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## Abstract

The objectives of the research were : 1) to study the birth of the community market 2) to study the type of administration and management of the community market 3) to study the behavior and needs of buyers and sellers, and 4) the social – economic impacts from the community market. The samples were divided into three groups ; community market administrators, buyers and sellers in community market in 2001.

The samples consisted of 85 members of the community market administrators' group, 30 buyers' group and 30 sellers' group. The data was collected by interviews and statistically analyzed by the program SPSS/PC for frequency, percentage, arithmetic means, standard deviation and scaling rating scale. Results from the study were as follows:

The administrator's group were mostly males (only one female) and had an average age of 52.80 years. 96% were married and 68% finished the elementary school. The major occupation was agriculture (68%). The income from selling the commodities in 2001 was 17,360 baht/household and other income from outside the agricultural sector was 61, 720 baht/household.

The administrator's group of Ban Muang community market participated in community market management aspects, processing aspects and evaluation aspects at high level. In addition, the administrators's group is unified and concentrated in market administration and worked efficiently.

The sellers in the market : 70% were female and had an average age of 41.50 years. The major occupation was agriculture (56.67%) and 73.33% finished the elementary school. The average income was 14,200 baht/household. The average income from selling the commodities in the market on the normal day was 296,09

baht/person and 349.70 baht/person on Saturday or Sunday. The average income for week days and Saturday-Sunday was 311.70 baht/person. The market had its revolving fund for 62,340 bath/day or 1,870,200 baht/month or 22,442,400 baht/year. 66.67% sold the commodities every day. The commodities which were and sold in this market and bought from the other market were vegetables and fruits. The main reasons for selling commodities was that the market was near the sellers' home 70% thought that this type of community market was appropriate.

The buyers of the communities in Ban Muang market : 76.67% were female and had an average age of 42.40 years. The major occupation was agriculture (46.67%) and 56.67% finished the elementary school. The average income was between 3,000-5,000 baht/month. 56.67% of the buyers lived in Ban Muang District .

The average distance from their home to the market was 4.23 kilometer, 30% walked to the market .The main purpose of buying the commodities in this market was it was near their homes. On average each time they took 107.67 baht for buying the commodities. The buyers purchased averaged 579 persons /day. On a week day the amount of the buyers was in average of 650 persons/day but on Saturday or Sunday the amount of the buyers was 650 persons/day. The type of commodities which the buyers often bought was the fresh food.

The problems and obstacles of the administrator's group. There were two sets problems: the first problems was market development. This problem consisted of the limited location which they cannot expand it , therefore it made the narrowed space and uncomfortable market. In addition, the lack of money problem in building construction and making the concrete floor. It made the problem for the sellers when the rain fell they get wet because the market has no roof. In addition, the floor gets wet and buyers are less inclined to walk in the market. The second problem was administrating, managing and organizing the market ; the most important problem was that the problem of organizing the stalls for selling commodities because the sellers did not do following the law which the administrator's group set .

The problems and obstacles of the sellers and buyers in the market. There was no building for the sellers to place the commodities. It made the problem for them when the rain fell. For the problem of the buyers, the commodities in the market is not enough for their needs and they would go to the market in downtown.