

Conner Public Market: Status of Operation and Prospects

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Abstract: To assess the Conner Public Market: Status of Operation and Prospects, descriptive survey method was used. The study described the profile of the respondents in terms of age, sex, civil status, religion, highest educational attainment, type of business ownership, kind of business and length of occupancy. It also described the status of Conner Public Market along manpower, structure, policies, revenue generated, number of stall, size of stall and determine the assessment of respondents in terms of aspect of operation as to marketing, technical and socio-economic contribution and identify the problems encountered and recommendations to enhance the operation of Conner Public Market. The study made use of a questionnaire which consisted of four parts. Findings revealed that the respondents were adult, female, married, Roman catholic, high school graduate, managed a sole proprietorship and engaged in fish, meat, fruit and vegetables. The status of Conner Public Market revealed that there were sufficient manpower, functional organizational structure, absence of policies, no budget allotment, generated an estimated revenue of 504,000.00 from 2018-2020 and there were forty (40) total stalls which were not spacious. The marketing and the socio economic aspects were found positive while the technical aspect was negative. It was concluded that there were problems, issues and concerns in the operation of Conner Public Market particularly in the absence of policies, no budget allotment and not spacious stalls. However, though the technical aspect of operation turned out to be its weakness, the market is able to provide and offer for customer satisfaction.

Keywords: business and management, market, status of operation, socio-economic conditions.

1. INTRODUCTION

The term public market is common but it differs from place to place. A public market has traditionally been defined as a municipally owned where vendors sell fresh food from open stalls. While some public markets still match this definition, public markets now come in many shapes and settings, offer a wide range of different products, and are owned and operated by various types of organizations, not just municipalities, provinces or city governments. Besides the old-fashioned public markets also embrace many farmers, craft, and even some antique, markets. Public market districts that incorporate the elements of these types of markets, along with more traditional forms of food retailing. Public markets are not just places of commerce. Successful markets help grow and connect urban and rural economies. They encourage development, enhance real estate values and the tax base, and keep money in the local neighbourhood. Public markets also offer low-risk business opportunities for vendors and feed money back into the rural economy where many vendors grow, raise and produce their products.

In local dialect, public market is known as “palengke” is purposely sectioned to accommodate vendors standing side by side selling the same products: butchers selling meat, sellers of fresh fish and sea foods, rows of newly harvested vegetables. Vendors are sectioned off nearby other stalls selling the garlic and onions, then tofu, then eggs, then mangoes, papayas, dried fish, etc. Then nearby sections sell clothes, cosmetics, umbrellas and the list goes on. Thousands come to the “palengke” to shop and buy/bargain at the lowest prices.

Public markets are unique economic and social institutions runned or under the supervision by most of the municipalities in the Philippines particularly the Office of Sangguniang Bayan which are increasingly being viewed as tools to achieve a wide variety of goals. These goals include improved access to quality food, better marketing opportunities for family

farmers, improving social interaction in urban neighbourhoods, increasing social cohesion, providing employment opportunities to local communities, creating entrepreneurial environment to increase small business formation, and enhancing community economic development. These are fairly high hopes for the relatively simple market institution, with small businesses that continuously compete for survival. Yet many believe that the public markets fill a unique niche that delivers both economic and social benefits.

In Conner, Apayao, the Conner Public Market was put up in barangay Malama. Malama is said to be the center of all barangay in Conner due to its accessibility and its fast growing development and later on more people here put up their own businesses. But Conner Public Market took years for its full establishment. Its management come and go also lessees and occupants of its stalls preferred to close and continue the operation of their businesses in their homes. Though there were ordinances for them not to leave their stalls but the Local Government Unit of Conner can't do anything. With the change in administration of LGU-Conner in 2016, now under the leadership of Honorable Mayor Matina W. Dangoy, the Conner Public Market came was revive until slowly many business owners were convince to patronize and engage businesses in Conner Public Market. And hopefully this will lead to its sustainable development. Along with this, surely gaps, issues, concerns, problems, challenges etc. will come out in the operation and management of Conner Public Market. That is why the researcher is very interested to know the status of operation and prospect of Conner Public Market. Hence, this study.

2. THEORETICAL FRAMEWORK

This study is guided with the following theories of development.

