

Sufficiency Economy Philosophy towards Personnel Living of Local Administration Organization in Eastern Region of Thailand in 2019

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The objectives of this research are to (1) study on the levels of sufficiency economy philosophy in the local administration organization in eastern region of Thailand in 2019, (2) study on the personnel living of the local administration organization in eastern region of Thailand in 2019, (3) study on the influences of the sufficiency economy philosophy on the personnel living in the local administration organization in eastern region of Thailand in 2019 and (4) study on the suggestions. The populations in this study were the personnel in the local administration organization in eastern region of Thailand. Sample groups in this study were 400 of personnel in the local administration organization in eastern region of Thailand. The convenience sampling method was adopted where the interviews and questionnaire were used as the research instruments. The statistics used for data analysis were frequency, percentage, average, standard deviation, correlation coefficient and multiple regression. As results, it was found by the study that most of the samples were single female aged between 25 – 34 years old. They graduated with Bachelor degree and monthly income between 10,001 – 20,000 baht per month. The sufficiency economy philosophy in the local administration organization in eastern region of Thailand was found at the highest level. The highest score was on the aspect of morality, second by good self-immunity, rationality, knowledge and modesty, respectively. The levels of sufficiency economy philosophy towards the personnel living in the local administration organization in eastern region of Thailand was found at high level. The highest score was on the aspect of social and culture, second by psychological, natural resources and environment, economic and technology, respectively. The influences of sufficiency economy philosophy towards the personnel living in the local administration organization in eastern region of Thailand were on the aspect of morality, rationality, good self-immunity and modesty, while in the aspect of knowledge, sufficiency economy



philosophy showed no influence on the personnel living in the local administration organization in eastern region of Thailand.

Key words: *Sufficiency Economy Philosophy, Local Administration Organization, Personnel Living*

Introduction

The philosophy of sufficiency economy was hailed by the United Nations. That is a philosophy that is useful to Thailand and other countries and encouraging member countries to adhere to guidelines towards sustainable development with many scholars and economists agreeing to the sufficiency economy approach. At the same time, some media have questioned the praise of the United Nations including the reliability of the report and the attitude of the organization.

The philosophy of sufficiency economy is a philosophy that is the concept, principle and practice of individuals and organizations at all levels, from family, community and national levels, in developing and administering the country in the middle way. By taking into account the modesty with self-potential and environment, rationality and self-immunity, using knowledge in an academic manner, with prudence and caution along with virtue. Do not persecute, share and help each other and cooperate in harmony in society which leads to unity balanced and sustainable development. Be ready to accept changes under globalization in moderation, reasonableness, including the need to have a reasonable protection system against any impacts caused by both external and internal changes. This will require knowledge, prudence, and great care in the application of various academics in planning and the implementation of every step and at the same time must strengthen the mental foundation of the people of the nation especially government officials, theorists and businessmen at all levels. To have a sense of virtue honesty and to have the right knowledge live with patience, have perseverance, wisdom and prudence in order to balance and be ready to support rapid changes and extensive in material, social, environmental and cultural aspects from the outside world as well (Anantakul, et al., 2014).

Decentralization is a word or thing that people in Thai society pay much attention and follow. Especially after the promulgation of the Constitution of the Kingdom of Thailand 1997, it is one of the clearest provisions on decentralization and local government. And as a result of the 2007 Constitution of the Kingdom of Thailand, the decentralization of power is more clearly defined. Decentralization is therefore an issue that receives more and more attention, respectively. And are linked to self-government at the local or local level (Samudavanija, 2001).

Formal Institution is widely referred to as the Local Self Government, characterized by the state accreditation. Such an endorsement may be written in the constitutional law of the country

or enacted in the Act. The accreditation by the state results in the local government organization as a juristic person (Juristic Person) can be divided into 3 forms: administrative power decentralization (Administrative Decentralization), Political Decentralization and Fiscal Decentralization (Ketsuwan, 2012).

Research Objectives

- (1) To study the level of sufficiency economy philosophy in local administrative organizations in the eastern region of Thailand in 2019.
- (2) To study the level of livelihood of personnel in local government organizations in the eastern region of Thailand in 2019.
- (3) To study the sufficiency economy philosophy that influences the livelihood of personnel in the local government organization in the eastern part of Thailand in 2019.
- (4) To study suggestions.

