

**THE GOAL OF SUCCESS IN DEVELOPING THAI HOME ECONOMICS  
FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS**

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**ABSTRACT**

Academic articles on the goal of success in developing Thai home economics for sustainable development goals are essential for a better life. Sustainable development is a complex and multifaceted concept, closely linked to various issues, particularly food, which serves as a key medium. Home economics, as an integrated science for improving quality of life, therefore plays a role in solving current problems using an integrated approach. The researcher discovered relevant articles based on the results of the literature review from both within and outside the country, found that the goal of success in developing Thai home economics for sustainable development goals emphasis is a strategy that aims to end poverty, Poverty, Zero Hunger, Global health and well-being, achieve gender equality and empowering all women and girls, while equipping people and communities with the knowledge and abilities to make decisions that will lead to a more sustainable future. This entails applying sustainability concepts to various home economics topics, including resource management, food systems, and community development.

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**INTRODUCTION**

To minimise environmental impact, conserve natural resources, and foster long-term ecological balance, sustainable living is a necessity in the face of environmental concerns. An academic article examines the various facets of sustainable living from a home economics perspective, exploring how households can adopt sustainable behaviours that enhance their quality of life and the environment. Reducing ecological footprints and advancing sustainable development are the goals of sustainable living practices. These methods extend beyond conservation initiatives in home economics to encompass comprehensive strategies for managing the home, including thoughtful choices regarding energy use, waste management, consumption, and the selection of goods and materials that prioritise environmental stewardship. Since family consumption and activities significantly contribute to carbon emissions, resource depletion, and waste generation, integrating sustainability into routine household activities is crucial to addressing global environmental concerns. Household

Adoption of sustainable practices can have a significant impact on ecological sustainability, result in financial savings through lower energy and resource consumption, and enhance the health and well-being of inhabitants [1]. The primary issue with home economics education is that people are not receiving high-quality information. People are not being taught the benefits of growing their own food or cooking in particular ways. The failure of people to acquire these basic abilities can be detrimental for several reasons. Textiles, cooking, handicrafts, and other crafts are all examples of home economics that people should learn. They might lose out on education about nutrition, safety, community skills, life skills, and even parenting. All of these are essential skills to acquire to achieve the objective later in life [2]. The research aimed to explore various elements of sustainable living within the scope of home economics, including energy conservation, responsible eating habits, waste reduction, water-saving techniques, sustainable consumption and production practices, and eco-friendly home design. To encourage sustainable living within the domain of home economics, this study will assess the obstacles and challenges that hinder the widespread adoption of sustainable practices and provide recommendations for individuals, teachers, and policymakers to promote sustainable lifestyles in home economics. Furthermore, it plays a crucial role in establishing an environment that encourages prudent and sustainable financial choices for households, potentially through initiatives focused on financial literacy, promoting savings and investments, advocating for responsible consumption, and facilitating effective debt management.

#### **Related research**

SDGs and home economics are global priorities, local solutions [3]. The Sustainable Development Goals, commonly referred to as SDGs, comprise seventeen ambitious global targets aimed at creating a future vastly different from the present, where poverty and gender disparities are eradicated, access to quality healthcare and education is universal, and economic advancement does not negatively impact the planet. The scale of this vision is immense, and every. The nation struggles to meet more than half of the seventeen goals. As the agenda evolves, discovering methods to implement change becomes crucial for success. In this scenario, home economics has significant potential to make meaningful contributions. This document investigates how home economics can facilitate faster movement towards fulfilling specific SDGs by the year 2030.

Education for sustainable development in home economics is a key aspect [4]. Each era in the global timeline is marked by its unique characteristics. This particular era is associated with a significant increase in human prosperity. Scientific advancements facilitate rapid improvements in well-being; however, challenges arise alongside these favourable changes. This presents a dilemma for humanity regarding its long-term survival. Achieving sustainability demands a shared perspective of society in relation to nature. Sustainable progress can be achieved if there is a connection among advancements in the national economy, social aspects, and environmental conservation, alongside the necessity for active citizen involvement in the developmental process. Sustainable development encompasses three interconnected dimensions: environmental, economic, and social. The core of education aimed at sustainable development serves as a call for individuals to act with responsibility in their daily lives and to live in harmony with their social, cultural, economic, and natural contexts. The goal of advancing education on sustainability is to impart knowledge about sustainable practices, cultivate skills, instil values, and enhance motivation for active participation in promoting sustainability. Education for Sustainable Development primarily



operates through interconnected subject matter, which is integrated into the curriculum relevant to each educational level and the specific needs of the subject. Home economics and technology are key subjects in schools. It encompasses a range of themes related to sustainable development. Research has been conducted focusing on education for sustainable development in home economics and technology classes. The purpose of this research is to evaluate students' comprehension and readiness concerning sustainable development. The methods employed included surveys, discussions, and observations. The study was conducted at an elementary school in Jelgava, Latvia. The findings indicate that the participants grasp the fundamental concepts of education for sustainable development. In their narratives, students predominantly highlighted actual occurrences in their environment. They recognise their responsibilities and the importance of environmental conservation.

Guidelines for the garment Industry management are needed for sustainability [5]. The textile sector plays a significant role for consumers. There is an intense competition among businesses, particularly within Thailand's clothing industry. This research aimed to establish guidelines for managing the garment sector sustainably, thereby contributing to the development of a structural equation model. Both quantitative and qualitative research approaches were utilised in this study. The quantitative data were gathered through interviews with 500 individuals, including owners and CEOs of businesses in the garment sector, covering both the woven and knitted garment industries. The results revealed that sustainable management guidelines for the garment sector included four key areas: marketing management should explore consumer demands to gather additional insights for product development. Innovation management needed to integrate information technology, both hardware and software, into product design. Resource management was crucial for acquiring new machinery and advanced technology to align with production processes, while manufacturing management ensured that product quality met global standards. The hypothesis testing revealed that small and medium-sized enterprises assigned a different level of importance to sustainable garment management guidelines compared to larger businesses, with a statistical significance level of 0.05. The analysis of the constructed structural equation model indicated consistency with the empirical data, meeting the required evaluation standards. The Chi-square probability level, relative Chi-square, goodness-of-fit index, and root mean square error of approximation were found to be 0.077, 1.181, 0.966, and 0.019, respectively, with a statistical significance set at 0.001.

Sustainable living practices in home economics are becoming increasingly essential in light of worldwide environmental issues, as incorporating sustainable living strategies into home economics becomes more crucial [1]. This study examines various aspects of sustainable living in relation to household management and consumer behaviour. It focuses on critical topics, including sustainable consumption and production, energy efficiency, sustainable food methodologies, water conservation techniques, waste management, and eco-friendly home design. By conducting a literature review and analysing case studies, the research showcases effective strategies and programs that advance sustainability at the household level. Additionally, it addresses the obstacles and challenges faced when implementing sustainable practices. It offers guidance for individuals, educators, and policymakers on how to promote broader adoption of sustainable living concepts in home economics. In conclusion, this research underscores the significance of education, awareness, and proactive initiatives in fostering sustainable lifestyles within homes, thereby supporting broader efforts in environmental stewardship and sustainable development.