Community Development Theory is the most practical framework for social workers seeking lasting change for individuals and the communities and societies in which they live. It focuses on the centrality of oppressed people in the process of overcoming externally imposed social problems (Allison Tan, 2009). This theory is community development work because by the mere fact of the definition it speaks for itself.

Empowerment Theory refers to the experience of personal growth and an improvement in self-definition that occurs as a result of the development of capabilities and proficiencies (Staples 1990). Another definition suggests that empowerment is a combination of personal strengths, initiative, and natural helping systems to bring about change (Perkins & Zimmerman, 1995). This theory can be applied to community development by empowering the people within the community to develop their own community.

Ecological Systems Theory is a form of general systems theory in which concern with the relations among "living entities" and "between entities and other aspects of their environment." This theory can be applied to community development by or through the environment because the developer has to check out the environment and it's surroundings first in order to build successfully.

Communication Theory examines any person that behaves in response to information about himself and his environment. When people exchange information, they influence each other (Communication Theory and Social Work Practice by Judith C. Nelson). This theory can be applied to community development by the fact that the developer has to communicate with the people within the community to gain an understanding of what the people need or want to be developed. This theory adapts not only to social work and communication but it exists not only as a single entity but as a series of interrelated areas of study.

Building community organizations

Organizing: Pathway to Change - Organizing as a Strategy, A Theory (Based on Observation): The Imbalance of Power. Defined - An organizing strategy assumes that problems exist in the world because of an imbalance of power. (Building Powerful Community Organizations by Michael Jacoby Brown) This theory can be saying that some people have the power to control the lives of others including control over others' work lives, communities, neighbourhoods, schools, and their environment. This power includes control what it costs to most people for the necessities of life: health care, transportation, decent housing, education, heat, electricity, and food. This theory can be adapted by the fact most people in the world have to fight for all the bear necessities of life. Not including those that have to beg, borrow, and even steal for these necessities that should be provided by either having a well paying job, given due to disabilities, or just provided to those that are taking care of others like parents, children's children, and so on.