Literature Review

(1) Sufficiency Economy Philosophy:

Sufficiency economy is the philosophy that guides the existence and practice of the King Bhumibol Adulyadej to the Thai people since 1974, stating that the development of the country needs to be done according to the hierarchy. The foundation must be established, which is to be sufficient for the majority of the population as a preliminary first. Using economical methods and equipment theoretically correct. When having a solid, moderately ready and practical foundation therefore gradually build up to the prosperity and the higher economic status in the next order. And since then, he has emphasized on the development of self-reliance principles to achieve the sufficiency of the majority. Using the principle of modesty, rational consideration good built-in immunity as well as warned the Thai people not to be careless. There is an awareness of the step-by-step development that is theoretically correct. And morality as a framework for practice in life.

Sufficiency Economy Philosophy of His Majesty King Rama IX, is the most important concept in teaching people which can be applied to all levels of self-practice with an emphasis on the practice on the middle path and step-by-step development, in which the definition of sufficiency must consist of 3 features at the same time:

- (1) Modesty refers to the fit that is neither too small nor too much. Without hurting themselves and others, such as production and consumption at a modest level.

(2) Rationality means that decisions about the level of sufficiency must be rational. By considering the factors involved as well as taking into account the expected consequences of such actions carefully.

(3) Having good immunity means being prepared to be affected. And changes that will occur, taking into account the possibility of situations that are expected to occur in the near and distant future.

Conditions of decision making and the implementation of activities at a sufficient level. It requires both knowledge and morality as a basis.

(1) The condition of knowledge consists of knowledge about different academic. All-round related the prudence to put that knowledge into consideration in connection with each other for planning and careful planning.

(2) Moral conditions must be strengthened, consists of having an awareness of virtue honest and have patience, perseverance, use wisdom in life, practice guidelines / expected results. From applying the sufficiency economy philosophy is a balanced and sustainable development, ready to accept changes in all aspects of the economy environmental society, knowledge and technology

(2) The importance of sufficiency economy:

(1) The importance of the sufficiency economy affecting the people is as follows:

(1.1) There was an idea that focused on self-reliance. That is in itself to improve the quality of life for the best benefit of oneself, family and community, which will enable them to live sustainably.

(1.2) Make it strong in the mind based on the principle of self-reliance. When self-reliant, it makes the mind calm and strong and not worried.

(1.3) Formation of cooperation enthusiasm unity in the community and nation.

(1.4) Create participation, think, analyze, and solve problems together.

(1.5) Improves livelihoods, sufficiency, and poverty reduction.

(2) The importance of sufficiency economy to national development and human development. The philosophy of sufficiency economy is important to national development and people development as follows:

(2.1) Sufficiency economy is a very important philosophy for poverty eradication, and reducing economic risks.

- (2.2) Philosophy of sufficiency economy is the foundation of community empowerment and the development of strong community potential as the foundation of national development.
- (2.3) Sufficiency Economy enhances corporate social responsibility by creating long-term profitable business practices in a competitive context.
- (2.4) Sufficiency economy principles are of great importance for improving the standards of good governance in public administration.
- (2.5) The sufficiency economy philosophy can be used as a guideline in formulating national policies to build immunity against sudden impact situations. In order to improve various policies to be more appropriated. And to plan strategies for promoting equitable and sustainable growth.
- (2.6) In order to cultivate a self-sufficient consciousness, it is necessary to modify values. And people's ideas to facilitate the development of people.
- (2.7) Philosophy of Sufficiency Economy helps humans to be self-sufficient, and conventionally happy.
- (2.8) Philosophy of Sufficiency Economy enables humans to live in harmony with others as well as freedom in society, not encroaching, not taking advantage, sharing, generous, have compassion and public spirit.
- (2.9) Philosophy of Sufficiency Economy enables humans to live in harmony with nature and the environment in a sustainable manner without destroying their values and conserving natural resources and the environment.
- (2.10) The Philosophy of Sufficiency Economy helps mankind to have cultural roots, traditions, history, wisdom, values and individual / social identity.

