

Characteristics of Innovation Affecting Adopted Decision on Sufficiency Economy Philosophy in People's Way of Lives in Muen Wai Sub-district, Nakhon Ratchasima Province

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Abstract

The objectives of this article was to study the influence of innovation characteristics on decision making in applying the Sufficiency Economy Philosophy to people's way of lives in Muen Wai Sub-district, Nakhon Ratchasima Province by applying the binary logistic regression model to analyze the data from interviews 291 questionnaires. The results of the study found that the characteristics of innovation, which consisted of observing others to apply the Sufficiency Economy Philosophy, the compatibility of the Sufficiency Economy Philosophy and people's way of lives as well as the trialability of the Sufficiency Economy Philosophy, is a characteristic that influences adopted decision on the Sufficiency Economy Philosophy in people's way of lives. From the results of such study, there is an importance suggestion that the relevant agencies should also formulate guideline for promoting the application of the Sufficiency Economy Philosophy on the basis of its characteristics, such as applying the Sufficiency Economy Philosophy to what the villagers already have had, supporting and encouraging individuals to attend training with emphasis and pay attention to training that shall be done in practice, and supporting role models of the Sufficiency Economy Philosophy, etc.

Keywords: 1) Sufficiency Economy Philosophy 2) Application decision 3) Characteristics of innovation

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Introduction

The results of the implementation of the country's development guidelines in the past have been beneficial in terms of increasing the rate of economic growth, material prosperity and utilities. But however, it had a negative impact on society, economy and environment, such as rural areas were weak in many ways. They had to rely on markets and middlemen to order capital goods, decreasing of kinship system, losing of knowledges that had been used to solve problems, etc. (The Chaipattana Foundation, 2020), and it also caused the country to face many imbalance problems such as income equality, differences between rural and urban prosperity, the imbalance of natural resource use and economic growth, etc. (Thongpakde, 2007, p.4)

From such problems. The Office of the National Economic and Social Development Board at that time saw the importance of the Sufficiency Economy Philosophy as a tool to alleviate the problem of imbalances. Therefore, the Sufficiency Economy Philosophy has been adopted as a guideline for national development during the 9th and 10th National and Economic and Social Development Plan (Thongpakde, 2007, p.9) to aim for balanced, sustainable and immune development. However, in the past, success in applying the Sufficiency Economy Philosophy and expanding it were quite difficult, especially the expansion to agricultural households due to the different problems of farmers regarding the application of the Sufficiency Economy Philosophy. Some farmers understood that it could actually do while some thought it couldn't really do. (Pin-

thong and Sreshthabutra, 2013, pp.182-183) which Phatthanawiboon, Narongrit and Singhalert (2018, p.7) found that even though the villagers in Thung Kula Rong Hai community had sufficient knowledge and understanding of the approach of the Sufficiency Economy Philosophy. But in practice, it was not enough. This was consistent with the study in Muen Wai Sub-district, Nakhon Ratchasima Province, which is one of the model villages of sufficiency economy in Nakhon Ratchasima Province that there are still some problems in driving the sufficiency economy in the community, for example, people have knowledge and understanding of the sufficiency economy, but there are still few applications.

Therefore, to drive the sufficiency economy by focusing on practical issues are more important than education alone. Such issues lead to an important research question, namely, what factors affect acceptance and application of the Sufficiency Economy Philosophy in people's way of lives, which from literature review found that most studies focused on personal factors, social factors and environmental factors, for example, Boonyanuwat (2011, p.2), Lornil, Thammathiwat and Limunggura (2013, p.48), Jaisue (2016, p.115) etc. Some studies found that there were some factors that contributed to a successful application, for example, Itthawitthayawat (2016, p.102) which concluded that doing what their community was good at or already had knowledges and brought back the conventional wisdom in the community to study and reapply as one approach that would make the application successful, while Srikhao, Siriswas

and Pratomvanitkul (2014, p.71) and Phatthanawiboon, Narongrit and Singhalert (2018, pp.15-17) found that practical trials were an important factor. As for Pruthitavorn (2013, p.33) noted that having a role model or mentor was another factor in successful implementation.

After considering those factors in detail. It was found that such factors fall within the realm of perceived characteristics of the innovation that was under the diffusion of innovation theory (DOI) proposed by Rogers (2003, pp. 219-266), such as, doing what the community was good at or already had knowledges was a characteristic of compatibility. The practical trials were also a characteristic of trialability etc. The above study results of Itthawitthayawat (2016, p.102), Srikhao, Siriswas and Pratomvanitkul (2014, p.71) and Phatthanawiboon, Narongrit and Singhalert (2018, pp.15-17) reflected that the characteristics of innovation was another important factor that may affect the application of the Sufficiency Economy Philosophy in people's way of lives.

