Factors Related to Songkhla People Sufficiency and Happiness

[1]Rungrat Charoenwisal
[2]Wanchai Dhammasaccakarn, Kasetchai Laeheem

Abstract: The purpose of this quantitative research was to study factors related to the happiness and sufficiency level of Songkhla people in the Southern part of Thailand. It was a second phase of a Mixed Method Research. 760 sampling from urban, peri-urban and rural area of Sonkhla people. Data wasobtained by the questionnaire that was generated from the qualitative research phase and analyzed by frequency, percentage, mean, standard deviation, Z-score, T-score, crosstab, Chi-Square, Phi & Cramer V, and Logistic Regression.

The result indicated that 17 factors in 6 groups(personal, natural resources, social, economic, information and technology approach factors) that related to the happiness and sufficiency level of Songkhla people significantly by Chi-square test and there were 3 factors from binary logistic test which included resources factor(land ownership) ; social factors(neighbors or community member's interaction); information and technology approach(Information and technology access channels)that impacted significantly at alpha 0.001.

Keywords: Sufficiency, Happiness, Chi-square, Phi & Cramer V, Logistic regression, Southern Thailand

Back ground

This topic also got from the research area during our work as same as the previous article as 'ʂeūx-mang': A missing link of Southern Thai dialect and Pa Yang community in the South of Thailand. (Rungrat Charoenwisal, Malee Sabaiying, Wanchai Dhammasaccakarn. 2018).

During the basic needassessment from local people, we had heard that "happiness" was the highest aim and "insufficiency life" was the worst problem of local people at Payang Village, Tha Change Sub district, Bang Klam District, Songkhla Province, Thailand. We then interviewed other30 people from urban, peri-urban and rural area (10 people in each area) in the province scale.After interpretation, re-interpretation and grouping the answers were still the same. So, we transformed the answers into closed-ended questions and did the survey research to look forfactors that related to the happiness and sufficiency level of the people in the bigger scale.

When talking about happiness and sufficiency, it means the highest wish of humanity on earth. It is also the goal of the National Economic and Social Development Plan of Thailand, in particular, in every edition that set people as the center of development, since the 8-12 plan. Especially in the 10th National Economic and Social Development Plan, defines happiness as the goal of development key while in the 8th and 9th National Economic and Social Development Plans suggested that happiness should start from the individual level, then gradually extended from families, communities, institutions, until to the nation, respectively(The Office of the National Economic and Social Development Board, 2005) In the 12th National Economic and Social Development Plan and the 20-year Thailand national strategy, set the Sufficiency Economyof the previous King Bhumibol's theoryas a guideline for development of the country. Also, Thai mental health center (2012)has defined happiness as the state of awareness that we have done in what we would like to achieve or what we want,being proud in ourselves,having a positive thought, being active in life. These will lead to good health and good relationships with the surrounding people and society. There is a happiness link with the sufficiency life, when people are happy they will feel sufficiency, feel good, calm, stable mental state,and ready to cope with change (Thai mental health center. 2012).Sufficiency whichis the researcher's main ideas also, derived from the philosophy of His Majesty King Bhumibol Adulyadej which had pointed out the way of life and the practice of people at all levels, ranging from individuals, households, society until the nation for a happiness development approaching by emphasizing the middle path as an overriding principle. It means moderation, reasonableness, life immunity or the readiness for change.King Bhumibol Adulyadej gave Thai many speeches about sufficiency economy since 1974, he reminded Thai people not to underestimate the development of the correct sequence of the theoretical but emphasized to do the development on self-reliance, sufficient enough to know the modesty,

[1]Ph.D. Student in Human and Social Development Program, Liberal Art Faculty, Prince of Songkhla University Hat Yai.
[2] Assoc. Prof. Dr. in Human and Social Development Program, Liberal Art Faculty, Prince of Songkhla University Hat Yai.

taking into account of the rationality, and get readiness for change by using knowledge and moral. (Office of the National Economic and Social Development Board, 2005, p. 26 - 27). So we try to do the research by using the philosophy as a big frame work and try to find out what element factors which we could observe that relate with the happiness and sufficiency of Songkhla people.

Research purpose
To find out the factors that related to the level of happiness and sufficiency of the Songkhla people.

