

## CHAPTER 2

### LITERATURE REVIEW

The researcher has reviewed the relevant literature for this research study. Journals and text books, proceeding from research meetings, private and public of farm housewives' roles in decision making in agriculture and Thailand government documents were used to provide a detailed representation of the relevant literature.

This review of literature was divided into the following sections:

- 2.1 Farmer housewife decision making
- 2.2 Agricultural activities regarding the King's Sufficiency Economy philosophy
- 2.3 Household well-being regarding the King's Sufficiency Economy philosophy
- 2.4 Related studies

#### **2.1 Farmer housewife decision making**

##### **2.1.1 Decision making**

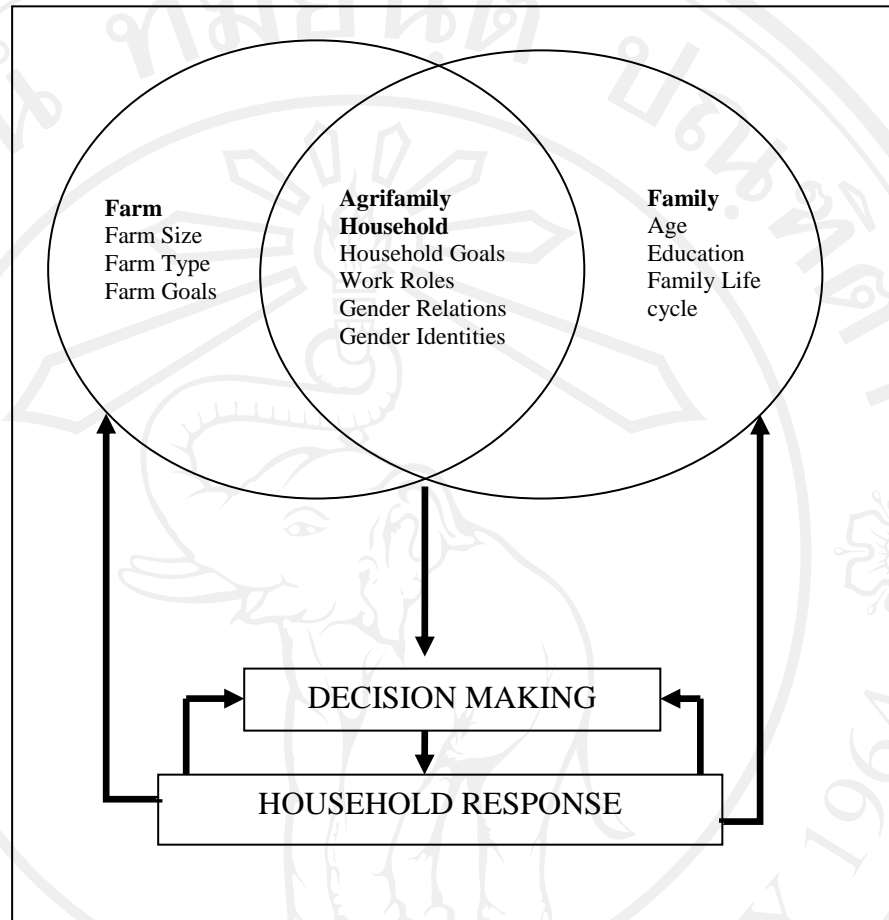
Before a decision is made one must correctly discover and define the problem requiring solutions. Once this difficult task is completed, making the decision requires only choosing between alternative solutions. It is also necessary to see that the people who will have to execute the action made necessary by the decision are motivated to do (Drucker, 1954). The decision is one important activity that a discrimination of several options and always act in everyday life. The decision is a step in the plan, must be quick with comment in a short time and also a part of everyday life. (Surintham, 2002). Yodkhumlue (2008) note that the decision making skill is important, good decision skill will make the correct decision and no problem. The decision will be made with adequate information, experience, carefully consideration, and courage to face the problem or effect later. Approach should be chosen in several ways and also taking into account the positive and negative effects, selecting the best

choice that would be the decision quality. The decision means the process of choice among many alternative options to be considered or evaluated as a good way to achieve their objectives and goals of the organization. Bazerman (1994) sets out the decision following six steps:

1. Determine the problem, characterizing the general purpose of your decision.
2. Identify the criteria, focus the goals or objectives that you want to be able to complete.
3. Weight the criteria, deciding the important of goals.
4. Create alternatives, identifying possible courses of action that might accomplish your various goals.
5. Rate each alternative on each criterion, assessing the extent to which each action would accomplish each goal.
6. Compute the optimal decision, evaluating each alternative by multiplying the expected effectiveness of each alternative with respect to a criterion, times the weight of the criterion, then adding up the expected value of the alternative with respect to all criteria.

Luecke (2006) one of the management thinkers in the past note that the decision is the selection process to choose from several alternative were considered or evaluated as well as achieve the objectives and goal. When the process is right, the outcome will improve and will be consistently good.

Martz (2006) note that decision making in the agrifamily household is the primary process through which farm families exercise agency and respond to the structural changes in agriculture and society. Decision making in the household is a process of bargaining between wives and husbands and that relative influence of a particular individual in making decisions may reflect specialization on the basis of gender roles. Agrifamily households make wide variety of production, management and household decisions that affect the long term success of the farm and the farm family. In figure 1 shows that the decision making processes that condition the responses of agrifamily households will be influenced by work roles, gender relations and gender identities in the household, as well as household goals, the characteristics of the farm family and characteristics of the farm.



Source: Martz (2006)

Figure 1 Agrifamily Household Sub-model

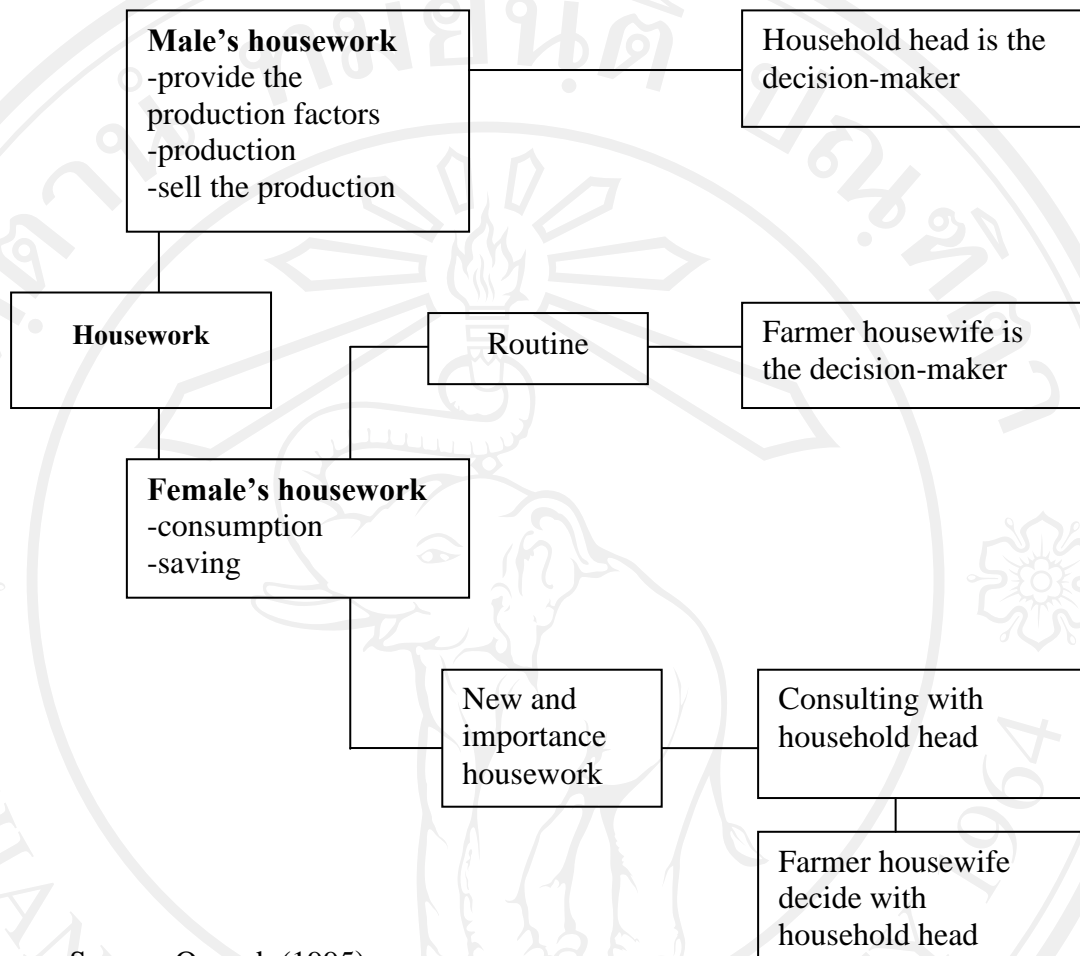
Generally, The decision making is shared between the husband and housewife. The decision depends on the nature of responsibility. Husband will lead in deciding the production factors. The housewife takes the lead in consumption and savings of households. However, husband will lead in decision in important matter. And housewife will participate in the decision more if those are highly education, higher income, and live together for a long time (Watjanapoom, 2005).

