



Development of Bobae Wholesale Garment Night Flea Market on Public Footpath of Phadung Krungkaseam Canal Bank and Krungkaseam Road, Bangkok, Thailand

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Abstract

With regard to the survey, Bobae night flea market has its own significant problems namely the usage of market spaces and the vendors/workers' activities. This research objective, therefore, is to study the problems and developmental needs of this flea market to determine layout and guidelines that will solve the significant problems and make the usage of Krung Kaseam Road and pavement for the greater benefit in supporting the community's economy. This research is a qualitative type using in-depth interviews with residents and businessmen in the area, as well as buyers and vendors of the flea market. Preliminary study was used to compose a proposal to seek for opinions of the experts and representatives of the 4 stakeholders about the new flea market layout and development guidelines before ultimate conclusion of researchers. Summary from the in-depth interviews showed major problems that need development agreed by 70-100% of all the sample groups namely traffic, walkway and pavement, security system, cleanliness, and inadequate facilities such as toilets, trash bins, CCTV, fire extinguishers, lighting, car park, taxi station, publicity signs, the adjustment on activities of vendors/workers in this flea market that interfere public spaces and households as well as an improvement in management of this flea market. The ultimate proposal of development shows a new market's layout and guidelines that aim to orderly and solve all these significant problems of Bobae night flea market, therefore, reducing conflicts and negative impacts on all parties, supporting in growth of community's economy and trade.

Keywords : Bobae market; wholesale; night flea market; development

Introduction

The purpose of this qualitative research is to study the significant problems and needs of the flea market development on the Bobae wholesale night flea Market (00.00-05.00 am) located in public area (footpath and surface of Krung Kaseam Road) to summarize the developmental guidelines of the Bobae night flea market. The background and significant are as follows:

Bobae area is located in inner Bangkok, Thailand at the intersect area of Maha Nak canal and to Phadung Krung Kaseam canal, and along Lan Luang Road on the north to Bamrung Muang road on the south. (shown in Figure 1)

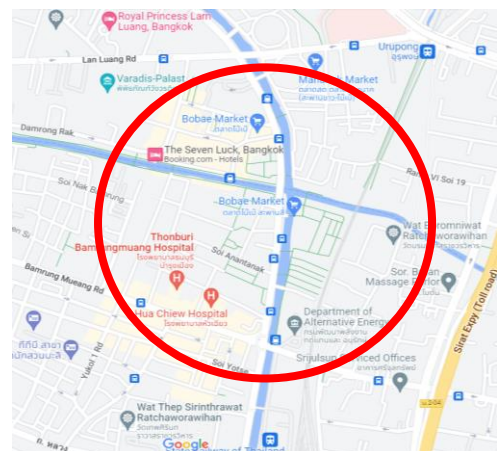


Figure 1 Bobae area

Bobae District, commonly known as "Bo Bae Market", has been the country's largest garment wholesaler area more than 70 years and exist before the second world war. Jirapha Thanachaisakul talks about the development of clothing trade in Bobae area and the emergence of stalls on public areas of the district [1]. At present, the trade value is around ten thousand million bahts per year depending on the economic and trade situation in each period. Over the past 3 decades, the volume of trade and the number of ready-to-wear traders in the district has increased dramatically in line with the trading growth while the space of the district is limited. This situation has made the price and rent go higher, incurred an encroachment on public areas both on the bridge over the Phadung Krung Kaseam canal and on the sidewalks along the canals during the daytime. In the night-time, not only footpath but also Krung Kasem Road's surfaces are used for setting up trading stalls, parking, area for transportation waiting, and set up a shopping cart to sell food/drinks or other products to accommodate both buyers and vendors in the market.

The reason that the government of district allows merchants to set up stalls on public space during daytime or at night is to alleviate the needs of small clothing merchants for increasing the opportunity and income equality along with promoting of trade and the economic development in the district [2]. This is because the number of small merchants exceeds the area of the district to accommodate (The pavement along the canal and the pavement on the other side, including the area on the road). The preliminary survey of the researcher in Bobae area during the time of the night flea market found many problems as follows:

(1) The installation of stalls on the pavement causing buyers/vendors and people to use the road as an unsafe walkway.