Therefore, if the diffusion of innovation theory is used to consider the Sufficiency Economy Philosophy as an innovation. The perceived characteristics of the innovation, which consist of relative advantage, compatibility, complexity, trialability and observability, will be the important factors affecting the acceptance and application of innovations as previous studies because it found that the characteristics of innovation or technology affected the decision to apply innovation. (Seyal and Mohd. Rahman, 2003, pp.6-26; Ghobakhloo and Tang, 2013, pp.754-787)

Based on the above information. The main objective of this article was to study the influence of innovation characteristics affecting decision-making in applying the Sufficiency Economy Philosophy to people's way of lives in Muen Wai Sub-district, Nakhon Ratchasima Province, which is one of the models of sufficiency economy and people are still interested in applying the philosophy in their living. In this article, the concept of DOI theory had been used as a framework for defining the characteristics of innovation for the Sufficiency Economy Philosophy which is an innovation, consisting of 5 characteristics as follows: The perception of advantage of the sufficiency Economy Philosophy, the compatibility in applying the Sufficiency Economy Philosophy with people's way of lives, the complexity in applying the Sufficiency Economy Philosophy and the observability others in applying the Sufficiency Economy Philosophy. The results of this study will enhance knowledge and understanding of the effects of innovation characteristics on acceptance and application of the Sufficiency Economy Philosophy in people's way of lives. It is found that there were few studies on this issue in Thailand, so this is the first study to focus on the issue. In addition, the results of the study also information that enables relevant agencies to formulate policies or strategies to stimulate the use of the Sufficiency Economy Philosophy in people's way of lives to be precise and appropriate, which is another approach to drive the Sufficiency Economy Philosophy to be successful and sustainable in the future.



Literature Review

The literature review was divided into 2 main parts. The first part dealt with the characteristics of innovation and application to lead to the definition of operational variables for measuring instrument development and the relationship between the variables used to develop the model. The second part presents a brief summary of the study of factors affecting the application of the Sufficiency Economy Philosophy in Thailand in order to review and create a preliminary understanding of the aforementioned issues, with details in each part as follows:

The characteristics of innovation and the application of innovation.

The application of innovation means the creation, development and fulfillment of a new idea or activity (Damanpour, 1991, p.556). The application of innovation depended on a variety of factors which Hameed, Counsell and Swift (2012, pp.369-374) classified the characteristics that affected the application 5 areas: the characteristics of innovation, the characteristics of organization, the characteristics of environment, personal characteristics, and user's innovation acceptance characteristics. However, many empirical studies focused on three main factors, namely, personal factor such as gender, age, education level, income etc. (Adesina and Baidu-Forson, 1995, pp.1-9; Tiwari, et al., 2008, pp.210-222; Zhou, et al., 2010, pp.80-120; Kabir, Yegbemey and Bauer, 2013, pp. 881-889; Mengistu, et al., 2016, pp.215-227; Kelebe, et al., 2017, pp.272-278). The organizational factor such as organizational characteristics, the support of top executive,

size of organization, organizational income etc. (Seyal and Mohd.Rahman, 2003, pp.6-26; Zhou, et al., 2010, pp.80-102; Henderson, Sheetz and Trinkle, 2012, pp.109-140; Lambrecht, et al., 2014, pp.132-146; Huang, Yang and Wong, 2016, pp.1167-1198; Hsu and Lin, 2016, pp.791-822) and other environmental factors such as participation, club membership, etc. (Adesina and Baidu-Forson, 1995, pp.1-9; Tiwari, et al., 2008, pp.210-222; Wu, Kao and Lin, 2013, pp.260-297; Lambrecht, et al., 2014, pp.132-146; Hsu and Lin, 2016, pp.791-822; Walisinghe, et al., 2017, pp. 210-222). In addition to these three factors, according to the DOI of Rogers (2003, p.219), it indicated that the perception of innovation characteristics can also predict the rate of innovative application.

