

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the Study.....	2
1.4 Definition of Terms.....	3
1.5 Scope of the Study.....	4
1.6 Significance of the Study.....	4
1.7 Organization of the Study.....	4
2. REVIEW OF LITERATURE.....	5
2.1 Meditation.....	5
2.2 Dhammadaya Meditation.....	6
2.3 Sappāya (Favorable Conditions).....	6
2.4 Motivation Theories.....	8
2.4 Business Marketing VS Social Marketing.....	9
2.6 Model of Customer Behavior and the Seven Ps Concept.....	10
3. METHODOLOGY	14
3.1 Subjects.....	14
3.2 Materials	14
3.3 Procedures.....	15
3.4 Data Analysis.....	15

4. RESULTS.....	17
4.1 Personal Data of the Respondents.....	17
4.2 Influencing Factors.....	24
4.3 Satisfaction with The Middle Way Meditation Retreat.....	25
4.4 Opinions and Suggestions.....	31
5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS.....	33
5.1 Summary of the Study.....	33
5.2 Summary of the Findings.....	33
5.3 Discussion.....	34
5.4 Conclusion.....	37
5.5 Recommendations for Further Research.....	38
REFERENCES.....	40
APPENDIX.....	42
Questionnaire.....	42