### 2.1.2 Farmer housewife's decision making in agricultural household

Decision of farmer's housewife is the process to analyze and find the reasons to consider a better alternative to lead to the best practices and respond to family

needs. Farmer's housewife decision should follow the steps carefully. In addition, Watjanapoom (2005) note that generally, the decision is expressed in family authority and power rights in the family. Although power can be measured through various actions. But the decision is one way to demonstrate aspects of power. Also demonstrated that the interaction between husband and wife. Decision on activities in family will be decided by only one or both husband and wife decided together and equally. The recent study (Oon-ob, 1995) found that the characteristic of economic decisions within the household of women is a joint decision between husband and wife. However the details of research results of studies in each activities found that the decisions vary according to type of work. The activities related to supply production factor, production and selling products, most husbands will lead to decisions. The activities related to consumption and savings, the decision making will lead the majority of women. It reflects that decision making in household activities monitoring role was seized by custom. This role defines the husband who is the head of household lead to decision in the important activities of household such as earning a living. The roles of women in household activities such as raising children, food preparing for family, accordingly women making a decision in these activities of the household.

If consideration of women's household decision making process will be seen that the nature of the decisions or activities of households will different to the opinion. If it is men's work, household head will lead to be a decision maker. Women will participate in decision making about providing production, manufacturing and selling some products but not much. Husband and wife consult together before decision. If it is women's work. Farmer housewife will lead to be a decision maker. Some of the women's work is important such as purchasing home facilities, home reparation. Housewife will consult with the husband or relatives before the decision. Most of household decision does not use the external information, but it will use previous experience for decision. Most households are successful and also satisfy the past decisions. Because of the work or activities that are regular decision and have more experience. It makes the effective decision. In figure 2 shows Farmer housewife economic decision making process in household.



Source: Oon-ob (1995)

Figure 2 Farmer housewife economic decision making process in household

### **Factors correlated with the decision of women within the household.**

Important factors that are related with housewife decision in household including migration of household's head, demographic, social factors, economic factors and psychological factors. The details are summarized as follows: (Oon-ob, 1995).

#### **1) Factors of migration of household head**

Migration of household head in a short period although it is not often, that make his wife has more power of decision within the household. Because of housewife have less opportunity in decision about the activities of the household and lack of consistency. Moreover housewife wait household head return migration for



decision. In contrast, if the household head migration less but long time in each migration periods, housewife will have the opportunity to make more decisions.

In addition, the amount of money that the household head returned to his household is positively correlated with the power of housewife decision in the household. Because it is the factors to ensure housewife in decision about economic activity of households. Housewife will be a manager about spending money that send back from household head. Most of the remaining money will be used for consumption such as buying quality food, spending for education, medical for member of the household, Improving the living environment and also buying the facilities (Kuedmongkol, 1990).

### **2) Demographic factor**

The period of marriage is a positive relationship with the decision of housewife within the household. The long period of marriage will make housewife more engaged in household activities. Because they did not take care younger children and the experience in migration of housewife will help develop knowledge, ability as well as the role of the housewife responsible for own tasks of households. If the household head live in household, the opportunity of housewife in participation or development of household activities is relatively low. Because of social structure, especially in a local society separate roles of husband and wife clearly. That is the economic role is defined as the role of the household head and housewife is defined specific roles for housework only. Housewife would agree this role. It make housewife is rarely develop skills and capabilities in economic decision making within households as well as the past. Other variables include differences in age of spouses and numbers of children in the household are not related with housewife decisions in household.

### **3) Educational factor**

Some results from the research found that the educational opportunity of the household head is negative related with decision of housewife within the household. That is, if the household head is highly educated than housewife, housewife will have less power to decide in the households. Nevertheless, if the household head is less education than housewife, housewife will have more power in decision making. Other variables included the joining to the group/organization in the community of woman;

the education of women and the effect of relative to household are not relate with the decision making of housewife.

#### **4) Economic factor**

The income of household is a positive related with housewife decision making in household. That is, if the housewife earn much money to household she will be more participation to decide about the economy in household. Generally, the income from agriculture is an important resource of the household. Although, most of the housewife earn income for household but on average housewife earn income about 40 percent of total income. That is low proportion.

#### **5) Psychological factor**

Both economic acknowledgements of housewife and beliefs the patriarchy in household are negative related with housewife's decision making in household. About economic acknowledgements of housewife, consideration the roles of housewife in the household. The economic role is the most important role because it will bring the power in household. Thai traditional values of society have divided the role of spouse in household, which focus on the household head as the economic role who earn money for living in household. And housewife play a role in the emotional response of the household including raising children, providing food. That affect to husband and wife relationship. That make husband has the highest authority to make decision within household. Particularly in rural, the role of husband and wife in the household is still important. That show in the recent study found that most of housewives also think that husband should be the role of working outside, economic working in the household. Housework is the role of women (Limanon et al, 1995). That makes housewife acknowledge the role related with providing production factor and production as an important economic role of the household should be the role of household head. As a result, Economic role acknowledgement of housewife is negatively related with economic decision making power of the housewife within the household.

Particularly, although women can decide on the economic activities of household that reflects the cultural structure of Thai rural. Particularly is still important within revolution. As a result, the belief particularly in household is negative related with economic decision making of housewife within the household.

Moreover, Klainakorn (1983) cited in Sukhothai Thammathirat Open University (2005) also found that education, income, age and background of women are important condition to define power in family decisions. These factors are related with housewife's economic decision within household. As mentioned above. Details of the following condition as follow.

- 1) *If housewife are highly education, the decision making power will be higher.* Housewife who graduated a bachelor's degree will have the power to decide not different from the husband. Housewife who graduated a master's degree and doctoral degree will not consult others before decision.
- 2) *Husband or housewife who has more income will have more power in decision making.* If the husband is the only one earning money in family will decentralize decision making to housewife. But if housewife is the only one earning money in family will not decentralize decision making to husband. This finding explain that because the most of family that housewife is only one earning money will have only the irresponsible husband.
- 3) *In the beginning of marriage, husband will use the power of decision more than housewife.* Nevertheless if husband and housewife live together for a long time, the power of decision will change. The marriage longer than 20 years husband will use less power to decide than housewife.
- 4) *Consideration* women's background by the occupation of their father or mother is indicator. It found that women who women's parent work in government office or state enterprise will have more confidence in the decision in the family than any other occupation. This case is the only female executive.

In summary, the decision making in family will decide joint decision between husband and wife. Generally, Husband or housewife who will be the decided leader, it related with authority or basis role. For example, men will authorize on the production factor and housing. Housewife will focus on consumption, cost, buying, saving within the family. Nevertheless, traditional norm of Thai society focus on the household head is a leader in the decision, which makes women participate in economic decision making within the household less. However, if women are highly education, more



income, live with spouse for long time, or have a good family. This will make women have more power in decision making in family.