DOI theory divided the application of innovation into 5 stages, knowledge, persuasion, decision, implementation, and confirmation. The perceptible innovation characteristics was a key factor influencing the persuasive stage, which was the stage that demonstrated a person's attitude towards innovation and led to the acceptance or rejection of the innovation in decision stage. Therefore, innovation characteristics was an important factor in deciding to accept innovation. In addition, innovation characteristics was also important factor in reducing uncertainty about innovation. (Rogers, 2003, p.232).

In the past, there were several studies on the innovation characteristics and its application, both on basis of DOI theory and other concepts, which found that the innovation characteristics significantly influenced the application of innovation. For example, Seyal

and Mohd. Rahman (2003, p.6) found that the compatibility, trialability, and observability were the main factors affecting the application of electronic commerce in small business of Brunai, etc. Hsu and Lin (2016, p.791) also found that the relative advantage and observability influenced the applicant of cloud services by businesses in Taiwan, which the complexity, compatibility and trialability had no effect. The study of Wu, Kao and Lin (2013, pp.278-282) found that the relative advantage, complexity and trialability affected the application of E-Blog in service industries in China, while Henderson, Sheetz and Trinkle (2012, p.128) studied between organizations and internal organization that affected the application of XBRL and found that the relative advantage, compatibility and complexity affected the application.

Most of the results of the studies were consistent with the noted of Hameed, Counsell and Swift (2012, pp.373-374) found that the characteristics of innovation had an influence on the application, with the relative advantage being a variable that had many studies, and also found that it had a significant influence on application, followed by the compatibility and the complexity.

In addition, several studies focused on technology characteristics. For example, Adesina and Baidu-Forson (1995, p.1) found that personal attitude towards the characteristics of agricultural technology was an important factor in technology application. While Ghobakhloo and Tang (2013, p.754) found that the perceived benefit, the perceived compatibility, the perceived risk, and the cost absorption

affected decision to apply electronic commerce in small business in developing countries. As for Nigussie, et al. (2017, p.64) found that the perceived profitability of technology affected the sustainable application of land management technology, etc.

From the results of the studies mentioned above. It can be concluded that the innovative characteristics such as the relative advantage, compatibility and complexity were the important factors that influenced the application of innovation as well as personal and environmental factors.

Factors affecting the application of the Sufficiency Economy Philosophy in Thailand.

Over a decade, Thailand had several studies on factors affecting the application of the Sufficiency Economy Philosophy both on a personal level (Pinthong and Sreshtabuttra, 2013, pp.181-190; Srikhao, Siriswas and Pratomvanitkul (2014, pp.63-72) and levels of organization (Pimki and Ridsomboon, 2014, pp.1-21; Skulpunyawat and Harnyoot, 2017, pp.174-186) by searching for factors affecting the application of Sufficiency Economy Philosophy, such as personal factors, social factors and environmental factors, etc., which differed according to the context of the research issue, depended on an application on a personal level or the levels of organization. The results of those studies were different enough that could be summarized as follows:

A number of studies found that personal factors, including age, education level and income affected the application of the Sufficiency Economy Philosophy, for example Boonyanuwat (2011, p.2) found that the



age factor, education level, occupation and monthly income affected the application of the Sufficiency Economy Philosophy concept in people's way of lives in community as well as Leklersindhu (2017, p.88) found that the people in different ages, different level of studies, and different careers applied the Sufficiency Economy Philosophy to the community economic development different ways in all aspects. However, there were some studies did not find a relationship between personal factors and the Sufficiency Economy Philosophy. For example, Kerd Sri (2010, p.3) found that personal factors such as gender and educational level had not influenced on the success of the Sufficiency Economy Philosophy application.

Besides a personal factor. An environmental factor was also another factor affected the application of the Sufficiency Economy Philosophy, such as the knowledge and understanding of Sufficiency Economy Philosophy, which Lornil, Thammathiwat and Limunggura (2013, p.48) found that the knowledge and understanding of the Sufficiency Philosophy influenced the forecasting on the Sufficiency Economy Philosophy application in daily life. While Srikhao, Siriswas and Pratomvanitkul (2014, p.63) found that knowledge factors affected the way of life according to the Sufficiency Economy Philosophy in rural people. However, Tekhanmag (2013, p.78) found that the knowledge of the Sufficiency Economy Philosophy had a very low correlation with students' lifestyle behavior, the same as Komenjumrus (2016, p.84) who found that the level of practice in relation to the living

according to the sufficiency economy concept of community in terms of physical, mental, economic, social and environmental aspects did not depend on the overall level of knowledge of sufficiency economy concept, while Khumhome and Juntarukka (2015, p.86) also found that the knowledge of sufficiency economy had no influence on student's application of Sufficiency Economy Philosophy.

