

ABSTRACT

The purpose of this study is to profile vendors and consumers of the Arima public market. The sample size studied was forty consumers and forty vendors of the Arima market. Two questionnaires were developed for the consumers and vendors respectively. Structured observations and interviews were also used to obtain information. The results showed how often consumers visit the Arima market, on what days and what improvements are needed at the Arima market. Additionally other areas explored included the types of goods sold at the Arima market, regular and special products purchased by the consumers, days and times that vendors at the Arima market work and where the vendors obtain their products from. We also saw that there were certain problems that affected both consumers (sanitation and space) and recommendations to solve the problems. Also mentioned were the limitations of the study.