(2) Disorder of transport and vehicles parking in the market area obstruct the traffic, and increase traffic congestion.

(3) The lighting in some areas of the flea market is not enough. Theft and crime are more likely to occur. At the same time, there is no security guard at the market.

(4) The electrical connection of the stalls from the houses on Krung Kasem Road is at risk of a short circuit leading to fire.

(5) There are not enough facilities in the market area such as toilets, fire extinguishers, trash cans, and parking lots.

(6) The market area is unhygienic. There are garbage dumps outside the bins and on the streets.

From the observations around the Bobae night flea market, significant problems were found. A suitable way to improve and develop the Bobae night flea market for all stakeholders on problems to make the usage of public spaces on the pavement and Krung Kaseam Road for maximum benefit of the community is the origin of this research.

The consumer behaviour refers to the desire to buy, compare, and evaluate products / services to meet the needs [3] and a process which taking place before and after making a decision to purchase goods and services. Therefore, it is important that entrepreneurs take into account and study for application [4]. In political science, public policy means the affairs of the state/state enterprise. It is an activity that involves a large number of people which affects the development of the country [5].

Francis found that good public spaces come from a variety of factors: Easy access and connection, there is a beautiful/safe condition and image and there are users, activities taking place in the area. It has been developed to provide the greatest benefit to the user [6]. Thai market has evolved with the expansion of settlements. In the past and in the early days, trading area were around the riverbanks by rowing boats and markets were set up in dense communities. Later, when it was transported by road, markets and shops are located along roads or community sites [7] and the meaning of a flea market is a place where goods are exchanged or traded that are not organized as a regular market [8].

Jitaporn Sakkomolphithak found that the current market is a new style. It is a market that meets changing needs and lifestyles especially teenagers and working age groups prefers more attractions and entertainment and like on creative things. Most of the items are unique clothing, apparel and daily necessities including various services [9] and the activity was related to 3 things: Activity source, Activity type and activity system. It states that the activity system is a matter of individual behaviour, the activity

system is a pattern of behaviour of individuals, families, businesses and institutions, such patterns affect spatial patterns [10, 11].

Vance found that many manufacturers-to-all consumer contacts are very difficult to reach directly because of the geographical distance. The need for wholesalers (to act as intermediaries in order to supply the market and the demand for products to the producers) is necessary and they can help consumers access the product at a specific time [12].

Ariya Arunin discussed the concept of "public reclaim their street", which presented an example of public road management in different countries according to the use of space as follows: 1) pedestrian that abolishes the use of vehicles on that road and creates an environment on the commercial district in the middle of the city, 2) democratic street is accessible street to people of all classes, 3) livable/sociable street make the street area livable, safe and support people interaction, 4) centre of dining and entertainment that promotes evening dining and entertainment for a vibrant city, 5) woonerf is a lively street and gives pedestrians priority [13].

Duangchan Apawacharut Charoenmuang suggested bringing the idea of returning the road to pedestrians as the main guideline in implementing the "Walking Road Project" to take advantage and do activities, reduce pollution and accidents, save money on energy and as well as promote the trade and tourism. This concept became widely known in Thailand with the start of the "7 Wonders at Silom" street-event in Bangkok [14].

Prayoon Kanchanadul defined "public service" in the Administrative Law book as an activity under the control of the state. Its purpose is to meet the needs of the people. Public arrangements and procedures are always subject to change to suit the times and the private sector has the right to benefit from public services equally [15].

Sankhun Sattayamongkol compared the management of the Srinakharinwirot University flea market according to the point of view of products, vendors and consumers. The results of the research showed that merchandisers pay more attention to the general management and marketing mix of the university flea market that it is very important in planning, managing,

motivating and controlling which affects the products, vendors in the flea market. As for consumer research on the marketing mix of this flea market, it was found that the product should focus on the quality of the product and the novelty, unlike the general market, as well as the good service of the supplier. In terms of price, some products are more expensive than outside of the university and should be adjusted. The area of the market should improve the corridors not to be cramped and have signposts – layout, toilet should be cleaned up. In terms of promoting sales, consumers consider public relations to be too little [16].

