APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRE

No. 001

Research Questionnaire

Subject

COMMUNICATION PROCESS AND ADOPTION OF SUFFICIENCY ECONOMY

PHILOSOPHY BY FARMERS IN CHIANGMAI PROVINCE

By Nakarate Rungkawat

The Degree of Doctor of Philosophy in Agricultural Extension
and Rural Development

Faculty of Agriculture   Chiang Mai University

Date of interview   Date…………Month………………Year……………

Explanation Please label √ in front of the most actual statement and fill statement in
assigned blank.

The questionnaire consists of 3 parts as follows:

PART 1.   **Personal Data**

PART 2.   **Farmer information perception on the concept and**
philosophy of sufficiency economy.

PART 3.   **Knowledge, attitudes, and adoption of farmers in the philosophy of**
sufficiency economy

> **3.1   Knowledge of sufficiency economy**
>
> **3.2   Levels of an opinion about the**
> **philosophy of sufficiency economy as**
> **you are a message receiver.**
>
> **3.3   Levels of an adoption of the philosophy**

of   sufficiency economy

PART 1. Personal Data

Direction : **Please answer the following by checking (✓) in the space provided or by indicating your true answer.**

1. Sex

    1. ( ) Male   2. ( ) Female

2. Age ……...….. Years (more than 6 months is considered to be 1 year)

3. Marital status

    1. ( ) Single   3. ( ) Married

    2. ( ) Divorced   4. ( ) Widowed

4. Marital status

    1. ( ) Illiteracy   5. ( ) Upper-secondary school/vocational certificate

    2. ( ) Lower than elementary school   6. ( ) Higher-vocational certificate

    3. ( ) Elementary school   7. ( ) Bachelor's degree

    4. ( ) Lower secondary school   8. ( ) Higher than Bachelor's degree

                                                  Please specify ……………………..…..

5. No. of family members ………….. persons

6. No. of agricultural workforce ………….. persons

7. Main occupation

    1. ( ) Rice growing   4. ( ) Fisheries

    2. ( ) Orcharding   5. ( ) Animal husbandry

    3. ( ) Crop growing   6. ( ) Other

                                                  Please specify ……………………..…..

8. An average monthly income earned from the main occupation …………………….baht

9. Supplementary occupation

    1. ( ) Rice growing   4. ( ) Fisheries

    2. ( ) Orcharding   5. ( ) Animal husbandry

    3. ( ) Crop growing   6. ( ) Other

                                              Please specify …………………….…..

10. An average monthly income earned from the supplementary ……………………………. baht

11. Your experience in farming in accordance with the philosophy of sufficiency economy …….years

12. Training experience concerning with the philosophy of sufficiency economy ………… times

13. Educational tour concerning with the philosophy of sufficiency economy …..……….. times

PART 2. **Farmer information perception on the concept and philosophy of sufficiency economy.**

Direction : **Please rate the frequency of information perception by checking (✓) in the corresponding column of your answer.**

		Descriptive Rating					
Components of SMCR		**Highest**	**High**	**Moderate**	**Low**	Lowest	Remarks
		(5)	**(4)**	**(3)**	**(2)**	**(1)**	
S (Sender)	**Individual**						
	1. Agricultural academician/Staff Please specify ………………..…...						
	2. Neighbors						
	3. Community leaders						
	4. Relatives						
	5. Traders						
M(Massage)	**Perceived Information**						
	1. Meaning and importance of sufficiency economy						
	2. Middle Path						
	3. Moderateness						
	4. Reasonableness						
	5. Having immunity						
	6. Knowledge wisdom						
	7. Virtue						
C (Channel)	**Communication Channel (Individual contacts)**						
	1. Home visit						
	2. Office visit						

Components of SMCR		Descriptive Rating					Remarks
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)	
	3. Personal letter contact						
	4. Telephone contact						
	Group contacts						
	1. Meeting						
	2. Lecture						
	3. Contest						
	4. Agricultural fair						
	5. Discussion						
	6. Village broadcast tower						
C (Channel)	7. Educational tour						
	8. Exhibition						
	9. Training						
	Mass contacts						
	1. Printed media (e.g. newspaper, journal, letter, leaflet)						
	2. Radio broadcast						
	3. Television						
	4. Advertisement paper						
	5. Internet						
	Receiver (your type of information receiving)						
R (Receiver)	1. Innovator						
	2. Early Adopter						
	3. Early Majority						
	4. Late Majority						

Components of SMCR	Descriptive Rating					Remarks
	Highest **(5)**	**High** **(4)**	**Moderate** **(3)**	**Low** **(2)**	**Lowest** **(1)**	
5. Laggard						

PART 3. Knowledge, attitudes, and adoption of farmers in the philosophy of sufficiency economy

3.1   Knowledge of sufficiency economy

Direction :   Checking (✓) true or false in the space provided.

Statements	Answer	
	Agree	**Disagree**
Meaning and importance of sufficiency economy		
1. The sufficiency economy consists of: concerning about assets and natural resources with the conditions on diligence, tolerance and savings		
2. The sufficiency economy refers to a moderate livelihood, middle path, adequacy for self, family, and community. Besides, it must be self-reliant, not be dependent on external factors.		
3. The sufficiency economy is a guideline for the ability to be self-reliant. This includes reduction of risks in agricultural careers by placing the importance on moderation, reasonableness, immunity, knowledge, tolerance, and unity.		
4. A farmers is not able to do sufficiency economy farming if he has less than 15 rai of land.		
5. The philosophy of sufficiency economy places the importance on the agricultural careers focusing on adequacy (moderation), self-reliance, and sustainability security.		

Statements	Answer	
	Agree	Disagree
Middle Path		
1. The middle path for agricultural careers can be achieved by does not grow only one kind of crops in order to reduce risks of diseases and insects. Besides, growing many kinds of crops can earn more supplementary incomes.		
2. To follow the middle path concept, a farmer must keep himself away from others and does anything by himself.		
3. The middle path in expenditure is that a farmer does not spend money beyond his financial status.		
4. In case of a product has various prices to be chosen, a farmer should buy it in which its price does not make him has increased debts.		
5. The middle path means doing anything which is not too little or too much and it makes us be happy and without disturbing to others.		
Moderation		
1. A farmer should have all convenience facilities at home like others.		
2. In order to make others not to look down a farmer as out-of-date, the farmer has to go shopping at big department stores or travel in various places by getting a loan from loan sources.		
3. When holding a religious ceremony such as ordination and cremation ceremonies, it must be a big one.		
4. A farmer should not invest a too big project; it should begin with a small one and can be expanded when it is successful.		
Reasonableness		
1. Reasonableness refers to any careful action must be reasonable based on concerned factors and expected outcomes.		
2. A farmer should do an agricultural career with good principles, information, knowledge, and intellect as a basis of good jobs.		