Methodology
It was the quantitative phase by using the questionnaire that resulted from the first phase whichobtained factors that people in Songkhla thought it related with their happiness and sufficiency feeling. After we did content analysis, interpret, re-interpret and grouping then we coding and divided them into 6 categories with 2 main groups are (A)Input factors were (A1) personal factor(11 factors were habitat context, sex, age, marital status, formal education, educational level, illiteracy, hometown, children, chronic illness and disability), (A2) natural resources factors(8 factors were house ownership, house land ownership, agricultural land and the ownership, economic pets and types, vehicle belonging and types), (A3) Social factors (7 factors were household member, elderly in household and the number, elderly care giver, children visiting to household, household member, the visiting of household children, interaction with neighbors and groups membership), (A4) economic factors(9 factors were source of income or main job, second job, main job type, second job type, place of main job, money remittent, saving money, debt, and wealthy), and (A5) Information Technology Approach(3 factors Information obtaining, information access channels, the ways of seeking job); (B) Impact factor that asking aboutthe level of happiness and sufficiency of the household (13 sets-physical issues asking about adequate of food, clothes, and treatment; resources issues asking about the adequate in household, education, and agricultural land; adequate of household income; social issues asking about satisfaction and adequate of government service, government welfare, family relationship, and community unity; information and technology approach; and global happiness). Then collected data from 760 sampling from urban; peri-urban and rural area in Songkhla provinceduring the year 2018

Population and sampling
Population:
Songkhla had 518,284 households in the year 2017(Database of Department of Administration, Ministry of Interior on December 31, 2016, Department of Local Administration, Ministry of Interior) 47% was in urban area, 27% was in peri urban area and 26% was in rural area

Sampling
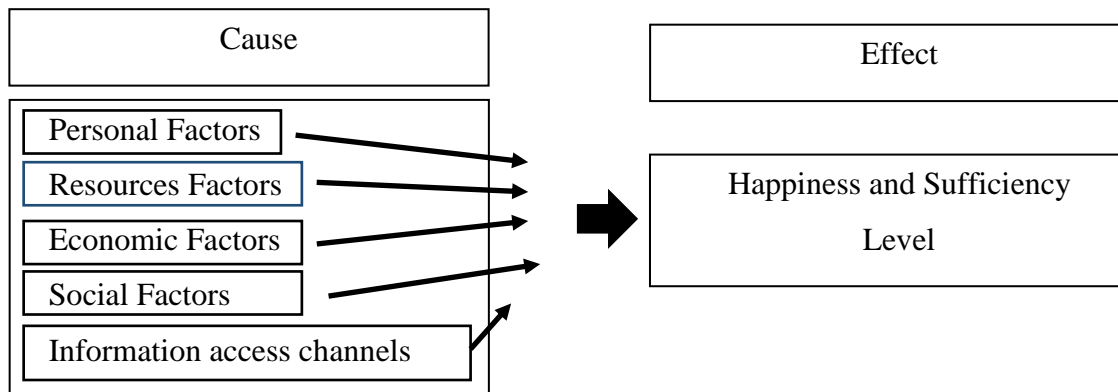Sampling size -using 20 times of observation variable estimate (20X38 = 760)
By using stratified sampling as the percentage of areaand add about 20-25% for complete response rate extend of each area then simple random sampling was using in each area. (1) Stratified purposive sampling(Teddlie, Yu & Louisiana State. 2007)start from quota sampling by area (urban, peri urban, rural area) as the percentage proportion (47,27,26); (2) then labeling sampling the district in each area stratum(result were Hat Yai, Bangklam, and Chana); and (3)simple random sampling people in each area to collect data as the quota.
Collecting data by researcher and assistant. However, for urban area got 260 complete questionnairesor 65% back,for peri-urban and rural area got 100% in return (250 questionnaires in each site)

Data Analysis
Data were analyzed by frequency, percentage, mean, standard deviation, Z-score, T-score, crosstab, Chi-Square, Phi & Cramer V, and Logistic Regression.