Manassinee Boonmeesri-sanga reported the development of pedestrian in Pranburi 200 years market. The study found that this walking street market has the potential to become a tourist attraction through community participation. Due to the readiness of the attraction and participation of the people of the community. There are some facilities but need to be improved more such as parking, toilets, signposts, etc. As for the 200-year pedestrian road development guidelines, it was found that there should be improvements in 6 aspects, namely Attraction, Facilities, Accessibility, Store management, personnel management, and community participation management [17].

From review, we will find that Bobae market look like other markets that expansion according to economic and community conditions. The differential are the products sold are not diverse, but have various clothes according to the needs and lifestyles in different periods and focuses on wholesale sales.

Methods and Tools

This is qualitative research using surveys and in-depth interviews. The objectives of this research are as follows:

(1) Study the problems and needs for development of Bobae night flea market of its community and those involved in the flea market.

(2) To find a guideline for further market development.

(3) To propose an alternative to using the public space for maximum benefit in the garment business and development of Bobae community.

Conceptual framework of research is shown in Figure 2



Figure 2 Conceptual framework of research

(1) Main study area of this research are Bobae night flea market which locates on public footpath along Phadung Krung Kaseam canal and on Krung Kasem Road as shown in Figure 3. The width (road plus footpath of both sides) and the length of this night flea market are 21 and 700 metres, respectively.

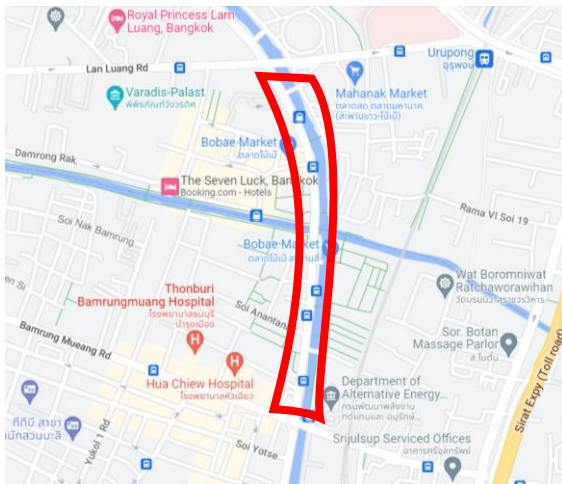


Figure 3 Study Area of Bobae night flea market

(2) The scope of types of flea markets according to the opening-closing period study and research on the Bobae flea market is only the flea market that starts from 00.00 – 05.00 AM, not including the market that opens during the day time. Bobae night flea market

approximately has 1,800 vendors and 1,000 customers each day and have 3,000 residents around the market.

(3) Scope of research project's period is from December 2020 to October 2021

(4) Scope of research are about the "people, activities, areas and facilities-services" which related to the problems and needs of Bobae night flea market development by studying the problems and needs of development of this market from stakeholders. This research will conclude layout and guidelines for the development of market.

(5) The scope of the informant is divided into:

(5.1) Key contributors is the sample of subgroups from the population studied in Bobae area and using random method to find sample in each subgroup in the population studied. As qualitative research using in-depth interview method, the number of samples are depended on data from interview. According to the type of the research and method of interview, this research should have more than 5 samples in each subgroup. However, this research used 20 samples in each subgroup for a better outcome. The samples (by random sampling) are categorized as follows:

- 1) 20 vendors of Bobae night flea market
- 2) 20 buyers/consumers in the Bobae night flea market
- 3) 20 residents of Bobae area
- 4) 20 Bobae's businessmen who are not vendors of night flea market

(5.2) Secondary contributors or consultants scrutinizing the format and development of the flea market, such as academics specializing in marketing, society, environment, urban planning, as well as representatives of the 4 sample groups who gave their opinions regarding proposals of Bobae night flea market development after the stage of data gathering and analysing the results from key informants in in-depth interviews.