Developing a sustainable healthcare model based on sufficient economic philosophy is suitable for lower secondary school students. [6]. The goals of this study were to develop and evaluate the outcomes of a sustainable healthcare framework informed by the principles of sufficient economic philosophy, tailored for students in lower secondary education. The participant sample consisted of 60 ninth graders, divided evenly into two groups: one serving as the control group and the other as the experimental group, selected through purposive sampling. The research utilised several tools, namely: 1) Activity plans, 2) Health records, and 3) Self- assessment of healthcare. Data analysis was conducted using means, standard deviations, t-tests, and repeated measures ANOVA, with statistical significance assessed via the LSD test at the—05 significance threshold. The findings of the research were as follows: 1. The sustainable healthcare framework developed, grounded in sufficient economic philosophy for lower secondary school students, comprised four phases: 1) Establishing concepts based on the ideals of sufficiency economy and sustainable healthcare (sufficient economic philosophy comprising three elements: moderation, reasonableness, and self-immunity; including two conditions of knowledge and virtues beneficial for the sustainability and advancement of the economy, society, and environment). 2) Encouraging enthusiastic participation. 3) Engaging in practice and 4) Summarising the practice in alignment with the established concepts (all 12 activities related to nutrition, physical activity, and rest). Content validity and the Index of Item–Objective Congruence (IOC) yielded a value of 0.92 during the data analysis. Thus, these findings indicated that this model was effective. 2. The average scores for the health records of the experimental group before and after the intervention showed statistically significant differences at the .05 significance level. Additionally, the mean scores for health records demonstrated significant differences between the experimental and control groups post-treatment, also at the  $p < 0.05$  level. The average scores for healthcare practices of the experimental group before and after the intervention indicated statistically significant differences at the .05 level. There were also significant differences in mean scores for healthcare practices between the experimental and control groups after treatment at the 0.05 level. Furthermore, the mean values related to health records and healthcare practices of the experimental group before, after the intervention, and during follow- up displayed statistically significant differences at the 05 level. Every variable showed a positive, lasting, and sustainable trend.

Home economics refers to the field of home economics, also known as Family and Consumer Sciences [7]. This field emphasises the study of managing a home and the dynamics of family life, along with the well-being of people in society. This extensive discipline encompasses various subjects, such as nutrition and food preparation, which address family and consumer choices. It also comprises textiles and apparel, covering knowledge about fabrics, sewing, garment maintenance, fashion trends, and the impact of the textile sector. Furthermore, it encompasses principles of housing and interior design, as well as resource management.

1. Food safety, namely meal planning, cooking methods, nutrition, and food-related consumer decisions, is all covered in nutrition and food preparation [8], [9], [10].
2. Understanding textiles, namely sewing, garment maintenance, fashion, and the effects of the textile industry, is all covered in Textiles and Apparel [9], [11], [12]
3. Housing and interior design principles, resource management in the home, and designing livable and beautiful spaces [11], [13].



4. Personal and Family Finances, managing household economics, saving, investing, budgeting, and consumer rights [11], [14].
5. Understanding child psychology, parenting techniques, family dynamics, and fostering wholesome connections are all part of child development and family relations.
6. Promoting health, preventing injuries, and providing basic first aid are all part of health and safety.

Seven consumer issues include recognising product quality, standing up for consumer rights, and making informed decisions as a consumer.

Although it has undergone significant changes to apply to all genders and address more general societal issues related to family, consumerism, and well-being, home economics has historically played a vital role in professionalising housework and providing women with intellectual fulfilment. These days, it aims to provide people with the information and valuable life skills they need to lead productive lives as individuals, families, and engaged members of their communities.

To equip individuals with the knowledge and skills necessary to navigate daily life effectively, home economics is crucial. Although it has occasionally been characterised as being used only for sewing and cooking, its significance extends well beyond these simple duties and is becoming increasingly significant in contemporary culture.

#### **The significance of home economics**

Home economics is essential to provide people with the information and skills they need to navigate daily life successfully, home economics is necessary. Although it has occasionally been characterised as being used only for sewing and cooking, its significance extends well beyond these simple duties and is becoming increasingly significant in contemporary culture.

Home economics plays a vital role in equipping individuals with essential life skills for personal well-being and social stability. This field teaches financial literacy, including money management, budgeting, and making wise financial decisions. Such knowledge is crucial for achieving economic stability, preventing debt, and planning for the future. Additionally, home economics provides valuable lessons in healthy eating, meal planning, and food safety, which help prevent diet-related diseases like diabetes and obesity [15], [16].

Moreover, home economics encompasses household management skills, including cleaning, minor repairs, and efficient resource management, thereby contributing to an organised and comfortable home environment. The study of textiles and clothing promotes sustainability by teaching clothing care and informed decisions about buying or repairing clothes. Furthermore, topics like child development and family dynamics help individuals build positive relationships and foster stable family environments [6], [17].

Home economics also enhances quality of life by fostering self-sufficiency and confidence. Critical thinking and problem-solving skills are essential for addressing practical challenges, such as managing limited resources or resolving household conflicts. The field also teaches adaptability and resilience, which are crucial in making wise lifestyle choices and adjusting to changing circumstances[15]. Effective financial and household management can significantly reduce stress and improve overall well-being.

In modern society, home economics remains highly relevant, particularly in addressing public health issues such as obesity and chronic diseases. It promotes



sustainable living by encouraging responsible consumption and efficient resource management. Additionally, it raises consumer awareness and provides career opportunities in fields such as education, nutrition, food service management, and interior design [15], [17].

The 2030 Agenda for Sustainable Development, as outlined by the International Federation for Home Economics (2019), calls for global collaboration to achieve peace, prosperity, and sustainability. Central to this agenda are the 17 Sustainable Development Goals (SDGs), which emphasise the need to address climate change, protect the environment, improve health and education, reduce inequality, and promote economic development to eradicate poverty. Home economics plays a crucial role in advancing these goals by focusing on households as key components of sustainable communities. It integrates environmental and human concerns to create sustainable living conditions for individuals, families, and communities, recognising their interconnectedness globally [16]

As a multidisciplinary field, home economics, also known as Human Ecology and Family & Consumer Sciences, combines knowledge from areas like nutrition, health, housing, consumer science, and family studies. It examines the relationship between sustainability and human rights, particularly for vulnerable populations, and prepares individuals to make informed decisions that enhance their quality of life [15]. Home economists serve as both researchers and practitioners, advocating for systemic changes that improve living standards and contribute to achieving the SDGs. Through research and practice, they empower families and communities with the resources needed to increase their resilience and capabilities [17].