Statements	Answer	
	Agree	**Disagree**
3. A farmer should do activities with principles, not based on his emotion.		
4. Although there are little yields, a farmer needs not to waste time for finding its causes. He just only adds some more fertilizer.		
Immunity		
1. If any farmer has a fire extinguisher, first aid box, and important telephone numbers, this means that he is coward.		
2. In doing a career, it must have an investment plan, data investigation, and feasibility study before making a decision for the investment.		
3. Having good immunity in the body means preparing readiness for an effect and various changes that may occur in the future.		
4. A farmer should prepare a household account showing incomes, expenses, debts, and an annual budget plan in order to control expenses and prevent debts.		
5. Saving is the construction of immunity so that we can spend money when havening a financial problem or failure in a career.		
6. In daily life activities, it should have a systematic plan on energy saving and expenses on fuel, tap water, electricity, and telephone		
Knowledge		
1. A farmer should update various changes occurring rapidly in order to cope with various situations that may arise in the future or may have an effect on his career/livelihood.		
2. News/information perception and reading can make a farmer be up-to-date and can find a way for career development.		
3. If a farmer has adequate knowledge for his career, he needs not to seek for more knowledge such as training and pursuing study.		
4. Farming is not a complicate activity, so a farmer needs not to have knowledge in various aspects. If only the government support him on		

Statements	Answer	
	Agree	Disagree
capital and marketing, he can be successful in his career.		
5. If a farmer is interested in knowledge finding, he should produce something for household using such as producing dishwashing liquid		
Virtue		
1. Having virtue includes a farmer will not sell his agricultural yields if he finds that there is chemical contamination.		
2. A farmer should divide the plant plots into 2 parts: the plant plot using chemicals is for sales and the plant plot not using chemicals is for household consumption.		
3. If all farmers practice Dhamma, join social activities, make merit and do not take advantage of others, everybody in their village will be happy and live in the village harmoniously and peacefully.		
4. If a farmer has no chance to be a leader, he should be a good follower, modest, and express his opinions based on correct reasons, data, and principles.		
5. Having virtue means honesty, tolerance, industry, and not be greedy.		

       3.2   **Levels of an opinion about the philosophy of sufficiency economy as you are**

             a message receiver.

Direction :   **Please rate your level of opinion by checking (✓) the corresponding column**

             of your answer.

        5 = Strongly agree   4 = Agree   3 = No comment

        2 = Disagree   1 = Strongly disagree

Consciousness : The philosophy of sufficiency economy	Descriptive Rating				
	5	4	3	2	1
- The philosophy of sufficiency economy focuses on honesty.					
- To practice the philosophy of sufficiency economy, it needs to have diligence, sense, and tolerance					
- Be self-reliant and not dependent on external factors.					
- This concept can be applicable immediately and easily if you know the method.					
- Adoption of the philosophy will make us have a better life.					
- One principle is to utilize resources for a highest benefit.					
Realization : The philosophy of sufficiency economy					
- To be self-reliant, local wisdoms and technology should be used appropriately.					
- It needs to have a careful planning to apply the philosophy of sufficiency economy.					
- Based on the current economy, we can deal with it if we help one another and with moderation					
- We need not to be rich but can be self-reliant					
- Generating incomes by the reduction of production costs					
- Having a house account					
Needs : The philosophy of sufficiency economy					
- You want to apply the philosophy to daily life activities					
- You want to have a moderate life and it needs not to be rich					
- You want to apply the philosophy because it is an activity which you are your own boss					
- You want to integrate various activities in your farm land, e.g. plant cultivation and animal husbandry or fisheries					
- You want to reduce expenses and find other activities by making use					

Consciousness : The philosophy of sufficiency economy	Descriptive Rating				
	5	4	3	2	1
of your resources for supplementary income generating.					

3.3   Levels of an adoption of the philosophy of sufficiency economy

Direction :   Please rate your level of an adoption by checking (✔) the corresponding

column of your answer.

1 = Self-practice (7 aspects)	2 = Self-reliance Principles (5 aspects)
3 = Doing Careers (10 aspects)	4 = Basic factors for Livelihood (4 aspects)
5 = Agricultural livelihood (3 aspects)	6 = Adoption (3 aspects)

The philosophy of sufficiency economy (various aspects)	Descriptive Rating				
	Knowledge (1)	Persuasion (2)	Decision (3)	Implementation (4)	Confirmation (5)
Self-practice					
1. Three adequacy (livelihood, eating, using)					
2. Thrift-expenses reduction					
3. Doing careers with honesty					
4. Focusing on food seeking rather than money					
5. Giving the priority of food producing and followed by trading					
6. Using local wisdoms and land as the capital					
7. Using consciousness, intellect or knowledge in daily life activities					
Self-reliance Principles					
1. Sprit Be self-reliant Realize on common benefits					
2. Social life and community Help one another Construct networks					
3. Natural Resources and Environment Environmentally friendly farming					
4. Technology Using Use local technology Develop technology from our wisdoms					
5. Economy					

The philosophy of sufficiency economy (various aspects)	Descriptive Rating				
	Knowledge (1)	Persuasion (2)	Decision (3)	Implementation (4)	Confirmation (5)
Have an increased income earned from the agricultural sector Reduce expenses Have savings, capital accumulation and be able to pay debts					
Doing Careers in Accordance with the Philosophy of Sufficiency Economy					
1. Do mixed farming					
2. Grow vegetables to reduce food expenses					
3. Use compost and fermented manure together with chemical fertilizer					
4. Mushroom culture using rice straw and by-products					
5. Grow fruit trees, back yard garden, and trees which its trunk and stems can be utilized					
6. Grow herbal plants for health promotion					
7. Culture fish in rice fields or ponds as a protein source and for supplementary incomes					
8. Rear native chickens and egg laying hens					
9. Produce bio-gas from vegetable/fruit refuse (leftovers) so as to be a household energy source					
10. Produce bio-extracted substance form vegetable, fruit, herbal plant refuse so					

