

Poen Ieosuwan 2014: The Development of Kwan Jai Mae Kha Market to the Attractive Market: A Study of the Opinion of the Sellers and Customers at Kwan Jai Mae Kha Market. Master of Arts (Political Science), Major Field: Political Science, Department of Political Science and Public Administration. Thesis Advisor: Associate Professor Supatra Chunnapiya, M.A. 150 pages.

The purposes of this study are 1) to study the opinions of sellers and customers to the development of "Kwan Jai Mae Kha" Tambon Banrai, Damnernsaduak District, Ratchaburi province. 2) To study the factors that relate to opinion of sellers and customers to the development of "Kwan Jai Mae Kha" market to attractive market. The example group are 384 customers in Tambon Banrai and 133 sellers in "Kwan Jai Mae Kha" market. The statistics that the researcher used in this study are 1) Description Statistic which are; Percentage, Mean, Standard Deviation 2) Inferential which are; Analysis of Variance: ANOVA, Multiple Classification Analysis: MCA by specified the significant was at .05

The result of this research was found out that the opinion for "Kwan Jai Mae Kha" market to attractive market is at medium level as the result of sellers hypothesis test has shown that the graduation relates to the development of "Kwan Jai Mae Kha" market to attractive market statistical significance was at .05. It is also shown that the opinion for "Kwan Jai Mae Kha" market to attractive market of customers stated that age, occupation, and types of goods in "Kwan Jai Mae Kha" market has some effectives to the development of the market has statistical significant at .05

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Student's signature

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Thesis Advisor's signature