

ABSTRACT

The purpose of this research, Strategies for coping with stressful situations involving people at Canon Marketing (Thailand) Co., Ltd, were to (1) reveal the strategies for coping with stressful situations caused by superiors, colleagues, and customers, (2) explore the level of stress caused by each group, and (3) find out which group caused the most stress.

The subjects of this research were 101 employees of Canon Marketing (Thailand) in the position of officers, supervisors, temporary staff, and managers. A three-part questionnaire which is composed of general background information, measurement on stress level, and stress coping strategies was used as the research instrument. The data was analyzed by using descriptive statistics, which were frequency and percentage.

The results of the research were as follows:

1. The majority of the respondents were female at 77.2 percent. Supervisors caused most stress to employees, followed by customers, and colleagues caused the least.
2. Not receiving recognition when doing a good job was a factor of stress caused by supervisors that most employees experienced most frequently.
3. When coping with stressful situations caused by supervisors, most employees used problem-focus coping strategy and social support coping strategy rather than avoidance coping strategy.
4. When coping with stressful situations caused by colleagues, most employees used problem-focus coping strategy rather than social support coping strategy and avoidance coping strategy.
5. When coping with stressful situations caused by customers, most employees used problem-focus coping strategy rather than social support coping strategy and avoidance coping strategy.