In Thailand, the benefits of sustainable practices in home economics are significant, including environmental conservation, financial savings, and improved well-being. By adopting sustainable methods, individuals can reduce family expenses, conserve resources such as electricity and water, and minimise their environmental impact, thereby fostering a greater sense of ecological responsibility and improving living conditions.

## **METHOD**

This study employed a qualitative descriptive approach, utilising the literature review method, to explore the role of Thai home economics in achieving the Sustainable Development Goals (SDGs). The qualitative descriptive design was selected to provide an in-depth understanding of how home economics contributes to sustainable living and education. Qualitative research seeks to interpret meanings from collected data to explain social phenomena in their natural context [18]. In this research, the literature review method enables the synthesis of various scholarly works and policy documents to construct a comprehensive understanding of the relationship between home economics and sustainable development [19].

The data in this study were derived from secondary sources, including academic journals, policy reports, and official documents from national and international institutions such as the United Nations (UN) and the International Federation for Home Economics (IFHE). These materials were accessed through reputable online databases, including ScienceDirect, Google Scholar, and the UN Digital Library, with a focus on publications from 2015 to 2023 to ensure the relevance and currency of the data.



The data collection process consisted of three stages, as outlined by Snyder (2019). First, relevant topics and keywords such as home economics, Thailand, sustainable development, education for sustainability, and gender equality were identified. Second, literature was selected based on inclusion and exclusion criteria—only peer-reviewed and policy-based studies directly related to home economics and SDGs were included. At the same time, opinion pieces and non-scholarly materials were excluded. Third, information was extracted through in-depth reading to identify recurring concepts, relationships, and key insights.

The data were analysed using thematic content analysis as proposed by [20]. This technique involved reading and re-reading the collected materials, coding recurring ideas, and grouping them into themes such as poverty reduction, food security, gender equality, health and well-being, and sustainable consumption practices. The analysis produced a narrative synthesis that illustrates how home economics education and practices in Thailand contribute to achieving the SDGs. This method enables the systematic integration of evidence, providing a holistic understanding of how sustainable principles are applied in household and community contexts [21].

To ensure the validity and reliability of findings, the study employed source triangulation, comparing data from multiple studies and official reports to verify consistency. Furthermore, transparency in the selection, analysis, and synthesis process was maintained, following the guidelines suggested by Torraco (2016) and Snyder (2019) [19], [22].

Overall, this methodological framework supports the development of a conceptual understanding of how Thai home economics can act as a driving force in promoting sustainability, equality, and improved quality of life within the framework of the Sustainable Development Goals.

## RESULTS AND DISCUSSION

### Study results on achieving success in developing Thai home economics for sustainable development goals.

Thai home economics is regarded as the foundational area of study that emphasises the economic, social, and ecological dimensions of daily life, which encompasses the mindful utilisation of resources. Home economics further examines how food, health, financial, environmental, and human/political frameworks influence the welfare of individuals, families, and communities. Its ability to integrate various disciplines facilitates the creation of particular understandings of significant UN sustainable development objectives. Image 1 illustrates in detail the aim of achieving success in advancing Thai home economics to meet the Sustainable Development Goals, as indicated below.



Figure 1: A goal of success in developing Thai home economics for sustainable development goals

## **Explanation about the goal of success in developing Thai home economics for the Sustainable Development Goals**

### **1. No Poverty refers to the end of poverty in all its forms everywhere**

Lack of resources and money is only one aspect of poverty. The relationship between a household's members and their unrestricted access to all socioeconomic options also determines the household's economic and social standing. They possess expertise in improving the quality of life for families and households, acting as advisers to communities and governmental bodies. In practical terms, Thai home economics aims to fulfil the needs of family members as effectively as possible, utilising available resources. Education in Thai home economics plays a crucial role in reducing poverty and alleviating the challenges connected to it. Women, who typically lead households, and other vulnerable populations are specifically mentioned here. Sustainable food production is a common theme in Thai home economics education. In addition to learning about sanitary behaviour, maternal and family health, and practical and healthful cooking techniques, heads of households also receive training in these areas. Aspects of education that aid in overcoming poverty are also incorporated into everyday life management, such as the value of education for both boys and girls, as well as alternative sources of income. A common goal of Thai home economics education is financial literacy.

Thai home economics specialists address the significant issue of social exclusion by helping families manage their financial resources sustainably and by providing debt counselling and family advice. This includes affordable, nutritious food; sustainable, cost-effective energy and water use; or innovative, sustainable consumption methods (sometimes known as the "sharing economy"). Poverty can be alleviated by providing families and households with better access to resources for production, business opportunities, and sustainable means of subsistence, particularly for women.

Thailand has made notable progress in its efforts towards Sustainable Development Goal 1: Eradicating Poverty; however, obstacles still exist, notably in alleviating poverty across various dimensions and geographical areas. The following are concrete examples of actual initiatives and undertakings within Thai society aimed at eradicating poverty, illustrating the progression from problem identification to resolution. For instance, consider Integrated Coastal Management: The "Crab Condominium" Project pertains to an initiative that focuses on Aims 1.5: Enhancing the capacity of vulnerable individuals and those in precarious circumstances to withstand adversity and Goal 1.4: Ensuring the availability of natural resources and financial assistance.

#### **Problem: Diminishing Earnings from Coastal Fisheries**

Coastal fishing communities frequently encounter dwindling harvests as a result of excessive fishing and devastation of habitats (such as the disappearance of mangrove forests). This immediately results in diminished earnings and heightened financial instability for local fishermen operating on a small scale.

#### **Solution: Eco-Friendly Resource Handling and Revenue Creation**

The "Crab Condominium" (referred to as 'Kondominium Poo' in Thai) represents a novel concept developed by regional populations in areas such as Chonburi (Sriracha Municipality), often in collaboration with nearby educational institutions and governmental bodies.

Activity: Fishermen construct formations from bamboo or plastic materials (referred to as 'condominiums') and position them within the ocean. They capture female crabs carrying



eggs, house them in protective structures until the eggs hatch, and subsequently release the fully developed larvae back into the marine environment. The mother crab is also set free. Outcome: This method substantially increases the crab population within the adjacent fishing zones, leading to more consistent and abundant harvests for the fishing community. Poverty Link: A more robust ecosystem directly translates into greater and steadier incomes, thereby enhancing the financial resilience of disadvantaged fishing families and ensuring the sustainability of their primary economic asset.