(3) Level of sufficiency economy:

Until today, the understanding of sufficiency economy for one group still understand that sufficiency is self-reliance. Sufficiency economy at a self-sufficient level on the basis of unnecessary savings and cost reduction. Called the basic sufficiency economy As for the sufficiency economy at the combined level to jointly operate on various matters, creating networks and expanding economic activities in various forms by coordinating with outside, it is called progressive sufficiency economy. Hence, the sufficiency economy is not just a matter of self-reliance with no one involved. It's not just a matter of saving, but also involvement with others helping and helping each other indeed, the sufficiency economy can be classified into 3 levels as follows:

- (1) Sufficiency Economy, First Level is a basic type of sufficiency economy The emphasis on self-sufficiency at the individual and family level is the existence of a family member in a self-reliant manner. Able to meet basic needs such as the needs of self and family with mutual assistance and support unity and harmony. And being self-sufficient in life by saving and reducing unnecessary expenses, until being able to live happily both physically and mentally.

- (2) Second level sufficiency economy is a progressive sufficiency economy. The emphasis is on self-sufficiency at the group or organization level, when the individual / family is already sufficiency in the first level. It will combine forces in the form of a group or a cooperative to jointly operate in various fields including production, marketing, well-being, welfare, education, society and religion. By receiving cooperation from related agencies both government agencies, foundations and private individuals
- (3) The Third Level Sufficiency Economy is a progressive sufficiency economy which emphasizes self-sufficiency at the network level is when the group or organization is already a second level of sufficiency. It will cooperate with external agencies to create a network collaboration with banks and companies in the fields of investment, production, marketing, distribution and management. For the expansion of various economic activities as well as improving the quality of life in the areas of welfare, education, society and religion to benefit all parties.

The three levels of the sufficiency economy classification show that development begins with self-sufficiency. By changing from being self-reliant or having to rely on others all the time (Dependent) to develop oneself to be strong and independent (Independent) and then gradually developed into exchange, assisting together until leading to dependence on each other (Inter-dependent) aid, support, cooperation, and coordinate with the outside world as well.

(4) Aim:

From the synthesis of the goal in the philosophy of sufficiency economy that His Majesty King Rama IX had the Royal Decree and gave the royal permission to be disseminated. To be a guideline of all parties and people in general, it was found that there are two parts together, in part one appears in two places, which mean the same direction, namely to keep pace with the globalized world. And to be ready to accommodate the rapid and widespread changes in material, social, environmental and cultural aspects from the outside world. For the second part is to balance (Both in terms of material, environment and culture).

The first goal in the philosophy of sufficiency economy is "In order to keep pace with the global world" and "to be ready for the change" that if you carefully consider it will find connections and relations with each other. In the first place it is development that involves internal factors in order to keep up with and fit with the external ones. In the second, it is a development that involves external factors to prevent internal damage.

The goal of the sufficiency economy, according to the synthesis of the philosophy of sufficiency economy, consists of balance, readiness for change and keeping pace with the globalized world, which will clearly see that the sufficiency economy does not deny globalization. On the contrary, the implementation of the sufficiency economy philosophy, aim to keep pace with the globalized world as well.

The application of the sufficiency economy philosophy in daily life.

- (1) The economy does not spend more than you have. Do not over-invest, think and plan carefully. They are immune, not too risky, such as accounting for income and expenditures in order to systematically manage money spending.
- (2) Mentally strong. Have a good conscience, caring for the common good, personal benefit.
- (3) Social and cultural aspects, help and support each other, know, love and unity, strengthen families and communities, preserve Thai identity, language, wisdom and culture.
- (4) Natural resources and environment know how to use and manage them wisely and carefully. Restore resources to ensure sustainability and persistence for generations, such as the economical use of water. Turn off the lights when not in use. Go up and down on one floor, use the stairs instead of the elevator.
- (5) Technology, know the right technology in accordance with the requirements and the environment, develop technology from folk wisdom.

Adopting the philosophy of the sufficiency economy to apply in all sectors of society seriously. This will result in the development of the country to advance in a balanced, stable and sustainable manner, ready to accept changes in all aspects. In terms of life, economy, society, culture, environment and technology that will lead to "well-being and shared happiness in Thai society" (http://www.fisheries.go.th/cf-kung_krabaen/kkb5.html).

(5) Consumer Behavior:

According to Solomon, 2009, consumer behavior refers to the actions of individuals involved in the selection, purchase, use, and disposal of a product or service. Various consumption to meet their needs and desires, these behaviors can be described in detail as follows (Smithkai, 2015).

Decision making refers to the behavior and mental processes of consumers in making decisions about purchasing goods and services. It covers behaviors ranging from realizing needs, finding information, evaluating options and making purchasing decisions. Buying refers to the work performed to obtain the goods or services that the consumer wants. From choosing where to buy and how to pay for products and services. Use refers to the consumer's use of the product as intended. Or receiving services from business organizations Residual disposal refers to the disposal of the remainder of the product, which can be done in various ways, for example throwing in a trash bin. Reuse (Reuse) to produce new (Recycle).