The philosophy of sufficiency economy (various aspects)	Descriptive Rating				
	Knowledge (1)	Persuasion (2)	Decision (3)	Implementation (4)	Confirmation (5)
that it can be used in the fields					
Basic factors for Livelihood					
1. Produce food adequately for family members and the surplus can be sold Exchange food with neighbors or community members					
2. Clothing Have enough clothing but not be extravagant					
3. Housing Housing and housing for cattle or livestock should be made from bamboo, coconut tree, betel nut tree, and the roof should be made from teak wood leaves, nipa leaves, or vetiver grass					
4. Medicine Grow herbal plants and spices such as ginger, turmeric, babbler's bill leaf, basil, sweet basil, lemon grass, kaffir lime, garlic, etc.					
Agricultural Livelihood					
1. Reduce expenses : grow vegetables as a hobby making a warm family Grow vegetables in the residential area or a container					
2. Increase an income by using household					

The philosophy of sufficiency economy (various aspects)	Descriptive Rating				
	Knowledge (1)	Persuasion (2)	Decision (3)	Implementation (4)	Confirmation (5)
resources and utilize spare time Food preservation or processing Handicraft producing Ornamental plant producing Animal husbandry Mushroom culture etc.					
3. Opportunity expansion – develop self-potential, family and community by preparing various careers with others. Children have an opportunity in education Grouping for market finding, a capital source, and networks construction for sustainable careers					
Adoption of the sufficiency economy philosophy					
1. Economic sufficiency Reduce expenses and generate incomes Careful planning Not risky but have an alternative Be self-reliant Prepare a household account					
2. Social sufficiency Help one another Community unity					

The philosophy of sufficiency economy (various aspects)	Descriptive Rating				
	Knowledge (1)	Persuasion (2)	Decision (3)	Implementation (4)	Confirmation (5)
3. Spiritual sufficiency					

Qualitative Part

The second part of this study was an analysis of qualitative data. This was done by using an in-depth interview (focus group discussions) administered with 7 groups of informants (40 people). The following were question issues:

1. What media have an effect on the adoption of the philosophy of sufficiency economy? Why?

2. Based on the concept of the philosophy sufficiency, have can we adopt it to our daily live activities?

3. How can we practice the principle of self-reliance? What aspect (s) can you practice?

4. Are basic factors in agricultural livelihood (expenses) reduction, an increase of incomes, opportunity expansion) related to the concept of the philosophy of sufficiency economy? How?

5. The adoption of the concept of the sufficiency economy philosophy must have sufficiency in various aspects, e.g. economic, social, and spiritual aspects). What is your opinion about it? What things have you been practicing?

APPENDIX B

RELIABILITY ANALYSIS

PART 2. **Farmer information perception on the concept and philosophy of sufficiency economy.(Massage)**

****** Method 1 (space saver) will be used for this analysis ******
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R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

1. MEANING ความหมายและความสำคัญ
2. MIDDLE ทางสายกลาง
3. MODERATE ความพอประมาณ
4. REASON ความมีเหตุผล
5. IMMU การมีภูมิคุ้มกัน
6. KNOWLEDG ความรอบรู้
7. MORAL คุณธรรม

		Mean	Std Dev	Cases
1.	MEANING	4.0000	.6489	20.0
2.	MIDDLE	3.7000	.5712	20.0
3.	MODERATE	3.9000	.7182	20.0
4.	REASON	3.7000	.8013	20.0
5.	IMMU	3.5500	.7592	20.0
6.	KNOWLEDG	3.8500	.7452	20.0
7.	MORAL	4.2000	.6959	20.0

			N of	
Statistics for	Mean	Variance	Std Dev	Variables
SCALE	26.9000	11.9895	3.4626	7

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
MEANING	22.9000	8.4105	.8391	.7577
MIDDLE	23.2000	10.0632	.4415	.8190
MODERATE	23.0000	8.5263	.7027	.7770
REASON	23.2000	8.3789	.6399	.7877
IMMU	23.3500	8.5553	.6435	.7870
KNOWLEDG	23.0500	10.2605	.2459	.8531
MORAL	22.7000	9.2737	.5265	.8070

Reliability Coefficients

N of Cases =   20.0   N of Items = 7

Alpha =   .8240

PART 2. **Farmer information perception on the concept and philosophy of sufficiency economy.(Receiver)**

****** Method 1 (space saver) will be used for this analysis ******
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R E L I A B I L I T Y   A N A L Y S I S - S C A L E   (A L P H A)

1.	INNOVATO	หัวไว
2.	E.ADOP	ขอดูทีท่า
3.	E.MAJO	เบิ่งตาลังเล
4.	LATE.MAJ	ชอบสงสัย
5.	LAGGARD	อนุรักษ์นิยม

		Mean	Std Dev	Cases
1.	INNOVATO	2.8500	.8127	20.0
2.	E.ADOP	3.1500	1.0400	20.0
3.	E.MAJO	3.1500	.8751	20.0
4.	LATE.MAJ	2.9000	.9119	20.0
5.	LAGGARD	2.7500	.7864	20.0

			N of	
Statistics for	Mean	Variance	Std Dev	Variables
SCALE	14.8000	10.1684	3.1888	5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
INNOVATO	11.9500	7.9447	.3412	.7799
E.ADOP	11.6500	5.2921	.7931	.6087
E.MAJO	11.6500	6.2395	.7235	.6512
LATE.MAJ	11.9000	7.3579	.4000	.7668
LAGGARD	12.0500	7.6289	.4422	.7497

Reliability Coefficients

N of Cases =   20.0   N of Items = 5

Alpha =   .7635

PART 2. **Farmer information perception on the concept and philosophy of sufficiency economy.(Chanel)**

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S - S C A L E (A L P H A)

1.	VISIT	การเยี่ยมเยียนที่บ้าน
2.	CONNECT	การไปติดต่อที่สำนักงาน
3.	LETTER	การติดต่อทางจดหมายส่วนตัว
4.	TELEPHON	การใช้โทรศัพท์ในการติดต่อ
5.	MEETING	การประชุม
6.	LECTURE	การบรรยาย
7.	CONTEST	การประกวด
8.	AGRIDAY	การจัดงานวันเกษตร
9.	DISCUSS	การอภิปราย
10.	TOWER	หอกระจายข่าว
11.	STUDYTOU	ทัศนะศึกษา
12.	EXHIBITI	การจัดนิทรรศการ
13.	TRAINING	การฝึกอบรม
14.	PRESS	เอกสารสิ่งพิมพ์
15.	RADIO	วิทยุ
16.	TV	โทรทัศน์
17.	POSTER	แผ่นโฆษณา
18.	INTERNET	อินเตอร์เน็ต

