

Abstract

The study on “Organizational Attachment of Sales Promotion Employees” aims at exploring the levels of attachment and factors relating to organizational attachment of sales promotion employees. Data are collected by questionnaire from 78 employees working with Professional Marketing Services Company Limited. Percentage, Arithmetic Mean and Standard Deviation are statistics applied for the analysis of data.

The study finds that almost all of the sampling group are females whose educational levels range from higher secondary to bachelor's degree. Most of them are sample, having more than 5,000 baht debts, and have been working as sales promotion employees from 6 months to less than one year although their duration of work with the present Company are from 1-2 years. They work 1-8 hours a day, all the times in standing posture with one hour rest during the day, and have 6 days vacation leave per year. The employees reflect highly positive opinions ($\bar{X} = 2.72$) toward the Company's reputation, their feeling of self-importance within the organization, relationship with the superiors and fellow employees, as well as job advancement. On the other hand, their opinions on participation opportunity in the Company's administration are rated as moderate. Collectively their attachment toward the Company is at high level. Personal factors relating to organizational attachment is educational attainment, as it is found that employees with educational attainment below higher vocational have more advanced attachment toward the organization than those with higher educational attainment. It is found also that single employees are more attached to the Company's reputation and the advancement opportunity than the married ones.

In order to promote organizational attachment of sales promotion employees, the study recommends that the Professional Marketing Services Company Limited should try to promote women's image in sales promotion occupation, provide counseling on their indebtedness, revise compensation system and position promotion to reduce employees' turnover rate, improve working environment, create morale and spirit, map out employees' voicing system, and organize activities to develop employees' potentiality.