

CHAPTER 5

CONCLUSIONS & DISCUSSIONS AND RECOMMENDATIONS

The research on “Communication Process and adoption of Sufficiency Economy Philosophy by Farmers in Chiang Mai Province” comprises of the objectives (research questions) research methodology and research result as follows:

5.1 Objective of the Study

This study was aimed to investigate the following:

1. Investigate learning condition on the philosophy of sufficiency economy through the communication process of farmers in Chiang Mai province ;
2. Find out levels of knowledge, attitude, and the adoption of sufficiency economy philosophy of the farmers ;
3. To find factors effecting the adoption of the philosophy of sufficiency economy of the farmers ; and
4. Synthesize guidelines for the preparation of an appropriate communication process effecting the adoption of sufficiency economy of the farmers.

5.2 Research methodology

5.2.1 The target populations

The target populations in this study are farmers in Chiang Mai province which consists of 24 districts including 195,598 household farmers

5.2.2 Sample group

The sample group in this study is farmer in 9 districts in Chiang Mai province such as Meataeng, Chaiprakarn, Sanpatong, Om koi, Doitao, Sansai, Saraphi, Maejam, and Samoeng, totaling 375 people by using multi-stage sampling technique as follows:

Stage 1 Classification of districts in Chiang Mai province in terms of topographic conditions.

Stage 2 Selection of districts of each direction. Forty percent of the districts will be obtained by random sampling.

Stage 3 Forty percent of sub – districts of the districts in step 2 will be selected by random sampling.

Stage 4 Forty percent of the villages of sub – district in step 3 will be selected by random sampling.

Stage 5 Forty percent of the households of the villages in step 4 will be selected by random sampling (6,112 households).

Thus, 6,112 households will be used for sampling frame in this study. Then, the size of sample group will be determined by using the formula of Taro Yamane for finding a number of samples.

Substitution in the formula Taro Yamane

$$n = \frac{N}{1 + Ne^2} = \frac{6,112}{1 + 6,112 (.05)^2} = 375$$

The number of samples is 6 percent of population in the sampling frame.

$$\begin{aligned} \frac{6,112 \text{ households}}{375} &= 100\% \\ \frac{375}{6,112} &= \frac{375 \times 100}{6,112} = 6.135 = 6\% \end{aligned}$$

Stage 6 The 375 household samples (6 percent) are obtained by simple random sampling frame

5.2.3 Research instrument

The researcher used questionnaire as an instrument in collecting data. The questionnaire comprises close-ended questions and open-ended questions. For content validity, the questions were consulted with and advised by thesis advisory committees. Then, the questionnaire was brought to test with 20 farmers who are not the population of this research and find out reliability of the questionnaire by using

Alpha Coefficient in pursuant of the method of Cronbach (1951) referred by Edward G. C. and Richard A. Z. (1979: 44) by using SPSS for Windows. It appears that Part 2, the behaviors on information receptivity of the Sufficiency economy philosophy (Message = 7 Item),(Receiver = 5 Item),(Channel = 18 Item),Part 3.2, Item 17 the attitude of the Sufficiency economy philosophy and Part 3.3, Item (12+20=32) the attitude of the Sufficiency economy philosophy have Cronbach's Alpha Coefficient as follows:

Part 2 Item 7	has Cronbach's Alpha Coefficient equivalent to	.824
Part 2 Item 5	has Cronbach's Alpha Coefficient equivalent to	.763
Part 2 Item 18	has Cronbach's Alpha Coefficient equivalent to	.785
Part 3.2	has Cronbach's Alpha Coefficient equivalent to	.911
Part 3.3 (1)	has Cronbach's Alpha Coefficient equivalent to	.960
Part 3.3 (2)	has Cronbach's Alpha Coefficient equivalent to	.758

5.2.4 Data Collection

In this study, the data collection was conducted from November 2010 to May 2011 by using the questionnaire with 375 farmer housewives individually.