### **2.1.3 Power relation**

Relationship between men and women that appear in family and society is power relation. It is a difference relationship. Because the role, obligation, responsibility, resource controlling, and also difference decision making between men and women. This relationship may change over time and may have some factors to influence the power relation. These factors may be social factor, economic, politic, education, religion and environment. Examples of such changes, migratory men might affect women have more responsibility, can work instead of men and and also have more freedom. (Pongwach, 2001)

Consideration the relationship between men and women in society that appear in almost every culture, and probably is the standard is power relation as follows (Santasombat cited in Wongtas, 2001).

1) **Status of women after marriage.** After marriage, 75 percent of women moved into the husband family. And have only 10 percent of men moved into the wife family. It resulted in most women have to adapt in new environment and must agree the power of the husband's family. And also must work the responsibility assigned by the husband's family without soothe and lack of bargaining power when have the conflict in the family.

2) **The descended father and permission men have more than one wife.** From The nature of anthropology found that in society, children will be descended from father more than mother. In society that allow husband have more than one wife is common subject. And rarely societies that allow women are polygamy. Marriage is compared as exchange women. The man will pay bride-price as gratitude. This shows that women are priced.

3) **Male is leadership and authority in decision making.** That shows a gender difference most clearly. That is most of the leaders in the community are men more than women such as head of groups, head of villages, head of lineages or leader of countries. As a result, the most power of decision is men.

4) **Religion focus on value to men.** Religion and religious organizations retain and direct by the men. Regulation and restriction on religion shows the gender

difference. Some religion has rules and restrictions that exclude women from ordination such as Catholic in Christianity and Buddhism. They think women were not clean.

5) **Housework classified differences.** From a study of sex roles found that women work hard equal or more than men. But most of women work housework. While men earn a family, so men are raised to the head of household. Ethnic information show that men are monopoly power and that occurs in almost society around the world.

This conclusion is confirmed the gender inequality. It is not the only difference caused by difference nature. But also as a result of the social that predicate men have more power in household and society.

Nature of relationships between men and women are power relation. Almost of male have power over women both the family and society. Men are often advantage and women are disadvantaging that including the bias and denial. That is a result from beliefs about "patriarchy".

Hutaphat (2005) notes that the word "patriarchy" means administration by the father or a senior (the rule of father). Often use this word to characterize the family that husband plays roles as a leader or head of family. Nowadays, Meaning in a broad definition covers 3 characteristics that is male domination, the power relationship, and women handicap system in all aspects.

Disadvantage women such as disregarding the importance of women, abusing, exploited, oppression and violence in both the family and society. Gender discrimination in society may different characteristics such as emphasize on sons than daughters, sharing food is not fair in families, mothers and daughters undertake more housework, daughters lack of opportunities in education freedom, and social opportunity. In addition, women as inferior and disadvantageous will cause lack of confidence, lack of self-respect and pride and also lack of aspiration whether in family or society. This is not due to luck or fate but that is a result of the unfair and man dominates women (Runpajchim, 2000).

Hutaphat (2005) notes that man control and have more power than women including control of labor productivity; man control women labor both within and outside family. Women have to take care of family members without pay or

compensation. Control of women's social mobility; Men will control women's behavior, what practices should or should not do anything. As part of mobile social control and women are not independent of social expression. Finally, control of property and economic factors; such as most of the rights belong man and succession to next generation. "Patriarchy" influence values, beliefs and behavior of people in society for a long time. Nowadays, this concept has also been embedded in various forms a more or less different.

In group of socialist thinks patriarchy means a system that men were built have power over women by law system, tax system, social safety system, attitude, and behavior expression (Patkul, 2001). Gender roles are changing and the important roles of farm women are becoming increasing visible in the agrifamily household. Research into farming families was conducted from the viewpoint of the head of the household who was usually male. This focus reflected the widespread belief by both men and women that farming was a male occupation (Hill, 1981). Traditional views of the farm household placed the wife as the manager of the family household and the husband as the manager of the agricultural enterprise (Bennett and Kohl, 1982). As manager of the family household, farm women reproduced the farm labor force and raised agricultural products for home consumption and market sales. Nevertheless, these contributions were not credited with contributing to the accumulation of capital for the farm (Martz, 2006).

Legsomboon (2002) found that family power relation in family and gender roles of an Iu-mien (Yao) woman (before and after her migration to work in urban areas) are patriarchal. These power dynamics grant men more access to production, distribution, and consumption resources, give men more rights including rights to dignity, and social spaces than women. The patriarchy that imbues the Iu-mien (Yao) woman's everyday life is flexible and diverse; it mutates depending on the social dynamics and location. This pattern contradicts theories of extreme oppression in second wave feminism. The Iu-mien (Yao) woman uses seemingly oppressive gender roles to her advantage in negotiating the patriarchy. This negotiation of gender roles creates reinterprets meanings of custom and cultural symbols. These negotiated meanings support her access to the productive resources, social spaces that allow her to continue negotiating the role of gender, and family in her life. Shortall (1999) noted

that feminist scholars have suggested gender relations in the agrifamily household are largely shaped by the traditional forms of patriarchy that prevail in advanced agrarian societies. Sachs (1983) describes a patriarchal system, in which men rarely perform women's work; men attempt to control their own realm through the exclusion of women and where they cannot exclude women, men determine which work women perform. Roger (1979) give deep understanding that domestication and work distribution of labor by gender is related to the culture more than biology that cause of the work sharing in male and female activities in social productive system. Moreover, nowadays work distribution by gender in household base on economic, education, and others factors. Nevertheless the belief in about the difference between women and men relate with work distribution by culture. Mies (1998) notes that house wifization causes of women are worthless labor and men have power over women. Shortall (1999) also focuses on the power held by farm men due to their control of land which leads to the subordination of women in the household and in society. Suzan (1996) notes that feminist analysis has made an important contribution in the understanding of women's positions as subsistence producers, privatized laborers, and double-day workers in the household.

Bowlby (1986) cited in Little (2002) noted that in agriculture, gender relations are an active social process through which male power over women is established and maintained. O'Hara (1998) was one of the first researchers to portray farm women as actively influencing their lives and the lives of their children. Thus the economic, political, environmental. Martz (2006) noted that social changes discussed earlier will impact gender relations within agrifamily households as they respond to those changes and the results will vary in each place.

#### **2.1.4 The Influence of Gender on Farm Household Work Roles**

In the context of rural geography, Little (2002) noted that "while gender identities in rural areas are multiple and fluid, there is a set of characteristics associated with the rural woman and the rural man through which their gender identities are defined". These characteristics emphasized conventional family roles, economic roles, social roles and sexual roles. Many studies have identified the gendered nature of the division of labour on farms in the United States (Rosenfeld

1985; Lobao and Meyer 1995), England (Whatmore 1991; Wallace *et al* 1994), Ireland (Shortall 1992; 1999), Canada (Carbert, 1995) and Australia (Alston 1995). Men traditionally engaged in the production of goods for the commercial market and were most often the owners and managers of farms. Men were more likely than women to engage in specific tasks such as: field work, chemical use, machinery and vehicle maintenance, cleaning stables or barns and household repair and maintenance. Women were more likely to take care of the farm accounts, care for small animals and engage in general household duties that supported the farm family.