## **2. Zero hunger**

The goal of eradicating hunger and all types of malnutrition is intimately tied to the viewpoint of the micro-level home. Food production and consumption are intimately related, and homes are fundamental units of economies and societies where people make decisions about their lifestyle choices, consumption patterns, and means of subsistence. The primary domestic duties of obtaining and preparing food, as well as the associated duties of collecting water, wood, or other fuels for food preparation, are still performed by women. In many parts of the world, their restricted ability to make decisions, as well as the unequal distribution of resources and responsibilities, have a detrimental effect on the food and nutrition conditions of every household member. Given that women generate more food for home consumption than men do, addressing the foundational reasons for hunger and insecurity in food and nutrition, such as the unequal distribution of land and resources, promptly improves the food and nutritional situations of households. Thai Home Economics Education emphasises the connections between food production and consumption by promoting sustainable practices in both, aiming for healthier diets, which aligns with Sustainable Development Goal 12. This initiative also addresses the dual challenge of malnutrition, highlighted by the concerning rates of obesity and being overweight among both children and adults, leading to significant public health expenses. In addition, there is a crucial necessity to educate pre-school and school-aged children, adolescents, their parents, and other caregivers regarding food preparation and healthy eating habits, acknowledging the shifts in lifestyles and ensuring that the guidance provided reflects the daily realities faced by individuals. To alleviate and prevent hunger and malnutrition, home economists are working on initiatives and conducting research worldwide. To improve household food and nutrition security, Thai home economics experts are teaching women, in particular, sustainable food production and other revenue-generating strategies.

Training is given on the importance of sending kids to school, effective culinary techniques, and a nutritious diet. To prevent families from becoming indebted, home economists are also conducting research and developing financial literacy education initiatives. Additionally, they actively support families experiencing social exclusion and offer counselling to help them find ways out of poverty. At the policy level, Thai home economics suggests incorporating the topic into the curriculum and providing instruction to both sexes, recognising and appreciating unpaid labour, and ensuring that food is produced sustainably and locally in both private and institutional households. The field of Thai home economics seeks to dispel gender stereotypes around domestic duties by presenting food preparation and procurement as contemporary, constructive, and well-being-enhancing activities that involve all family members equally.

Indeed, Thailand's initiatives aimed at achieving SDG 2, which is eradicating hunger, are centred not only on resolving insufficient food availability but also on enhancing dietary quality, supporting eco-friendly agricultural methods, and decreasing food spoilage.

Below are some concrete illustrations of actual initiatives and scenarios in Thai society that tackle these key concerns, detailing how challenges are being overcome. For example, Food Waste Management and Redistribution is relevant to Target 2.1, which focuses on ensuring everyone has reliable access to good, healthy food by preventing safe food from being thrown away and distributing it to those in need.

**Problem: Urban Food Wastage and Hunger Gap**

In bustling Thai urban centres such as Bangkok, substantial volumes of entirely safe, surplus or unsold food items (originating from hotels, supermarkets, and dining establishments) are discarded daily. Concurrently, communities with lower incomes and individuals at risk face the challenges of affording or obtaining sufficient, nutritious meals. This represents an imbalanced supply and demand scenario, signifying resource mismanagement.

**Solution: Food Banking and Redistribution**

Groups such as the Scholars of Sustenance (SOS) Foundation in Thailand function as food banks, aiming to eliminate the disparity between food surplus and hunger.

**Activity:** SOS Thailand collaborates with establishments that donate food, such as hotel chains, supermarket businesses, and food production facilities, to gather leftover, safe, and unexpired food supplies that would otherwise be disposed of. This food is carefully checked, properly stored, and transported using specialised refrigerated vehicles.

**Outcome:** The acquired food products are promptly and effectively shared among community groups, shelters, orphanages, and locations impacted by natural disasters. This provides a reliable source of wholesome and nutritious meals for a large number of people facing food insecurity issues.

**SDG 2 Link:** This effort directly improves access to sufficient food for underprivileged and vulnerable individuals, eases the financial strain associated with securing food for beneficiary organisations, and encourages sustainable consumption habits (SDG 12), transforming waste into an advantage for addressing hunger issues.

### **3. Global health and well-being refer to ensuring healthy lives and promoting well-being for all at all ages**

Families with impacted individuals face significant challenges due to health issues, which also hinder development and deprive families of social and financial resources. Considerable progress has been made in increasing life expectancy, reducing some of the common causes of maternal and infant mortality, and treating diseases. However, particularly susceptible populations, including rural women, deal with complex health problems. They frequently lack access to facilities for sanitation, hygiene, and health education, and they are exposed to ambient pollution, which includes air pollutants from farms and homes. The goal of Thai home economics is to raise the standard of living and well-being of both private and institutional family members. Research on health-related topics in Thai home economics helps people maintain their health in various ways. The relationship between food allergies, malnutrition, and the impact of a healthy diet or

nutrition on longevity is a primary focus of health-related research on food security and nutrition.

Research on household technology helps create safe home appliances and hygienic cookstoves, which lowers the number of illnesses and fatalities caused by toxic smoke. Research on hygiene helps both private and institutional households (such as hospitals and care facilities) prevent infections and enhance food preparation and cleaning procedures, paying particular attention to vulnerable populations like children, the elderly, and hospitalised individuals. Fabrics used in bathrooms, kitchens, and toilets, as well as for medical treatments, are the subject of textile and home technology research. This research also creates unique fabrics and washing methods to reduce illnesses caused by contaminated textiles. Lastly, studies in Thai home economics education contribute to the development of better techniques for enhancing household members' education and teaching them about good hygienic practices. A key component of improving health and preventing infectious diseases is practical home economics education in Thailand. Heads of households who have received basic Thai home economics training can avoid health hazards by adhering to fundamental hygiene practices (cleaning, food preparation, and hand washing) and by learning about acceptable substitutes for hazardous pesticides and unhealthy cooking stoves. Home economics professionals oversee the health and welfare of individuals who are unable to care for themselves in institutional settings. To improve the well-being of every household member, home economists employ a balanced strategy that considers social, psychological, and health-related factors.

Thailand is making strides in SDG 3, which focuses on Good Health and Well-being, mainly through two major nationwide initiatives: the Universal Health Coverage (UHC) program and a large group of Village Health Volunteers (VHVs). These systems address various goals within SDG 3, encompassing issues ranging from maternal health to non-communicable diseases (NCDs) and equitable access to health services.

Here are some actual examples of actions in Thailand that address significant health issues, which are explained through case studies that illustrate the problems and their solutions. Namely, Ensuring Universal Access to Healthcare (UHC)

This directly contributes to Target 3.8: Make universal health coverage a reality, including protection from financial risks.

Problem: Financial Barrier to Healthcare Access 💰

Before Thailand started its well-known Universal Health Coverage (UHC) program in 2001, often called the "30 Baht scheme," many people, especially those with low incomes and those working in informal jobs, either had to pay a lot of money for health care or avoided getting treatment because it was too expensive. This created unfairness in healthcare, causing people to suffer longer.

Solution: Universal Health Coverage (UHC) System

The Thai government initiated the UHC program to provide nearly everyone with access to a comprehensive range of health services, particularly those not covered by other government programs.

