

## 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

### NEEDS AND ATTITUDES ON PRIVATE BUSINESS OF UNDERGRADUATE STUDENTS IN CHIANGMAI

By

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The purposes of this research were to examine 1) needs to do private business of undergraduate students in Chiangmai; 2) their attitudes towards doing private business and educational systems affecting private business; and 3) their problems and obstacles concerning doing private business. The data were collected by means of questionnaires from 380 students selected by stratification random sampling from those in 4 institutes: Chiangmai University, Payap University, Maejo University and Rajaphat Institute of Chiangmai. The data were analyzed with the use of the SPSS for Windows. The findings were as follows:

The percentage of graduate students wanting to do their own business was 80 and that of those considering inadequate experience the most likely obstacle to doing private business was 50.7.

The findings of the hypothesis test revealed that the personal factor, i.e. sex was not correlated with their want to do private business. For psychological factors, field

of study was found to be correlated with their want to do private business, but educational institute was not. The social factor, i.e. parents' occupation was correlated with their want to do private business. The cultural factor, i.e. hometown had no correlation with their want to do private business.

The hypothesis test on attitudes towards doing private business revealed that sex did not cause difference in attitudes towards doing private business of undergraduate students in every way. Field of study caused significant difference in attitudes towards advantages of doing private business while educational institute caused difference in attitudes towards educational systems and government sector as well as advantages of private business. The social factor, i.e. parents' occupation did not cause difference in attitudes towards doing private business of undergraduate students in every way. The cultural factor, hometown, did not cause difference in attitudes towards doing private business in every way either.

The hypothesis test on obstacles to doing private business indicated no correlation between all factors and the graduate students' want to do private business.