Conceptual Framework

Result

From 38 observation variables and the binary levels of happiness and sufficiency of the household was divided by the average T-score at 50 into 2 groups: (1) got less happiness and household sufficiency score than at average and (2) higher score than the average.(minimum was 48 and maximum was 54) The result had shown as following:

Table1 Factors that related with Happiness and Sufficiency Level by binary logistic analysis

Groups	Factors	B	S.E.	Wald	Sig.	Exp(B)
Personal	Habitat Context	.259	.090	8.331	.004	1.295
Resources	Land Ownership	1.128	.181	38.770	.000	3.090
	Transportation Has	-1.701	.488	12.173	.000	.182
	Transportation types	1.059	.255	17.192	.000	2.884
Economic	Second job	.414	.162	6.541	.011	1.513
	Place of main job	-.320	.088	13.091	.000	.726
	Wealth	-.654	.123	28.277	.000	.520
Info. &Technology Approach	Info. access channels	.925	.165	31.358	.000	2.521
6 groups	Land Ownership	1.375	.210	43.015	.000	3.957
	Neighbors interaction	2.987	.205	212.328	.000	19.819
	Info. access channels	.895	.222	16.271	.000	2.449

After that we did the crosstab, chi-square or phi & Cramer's V test to explain more detail. It has been shown in Table 2.

Table2 Crosstab between personal factor that related with happiness and sufficiency level of household

Input Factor	Happiness and Sufficiency Level		Total	Chi-Square	p-value
	< mean	>=mean			
Habitat Context				19.292***	0.000
Urban	169	91	260		
% Total	22.2%	12.0%	34.2%		
Peri Urban	115	135	250		
% Total	15.1%	17.8%	32.9%		
Rural	131	119	250		
% Total	17.2%	15.7%	32.9%		

By Chi square test, there were 2 variables that linked with happiness and sufficiency level significantly at alpha 0.001 were habitat context and age. However for age was not in the group interaction result so we will not show data here. For habitat context, it related with happiness and sufficiency level significantly at alpha 0.001. Peri urban people seemed to have a higher happiness and sufficiency level than urban and rural area people.

Table 3 Crosstab between resources factor that related with happiness and sufficiency level of household

Input Factor	Happiness and Sufficiency Level		Total	Chi-Square	p-value
	< mean	>=mean			
Agricultural land ownership				62.207***	0.000
None	224	85	309		
% Total	29.5%	11.2%	40.7%		
Has	191	260	451		
% Total	25.1%	34.2%	59.3%		
Vehicle				21.697***	0.000
None	213	119	332		
% Total	28.0%	15.7%	43.7%		
Has	202	226	428		
% Total	26.6%	29.7%	56.3%		
Vehicle type				47.187***	0.000
0	213	119	332		
% Total	28.0%	15.7%	43.7%		
1-5	67	29	96		
% Total	8.8%	3.8%	12.6%		
6 up	135	197	332		
% Total	17.8%	25.9%	43.7%		

For this group as well, there were 6 variables that related with happiness and sufficiency level significantly at alpha 0.001 by Chi-square test were agricultural land ownership, agricultural land number (Rai), economic pets, type of economic pets, vehicle, type of vehicles. It was found that (1) household that had agricultural land, seemed to have higher score in happiness and sufficiency level. (2) Households that had number of agricultural land between 0.01-5 Rai seemed to be happier and fell more sufficiency than other group. (3) Households that had economic pets and vehicle seemed to be happier and fell more sufficiency than household that didn't have any economic pet or any vehicle also the more type they had , the more happiness and sufficiency feeling they were. However, data had been shown only the point that had interaction when was set in resources factors group.

Table4 Crosstab between social factor that related with happiness and sufficiency level of household

Input Factor	Happiness and Sufficiency Level		Total	Chi-Square	p-value
	< mean	>=mean			
Neighbors or community members' interaction				296.939***	0.000
None	360	86	446		
% Total	47.4%	11.3%	58.7%		
Yes	55	259	314		
% Total	7.2%	34.1%	41.3%		

For social factors that were related by the happiness and sufficiency level were the numbers of household member, the visiting of household children, neighbors or community member interaction and group membership significantly. However, for binary logistic analysis indicated only for Neighbors or community members' interaction that impacted significantly at alpha 0.001 so data was shown as above.