Activity: The UHC program collects public funds to cover health services nationwide. People sign up at a specific primary care unit (PCU) and receive treatment and necessary medications at little to no cost. This covers everything from basic care and hospital stays to managing long-term illnesses.

Outcome: The program significantly reduced the amount of money Thai families had to spend on healthcare. It is widely recognised for making healthcare more equitable, reducing the number of children who die, and helping people live longer by ensuring that money is not a barrier to accessing needed medical care.

SDG 3 Link: This directly helps achieve Target 3.8, ensuring that almost everyone can get the health services they need and are protected from financial difficulties.

#### **4. Achieve gender equality and empower all women and girls**

In addition to being a fundamental human right, gender equality is also a prerequisite for a world that is peaceful, affluent, and sustainable. Women's and girls' empowerment and gender equality begin at home. Only when behaviour and values are fostered, shared, and then boldly pursued outside of the home can gender equality in education and the workplace be realised. From the standpoint of Thai home economics, achieving gender equality requires consideration of the responsibilities assigned to women, the division of labour, the distribution of resources, and the relationships among household members. This also entails incorporating men and their evolving identities into studies and initiatives. Since women make up the majority of those addressed by our field, home economists support gender equality in various contexts. In addition to being a fundamental human right, gender equality is also a prerequisite for a world that is peaceful, affluent, and sustainable.

Women's and girls' empowerment and gender equality begin at home. Only when behaviour and values are fostered, shared, and then boldly pursued outside of the home can gender equality in education and the workplace be realised. From the standpoint of Thai home economics, achieving gender equality requires consideration of the responsibilities assigned to women, the division of labour, the distribution of resources, and the relationships among household members. This also entails incorporating men and their evolving identities into studies and initiatives. Since women comprise the majority of those addressed by our field, Thai home economists support gender equality in various contexts.

Equal rights for men and women mean that access to leadership, land, and resources, which are essential for equal rights, is necessary for women who perform the majority of the family chores, provide care for other household members, or earn the household income. They require complete access to and authority over inheritance, financial services, land, and natural and economic resources. Programs for home economics extension include instruction on water or land management.

Domestic violence against women and girls refers to violence that is influenced by culture and customs and frequently begins in families, communities, and homes. Home economists support the creation of protection services for women in rural regions, as well as the protection and security of women and girls, since they view the family as a place where the basic needs of its members are met.

The advancement of gender education through Thai home economics education. All levels of excellent education must be available to women. Understanding Thai home economics helps both men and women to better their own and their families' circumstances at the household level. In addition to the necessity of food security and health, this encompasses crucial elements such as financial literacy and the use of ICT to ensure participation in the information society.



Thailand is proactively addressing Sustainable Development Goal 5 (SDG 5) by implementing diverse nationwide strategies and local initiatives, with a focus on ending acts of violence, promoting women in leadership positions, and providing support to at-risk populations.

**Case Study 1: Fighting Violence Related to Gender (SDG Target 5.2)**

This scenario focuses on Target 5.2: End all types of abuse directed towards women and girls, whether in public or in private.

**Problem: Insufficient Reporting and Limited Safety Measures**

Even with the implementation of a Gender Equality Act in 2015 and other regulations, violence rooted in gender remains a significant concern. Numerous cases are not officially reported due to societal shame, concerns about revenge, and a scarcity of easily accessible, well-organised services that maintain the privacy of those affected and provide consistent support. The increasing prevalence of online harassment and cyberbullying introduces a new obstacle.

**Solution: Creating Centralized Crisis Centers and Digital Response Teams**

The Thai government, through the leadership of the Ministry of Social Development and Human Security (MSDHS), has formalised a comprehensive strategy involving multiple sectors to aid victims.

**Activity: One-Stop Crisis Centre (OSCC):** These centres are located within hospitals and deliver complete, integrated services in a single location: medical evaluations, emotional and mental health support, legal assistance, and help with filing police reports. This prevents victims from needing to deal with numerous independent government departments; **TICAC Task Force (Thailand Internet Crimes Against Children):** This dedicated team collaborates with global partners (such as the US) and local non-governmental organizations to monitor, research, and support individuals affected by online sexual abuse and harassment, which primarily impacts women and girls; **Gender-Sensitive Training:** Education is provided to law enforcement, social workers, and medical professionals to ensure they provide skilled, impartial, and victim-focused care.

**5. Clean water and Sanitation refer to ensuring the availability and sustainable management of water and sanitation for all**

Topics related to food, energy, and water are intertwined. For impoverished families worldwide, water scarcity, poor water quality, and inadequate sanitation all have a profoundly adverse impact on food security, livelihood choices, and educational opportunities. The field of Thai home economics is multidisciplinary and employs an integrated approach. Although water may be viewed as a local good, our field also considers the effects that local family usage and activities have on a global scale. A fundamental component of Thai home economics education for both private and institutional families is the promotion of water-related behaviour and cleanliness standards.

Sanitation, hygiene, and water refer to the impact of sanitary behaviour on health, which guarantees access to safe drinking water and breaks the cycle of sickness and starvation, and is a key topic in Thai home economics. Additionally, we support proper sanitation, which includes the provision of handwashing stations and private restrooms, particularly for women and girls.

Water quality and new information about sustainable waste management at the community level, or through extension services, are provided by home economics research.





Water pollution can be prevented with proper instruction on how to manage human waste. Home economics has the power to change consumer behaviour by providing alternatives to hazardous plastic bag usage, the improper disposal of medications, and the use of personal hygiene items that contain microparticles.

Efficiency in water use means that Thai Home Economics education promotes regionally suitable and sustainable water usage (e.g., rainwater collection). At the same time, household technology experts offer advice on the manufacture or use of water-efficient gadgets. Since food waste contributes to water waste, home economists support laws that permit the sale of "misshapen" fruits and vegetables, counsel local and municipal governments to recycle food waste, and educate consumers on how to avoid food waste.

Water efficiency, that is to say, home technology specialists provide guidance on the production or use of water-efficient devices, Thai home economics education encourages locally appropriate, sustainable water usage (such as collecting rainwater). Home economists advocate for legislation that allows the sale of "misshapen" fruits and vegetables, advise local and municipal governments to recycle food waste, and inform consumers on ways to prevent food waste, as it often leads to water waste.

Ecosystems related to water, specifically research on Thai home economics and household technology, offer two benefits of education and training. These include reducing the use of wood and developing renewable energy sources for cooking at home. Getting trained in sustainable farming practices contributes to the prevention of pollution in groundwater and waterways.

SDG 6 in Thailand focuses on ensuring everyone has access to clean water and proper sanitation that can be sustained in the long term. Actions taken to reach this target commonly centre on two key aspects: making it easier to access clean drinking water and ensuring good sanitation and hygiene for everyone.