(6) Consumer Decision-Making Model:

Sproles and Kendall (1986) proposed a model of consumer decision-making styles, including the following eight decision-making styles:

- (1) Quality Consciousness refers to the decisions of consumers who take into account the quality of the product. Want to buy high quality products or the best? In addition, consumers like this perfect. (Perfectionism) by making a more thorough purchasing decision than any other consumer group and comparing products before making a purchase.
- (2) Brand Consciousness refers to the decisions made by consumers who value the brand. The consumer makes decisions based on the reputation of the brand. And tend to buy products that are expensive or famous (Brand Name) because they believe that the price of the product is an indication of the quality of that product, that is, the higher the price, the more quality the product good. In addition, consumers in this segment also shop for top-rated brands and advertise them.
- (3) Fashion Consciousness means decisions made by consumers that focus on trends or fashion. Consumers are always looking for new things and keep an eye on fashion changes. To keep oneself up to date at all times.
- (4) Happiness/enjoyment model (Hedonistic / recreation Consciousness) refers to the decisions made by consumers that focus on purchasing pleasure products. Because I feel happy when shopping and see that such activities as activities that make oneself happy and enjoyable. The consumers in this group are very happy to walk around and shop by themselves.
- (5) Impulse Consciousness refers to the decisions made by consumers who tend to act quickly at their own pace. Without thinking and deliberation because they didn't plan to buy their own products before. These consumers do not care how much they pay. As a result, they may later regret their decision.
- (6) Price Consciousness refers to the decisions made by consumers who value and consider the price of the product very much. And often choose to buy a product that is cheap or a product that is discounted. This consumer aims to buy the products that are the best value for their money.
- (7) Confusion by over choice refers to a consumer decision that is often confused with a wide variety of brands or stores. These consumers tend to be less confident in themselves and difficult to make decisions about purchasing. This is due to the fact that the consumer receives too much information about products or stores.
- (8) Habit/brand loyalty refers to the decision of consumers who tend to buy the same brand products every time. Or buy specific brands that they like only.

(7) Local Government Organization (Local Administration Organization):

The basic idea, which is the same as the big conception in organizing a local government, is the concept of local government. "Decentralization" is a unified but there are quite a lot of differences. Thus causing the explanation and meaning of the said word as follows.

Krueathep, et al., (Krueathep, et al, 2010), noted that most people interpret the word "power" in decentralized means. "Sovereignty" is often said to be indivisible. In the original sense of the word, the emphasis is not on power, but on The central state and the decentralized state are important. Therefore should mean decentralization of decision-making not a division of national sovereignty. The decentralization of regional and local power is not sovereignty. It is to jointly grant (accept) the autonomous rights of communities and regions under the sovereignty of a nation."

(8) Eastern Context:

Eastern region is a sub-region of the eastern part of Thailand. It was considered part of the central region, adjacent to the east coast of the Gulf of Thailand. It is another region that is of economic importance. Because it is the source of the fruit and jewelry industry of the country.

The eastern region is characterized by a plateau, interspersed with very low mountains, with a smooth, long and curved coastline. There is a mountain range of Chanthaburi on the eastern seaboard. Extending to the west side reaching to the mountain line which is a mountain range that is the border line between Thailand and Cambodia. There are many important rivers that flows into the Gulf of Thailand, namely the Rayong River, Chanthaburi River, Prasae River, Trat River, Bang Pakong River.

The division of provinces into regions with a six-region system is a formal division by the National Geographic Committee and promulgated by the Royal Society. The eastern part of this six-sector system comprises seven administrative districts, in addition, the regions are categorized by the National Economic and Social Development Board assigned to the eastern region has a total of 9 provinces, consisting of 7 provinces above Combined with Nakhon Nayok Province and Samut Prakan Province.

Research Scopes

(1) Content

- The scope of the content of the study of the Sufficiency Economy Philosophy in 5 areas as follows.

- 1) Modesty
- 2) Rationality



- 3) Self immunity.
- 4) Knowledge
- 5) Morality

- The livelihood of personnel in the local government organization in the eastern region in 5 areas as follows.

