Abstract

This study aims (1) to know the influential factors of demand for master's degree education in private university in Bangkok area (2) to know reasons of private university choosing in Bangkok area (3) to study and collect data from 300 samplings by using the appropriate group in term of the researcher purposes. The key information are 4th year private university students.

According to the results, it shows that the study found that personal factors divided by sex, age, status, average income per month, source of income, grade point average; the majority data were female, the average age was 21 to 30 years old, the status was single, the average income per month was 5,001 – 10,000 baht, their income were from their parents, and grade point average was 2.51-3.00. They desired to study in master's degree education in private university in Bangkok area; in the nighttime period on weekday; their expectation to increase their knowledge and ability for analysis the information; purposes of the study was using for their career. The majority of samplings want to study in Sripatum University.

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