Besides, there were other environmental factors, such as participant, village leader, government support or receiving information about the Sufficiency Economy Philosophy that also affected the application of the Sufficiency Economy Philosophy, which Jaisue (2016, p.115) found that participant, village leader and government support were another set of variables that significantly affected the success of Sufficiency Economy Philosophy application. Meanwhile, Phatthanawiboon, Narongrit and Singhalert (2018, p.16) found that the perception of information factor affected the way of living according to the Sufficiency Economy Philosophy. But Tekhanmag (2013, p.72) found that there was no relationship between getting the perception of information about the Sufficiency Economy Philosophy and the way of living behavior according to the Sufficiency Economy Philosophy.

From the review of the literature above, most of studies on factors affecting the application of the Sufficiency Economy Philosophy often focused on personal factors and environmental factors. But if consider according to theory of applied innovation (DOI), it lacked important factors in terms of innovation characteristics that have not been

empirical studied which leads to lack of key information to guide the development of guidelines for the proper application of the Sufficiency Economy Philosophy.

At present, several studies have attempted to apply factors related to innovation characteristics perceived by DOI theory to study the effect of such factors on application. But all studies were almost qualitative research that did not directly specify (or define) that it was the innovation characteristics, and it was a separate study for each factor, such as Itthawitthayawat (2016, p.102), concluded that doing what the community was good at and had knowledge resulting a successful application. These characteristics were classified as compatibility characteristics of the Sufficiency Economy Philosophy with living. While Srikhao, Siriswas and Pratomvanitkul (2014, p.71) and Phatthanawiboon, Narongrit and Singhalert (2018, pp.15-17) gave importance to experiment. The attribute was classified as the trialability of the Sufficiency Economy Philosophy. As for Pruthitavorn (2013, p.33) noted that the push and support of activities from the Sub-district Administrative Organization and organizing field trips inspired and led to the expansion of activities in other areas, including having a prototype or a mentor was also an important factor that results in a successful application. The characteristics was classified as an observability that other people applied the Sufficiency Economy Philosophy to trial.

All the above mentioned, it could be concluded that the characteristics of innovation were important factors affecting the application of the Sufficiency Economy Philosophy. In the past, more studies focused on factors of

innovative characteristics but there were still important research gaps, namely, 1) The aforementioned study was a qualitative research that lacked empirical test on the influence of innovation characteristics on the application of the Sufficiency Economy Philosophy, and 2) Most studies did not define innovation characteristics variables based on DOI theory, but it was the study of sub-variables that were components of innovation characteristics. From such gaps, this article focused on developing a variable set of innovation attribute for the Sufficiency Economy Philosophy according to DOI theory, which consisted of perception of advantage of the Sufficiency Economy Philosophy, compatibility of the Sufficiency Economy Philosophy with lifestyle, complexity in applying of the Sufficiency Economy Philosophy, trialability in applying of the Sufficiency Economy Philosophy and observability of other people, before applying the aforementioned variables to check the effect on the application of the Sufficiency Economy Philosophy. The results of this study will be useful for agencies involved in formulating incentive policies and strategies and leads to further adoption of innovations according to the DOI theory.

Methods

This article applied quantitative research to study the influence of innovation characteristics on decision making in applying the Sufficiency Economy Philosophy in people's way of lives in Muen Wai Sub-district, Nakhon Ratchasima Province. The population used in this study were the people residing in Muen Wai Sub-district, Nakhon Ratchasima Province, according to civil registration in the



areas where the Sufficiency Economy Philosophy have been adopted to their lives and the areas that have not yet been applied it. This would help to provide sufficient samples to be analyzed by statistically reliable logistic regression model. Therefore, the method of Hsieh, Bloch and Larsen, (1998, pp.1623-1634) that set the sample size, because it was a suitable method for determining sample size for analysis with logistic regression model (Janekarnkij, et al., 2015, pp.11-12) by setting the level of significance (α) was equal to 0.05, power of test ($1-\beta$) was equal to 0.95, the probability of applying the Sufficiency Economy Philosophy (P0) was equal to 0.5 and the proportional value odds ratio (B) was equal to 1.5. Due to the past studies, mostly configured B more than or equal to 1.5 (Hsieh, Bloch and Larsen, 1998, p.1682), so it yielded a total of 280 samples which was sufficient to provide statistical confidence in estimation of the coefficient of the logistic regression model. However, in order to prevent errors from data incompleteness, more than 10% of the data were collected (approximately 310 samples in total). After checking the returned questionnaires, it was found that 291 complete questionnaires were sufficient for the application of the logistic regression model. In the sample selection, the proportional stratified sampling was used in dividing the proportion of population residing in each village, totally 9 villages, before using the convenient sampling to select people who were willing to provide information.

