

Chompunuch Timniguy 2008: Factors Affecting Work Behavior of Mobile Shop Staff of a Mobile Public Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Jumrong Ngerndee, M.Ed. 139 pages.

The objectives of this research were: 1) to study the level of work behavior, achievement motivation and knowledge of work of mobile shop staff 2) to compare work behavior of mobile shop staff who had difference personal factors in age, work experience, status, location of work and income 3) to study the relationship between personality, achievement motivation, knowledge of work and their work behavior and 4) to find variables which could predict work behavior. The samples were 150 mobile shop staff in the Mobile Public Company. The questionnaires were used in collecting data, and were analyzed by computer program. The statistical methods used were percentage, mean, standard deviation, t-test, F-test, Pearson's product moment correlation coefficient and stepwise multiple regression analysis.

The results showed that 1) the mobile shop staff had high level of work behavior, achievement motivation and knowledge of work; 2) the staff of difference in age, status, location of work and income were not significant; 3) neurotic – stable personality (Scale N) were significant negative correlated in all aspects of work behavior, except relationship, achievement motivation, forecast aspect and diligence aspect were significant positive correlated in all aspects of work behavior at .01, all aspects of knowledge of work were not significant; 4) forecast aspect, diligence aspect and risk aspect of achievement motivation could significantly predict work behavior with 35.5 percent.

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