Table 1 Farm household work roles

<b>Farm Work</b>	<b>%Female</b>	<b>%Male</b>
<b>Farm Field Work</b>		
Plowing, disking, cultivating or planting	22	83
Application of fertilizers, herbicides or insecticides	11	74
Farm field work without machinery	25	50
Harvest without machines	21	39
Harvest with machinery	41	82
Drive trucks as a part of farm work	59	90
Pick up repair parts or supplies, farm errands	85	93
<b>Livestock Care</b>		
Birthing and medical care of farm animals	67	85
Feeding farm animals	65	91
Cleaning barns	52	81
Loading and transportating farm animals	51	81
Care of animals for family consumption	61	83
Perform milking chores	50	58
<b>Farm Maintenance</b>		
Maintain or repair farm buildings or fences	42	89
Maintain or repair farm machinery	20	93
Cook, clean and wash clothes for hired help	42	16



Table 1 Farm household work roles (Continued)

<b>Farm Work</b>	<b>%Female</b>	<b>%Male</b>
<b>Farm Processing</b>		
Nursery / greenhouse work	21	31
Washing, packaging and cooling vegetables	57	28
On farm processing of agricultural products	39	48
Value added agricultural activities	36	55
<b>Farm Management</b>		
Exhibiting farm products	30	47
Testing, inspections, grading, quality control	44	81
Deal with sales people regarding the purchasing of farm supplies and equipment	43	90
Deal with consumers directly in marketing farm products	45	69
Deal with wholesalers directly in marketing your farm products	29	77
Maintain farm books and records, pay bills, and prepare farm income tax	81	69
Research to find agricultural information	52	86
Represent the farm at meetings	41	82
Farm business correspondence	64	74
Farm related seminars and workshops	38	70
Supervise the work of hired help	40	78
Supervise the farm work of other family members	66	83
<b>Farm Household Work</b>		
Meal preparation and cleanup	98	52
Shopping	98	38
House cleaning and laundry	97	38
Seminars and workshops (home, self improvement and voluntary activities)	48	42
Care of a vegetable garden for family consumption	82	46
Canning and freezing	82	18

Table 1 Farm household work roles (Continued)

<b>Farm Work</b>	<b>%Female</b>	<b>%Male</b>
<b>Farm Household Maintenance</b>		
House repair and maintenance	62	79
Minor car repair and maintenance	35	78
Yard maintenance	75	86
<b>Child and Elder Care</b>		
Childcare	88	67
Helping children with homework	73	52
Transporting children to extracurricular activities	80	60
Looking after sick or elderly family and/or friends	57	38
<b>Volunteer Work</b>		
Volunteer work in the community or school	79	70

Source: Martz (2006)

Natpracha (1991) notes that “women have traditionally been seen in Thai society as home markers, taking care of children, men and the elderly and also of the family purse. Men have been seen as the ‘providers’, the head of the family, and the protectors of the nation...”. Women’s participation rates in agriculture for 1985 are given below.

Table 2 Women’s participation in agriculture

<b>Activity</b>	<b>Percent of work done by women</b>
Rice Cultivation	65
Field Crop Cultivation	50
Horticulture	50
Vegetables and Home Gardening	95
Sariculture	100
Soil Improvement	10
Plant Protection	30
Farm Management	70

Table 2 Women's participation in agriculture (Continued)

<b>Activity</b>	<b>Percent of work done by women</b>
Rice Cultivation	65
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Vegetables and Home Gardening	95
Sariculture	100
Soil Improvement	10
Plant Protection	30
Farm Management	70
Harvesting	50
Food Preservation and Processing	90
Animal Raising	50
Inland Fisheries	90

Source : Dulyapach (1985)

This study is similar to Farming systems Research Institute (1991) which found that Women's agricultural participation 28% in soil preparation, 67% in growing, 48% in putting fertilizer, 54% in mowing, 27% in trimming, 48% in water management, 50% in harvesting and 47% in threshing rice.

## **2.2 Agricultural activities regarding the King's Sufficiency Economy Philosophy**

### **2.2.1 Concept of the King's Sufficiency Economy Philosophy**

The Philosophy of Sufficiency Economy bestowed by His Majesty the King of Thailand, Bhumibol Adulyadej who is the soul of the nation. Through his caring leadership, His Majesty has earned the abiding love and profound respect of his people, and through his thinking he has laid the foundation for and inspired his country's development strategy. His Majesty's philosophy of "Sufficiency Economy" lies at the heart of Thailand's development thinking, and indeed it can serve as guidance for the country's economic and social developments (Thailand Knowledge Center, 1999). "Sufficiency Economy" is the most suitable way for the country to

achieve sustainable growth and strengthen impoverished rural communities. That is a philosophy that suggests the middle path and emphasizes a balanced way of living. There are three principles which are moderation, reasonableness and the need of self-immunity mechanism for sufficient protection from impact arising from internal and external changes, parallel with the conditions for morality and knowledge. This applies to start from individual, family, community and country in development and management so as to modernize in line with the pressures of globalization. The King's Sufficiency Economy Philosophy helps address the current development challenges, which are issues on institutions, environmental sustainability, human well-being, and the role of the government (Mongsawad, 2007).

Sufficiency Economy is a holistic concept of moderation and contentment. It sets out to protect the people and the country from adverse shocks, and acknowledges interdependency among people at all levels as an approach, against the backdrop of interdependence and globalization. It emphasizes the use of knowledge wisely with due consideration. Its values include integrity, diligence, harmlessness and sharing. Knowledge is one of the key conditions necessary for achieving the Sufficiency Economy Philosophy. Without knowledge, it would be impossible to be reasonable and self-immune, as these two principles need rational decisions, information gathering, previous experience, analytical skills, and adaptability. Finally, it seeks to achieve balance and sustainability (Thailand Knowledge Center, 1999).





available information and experience in order to make prudent decisions. The morality condition stresses integrity, trustworthiness, honesty and the hard-work of individuals. By practicing Sufficiency Economy, people would live in harmony and with security in a sustainable society and environment; and they would be able to tolerate and cope with all kinds of malign impacts of globalization.

The definition of three principles which are moderation, reasonableness and immunity, parallel with the conditions for morality and knowledge as follow:

**Moderation** means neutrality, being not too much or too little, not exploit such as appropriate production and consumption (Piboolsravut 2004; Sufficiency Economy Driving Subcommittee, 2007). UNDP (2007) notes that moderation means living in the middle path, emphasize a balanced and unambitious.

**Reasonableness** means decision with reasonableness, consider from related factors and the effect from the performances with cautiously. That also related to rationality in decision making, which should incorporate relevant factors and their consequences for consideration. Reasonableness includes evaluation of the performances that effect to oneself, others, social, and environment. It includes accumulation of knowledge and experience, analytic ability, be farsighted, and have sympathy for others (Piboolsravut 2004; Sufficiency Economy Driving Subcommittee 2007; UNDP 2007).

**Self-immunity** means preparation for the arising from internal and external changes in the future and to meet the challenges arising from globalization and other changes (Thailand Knowledge Center 1999; Sufficiency Economy Driving Subcommittee 2007). Self-immunity is to have internal strength lead to a more resilient and be able to cope with rapid external changes (UNDP, 2007).

The three principles are parallel with the conditions for morality and knowledge. These mean use knowledge with due consideration and prudence, and the moral includes patience, perseverance, diligence, wisdom, honesty, and attempt and not exploit (Thailand Knowledge Center, 1999). These mean the efficient utilization of theories and methodologies for strategic planning and implementation as well as the reinforcement of moral conduct (UNDP, 2007).

### 2.2.2 Agricultural activities regarding the King's Sufficiency Economy philosophy

Nowadays, the Thai government uses the concept of Sufficiency Economy for the national agenda to improve the farmer standard of living (The United Nations, 2007). Sufficiency Economy is the way for recovery that will lead to a more resilient, balanced and sustainable development, better able to meet the challenges arising from globalization and other changes. In order to achieve self-reliance, according to the Sufficiency Economy, the agricultural families are advised to change from mono-crop or cash-crop farming to integrated farming (Thailand Knowledge Center, 1999).

Mongsawad, (2007) noted that farmers will have a more self-reliant and self-sufficient life style. Farmers can get income from selling extra crops, after family needs are met, resulting in basic self-immunity for the farmers.

