

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Limitation and scope of the study

3.1.1 Scope of the area

This research area is in Huay Sai Royal Development Study Center, Cha-am District, Phetburi Province. The villages around Huay Sai Royal Development Study Center consists of 4 sub-district 29 villages were Cha-am, HuaySaiNua, Rai Mai Patana and Sam Phraya sub-district that has been trained about philosophy of sufficiency economy by the research and development centre. And also apply the sufficiency economy philosophy to use in daily life.

3.1.2 Scope of the detail

Research regarding of the characteristics that affect the success of successful farmers and unsuccessful farmers in adopt the sufficiency economy in their life as well as situational characteristics making some farmers not participate in the Huay Sai Royal Development Study. Moreover, the pattern, the approach and the way drive the sufficiency economy of Huay Sai Royal Development Study Center. And the guidance for the sufficiency economy drives the process of Huay Sai Royal Development Study Center.

3.2 Research methodology

Both qualitative and quantitative methods will be used in the study. The research focus on characteristics that affect the success of successful farmers and unsuccessful farmers in applying the sufficiency economy in their life and the actual characteristics which hamper the farmers living in the area not to join in Huay Sai Royal Development Study Center. And then the data collected will be arranged, explained and analyzed. Survey technique with questionnaire interview will be used to collect the data from the farmers.

3.2.1 Data collection

In order to gather necessary and relevant information a combination of methods will be applied as follow:-

1) Primary data

In-depth Interview: The interview will be conducted during appropriate time for each target group by asking for their time for an in-depth interview. The interview starts from general issues and topics of their interest, then gradually leading to the point. The broad questions will be asked before probing into the required topic, including characteristics of Sufficiency Economy application, with those who provide good answers for further interview on other occasions.

Field study note and daily note taking: In the data collection of each day, the researcher takes note on a notebook and takes a field study note according to the set topics. If there is a problem on data relevance, the note could be reviewed in order to be used in writing the research finding report.

Field study note recording tools:

Notebook: Recording general issues on the research topics and daily note.

Tape recorder: Recording community activities, such as discussions or interviews to avoid the inaccuracy of the data. Used for review of the content from the interview transcript.

Video recorder and camera: Taking photographs or recording events.

Group participant discussion: Most key informants were questioned in the open participatory discussion

2) Secondary data

The data of this part will be reviewed and researched on Sufficiency Economy Philosophy.

3.2.2 Population and sampling technique

The purposive sampling technique will be used to collect data from the household who is a member-only center. The sample consisted of head of household or the representative of household. The study will survey and collect data from 3 groups of farmers as;

1. ***Farmers in the successful group*** 39 sample: The farmers have been assessed by Huay Sai Royal Development Study Center that is the successful groups with the sufficiency economy philosophy follow the requirements of the center. And can be extended to other farmers (Table 3.1).

Table 3.1 Number of successful farmers

Areas (Sub-district)	No. of sample (The members)
Cha-am	9
HuaySaiNua	9
Rai Mai Patana	12
Sam PhraYa	9
Total	39

2. ***Farmers in the unsuccessful group*** 127 sample: The farmers who have participated and have been trained in the philosophy of sufficiency economy by Huay Sai Royal Development Study Center as first group, but it is not successful (Table 3.2).

Table 3.2 Number of unsuccessful farmers

Areas (Sub-district)	No. of population (The members)
Cha-am	9
HuaySaiNua	21
Rai Mai Patana	51
Sam PhraYa	46
Total	127

3. ***Farmers in the not participating group*** 368 samples: The farmers who did not participate in the philosophy of sufficiency economy project but live the villages around the center to be interviewed with the willingness of the farmers (Table 3.3).

Table 3.3 Number of Farmers in the not participating the philosophy of sufficiency economy

Areas (Sub-district)	No. of sample (The members)
Cha-am	43
HuaySaiNua	93
Rai Mai Patana	126
Sam PhraYa	106
Total	368

Table 3.4 The total population and the farmers who living around the Huay Sai Royal Development Study Center, Phetchaburi Province.

Areas (Sub-district)	Total population	No. of Household	Farmers	%
Cha-am	2,665	544	1,068	40%
HuaySaiNua	3,971	1,180	1,986	50%
Rai Mai Patana	5,509	1,624	3,856	70%
Sam PhraYa	4,380	1,368	2,190	50%
Total	16,525	4,716	9,100	

Table 3.5 The member of the population was around the Huay Sai Royal Development Study Center, Phetchaburi Province.

Areas (Sub-district)	No. of population (The members)
Cha-am	18
HuaySaiNua	30
Rai Mai Patana	63
Sam PhraYa	55
Total	166

Source: Civil registration, Cha-am District, Phetchaburi Province registered on September 1, 2010.