For the interview with key informants regarding the Bobae night flea market, there are 35 questions about the flea market which are divided into 5 main categories: 1) transportation, access, parking, and cargo handling system 2) area and location management 3) arrangement of facilities in the flea market or nearby 4) management of security in the flea market

5) management of the marketing mix (4 p's) of the flea market, i.e. flea market product management, price management, place, flea market distribution management, promotion.

Results and Discussion

The needs of each group for the development of the Bobae night flea market are as follow:

Residents in Bobae districts

1. Organizing the layout of the flea market/stall. 100% Agreed
2. The arrangement of the walkways. 100% Agreed
3. Traffic regulation, cars, transport. 100% Agreed
4. Cleanliness and waste management. 100% Agreed
5. Social distancing during the COVID-19 epidemic. 100% Agreed
6. Toilet additions and improvements. 100% Agreed
7. Arrangement of security guards. 100% Agreed
8. Arrangement of private car parking spots. 95% Agreed
9. Safer traffic management. 95% Agreed
10. Arrangement of fire protection devices. 95% Agreed
11. Arrangement of the flea market administrative division. 95% Agreed
12. Improving electrical and lighting connection. 85% Agreed

Businessman in Bobae area

1. Organizing the traffic, cars, transport. 100% Agreed
2. The arrangement of security guards. 100% Agreed
3. Safe traffic management. 100% Agreed
4. Flea market/stall layout arrangement. 95% Agreed
5. Corridor arrangement. 95% Agreed
6. Cleanliness and waste management. 95% Agreed
7. Arrangement of a private car park. 95% Agreed
8. Determining the setting of the stall frame. 85% Agreed

9. Improvements in electrical and lighting connections. 85% Agreed
10. Arrangement of service parking spots. 85% Agreed
11. Arrangement of fire protection equipment. 85% Agreed
12. Helping to develop online commerce. 85% Agreed

Buyer in Bobae night flea market

1. Organizing the layout of the flea market/stall. 100% Agreed
2. The arrangement of the corridors. 100% Agreed
3. Traffic arrangements, cars, transport vehicles. 100% Agreed
4. Cleanliness and waste management. 100% Agreed
5. Social distancing during the COVID-19 epidemic. 100% Agreed
6. Adding and renovating toilets. 100% Agreed
7. Arrangement of parking spots. 100% Agreed
8. Arrangement of parking spots for private cars. 100% Agreed
9. The arrangement of security officers. 100% Agreed
10. Safe traffic management. 100% Agreed
11. Arrangement of fire protection equipment. 100% Agreed
12. The arrangement of the Flea Market Supervisor. 100% Agreed

Vendor in Bobae night flea market

1. Organizing the corridor. 100% Agreed
2. The arrangement of the traffic. 100% Agreed
3. Cleanliness and waste management. 100% Agreed
4. Restroom additions and renovations. 100% Agreed
5. Private car park arrangement. 100% Agreed
6. Security guards. 100% Agreed
7. Safe traffic management. 100% Agreed
8. Fire protection equipment arrangement. 100% Agreed
9. The arrangement of the flea market administration department. 100% Agreed
10. Panel rental price level improvement. 100% Agreed
11. Helping to develop online trade. 100% Agreed

12. The arrangement of the market/stall layout. 95% Agreed

Table 1 shows the result of opinions of the merging 4 sample groups, the importance of problems and needs for development are ranked according to the percentage agreed upon.