Here are a couple of real-world examples that show how issues related to SDG 6 are being tackled, complete with simple pictures to help explain how it all works:

Issue 1: Not Enough Safe Drinking Water (Target 6.1)

This problem is commonly seen in rural or remote areas where people rely on contaminated or inadequate water sources, leading to the spread of diseases such as cholera and diarrhoea through water. Case Example: A Country Village's Water Supply is Polluted. A village obtains its water from a well that is not sufficiently deep or protected, or from surface water sources, such as rivers. This water contains waste because the toilets upstream are not functioning correctly, animals are nearby, or people use outdoor toilets. You cannot always see this pollution.

What happens is that many people get sick from waterborne diseases, especially children, which means more deaths, less work gets done, and long-term health problems. Women and girls spend a significant amount of time collecting water, leaving them with less time for education or earning a living.

## **6. Responsible Production and Consumption refer to ensuring sustainable Consumption and Production Patterns**

. A household's economics and its members are impacted by individual consumption, which also directly influences the larger social, economic, and ecological living environment. The impact of individual behaviour, priorities, and decisions on future life at the household level, in local communities, and on a globally interdependent planet is the



focus of Thai home economics. It views customers as decision-makers who bear some responsibility for leading sustainable lives and whose interactions have an impact. To encourage and support the global shift towards sustainability, home economists advocate for individuals to not only change their own lives but also participate in community-based initiatives.

The goal of Thai home economics research is to develop fresh insights and creative methods to enhance sustainable consumption. Food waste, sustainable textile production, and energy-efficient cooking are among the most prominent scientific topics. Thai Home economists promote the incorporation of home needs into all planning processes to enhance the framework conditions for sustainable consumption. To raise awareness of the impact of individual consumer behaviour on the world, they also advocate for the inclusion of Thai home economics instruction at all educational levels. Institutional families, such as hospitals or colleges, are encouraged to instil sustainable production and consumption ethics among their employees and within their purview.

This scenario involves Goal 5: Implement adjustments that ensure women have the same economic freedoms as men, alongside the ability to own and manage land, other properties, financial resources, inheritances, and natural resources.

**Problem: Restricted Entry to Funds and Sales Outlets**

Across numerous Thai villages, women play a vital role in farming and local businesses. Yet, they often don't possess legal rights to the land, encounter difficulties securing bank credit (due to the need for security), and face challenges in linking their modest outputs (such as crafts or edibles) to larger, more lucrative trading systems. Their earnings are unpredictable, which hinders their ability to achieve economic independence.

**Solution: Initiatives to Support Women's Advancement and Local Businesses**

The Thai administration, via the Department of Local Administration, launched the Women's Advancement Fund as a central instrument for strengthening women's capabilities at the local level, comprising:

**Activity: Ongoing Financial Support** - The Fund offers affordable, ongoing loans to groups of women and homes managed by women, enabling them to start or expand small businesses and local ventures. This circumvents the usual requirement for property or male guarantors as security; **Upskilling and Quality Assurance**: Frequently collaborating with royal initiatives (such as the Doi Tung mission) and academic bodies, the authorities provide job-related education in fields like creation of goods, wrapping, internet promotion, and understanding finances to guarantee their goods can compete effectively; **Establishing Connections**: These projects encourage links between village-based women's associations and major stores or global trading routes, helping them expand beyond neighborhood-based, casual marketplaces.

**Problem-to-Solution Illustration: Women's Advancement Fund Problem Solution/Activity**  
SDG 5 Outcome Barriers to Borrowing (No Security/Dependence on Men): The Women's Advancement Fund Supplies ongoing loans without requiring security. Inclusion in Financial Systems (SDG 5.a); Immediate entry to funds. Restricted Market Coverage (Only small, nearby sales), Training in Web Promotion & E-Trading and plans to connect with markets: Greater Earnings and Independence in Economic Matters. Lacks in Know-How (Old-fashioned ways of making things), Job Training (Good product quality, knowing finances). Improved Ability to Run a Business and continue doing so. [6],[9],[14]

The researcher presents the following points of discussion:

**Table 1.** Discussion of research results on the success goal of developing Thai home economics for sustainable development goals

| No | Author                                   | Home economics for sustainable development goals   | Yes or No |
|----|--|--|-----------|
| 1  | Rungnoei et al [23]                      | Factors Influencing the Sustainability of Intermediate Care Policy in Ministry of Public Health Hospitals  | ✓         |
| 2  | Na Ranong, Jarutirasarn, Kuntonbutr [24] | Sustainable Success of the Seafood Processing Industry in Thailand   | ✓         |
| 3  | Karn Sarit, Rapeesaeng & Saensanoh [25]  | Creating a Guideline for Sustainable Development of Local Foods in Chanthaburi Province  | ✓         |
| 4  | Cheyjunya & Lattipongpun [26]            | Sustainable Fashion: Perception and Practice from Thailand   | ✓         |
| 5  | Choomsook [27]                           | Food security building for the sustainable development of Thai society: a case study, Phra Nakhon Si Ayutthaya province                                | ✓         |
| 6  | Eun Kim [28]                             | Developing home economics education programs for sustainable development: focusing on changemaker education with the theme of 'improving consumer life | ✓         |
| 7  | Iyasele [29]                             | Securing a family's future for sustainability in retirement: a home economics perspective.   | ✓         |
| 8  | Phillips [30]                            | Infusing Sustainable Living in Home Economics Education: An Extended Literature Review   | ✓         |
| 9  | Adamkiewicz et al. [31]                  | Greenwashing and the sustainable fashion industry  | ✓         |
| 10 | Arubayi [32]                             | Home economics and the actualization of sustainable development goals vision 2030; home economics and the actualization of sustainable development     | ✓         |

### Description of related research on the success goal of developing Thai home economics for sustainable development goals

Rungnoei et al (2022) said that Factors Influencing the Sustainability of Intermediate Care Policy in Ministry of Public Health Hospitals [23]. This cross-sectional survey study aimed to evaluate the implementation of intermediate care in accordance with the Ministry of Public Health's guidelines and to investigate various factors influencing the sustainability of intermediate care services. The research employed a stratified, multi-stage cluster sampling design to select 1,008 professionals providing intermediate care from 17 different healthcare institutions across four regions. Data analysis was performed using inferential statistical methods, including one-way ANOVA, Pearson correlation, and stepwise multiple regression. A total of 1,008 questionnaires were received, indicating that the average score for intermediate care services was rated at a reasonable level (Mean = 3.61, SD = 0.47). According to Pearson's correlation, the strongest correlation identified was between the suitability of the policy and its level of adoption ( $r = 0.73$ ,  $p < 0.05$ ).