		Mean	Std Dev	Cases
1.	VISIT	1.7500	.5501	20.0
2.	CONNECT	2.5000	.8272	20.0
3.	LETTER	1.6500	.6708	20.0
4.	TELEPHON	1.9000	.9119	20.0
5.	MEETING	2.4000	.6806	20.0
6.	LECTURE	2.2000	.7678	20.0
7.	CONTEST	1.9000	.7182	20.0
8.	AGRIDAY	2.0500	.6048	20.0
9.	DISCUSS	2.1500	.7452	20.0
10.	TOWER	2.9000	.9679	20.0
11.	STUDYTOU	1.9000	.6407	20.0
12.	EXHIBITI	1.8500	.6708	20.0
13.	TRAINING	1.9500	.8256	20.0
14.	PRESS	2.3500	.8751	20.0
15.	RADIO	2.8000	1.0563	20.0
16.	TV	3.2500	.9665	20.0
17.	POSTER	2.1000	.8522	20.0
18.	INTERNET	1.6000	.5026	20.0

N of
Statistics for   Mean   Variance   Std Dev Variables
SCALE   39.2000 42.6947   6.5341   18

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
VISIT	37.4500	38.5763	.5584	.7670
CONNECT	36.7000	37.0632	.4912	.7659
LETTER	37.5500	41.2079	.1204	.7897
TELEPHON	37.3000	38.5368	.2938	.7813
MEETING	36.8000	35.4316	.8393	.7456
LECTURE	37.0000	36.3158	.6256	.7570
CONTEST	37.3000	39.0632	.3471	.7765
AGRIDAY	37.1500	38.2395	.5467	.7661
DISCUSS	37.0500	38.7868	.3612	.7755
TOWER	36.3000	36.4316	.4559	.7681
STUDYTOU	37.3000	38.8526	.4296	.7720
EXHIBITI	37.3500	38.0289	.5095	.7669
TRAINING	37.2500	35.6711	.6431	.7542
PRESS	36.8500	43.3974	-.1274	.8112
RADIO	36.4000	41.9368	-.0262	.8113
TV	35.9500	38.1553	.3019	.7813
POSTER	37.1000	38.3053	.3472	.7767
INTERNET	37.6000	40.1474	.3603	.7772

Reliability Coefficients

N of Cases =   20.0   N of Items = 18

Alpha =   .7852

PART 3.2 **Attitudes of farmers in the philosophy of sufficiency economy**

 ****** Method 1 (space saver) will be used for this analysis ******
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R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

1.	M1	ซื่อสัตย์
2.	M2	ความเพียร
3.	M3	ประมาณตน
4.	M4	ไม่ยุ่งยาก
5.	M5	ผลดีต่อชีวิต
6.	M6	ทรัพยากรมาใช้
7.	S1	ใช้ภูมิปัญญาท้องถิ่น
8.	S2	วางแผนรอบคอบ
9.	S3	ต้องพอเพียง
10.	S4	เลี้ยงตัวเองได้
11.	S5	ลดต้นทุนการผลิต
12.	S6	มีการออม
13.	N1	ใช้ในชีวิตประจำวัน
14.	N2	ไม่ต้องรำรวย
15.	N3	เป็นนายของตัวเอง
16.	N4	ผสมผสานกิจกรรม
17.	N5	ทำกิจกรรมเสริม

		Mean	Std Dev	Cases
1.	M1	3.5500	.6048	20.0
2.	M2	3.9000	1.1192	20.0
3.	M3	3.3500	.9333	20.0
4.	M4	3.8000	1.1965	20.0
5.	M5	4.0000	1.1698	20.0
6.	M6	3.7000	.6569	20.0
7.	S1	3.6500	.7452	20.0
8.	S2	3.6500	.5871	20.0
9.	S3	3.6500	.6708	20.0
10.	S4	3.4500	.9445	20.0
11.	S5	3.4000	1.0463	20.0
12.	S6	3.8000	.6959	20.0
13.	N1	3.7500	.6387	20.0
14.	N2	3.6000	.8208	20.0
15.	N3	3.3000	.9234	20.0
16.	N4	3.8000	1.1517	20.0
17.	N5	3.2500	.9105	20.0

			N of	
Statistics for	Mean	Variance	Std Dev	Variables
SCALE	61.6000	95.8316	9.7894	17

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
M1	58.0500	87.8395	.6727	.9056
M2	57.7000	80.3263	.7104	.9023
M3	58.2500	81.3553	.8081	.8994
M4	57.8000	77.9579	.7782	.8997
M5	57.6000	78.6737	.7609	.9004
M6	57.9000	89.8842	.4428	.9100
S1	57.9500	89.5237	.4080	.9109
S2	57.9500	89.4184	.5465	.9082
S3	57.9500	86.6816	.6965	.9045
S4	58.1500	84.6605	.5914	.9062
S5	58.2000	81.9579	.6746	.9035
S6	57.8000	90.2737	.3837	.9113
N1	57.8500	88.2395	.5987	.9068
N2	58.0000	86.2105	.5870	.9063
N3	58.3000	90.0105	.2836	.9152
N4	57.8000	81.9579	.6017	.9065
N5	58.3500	86.1342	.5248	.9081

Reliability Coefficients

N of Cases =   20.0   N of Items = 17

Alpha =   .9114

PART 3.3 Levels of an adoption of the philosophy of sufficiency economy

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S - S C A L E (A L P H A)

1.	DO1	ยึดหลัก 3 พอ
2.	DO2	ประหยัด
3.	DO3	ประกอบอาชีพสุจริต
4.	DO4	หาข้าวปลาก่อนเงินทอง
5.	DO5	ทำมาหากินก่อนขาย
6.	DO6	ที่ดินเป็นทุน
7.	DO7	มีสติมั่นคง
8.	PIN1	ด้านจิตใจ
9.	PIN2	ด้านสังคมและชุมชน
10.	PIN3	ด้านทรัพยากรธรรมชาติ
11.	PIN4	ด้านเทคโนโลยี
12.	PIN5	ด้านเศรษฐกิจ