Table 1 Summary of the opinions from the in-depth interviews of the all 4 sample groups

No.	Question/issue	% Agreed	% not Agreed	% No Answer
1	Prepared as a walking street market	43.75	56.25	0
2	Adjust the stall framing interval	85.00	15.00	0
3	Make signs and map of the market Layout	77.50	22.50	0
4	Organize the layout of the stalls	97.50	2.50	0
5	organize the corridors	98.75	1.25	0
6	Organize traffic within the market	100.00	0	0
7	improve electrical wiring	88.75	11.25	0
8	Change the market time from 00.00-05.00am.	17.50	77.50	5.00
9	improve the garbage	98.75	1.25	0
10	Improve the noise	47.50	51.25	1.25
11	screening for COVID	87.50	10.00	2.50
12	Make more bathrooms	96.25	3.75	0
13	Renovate food @ beverage outlets	61.25	38.75	0
14	Improved waiting seats	51.25	48.75	0
15	Make a living room for those who come from far away	5.00	92.50	2.50
16	Organize foreign exchange points and ATMs	12.50	87.50	0
17	arrange a parking spot	90.00	10.00	0
18	Provide cargo cart service	43.75	56.25	0
19	Arrange for a long-distance transport agent	28.75	71.25	0
20	provide parking	97.50	2.50	0
21	provide security personnel	100.00	0	0
22	improve traffic safety	98.75	1.25	0
23	Improve the fire protection system.	95.00	5.00	0
24	Set up a department of supervision and first aid.	93.75	6.25	0
25	Add a variety of shops and products	27.50	66.25	6.25
26	improve the quality of the clothes sold	22.50	70.00	7.50
27	Improve food/beverage quality	67.50	21.25	11.25
28	Adjust the rental price/stall fee	58.75	6.25	35.00
29	improve the price of clothes sold	13.75	77.50	8.75
30	Improve food/beverage prices	13.75	77.50	8.75
31	Organize various product zones	70.00	23.75	6.25
32	Organize online trading	82.50	11.25	6.25
33	improve market publicity	72.50	17.50	10.00
34	Organize a promotional festival	46.25	45.00	8.75
35	arrange a price reduction event	55.00	38.75	6.25

Principles and tools that creating guidelines for the development of the Bobae Night flea Market are several tools which help point out the way to do it, that are:

(1) Considering from barchart of % agreed on topics should be developed in Bobae night flea market, in case of use 70% agreeable, the item of upper than 70% shown in Figure 4 and the items agreed lower than 70% shown in Figure 5.

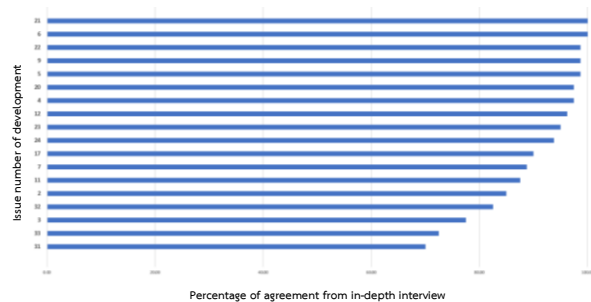


Figure 4 Bar chart of the most important issues (agreed to improve more than 70%)

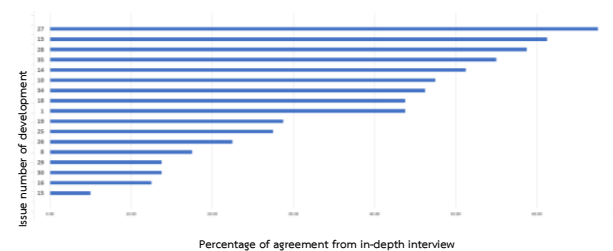


Figure 5 Bar chart of the medium and less important issues (agreed to improve less than 70%)

(2) The analysis of results from the Correlation Matrix tool (the tool which help to understand the data set and the direction of the relationship between the data through reference covariance) [18] generated from the summarized statistical values of each questions to calculate the avarage shown in Figure 6.

