

ABSTRACT

Title of Research Paper : Vendors' Opinion toward the Services of
 Klongtoey Fresh Market, Bangkok Metropolitan
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The three major objectives of the study were 1) to find out the vendors' opinions toward the services of Klongtoey Fresh Market, 2) to identify the factors related to their opinion, and 3) to use the research results as a guideline to improve services at Klongtoey Fresh Market.

The sample group included 200 vendors in Klongtoey Fresh Market in Bangkok Metropolitan. A questionnaire was employed to collect the data. Percentage, mean and standard deviation were used to describe the data and t-test and F test were employed to test the hypotheses at the 0.05 significant level.

Findings

1. General information. Most of the vendors in the study were Female, mainly 30-39 years old, believed in Buddhism, completed primary school, married, and earned 5,000-10,000 baht a month. They had been vendors for more than ten years, and came from the provinces in different parts of Thailand. They acknowledged related information about service at a moderate level. They participated in the market's activities at a moderate level.

2. The vendors found the services at Klongtoey Fresh Market to be satisfactory ($\bar{X}=3.03$). Regarding their opinion toward the five dimensions of service, they were found to have moderate opinion toward the service system ($\bar{X}=2.96$), the service place ($\bar{X}=2.93$) and information received from the service ($\bar{X}=2.94$), respectively. However, they were highly satisfied with 2 dimensions : the service procedure ($\bar{X} = 3.17$) and service officers ($\bar{X}=3.13$)

(3) The factors found to affect the vendors' opinion toward services at Klongtoey Fresh Market were income, access to related information and participation in the market's activities. On the contrary, sex, age, religion, education, marital status,

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number of years in this occupation and hometown were found to have no impact on the vendors' opinion toward services at Klongtoey Fresh Market.

Recommendations :

To improve the services of the Klongtoey fresh market, the researcher made the following recommendations :

Opinion of the vendors about the services of the Klongtoey fresh

Market The five aspects considered were the service system, the service process, the Service officers, the service place, and the data received from the service center. It was found that the service place received the lowest mean. Therefore, it is necessary to improve the service place. This may be done by asking for cooperation from the vendors in keeping the market clean and in throwing garbage in the dustbins. Also, the traffic system should be controlled to reduce traffic jams as a result of parking for a long time to unload goods. The hawkers in front of the market should be asked not to hinder the traffic.

Service speed The vendors thought the service speed was the least satisfactory. Therefore, the Klongtoey market must improve the service by having the service officers attend a training course and by developing the potential of the market to be able to provide service at a rapid speed. Modern technology should be introduced to make the service meet the vendors' demand.

Collection to the stand fee Collection of the stand fee is another important point that needs improvement. The fee collection system should be improved and the change should be fair to the vendors hiring the stands at the Klongtoey fresh market.

Public Relations The Klongtoey fresh market must improve its public relations word so that vendors will get access to related information. Other channel to disseminate information may be used such as brochures, leaflets or the on line sound system, so that the vendors can get the information quickly.

Training for service officers The services officers should be trained to upgrade their service skill. Particularly, they should serve people with willingness, enthusing and manners. In addition, they should treat service users equally.