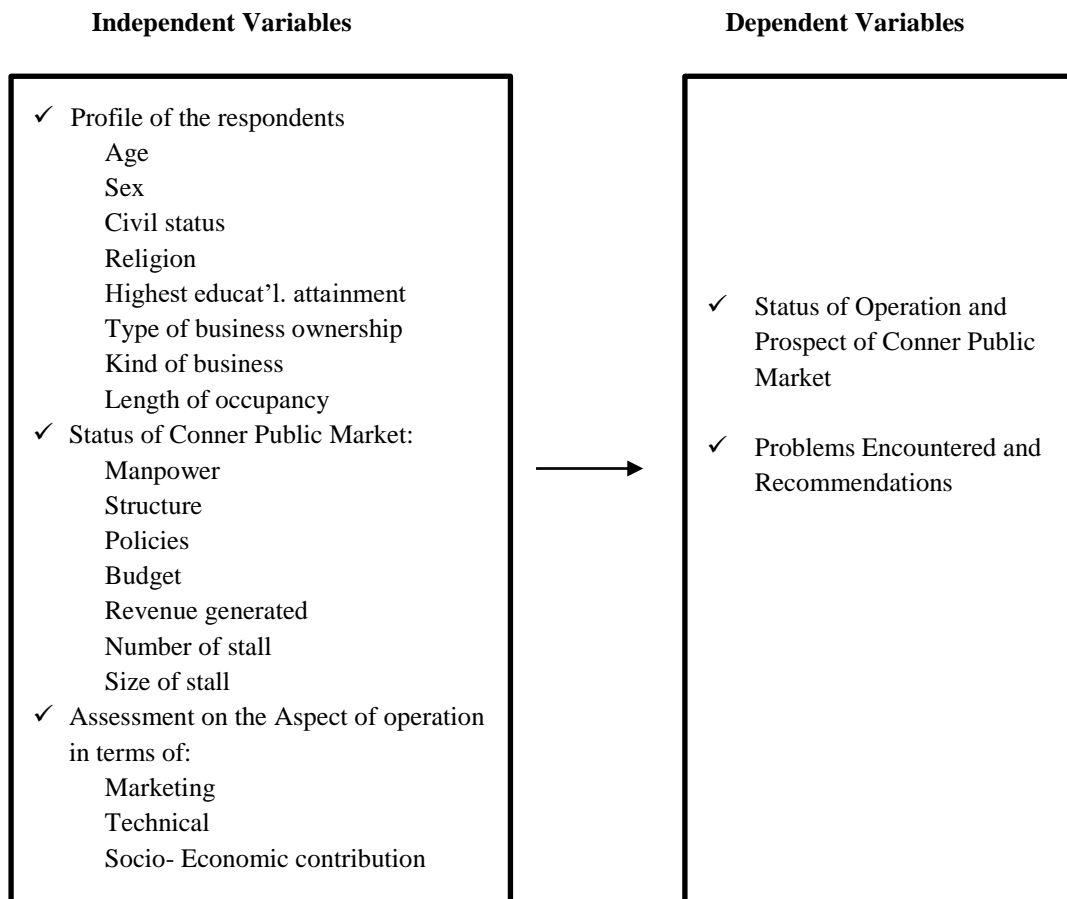


Figure 1. Research paradigm

Research paradigm showed the independent and dependent variables. Independent variables start with the profile of the respondent in terms of age, sex, civil status, religion, highest educat'l. attainment, type of business ownership, kind of business and length. Then the status of Conner Public Market along manpower, structure, policies, budget, revenue generated, number of stall and size of stall. And lastly the assessment on the aspect of operation in terms of marketing, technical and socio-economic contribution. These variables determine the status and aspect of operation of Conner Public Market and identify the problems encountered and recommendations which constitute the dependent variables.

Statement of the Problem

This study aimed to determine the status of operation and prospects of Conner Public Market.

Specifically, this study sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1. Age
 - 1.2. Sex
 - 1.3. Civil status
 - 1.4. Religion
 - 1.5. Highest educational attainment
 - 1.6. Type of business ownership
 - 1.7. Kind of business
 - 1.8. Length of occupancy

2. What is the status of Conner Public Market along the following:
 - 2.1. Manpower
 - 2.2. Structure
 - 2.3. Policies
 - 2.4. Budget
 - 2.5. Revenue generated
 - 2.6. Number of stall
 - 2.7. Size of stall
3. How do respondents assess the aspect of operation of Conner Public Market in terms of:
 - 3.1. Marketing
 - 3.2. Technical
 - 3.3. Socio-economic contribution
4. What are the problems encountered by the respondents in Conner Public Market?
5. What are the recommendations in order to enhance the operation of the Conner Public Market?

Significance of the Study

The following individual and groups could benefit to this study:

Local Government Unit. This study would enable them to determine policies, programs, activities to be implemented to improve the operation, management and services of Conner Public Market.

Barangay Officials of Malama. That this study would enable them to strengthen their role in the participation of peace and order, safety and security of Conner Public Market.

Stall Lessees/Occupancies of Conner Public Market. This study would encourage and motivate them to patronize Conner Public Market and strengthen their camaraderie and social responsibilities towards them and to the Conner Public Market management.

All Kind Entrepreneurs and Future Entrepreneurs. This study could motivate them to produce more products and services that may be introduced and marketed through the Conner Public Market and achieve higher probability of success.

Barangay Constituents. That this study could help them support Conner Public Market in the implementation of its plans, programs and activities, patronizing its products and services, convince other individuals to market their goods in Conner Public Market.

Future Researchers. This study could be used as reference for future researchers who will undertake similar study to either validate the findings or take a deeper study on Conner Public Market.

Scope and Delimitation of the Study

This study dealt only on the status of operation and prospects of Conner Public Market. Particularly on the status as to manpower, structure, policies, budget, revenue generated, number of stall and size of stall and aspect of operation along marketing, technical and socio-economic contribution.

Definition of Terms

Status – this pertains to the present situation of Conner Public Market

Manpower – the individual or employees that are assigned or employed or contracted to involved in the management and operation of Conner Public Market

Revenue – the amount of money generated by the Conner Public Market

Marketing aspect – the strategy using the four p’s (product, place, price and promotion) of marketing to attract and gain customers

Technical aspect – this pertains to the services provided by the Conner Public Market to its clientele, this includes repairs and maintenance, safety and security and provision of facilities and equipment etc.