Based on the Correlation Matrix tool, it was found that the key issues that should be developed were those highly correlated to other issues (e.g., dark green boxes in correlation matrix show the mean correlation at the level of 91-100%) and select related issues with other issues at the highest level (Item calculates the mean obtained in each box within the colour grid of the image.) Correlation Matrix is the mean of the percentage agreed upon from the in-depth interview data on 2 related issues and shown in

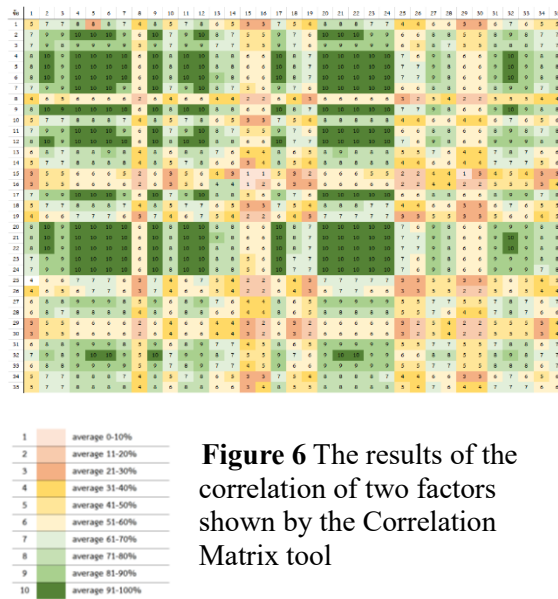


Figure 6 The results of the correlation of two factors shown by the Correlation Matrix tool

the item number box along the line, vertical and horizontal. From considering the results of the Correlation Matrix of 35 different issues, it was found that the issues correlate with other issues at a high level (Dark green box) are issues 2, 4, 5, 6, 7, 9, 11, 12, 17, 20, 21, 22, 23, 24, etc. All these issues are those should be brought in development before other items.

(3) Finding a development approach from SWOT analysis (It is a tool to help analyse the internal and external environment of organization for use in strategic planning and action plans [19] and marketing mix allocation principle (A tool to help analyse market factors and formulate strategies and marketing plans for success and growth [20]).

SWOT Analysis of Bobae night flea market to define development guidelines

STRENGTH

- Reputation for cheap wholesale sources
- Located in the heart of Bangkok

WEAKNESS

- traffic jam
- walkways are inconvenient, risk of accidents.
- not enough facilities: toilets, fire extinguishers, trash bins, parking lots, rest area, food zone
- No security personnel
- Car accidents from

OPPORTUNITY

- BMA allows night market
- The popularity of the Bobae Night Market is high.
- The demand of clothing products is always present.
- BMA is improving the landscape on both sides of Khlong Phadung Krung Kasem.

THREAT

- Limited space
- No support from Community member
- less disciplined Vendors and workers causes problems
- Uncertain government policies
- Lack of management, unlike the private market

MARKETING MIX

PRODUCT (Bobae night flea market)

- area and layout of night flea market
- stall (shop) and goods
- facilities
- services and behavior of vendors
- market's orderly and cleanliness
- safety

PRICE

- price of main goods (garment)
- price of services, food and beverage
- fee and rent of stall (shop)

PLACE (distribution - channel)

- onsite channel
- online channel

PROMOTION

- advertising and public relation
- management of discount program
- festival to promote flea market

Proposal for the development of the Bobae night flea Market layout.

Preparation for proposal to improve the market layout must start from considering the current layout (year 2021) (Figures 7 and 8).



Figure 7 The current (2021) Bobae Night Market layout (top view) which will be used for comparison with the new layout of proposal

Note 1. There is no speed limit for cars running through Krung Kaseam Road near Bobae Night Market.

2. Total stall area = 8,100 square meters (calculated)

3. Number of panels according to standard panel sizes (1.5 meters x 3 meters) can be arranged = 1,800 stalls (calculated)

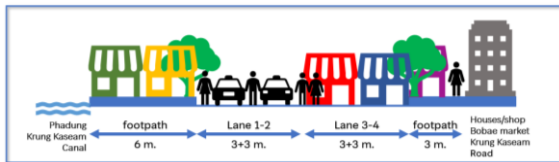


Figure 8 The current market layout in 2021 (cross section view) for comparison with the new layout of proposal

The advantages of the current Bobae night flea market layout (2021)

(1) It is the current flea market layout. No need to adjust the layout. No conflict between the district office/police and the stall vendors.

(2) The number of stalls is greater than the number of stalls that were in accordance with the plan of the market plan by the BMA in 2014.

