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PROCEEDINGS

BUDAPEST, HUNGARY

MARCH, 2018

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A MODEL OF QUALITY OF LIFE DEVELOPMENT ACCORDING TO SUFFICIENCY ECONOMY PHILOSOPHY OF PEOPLE IN CHIANG-RAI PROVINCE

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The purposes of this research were to study factors influencing the quality of life development of people in Chiang-rai based on Sufficiency Economy Philosophy and to study the relationship of factors to create model for quality of life development of people in Chiang-rai based on Sufficiency Economy Philosophy. This was a mixed research of both qualitative and quantitative research method. An in-depth interview was utilized with leaders of villages to gain an insight information. A questionnaire was designed to use as research tool with 332 sample groups. The research variables included the support of quality of life based on Sufficiency Economy Philosophy, attitude of people for applying Sufficiency Economy Philosophy and the development of quality of life. Statistics included mean, average, standard deviation, and structure equation model.

The findings of the research revealed that factors that influencing the quality of life development can be ranked from high influence to low influence as follows: attitude of people in applying Sufficiency Economy Philosophy, support of quality of life based on Sufficiency Economy Philosophy, behavior of applying Sufficiency Economy Philosophy.

Key-words: Quality of Life, Development, Sufficiency Economy Philosophy

Introduction

The Sufficiency Economy Philosophy is very vital to the living of Thai people and the Thai government have been promoting as one of the most important policies which will lead the nation to peace, stability, and prosperity. From the 12th National Economic and Social Development, it has been reporting that Thailand still have a problem of income distribution. The gap between the rich and the poor is increasingly bigger. Natural resources and environmental has been degraded and deteriorated very rapidly. The amount of garbage per person has increased tremendously and the quality of clean water is deteriorated. There is a high risk of not enough clean water in the future (Office of Interior, 2017). Thailand may face with the loss of competitiveness in the near future, unless there is a cooperation to solve these kinds of problems. Therefore, it is imperative to apply the Sufficiency Economy Philosophy seriously and really understand the insight and the practice of this philosophy. The goal of happiness is to be able to have a high quality of life, high level of satisfaction with life, be able to adapt in physical, emotional, social, and harmony with nature and environment (Ponkhonkib, 2008).

The today's national development is focusing on the development of quality of life of the people. The vision of national development from the national plan was to develop high quality society. There are five dimensions of general public quality of life (Board of Directors of Improvement the Quality of Life of the People. 2014). First is about the general public health. The problem of proper eating is still an ongoing problem. Second is about the

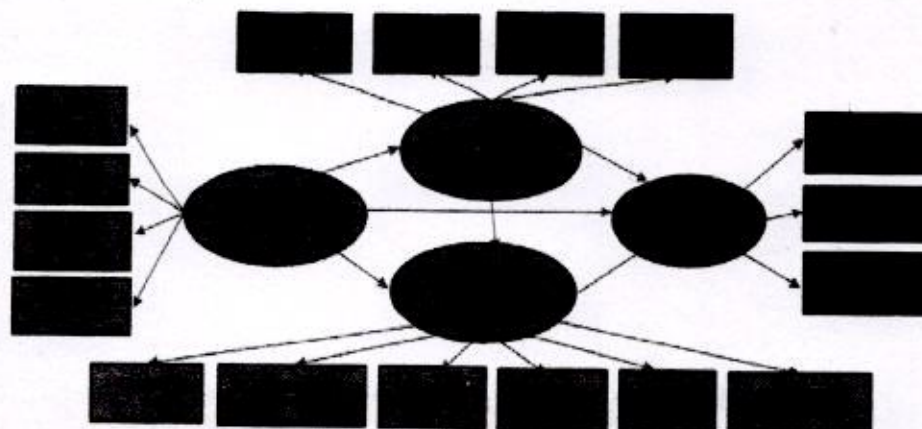
housing. Many people still live without stable housing. Third is about education. The lack of education causes many other problems. Fourth is about income and career.

Objectives

The main purposes of this research study were to investigate factors influencing the quality of life development of people in Chiang-rai based on Sufficiency Economy Philosophy and to examine the different relationship of factors to create model for quality of life development and improvement of people in Chiang-rai based on Sufficiency Economy Philosophy...