Na Ranong Jarutirasarn and Kuntonbutr (2021) stated that the sustainable success of the seafood processing Industry in Thailand [24]. The aims of this article were (1) to examine how corporate social responsibility and environmental responsibility impact managerial effectiveness, (2) to investigate the effect of the management processes, which include planning, organizing, leading, and controlling, on managerial effectiveness, (3) to explore the influence of market orientation, which consists of customer orientation and competitor orientation, on market responsiveness, and (4) to analyze how managerial

effectiveness and market responsiveness contribute to sales growth. The target population for this research encompassed the seafood processing juristic entities operating in the seafood processing sector. The researcher employed simple random sampling to select 400 sample units. Ultimately, 381 questionnaires were deemed usable out of these. The hypotheses were tested using the LISREL program. The findings indicated that social responsibility, planning, leading, and controlling had a positive impact on managerial effectiveness. In terms of customer orientation and competitor orientation, both were found to have a constructive impact on market responsiveness. Additionally, both managerial effectiveness and market responsiveness positively influenced sales growth. Concerning the fit indices of the structural model, the SRMR value was 0.08 (with a criterion of 0.08), and the CFI was 0.91, which indicated that the model fit well.

Karn Sarit, Rapeesaeng & Saensanoh (2023) said that creating a Guideline for the Sustainable Development of Local Foods in Chanthaburi Province [25]. This study aimed to investigate the behaviours surrounding the consumption of local food and to examine the influences on the sustainability of local food in Chanthaburi Province. A combination of research methods was employed, including quantitative techniques through the use of a questionnaire and qualitative approaches that incorporated detailed interviews and focus group discussions with targeted participants. The findings revealed that the frequency of local food consumption among households in Chanthaburi province was relatively low, with an average score of ( $\bar{X} = 2.54$ ). When analysing the results across different categories, it was determined that there was 1 item that fell into the frequent consumption category, 10 items categorised as moderate consumption, 11 items identified as infrequent consumption, and three items classified as never consumed. Additionally, the investigation into the factors influencing the sustainability of local food in Chanthaburi Province identified six key elements: changes in taste preferences, production source factors, conservation factors, taste factors, image factors, and belief factors.

Cheyjunya & Lattipongpun (2021) said that Sustainable Fashion: Perception and Practice from Thailand Today, the fashion sector keeps flourishing and undoubtedly impacts the economy, society, and the environment as a collective entity [26]. Sustainable fashion represents an effort to achieve harmony between economic, social, and environmental aspects by transitioning towards eco-friendly methods within the fashion sector. This study aims to investigate the knowledge and comprehension of sustainable fashion among the Thai population and to propose a practical framework for integrating sustainability as a standard practice in the Thai fashion industry. The researcher utilises the Design Thinking methodology as the basis for the research framework. A quantitative method was employed through a survey conducted with 242 participants. The results reveal that 1) Thai individuals possess insufficient knowledge and understanding regarding sustainable fashion practices. 2) Intent to purchase is not linked to the amount of buying. 3) Awareness and comprehension of sustainable fashion practices are related to perceptions of sustainability. 4) Attitudes towards sustainable practices show a negative relationship with purchase quantity. 5) Views on downstream practices can forecast purchase quantities. Additionally, the researcher recommends a model as a guideline for all relevant parties to implement sustainable fashion in Thailand.

Choomsook (2022) stated that building food security is crucial for the sustainable development of Thai society, as demonstrated in a case study of Phra Nakhon Si Ayutthaya province [27]. This study consists of the following objectives: 1) to study the state of food

security for sustainable development of the Thai society; 2) to study the process of building food security for sustainable development of the Thai society; and 3) to present food security building for sustainable development of the Thai society. The study employed qualitative research, in which data were collected by reviewing relevant documents and conducting in-depth interviews with farmers' groups in Phra Nakhon Si Ayutthaya Province, utilising an interview form tool. The collected data analysis employed a content analysis technique. The research's results have been found as follows: 1) As for the state of food security, it was found that Phra Nakhon Si Ayutthaya Province is a lowland area suitable for farming, in which most of the population is mainly in the field of agriculture, with plenty of rivers flowing through, including an abundance of food, as well as several groups of farmers promoting food security. Meanwhile, the contexts of communities are very different. Furthermore, there are several structures and interactions to promote food security, i.e., (a) sufficient food and suitable quality, (b) sufficient food-access, (c) utilization emphasizing on healthy food consumption, (d) food stability with high quality standards, and (e) food products and processed food, viz., processed rice in fish shape, fish strips, as well as processed fruits, etc. 2) As for the process of building food security in Phra Nakhon Si Ayutthaya Province, it was noticed that the process consists of 5 steps: namely, (a) Farmer's learning, (b) Farmer's awareness, (c) Farmer's recognition, (d) the application of agricultural products, and (e) using innovations to build food security. Security, i.e., (1) sufficient food and suitable quality, (2) sufficient food-access, (3) utilization emphasizing on healthy food consumption, (4) food stability with high quality standards, and (5) food products and processed food, viz., processed rice in fish shape, fish strips, as well as processed fruits, etc. 2) As for the process of building food security in Phra Nakhon Si Ayutthaya Province, it was noticed that the process consists of 5 steps: namely, (1) Farmer's learning, (2) Farmer's awareness, (3) Farmer's recognition, (4) the application of agricultural products, and (5) using innovations to build food security. 3) As for the food security-building for sustainable development, it was found that there was a pattern of food production by farmers' joining- groups, agricultural promotion, and community enterprise groups. There are two types of farmer groups: production groups and processed-product groups. For example, these include rice-planting groups, vegetable-product groups, milled rice processed-product groups, fruit-processed groups, and fish-processed groups. Finally, the researcher intends to propose a food security model for sustainable development of the Thai society by applying the concept of social development process to build food security, which can be summarised in three groups: (a) garden-based community, (b) mixed farming community, and (c) food production and processed product community. The three groups are to be driven by enhancing food security in community as the learning spiral being connected in 3 consecutive stages, namely: (1) learning to rehabilitate and develop community way of life and self-reliance to enhance food security; (2) learning to transform community towards enhancing food security together; and (3) learning to develop food security for communities in Phra Nakhon Si Ayutthaya Province to create food security for the sustainable development of the Thai society.