Table 5Crosstab between economic factor that related with happiness and sufficiency level of household

Input Factor	Happiness and Sufficiency Level		Total	Chi-Square	p-value
	< mean	>=mean			
Second job				7.961**	0.005
Not has	303	219	522		
% Total	39.9%	28.8%	68.7%		
Has	112	126	238		
% Total	14.7%	16.6%	31.3%		

Table 5 (continue)

Input Factor	Happiness and Sufficiency Level		Total	Chi-Square	p-value
	< mean	>=mean			
Place of main job				16.773***	0.001
Own job at home or household area	159	169	328		
% Total	20.9%	22.2%	43.2%		
Employee in household area or nearby	122	108	230		
% Total	16.1%	14.2%	30.3%		
in town or nearby province	122	60	182		
% Total	16.1%	7.9%	23.9%		
Otherprovinces, regions, or countries	12	8	20		
% Total	1.6%	1.1%	2.6%		
Wealthy(family status)				30.924***	0.000
Rich group	36	55	91		
% Total	4.7%	7.2%	12.0%		
Middle group	215	215	430		
% Total	28.3%	28.3%	56.6%		
Poor group	164	75	239		
% Total	21.6%	9.9%	31.4%		

There were 3 variables: (1) second job, (2) place of main job; (3) Wealthy or family status that linked with happiness and sufficiency level significantly by Chi-square test. Data indicated that (1) household which had second job seemed to be happier and got more sufficiency than an extra job significantly at alpha 0.01; (2) households which main job occupied at home or household area seemed to be happier and more sufficiency level than other group significantly at alpha 0.001; (3) for household status, it indicated that the proportion of rich group seemed to feel happierand more sufficiency than other group significantly at alpha 0.001. Significantly result for both Chi-square and logistic analysis

Table 6 Crosstab between information and technology approach factor that related with Happiness and sufficiency level of household

Input Factor	Happiness and Sufficiency Level		Total	Phi & Cramer V	p-value
	< mean	>=mean			
information access channels				0.027***	0.000
None	2	3	5		
% Total	0.27%	0.41%	.7%		
Only one	117	105	222		
% Total	15.85%	14.23%	30.1%		
2 or more	223	288	511		
% Total	30.22%	39.02%	69.2%		

ByPhi & Cramer V test, it indicated 2 factors that related with household happiness and sufficiency level were Information & Technology obtaining and information access channels. It seemed household which obtained and accessed to information and technology more than 2 ways seemed to have higher level in

happiness and sufficiency significantly at alpha 0.05 and 0.001 respectively. However, information & technology obtaining factor was not appear in a logistic analysis result so we will not present it here.

Table 7 Happiness and sufficiency level of household in average and meaning

No.	Factors	mean	S.D.	Result compare with criteria mean of the group
1. Physical sufficiency level		1.92	.218	Higher
	Food sufficiencylevel	1.94	.266	Higher
	Clothes sufficiencylevel	2.01	.299	Higher
	Treatment /Health care sufficiencylevel	1.83	.457	lower
2.Resources sufficiency level		1.73	.359	lower
	Family member educational sufficiencylevel	1.38	.497	lower
	Household residence satisfaction	1.75	.561	lower
	Agricultural area to work satisfaction	2.06	.907	Higher
3. Household Economic sufficiency level		1.63	.530	lower
	Income &Household Economic sufficiency level	1.63	.530	lower

Table 7 Happiness and sufficiency level of household in average and meaning

No.	Factors	mean	S.D.	Result compare with criteria mean of the group
4. Social satisfaction		1.85	.399	lower
	Government service	2.01	.406	Higher
	Government welfare	2.01	.406	Higher
	Family relationship	1.88	.816	Higher
	Unity of community members	1.50	.655	lower
5. Information and Technology satisfaction		2.36	.493	Higher
	Information and Technology approach satisfaction	2.36	.493	Higher
6. Global happiness				
	Global happiness	2.08	.422	Higher

The result indicated that during the beginning of year 2018 Songkhla people evaluated their household happiness and sufficiency level still at the higher level in average. However, some points that seemed to be lower in treatment or health care; some resources such as in education of member, and residence; lower economic sufficiency level for income; and social satisfaction especially in the unity of community members.

Conclusion and Discussion

The result indicated that 17 factors in 6 groups(1) personal factors(habitat, and age of interviewee); (2) natural resources factors(agricultural land, amount of agricultural land, economic pets, types of economic pet, vehicle, and types of vehicle); (3) social factors (number of household member, the visiting of household children, interaction with neighbors and groups membership); (4) economic factors(second job, place of main work, and wealth);(5) Information Technology Approach(Information obtaining and information access channels) that related to the happiness and sufficiency level of Songkhla people significantly by Chi-square test and there were 3 factors that impacted significantly at alpha 0.001 from binary logistic test were resources factor(land ownership) ; social factors (neighbors or community member's interaction); and information and technology approach(Information and technology access channels). Not only because logistic analyzed data in a set and they has interaction between each variable while Chi-square will test each variable specifically. However, we will not conclude that in our study by now. We still are interested in qualitative research result. Also these quantitative data may be not cover the representative even most of them were in the normal distribution group from checking Skewness and Kurtosis's values that were in the criteria (not over than 1.96). But by now we will not say that other factors that not represent in logistic analysis result, had no impact to happiness and sufficiency level of Songkhla people. We still need more information to support than this in the future.

