

Nuanluk Prapassornkul 2011: Quality of Life of Peddlers and Stalls in Bangkok Area. Faculty of Business Administration, Major Field: Business Administration, Thesis Advisor: Associate Professor Tongfu Siriwong, M.S. 114 pages.

The present study is a survey research aiming 1) To study the level quality of life of peddlers and stalls in Bangkok area. 2) To study the level quality of life of peddlers and stalls in Bangkok area which have different demographic characteristics. 3) To study the personality of peddlers and stalls in Bangkok area. 4) To study the level quality of life of peddlers and stalls in Bangkok area which have different personality characteristics .

The sample size was 400 samples with a set of questionnaires as a data collection instrument. The method of analysis is finding percentage, mean, standard deviation and comparing mean by using the t-test and one way ANOVA to analyze the deviation of each pair. The Scheffe method to analyze the differentiation to each pair with the significant statistical error at 0.05

The research result showed that most of peddler and stalls were female, married, age 41-50 year old, with the income range from 5,001 – 10,000 THB/month, and childless .The overall level of quality of life is medium, physically and mentally quality of life are relatively high level, level of social and environmental quality of life are medium. Personality of peddler and stalls are extrovert personality 245 people and introvert personality 155 people. Extrovert personality to have higher overall level of quality of life , level of physically, mentally, social and environmental quality of life than introvert personality.

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Thesis Advisor's signature