5.2.5 Data Analysis

The analysis was done by using SPSS for Windows to find frequency, percentage, mean, standard deviation, max, min, weight mean score, multiple regression analysis, Path analysis and analyze the Quality data

The results were as follows:

5.3 Conclusion

5.3.1 General socio-economic background of the farmers and their families

Results of the study revealed that the farmers were 51 years old on average. More than one – half of them (60.07%) were elementary school graduates. They had 4

family members on average: 2 person's works in the agricultural sector. The farmers grow rice and fruit trees as their main occupation and with a monthly income for 6,196 baht on average. Besides, it was found that almost one – half of the farmers (45.87%) had never attended educational tour on the concept of sufficiency agriculture.

5.3.2 The behaviors on information perception of the philosophy of sufficiency economy

Findings showed that the farmers had perceived news or information based on the 4 aspects (sender, message, communication channel, and receiver) at a moderate level. For the sender, the farmers had perceived news or information through the community leaders most. This was followed by neighbors, relatives, academicians and extension works, and traders, respectively. For the message, the farmers had perceived moral most. This was followed by reasonableness, moderation, meaning, middle path, and immunity, respectively. For the communication channel, the farmers had perceived news or information through mass media most (television and radio). This was followed by group communication (meeting, village news broadcast tower, and lecture) and an individual communication (office contact and home visit) respectively. For the receiver, the farmers had considered themselves in the stage of “wait and see” most. This was followed by carefulness, suspension, conservation, and courage to take a risk, respectively.

5.3.3 The levels of knowledge, attitude, and the adoption of the philosophy sufficiency economy of the farmers

The farmers had knowledge and understanding about the concept of the sufficiency economy philosophy (78.16%). It was found that they had knowledge and understanding about moral most. This was followed by reasonableness, knowledgeable, immunity, meaning and importance, middle path, and moderation, respectively.

As a whole, the farmers agreed to the concept of the sufficiency economy philosophy. It was found that they agree to the consciousness most. This was followed by awareness and needs for the concept of the sufficiency economy (all were found at a moderate level).the

As a whole, the farmers had adopted the concept of the sufficiency economy philosophy at the evaluation stage. They had adopted the trial on self – practice, principles of self – reliance, and practice, respectively. It was also found that the farmers had adopted the concept at the evaluation stage on career based on the concept of sufficiency economy; basic factors for livelihood; and principles in agricultural livelihood, respectively.

5.3.4 An analysis of the relationship between components of the communication process and levels of knowledge, attitude, and the adoption of the philosophy of sufficiency economy of the farmers

Examining a relationship between socio – economic characteristics/ components of the communication process/ knowledge about the philosophy of sufficiency economy/attitude toward the philosophy of sufficiency economy(independent variables) and the adoption of the philosophy of sufficiency economy of the farmers (dependendent variables).This was done by using a multiple regression analysis.

The hypothesis of this study was determined as follows:

Hypothesis Ho :

There is not any variable having a statistically significant relationship with(or explains the variation of)a level of the adoption of the philosophy of sufficiency economy of the farmers.

Results of the hypothesis testing:

The researcher rejected the hypothesis Ho It was found that there were 6 independent variables having a statistically significant relationship with the adoption of the philosophy of sufficiency economy. Regarding an individual variable, the following were interesting: 1) experience in farming in accordance with the concept of the philosophy of sufficiency economy; 2) a level of the perception of the message content; 3) a level of the message perception through mass media channel; 4) attitude toward the philosophy of sufficiency economy (if there is a change in increased direction, there is a tendency to adopt the concept of the philosophy of sufficiency economy); 5) a level of the message perception through traders; and 6) a level of message perception of a receiver of an observation type (if there is an increased change, it will result in a decrease of the adoption of the concept of the philosophy of sufficiency economy).

5.3.5 A synthesis of guidelines for the preparation of an appropriate communication process effecting the adopting of the philosophy of sufficiency economy of the farmers.

For factors having an effect on the adoption of the philosophy of sufficiency economy of the farmers, an analysis of the cause and effect relationship of components of the communication process, knowledge, and attitude towards the philosophy of sufficiency economy of the farmers was conducted. Results of the analysis revealed the following:

As a whole, the adoption of the philosophy of sufficiency economy of the farmers was positively and directly influenced by the following: 1) experience in

farming in accordance with the philosophy of sufficiency economy (practice); 2) attitude towards the concept of the sufficiency economy philosophy; and 3) the condition of news or information perception on its content. Meanwhile, it had indirect influence from the condition of news or information perception and the message receiver through farming experience in accordance with the philosophy of sufficiency economy (practice and attitude toward it). Attitude toward the concept of the sufficiency economy philosophy was found to be a factor effecting the adoption of the philosophy most. This was followed by the news or information perception condition (message and farming experience in accordance with the philosophy of sufficiency economy). It could be said that the farmers will have a tendency to adopt the philosophy of sufficiency economy if they have good attitude toward the concept of the philosophy.