		Mean	Std Dev	Cases
1.	DO1	2.9000	1.5183	20.0
2.	DO2	2.8000	1.5079	20.0
3.	DO3	3.0500	1.6051	20.0
4.	DO4	3.1500	1.3089	20.0
5.	DO5	2.9500	1.5720	20.0
6.	DO6	2.9000	1.2524	20.0
7.	DO7	2.7500	1.4096	20.0
8.	PIN1	2.7500	1.0699	20.0
9.	PIN2	2.9500	1.1910	20.0
10.	PIN3	3.2000	1.0563	20.0
11.	PIN4	3.3000	1.3803	20.0
12.	PIN5	3.3000	.8645	20.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	36.0000	177.0526	13.3061	12

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
DO1	33.1000	140.2000	.9608	.9515
DO2	33.2000	139.8526	.9793	.9509
DO3	32.9500	139.9447	.9093	.9534
DO4	32.8500	146.7658	.9010	.9538
DO5	33.0500	139.5237	.9440	.9521
DO6	33.1000	151.0421	.7940	.9568
DO7	33.2500	144.1974	.9119	.9532
PIN1	33.2500	153.8816	.8298	.9564
PIN2	33.0500	154.2605	.7225	.9588
PIN3	32.8000	153.8526	.8428	.9562
PIN4	32.7000	147.8000	.8148	.9562
PIN5	32.7000	180.4316	-.1777	.9752

Reliability Coefficients

N of Cases =   20.0   N of Items = 12

Alpha =   .9601

PART 3.3   Levels of an adoption of the philosophy of

   sufficiency economy

 ****** Method 1 (space saver) will be used for this analysis ******
 _

 R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

1.	CAR1	ทำไร่นาสวบผสม
2.	CAR2	ปลูกผักสวนครัว
3.	CAR3	ใช้ปุ๋ยคอก
4.	CAR4	เพาะเห็ดฟาง
5.	CAR5	ปลูกไม้ผล
6.	CAR6	ปลูกพืชสมุนไพร
7.	CAR7	เลี้ยงปลาในช่องสวน
8.	CAR8	เลี้ยงไกพื้นเมือง
9.	CAR9	ทำก๊าซชีวภาพ
10.	CAR10	ทำสารสกัดชีวภาพ
11.	BA1	ผลิตอาหารพอเพียง
12.	BA2	เครื่องนุ่งห่ม
13.	BA3	ที่อยู่อาศัย
14.	BA4	ยารักษาโลก
15.	LIFE1	ลดรายจ่าย
16.	LIFE2	เพิ่มรายได้
17.	LIFE3	ขยายโอกาส
18.	SE1	พอเพียงด้านเศรษฐกิจ
19.	SE2	พอเพียงด้านสังคม
20.	SE3	พอเพียงด้านจิตใจ

		Mean	Std Dev	Cases
1.	CAR1	3.4500	.9987	20.0
2.	CAR2	2.9500	.9445	20.0
3.	CAR3	3.1500	.9881	20.0
4.	CAR4	2.6000	.8208	20.0
5.	CAR5	2.7000	1.0311	20.0
6.	CAR6	2.5500	.8256	20.0
7.	CAR7	2.3500	.5871	20.0
8.	CAR8	2.5500	.6863	20.0
9.	CAR9	2.7000	.8645	20.0
10.	CAR10	2.5000	.6882	20.0
11.	BA1	2.8500	.6708	20.0
12.	BA2	2.7000	1.0311	20.0
13.	BA3	2.8500	1.2258	20.0
14.	BA4	2.7000	.8645	20.0
15.	LIFE1	3.3500	.8127	20.0
16.	LIFE2	3.1500	.8127	20.0
17.	LIFE3	3.3500	1.0400	20.0
18.	SE1	3.7000	.4702	20.0
19.	SE2	3.7000	.9234	20.0

20.	SE3	4.1000	.9679	20.0

			N of	
Statistics for	Mean	Variance	Std Dev	Variables
SCALE	59.9500	55.5237	7.4514	20

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

Item-total Statistics

	Scale Mean If Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
CAR1	56.5000	50.0526	.3166	.7498
CAR2	57.0000	50.1053	.3385	.7479
CAR3	56.8000	48.4842	.4406	.7394
CAR4	57.3500	47.0816	.6897	.7232
CAR5	57.2500	46.8289	.5408	.7302
CAR6	57.4000	49.6211	.4489	.7404
CAR7	57.6000	51.2000	.4735	.7432
CAR8	57.4000	52.2526	.2822	.7520
CAR9	57.2500	49.0395	.4738	.7381
CAR10	57.4500	49.8395	.5362	.7374
BA1	57.1000	53.8842	.1208	.7608
BA2	57.2500	48.5132	.4141	.7415
BA3	57.1000	50.2000	.2200	.7613
BA4	57.2500	50.0921	.3828	.7447
LIFE1	56.6000	49.8316	.4385	.7413
LIFE2	56.8000	49.4316	.4753	.7387
LIFE3	56.6000	48.9895	.3745	.7449
SE1	56.2500	55.8816	-.0824	.7670
SE2	56.2500	54.6184	.0039	.7725
SE3	55.8500	58.9763	-.2953	.7950