- 1) Economic
- 2) Psychological
- 3) Social and cultural aspects
- 4) Natural resources and environment
- 5) Technology

(2) Scope of Area, Population and Sample

- Study personnel in local government organizations in the eastern region. A sample group of 400 people (using a population unknown formula)

(3) Time Scope

1 February 2019 - 31 January 2020

Research Hypothesis

Sufficiency Economy Philosophy for the Life of Personnel in Local Government Organizations in Eastern Thailand 2019.

- (1) The Sufficiency Economy Philosophy relates to the livelihood of personnel in the local government organization. In the eastern part of Thailand in 2019.
- (2) Sufficiency economy philosophy influences the livelihood of personnel in the local government organization. In the eastern part of Thailand in 2019.

Research Conceptual Framework

- Framework for Quantitative Research

Independent Variables (X)

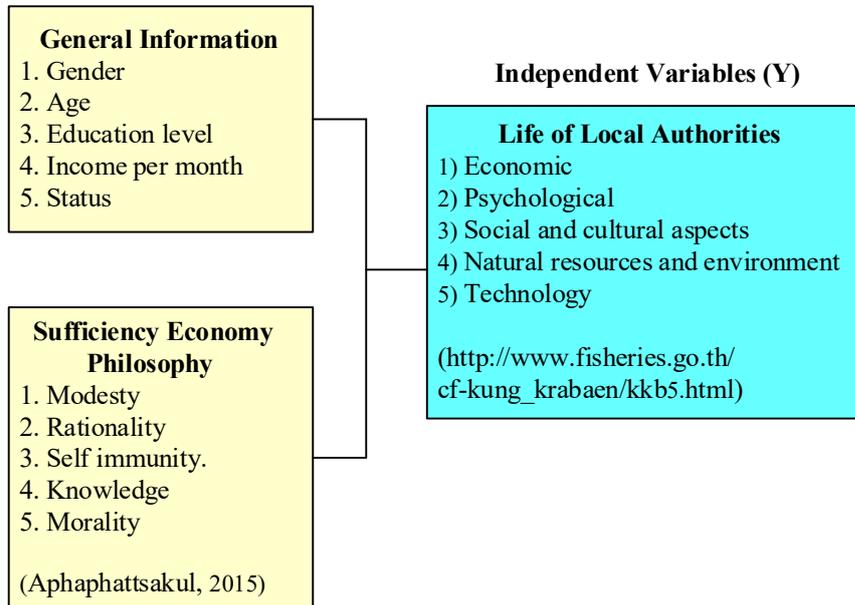


Figure 1: Conceptual framework for quantitative research

Research Method

- Population and sample

(1) Population used in this study are a personnel in a local government organization in the eastern region of Thailand.

(2) Samples, the samples used in this study were local government personnel in the eastern part of Thailand. Because the exact number of people is not known. Therefore, the sample size was calculated at a confidence level of 95% (Vanichbancha, 2009).

$$n = \frac{z^2}{4e^2}$$

where n = desired sample size

$z = z_{.975}$ If given a 95% confidence level, $z = 1.96$.

e = Tolerance level of tolerance Set equal to 0.05

when substituting the values in the formula gets

$$\begin{aligned} n &= \frac{(1.96)^2}{(4)(0.05)^2} \\ &= 384.16 \text{ or } 385 \text{ people} \end{aligned}$$

For your convenience, the researcher requested to collect the information of a personnel in a local government organization in eastern Thailand, 400 people using (Convenience Sampling).

Results

(1) Results of a study at the level of Sufficiency Economy Philosophy in Local Administrative Organizations in the Eastern Region of Thailand in 2019

A study at the level of Sufficiency Economy Philosophy in Local Administrative Organizations in Eastern Thailand, B.E. 2551 (2008). It is divided into five areas: moderation, rational, self-immunity, knowledge, and morality. By analyzing with arithmetic mean and standard deviation presenting the results of the study with a table with narration as follows:

Table 1: Average and level of sufficiency economy philosophy in local government organizations in eastern region of Thailand in 2019 overall

Subject	Mean	Standard deviation	Level
Modesty	4.13	0.56	High
Rationality	4.23	0.49	Highest
Self immunity.	4.23	0.52	Highest
Knowledge	4.21	0.60	Highest
Morality	4.31	0.54	Highest
Total	4.22	0.46	Highest

From Table 1, it was found that the overall sufficiency economy philosophy of local government organizations in the eastern region of Thailand was at the highest level. The average score was 4.22. The knowledge of Morality was the highest. The aspect with the highest average score was morality, with a mean score of 4.31, followed by the rationality of good immunity. And the rational side have the same average score of 4.23, knowledge score, of 4.21 and moderate rating of 4.13.