For the data analysis, a binary logistic regression model with dependent and independent variables were applied as shown in the equation:

$$\text{ADOPT} = \alpha + \beta_1\text{AD} + \beta_2\text{CPA} + \beta_3\text{CPE} + \beta_4\text{TRI} + \beta_5\text{OBS} + \varepsilon_i$$

Whereas:

ADOPT = 1, if people decide to apply the Sufficiency Economy Philosophy, ADOPT = 0, otherwise.

AD = The level of perception of the relative advantage of the Sufficiency Economy Philosophy.

CPA = The level of compatibility of the Sufficiency Economy Philosophy and way of life.

CPE = The level of complexity in applying the Sufficiency Economy Philosophy.

TRI = The level of trialability of the Sufficiency Economy Philosophy.

OBS = The level of observability the other people in applying the Sufficiency Economy Philosophy.

β are the estimated coefficients and ε_i is a normally distributed error term.

Results

The result of the coefficient by using the maximum likelihood estimation (MLE) appeared in Table No. 1, revealed that the value LR Chi-Square=132.21, Prob (Chi-Square) = 0.000 and the value Pseudo R^2 = 0.329. It shown that the characteristics of 5 innovations according to the concept of DOI theory which consist of perception of advantage of the Sufficiency Economy Philosophy, compatibility of the Sufficiency Economy Philosophy with lifestyle, complexity in applying the Sufficiency Economy Philosophy, trialability in applying the Sufficiency Economy Philosophy and observability of other people in applying the Sufficiency Economy Philosophy, were able to explain decision to apply the Sufficiency Economy Philosophy in

Table No. 1 Coefficient estimation of the model applied to the Sufficiency Economy Philosophy

Variable	Coefficient (β)	Standard Deviation (S.E)	t-statistic	p-value	Marginal Effects dy/dx
Constant	-12.368	1.495	-8.27	0.000	-
The Perception of the sufficiency economy philosophy. (AD)	0.092	0.258	0.36	0.720	0.023
The compatibility of the sufficiency economy philosophy with way of life. (CPA)	0.701	0.238	2.94	0.003***	0.171
The complexity in applying the sufficiency economy philosophy. (CPE)	-0.034	0.238	-0.14	0.887	-0.008
The trialability in applying the sufficiency economy philosophy. (TRI)	0.700	0.300	2.33	0.020**	0.171
The observability of other people in applying the sufficiency economy philosophy. (OBS)	0.788	0.260	3.03	0.002***	0.192
Log likelihood= -134.981, Pseudo R2 =0.329, LR Chi-Square=132.21, Prob (Chi-Square) = 0.000, total correct prediction=79.39%, n = 291 (n0 155, n1 = 136)					

Source: From the calculation with Stata 13 program.

Note: ** 0.05 level of significance, *** 0.01 level of significance

people's way of lives with statistical significance at 0.01 level. The variable in the equation could accurately predict decision to apply the Sufficiency Economy Philosophy 79.39% which meant that such model can be used to predict the probability that people will decide to apply the Sufficiency Economy Philosophy in their way of lives if there is a change in the innovation characteristics factor.

From the consideration of marginal effects. It was found that observing others applied the Sufficiency Economy Philosophy was the factor that affected the decision to apply the Sufficiency Economy Philosophy the most, followed by compatibility of the

Sufficiency Economy Philosophy with lifestyle and trialability in applying the Sufficiency Economy Philosophy. These three factors provided more opportunities for people to apply the Sufficiency Economy Philosophy in their daily lives by 19.222, 17.093 and 17.067 respectively. However, the perception of advantage of the Sufficiency Economy Philosophy and the complexity in applying the Sufficiency Economy Philosophy were not possible to predict the decision of people in applying the Sufficiency Economy Philosophy to their way of lives at 0.05 level of significance.