Reliability Coefficients

N of Cases =   20.0   N of Items = 20

Alpha =   .7588
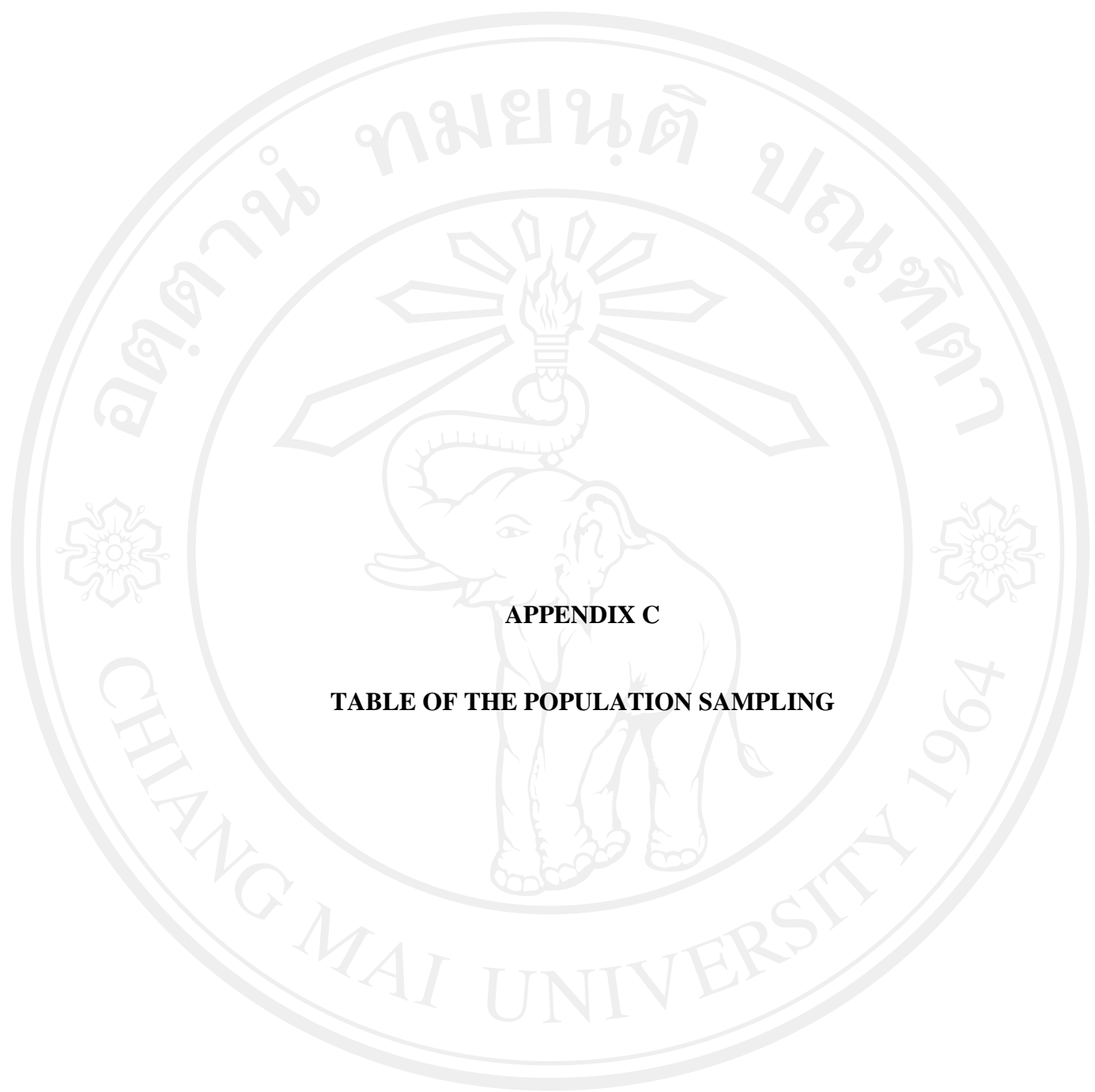
APPENDIX C

TABLE OF THE POPULATION SAMPLING

Table of the population sampling

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
North	Maetaeng	13	5	Kudchang	7	3	Moo 1 Baan Moengkud	95	38	2
(Include 6							Moo 3 Baan Sobkai	102	41	3
districts)							Moo 5 Baan Huayhamdang	108	43	3
(40% of				Maetaeng	8	3	Moo 5 Baan Teen that	78	31	2
district =							Moo 1 Baan Thungluang	101	40	2
2 districts)							Moo 3 Baan Maeka	167	67	4
				Maehophra	9	4	Moo 1 Baan Palao	100	40	2
							Moo 3 Baan Phueng	178	71	4
							Moo 5 Baan Maehorphre	193	77	5
							Moo 7 Baan Nameng	173	69	4
				Baan Chang	5	2	Moo 2 Baan Kaomakha	90	36	2
							Moo 5 Baan Sridongyen	106	42	3

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
				Baan Khilek	11	4	Moo 5 Baan Jomjaeng	157	63	4
							Moo 3 Baan Dongpalun	178	71	4
							Moo 4 Baan Nongkhong	87	35	2
							Moo 6 Baan Rumperng	173	69	4
	Chaiprakarn	4	2	Mae Taolp	6	2	Moo 1 Baan Maetolop	303	121	7
							Moo 3 Baan Pa Ngew	163	65	4
				Pongtum	8	3	Moo 1 Baan Pongtam	15	6	1
							Moo 2 Baan Tha	69	28	2
							Moo 3 Baan Pangkwai	20	8	1
South	Sanpatong	11	4	Sankang	9	4	Moo 1 Baan Tungor	130	52	3
(Include 7							Moo 3 Baan Klang	165	66	4
districts)							Moo 5 Baan Huaysom	89	36	2
(40% of							Moo 7 Baan Tharuamchai	54	22	1

203

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
district =				Namborluang	11	4	Moo 2 Baan Namborluang	235	94	6
3 districts)							Moo 3 Baan Phaesunmai	89	36	2
							Moo 5 Baan Nongha	128	51	3
							Moo 7 Bann Huafai	73	29	2
				Makhunwan	7	3	Moo 1 Baan Sansai	168	67	4
							Moo 2 Baan Khunkhong	141	56	3
							Baan Dongpasang	228	91	6
				Makhamluang	6	2	Moo 1 Baan Kuan	216	86	5
							Moo 9 Baan Dong Khilek	183	73	4
	Omkoi	6	2	Sobkhong	12	5	Moo 1 Baan Thorkai	96	38	2
							Moo 3 Baan Mae Longluang	95	38	2
							Moo 6 Baan U-jae	44	18	1
							Moo 7 Baan Hvayyao	34	14	1

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
							Moo 9 Baan Mae Ngao	95	38	2
				Nakian	21	8	Moo 20 Baan Kongpor Nue	50	20	1
							Moo 3 Baan Naklan	50	20	1
							Moo 4 Baan Baina	80	32	2
							Moo 10 Baan Phipan	64	26	2
							Moo 15 Bann Maekerb	16	6	1
							Moo 2 Baan Maekhong	106	42	3
							Moo 8 Baan Maelog	83	33	2
							Moo 1 Baan Maehong	60	24	1
	Doi Tao	6	2	Doi Tao	10	4	Moo 4 Baan Chimpee	184	74	5
							Moo 3 Baan Doi Tao	200	80	5
							Moo 1 Baan Thinsumrar	213	85	5
							Moo 9 Baan Thung Dogchang	48	19	1

| Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
				BongTan	7	3	Moo 5 Baan Bongtan	355	142	9
							Moo 3 Baam Nongpu	332	133	8
							Moo 4 Baan Nongphakbung	167	67	4
East	Sansai	12	5	Paphai	17	7	Moo 15 Baan Kasetphattana	133	53	3
(Include 6							Moo 11 Baan Thayang	79	32	2
districts)							Moo 3 Baan Paphai	175	70	4
(40% of							Moo 6 Baan Pong	164	66	4
District = 2 districts)							Moo 1 Baan Moengkhon	222	89	5
							Moo 7 Baan Sriboonroeng	144	58	4
							Moo 8 Baan Sriwangtharn	197	79	5
				Maefaek	12	5	Moo 2 Baan Pong	314	126	8
							Moo6 Baan Maetae	188	75	5