Disadvantages of the current Bobae Night flea Market layout (2021)

(1) The market uses the space blocking the pavement. There are complained cases against the Bobae night flea market from many residents.

(2) The market layout (2021) causes traffic congestion especially during busy hours. It is difficult to enter - exit or pass through Krung Kaseam Road in Bobae area.

(3) People's walking paths and traffic mingle; accidents occur easily and often.

(4) The market condition is chaotic due to cars and people on the same road surface. This makes buyers to feel uncomfortable with shopping.

Finding the disadvantages of the current flea market layout (Year 2021), the researcher, therefore, came up with a new layout of the Bobae night flea market layout propose to experts and representatives from 4 sample groups for their comments.

Final conclusion on the selection of the flea market layout and development guidelines.

After the proposing the alternative layouts of Bobae night flea market to the panel of experts and representatives of the 4 sample groups, the researcher make the conclusion on the final design and development of the Bobae night flea market. The results are summarized as follows.

1) New market development guidelines proposes to improve the layout of the Bobae night flea market as follows:

In the first step: Using Scenario 1 which is more likely a walkway street market than the current layout (2021). Scenario 1 (Figures 9 and 10) will also have more advantages than Scenario 2 (Figures 11 and 12) in regard to the area where the stalls are set up, there are more stalls which promotes overall trade.



Figure 9 Scenario 1 for the development of a new layout of Bobae night flea market (top view)

Note: 1. Set a speed limit for cars traveling through Krung Kaseam Road near Bobae night market not more than 10 kilometres per hour.

2. Total stall area = 7,200 square meters (calculated)

3. Number of panels according to standard panel sizes (1.5 meters x 3 meters) can be arranged = 1,600 stalls (calculated).



Figure 10 Scenario 1 for the development of Bobae night flea mark (cross section)

Advantages of Scenario1 for the new Bobae Night Flea Market Layout

(1) The market is similar to a walking street type. Pedestrian paths and driving paths do not mix on the road surface. The lanes for traffic surfaces are clearly divided.

(2) The market layout is separated from the traffic route by clearly dividing the area.

(3) The pavement in front of the buildings along the road is available to the residents of the district and general pedestrians. Reduce resistance from people in the neighbourhood.

(4) The stall that is moved from the pavement onto the road surface still has a stall length of approximately 2 lanes (6 meters) which is slightly less than the original (2021 layout).

Disadvantages of Scenario 1 for new Bobae night flea Market Layout

(1) Must rearrange the stalls from the footpath, in front of the houses, to be located on the road. There may be some opposition from stall sellers who do not want to change and might feel insecurity of the new stall area as it will be on the road instead of on a pavement, which is likely to be more stable.

(2) There may be a problem with stall rights that the district office has to settle a new agreement with the stall sellers.

(3) The traffic on Krung Kasem Road in front of Bobae is only one lane for vehicles to travel one-way. Because this kind of burial will focus on supporting the use of road space for flea market activities rather than focusing on the traffic of cars. The traffic will not run fully but it will flow through if there is no blocking or car accident.

(4) With layout of Scenario 1, a standard size of stall will be 1 meter x 3 meters which is smaller than the current market layout (2021).

In the second step: when Scenario 1 is used as a new market layout and traffic is getting heavier as many cars cannot easily travel in one lane and in one way, then use Scenario 2 (according to Figures 11 and 12). Scenario 2 is developed from Scenario 1 where the 2nd layout allows the car to run on 2 lanes of excess traffic and this market layout Plan 2

is still similar to the walking street market layout as well.

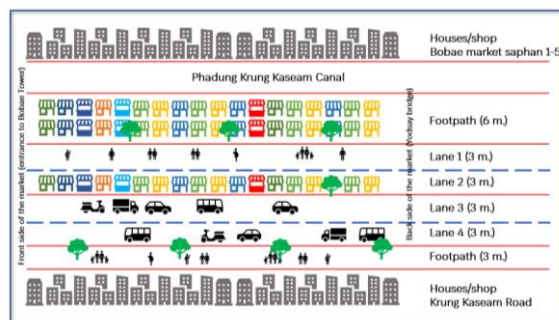


Figure 11 Scenario 2 for the development of new Bobae night flea market layout, finally proposed by the researcher. (Top view image)

Note: 1. Set a speed limit for cars traveling through Krung Kasem Road near Bobae Night flea Market not more than 10 kilometres per hour.