Considering details of the cause relationships and outcomes of the common factors: conditions of news or information perception; farming experience in accordance with the philosophy of sufficiency economy; and attitude toward the concept of the philosophy, the following were found:

- The farming experience in accordance with the philosophy of sufficiency economy was directly and positively influenced by the content (message). In other words, farming experience in accordance with the philosophy of sufficiency economy of the farmers had an increased tendency in accordance with the conditions of news or information perception (message content).
- Attitude toward the concept of the sufficiency economy philosophy was positively and directly influenced by content of the message and the receiver. That was, the attitude of the farmers had a tendency to be increased due to the condition of the news or information perception (content of the message and the receiver).

5.3.6 The quality information about the philosophy of sufficiency economy of the farmers.

An analysis of qualitative data by using in – depth interview and focused group discussion administered with 40 participants (7 groups) based on 5 issues, the following were conclusion:

Issue 1. Media having an effect on the adoption of the philosophy of sufficiency economy for practice

All of the farmer participants perceived that television played important roles in the transmission, perception, and application of the philosophy of sufficiency economy for practice most. This was followed by radio, public relation poster, newspaper, and journal. However, interest was found to have the least roles since most of the participants did not have it. All of the farmer participants had a television and they usually watched it in the morning and the evening. This was because they

usually got up early in the morning (around 5.00 a.m.) and during 07.00 – 08.00 p.m. was their leisure time. However, they watch the sufficiency economy program for a short time (10 – 5 minutes). It was found that most of them was about to understand or memorize the methods or concept but, the program time was up. Therefore, they wanted the program time span to be extended. The farmer participants like to watch their program because they could see and listen to the program clearly. However, some farmer participants revealed that it was clean to see elderlies in the community who used to practice sufficiency agriculture because it was near them.

Issue 2. Application of the concept of the sufficiency economy to daily life activities

The farmer participants had applied the concept of sufficiency economy to their daily life activities on production, household expenditure, savings and household account preparation. However, each of them applied it to their daily life activities differently. That was, some farmer participants applied it for only one activities whereas some others did it for many activities.

1. Production Most of the farmer participants (70%) did mixed – farming whereas 20% did mono – farming and 10% were agricultural hired workers

1.1 Mixed – farming This could be classified into sub – groups as follows:

1.1.1 Subsistent Mixed – farming Small scale farmers aimed to produce food for household consumption because they had a small cultivation land. Some of them grew plants or vegetables around their houses. Their main incomes were from being a hired worker.

1.1.2 Progressive mix – farming (semi – commercial) This aimed to produce food for household consumption and the surplus was sold. The farmers grew various kinds of plants and reared animals. They used high quality seeds and high quality of animal breeds. They had a bigger cultivation land than that of the first group. They also applied the philosophy of sufficiency economy to their daily life activities. They preferred to use organic farming method or the combination of organic and chemical farming.

1.1.2.1 Growing many kinds of plants in the same cultivation area such as perennials and fruit trees. There was knowledge exchange on agricultural production among people in the community aiming at producing production costs.

1.1.2.2 Mix – farming The farmers grew plants and reared animals using water supply stored by them.

1.2 Mono – farming This aimed to grow plants or reared animals for commercial purpose based on needs of the market, agricultural company, and middleman's promotion. Based on this type of farming, the farmers used high quality seeds and high quality animal breeds. However, they also used chemicals to accelerate growth performance of the plants. However, the farmers were not confident in organic farming because they believed that it did not give constant yields with good quality. Moreover, they thought that organic yields did not have a clear market and resulted in uncertain income. They also stated it was time consuming to produce bio – fermented fertilizer. They did not want to waste time for the preparation of production factors for organic farming. This group of farmers was depressed by the influence of materialism. Besides, their children were studying in schools or university. These, they needed much money for their children schooling.

