

Chai Chayviwat 2011: Lifestyle and Adopted 3G Application of Generation Y Using Mobile Phone in Bangkok Metropolitan. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Siri Poopongwatana, M.B.A. 182 pages.

The main objectives of this survey research were to study in lifestyle, self-concept and Adopted 3G application of generation Y using mobile phone in Bangkok and to test research hypothesis in order to use its results in segmenting generation Y market according to psychological principles and to help developing to meet their needs. Questionnaires were used as a method to collect data from 400 generation Y using mobile phone in Bangkok. Statistics were used in this research consist of percent, mean, standard deviation, factor analysis, k mean cluster and test hypothesis by χ^2 -test f-test and Spearman correlation at 0.05 significant level.

The research found that lifestyle of generation Y using mobile phone in Bangkok was divided into 3 groups; (1) Single's Club:141 people (35.25%), (2) Good People/Liberalism:127 people (31.75%) and (3) Social Oppose:132 people (33.00%). The generation Y was early majority group of adopted 3G application. The most interested type of application was social network application 74.80%. The next was utility application 64.80%. The first three of self-concept attribute was Comfortable (5.26) Colorful (5.02) Delicate (4.71) and the last three of self-concept attribute was Pleasant (2.66) Contemporary (3.12) Organized (3.24). The results of hypothesis test, lifestyle groups was related significantly with adopted 3G application in a small level. And lifestyle groups were related significantly with 3G education type and business type of application in a small level. Three attributes, Rugged-Delicate Uncomfortable-Comfortable Contemporary-No contemporary, had means significantly difference with adopted 3G application.

Student's signature

Thesis Advisor's Signature