

**THE EVOLUTION OF CONSUMER BEHAVIOR IN THE LIFE  
INSURANCE BUSINESS: A CASE STUDY OF CONSUMERS  
IN SHANGHAI, THE PEOPLE'S REPUBLIC OF CHINA**

**WU YAN**

**AN INDEPENDENT STUDY SUBMITTED TO THE GRADUATE SCHOOL  
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION**

**GRADUATE SCHOOL  
CHIANG MAI UNIVERSITY**

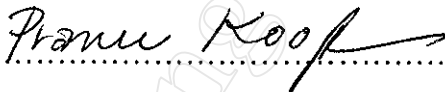
**APRIL 2002**

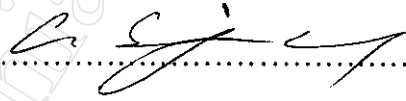
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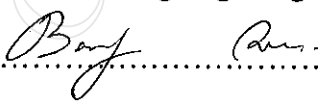
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THIS INDEPENDENT STUDY HAS BEEN APPROVED  
TO BE A PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

EXAMINING COMMITTEE

  
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Assistant Professor Dr. Pranee Koojaroenpaisan

  
..... MEMBER  
Lecturer Chanin Singrungruang

  
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10 APRIL 2002

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