	.130	3.015	.003
Self-immunity	.156	4.547	.000
Knowledge	.237	4.745	.000
Morality	.139	3.325	.001
(Constant)	.557	3.751	.000

R = .748^a , R² = .560 , R²_{Adjusted} = .554 , Sig = .422

*statistically significance level of 0.05

The table illustrates that the model significantly predicts sufficient economy philosophy implementation success at 55.4 percent. And factor which affected the implementation the most is knowledge, follow by self-immunity, moderateness, morality, and reasonableness respectively.

The regression coefficient of the predictors affecting SEP implementation success can be written in an equation as follow: $y = 0.557 + (0.162x_1) + (0.130x_2) + (0.156x_3) + (0.327x_4) + (0.139x_5)$

The results can be summarised as follow; variables that have positive relationship with SEP implementation success in Dusit community (y) at a significance level of 0.05 are: knowledge (x₄), moderateness (x₁), self-immunity (x₃), morality (x₅), and reasonableness (x₂). They have coefficient values of .237, .162, .156, .139 and .130 consecutively, which means these factors are the indicators for SEP implementation success in the community.

6. Result Summary

1. The level of SEP implementation success in Dusit community, Bangkok, is at a high level on the overall. Social aspect has the highest mean, follow by environment, economic, and cultural aspect.

2. Hypothesis found gender and education level do not affect implementation success in the community whereas age, career, and income level significantly affect the level of implementation success.

3. Multiple regression analysis result shown SEP factors affecting SEP implementation success in the community from most to least are knowledge, self-immunity, moderateness, morality, and reasonableness consecutively.

7. Result Discussion

1. The level of SEP implementation success in Dusit community is at a high level overall ($\bar{x}=3.67$). This is because the philosophy is an imitation of original ways of life that is deeply rooted in the society. They were practiced by ancestors for many decades and centuries therefore, it is easily adaptable for all groups of people in the society. It can generate balanced development and sustainable living in many aspects whether it is an economic aspect, social aspect, environmental aspect or cultural aspect which coincides with Thaninyarin Siripunnadhirajata's (2015) research on factors affecting SEP implementation success in Ranong that also found high implementation level overall.

2. SEP implementation success comparison in Dusit community characterised by personal factors such as gender, age, education level, career, and income level shown:

Gender: different genders do not contribute to differences in SEP implementation success level and rejects the null hypothesis. This is because both genders are perceived as equal in today's society. They have equal opportunity to pursuit any knowledge or information they want. Additionally, public and private sectors increasingly place importance in the people's quality of life development whether it is in terms of skills development, professional development, vocational profession, or educational skills development. These prospects allow people of different gender to adopt SEP indifferently, which corresponds to Sakorn Chamnanpuen, Wirot Phanthawan and Thanaporn Asaporn (2012)'s work on SEP implementation in Khao Chakan district of Srakaew that also finds different genders do not significantly contribute to a different level of implementation success.

Age: differences in age contribute to significantly different level of SEP implementation in the community. The result accepts null hypothesis. This is because age determines experiences individuals have in life, thus, as people grow older they can better analyse problems and situations differently. They are able to adapt the usage of sufficient economy philosophy to the ways of lives better than the younger generations. The result coincides with Auangtip Ketkray's (2008) study on the adoption of SEP in daily lives of Klong Pra Udom people, Pakkred District, Nonthaburi which found people with different age have different level of SEP implementation.

Education Level: people with different education levels do not portray significant difference in SEP implementation success. The result rejects null hypothesis. Because SEP is a basic concept which do not require advanced understanding or higher education for its implementation, the knowledge can be circulated throughout the community and easily embrace to fit each individuals' lifestyles. Correspondingly, Pongsoon Piraksa's (2013) work on practicing of the philosophy of sufficiency economy into the life style of army ordnance department found different education level do not contribute to differences in SEP implementation.

Career: people with different careers have different level of SEP implementation success. The finding accepts null hypothesis. It is suspected that individuals employed in different professions may have different analysis skills and different level of decision making potential. Complementarily, Tanongsak Sonsung's work (2013) on opinions on SEP adoption in Suan Aoy community, Wachira Payabarn Sub-district of Dusit District found different careers lead to different levels of implementation success.

Income Level: people with different income levels foster different level of implementation success in the community because people with lower income need to spend the majority of their time working and earning more income for themselves and family, therefore, they have lesser time thinking about sustainability living or the quality of life. On the other hand, people with higher income have more time to think about sustainability in terms of economic, social, environmental and cultural aspect, which coincides with Usanee Suwan's (2015) 8 study on female roles in developing a community using SEP in Wad Saparn community in Chainart that revealed similar result.

3. Multiple regression analysis of factors affecting SEP implementation success in Dusit found all five SEP aspects which are comprised of three interlocking key-elements namely moderation, reasonableness, and self-immunity; and two conditions namely knowledge and morality; contribute to implementation success in the community. Because people in Dusit community live their lives according to The Middle Way philosophy and place high importance in having a balanced lifestyle, activities and occupations they chose often situated upon reasonableness. They also placed high importance in building self-immunity with the knowledge they have in order to be readily prepared for changes in economic, social, environmental, and cultural aspect. The finding corresponds to Aumpon SanowNarong's (2007) work which revealed SEP is a sustainability framework comprised of 7 principles which are self-reliance, moderateness, middle-way, self-immunity, reasonableness, morality, and

camaraderie. The author claimed people of different groups and occupation can take up the philosophy and make use of it. The claim matches with Thaninyarin Siripunnadhirajata's (2015) result on factors influencing SEP implementation success in Ranong which found regression analysis variables are knowledge, moderateness, and reasonableness.

8. Research Recommendation

The research, factors affecting the implementation of Sufficient Economy Philosophy in Dusit Community, Bangkok, found high implementation level on the overall. It illustrates that the community are knowledgeable and understood the concept of SEP well enough for implementation. They are able to adopt the philosophy apply it on their ways of lives. It also all factors examined contribute to the level of implementation success, hence, these factors are what contribute to a quality and happy life. The researcher recommends that the community organises more activities to enhance the level of SEP adoption for a long-term implementation success, for an example, the community could arrange hands-on training about SEP philosophy while enabling practical experience method.

9. Academic Recommendations

1. There should be a study on SEP prototype community in order to initiate development pathways towards a balanced, stable, successful ways of lives for individuals, communities, and national levels.

2. There should be an in-depth and qualitative study on the matter. Interviews should be conducted with community leaders in order to obtain further information useful for community development.

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