

## **ABSTRACT**

A Traditional market is usually referred to as 'public' or 'municipal' market. This is generally a permanent, enclosed facility, built with state or government assistance and continues to be managed by local government authorities. This study aims at the behavioral activities of buyers and sellers at a fresh produce municipal market at Sangre Grande.

This study seeks to extend the work done by previous researchers and build on it by taking into account the challenges faced by the vendors and shoppers and linking it to their marketing behaviours.

In order to achieve a survey consisting different techniques were to be used. Questions were designed and then compiled in two questionnaires- the shopper's questionnaire and the vendor's questionnaire.

The results proved that the underlying factor of marketing behaviors is caused by the challenges experienced by the consumers and vendors.