

ABSTRACT

This research is a report of the results of two surveys carried out at the Tunapuna Public Market. This study was aimed at profiling vendors and consumers at the Tunapuna Public Market. The end product is expected to provide a better understanding of the dynamics of the market. The findings can be used to compare other markets across Trinidad and Tobago and/or the wider Caribbean region.

The first survey was conducted with buyers at the Tunapuna market using a convenience sample size of thirty (30). The second survey was commissioned for vendors at the same location also using a convenience sample size of thirty (30). The results obtained were categorised under two main sub headings-demographic factors and behavioural factors. Demographic factors consisted of age, gender, household income, educational attainment, employment status and location. Behavioural factors included shopping patterns, consumers' and vendors' perceptions and attitudes towards variables such as price, possible improvements and satisfaction levels.

The results indicated that consumer visitation frequency at the Tunapuna market was once a week and corresponded to a value of seventy percent (70%). It was determined that consumers shopped mainly on Sundays. Ninety percent (97%) of consumers shared the view that price was indeed the most influential factor when they made purchases. Other significant decision making factors for consumers were quality (96%), freshness of produce (67%) and maturity of the goods (43%).

There were several problems that both vendors and consumers experienced, some of which included parking, management, housing facilities and the cleanliness of the market. The results of the study suggest a need to identify and implement improvement initiatives that will enhance the aesthetics, logistics and psychological perception of the Tunapuna market in the long run.