However, we also checked with other research in Thailand that studied about happiness or sufficiency level issue recently. We found that Prof.Dr. Kalyanee Senasu(2016) from Nida University used to study about

factors affecting on Thai happiness in the last 2 years. She used secondary databases of the National Statistical Office in 2009, 2010 and 2555 and 2557 of Thai who aged over than 15 years. There sampling were 59,430; 64,720; 54,736; and 9,997. Then data were analyzed by Pearson's correlation coefficients, ANOVA, and hierarchical regression analysis. She reported the average happiness level of Thai people in that period was quite high at the 7th step (7.42-7.60) from 10 steps which this result still harmony with this study if we validated our rank into 10, it was also at the same level, for other variables such as habitat context, and economic factor(wealth) were also harmony not only with her work but withChi (1995);Prommart, Wongyai, Jitjirajan and Chuanchom(1993) too. For information and Technology approach factor also closed to what Pinquart and Soren (2000) said in their report.

For social factors especially in family, community relationship or this work use the word as interaction, there were harmony with many reports such as Prommart, Wongyai, Jitjirajan and Chuanchom(1993); Chi (1995); Meng and Xiang (1997); Pei and Pillai (1999); Pinquart and Soren (2000); Jirayaporn et al., 2000; Ingersoll-Dayton et al. (2004); and Ingersoll-Dayton et al., 2004; Gray, R.S., Rukumnuaykit, P., Kittisuksathit, S. & Thongthai, V. (2008a);Gray, RakAmNouyJit, and Kittisukasit (2010); even Senasu(2016)

For resources factors we could not find any research to support by now but if we consider our country situation by now, agricultural land, number of the agricultural land, economic pets and types, also second job are all the sources of household income and vehicle also types of vehicles were related to the wealthy status because they are not four necessary factors in life (food, clothes, treatment, and residence). People who have vehicle or especially many types of them can mean to someone who are in the rich group. For this research already found that rich group of household status linked to happiness and sufficiency level that also were confirm by many research as above.

Beside this, technology and information obtained and channels to access are in our period of modernization and globalization world. So, it is reasonable if people said this linked with their happiness and most people also use it to search for jobs, for doing work, online business.

For income and debt that were not linked with happiness and sufficiency level in this study may be confirmed by Gray, R.S., Rukumnuaykit, P., Kittisuksathit, S. & Thongthai, V. (2008a) reported that the relationship between income and liabilities for the Thai people could not be conclusive. We cannot say that people who have a lot of income will be happier than less income group. Only people who feel sufficiency with their economic status that they are not poor and happier than others. For debt she found that who have no debt is the happiest, also one who owes, but does not feel obliged to pay back are still happy. In other hands, people who are indebted and feel obligated to repay will have less happiness.

Suggestions and recommendations

Based on the results emerged from the current study which was conducted to investigate the constructs of happiness and sufficiency levels in life of a community living in the south of Thailand, the researchers would like to make the following suggestions and recommendations. Happiness and sufficiency are understood to be necessary conditions needed by human beings to lead a sound life which is fruitful and demanded by Thai society. Therefore, the Thai government should pay more attention to enact policies that can have positive impacts on people of the country on one hand and on the other, the government should give priority to set goalsthat lead for a happy and self-sufficient life of Thai nationals atall levels. In addition, it should be a new paradigm in which social values and norms, instead of materialistic life coupled with modernization are respected.Moreover, the kingdom should play an active role in establishing an organizationthat can provide villagers living in remote areas with less facilities withsupplementary career training that enables the villagers to become skilled in specific trades so that they can engage in various occupations within each community. Apart from that, it is the onus of the kingdomto increase different modes and channels to access information and technology to be informed of what is happening in and around the country.

