

## ABSTRACT

Insurance industry in Thailand is changing rapidly. Intense competition, lowering compound reversionary bonus interest rate, increasing of insurance premium, and lowering commission makes the insurance companies concerned about how to increase sales volume and how to keep their sales growing because the insurance sales are the most important mechanism in the business. Motivation, Selling Behavior and Sales Agents' Satisfaction: A Case Study of AIA, Bangkok reveals three factors involve insurance sales which are motivation, selling behavior and job satisfaction and help to answer the research question of "what kind of motivation is needed for selling agents and supervisors that leads to effective selling behavior and job satisfaction?"

Literature review in this study focuses on selling behavior to understand what the insurance sales' activities are, motivation and job satisfaction both theories and articles which are written about salespeople's motivation and job satisfaction are also provided.

Qualitative methodology, in-depth interview, is employed in this study. Fifteen experienced insurance agents and fifteen supervisors were interviewed to explore their attitude about their job. The questions which were used for the interview were set by the literature review and protocol.

The result of the study presents insurance agents and supervisors' attitude towards their job, what motivate them and their work activities then compare the interview result with theories in literature review. The result of the study is used to define proposition and draw conceptual framework.

This study benefit to insurance companies to motivate their insurance salespeople in appropriate way that leads to good selling behavior, high performance and high satisfaction in the long run. Moreover, it is benefit to insurance salespeople in all levels to develop themselves as professionals.

