

The purposes of this study were 1) to study seller practices in fresh markets according to municipal law of market control B.E.2542 in Phayao municipal area 2) to study buyer opinions concerning environmental managing of fresh markets and 3) to study municipal law enforcement and problems from municipal officers' point of view with regard to sellers and owners of fresh markets. The studied areas included 3 markets, namely, Mae Tum market, Chalerm Sak market and Arcade market. The target groups were 50 sellers, 50 buyers from each market and 3 municipal officers. The data were collected from questionnaires and interviews and were analyzed for frequency distribution, percentage, mean and standard deviation

The results of this study were summarized as follows :

1) Most fresh market sellers are following municipal law of market control B.E. 2542 but there are some issues that should be recognized and improved such as separating rubbish and discarding rubbish from used water, as well as prohibiting footpath violation by vendors.

2) Overall, the buyer opinions concerning the environmental managing of the 3 markets are at moderate level. Nevertheless, the buyers would be satisfactory if the fresh market environment being improved.

3) Monitoring of municipal law enforcement towards both market owners and the sellers by the local authorities are not strictly enough, particularly in rubbish management, waste water, selling and putting goods along footpaths.

Suggestion : In order to make environmental fresh market management more efficient and to implement the municipal law strictly, the authorities must monitor and perform their duties seriously. In the mean time they should create awareness, knowledge and understanding of fresh market sanitary and environment to sellers and co-operate with market owners to improve sanitation in the markets.