

Abstract

The purposes of this study “Affect of Adversity Quotient, Goal Commitment and Influence Tactics on Performance of Independent Business Owner in Multilevel Direct Marketing” were to investigate how the level of Adversity Quotient, Goal Commitment and Influence Tactics can impacted the level of Performance of Independent Business Owner in Multilevel Direct Marketing and to predict the proportion of high Performance by independent variables—Adversity Quotient, Goal Commitment and Influence Tactics. The samples consisted of 185 Independent Business Owner from the learning center at Klongteuy district. Data collection utilized were : (1) Personal Characteristics and Performance level Questionnaire, (2) Adversity Response Profile, (3) Goal Commitment Questionnaire and (4) Influence Behavior Questionnaire.

T-test, One-Way ANOVA, Pearson’s Product Moment Correlation and Stepwise Multiple Regression Analysis were completed to assess the research hypotheses. The results are as follows :

1. Adversity Quotient affected Performance on new applicants and sale volumes.
2. Goal Commitment affected Performance on amounts of meeting and sale volumes.
3. Adversity Quotient affected Goal Commitment.
4. The research found strong relationship between all 4 scales of Adversity Quotient and Goal Commitment.
5. The Influence Tactics which affected Goal Commitment were Rational Persuasion, Consultation, Exchange and Personal Appeal.
6. There were positive relationship among Rational Persuasion, Inspiration Appeal and Consultation and Goal Commitment. while the correlation between Personal Appeal and Goal Commitment was negative and no other relationships between other Influence Tactics and Goal Commitment.

7. Influence Tactics affected Performance on amounts of meeting and sale volumes.