Socio-Economic contribution – pertains to the development of standard of living of the lessees or occupancies in Conner Public Market as to income, education, health, medicines, sickness and hospitalization.

3. REVIEW OF LITERATURE

Caramaschi, S. (2014), show the benefits of market places in the building cities and strong communities. Markets can increase the sense of pride of place, they contribute to a healthy living agenda, they raise awareness about the benefits of buying local products and, thereby, they increase environmental responsibility amongst a wide range of stakeholders.

Choerudin et. al. (2015), problems that occurs in the management of the market caused by technical and non-technical problems.

Fong, H.M. O. (2019), public markets have social and economic aspects and are related to the living and expense of the citizens.

Kotni, V.V. (2012), observe the potentiality of rural markets and finding out various problem, it attempts to offer policy recommendations for better performance of rural markets.

Lo, T.W. et. al. (2010), nature of problem faced by markets changed overtime, most of the problems were related to technology transfer and the support from supplementary industries. Problems were mainly related to competition and management issues.

Morales, A. (2010), rural and urban markets are emerging or being rehabilitated all over the country to helps planners understand the history of markets, their multi-disciplinary nature, and the circumstances of people creating businesses at markets.

Sambrani, (2017), presents a review of rural markets environment, problems and strategies. It attempts to provide some mettle solutions to these problems as it studies and follows some successful marketing strategies of modern times.

Subramanian, A. & Karuppusamy R. (2015), bring out the socio-economic conditions of the fish vendors and to understand their problems in fish procurement, also relating to competition and their comfort and prospects.

Zade, J.C. (2009), public markets can generate a range of community benefits including small business opportunities, preservation and promotion of local foods and foodways, and a forum of public interaction.

Zhao, R. et. al (2011), analyze the present status of market, discuss the opportunities available and the potential challenge anticipated in the developing process including some engineering roadblocks and outline possible future scenarios.

4. RESEARCH METHODOLOGY

Research Design

This study made used of the descriptive survey method. This described the profile of the respondents in terms of age, sex, civil status, religion, highest educational attainment, type of business ownership, kind of business and length of occupancy. It also described the status of Conner Public Market along manpower, structure, policies, revenue generated, number of stall, size of stall and determine the assessment of respondents in terms of aspect of operation as to marketing, technical and socio-economic contribution and identify the problems encountered and recommendations to enhance the operation of Conner Public Market.

Locale of the Study

This study was conducted in Malama, Conner, Apayao. Malama is one of the twenty-one barangay of Conner, Apayao.

Respondents and Sampling Procedure

Respondents to this study were the different lessees or occupancies of stalls in Conner Public Market. There were a total of seventeen (17) respondents. Total enumeration was used to select the number of respondents.

Research Instrument

This study made use of the questionnaire which consisted of four (4) parts. Part I dealt on the profile of the respondents. Part II on the aspect of operation, Part III on the problems encountered and Part IV on the recommendations by the respondents.

Data Gathering Procedure

A letter of permission from the Municipal Mayor of Conner was sought to pursue this study. Then questionnaires were administered to the different respondents. Informants were utilized to substantiate the data needed. Documentary analysis was used to described the status of Conner Public Market along manpower, structure, policies, budget, revenue generated, number of stall, size of stall. Then finally, the answered questionnaires were retrieved with the assistance of research staffs. Then the answered questionnaires were consolidated, tabulated, analyzed and interpreted.

Analysis of Data

For analysis and interpretation of data, the researcher made used of the frequency and percentage distribution to described the profile of the respondents. Weighted mean was used to determine the assessment of the respondents to the aspect of operation in terms of marketing, technical and socio-economic contribution guided with a four point scale rating shown below:

Scale	Mean Range	Descriptive Equivalent
4	3.26-4.00	Strongly Agree
3	2.51-3.25	Agree
2	1.76-2.50	Disagree
1	1.0-1.75	Strongly Disagree

And lastly, ranking was utilized to determine the problems encountered by the respondents and recommendations to enhance the operation of the Conner Public Market.