1.2.1 Mono – farming applying the philosophy of sufficiency economy.

1.2.2 Mono – farming not applying the philosophy of sufficiency economy.

1.3 Being an agricultural hired worker and renting a piece of land for cultivation This group of farmers lacked of knowledge and understanding about the concept of the sufficiency economy philosophy.

2. Thrifty expenditure

3. Income savings for necessary expenditure or elderly life expenses Many of the farmers realized on future life security. Thus, they placed the importance on savings even though a very small sum of money was saved daily.

4. Preparation of a household account in order to know the household financial states.

5.

Issue 3. Principles of self – reliance

The farmers had appropriately applied the concept of the sufficiency economy philosophy to their daily life activities based on their community context. Based on the focused group discussions, the following were conclusion:

1. Self – reliance in production. The longan growers group in Sarapee district said, “The self – reliance in production means we need not dependent on fertilizer or insecticide sold in the market. Instead, we produce it such as fertilizer and bio – fermented liquid. If it is effective we tell and teach other.”

2. Self – reliance in workforce Most of the farmers placed the importance on workforce as the priority for agricultural production. For the big scale farmers group doing mono – farming, they used farm machinery and chemicals for elimination weed. This helped reduce a number of workforces. However, they placed the importance on household workforce as the priority. Besides, they sometimes modified their hand tractors to be a small truck for transporting their agricultural yields. This truly helped reduce a number of workforce and production costs.
3. Self – reliance in capital The farmer participants expressed their opinions interestingly about the capital used for agricultural careers aside from moderation and self – reliance in the capital.
4. Reduction of the dependence on market This comprised the factors on agricultural product producing and commodities market.

4.1 Agricultural production factors market Reducing the dependence on external production factors such as fertilizer and insecticide.

“For the adoption of sufficiency economy to reduce the dependence on external production factors, are must do trial and error on organic fertilizer, herbicides, insecticide, etc in the initial state. However, some farmers don’t like it because they get used to using chemical fertilizer which has been using for ten or twenty years. We believe that using chemical fertilizer is better than cattle during because the plants grow faster. However, we are trying to reduce chemical fertilizer. For example, in the past we used 2 kilograms of chemical fertilizer but then us usually 1 kilogram and the rest we use cattle during. Eventually, however, we use only cattle during at present and it helps reduce production costs.”

In addition, there is a granule organic fertilizer producing machine for the convenience in using it. One of the farmers expressed that the reduction of external production factors is also beneficial to their health and environment.

“In the past we used chemical fertilizer and insecticide purchased in the market. Now we produce organic fertilizer and fermented insect killer for crop production. Even though the crops do not grow so fast but the production costs are not so high. Besides, these production factors are not hazardous to our health and aquatic organisms.

4.2 Commodity market concerning with daily livelihood

“The basic factor is livelihood. Regarding the sufficiency economy, we are moderate in consuming. Before going to the market we must plan what to purchase and its reasonable price/health benefit are the priority.”

Based on the focused group discussions, it was also found that all of the farmer participants grew vegetables for household consumption, e.g. chili, egg plant, galangal, lemon grass, kaffir lime, basic, etc. Besides, some of them reared native chickens and ducks for household consumption and the surplus was sold or exchanged with neighbors' household products. This truly reduced their daily expenses. Moreover, it created happiness and community unity.

Issue 4. The concept of the sufficiency economy philosophy and basic factors in agricultural livelihood, i.e. expenses reduction, supplementary income, and opportunity expansion.

Most of the farmers agreed that the basic factors were interrelated but it might differ based on each activity. Workforce exchange, for instance, “When we grow or harvest rice, we help one another to reduce production costs. We also produce hormone but its quality is not as good as chemicals.” It was also found that the woman farmers formed themselves as a housewives group processing commercial products by using local raw materials. e.g. “I earn supplementary income by rearing cattle. I keep the first cub and the rest are sold to other farmers in my community.”

Issue 5. The adoption of the concept of the sufficiency economy must have the moderation in economic, social, and spiritual aspects.

