

ABSTRACT

Thesis Title : The Use and Requirement of Information on Marketing and
Production for the Export of Thai Frozen and Value-Added
Food Products

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The purpose of this research is to study the general condition and the problem in using information on marketing and production, including the comparative of the use and requirement of the information on marketing and production for exporters of Thai frozen and value-added food products in different situation. The method used in this research was a survey technique.

Questionnaires were received 109 exporters of Thai frozen and value-added food products for collecting data. The windows' SPSS/PC+ programme was used for statistical analysis in order to calculate the mean, standard deviation, and to analyse the difference between various groups by using oneway-ANOVA method and to test the difference between each pair by using Newman-Keuls method.

The study revealed that under the general condition, the significant of the use and requirement of information on production and marketing are given at high level. The information on marketing concerning the restriction and regulations, foreign market, pricing, sources of raw materials and their pricing, have been given priority and used more. The problems in the search for information were founded that the convenience in contact with both external and internal organizations, i.e. Custom Department, Department of Medical Science, Royal Thai Embassies, World Trade Organization and small size-industrial fund company, were moderate. The entrepreneurs considered that the quality of information from both governmental bodies and non-government organizations were moderate. Furthermore, in comparative of frequency of the use of information on personal basis in various fields, it is discovered that the person with more experiences and higher position have high tendency and frequency of using information. The level of satisfaction at quality of information would vary according to the level of education. The size of organization and longevity in doing business also have an impact on the requirement of and the frequency in using information.