Methodology

In order to achieve the objectives of this research, the mixed research method was conducted. The main purposes of this research study were to investigate factors influencing the quality of life development of people in Chiang-rai based on Sufficiency Economy Philosophy and to examine the different relationship of factors to create model for quality of life development and improvement of people in Chiang-rai based on Sufficiency Economy Philosophy. This research required a proper mixed research of both qualitative and quantitative research method. An in-depth interview was utilized with leaders of villages to gain an insight information. A questionnaire was designed to use as research tool with 332 sample groups. The research variables included the support of quality of life based on Sufficiency Economy Philosophy, attitude of people for applying Sufficiency Economy Philosophy and the development of quality of life. Statistics included mean, average, standard deviation, and structure equation model. The research time covered October 1, 2016 to March 1, 2017. The main variables studied included the support of the quality development based on Sufficiency Economy Philosophy, attitude of the people who applied the Sufficiency Economy Philosophy, behavior of people who applied the Sufficiency Economy Philosophy, and the quality development of the people who applied the Sufficiency Economy Philosophy.



Picture I – Research Conceptual Frame Work

From the conception framework, the relationship of the variables can summarized as follows: Hypothesis 1, the quality of life of the people depends on the behavior of people who applied

the sufficiency economy, attitude of people who applied the sufficiency economy, and support of the quality development of the sufficiency economy. Hypothesis 2, the behavior of people who applied the sufficiency economy depends on attitude of people who applied the sufficiency economy, and support of the quality development of the sufficiency economy. Finally, Hypothesis 3, the attitude of people who applied the sufficiency economy depends on the support of the quality development of the sufficiency economy.

Results

The demographic findings revealed that the majority of the respondents were male, or about 85 percent with the age of not over 60 years old. About 78 percent working in agriculture and about 66.25 percent had a proper education. In addition, about 58 percent had an average income of 25,000 baht per year.

TABLE I - Mean and Standard Deviation of Latent Variables

No.	Latent Variables	\bar{x}	S.D.
1	Government Campaign	6.756	2.710
2	Educating Support	7.413	3.045
3	Group Process Support	9.012	4.873
4	Basic Needs Support	5.922	2.614
5	Understanding	7.966	2.425
6	Value of Sufficiency Economy Philosophy	6.477	2.280
7	Affecting of Sufficiency Economy Philosophy	7.515	2.610
8	Conative of Sufficiency Economy Philosophy	7.245	3.122
9	Gardening	7.025	2.807
10	Supplementary Occupation	8.056	2.879
11	Saving	6.523	2.588
12	Local Wisdom	8.124	2.874
13	Love and Care	6.982	2.899
14	Resource Sustainable	6.804	2.838
15	Health	7.595	2.585
16	Relationship	7.654	2.682
17	Life Satisfaction	7.896	2.785

From the findings, it found that hypothesis 1 was true where the quality of life of the people depends on the behavior of people who applied the sufficiency economy, attitude of people who applied the sufficiency economy, and support of the quality development of the sufficiency economy. This is because it had the linear regression of 0.02, 0.28, and 0.15 respectively. In addition it found that hypothesis2 was true where the behavior of people who applied the sufficiency economy depends on attitude of people who applied the sufficiency economy, and support of the quality development of the sufficiency economy. This is because it had the linear regression of 0.34, and 0.19 respectively. Finally, it found that hypothesis 3 was true where the attitude of people who applied the sufficiency economy

depends on the support of the quality development of the sufficiency economy. This is because it had the linear regression of 0.29.

Suggestion

1. There should be a continuous research on the quality of life development based on the Sufficiency Economy Philosophy by expanding the target group in to other provinces and increase more of key indicators to be clearer.
2. The quality of life development based on the Sufficiency Economy Philosophy take time and patience. Therefore, it is imperative to study other various factors and variables that affected attitude, value, and motivation.
3. There should be more study of the quality of life development based on the Sufficiency Economy Philosophy in other areas such as economy, healthcare, and the way to adapt to use an innovative model to expand to other body of knowledge.

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