Eun Kim (2020) said that developing home economics education programs for sustainable development: focusing on changemaker education with the theme of 'improving consumer life [28]. The purpose of this study is to develop home economics educational programs on the theme of 'improving consumer life' for sustainable development. It is a program designed to enhance the changemaker mindset for responsible





production and consumption, aligning with the 17 Sustainable Development Goals (SDGs). The program was developed into eight modules, including making solar cookers, creating household goods from recycled materials, promoting green life and eco-friendly practices, writing an eco-friendly journal, warning about plastic, designing alternatives for disposable products, and making change through efforts, as well as completing an eco-friendly journal. The developed program was validated 3 times by a group of experts and students. This program has the following features. First, the Home Economics Education (HEE) program, under the theme of 'Improving consumer life' for sustainable development, is carried out at the stage of change-maker education through a project-based process. It can improve students' collaboration skills, self-directed skills, communication skills and problem-solving skills. Second, eight programs can increase understanding and interest in sustainable development, and learners are more likely to be interested in social issues. This program can cultivate learners who play an active role in solving social problems by increasing their interest in the class, thereby eliminating the passive learning approach. Third, the HEE programs, under the theme of 'Improving consumer life' for sustainable development, are meaningful in that they are closely related to students' lives and encourage them to apply these practices in their own lives. Fourth, since the program is well-suited to the present time and includes content elements for sustainable development, it can induce changes in learners' perceptions, attitudes and behaviours.

Iyasele (2021) said that Securing family future for sustainability in retirement: a home economics perspective [29]. The first four Sustainable Development Goals of the 17 United Nations Sustainable Development Goals (SDGs) are: (1) No poverty, (2) Zero hunger, (3) Good health and well-being, (4) Quality Education. It is the wish of the United Nations that no citizen in the global space be poor, hungry, have poor health and well-being, and receive poor-quality education. However, retirement, which is the withdrawal from one's position or occupation or from one's active working life, poses a threat to these SDGs if not well-planned. Many people choose to retire when they are old or no longer capable of performing their job due to various reasons. However, most governments compulsorily retire members of their workforce at set benchmarks. In Nigeria, the age ranges from 60 years to 65 years or after 35 years of service. Through negotiation with the labour union, university staff may retire at either 65 or 70 years of age. People may also retire when they are eligible for private or public pension benefits and then start their own business. Others retire due to legislation. Overall income after retirement can come from social security (non-existent in many countries in Africa, including Nigeria), Pension, private savings, donations (from children and other family members), and investment.

Phillips (2021) said that Infusing Sustainable Living in Home Economics Education: An Extended Literature Review [30]. Given the environmental crisis we are facing, it has never been more crucial for students to understand the importance of connecting with and caring for the earth. Since home economics was founded with an ecological philosophy (Vaines, 1990), and the International Federation of Home Economics (IFHE, 2008) describes its goal as "achieving optimal and sustainable living for individuals, families and communities" (p. 1), it makes sense for home economics classes to include sustainable practices and lessons in ecology. This extended literature review allowed me to connect with the research on key concepts related to ecology and sustainable living, and to determine how they can be applied to home economics education. It also allowed me to reflect on how my upbringing instilled in me an appreciation for the



earth, which guided me in becoming a home economics teacher. In this graduating project, I review literature that demonstrates the connection between home economics and ecology, as well as the resulting educational implications, with a focus on sustainable living. I outline the importance of students understanding how their everyday decisions and actions, particularly those related to their food and clothing, have consequences for the environment. As a result, I present an argument for the benefits of lessons with ecological themes and sustainable practices, aiming to help the next generation become more eco-conscious. I also share examples of ways to integrate these themes into the home economics curriculum and pedagogy.

Adamkiewicz et al. (2021) said that Greenwashing and the sustainable fashion industry. The fashion industry is now at the centre of the sustainability debate due to its significant environmental impact [31]. To fully leverage the potential of circular economy implementation, the fashion industry must adopt more conscientious business practices, encouraging consumers to shift their perceptions and behaviours toward circular products and services. The renunciation of greenwashing practices and the use of a strategy focused on regaining consumers' trust will increase the positive sentiment toward the fashion brands. This work demonstrates the extent to which greenwashing may jeopardise the fashion industry's ability to address challenges related to implementing a more sustainable circular economy. This includes designing with the intention of recycling, minimising by-products, reducing energy consumption, and promoting sustainable purchasing habits. This study provides guidance for fashion brands on the risks and benefits associated with greenwashing practices and the sustainable fashion industry. This study also outlines future research opportunities in a more sustainable and holistic approach to a product's life cycle, and how this can be translated into clear, transparent, and reliable certification schemes to prevent misleading and dishonest marketing strategies, thereby helping consumers make informed, responsible choices.

Arubayi (2021) stated that home economics and the actualisation of the Sustainable Development Goals' Vision 2030: Home Economics and the Actualisation of Sustainable Development [32]. The historical misconception that Home Economics is a female-dominated field of academic inquiry is changing. A paradigm shift since the proclamation by the International Federation for Home Economics (IFHE) on the 21st of March 1982 in declaring a World Home Economics Day (WHED) allowed Home Economics to be positioned since the 2000s as a strategic academic and professional practical tool to help address issues in family, nations and society at large. This paper begins by examining the concept of sustainable development, mapping the global policy focus on international development during the Millennium Development Goals (MDGs) era (2000-2015) and the Sustainable Development Goals (SDGs) era (2015-2030). By doing so, this paper thematically groups the SDGs under four (4) themes (empowerment, health and wellbeing, sustainable environment and partnerships for development) by anchoring these four themes on education and three philosophical pillars of Home Economics, which include (Food and Nutrition, Clothing and Textiles and Home Management). This paper, therefore, conceptualises Home Economics as: empowerment through Education; health and Wellbeing through Nutrition Education; Environmental Sustainability through Clothing and textiles; and Partnerships for Development through Home Management.

A summary of the overview of sustainable home economics, specifically focusing on food, fabrics, and home economics, involves shifting to a circular economy and utilising



resources responsibly. Home economics is important as a subject that teaches us how to turn big sustainability ideas into practical actions. We can use it daily. This helps create a society that is more aware of the environment and better able to cope with challenges.

There should be clear, set goals and measurable success goals that refer to how developing Thai home economics can become a powerful force in achieving the Sustainable Development Goals and building a more prosperous, equitable, and sustainable future for Thailand [33].

## CONCLUSIONS

The success goal of developing Thai home economics for sustainable development goals consisted of an emphasis on aims to end poverty, achieve Zero Hunger, ensure Global Health and Well-being, and empower all women and girls to achieve Gender Equality. All goals can give knowledge and abilities to make decisions that will lead to a more sustainable future. However, consumer education is the primary focus of Thai home economics practice. Perceiving everyone as a consumer does not imply that they are aware of sustainable consumption practices. As a result, Thai home economics consumer education offers helpful tips and activities for acting and behaving sustainably. The sustainable management of household resources (such as water, energy, and cooking fuel) or the decrease of household waste could be referred to here. Changing consumer behaviour also encompasses information on emerging consumption models, such as automobile sharing, urban gardening, or eco-sensitive housing, as well as deliberate choices about textile purchases that impact the industry's labour conditions and sustainable production.

The goal of achieving success in developing Thai home economics in support of the Sustainable Development Goals can be studied and explored. Home economics education and practices contribute to improving nutrition, supporting healthy eating habits, and ensuring food security within Thai households and communities, directly addressing SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being)

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