

Abstract

This study on the “Factors that Affect the Living Quality According to the Royal Initiatives on Sufficiency Economy of the People in the Project Area of the Huai Sai Royal Development Study Center, Sampraya Subdistrict Cha-Am District, Petchburi Province” aims to study the levels of the living quality and the factors relating to the living standard according to the Royal initiatives on Sufficiency Economy. The study was conducted through the use of questionnaire to collect the data from the 294 samples who are the heads of the families. The data was then analyzed by the statistic instant program for social research or SPSS. The statistics for data analysis were percentage, mean, standard deviation, Pearson’s Correlation Coefficient, F-test and One-Way Analysis of Variance with the statistical significance level at 0.05. The result of the study can be concluded as follow.

It was found that most of the samples are women aged between 41 – 50 years old, the level of education is primary education, the majority of the samples are Buddhists and work as general workers with the average income of 101,084 baht per year. The social factor is at the medium level with the level of the samples’ participation in the group’s activities more than their participation in the development activities of the Center. The factors on knowledge and morals are at the medium level with the sample group in the aspect of sacrificing for the social goods more than the use of knowledge or knowledge dissemination, especially the exchange of views and opinions among the family members or the participation in activities together which lead to the understanding in conducting a living along the Philosophy of Sufficiency Economy. The factors on the 3 aspects of the living quality according to the Royal initiatives on Sufficiency Economy which are moderation, reasonableness and self-immunity, are at the medium level. The level of reasonableness aspect has the highest average. From the correlation study, the factors on knowledge and morals, especially the use of knowledge and knowledge dissemination, affect the level of the living quality according to the Royal initiatives on Sufficiency Economy with the statistical significance level at 0.000; and the sacrificing for the social goods at 0.000 and 0.001.

The suggestions derive from the study are that the Center should promote trainings for the farmers through good public relations and building motivation among the members in the surrounding villages to join in trainings on compost making from the leftovers from agricultural produces. The Center may dispatch mobile units, use the resource persons from the villages, promote the activities on occupational development by organizing the competition or study visits to exchange experiences with other villages which are successful with concrete examples in order to apply in daily lives, and promote the participatory research to get the lesson learned for the further extension of development.