

## Abstract

The research study on Organizational Commitment was undertaken involving a case study of marketing employees of Securities and Finance & Securities companies in Bangkok Metropolis. The research objectives are to measure the levels and study factors associated with the marketing employee's commitment towards the organization. Personal , family and organizational factors have been determined at the likely factors to effect organizational commitment. The personal / family factors are sex , age , education , martial status , length of employment , burdens of debts and dependants. Organizational factors under consideration are organization ' s type and size as well as job satisfaction. Job satisfaction comprised of 7 criterias : working environment , autonomy of practice , work worth , professional relationship , professional role enactment , benefits and job security.

Data collection method is through questionnaire in interviews collected from a sample size of 450 marketing employees working at Securities / Finance & Securities companies. Percentiles , means , Standard Deviation and relative analysis of factors affecting organizational commitment , through Chi-Square statistical method at 0.05 significance level were used in the research findings cross-tabulation. The Phi. Cramer 's V or Gamma values were used in the relative level of relationship , depending on the variation levels.

The result of this study showed that the number of marketing employees who have medium to low organizational commitment is higher than the number of employees with high organizational commitment. The relative analysis result showed that personal / family variable factors are not associated with organizational commitment , while organization and job satisfaction factors are related to organizational commitment.