2. Area used for setting up stalls Total = 5,400 square meters (calculated)

3. Number of panels according to standard panel sizes (1.5 meters x 3 meters) can be arranged = 1,200 stalls (calculated)

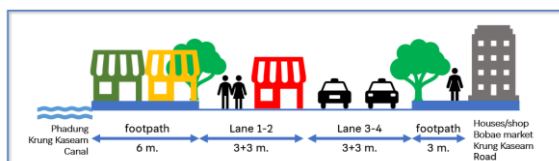


Figure 12 Scenario 2 for the development of new Bobae Night flea Market Layout, additional proposal finalized by the researchers (cross section)

2) Overall market development guidelines

(1) Renovate the layout of the Bobae night market as initially proposed.

(2) Improve facilities as shown in Figure 13.

This is consistent with the demand based on statistics from in-depth interviews in this research event and in accordance with the conditions of the area, including the regulations of the government.

(3) Improving the problems and conflicts between different groups of the population in the area related to Bobae night market.

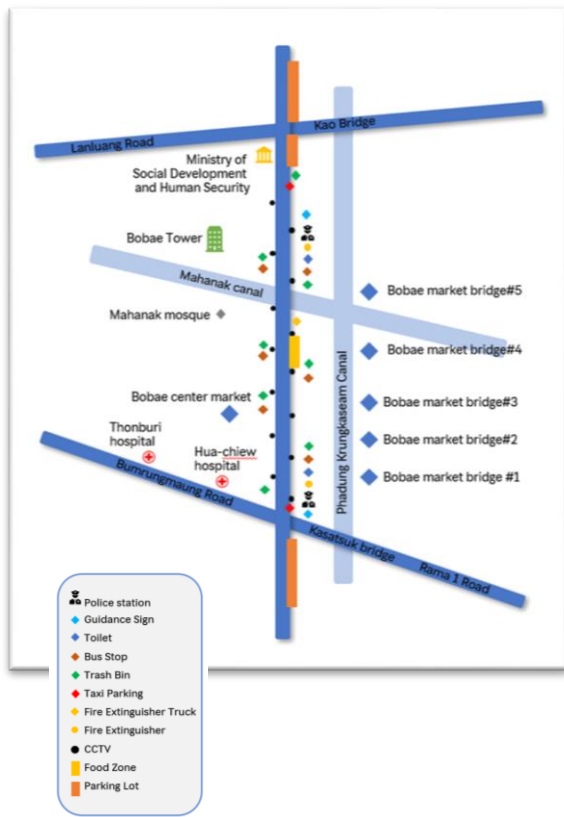


Figure 13 Proposal of facilities development

(4) Improve activities of sellers and service providers in the flea market to reduce the disturbance effect on residents in the district and the general public, regarding vehicle traffic and noise pollution or piled up garbage as well as promoting marketing and online trading activities to support community, therefore, aims to develop the area to be orderly, beautiful, clean, safe, with adequate facilities and aims for the relationship of "people, areas, activities" in the most profitable way by minimizing the negative impact on the various aspects arising from the provision of using public spaces, roads and footpaths to carry out economics activities in the style of the Bobae district's night market.

Conclusion, the study of problems and needs of all stakeholders for the market development before formulating a way to develop and solve existing problems by relying on academic knowledge, concepts and various tools which help organize a developmental approach is a better way for problems and condition solving in "people-activities-area" relation. This is a method that is probably more

suitable than developing based on ignorance of basic problems. This research has guidelines and results consistent with many of the research examples cited, easy access and connection, there is a beautiful/safe condition and image and there are users, activities taking place in the area, and support people interaction.

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