

ABSTRACT

Research Title : Application of Philosophy of Sufficiency Economy to Conduct the way of

life of people's in Community Dusit District , Bangkok Metropolitan

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The research aims are 1) to study the extent to which Sufficiency Economy Philosophy is practised in daily life of Dusit Community, Bangkok, 2) to compare the practices of Sufficiency Economy Philosophy in different demographic factors, 3) to present the practice patterns of Sufficiency Philosophy in the daily life of Dusit Community, Bangkok.

The study population was 43 communities in Dusit District, Bangkok. The sample consisted of 398 participants with the additional number of 10 participants living in the communities. The additional number of the participants was to assure the statistic accuracy of data analysis. 400 questionnaires were sent out, and 100 percentages of them were returned. The research instruments were interviews and questionnaires. The data was analyzed by percent value; mean scores, standard deviation, T-test (Independent Samples), F-test and one-way ANOVA.

The findings were as follows:

1. Age, educational level, occupation and monthly income affect the practice of Sufficiency Economy Philosophy in the daily life of the participants in Dusit Community. Genders and time period of living in a community gave no affect on the practice of the philosophy.

2. The majority of the participants were female at the age ranging from 18 to 28 years old. They were bachelor level, self-employed with an income range of 6,001 baht to 9,000 baht. The participants involved in the study have lived in this community for over 10 years now.

3. The practice of Sufficiency Economy Philosophy in the daily life of the participants in Dusit Community was high in the aspects of virtues, reasonableness, knowledge and self-immunity, respectively.

4. It is strongly advised that, to foster the practice of Sufficiency Economy Philosophy in daily life, the provision of academic services in regards of bookkeeping and guidance for problem gambling should be carried, especially among the teens and working people, either by state universities or community colleges.