

Abstract

This study, “The Relationship between Moral Belief, Coping Behaviors and Work Performance: A Case Study of Independent Business Owner in Multilevel Direct Marketing” was a survey research. The purposes of this study were (1) to study the relationship between moral belief, coping behaviors and work performance of independent business owner in multilevel direct marketing in one company and (2) to predict work performance by independent variables: moral belief and coping behaviors. Moral belief was divided into 2 rules: universal moral rule and relative moral rule. Coping behaviors were characterized by 3 styles of action: problem-focused, emotion-focused, and emotion-focused avoidance coping. Work performance was measured by percent discount rate from sale volume which were received by the subjects at the end of February 2008.

The sample of this study consisted of 222 independent business owners at Huay Kwang district. The measurement tools used in this study were (1) demographic information; (2) The 20 items Ethic Position Questionnaire (EPQ) for measuring moral belief (Forsyth, 1980), with reliability alpha coefficient .806; (3) The 30 items COPE Inventory for measuring coping behavior (Carver, Scheier, & Weintraub, 1989) developed by Supapan Khotjarus, with reliability alpha coefficient .745

Statistical Methods used for this study were (1) T-test, (2) Pearson’s Product Moment Correlation, (3) One-way ANOVA and (4) Stepwise Multiple Regression Analysis. The results were as follows:

1. Age had no significant difference in all two rules of moral belief. However, it was found that year of working had significant difference in relative moral rule at .05 level.

2. Age, year of working and marriage status had no significant difference in all styles of coping behavior. However, for level of education, there was a significant difference in problem – focused coping style at .05 level.

3. There was no significant correlation between moral belief and coping behavior

4. Emotion – focused avoidance coping style had negative correlation with work performance at .05 level significantly.

5. Independent business owner of different moral belief had no significant difference in work performance at .05 level.

6. Emotion – focused avoidance coping style and relative moral rule could be used to predict work performance at 5.6 percentage of coefficient of determination.

According to these results, organization could apply knowledge of moral belief and coping behavior to design training and development plan in order to increase effective work performance of independent business owners.