The following were opinions of the farmers:

1. Economic aspect People in the community were dependent on one another; particularly on home grown vegetables, agricultural yields, and production factors. Most of them got a loan for agricultural investment from the Bank for Agriculture and Agricultural Cooperatives. However, they wanted a seem of loans which only was enough for the investment.
2. Social aspect The farmers exchanged their knowledge about agricultural production and provision of production factors, e.g. organic fertilizer and bio – fermented fertilizer. The longan growers group in Sarapee district revealed, “In social aspect, we usually help one another in order that we will have a better livelihood. “When we have a good idea or success in farming we will fell others in the community. We want to strengthen our community and someday our community can be a good model for

others.” Contribution to neighbors or people in the community was based on the concept of the sufficiency economy philosophy.

“If there is a funeral ceremony in our community, we always help the host such as preparing tents, chairs food, drinks, etc. If there is a wedding ceremony we also help the host in the preparation of the ceremony. The host needs not to hire workforce like in urban areas.”

3. Spiritual aspect Sharing food (vegetables) created happiness to both of the giver and the receiver. Besides, helping neighbors on funeral, wedding, and new house merit making ceremonies made the hosts be happy that they were not ignored by people in their community. Meanwhile, teaching or knowledge exchange made the parties is happy due to good relationships. It was also found that many of the farmers had a warm family because they had enough time to stay together at home. Interestingly, Mrs. Rattaporn Saithong had concluded the concept of the sufficiency economy philosophy as follows:

“The adoption of the concept of the sufficiency economy philosophy must comprise 3 aspects: 1) moderation—it should not be too much or too little in which it does not oppress others, i.e. Sufficiency production and consumption; 2) reasonableness – the decision about the level of moderation must be reasonable based on concerned cause factors and expected outcomes; and 3) good immunity – preparing readiness to cope with impacts or change which may arise in the future.”

5.4 Research discussion

The research on “Communication Process and Adoption of Sufficiency Economy Philosophy by Farmers in Chiang Mai Province” sought to answer the 4 objectives (research questions) as follow:

1. Investigate learning condition on the philosophy of sufficiency economy through the communication process of farmers in Chiang Mai province;
2. Find out levels of knowledge, attitude, and the adoption of sufficiency economy philosophy of the farmers;
3. Analyze relationship between elements of communication process and levels of knowledge, attitude, and the adoption of sufficiency economy philosophy of the farmers; and

4. Synthesize guidelines for the preparation of and appropriate communication process effecting the adoption of sufficiency economy of the farmers.

This could be discussed on various concerned issues as well as the communication process and the adoption of the philosophy of sufficiency economy as follows:

5.4.1 Investigate learning condition on the philosophy of sufficiency economy through the communication process of farmers in Chiang Mai province.

Results of the study revealed that most of the farmers still had a low income. Their main occupations were rice grouping and orcharding and they earned a supplementary income by being a hired worker. It was found that there was a decrease of household workforce. It was found that there was a decrease of household workforce. There were some of the farmers who did not have an experience concerning with the concept of sufficiency economy. Besides, there were few farmers who used to join the educational tours on sufficiency economy. This conformed to the findings that the farmers had perceived news or information about the concept of the sufficiency economy philosophy at a moderate level. The following could be seen clearly:

Personnel media Community leaders played important roles in the diffusion of news or information about the concept of the sufficiency economy philosophy. This was followed by neighbors and relatives. This might be because the community leaders are usually close with the farmers in their community. Mostly, their opinions wear usually. Mostly, their opinions were usually accepted by the farmers. It could be said that the community leaders had an effluence on the beliefs in the perception of news or information of the farmers. Besides, the community leaders were likely to have a better knowledge and center standing about the philosophy of sufficiency economy than the farmers. This was because most join educational tour opportunities to attend a seminar or training or on the philosophy of sufficiency economy. This conformed to a study of Khumsuwan (2010) on potential of village heads in the adoption of the sufficiency economy philosophy. He cited that the village heads were formal leaders as the village representative. Also, they were informal leaders in having an influence above villagers to adopt the sufficiency economy philosophy. Not only this, the village heads play important roles in communication between their villages and government agencies. News or information beneficial to the villagers is transferred to them by means of a village motley meeting, village broadcast towered.

