

c450747 : MAJOR MASS COMMUNICATION

KEY WORD: MARKETING INFORMATION SERVICE / INVESTOR / SECURITY BUSINESS

SUPRANEE KHUANPETCH : MARKETING INFORMATION SERVICE FOR INVESTOR
IN SECURITY BUSINESS. THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE,
Ph.D. 120 pp. ISBN 974-583-546-3

Objectives of the research on models of Marketing Information Service For Investor in Security Business are, first of all, to study the importance of Marketing Information to Security Business Investor, the Models used in supplying marketing information to investors who are listed in securities market, and, furthermore, to study the problems and obstacles that evolve in the process of communication of the security market.

Quality Analysis Method was used in the study by interviews and observations of 30 investors and the concerned people together with the study of various literatures that led to discoveries of information that could be summarized as followed :

1. Marketing information data are of great importance to investors because they can use these data to determine their decision to invest in any type of securities or in dealing with transactions of securities at different price levels . . . They can also be used to determine the timing of investment as well as the risk involved in such an investment. The study reveals that not only the investors are interested in these marketing data but also are the Stock Exchange of Thailand, Securities Brokers, and the mass media who try to develop the process of marketing news presentation that responds to the requirements of investors.

2. The Models of marketing information studied reveals that companies listed in the Stock Exchange of Thailand have their information from both local and international sources. The purpose of presenting the marketing information is to provide services to the investors and these services are carried out by an exclusive data analysis department of the company. The department will sort out useful and relevant information for the different needs of each investor. The information presentation can be made through media or other means, for example, person to person, published media, telephone calls, computer news print-out, and etc.

The problems and obstacles of information service are often due to an inadequate basic infrastructure of the country and there are different limitations of information personnel as well as the services in various companies. Political uncertainty and fluctuate economic conditions of the country caused by rumours and other problems may have adverse impact on marketing information service.