Atipanun *et al* (2000) noted that agricultural activities through Sufficiency Economy comprise the following:

- Doing mixed farming as the initial stage of the sufficiency economy.
- Growing various kinds of vegetable in order to reduce the expenses on food.
- Using manure together with chemical fertilizer in order to reduce the expenses and to nourish the soil fertility.
- Doing mushroom culture by making use of rice straw and felt over in the fields.
- Growing fruit trees at the backyard.
- Growing herbal plants to promote good health.
- Rearing fish in the orchard ditch, rice paddy, and pond as protein food and for supplementary income.
- Rearing 10 - 15 local chicken and egg - laying hens for household consumption by using rice bran, maize, and remnant of vegetables as its feed.
- Making bio - gas from pig or cow feces for household energy.
- Making bio - extracted matter from remnant of plants, fruits, and herb plants for using in the fields or rice paddy

In agricultural sector, The New Theory Agriculture is the way which regard sufficient economy towards self-sufficient for the farmer family. The New Theory

Agriculture is similar to integrated farming but this has three steps. First is dividing 15 rai (2.4 hectares) area of agricultural land to 4 parts with a proportion of 30-30-30-10 for rice cultivation, vegetables and home gardening, catchment and housing or other activities, the details below;

**First section (30 %)** for catchment in rainy season for planting and growing crops in drought throughout the year. Moreover farmer can rear fish and grow aquatic plants for consumption and have more family income. Nevertheless, farmer must have 1,000 cubic meters of water per cultivation 1 rai. And also edge pool may build henhouse and pigsty

**Second section (30 %)** for rice cultivation because Thai people consume rice as a staple food. The average consumption of rice farmers 200 kg of paddy each year. There are 3 - 4 people in each family. As a result, rice yields approximately 5 rai and productivity 30 rai per cylinder. That adequate consumption throughout the year for a self-reliant freedom

**Third section (30%)** To plant fruit trees, standing timber, a fuel wood, wooden housing, crops, vegetables, plants, herbs, and etc. for consumers and usable enough and get income from selling extra crops.

**Forth section (10%) for housing and other such as road, ridge, dried ground, Compost pile, mushroom cultivation plant, homegrown vegetable, etc.**

Thailand Knowledge Center (1999) notes that the New Theory Agriculture increases the sustainability of farming systems involve utilizing holistic way of management practices that have multiple benefits. Among these practices is making use of interrelationships like insect and weed control, water and soil management, integrating livestock and crop production operations, and the use of non-crop species of plants for nutrient cycling and soil protection. These guidelines have wide applicability over a large proportion of the rural areas of Thailand especially in the dried area where water supply is relatively scarce compared to land. That is relatively scarce or water supply is not a problem, the same concept minus the turning of land into water reservoirs can also be implemented.

Atipanun *et al* (2002) note that doing several activities in the same area such as

Rice : main food of Thai people for consumption

Pond : water resource in farm and rearing aquatic animals

Vegetable : for household food

Herb : for food and local herb

Perennial plant : for making firewood, farm shed, and basketwork

Livestock : for protein food resource and increasing income

Flowering-plant/garden tree : for beautiful area, relaxation, and increasing income

Bio-fertilizer : soil maintaining, environment and natural maintaining

Supporting activities such as

Fish breeding in rice paddy : The product from rice is fish food.

The fish eats enemy rice insect.

The fish excrement is rice fertilizer.

Growing vegetable and raising chicken or hen :

The chicken eats vegetable leavings.

The chicken excrement is the fertilizer for the vegetable.

Using resources in field : The animal dropping is the manure.

The grass leaf leavings do the manure.

The vegetable leavings is fish food.

The rice straw is used for doing mushroom culture, doing the manure, cover soil face, and animal food.

Using labor in household do activities, reducing costs of living, and increasing income such as food preservation (dried chili, pickled lemon, dried banana, pickled egg, pickled garlic, and curry paste) handicraft invention equipment (rubber flower and basketwork).

Performance regarding the Philosophy of Sufficiency Economy

- Living with moderation
- Economize by reducing expenses in living

- Working with honest and truthful
- Stop competition in business
- Aim at food before money
- Doing for food before trading
- Using folk wisdom and area for doing farm
- Be conscious, healthy, intelligent, and using profound knowledge apply in daily life

Community leaders in Seminar of “Applying the Philosophy of Sufficiency Economy for poverty solving” note that agricultural activities are worthwhile using resources by rotate natural resource in community, doing for food before trading, making bio-fertilizer, growing non-poisonous substance plants, making herbal plants, making insect eliminating herbal substance, making bio-charcoal, and doing integrated farming (Sufficiency Economy Driving Subcommittee, 2007). Atipanun *et al* (2002) note that integrated farming will preserve balance natural and environment as well as protect the risk from the vary of market system and natural disaster. Moreover, it decrease depending on outside field production factor and also cut some pest cycles. The farmer who do agriculture regarding the New Theory will live with no extravagant, materialism, and fascinatingly as urban society. They use house area for activities, having enough time for taking care their own field, have enough basic facilities for living, have food from plant animal and fishery, have drug from natural plant and herb, and also have basic equipment in household. Moreover they note that the first stage of the New Theory allows farmers to be at least self sufficient, it provides basic self-immunity for farmers against diverse activities. The first stage is doing various activities such as rice, perennial plant, farm plant, vegetable, have water resource in field, have product for consumption, normally using household labor, have income continuously, decrease depending on outside field by doing extremely resource rotation in field for protect the risk from natural disaster and the vary of product price, decrease the expenses of family, decrease using chemical that make soil quality and improve agricultural ecology system and community, people in agricultural household have enough time for family, be happy family, and better quality life, be stronger and self-sufficient.



## 2.3 Family well-being regarding the King's Sufficiency Economy Philosophy

### 2.3.1 Household well-being

Well-being means healthy both body and mind, intellectual, employment, have enough money for living, warm family, good environment, and under the good management of government (Sonsaisingh, 2008). Farm Household economic well-being is affected both by the level of income and wealth available to the household and by its influence over the consumption of goods and services. Farm households draw income from various sources, including off-farm work, other business operated and, increasingly, nonfarm investments. Likewise, focus on a single indicator of well-being, such as income, overlooks other indicators such as the wealth held by the household and the level of consumption expenditures for health care, food, housing, and other items. Well-being measures the ability of households to meet consumption needs. Traditionally, assessments of farm household economics well-being have had a singular focus: determining how income levels of farm households compared with incomes of non-farm households. Access to financial or other assets, including savings, by the household can be used to level consumption (Ashok K. *et al*, 2002). Wattanalee (2006) notes that quantitative measure of happiness in foreign country include 1) income 2) work 3) life 4) community 5) health 6) freedom and 7) philosophy of life. At the 2002 NESDB's Annual Conference, the participants and the NESDB officials agreed with using 7 categories of "Well-Being Indicator" for national economic and social development evaluation. The 7 categories were; health, knowledge/education, working life, income and income distribution, family life, environment, and good governance. I mentioned only related subjects as follow;

1. **Health** is first important factor of well-being. It means healthy in body, mind, emotion, without the disease and also good nutrition, Health care themselves, avoid risk behavior that affecting the health damage, good mental health, not depression, and Opportunities to receive public health services
2. **Work life** is the factor that defines of people well-being. Because work is the source of income and purchasing power. That expanded having good job, work stability and security, continued income and

sufficient for living when no job or retirement, and also good worked environment.

3. **Income and income distribution** means having sufficient purchasing for standard life, no poverty, and equal the income distribution in society. Moreover this notes that the higher income makes more happiness.
4. **Family life** Family is the basic social institutions and very important to people for living. Family relationships are important issues that affect "well-being". "Well-being" means love, warm, goodwill, care for each other, helpfulness, concern, share, consult and joint to solve the problems, respect each other, know about family role, good relationship in family, self-reliance, and adaptability in social changing.
5. **Environment of living** effect to good health and mind. That influences to career and living in society. Good environment means having a stable housing, house and land ownership, sufficient infrastructure, have water plumbing. Because people will be happy to have stable housing, have clean water for consumption and safety in life and property, no crime and drugs, good environmental health, natural resource and environment support life quality for people well-being.

