

Research Title: FACTORS RELATING INTENTION TO BECOME A DISTRIBUTOR OF MULTI-LEVEL MARKETING BUSINESS IN THAILAND

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ABSTRACT

The objective of this study were (1) to determine factors relating to become a distributor of MLM business, (2) to determine relationship between attitudes towards work benefits of MLM business and individual's intention to become a distributor of MLM business, (3) to identify the relationship between subjective norms and individual's intention to become a distributor of MLM business, and (4) to identify the relationship between perceived behavioral control and individual's intention to become a distributor of MLM business. The theory of planned behavior (TPB) was adopted to explore the important variables of potential distributors of MLM business in Thailand.

Data were collected from the attendants of the seminar which is held regularly by well known MLM companies in Thailand, including Nuskin, Amway, and Uniliver Thai Trading. Questionnaires were given to 384 prospective distributors of MLM business. Data were analyzed using descriptive and correlation analyses. Most respondents in this study were female with age between 21-30 years old. The major occupation of respondents was Private Sector's Employee. The education level of most respondents was Bachelor Degree and the majority of respondents had an average income of 20,000 and less than 20,000 baht.

The findings from descriptive analysis showed that respondent generally had the highest level of agreement on attitude towards becoming a distributor of MLM business in terms of work benefits of MLM business, followed by subjective norm (reference groups), perceived behavioral control (self-efficacy), and intention to become a distributor of MLM business, respectively. The findings from Pearson's correlation analysis showed that all factors positively related with intention to become a distributor of MLM business at a medium association level. "Self-efficacy" factor had the strongest relationship, followed by "Reference Group" factor, and "Work Benefit" factor respectively.