Therefore, commodity leaders are important models for the adoption of the sufficiency economy philosophy. Supan (2005) stated that the beginning of the

adoption of the sufficiency economy philosophy for livelihood of the community arise from the community leaders. They must introduce the philosophy to people in the community and make them be interested in it. Neighbors and relatives and make them be interested in the news or information perception of the farmers. This is because they are close to the farmers and they have influence on opinions of the farmers. Generally, when the farmers perceive that any news or information is beneficial they usually treasure it to their neighbors and relatives.

In fact, academicians and government personnel are also important. Part of concept of sufficiency economy philosophy to villagers. Meanwhile, most of the villagers accept and be willing to perceive news or information from academicians and government personnel. This was because they do live that academicians and government personnel are knowledgeable in the concept of the sufficiency economy philosophy. This conformed to a study of samranchai (2001) on roles of agricultural extension workers. It revealed that agricultural extension workers played important roles in academic counseling and giving suggestions on livelihood, self – reliance, careers, agricultural knowledge, etc.

Message content on sufficiency economy It was found that most of the farmers most perceived the philosophy's concept on moral the principles of the philosophy of sufficiency consist of moderation, reasonableness, immunity, knowledge, and moral. This might be because moral is the main condition of the philosophy. Decision making and various activities to be done at a moderation level need knowledge and moral as a basis. People adopting the philosophy of sufficiency economy must be encouraged to be aware of moral, honesty and tolerance in their livelihood. This makes the message content on sufficiency economy mainly be focused on moral. Reasonableness was perceived next to moral. This meant that the evaluation of the farmers was also based on reasons considering on concerned factors and expected outcomes. Based on results of the study, it was found that the farmers' still lacked of message content which would lead to the correct understanding about the philosophy of sufficiency economy or the development on the basis of middle path. This implied that the farmers also lacked of perception on knowledgeableness about various academic aspects. This included the carefulness in connecting their knowledge for planning and practicing. This would lead to the readiness for coping with impacts or changes which would arise in the future (good immunity).

Communication channel It was found that the farmers most perceived news or information about economy through mass media; partial tale his was followed by group (meeting, village broadcast tower, lecture), and an individual (office contact, home visit), respectively. It conformed to a study of Maruthat (2001) on exposure to media, knowledge, attitude and practice in accordance with the project of new agricultural theory of farmers. It was found that the farmers tended to perceive news

or information through television most farmers perceived sufficiency economy to the strategies of new agricultural theory envelopment. It was found that most farmers perceived suggestions through government personnel such as personnel of the district agriculture, agricultural cooperative and community development offices. This was followed by community leaders such as the village head, sub-district head, and president of sub – district administrative organization. Besides, it was found that the educational tour on sufficiency economy had least frequency in news or information perception of the farmers more than one- fourth of the farmers had never joined the educational tour on sufficiency economy. This implied that most of the farmers lacked of an opportunity to empirically perceive the concept of the sufficiency economy philosophy. Supan (2005) stated that farmers who were interested in sufficiency economy would begin to seek for knowledge about it by joining educational tour at successful farms adopting the Philosophy of sufficiency economy. Although television plays predominant roles in the presentation of the philosophy of sufficiency economy program, but its content is much effective or not must be further studied. Aside from television, there are radio, printed material, internet, etc playing roles in news or information perception of farmers.

Message receiver analysis Most of the farmers assessed themselves in the stage of “wait and see”. This meant that it must have some successful farmers practicing the philosophy of sufficiency economy then they would follow. Based on results of the study, it was found that the farmers of the “courage to take a risk” group was at a least level. Siddhichai et.al., (2011) cited that the weak point of the practice of the new agricultural theory in accordance with the concept of sufficiency economy was that community members lack of knowledge and understanding about livelihood and they were not confident to make decisions. Likewise, Tasiansok indicated that the problem of most farmers was lacking of knowledge. He had suggested that they should be supported on training, educational tour and suggestions by concerned personnel.