Happiness can measure quantitatively and level of happiness depends on external factors and internal factors. External factors include no debt or debt but not a burden, possession of a property, have warm family with children, good health, living in safety community, and safety in life and property (Gray. *et al*, 2005). At the Copenhagen Consensus Conference 2006 cited in Mongsawad (2007), gathering well-known economists and UN ambassadors and senior diplomats from 24 countries (accounting for 54% of the world's population), current major world challenges that needed immediate attention were prioritized. Those ranking at the top, which all targeted to improve the people's quality of life, are communicable diseases, sanitation and clean water, malnutrition and hunger, and education. The Millennium Development Goals (2000) cited in Mongsawad (2007) also aimed at improving the

well-being of people, to achieve universal primary education, to promote gender equality and to empower women, to reduce child mortality, to improve maternal health, and to ensure environmental sustainability. Human well-being is considered a key to achieving all other aspects of development. To improve human well-being, not only is monetary or asset value of concern, but so is the ability of people to shape their own choices now considered vital. Poverty alleviation, capability building, vulnerability reduction, and civil and political freedom are the key elements in helping to improve the quality of people's lives.

### 2.3.2 Household well-being regarding the Sufficiency Economy

Sufficiency Economy attacks poverty that is the major impediment to development and is the main cause of low quality of life. Sufficiency Economy emphasizes the idea that individuals and the family, most importantly, must be self-reliant.

Wiboonphong (2006) notes the guidelines for practice in accordance with the Sufficiency Economy Philosophy comprises 7 aspects as following;

- Sufficiency
- Thrift, reduce expenses and extravagant life
- Honest earning a living
- Finding food before money
- Working for food before trading
- Folk wisdom and agricultural land is the social capital
- Apply knowledge and understanding in the daily life activities.

Atipanun *et al* (2000) notes that the basic needs on knowledge and understanding for daily life activities comprise 4 aspects as following;

- Food
  - Protein: soybean, chicken, ducks, fish, etc.
  - Energy: rice, tare, sugar cane, potato, etc.
  - Vitamin and mineral: vegetables and fruits
- Clothing - Cotton, wool and silk
- Accommodation - houses and other structures

- Medicine – Herbs: peppermint, lemon grass, basil, holy basil, sweet basil, ginger, garlic, etc.

Atipanun *et al* (2002) note that doing the farm regarding the New Theory will make farmer have water resource, have food, have equipment, and to be happy family.

The word “having water resource”

Having water resource are water in vegetable patch or garden plot, have fish pond, have pond or pool for cultivation and livestock in the dry season.

The word “having food”

Having food is doing activities for food such as rice farming for consumption in household all year and surplus for trade. Moreover, the farmers can do rotated crops such as beans plant, corn, millet, as well as vegetable and livestock.

The word “having facilities for living”

Having facilities for living is economical stability, increase income, and decrease production capital by cultivate perennial plant for fence, wind shield, and have the moisture in agricultural production system.

The word “to be happy family”

The farmers can take care the field and doing agricultural activities extremely. They can do activities in residence area, and decrease depending on outside field by rotation field resources. They can use the things that have in the field for decrease expenses in food and drug. Moreover, they can increase income from selling extra crops.

In order to achieve self-reliance, according to the Sufficiency Economy, a family is advised to change from mono-crop or cash-crop farming to integrated farming. Combination kinds of plants, especially food plants like rice, vegetables, and fruits, are recommended for planting on the farm. Before the produce or value-added transformed produce is put up for sale, enough of it must be served to the whole family for consumption. Also, farm animals like fish and cattle are significant ingredients of the integrated farm. This would assist the family in having produce for consumption and also to be self-reliant. Boonchuey Klongkaew cited in Mongsawad (2007) noted that Ban Nong Grang Dong village is a real life example of a farmer who has adopted the Sufficiency Economy approach of self-reliance. He once grew

cash crops on his farm land in hopes of high profits. Nevertheless the results were disappointing as he had accumulated a huge amount of debt and became poor. Now, his life has been turned around after he practiced integrated farming. He is self-reliant, with plenty of food, and has more than enough surpluses for trade. Additionally, he has enough money to repay all of his debts and to save for security. He now lives a peaceful life with dignity.

## **2.4 Related studies**

### **2.4.1 Studies related to housewife's decision making**

Research on family decision making was found in a number of continents including economics and finance, household consumer behavior, health, and development. In economics, the study of family decision making has been dominated by general agreement or by a single family member who acted altruistically to represent the preferences of all members of the family (Lundberg & Pollak, 1996). In British, housewives have a significant role to play by maintaining and reproducing the labor force, assisting in farm production, decision making and business management and helping to improve the quality of life (Gasson, 1980). This study is similar to Martz (2006) who reported that Canadian farm women play significant roles in providing labor, capital and decision making to Canadian agriculture. Buaban (1993) found that participation of farm housewives in decision making to select feed and making plans for animal raising is related to age and income. Atlas (1994) notes about decision making in farming activities that while men dominate in decision making, women have decision making power over the sale of farm plants and poultry and family income for the basic needs of the family.

Martz (2006) studied Canadian farm women and their families: Restructuring, work and decision making. This found that decision making on farms has traditionally been divided on the basis of gender, however, farm women's decision making roles are expanding to reflect recognition of their contributions to the agricultural family through labor and capital. Many farm women are making decisions about what work they will and will not do. For example, some women resist spraying, others refuse to learn new skills (welding, handling new machinery) and still others are choosing to do certain tasks in order to have more control over their food sources. It is similar to



Buaban (1993) found that most of the farm housewives looked after the family income and made decisions on their family expenses. Decisions to spend money on farm equipment were made by their husbands. Farm housewives helped their husbands make decisions on livestock raising development in the selecting feed and feeding, bringing in technology for animal husbandry, prevention of animal diseases, making plans for raising animals, and selecting new animal breeds. In addition, farm housewives' basic socio-economic conditions were not related to their participation in household animal raising or to their participation in decision making on livestock raising development, except in the case of helping make decisions to provide farm equipment and animal labor. Participation in decision making to select feed and making plans for animal rising is related to age and income. Moreover, their participation in livestock raising development activities is related to basic socio-economic conditions such as being a member of a village group, being touch with agricultural officers, income, and having basic knowledge about animal husbandary. Payap research and development Institute (1995) studied the role of women in farming society regarding household management: the case of Zhuang: Tai Dum (Pu Tai) in Kwangsi province, the people's Republic of China. The research has found that besides the principal in the household tasks, women of all age levels have to participate in doing farm work which is the principal role of men. However, in some kinds of work, women have participated more than expected. Women have rather frequently participated in the economic field, but they have not had a chance to be trained and to participate in job development projects.

Meada (2005) found that women's decision making was based on their education and difference sources of gathering information, which aided in making final informed decisions Moreover (Watchara 1983 ; Baworn *et al* 1977 cited in Buaban 1993) found that key conditions defined in the decision making power in families with 4 conditions are education, income, age and background of the housewife. That is highly educated housewife will have more power in decision making in the family. While housewife who have more income will have more power of decision. If the husband only earns money to family, he will not decentralize the decision to his wife. But if only earn money to family; she will not decentralize the decision to her husband. Nevertheless, if the marriage longer than 20 years husband

will use less power to decide than housewife. In addition, Thitiprasert (1990) study provinces in the north-east found that the agricultural production process in the family, women have more participated in decision making, play a role and is expected to play the role in the family. The men play importance farm work role and are expected in the role in about using modern techniques such as pest suppression, using chemical fertilizer. Women play role in spending in everyday life. The importance spending will consult household head. But men will lead the decision. They will play role in connection with people and village meetings.

Chotiwit (1978) studied the role of rural women in decision making about farm improvement found that women play a decision role in improving farm with husbands which regarding the expansion of area farming, selecting seed, using fertilizer, using herbicide, providing labor-saving, credit procurement, pay attention agricultural news and more play role in labor providing and sale productivity. Similarly with a study of women's labor of Nongluck (1988) cited in Buaban (1993) found that farmer housewife play role in decision with household head in cultivation such as cassava cultivation. Farmer housewife will lead decision in growing silk. Household head will lead decision in large farm animal.

