

THE AIMS OF THE THESIS ARE TO STUDY THE CHARACTERISTICS, OPERATIONAL METHODS, PROBLEMS, MARKETING COMPETITION, AND CONSUMER EVALUATION OF THE CENTRAL PADDY MARKETS IN NAKHONSAWAN AND PHITTSANULOK PROVINCES. IT OFFERS APPROPRIATE WAYS TO CATEGORIZE THE MARKETING FUNCTIONS OF THE MARKET. THE STUDY IS BASED UPON THE THREE MAIN HYPOTHESIS WHICH ARE : 1) MOST OF THE FARMERS ARE FAMILIAR IN UTILIZING THE MARKET'S SERVICES BOTH IN METHODS AND PROCEDURES, 2) THE MARKET PROVIDES SERVICES TO HELP THE CUSTOMERS SAVE COSTS AND TIME, AND 3) THE PRICES AND QUALITIES OF PADDY TRADE IN THESE TWO MARKETS ARE ACCEPTED BY THE CUSTOMERS. THE METHOD EMPLOYED WAS A SELECTION OF SAMPLES FROM THE THREE GROUPS : FARMERS, LOCAL DEALERS, AND BROKERS, WHO WERE FAMILIAR WITH THE MARKET SERVICE. A TOTAL OF 300 SAMPLES WERE DONE THROUGH CONVENIENCE SAMPLING.

THE STUDY SHOWED THAT THE OPERATION OF THE MARKET ITSELF HAS DEVELOPED SOME PROBLEMS AS WELL AS AN INCREASING NUMBER OF COMPETITORS. HOWEVER, THE SAMPLING GROUPS STATED THAT THE MARKET ANSWERS THE MARKETING CONCERNS OF THE CUSTOMERS COMFORTABLY AND BENEFICIALLY. IT ALSO HELPS THEM SAVE TIME AND COSTS. AS FAR AS THE PRICE AND QUALITY OF PADDY ARE CONCERNED, THE CUSTOMERS FOUND THEM TO BE ACCEPTABLE.

IT WAS FOUND THAT THE PROPER MARKETING OPERATIONAL METHODS OF THE MARKET WERE TO EMPLOY PROMOTIONAL STRATEGIES WHICH ARE IN THE FARMERS' INTEREST. THE FARMERS, THEREFORE, TEND TO SELL THEIR PRODUCTS AT THE CENTRAL MARKET. BECAUSE OTHER CENTRAL PADDY MARKETS MIGHT BE ESTABLISHED IN THE NEAR FUTURE, CONSIDERATIONS SHOULD BE GIVEN TO FURTHER STUDIES OF THE ANALYSIS OF MARKET INFORMATION, SUCH AS INVESTMENT, BREAK EVEN POINT, AND THE MOST SUITABLE LOCATION. ALL THESE FACTORS SHOULD CONTRIBUTE TO THE EFFICIENCY OF THE MARKET