

ABSTRACT

Title of Research Paper : Factors Related to the Work Performance of Advertising Sales
of Nation Multimedia Group to be the Multimedia Company
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The research was aimed (1) to examine the work performance of the sales advertising at Nation Multimedia Group Plc.,Ltd. (2) to identify the factors related to their work performance, and (3) to reveal the problems and to their work performance.

The population are 197 advertising sales in Nation Multimedia Group Plc.,Ltd. Quota Sampling, the sample group is 25 % of population consisted of 50 sales advertising at Nation Multimedia Group Plc.,Ltd., from eight sales departments such as Display Department, Special Publication Department, Classified Department, Internet Department, Radio Department, TV. Department, Thailand.com Department, Magazine Department. And Accidental Sampling to select the sample group from population are sales advertising live in office because they are work out side and time of work is not routine

To collected data and distribute questionnaire 50 set to sales advertising in Nation Multimedia Group Plc.,Ltd. They fill-in this form and return to researcher in October, 2001. Statistic for analysis are Descriptive statistic for describe about background data and other variables, the statistic are Frequency, Percentage, Mean and Standard deviation for test Hypothesis is Pearson product – Moment Correlation statistic

As a whole, the performance of sales advertising was found to be at a moderate level. When to considered for each duty, it was found that they to open-sales most (25 customers per month on average). The little was found that they to service customer or after sale services (10 customers per month)

It was also found that their attitude toward the sales advertising was moderate level. When each component of work was considered, they were found to have the best attitude toward working general performance, but the worst attitude toward the management and policy.

Next, the social support was found to be at moderate level. They received the most social support from general people, that is father mother and parent, etc. They got the least social support from their chief.

The factors found to have a significant relationship with their work performance were age, period of work and social support. This factors have related with performance

From the open - ended question, it was found that the management and policy was lack of clear standard, and was the lack of customer grouping and salary was not suitable

From the results of study, it was recommended that the sales department should be improved to the following : (1) To brain-storming within sales to present the board of management for setting policy (2) To separate the list of customer is clear (3) To adjust salary of sales advertising is suitable for ability experience and period of work.