

Thesis Title The Study of Need and Opinion Towards Information of Stock
Exchange of Thailand.

Thesis Credits 6

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ABSTRACT

The objectives of the research was to study the marketing officers and investors' need and opinion towards Information of Stock Exchange of Thailand and to compare the opinions and need between marketing officers and investors. Methodology of this research used questionnaires as a research tool. Two sample groups, marketing officers and investors, were selected from 26 securities companies by purposive random sampling. The data was analyzed by using percentage, average, standard deviation and, Mann-Whitney U-test to compose the opinion and need.

The result found that the majority of sample marketing officers had the very high demand for information. They needed clarified rumors and reliable news. The majority of sample investors also needed confirmed rumors and reliable news. Information service should be reliable and dependable enough to help they made any investment decisions. Online computer system was a major source of receiving news and information. The comparison of opinion and need between marketing officer group and investor group showed that there were not significantly different.

Keywords: Circumstances/Demand/Opinion/Information/
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