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| Title | A Study of Urban and Suburban Periodic Markets in Bangkok. Case Study : Physical of Market, Traders' Behavior and Attitude in Lad Prao 101 and Hua-Ta-Kae Market. |
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ABSTRACT

The objectives of this thesis are to study and compare the physical features of periodic markets, trader' s behaviors, trader' s attitudes in the urban settings to those in suburban Bangkok.

The thesis used both qualitative and quantitative analysis method. Field methods comprised of observation in references to map, and questionnaire survey. Collected data include trader' s personal characteristics, behaviors and attitudes toward the market place and buyers. Chosen from the highest hierarchy of periodic markets in Bangkok are samples from Lad Prao 101 and Hua-Ta-Kae. Operating periods of both markets are according to Earl P. Scott' s assumption. The Lad Prao 101 market represents an urban market, and Hua-Ta-Kae market represents a suburban market. SPSS/PC program was applied to analyze data. Observed data include dispersion of population around the market, site plan, type of shop, accessibility, and management in the market.

The result of the study shows that markets are located highly populated areas. Population density tends to decrease as distance from the market increases. The Lad Prao 101 market is located in the area with relatively higher population density than the Hua-Ta-

Kae market. Both periodic markets are located in the areas of permanent fresh market and shop houses. Configurations of stalls are ranging from 1 row to multi-rows. Most traders occupied and marked their favorite locations. Categories of goods include foods, dresses and miscellaneous merchandise. Goods are usually displayed on "Thieng," a small platform for selling goods. The Lad Prao 101 market has a higher seller-to-stall ratio (person/stall) than Hua-Ta-Kae. Furthermore, periodic market has accessibility from Road and Soi. There are incorporated motorcycle taxis, passenger trucks, and mini taxis in the area. Parking lots are provided for buyers and seller separately. Operating time is from 8.00 a.m. to 6.00 p.m. the Lad Prao 101 market opens for business every Thursdays, while Hua-Ta-Kae every Fridays. Traders have to pay both daily and monthly rental fees. Tenants of Lad Prao 101 market pay their rental fee to the market manager, while those of Hua-Ta-Kae pay to the BMA. In terms of the traders' behavior, traders' time of journey to the market vary according to distances from their homes to the markets. Cycles of journey are in accordance with the influence of the trader's group, or individual trader. Observation shows that most traders in Lad Prao 101 market have no obstacle along their journey while those of Hua-Ta-Kae market show some problems. Most traders satisfy with the existing parking, amount of Thieng, and the switching of seasonal goods ie., costume. Traders obtained their information of trading opportunity from their peers or parents. From the traders' opinion, buyers attend the market due to its variety and bargaining price. Most traders has no intention to change their career in the future.

In conclusions, both the Lad Prao 101 and Hua-Ta-Kae markets have no difference in physical, behavioral and attitude characteristics. Both markets complement the permanent market. Thus it should be supported to serve as basic services in area where such services are inadequate. In doing so periodic markets might be developed into permanent markets in the future.