

Dissertation Title : A Model of the Sustainable Relationship between the Consumers and the Producers according to the Buddhist Doctrines

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ABSTRACT

The objectives of this thesis are as follows: 1) to study the Relationship between the Consumers and the Producers in the Consumerism Society 2) to study the Buddhist Doctrines Concerning the Relationship between Consumers and Producers and 3) to present the Model of the Sustainable Relationship between the Consumers and the Producers according to The Buddhist Doctrines. This research is a qualitative study, focused on the documentary studies, mainly in the Tipitaka, the relating documentaries and the Buddhist scholars' works. All the data are classified into the system, concluded and presented in the descriptive analysis.

The results of the research are found as follows:-

1. The Relationship between the Consumers and the Producers in the Consumerism Society is due to the high volume of the manufacture of the products in one standard successfully called "Mass Production" in the industrial sector. It becomes the model for other sectors to do the same, not only for the educational sector that produces the big volume of the students of the same knowledge by setting the teachers as the learning centers and using the same syllabus in the whole country, but also in the public health sector which allows only the doctors to cure the patients, so there are a lot of sick persons accumulating and forming a queue at the hospitals to force the doctors to work so hard and to do more errors becoming the disease from the doctors. These are the causes of the problems in the Consumerism Society, but the relationship between the consumers and the producers in the co-operative community which the members can help themselves and help each other which conform to the relationship between the consumers and

the producers in the natural ecosystem with the sustainable help and always the equilibrium status.

2. The principles of the Buddhist Doctrines concerning the relationship between consumers and producers in this research are classified roughly into 3 levels as follows:- 1) The basic level is the 6 Directions concerning the moral obligation for the person to help each other and the previous benefactor with the grateful person. 2) The Media level is the Right Livelihood concerning the working for life according to Dhamma Practices with no exploiting the others and the other doctrines for good relationship between the person and the person as follows:- (1) 7 Mittakathā, (2) 7 Sappurisa-dhammas, (3) 7 Sappāyas, (4) 7 Aparihāniya-dhammas, (5) 4 Sangahavatthus and (6) 4 Iddhipadas and 3) The high level is the Dhamma-Niyāma or the Natural Law including :- (1) the Equilibrium (2) the Cycles (3) the duty to one others.

3. The Model of the Sustainable Relationship between the Consumers and the Producers according to The Buddhist Doctrines is based on the theory of three equilibriums or the theory of the balance of the production, the consumption and the benefit sharing with the principle of keeping the regulation of Production, consumption and benefit sharing which are always in the status of the equilibrium. For the practice, it is the accumulation of the producers' wealth into the consumers' community by changing the budgets of the advertisements and the sale promotions to the budget for building the wealth of the consumers and encouraging the consumers to support the producers by using their products according to the Buddhist Doctrine of 6 Directions. This theory of three equilibriums is conformed to all of the three levels of the Buddhist Doctrines and compatible with the social marketing which shown as the samples of the producers' activities phenomena for building the security and the wealth of the consumers' communities together with keeping the sustainable relationship between the consumers and the producers. The conclusion is of the theory of three equilibriums can be the model for solving the current world problems of the non balance between the productions and the consumptions which lead to share the natural resource and the wealth thoroughly and fairly.