5.4.2 Finding out levels of knowledge, attitude, and the adoption of the sufficiency economy philosophy of the farmers.

Knowledge The issues on knowledge, attitude, and practice of the farmers on the concept of the sufficiency economy philosophy are interesting. It was found that the farmers had the knowledge at a high level (78.16%). This could be said that they had knowledge and understanding about the philosophy on moral and reasonableness as a basis for happy society. It could be observed that the farmers still misunderstood some aspects of the moderation. For example, some of the farmers perceived that their ritual ceremonies, e.g. ordination and cremation must be big or they must have all convenience facilities in their houses. This conformed to the beliefs of Thai society that these ceremonies must be big which did not conform to the

moderation. Siddhichai et.al. revealed that the most important component of factors affecting the success in the adoption of the new agricultural theory was moral. This was followed by immunity, and knowledge. Factors indicating the success were the provision of government and private agencies to provide knowledge to farmers and the adoption new knowledge/technology from outside their community.

Altitude towards the concept of the sufficiency economy philosophy

Most of the farmers had a positive attitude toward this concept but their needs for adoption of the concept of the sufficiency economy philosophy were at a lower level. This impaled that they were not sure about the concept of the philosophy that they might practice. For example, the farmers must carefully plan their project on they thought that there were difficulties in some aspects. Some of farmers disagreed to the statement, “It needs not to be rich based on financial status but can be self-support. Thus, it could be said that moderate livelihood might not enough for the actual life which have a big burden. That was, some of the farmers were not ready to take a risk from the adoption of the concept of the sufficiency economy philosophy. In other word, they lacked adequate knowledge to create the immunity. This conformed to Witheesupakorn (1999) who stated that the important core of the new agricultural theory was risk reduction and this could be done by investment distribution and social assurance. Hence, concerned agencies should hold training for the farmers who have never attended training on the new agricultural theory. Besides, the model of the new agricultural theory should le improved to be relevant to a particular topographic area. Siddhichai et.al. (2011) cited that the most important potential factor was that the community leaders helped brainstorm of community development. This was followed by community members exchanged their information to one another.

The adoption of the concept of the sufficiency economy philosophy to practice

It was found that most of the farmers had the level of the adoption at a Evaluation stage up to the trial. However, it depended on long-term outcome observation. Moreover, the career in accordance with the concept of the sufficiency – economy philosophy such as mixed farming and herbal plant growing were still at the evaluation stage, not yet fully practice. This might be because of many reasons, e.g. inappropriate topographic area, agricultural workforce, and the period of the farming. This conformed to the agricultural livelihood of the farmers. Besides, an increase of income was found to be at the evaluation stage. The utilization of existing resources, for instance, it was found that food preservation and processing or handicrafts were not practiced widely among the farmers. This was also happened to the market finding and capital sources for the confidence and sustainable agriculture. Eventually, we found that 4 basic factors for farmer livelihood were still at the perception,

interesting, and evaluation stages. This was based on long-term outcome observation. It was essential that the farmers must have knowledge, and understanding, and correct information perception to apply in the actual situations.

5.4.3 An analysis of the relationships between components of the communication process and levels of knowledge, attitude, and adoption of the philosophy of sufficiency economy of the farmers.

One factor having an effect on the adoption of the concept of the sufficiency economy philosophy was attitude (45.2%). Importantly, it was found that a positive attitude toward the concept of the sufficiency economy philosophy also had an effect on the adoption of the philosophy concept. It was found that the farmers had a chance to adopt the concept of the philosophy when they had an increased attitude. This could be done mainly through mass media channel (21.7%), message content (18.3%). It can be seen that all three factors have influence on the adoption of the concept of the sufficiency economy philosophy more 80% or

In conclusion, in order to make the farmers adopt the concept of the philosophy of sufficiency economy, it could be done by developing the message content focusing on the occurrence of good attitude of the farmers toward the concept of the philosophy of sufficiency economy. This could be done mainly through mass media channel

5.4.4 A synthesis of guidelines for the preparation of an appropriate communication process effecting the adoption of the sufficiency economy of the farmers.

With regards to the adoption of the philosophy of sufficiency economy of the farmers, it was directly influenced by attitude toward the philosophy concept. This was followed by the condition of news or information perception (message content) and knowledge/ understanding about the philosophy concept. That is, a farmer having a positive attitude toward the philosophy concept is likely to adopt it based on the condition of news or information perception (message content and the receiver). Likewise, frequency of the perception of news or information about the concept of the sufficiency economy philosophy had an effect on a good attitude toward the philosophy concept. This will result in the adoption of the philosophy of sufficiency economy.

