

## Abstract

The study on “Ways of Life under His Majesty the King's New Theory of Ban Pong Keng Pattana farmers at Huay Sai Royal Development Study Center, Cha-am Sub-district, Petchburi” aims to study opinions of farmers who were members group's towards success factors of group gathering and changes in living after adopting the Royal New Theory. This research was conducted in a survey manner for which the data was collected and analyzed by SPSS program using percentage, standard deviation, chi-square and Pearson's coefficient correlation defining statistics significance at 0.05. The findings were as follows:

The majority of the samples were female farmers aged between 41-50 years, with the average age of 45 completing grades 4-6. The majority of them participated in more than 3 activities on New Theory of Huay Sai Royal Development Study Center. They were members of 2-3 village banks. Internal success factors were those relevant to leader/leadership while the external counterparts were being informed of data and news by Huay Sai Royal Development Study Center. When considering change in life taking place due to adopting the New Theory, it was found that, at present, the income of the farmers have increased by 1,633.76 Baht per month, debt has averagely decreased by 16,445.77 Baht, debt repayment became easier by 47.6 percent and the members had more amounts of savings at the village banks. As for social life, at present the farmers were generous to each other at high level. Considering the variables, it was found that the internal success factors related to change in social life. Like the internal factors, the external factors related to change in environmental life at statistics significant level at 0.05. Moreover, differences in period of participation and activities resulted in different level of income at the level of 0.05.

Suggestions from the study were, in terms of policy, Huay Sai Royal Development Study Center should set up policy jointly with health promotion agencies to transfer knowledge to the farmers in terms of their physical and mental health. Moreover, these improved ways of life of Ban Pong Keng Pattana farmers should be extended to be best practice model for other people to adopt the Royal New Theory and further promote themselves to the third level of the New Theory.