

The Development of Products Marketing Information System for the Small and Micro Community Enterprise at Nakhon Pathom Province

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Abstract

Research on the development of products marketing information systems of community enterprises. Nakhon Pathom The system developed by the system consists of a website that displays all the information of all the enterprise community. An access system, System Administrator and ordering system to be the infrastructure of the storage market. Use information for sustainable employment. In this research, the samples used in this study were Banglane District Community Enterprise Group, Nakhon Pathom Province. Total of 30 community enterprises the instrument used for the evaluation was the sample of the representative sample and the expert. The data were analyzed by frequency and percentage.

The results of the sample satisfaction evaluation. The system content, the benefits, and the implementation. In terms of privacy, the level of system design was moderate. Expert Satisfaction Survey found that content, system design, usability and implementation, and privacy were at a high level. Summary of the satisfaction of the representative sample and experts on marketing information system of community enterprises Nakhon Pathom Province is at a high level.

Keyword: SMCE (Small and Micro Community Enterprise), Nakhon Pathom, Marketing Information System, E-commerce

1. Introduction

Currently, the global economy is heading towards free trade system with information technology is widely used. As a result of global trade is a trade that crosses borders. This phenomenon makes the economy of developed countries. Has begun the transition to development (New Economy) the country needs to consider the changes that are taking place around the world to deploy in the direction of economic and social development of the country under the philosophy. "Sufficiency Economy" philosophy is consistent with the new economic focus due to economic self-reliance. This is the main foundation and stability to the people of the community to work together to strengthen. Confederate resource development and environmental conservation.

Including the creation of social philosophy and learning by combining traditional knowledge with new technologies.

Community arising from the introduction of guidelines for economic or sufficient economy developed steadily and systematically. Therefore it is important to build a solid base for the country. By stimulating the economy at the grassroots level to strengthen and diversify career opportunities to create jobs, generate revenues and reduce costs to the public most of the country more self-reliant. Production management and marketing as a community to learn. The process of creating collaborative learning communities. To develop the data network to support enterprises involved in deciding on a career. Operations in the direction of the information needed. This will help to benefit and contribute to sustainable development.

Thus, to study the Development of Products Marketing Information system for the Small and Micro community Enterprise at Ban Bang Lane, Nakhon Pathom the basic structure of the data storage market. The information used in a sustainable career. As well as to expand into the villages and other communities further.

2. Methods

The purpose of the research.

The development of Products Marketing Information Systems for the Small and Micro Community Enterprise at Bang Lane, Nakhon Pathom. The purpose is as follows:

1. To store the data of the market of the Community Enterprise.
2. To develop information systems for marketing community Enterprise.
3. The market for sustainable enterprise

The scope of research.

In this research, using qualitative and quantitative research methods to study research fields are as follows:

1. Scope of content Researchers has studied issues in the Development of Products Marketing Information system for the Small and Micro community Enterprise at Ban Bang Lane, Nakhon Pathom
2. Scope the side areas. The area that will collect information from the research will study the Community Enterprise Group. Amphoe Bang Lane, Nakhon Pathom, a total of 30 community enterprise from all 48 enterprises, community enterprises.
3. Scope of the time Continue to collect data and analyze the results summary during the month. November 2015 – October 2016.

Operations research, there are ways to conduct research into 3 steps, the details are as follows:

1. Analysis of the situation is to understand the situation. The problems and the needs of the people and area collected data.

2. Take all necessary steps to the research purpose 2 questions as follows.

-Marketing information system studies how the action is to query knowledge of marketing information system of each the community.

-Development of information systems, marketing, how it is conducted workshops with participation by invited speakers at the leadership community and who has knowledge of the marketing information system.

3. Evaluation as a follow-up to the market through marketing information system of Community Enterprise. Bang Lane and analyze results to use as a master of marketing information system analysis of the data.

Researchers have made an evaluation system using descriptive statistics has the frequency is (Frequency) percent (Percentage) average (Mean) and standard deviation (Standard Deviation).

Interpretation of average.

Interpret the average of the questions in the questionnaire. Researchers used the criteria are interpreted according to the concept of experience from Prasopchai Pasunun (2553) as follows:
1) 4.51 points – 5.00 is the highest level 2) rated 3.51 – 4.50 is high level 3) 2.51 points – 3.50 is a moderate 4) 1.51 points – 2.50 points is the low score and under 1.50 level is the least.

3. Results and Discussions

After data collection the researchers examined data collected from questionnaires that analyzed 30 sets of data and research results are as follows:

1. The satisfaction of the sample on the marketing of information systems community in Nakhon Pathom.

The evaluation found that the contents were active users are required to work, with priority content is a process, a continuous and easy to understand. The highest average satisfaction level of 4.00. Followed by the contents of the system is interesting. Average of 3.80, consistent with the requirements. Average of 4.03, a more accurate and reliable. 3.03 The average satisfaction level.

Evaluating the design of information systems, marketing of Community Nakhon Pathom found by formatting are beautiful, affordable and attractive and the text color, clarity and appropriateness, and size of the text easily readable and fit and color. Background with colored letters is reasonable with an average of 3.00 the highest satisfaction levels moderate.

To assess the benefits and applications that can make the system easy to use. Average of 3.87, a system that meets the needs of users. Average 4.03 and resolve the issue as quickly as needed. An average of 3.97 more satisfying level.