Conclusion and Discussion

This article introduced Roger's DOI theory (2003, pp.219-266) as a framework to study the influence of innovation characteristics affecting decision-making to apply the Sufficiency Economy Philosophy in people's way of lives in Muen Wai Sub-district, Nakhon Ratchasima Province, by assigning the characteristics of innovation to the Sufficiency Economy Philosophy which consist of 5 characteristics : The perception of the advantage of the Sufficiency Economy Philosophy, the compatibility of the Sufficiency Economy Philosophy with way of life, the complexity in applying the Sufficiency Economy Philosophy, the trialability in applying the Sufficiency Economy Philosophy and the observability of other people in applying the Sufficiency Economy Philosophy.

The results of the empirical study found that the model had highly forecasting accuracy. The prediction was about 79% accurate and the characteristics of innovation influenced the decision to apply the Sufficiency Economy Philosophy. The observation of other people applying the Sufficiency Economy Philosophy was the most important factor affecting the decision to apply the Sufficiency Economy Philosophy in their way of lives, corresponding to the study of Seyal and Mohd. Rahman (2003, p.16) and Hsu and Lin (2016, pp.809-811), followed by the compatibility of sufficiency economy principles with people's way of lives, which was consistent with the study of Seyal and Mohd. Rahman (2003, p.16) Henderson, Sheetz and Trinkle (2012, pp.128-131), and Ghobakhloo and Tang (2013,

pp.768-770) . Meanwhile the trialability of the Sufficiency Economy Philosophy, which was one of another factors affecting the decision to apply the Sufficiency Economy Philosophy in people's way of lives, was also consistent with the results of study of Seyal and Mohd. Rahman (2003, p.16) and Wu, Kao and Lin (2012, pp.277-278).

The results of the studies indicated that if the applied Sufficiency Economy Philosophy was consistent with people's way of lives. The people had more opportunities to apply the Sufficiency Economy Philosophy to their lives, which was consistent with Itthawitthayawat (2016, p.102) who concluded that doing what the community was good at and had knowledge, including bringing back the conventional wisdom in community to study and apply it again was another approach that would make the application successful, just as Phuengsamran and Wannaprapa (2015, pp.49-50) concluded that combining conventional wisdom and knowledge rooted in the traditional occupations with the Sufficiency Economy Philosophy was an important substance in the process of diffusion of the local wisdom innovations.

At the same time, if the Sufficiency Economy Philosophy can be put into practice and leading to self-learning. People will have opportunities to apply the Sufficiency Economy Philosophy in their lives, which is in accordance with Srikhao, Siriswas and Pratomvanitkul (2014, p.71) and Phatthanawiboon, Narongrit and Singhalert (2018, pp.15-17) who found the importance of trial, and also in accordance with Thongluea and Maifaey (2019,

pp.36-46) who pointed out that practice trial would show results clearly. Phuengsamran and Wannaprapa (2015, p.40) also concluded that the unconditional trial opportunity was one of the key elements in the adoption of local wisdom innovations that combined the Sufficiency Economy Philosophy.

As for the observation of success from others, which is another factor that had motivated more people to apply the Sufficiency Economy Philosophy to their living. Pruthitavorn (2013, p.33) noted that pushing and supporting activities from Sub-district administrative organization and organizing field trips inspired and led to the expansion of activities in other areas, including having a model or a mentor was also an important factor that makes the application successful, and Saengthamat (2013, p.83) gave importance to the model village by implementing lessons learned and applied it to experimental village.

In addition, the results of the empirical study were also consistent with the qualitative data obtained from the small group meetings which indicated that training were important because it allowed people to learn on their own, there was a practical trial and learning that was relevant to the point which would lead to more applications.

However, from the results of the study, it was found that the perception of advantage of the Sufficiency Economy Philosophy and the complexity in applying it did not affect the decision to apply the sufficiency economy in way of life which was not consistent with some past studies that had found both factors influenced the decision to apply innovation, such as Wu,

Kao and Lin (2012, pp.277-278), Henderson, Sheetz and Trinkle (2012, pp.128-131) etc., it may be due to most of technological innovations that were applied to work. This made it possible to better assess the comparative benefit and difficulty of implementation, and it could be more tangible than the case of applying philosophical concept that required self-experimentation at most. Therefore, applying the Sufficiency Economy Philosophy in everyday life is necessary to rely on practicality as an important tool that leads to its application. Realizing just the benefits or perception of just how easy or difficult to use it would not be enough to concretely motivate and encourage the application. It was consistent with the results of this study which found that the ability to apply the Sufficiency Economy Philosophy and observation of others in applying it are the main factors that affected the decision to apply the Sufficiency Economy Philosophy in people's way of lives.



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