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
							Moo 4 Baan Rp,;iamg	119	48	3
							Moo 5 Sri Ngarm	183	73	4
							Moo 7 Baan Sahakorn	146	58	4
				Nongharn	11	4	Moo 10 Baan Kasetmai	60	24	1
							Moo 13 Baan Doinoi	128	51	3
							Moo 8 Baan Wiweg	150	60	4
							Moo 7 Baan Nongharn	199	80	5
				Sanpapao	6	2	Moo 2 Baan Pakang	164	66	4
							Moo 6 Baan Phayak Noi	126	50	3
				Sanphranet	7	3	Moo 7 Baan Thathum	85	34	2
							Moo 3 Baan Paphai	173	69	4
							Moo 6 Baan Mae Yoison	149	60	4
	Saraphi	12	5	Khuamoong	10	4	Moo 5 Baan Khuamoong	153	61	4

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
							Moo 10 Baan Doengtai	111	44	3
							Moo 4 Baan Thama-O	129	52	3
							Moo 3 Baan Pakmoeng	82	33	2
				Chomphu	9	4	Moo 4 Baan Thatonkwao	334	134	8
							Moo 5 Baan Thungkhisue	160	64	4
							Moo 6 Baan Bubpharam	202	81	5
							Moo 1 Baan Nong Papaosae	110	44	3
				Nongphueng	8	3	Moo 6 Baan Kongsai	319	128	8
							Moo 2 Baan Chiangsaen Noi	249	100	6
							Moo 7 Baan Paket Thee	202	81	5
				Nongfaek	9	4	Moo 6 Baan Kudaeng	126	50	3
							Moo 8 Baan Sunpadue	188	75	5
							Moo 2 Baan Sanjpasak	153	61	4

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
							Moo 3 Baan Nongfaek	112	45	3
				Thakwang	7	3	Moo 3 Baan Kwae	154	62	4
							Moo 6 Baan Kwae Tun	103	41	3
							Moo 2 Baan Nongpong	115	46	3
West	Maejaem	10	4	Kongkhaek	11	4	Moo 11 Baan Kongkhaektai	126	50	3
(Include 4 districts)							Moo 9 Baan Phaphueng	81	32	2
(40% of district = 2 districts)							Moo 6 Baan Buangluang	111	44	3
							Moo 8 Baan Ommeng	154	62	4
				Thapha	9	4	Moo 5 Baan Thap	58	23	1
							Moo 9 Baan Naroen	70	28	2
							Moo 4 Baan Padaed	137	55	3
							Moo 2 Baan Phanang	71	28	2
				Baan Chan	6	2	Moo 7 Baan Den	80	32	2

Direction	District (random sampling)	All Sub-district	40% percent of the sub-district	Sub-district (random sampling)	Village	40% percent of the village	Village (random ramping)	House hold	40% of the households	Sample group
							Moo 3 Baan Wat Chan	76	30	2
				Mae Daed	7	3	Moo 6 Baan Dong Sammuen	43	17	1
							Moo 2 Baan Maetala	71	28	2
							Moo 1 Baan Maephapu	78	31	2
	Samerng	5	2	Borkaew	10	4	Moo 5 Baan Borkaew	176	70	4
							Moo 1 Baan Huay Mana	191	76	5
							Moo 3 Baan Mae Khape	101	40	2
							Moo 2 Baan Mae To	91	36	2
				Samerng	6	2	Moo 5 Baan Pok	234	94	6
							Moo 2 Baan Maephae	103	41	3
	9 districts	79 sub-districts	31 sub-districts		282 villages	112 villages		15,279 house holds	6,112 households	375 samples

Source: Community Information (2009)
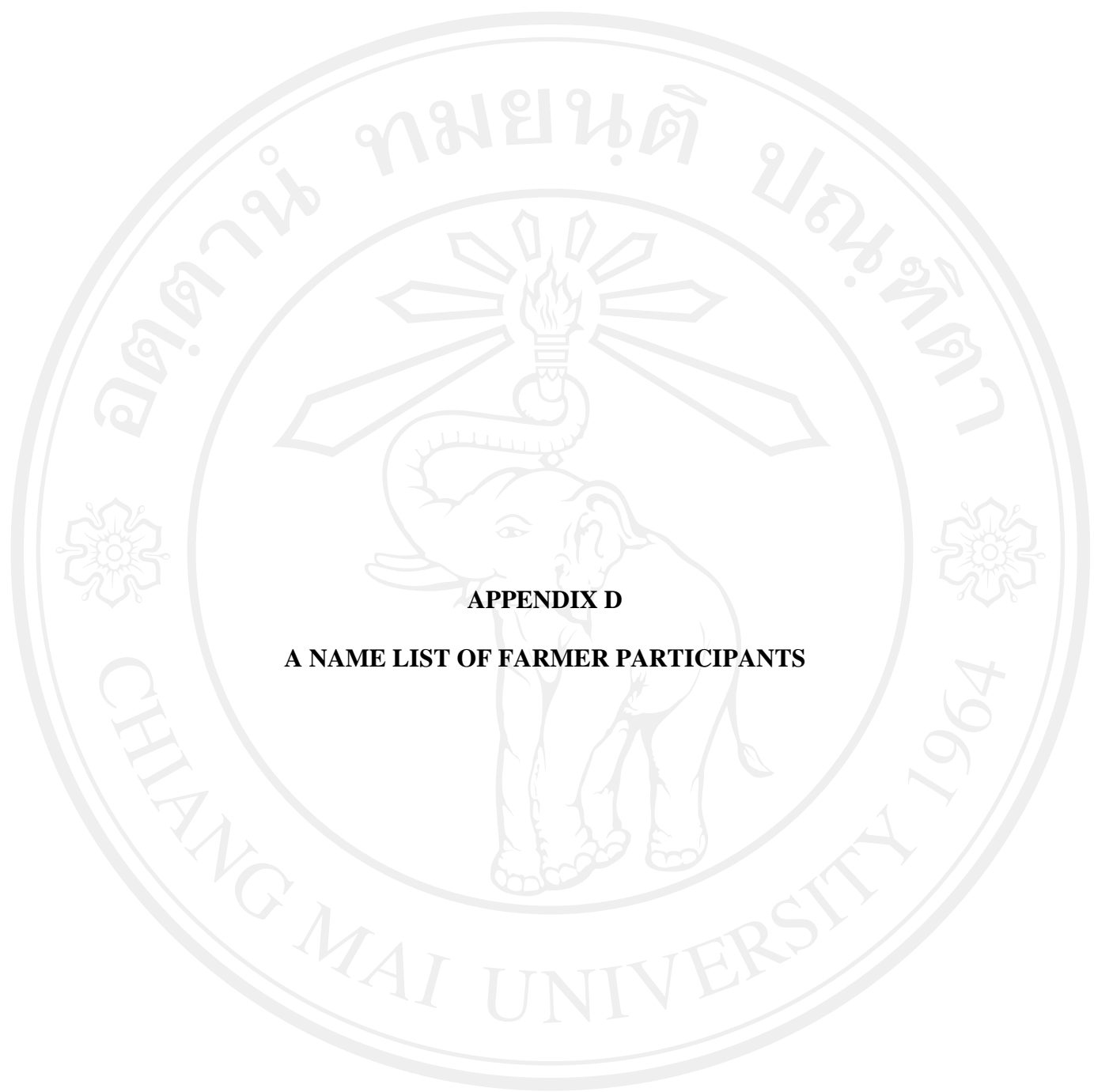
APPENDIX D

