

Vareeluck Kornphasuphat 2014: The Study of Achievement from Using of Coaching Guidebook in Visual Merchandising for Supervisors of King Power Tax Free Company Limited. Master of Education (Business Education Administration), Major Field: Business Education Administration, Department of Vocational Education. Thesis Advisor: Assistant Professor Methinee Wongwanich Rumpagaporn, Ed.D. 168 pages.

The purpose of this research was to study of achievement from using of coaching guidebook in visual merchandising for supervisors of King Power Tax Free Company Limited. The research populations were 43 supervisors at King Power Tax Free Company Limited Suvarnabhumi Airport. The research collecting data instruments were included in 1) Coaching Guidebook in Visual Merchandising, 2) Knowledge Test of Coaching Knowledge, and 3) Skill Test of Coaching Skills. The data were statistically analyzed by using Percentage, Mean, and Variance.

Research findings were showed that achievement from using of coaching guidebook in visual merchandising for supervisors in knowledge and skill level results, knowledge level of supervisors was rated at fair level and skill level was rated at good level.

Researcher suggested that supervisors should attend in the training course to promote coaching skills in Visual Merchandise and ought to have outside seeing and field trip study in increasing in their Visual Merchandise direct experiences, coaching techniques, and skills and could lead to integrate Visual Merchandise coaching skills and knowledge in their works.

---

Student's signature

---

Thesis Advisor's signature