Limitations of the study

There still doubted all data that we obtained from qualitative work linked with happiness and sufficiency level of people or not. By now, we think we didn't have enough representative in our work and hope to see other researcher continue the job and share their information with us.

Also Thai National Council for Peace and Order (NCPO) said after coup on May 7, 2014, referred that will maintain peace and order in the country as well as to restore happiness to the people of Thailand. So, this research confirm that some Thai still were happy. However, we should check all over of the country if other Thai think the same or not?

Acknowledgement

References

[1]. Alexandrova, Anna. (2005). *Subjective well-being and Kahneman' s objective happiness*. **Journal of Happiness Studies**. Vol. 6: 301-324.

[2]. Chi, I. (1995). *Mental Health of the old-old in Hong Kong*. **Clinical Gerontologist** . Vol. 15: 31-44.

[3]. Department of Home Affairs, Ministry of Interior. (2559).**Report of Population and Songkhla Province Home Statistics of** 2016. Retrieved on January 27, 2018.From
http://stat.bora.dopa.go.th/stat/statnew/statTDD/views/showProvinceData.php)

[4]. Ho. S-C., J. Woo, U. Lau, S-G. Chan, Y-K. Yuen, Y-K. Chan and I. Chi. (1995). *Life satisfaction and associated factors in older Hong Kong Chinese*. **Journal of the American Geriatrics Society**. Vol. 43: 252-255.

[5]. Gray, RakAmNouyJit, and Kittisukasit (2010); Happiness on self-sufficiency: stability Retrieved on March 20, 2018 from.
http://www.ipsr.mahidol.ac.th/IPSR/AnnualConference/ConferenceII/Article/Article09.htm

[6]. Gray, R.S., Rukumnuaykit, P., Kittisuksathit, S. & Thongthai, V. (2008a). *Inner happiness among Thai elderly*. **Journal of Cross Cultural Gerontology**. (23): 211-224

[7]. Gray, Thongthai and Suwannaphup. (2010). **Happiness is universal**. Retrieved on March 24, 2018 from http://www.ipsr.mahidol.ac.th/ipsrbeta/FileUpload/PDF/Report-File- 367.pdf

[8]. Li, L. 1995. *Subjective well being of Chinese urban elderly*. **International Review of Modern Sociology**. Vol. 25: 17-26.

[9]. Meng, C. and M. Xiang. 1997. *Factors influencing the psychological well-being of elderly people: A 2 year follow-up study*. **Chinese Medical Health Journal**. Vol.11: 273-275.

[10]. Pinquart, M. and S. Sorensen. 2000. *Influences of socioeconomic status, social network, and competence on subjective well-being in later-life*. **Psychology and Aging** . Vol.15:187-244.

[11]. Prommart, Wongyai, Jitjirajan and Chuanchom. (1993)*Factors affecting work happiness of personnel in educational institutes of Nakhon Si Thammarat Municipality.* **Journal of Research and Development Buriram Rajabhat University**Year 8 Issue 1 January - June 2013

[12]. Senasu (2016) Factors affecting on Thai happiness. Retrieved on March 21, 2018 from goo.gl/3ZMvHk

[13]. Ryff, C. D. 1989. Happiness is everything or is it? Exploration on the meaning of psychological well-being. Journal of Personality and Social Psychology. Vol. 57:1069-1081.

[14]. Rungrat Charoenwisal, Malee Sabaiying, Wanchai Dhammasaccakarn. (2018). "'S☐eụ☐x-mang': A missing link of Southern Thai dialect and Pa Yang community in the South of Thailand". **Journal of Education and Human Development.** June 2018, Vol.7, No.2, pp 71-75. Access from http://jehdnet.com/vol-7-no-2-june-2018-current-issue-jehd

[15]. Teddlie, Yu & Louisiana State. (2007). **"Mixed Methods Sampling" Journal of Mixed Methods Research.** Vol. 1, Issue 1, PP.77-100. Sage Publications, Inc. University,Baton Rouge

[16]. The Office of the National Economic and Social Development Board (2006).**National Economic and Social Development Plan 10.** Retrieved on March 23, 2018 from http://www.nesdb.go.th/econSocial/macro/gpp_data/index.html.

[17]. Thai mental health center. (2012) **Happiness.** Retrieved on January 27, 2018 from http://www.chulawellness.com/index.php?lay=show&ac=article&Id=539568775& Ntype=11