A NAME LIST OF FARMER PARTICIPANTS

A Name List of farmer participants

Group	Name - Surname	Age	Address	Tel No.
Pongyaeng	1. Mr. Kawee Rattanadilotkul	27	11/3 Moo 6 Pongyaeng sub-district, Maerim district, Chaing Mai province	
	2. Mr. Korkiat Thanormworakul		3 Moo 6 Pongyaeng sub-district, Maerim district, Chang Mai province	
	3. Mr. Chalongchai Thanormworakul		24 Moo 10 Maesa Noi sub-dictrict, Maerim district, Chaing Mai province	
	4. Mr. Khayan Sae Ngo		49/1 Moo 6 Maesa Mai sub-dictrict, Maerim district, Chiang Mai province	
	5. Mr. Sermsak Rattanadilokkul		49/2 Moo 6 Maesa Mai sub-dictrict, Maerim district, Chiang Mai province	
Maefaek	6. Mr. Arthit Yaisingsorn		126 Maefaek sub-district, Sonsai district, Chaing Mai province	089-9600622
	7. Mrs. Srinuan Khaoda		190 Maefaek sub-district, Sonsai district, Chaing Mai province	
	8. Mrs. Khannittha Srinuanchai		206 Maefaek sub-district, Sonsai district, Chaing Mai province	
	9. Mrs. Amporn Boonloi		377 Maefaek sub-district, Sonsai district, Chaing Mai province	087-5750952
	10. Mrs. Sawanya Liamsuwan		103 Maefaek sub-district, Sonsai district, Chaing Mai province	

Group	Name - Surname	Age	Address	Tel No.
	11. Mrs. Chandee Kruekaew		94 Moo 3 Maefaek sub-district, Sansai district, Chaing Mai province	
Maefaek Mai	12. Mrs. Nongluck Srichaiwong	55	93 Moo 3 Maefaek Mai sub-district, Sansai district, Chaing Mai province	
	13. Mrs. Malee Inkaew	59	388 Moo 3 Maefaek Mai sub-district, Sansai district, Chaing Mai province	
	14. Mrs. Songkran Pongpaew	47	46 Moo 3 Maefaek Mai sub-district, Sansai district, Chaing Mai province	
	15. Mr. Thawee Inkaew	52	12 Moo 3 Maefaek Mai sub-district, Sansai district, Chaing Mai province	
	16. Mrs. Samsuay Inkaew	43	13 Moo 3 Maefaek Mai sub-district, Sansai district, Chaing Mai province	
Sarapee	17. Mr. Sawang Inta		96 Moo3, Baan Kwae, Thakwang sub-district, Chiang Mai province	089-6345361
	18. Mr. Wicharn Pakdee		65/1 Moo3, Baan Kwae, Thakwang sub-district, Chiang Mai province	083-2043626
	19. Mrs. Sukantha Puangmalai		84 Moo3, Baan Kwae, Thakwang sub-district, Chiang Mai province	053-428609
	20. Mrs. Chinda Boonthi		80/1 Moo3, Baan Kwae, Thakwang sub-district, Chiang Mai province	084-6144922
	21. Miss Channuan Wiphankhet		73 Moo3, Baan Kwae,	089-5618100

214

Group	Name - Surname	Age	Address	Tel No.
			Thakwang sub-district, Chiang Mai province	
Baan Wangmoon (Maerim)	22. Mr. Ekkarat Malom			
	23. Mr. Sompet Som On			
	24. Mr. Insorn Malom			
	25. Mr. Mongkol Moommon			
	26. Mr. Sompong Malom			
	27. Mr. Preda Moonmon			
Baan Pang Eka (Maerim)	28. Mr. La Chaimangkorn			
	29. Mrs. Wanida Pa Ngoy			
	30. Mr. Baannak Klaisakulprai			
	31. Mrs. Manee Lertprakhun			
	32. Mrs. Prapan Sitkhongkhachorn			
	33. Mrs. Khamchan Poonu			
Unidentified group	34. Mr. Pairote Sangsuwan	51		
	35. Mr. Kritpicha Suriya	53		
	36. Mrs. Kannika Duangchaisak	40		
	37. Mr. Surat Surachai	31		
	38. Mrs. Wanitchaya Tanprasut	43		
	39. Mrs. Saowarote Sangkaew	31		
	40. Mrs. Rattanporn Saithong	36		

CURRICULUM VITAE

Name	Mr. Nakarate Rungkawat
Date of Birth	August 15, 1966

Educational Background	In 1990	Graduated bachelor degree of Agriculture in Agricultural Extension, Faculty of Agricultural Production, MaejoUniversity.
	In 1995	Graduated bachelor degree of Communication Arts, Sukhothaithammatirat open University
	In 1992	Graduated master degree of Agriculture in Agricultural Extension(Communication), Faculty of Agriculture, Maejo University.

Working Experience   In 1992 until present

University Instructor in Department of Agricultural Extension , Faculty of Agricultural Production, Maejo University.