From a study of women's role in rural about agriculture development of Meenanant (1988) found that the role in the decision making in the cultivation steps are soil preparation, providing seed, planting, providing fertilizer and water, pest suppression, trimming the branch, harvesting and selling. Official assess that farmer housewife has play decision less than the husband every steps. Farmer housewife think that she has play less than household head only soil preparation, providing seed, providing fertilizer and pest suppression. Planting and harvesting are equally active. The other 2 steps are trimming the branch, planting repair and sales productivity, farmer housewife think that they play a role in decision more than household head. In addition, Apornpan (1980) cited in Meenanant (1988) noted that the joint decision in the farm family, before a decision husband and wife will consult together. That believe the farming of family will be success or failure, it also depends on the decisions of farmer housewife. Bunnasak (1994) studied a case study of women's participation in the work force of two areas of different distances from the city. The research found that the problem of non – agricultural products such as weaving is

women do not have the development skill to increase production in several years ago. Evaluation after the agricultural extension and supporting is important step that should provide for use the evaluated results to improve in the future. Shinawatra *et al* (1987) studied men and women role in farming system in Prouw district, Chiang Mai province. The studied found that one of key factor to discourage the women's effective is accession to sources of knowledge. Because the nature of division of labor between men and women in rural area and nature of operation of government show that in family, men will receive knowledge and information more that women. Such as, the agricultural extension will access to male farmers than female farmers. The agricultural extension for women will focus only housing works. The operation of cooperatives will contact with men more than women. As a result, women in rural areas have less knowledge than men and have less communication in important business such as purchasing the production factor, sales productivity, Loaning money from the bank or cooperatives, the contact with government officers. Techatamee (1992) studied participation in decision – making of farm housewife in household farm activity. The research found that farm housewives participate in the activities of farming families in the plant. They decide with their husbands almost every step in plant process. Husbandry, farm housewives decide some activities, husband decide some activities, and some activities they decide with their husbands such as sale product. Obstacles of farm housewives in participation with their husband are a problem in the local cultural leadership and the husband do not accept the housewives' decision, but it was a minority. Kanyamas (1979) studied the attitude of member of housewives' group in agricultural housing economic in Takham sub-district Sampran district Nakornpatom province. The research found that housewives are interested and want to learn the knowledge that housing economic officers teach respective are food and preservation, the artificial material and dressmaking. The obstacles of housewives about housing economic are no time to train continued and cannot deploy the new knowledge to their careers. Sarisubun (1997) studied effects of roles and divisions of labor between females and males on women development. This research found that women have to shoulder more burdens and, as a consequence, have less time and opportunities to improve themselves and their families in the face

of turbulent social currents. Most women, thus, lack opportunities to demonstrate their real competencies and worth to the community and society at large.

However, Sanneh (2005) founds that Extension Change Agents often don't understand the matrix of agricultural decision making in their everyday life as forming a part of the context of project innovations. Moreover, women's decision making role was ignored. Buaban (1993) suggests that the officers should motivate farm housewives to be interested in agricultural information, marketing, price of agricultural products. Therefore, farm women should received knowledge or more information as same as men.

#### **2.4.2 Studies related to agricultural Activities regarding the King's Sufficiency Economy Philosophy**

Panpinit (2001) studied the strategy of agricultural extension through Sufficiency Economy. It was found that almost farmers have own agricultural land. Farmers get income from agricultural production. The factors affected to successful in agriculture are satisfaction in farm; they need to be successful in farm, working among natural, making stability for their descendant and them confidence in Sufficiency Economy. Almost farmers do integrated farming and satisfy in agriculture.

Viyachai (2000) studied perception and practices of the New Theory of agriculture among farmers in Chiang Mai province. It found that farmers agreed with New Theory principle which made them self-sufficiency. Farmers owned the New Theory land average of 11.20 rai. The land included reservoir, paddy field, horticultural crop and housing. Most farmers planted sticky rice (RD 6) with the average rice yield of 3,211.80 kilogram per family. This amount was sufficient for family consumption all year round. Pichitporn (2003) studied knowledge and practice in the New Theory Agriculture of farmers in Lamphun province. It was found that half of farmers know about the New Theory Agriculture in middle level. Farmers know that agricultural practice through the New Theory Agriculture have to grow rice and have a pond moreover, they know that it is not for business. On the other hand, some of farmer lack of enough area for cropping. Thailand Knowledge Center (1999) notes that the main purpose of the New Theory Agriculture is to make farmers more



self-reliant through a holistic management of their land, while living harmoniously with nature and within society.

Charoenrat (2000) had found about the sufficiency community system after contacting the capitalist system that the community still maintained its subsistence farming. That is, people in the community produce rice and vegetables just enough for household consumption and food security. Meanwhile, they also grow other plants for selling its yields such as maize and chili. Besides, they raise cattle or livestock, search for bamboo shoot and mushroom or they sometimes are hired workers for supplementary income. Main conditions making the occurrence of sufficiency economy under the social and traditional structure include: 1) having its way of subsistence production connecting with the balance of production and consumption and 2) community potential being maintained to have power of various resource management. Besides, it was found that the existence of sufficiency economy in the community still has four supporting conditions as follows:

- 1) Free of interference from external factors and monetary trade system ;
- 2) Fertility of forest conditions ;
- 3) Appropriate technology ; and
- 4) Appropriate size of population.

However, the adjustment process for the existence of sufficiency economy still have problems in which local people must learn together for the development of fighting methods to overcome these problems. Government agencies as helpers or supporters are able to play roles in the promotion and development of this potential. This can be done by determining policies contributing to the decentralization of power more than ever. Not only this, they must assist and support the community to be self-reliant by using diverse learning processes based on problem condition of each area. Various activities as mentioned are essential to be developed on the basis of social capital of the community.

Thuengnak and Mekmoengtong (2007) conducted a study on research and development of a case study on farmers who earn a living in accordance with the philosophy of sufficiency economy at Mahasarakham province. Results of the study found that one important factor effecting farmers who successfully earn a living in accordance with the philosophy of efficiency economy was the act of getting moral



support from concerned government agencies. The farmers believed that they would have will power when staff of concerned government agencies visited them. Another important factor was the creation of a model of success as an important core of the extension of the concept on sufficiency economy in successful earning a living of farmers. This is because the society needs validity and will be strengthened of members of the society of Mahasarakham province are encouraged to group themselves for knowledge exchange and the success in earning a living in accordance with the philosophy of sufficiency economy.

Kongtanajaruanan (2008) studied lifestyle and quality of life regarding Sufficiency Economy Philosophy of farmers in Nongmajab village, Maefax sub-district, San Sai district, Chiang Mai province. The research found that farmers have problem about lifestyle in economy sufficiency philosophy pattern 18.36% are economy problem. 13.77% are education and learning problem. 6.12% are public health problem. 4.59% are environment problem. And 3.06% are social and culture problem.

Pichitporn (2003) studied knowledge and practice in the New Theory Agriculture of farmers in Lamphun province. The research found that most of farmers had practiced New Theory in agriculture at low level. The reasons were due to farm size and topography and water resource of some farmers was not suitable. Problems and obstacles of farmers concerning New Theory in agriculture were water shortage (60.9%) the others included marketing, capital, insect and diseases, price of inputs and soil problems, respectively.

Thupthong (2006) studied factors motivating farmers' decision on growing pesticide residue free vegetable in Pho Prathap Chang district, Pichit province. The research found that as for the safe-used vegetable growing, it was found out that all those farmers began with preparing the vegetable beds and exposing it to the sun in order to eradication all germs. Most of them applied organic fertilizer at the beginning state of preparing the vegetable beds. Furthermore, they all used the organic fertilizer; and half of them added chemical fertilizer with the organic fertilizer. Most of them applied bioextract fluid in order to catalyze plant growth and to repel the insects away. In addition, most of them applied the bioextract fluid as pesticide whereas almost half of them used natural enemies. As for the application of chemical

substances, the farmers strictly followed safely regulation; they applied the chemical substances which were instantly dissolved and were selected for the right insects.