(2) Results of the study of the Sufficiency Economy Philosophy on the Livelihoods of Personnel in Local Administrative Organizations in Eastern Region of Thailand in 2019

A study of the sufficiency economy philosophy that influences the livelihood of personnel in the local government organization. In the eastern region of Thailand 2019, which is divided into 5 areas: economic, psychological, social and cultural aspects, natural resources and environment and technology. Data analysis was analyzed by descriptive statistics and analyzed with arithmetic mean, inferential statistics analyzes which were analyzed by multiple regression analyzes. Presenting the results of the study as follows:

Table 2: Average and level of sufficiency economy philosophy influencing the livelihood of personnel in local government organizations in the eastern region of Thailand in 2019 as a whole.

Subject	Mean	Standard deviation	Level
Economic	4.15	0.63	High
Psychological	4.30	0.58	Highest
Social and cultural aspects	4.34	0.58	Highest
Natural resources and environment	4.20	0.63	High
Technology	4.03	0.77	High
Total	4.20	0.49	High

From Table 2, it was found that the level of sufficiency economy philosophy that influenced the livelihoods of personnel in local government organizations in the eastern region of Thailand, 2019 in general, was at a high level. The average score was 4.20, when considering each aspect, it was found that psychological and social and cultural aspects were at the highest level. Economic, natural resources and environment, and technology is at a high level. The areas with the highest average score were social and cultural average score was 4.34, followed by the psychological have an average score of 4.30, natural resources and environment average score was 4.20, the economy had an average score of 4.15, and the technology average score was 4.03.

A study of the sufficiency economy philosophy that influences the livelihood of personnel in the local government organization in eastern Thailand 2019 with multiple regression analysis. The researcher defines the parameters for analyzing the data as follows:

Independent variable is the philosophy of sufficiency economy, consisting of X1 is the modest variable, X2 is the rational variable, X3 is the good immunity variable, X4 is the knowledge variable, X5 is the moral variable.

The dependent variable is the livelihood of personnel in the local government organization in eastern Thailand, Y1 is economic variable, Y2 is psychological variable, Y3 is social and cultural variable, Y4 is natural resource and environmental variable, Y5 is technology variable.

The study results are as follows:

Hypothesis-1: Sufficiency Economy Philosophy relates to the livelihoods of local government personnel in the eastern part of Thailand in 2019.

Table 3: Results of the study of the relationship between the overall sufficiency economy philosophies with the livelihood of personnel in the local government organization in the eastern part of Thailand.

Variables	X1	X	X3	X4	X5	Y
X1	-	0.715	0.641	0.553	0.553	0.576
X2	0.715	-	0.753	0.622	0.622	0.645
X3	0.641	0.753	-	0.602	0.621	0.628
X4	0.553	0.622	0.602	-	0.714	0.538
X5	0.553	0.622	0.621	0.714	-	0.604
Y	0.576	0.645	0.628	0.538	0.604	-

From Table 3, it was found that the livelihoods of personnel in the local government organization in the eastern part of Thailand, together with the philosophy of sufficiency economy, both in moderation, rational, immunity, knowledge and morality. They have a moderate relationship.

Hypothesis-2: Sufficiency Economy Philosophy influences the livelihoods of local government personnel in the eastern part of Thailand in 2019.

When studying the influence of the philosophy of sufficiency economy as a whole. Affecting the livelihoods of personnel in local government organizations in the eastern region of Thailand, the results are as follows:

Table 4: Results of the study of influence of the overall sufficiency economy philosophy to the livelihoods of personnel in local government organizations in the eastern region of Thailand

Coefficient forecasting variables	Regression (B)	Statistical t (t)	p-value (p-value)
Constant (a)	0.866	5.238	0.000*
Modest side	0.116	2.517	0.012*
Rational side	0.232	3.700	0.000*
Side has good immunity	0.193	3.550	0.000*
Knowledge	0.022	0.486	0.627
Moral	0.225	4.486	0.000*
Correlation coefficient (R)	0.716		
Decision coefficient (R2)	0.513		
Coefficient of determination of adjustment (adj.R2)	0.507		
Statistics F (F)	83.024		
P-value	0.000*		

Remark * Has statistical significance at the 0.05 level.