Assessment of privacy has found that keeping customer data private. Average of 3.70, customers can manage their own personal information. An average value of 3.00, the protected access to

customer information from others. An average value of 3.33 and a security system is adequate. The average level of satisfaction with the high level of 3.53

2. Results of the satisfaction of the expert group on the marketing of information systems community in Nakhon Pathom.

Evaluation of the content that the overall average level. By the start of the sequence is an intelligence community enterprise marketing, Nakhon Pathom are required to work, with priority content is the procedure. Continuity and simplification, information systems, marketing to the enterprise community, Nakhon Pathom is consistent with the requirements. 4.33 has the highest average levels of satisfaction with the content of the information system of the marketing community in Nakhon Pathom are interesting. An average value of 4.00 level very satisfied with the work of the intelligence community and the marketing of Nakhon Pathom to be right and reliable. The average satisfaction level of 3.67.

Assessment of the Intelligence Community Enterprise Market of the province showed that the overall average level. By the start of the sequence is. Pages are beautiful, affordable and attractive. Most average 5.00 expressed the most satisfaction with the format of the information system of marketing to the enterprise community, Nakhon Pathom, text color, clear and appropriate, the size of the text easily readable and properly, the background color. The font color is an average of 4.33 more satisfying level.

To assess the benefits and adoption found that the overall average level. By the start of the sequence is required, the system can resolve it quickly. 5.00 The highest average levels of satisfaction with the most convenience to users. The average satisfaction level of 4.00 along with a system that meets the needs of users. The average satisfaction level was 3.67, respectively.

Assessment of privacy that the overall average level. By the start of the sequence is. Protected Access Customers from other people the highest average satisfaction level of 5.00, followed by the stored customer profile, customers can manage their own personal information, a security system is adequate. The average satisfaction level was 4.00 respectively sum up

The gratification of samples and expert on information systems, marketing of Community Nakhon Pathom. Satisfaction at the high level.

3.1 Formula and Equation

The performance of the system. Use the statistics as follows:

1) percent (Percentage) is the most popular statistics by a comparison of the frequency or the number of the desired frequency or number of all is equal to 100 percent from the value in the following formula.

$$p=f/n \times 100$$

2) The average (Mean) or median is called arithmetic. The average value of matchima arithmetic.

$$\bar{x} = \frac{\sum x}{n}$$

3) Standard deviation (Standard Deviation) is a measurement of the most popular distribution, denoted by. S.D.

$$S.D. = \frac{\sqrt{\sum(x-\bar{x})^2}}{n-1} \text{ Or } S.D. = \frac{\sqrt{n\sum x^2 - (\sum x)^2}}{n(n-1)}$$

3.2 Figures and Tables

Table 1: Description of The results show the sample to The Development of Products Marketing Information System for the Small and Micro Community Enterprise at Nakhon Pathom Province

Evaluation Items	\bar{x}	<i>S.D.</i>	Satisfaction levels
The interest in the system			
1. Do you think the development of products marketing information system for the small and micro community enterprise at Nakhon Pathom are essential to your works?	4	1.17	High
2. The content sequencing is a step up. The continuity and easy to understand.	4	0.95	High
3. The content of the development of products marketing information system for the small and micro community enterprise at Nakhon Pathom are interesting.	3.8	0.71	High
4. Do you think the development of products marketing information system for the small and micro community enterprise at Nakhon Pathom are consistent with your needs?	4.03	0.89	High
5. The work of the development of products marketing information system for the small and micro community enterprise at Nakhon Pathom is accurate and reliable.	3.03	0.18	Moderate
Evaluation Items	\bar{x}	<i>S.D.</i>	Satisfaction levels
The design in the system.			

1. The format of the development of products marketing information system of the small and micro community enterprise at Nakhon Pathom.	3	1.4	Moderate
2. Web pages is appropriate and interesting.	3	1.38	Moderate
3. The color of the text is clear and appropriate.	3	1.28	Moderate
4. The size of the font is appropriate and easy to read.	3	1.31	Moderate
5. The background color with the color of the font is appropriate.	3	1.22	Moderate
The benefits and implement			
1. Convenience to users.	3.87	0.73	High
2. A system that meets the needs of users.	4.03	0.61	High
3. The system can resolve the problem quickly.	3.97	0.67	High
The privacy.			
1. Keeping personal customer data secret.	3.7	0.6	High
2. Customers can manage their own personal information.	3	0.37	Moderate
3. To prevent unauthorized access to data. Customers from other people	3.33	0.61	High
4. Security adequately.	3.53	0.63	High

Suggestions.

From the development of products marketing information system of the small and micro community enterprise at Nakhon Pathom. The following suggestions.

Suggestions on the application of research findings.

From the development of products marketing information system of the small and micro community enterprise at Nakhon Pathom. For application to the benefits to the small and micro community enterprises, the improvement of Care and treatment system can be used efficiently. The staff of each enterprise community updates for new information. The information used in agriculture sustainable As well as panned to the village and other communities.

Suggestions for further research.

In this research, to get the new technology to use should be the development of management information system of enterprises marketing community education in the form of applications that can be downloaded via a mobile phone. The new technology. Use and to increase the channels of the market of each community enterprises.

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