

## ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the Requirements for the degree of Master of Business Administration in Business Administration.

### LIFESTYLE OF MASTER OF BUSINESS ADMINISTRATION STUDENTS MAEJO UNIVERSITY, CHIANGMAI UNIVERSITY, AND PAYAP UNIVERSITY

By

ADISORN SITTIVET

DECEMBER 1999

Chairman: Assoc. Prof. Dr. Anurak Panyanuwat  
Department/Faculty: Department of Agricultural Business Administration and Marketing,  
Faculty of Agricultural Business

This thesis, entitled, Lifestyle of Master Degree of Business Administration Students in Maejo University, Chiang Mai University, and Payap University, had two main objectives. Those were to study the lifestyle of the students studying in master Degree Program of the business administration of three tertiary educational institutes, and the common variables of their life-style.

Six hundred and ninety-two students were the population of this study, consisting of 195 students from Maejo University, 267 students from Chiang Mai University, and 230 students from Payap University. Two hundred and sixty samples were selected by the use of multi-stage cluster random sampling technique. Data were collected, using a set of questionnaires, which was formulated, after analyzing from the interviewing data. Then, SPSS for Windows program was applied to analyze those data by using frequency distribution, means, and standard deviation. The descriptive data were grouped and described.

The results of this study were as follows:

1. The lifestyle of the students of each institute was rather unique to one another.
2. The common variables of their life styles were found