Table 3.6 Population sampling

Areas (Sub-district)	Successful group (Group 1)	Unsuccessful group (Group 2)	Not participate (Group 3)
Cha-am	9	9	43
HuaySaiNua	9	21	93
Rai Mai Patana	12	51	126
Sam PhraYa	9	46	106
Total	39	127	368

3.2.3 Action Plan

The researcher set up an action plan with the following steps and procedures in Table 3.7 :

n = sampling
 N = population
 e = error / sampling error of 5 percent) in the formula instead of Taro Yamane 'at 95% confidence level.

$$n = \frac{N}{1 + Ne^2}$$

$$N = \frac{4550}{1 + 4550(0.05)^2}$$

$$n1 = 368$$

Table 3.7 Action plan, step and procedures of research

Activity	Objective	Expected result	Period	Researcher
1. Preparation period - Contact with Huay Sai Royal Development Study Center	To make a research planning	- Get the permission from the Center and be able to plan for the research field trip	May 2010	Researcher
2. Research period - Self-introducing to the community. - Survey about the field conditions.	To examine primary characteristics	- Farmers in community are acknowledged about objectives of field trip and cooperate in providing data - Get the data about the condition of research field	June 2010	Researcher
- Set up topics for data collection - Get into the field for data collection	To set up the direction for data collection	- Learn about the data collection procedure - Create relationship with people in the community	August 2010	Researcher

Table 3.7 Action plan, step and procedures of research (Continue)

Activity	Objective	Expected result	Period	Researcher
2. Research period (Cont.) - Organize a meeting/group discussion on Sufficiency Economy Philosophy	To learn about the characteristics for the success of Sufficiency Economy Philosophy application	- Find out target groups of farmers and specify the ones for an in-depth interview	August 2010	Researcher and the Center
3. Follow up and evaluation period - Follow up and evaluate research result and verify the accuracy of the data	To obtain the research data and report.	- Learn about the progress of the research and solve the problems found during the study.	November 2010	Researcher
- Analyze the obtained data and write the research report	To learn and obtain the data to answer the research questions.	- Analyze the obtained data to create the research report.	December 2010	Researcher
- Print and publicize the research	To publicize the research findings.	- Report and publicize the research findings.	January 2011	Researcher

3.2.4 Data collection procedure

1) Studying related text books and research studies serves as a fundamental data for the research and a guideline which is related to the pattern of Sufficiency Economy of farmers living in the area around Huay Sai Royal Development Study Center in Phetchaburi province.

2) Collecting data from Focus Group Discussion is done by appointing all 3 target groups of farmers to join the meeting and let each of them from each group discuss and exchange ideas on Sufficiency Economy Philosophy. In the meantime, the researcher will observe how each of them provides the information and take note in details. After that, the target people selected during the primary group discussion will be followed up to enter the procedure of an in-depth interview as follows.

Appoint farmers in group 1 (Farmers in the successful group), conduct an in-depth interview per the established objectives, such as characteristics of their success and record the data.

Appoint farmers in group 2 (Farmers in the unsuccessful group) just like group 1, but conduct an in-depth interview on reasons and characteristics of the unsuccessful application of Sufficiency Economy and record the obtained data.

Appoint farmers in group 3 (Farmers in the not participating group) and conduct an in-depth interview on reasons why they did not apply Sufficiency Economy in their living, including the characteristics which make them fail to apply the concept, or how to make them take back the concept and apply it. Also, the researcher interviews them about what they would like Huay Sai Royal Development and Study Center to do for them or provide further support to help them apply the concept.

After completing the primary in-depth interview, researcher analyzes the data to solve the research questions and also analyzes the interview of group 3 to generate recommendation and guideline or pattern for driving the Sufficiency Economy Philosophy in Huay Sai Royal Development Study Center accordingly.

3) Entering the field or studying in the community: The researcher asked for a favor from the Department of Agricultural Economy, Agricultural Promotion and Rural Development, the Faculty of Agriculture, Chiang Mai University, to issue a recommendation letter for Huay Sai Royal Development Study Center, indicating the

purpose of getting into the area. Then, the staff from Huay Sai Royal Development Study Center will introduce the researcher to community leaders in each area. Each community leader will introduce the researcher to the farmers in their community during a village meeting, inform them about the purpose of entering in the area and ask for their cooperation to provide data. It is not difficult for the researcher to adapt himself to the community, since the studying area is also the researcher's hometown. So, it is easy to create a relationship with them and understand local culture and tradition.

3.2.5 Data Verification

The researcher used triangulation for data verification by verifying data from different sources of people; farmers in different areas, different patterns of Sufficiency Economy Philosophy application, different production characteristics, time and place by an interview and participatory observation in order to get a reliable data.

By triangulation data verification, the researcher specified difference data resources from each group of farmers at different time and in different place to obtain the most accurate data. The researcher went into the field to collect additional data occasionally during a report writing up period. The researcher also submitted a report to the advisor to review from time to time. During an in-depth data collection, the observation was also used along with an interview and video recording to be used as a main data for verification.

3.2.6 Data analysis

The analysis types used in this study are descriptive analysis and content analysis according to qualitative research methodology to accurately achieve the research objectives. The data is recorded separately in the form of field study note. When collecting all required data according to the concept, the data will be used for writing a primary summary by linking different data and finding additional data for verification to prove that the new acquired data make no change in the summary. All recorded interviews are transcribed, and the data is sort out to write a report on study result, analysis and summary inducing the same concept according to the principles and objectives of the study.