5. DISCUSSION OF RESULTS

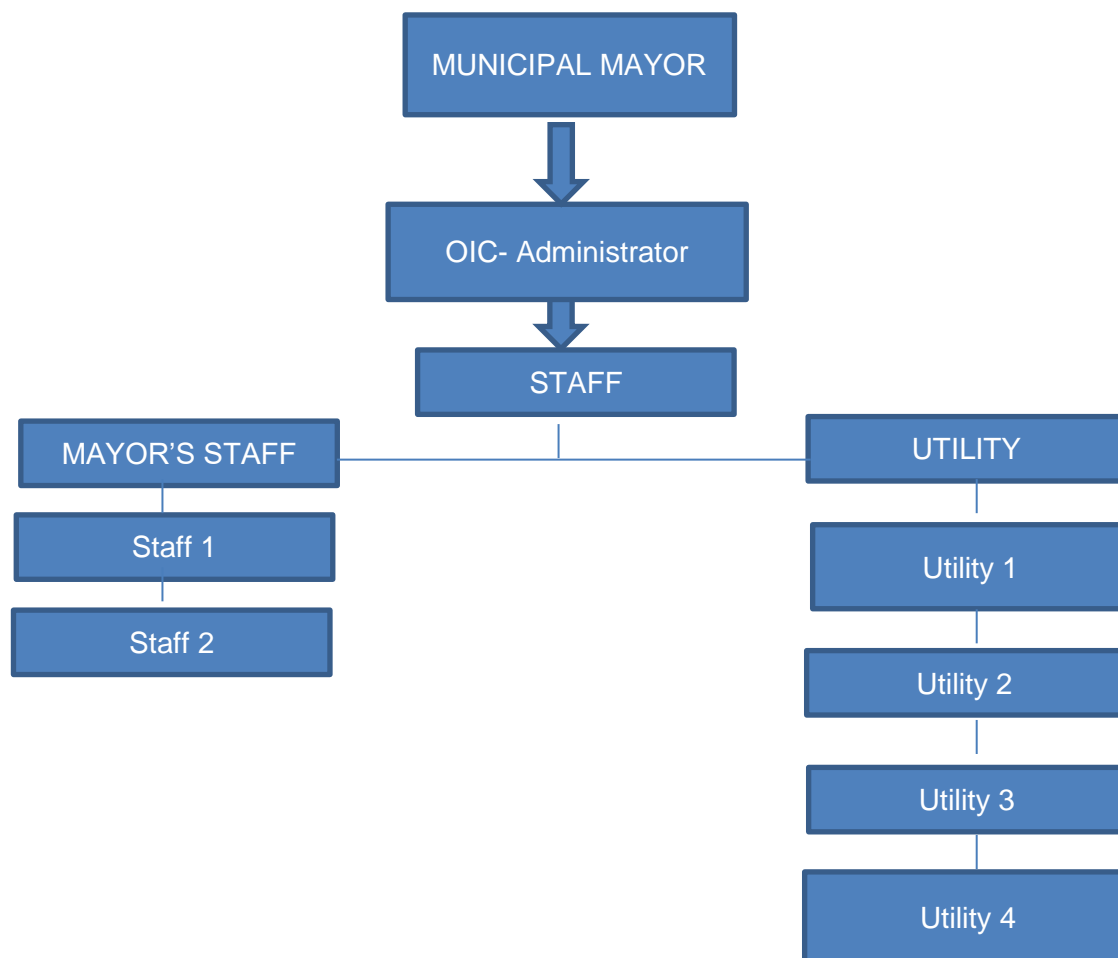
Table 1 below presents the profile of the respondents. As to age, most of the respondents belong to the age bracket 41-50 with 58.8%. Followed by age bracket 52-60 with 17.6% and lastly age brackets 20-30 and 31-40 with 11.8% respectively. This implies that most of the respondents are adult. As to sex, female has 70.7% while male with 29.4%. This implies that female dominated as business owners in Conner Public Market. As to civil status, most of the respondents are married with 70.6%. Followed by single with 23.5% and lastly widow with 5.9%. This implies that most of the respondents are family men and women. As to highest educational attainment, most of the respondents are high school graduate with 29.4%. Followed by elementary graduate with 23.5%. Then bachelor’s degree and high school level with 17.6% respectively. And lastly elementary level with 11.8%. This implies that most of the respondents lowly educated. As to religion, catholic got the highest with 70.6% while non-catholic with 29.4%. This implies that majority of the respondents practice catholic faith. As to type of business ownership, majority belong to a sole proprietorship with 100%. This implies that majority of the business in Conner Public Market were put up and manage by one person or the owner themselves. As to kind of business, most of the respondents put up Fish, meat, fruit & vegetable as their kind of business with 35.2%. Followed by panciteria/carinderia, sari-sari store, RTW and Ukay-Ukay with 11.8% respectively. Lastly beauty parlor, printing shop and electronic and repair shop with 5.9% respectively. This implies that there are eight kind of businesses operated in Conner Public Market and most of the respondents are engaged in selling fish, meat, fruit and vegetable particularly in the wet section. As to length of occupancy, majority of the respondents were occupants below 1 year with 52.9%. Followed by 1-5 years and 6 years above with 23.5% respectively. This implies that most of the respondents are new occupants of stalls in Conner Public Market considering that the operation of the said market is not stable and with the new administration businessmen and women were convince to put up businesses in Conner Public Market.