5.5 Recommendations

Based on results of the study, the researcher had made some recommendations beneficial to concerned agencies and the farmer development as follows:

5.5.1 The communication process and the adoption of the philosophy of sufficiency economy

1) Some of the farmers still lacked of knowledge and direct experience on the concept of the sufficiency economy philosophy. Thus, they should be supported to attend training or join the educational tour on the philosophy of sufficiency economy.

2) The community leaders played important roles in the extension of the philosophy concept. Therefore, they should be encouraged to seek for knowledge and understanding as well as technique learning and communication skills.

3) The producers of the television program on agriculture should present the program which is easy to understand. This is because television is a mass media most plays roles in the communication with the farmers.

4) Likewise, radio broadcast, printed material, and internet also have an effect on the adoption of the philosophy concept.

5) Concerned government and private agencies must be aware of the farmer perception. Based on results of the study, it was found that the understanding about the philosophy concept of the farmers still was not clear.

6) The said agencies should find effective strategies for the presentation of facts and correct information based on the community context. This must not be conflictive with the traditional beliefs of the community but harmonious. Particularly, some people in the community misunderstood the meaning of the term “moderation”.

7) Planning, management, and competent teamwork could describing about the concept of the sufficiency economy philosophy correctly is essential. Results of the study showed that the farmers had consciousness toward the philosophy concept but they had a low level of needs for practice it. This conformed to results of the study that the farmers had adopted the concept at the evaluation stage only.

8) How to make the time for making the evaluation to be the beginning of the stage for sustainable practice? This may be dependent on the collaboration among concerned agencies. Also, it must have evidences, reliable data, and integrated media to cope with all situations and community contexts. Therefore, the communication process on the philosophy concept will be successful if there is a good media planning for Thai farmers. Besides, the philosophy concept must be completely effective so that the farmers will not be hesitant to adopt it.

5.5.2 Suggestions on communication factors having relationships with levels of the adoption of the philosophy of sufficiency economy to practice

Results of the study showed that the farmers having much experience in the concept of the sufficiency economy philosophy tend to have much knowledge about it. The following were suggestion:

- 1) Agricultural extension workers should prepare a demonstration plot conduct on experiment on the farm of the farmers to enrich their experience. Moreover, group communication should be employed by using a lecture method. Basic on results of the study, it was found that this method could create effective learning and understanding about the concept of the sufficiency economy philosophy. Also, a contest concerning about the philosophy concept should be held. This was because it was found that the farmers in this study had increased knowledge about the philosophy concept. Importantly, the more they attend training, the more chance they adopt the philosophy concept.
- 2) The farmers who perceived themselves as in the early majorly group or careful farmers were the ones who had a positive attitude toward the concept of the sufficiency economy philosophy. Therefore, regardless of what group that the farmer belonged, they might be conservative. That was they did not want to be a pioneer but they must carefully study the philosophy concept first. This could lead to the decision-making to adopt it (careful). This conformed to results of the study that the philosophy concept on moral (honesty, diligence, tolerance) could make the farmers have a positive attitude toward the philosophy concept.
- 3) Academicians and concerned personnel had an influence on the philosophy concept. It was found that more the farmers met them the more they had good attitude toward the more the philosophy concept.

Regarding the adoption of the concept of the sufficiency economy philosophy of practice of the farmer, it was found that mixed communication could be effective. That is an academician or concern personal fits an individual communication whereas training, lecture, and contest are appropriate with group communication. Besides, mass media are appropriate with printed material, radio broadcast, and television which could be employed together. Eventually, this will result in the adoption of the concept of the sufficiency economy philosophy.

5.6 Recommendations for further research

1. The extensive research in other provinces is required so that the results from each area will be compared and find the best solution to promote farmer in of Sufficiency Economy Philosophy so forth.
2. The study of Communication Process and Adoption of Sufficiency Economy Philosophy by Farmers in Chiang Mai Province where successfully caring out agriculture according to sufficient economy should be conducted, in order to be used as guidance for the farmer in other areas.
3. The study of Communication Process and Adoption of Sufficiency Economy Philosophy by Farmers should be study of media access for farmers.
4. The study of the mixed media applications
5. Participatory action research (PAR) should be used in further research