

## ABSTRACT

The guideline of hypermarket as provided by the Department of Public Works and Town & Country Planning is aimed to solve the collapse of traditional trades. The concern is just an economic aspect. A hypermarket does have impacts on a residential area in many other aspects. Most studies and researches taken so far, however, involve population or samples who are patrons of the department stores. In other words, the subjects employed may not be those who are directly affected by the department stores.

The study, "Impact of Hypermarket on Residential Area: a Case Study of Bang Sue District, Bangkok", aims to point out causes of problems in a residential area and to propose town-planning measures for a hypermarket in order to solve the problem.

This study obtained information by conducting a survey of geographic features of the two hypermarkets located in the studied area, namely, Big C Supercenter, Wongsawang branch, and Tesco Lotus Supercenter, Prachachuen branch. Opinions of people living nearby were also obtained through the prepared questionnaire which was then analyzed by the program SPSS (Statistical Package the Social Science), together with the survey and observation.

The study was found that people living nearby usually made a purchase at the subject hypermarkets once or twice a week in the evening or after working hours. These people opined that the most negative impact of the hypermarkets was a traffic jam, of which causes vary among the studied areas. But there are also other impacts such as air pollution, dust, odor and disarrangement of stalls.

From the study of impact of the subject hypermarkets and the causes thereof as well as the provisions of laws related, it was found that only some of the problems are being handled by certain measures. There remain the problems which have not yet been governed or controlled by Statute of Bangkok Metropolitan. Additional town-planning measures are therefore recommended. For example, there should be a link between a public street and an entrance/exit of a hypermarket for not less than 100 meters,

an entrance/exit should be allocated next to a bus stop for not less than 90 meters, and it should be mandatory for a hypermarket to prepare an analytical report on its study on environment.