According to the factor analysis, the results revealed that there were 9 factors motivating the farmers' decision on growing pesticide residue free vegetable. They were as follows: the purposes of growing vegetable, the access of information, the readiness of production factors, the condition of group membership, the efficiency of extension worker, the appropriateness of technology, the availability of loans, the marketing and the price of products. The serious problem and obstacles found while cultivating the vegetable were that the vegetable were damaged by plant diseases and insects; and the number of water resources was limited.

Wongsa-ngaun (1986) studied the condition of farmer's debt based on the social development and condition of life, found that on social change, invasion on the forest, rice cultivation in larger area, farming requires a lot of machinery, and the farmer was indebt because of higher production costs. Moreover, farmers still have health problems, and natural disasters especially drought. Farmers drown in debt. As a result, farmers tried to solve their problem. Farmers turned to do integrated farm in their own land, under the integrated fish-frog-chicken-duck farming and cropping, Farmers tried to make their own tools and other farm equipment, turn attention to themselves, more saving, doing more works such as general employed.

Nakornthap (1996) mentioned about learning process and way of life that learning from real-life problems, farmers will try to solve their problem. They can learn to solve the problem from the discussion, sharing, analyze the problem, and find the solution that lead to take action. Farmers will have the courage to make the decisions and self-confidence to learn more for the well-being of their household.

#### **2.4.3 Studies related to family well-being regarding the King's Sufficiency Economy Philosophy**

Sookgua (2007) studied agriculturist's quality of life according to Sufficiency Economy status and social support to Sufficiency Economy Philosophy: A case study of the Tsunami Encounter area in Tumbon Kampuen, King Amphoe Suk Samran, Ranong province. It was found that the quality of life of the fishermen and the farmers were at high level but were different at .05 level of significant. The quality of life

components found that the physical health of the fishermen and the farmers were at moderate level and high level respectively. The mental health and the participatory in socio-economic development of both were at high level and the satisfaction of the fishermen and the farmers were at moderate level and high level respectively. Supun (2005) studied the adoption of Sufficiency Economy for living by the farmers in the Baan Lummakham community, Tambon Nong Mai Khaen, Amphoe Plaeng Yao, Changwat Chachoengsao. This study found that a group of farmers had decided to adopt self-sufficiency economy. The origination of the adoption came from farmers successful in earning a living under such a process. Now-a-days, the example groups in the Baan Lummakham community had decided to live their life under the sufficiency economy project with a better income and quality of life. Moreover, Duangpanya (2006) studied the quality of life of the elderly in sufficiency economy farming families in the Royal Project development centers area. It was found that quality of life of the elderly by 13 hill tribes people were at moderate level. Sonsaisingh (2008) studied perceptions of people on well-being: a case study in Ban Sanoon Taluang subdistrict Phimai district Nakhon Ratchasima province. It was found that most of subjects had perceptions of people on well-being in a high level and separated by following in 7 components which health and working life, they were perceived more than 90% that were well-being, income and its distribution, families, and environment were perceived 80-83%. For knowledge were perceived less than other components. This study indicates that people play high attention on health and working life. Therefore, to create understanding of people on all components of well-being should be balance and continues for the truly holistic well-being.

Inpang is the small group in the north-east of Thailand. The people in Inpang practiced integrated farming through the Sufficiency Economy. They believe that the Sufficiency Economy will lead to a more happiness as following:

- Wealthy and stable security
- Having agricultural products for distribution
- Having something to make merit
- Safety food to be healthy
- Protecting and restoring the environment
- Getting knowledge and wisdom

- Have a small business in community
- Get more money and social welfare (UNDP, 2007)

Tiyanon (1999) studied the study of farmer's perspective in income stability raising regarding sufficiency economy. The research concluded that most farmers know the sufficiency economy concept from source of television. However, most farmers have never train about the sufficiency economy and also have not studied and visit the new theory farm. Knowledge of the concept of sufficiency economy in consumption found that most farmers understand the concept of sufficiency economy is a way of saving, sufficient income. In environment, most farmers think that production by human labor instead of machines reduce pollutants and make the environment better. In health, most farmers think that consumption of food without chemicals has resulted in better health. In activities regarding sufficiency economy, it found that farmers are performed at a low level and most farmers agree more with the perspective in income stability raising regarding sufficiency economy agriculture.

Sittimaetee (2001) studied Economy and Social Evaluation in Sufficiency Economy Living of Farmer in Kaodinpattana Sub-district Chalearmprakeart District Saraburi Province. It was found that sufficiency economic life of farmer is in period of changing the way of life. Most of farmers were better after they participated in sufficiency economy project. The economic characteristic found that most of farmers have enough 4 basic needs better after they participated in sufficiency economy project.

Peatransi (2002) studied evaluation of community economic development project regarding sufficiency economy and new theory agriculture: The case study of farmers in Tamai district Chanthaburi province. It was found that new theory is success. After farmers participated in this project, they will receive the government supporting to digging reservoir, plant, animals, and funding 5,000 baths. Farmers have to divide agricultural land to 4 parts regarding the principle of new theory. Farmers will plant crops; vegetable garden, horticulture, orchard, chicken, and fish. That makes farmer's living is better. The success factors are having enough reservoir, diligence of farmers, and government supporting for farmers.

Jaruenchaichana (2003) studied an analysis of factors determining basic quality of life of rural people in Thailand. The study found that basic quality life of



Thai rural people in period of national economic and social development plan no.8 is better than in period of national economic and social development plan no.7 and north is the lowest basic quality life region if compared with other regions. Factors that determine the basic quality of life in rural Thai population in period of national economic and social development plan no.7 are financial factors and forest resources factors. And factors that determine the basic quality of life in rural Thai population in period of national economic and social development plan no.8 are educational factors and forest resources factors.

Promsin (2003) studied Relationship between self-sufficient economy living and quality of life of people in Tambon Hongcharoen, Amphoe Thasae, Changwat Chumphon. The research concluded that people in Tambon Hongcharoen live in sufficiency economy 4 parts that are having enough 4 basic needs, extensive education, warm family, and reasonable income. Overall are in high level, considering each part is warm family related positively with life quality. This research described the quality of life for Hongcharoen people were 46.0 percent.

Duangklad (2004) studied sufficiency economy of farming families and adult's quality of life in the area of the Royal Project Development Center. The research found that agricultural adults in the area of the Royal Project Development Center are high quality of life. It also found that sufficiency economic evaluation of farm household samples are high level. There are 4 high levels that are production ability or housing with a strong enough for family members. There are factors to medical treatment. Have sufficient food and water throughout the year. Providing apparel and household appliance sufficient in season, respectively. Occupation for appropriate revenue and other resources providing, liabilities that can be repaid, are in moderate level.

Navajinda (2004) studied pilot project for sustainable quality of life of farmer family regarding sufficiency economy by the Royal Project Development Center Staff. The research found that quality of life as measured by physical mental and satisfaction in life of most family farmers sample are high. Sufficient conditions of the samples are measured by obtaining 4 basic needs, occupation, and debt of the family is moderate. Economic sufficiencies of farmer family samples are positively correlated with quality of life of family members at .05 level of significant.



Sufficiency economy may be referred to moderate daily life activities which make people be happy and satisfied with what they are or have. That is, people or the community needs not to be relying on outsiders. The most important thing is that they can be self – reliance. They can make use of the resources that they have in their daily life activities (Wiboonphong, 2006). This is similar to Sufficiency Economy Driving Subcommittee (2007) notes that moderations in household level are have physical and mental happiness, no exploit oneself and others, no debt, have 4 basic needs and has more than enough surplus for trade. Eaewsriwong (2000) asserted that main objectives of Sufficiency Economy are to be sufficient of basic needs, while being sustainable in ecological system and lifestyles.