

Thesis title: The Development of Information System for Marketing Data Analysis:
A Case of Installment Loan for Appliance Products

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ABSTRACT

The purpose of the research was to develop an information system for marketing data analysis of installment loans for appliance products.

This study was research and development. The system development life cycle methodology was used. A feasibility study was conducted through interviews with 10 marketing staff members of a large installment loan company. Furthermore, direct observations of their operations with the company's main information system were also conducted. These two methods helped identify user needs and factors affecting marketing data analysis. The analysis, design and evaluation of a new system were carried out accordingly.

The information system consisted of 5 main menus: customer database menu, vendor database menu, product-maker database menu, total-sale data analysis menu, and profits and losses calculation for sale promotions menu. Microsoft Visual Basic 6.0 and Microsoft Office 2003 under Microsoft Windows XP operating system were used as research tools.

The information system could support marketing analysis and marketing plan of the company. It allowed marketing staff members to conveniently store, update and retrieve data of customers, vendors and product-makers. It also helped to analyze marketing data and calculate profits and losses for sale promotions.

The evaluation of the information system revealed that most users were satisfied with the storage, retrieval, and output of the system with some reservations over the "look and feel" of the system.

Keywords: Information System Development, Marketing Data Analysis, Installment Loan Business