

## Abstract

The objective of the research “Sufficiency Economy in the view of Urban People” is to study the knowledge and attitude of urban people toward sufficiency economy. The sample consists of 80 workers in the telephone business line and the customer service line of the CAT Telecom Company Limited. Data are collected using the questionnaire and analyzed using the statistical tools of percentage, mean, and standard deviation, while using T-test and One-way ANOVA for statistical inference.

The findings yield that more than half of the samples were women, mostly over 46 years of age, with a monthly income of 46,000 baht, of single status, with the highest educational qualification of the first degree, and with work experience of 21-30 years. Most of the samples have a high level of knowledge and understanding of sufficiency economy. Those with an income higher than 46,000 baht have a higher level of knowledge and understanding of sufficiency economy than those with an income lower than 46,000 baht.

On the whole, workers have a moderate level of practice of sufficiency economy. Workers with different ages and incomes have different behaviors and opinions on sufficiency economy. With regard to age, the samples whose behaviors are in line with the sufficiency economy principle are found to be in the higher than 46-year-old age group. As for income, it is found that the samples whose behaviors are in line with the sufficiency economy principle are in the income groups of less than 25,000 baht and more than 46,000 baht. In the samples, different personal factors do not account for different ideas of sufficiency economy.

The study recommends that the State set sufficiency economy as a national agenda to ensure that the principle of sufficiency economy can be driven in an appropriate direction. As a priority, the State must take urgent measures to generate knowledge and give more pro-active information on sufficiency economy that is in line with the urban lifestyle, while business establishments are obliged to generate and transfer knowledge through IT networks at individual levels and across work sections.

Efforts should also be made to create a sufficiency economy network between the organizations and other parts of the society including community and NGO networks.