From Table 4, it was found that the Sufficiency Economy Philosophy on the overall livelihood of local administrative organizations in the eastern region of Thailand was morality (statistic $t = 4.486$, $P = 0.000$), rationality (statistics $t = 3.700$, $p = 0.000$), good self-immunity (statistic $t = 3.550$, $p = 0.000$) and moderation (statistic $t = 2.517$, $p = 0.012$), and all four variables should be in the regression equation (Statistical $F = 83.024$, $P = 0.000$). Combined with the

four aspects of the sufficiency economy philosophy, 51.3% of the lives of local government personnel in the eastern region of Thailand can be predicted overall ($R^2 = 0.513$).

Discussions

From the study results, it was found that the sufficiency economy philosophy in the local government organization in the eastern region of Thailand was at the highest level. In which virtue was the highest score followed by a good self-immunity, rational, knowledge, and modest aspects, respectively, the reason why the study results were like this. Maybe it is because the local government is a state agency which has always supported the use of the sufficiency economy policy in the administration. In addition, there are also various rules and regulations that cause local government organizations to strictly follow. In particular, the various financial and fiscal regulations in which disbursements must be transparent, verifiable and have clear evidence with the purpose of the public interest.

From the results of the study, it was found that the level of sufficiency economy philosophy that influenced the livelihoods of local government personnel in the eastern region of Thailand was at a high level. The social and cultural aspects had the highest scores followed by psychology, natural resources and environment, economy and technology, respectively, the study results may be because government agencies have seriously promoted the sufficiency economy philosophy for a long time and keep doing. The sufficiency economy philosophy has been expanded in many contexts, for example, it is a self-sufficiency economy philosophy, for family, for agencies, for communities, etc., allowing people to apply the sufficiency economy philosophy at all levels.

From the results of the study, it was found that the sufficiency economy philosophy influenced the livelihood of the local administrative organization personnel in the eastern region of Thailand, namely moral, rational, and self-immunity and the modest side. The sufficiency economy philosophy of knowledge did not influence the livelihoods of local government personnel in the eastern region of Thailand. Many people and organizations have good knowledge of the sufficiency economy philosophy, but unable to practice because it focuses on self-indulgent consumption or according to popular trends, therefore, knowledge is not a factor influencing the livelihood of personnel in local government organizations in the eastern region of Thailand.

The study results were inconsistent with the study of the Chamnankittichai, et al. (Chamnankittichai, et al, 2011) who have applied Sufficiency Economy Philosophy to Students' Living of Suan Dusit Rajabhat University. The application of the sufficiency economy philosophy in life was not different for all factors: gender, age, education programs, domicile, economic status, money savings and use of loan services. Sirivichiranon, who studied the factors related to consciousness, philosophy of sufficiency economy of students at Rajamangala University of Technology Phra Nakhon And the results of the study found that the knowledge level factor were in accordance with Sufficiency Economy.

Suggestions for Applying the Research Results

(1) The results of this study found that the Sufficiency Economy Philosophy in the local government organization in the eastern region of Thailand mean score in modesty was the smallest. Therefore, it should encourage personnel in local administrative organizations in the eastern region of Thailand to recognize and see the importance of modesty as important. In addition, personnel who have applied the sufficiency economy philosophy should also be praised in their lives to lead to a better life. The experiences of those who have applied the principles are shared with others, and with support from the management of the agency. The management may set an example for the personnel to see, etc.

(2) Sufficiency economy philosophy that influences the livelihoods of local government personnel in the eastern region of Thailand, namely moral, rational, and self-immunity and the modest side. The Sufficiency Economy Philosophy of knowledge had no influence on the livelihoods of local government personnel in the eastern region of Thailand. Although knowledge has no influence on the livelihoods of local government personnel in the eastern region of Thailand. But as a matter of fact, if the personnel have real and deep knowledge of the sufficiency economy philosophy. This will make personnel understand and see the importance of the sufficiency economy philosophy and eventually lead to implementation. Therefore, knowledge of the sufficiency economy philosophy should be continued and consistent to take action.

Suggestions for the Next Study

(1) There should be education in the application of the sufficiency economy philosophy in various agencies, both public and private. And there is a comparative study between the two groups of the aforementioned departments.

(2) There should be a comparative study between local government organizations in the eastern region of Thailand which may be classified by the local government organization according to the province or classified by the size of the local government organization.



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