Table 1. Distribution of respondents according to profile

	Age bracket	Frequency	Percentage
Age	20-30	2	11.8%
	31-40	2	11.8%
	41-50	10	58.8%
	52-60	3	17.6%
Total		17	100%
Sex	Male	5	29.4%
	Female	12	70.6%
Total		17	100%
Civil status	Single	4	23.5%
	Married	12	70.6%
	Widow	1	5.9%
Total		17	100%
Highest educational attainment	Bachelor's degree	3	17.6%
	High school Graduate	5	29.4%
	High school Level	3	17.6%
	Elementary Graduate	4	23.5%
	Elementary Level	2	11.8%
Total		17	100%
Religion	Catholic	12	70.6%
	Non-Catholic	5	29.4%
Total		17	100%
Type of business ownership	Sole proprietorship	17	100%
	Partnership	0	-
	Cooperative	0	-
	Corporation	0	-
Total		17	100%
Kind of business	Fish, meat, fruit & vegetable	6	35.2%
	Beauty parlor	1	5.9%
	Panciteria/Carinderia	2	11.8%
	Sari-sari store	2	11.8%
	Printing shop	1	5.9%
	RTW	2	11.8%
	Electronic and Repair shop	1	5.9%
	Ukay- Ukay	2	11.8%
Total		17	100%
Length of Occupancy	Below 1 year	9	52.9%
	1-5 years	4	23.5%
	6 years –above	4	23.5%
Total		17	100%

As to the status of Conner Public Market along manpower, records of the Local Government of Conner showed that there were contracted individuals who assist to managed the operation of the Conner Public Market. Headed by the OIC market administrator and staff and some utility. These individuals were under the office of the Municipal Mayor. This implies that there is sufficient manpower of Conner Public Market.

As to structure, shown below is the organizational structure. This implies that there is a functional organizational structure of Conner Public Market.



As to policies, no records of evidence of policies of Conner Public Market these were also affirmed by the informants. This implies that there is an absence of written policies of Conner Public Market.

As to budget, the Conner Public Market do not have an allotted budget provided by the Local Government of Conner. This implies that the source of Conner Public Market budget solely came from the collected stall rental fees and other fees collected from shanties during barangay fiesta and market day.

As to revenue generated, based from the records gathered from the Treasury office of Conner Municipality, Conner Public Market generated an estimated revenue of Php 504,000.00 since it started its operation in 2015-2018. This implies that Conner Public Market is already gaining.

As to number of stalls, there were a total of forty (40) stalls. Breakdown as follows: 20 for dry section and 20 for wet section. This implies that there were still available stalls for lease in Conner Public Market.

As to size of stalls, for dry section it measures 6m x 8m while wet section measures 1m x 1m. This implies that stalls provided by Conner Public Market is not spacious particularly in the dry section which some business owners force to lease other stalls to accommodate some of their products or stocks.

Table 2 presents the assessment of respondents as to the marketing aspect of operation. The overall mean of marketing aspect of operation of Conner Public Market is 3.6 with a descriptive equivalent of strongly agree. Permit/allow ambulant vendors to sell with a minimal fee and no additional expenses charged to the lessees got the highest mean of 4.0 and a descriptive equivalent of strongly agree respectively. Followed by affordable stall rental fee with a mean of 3.9 with a descriptive equivalent of strongly agree. And lastly, good facilities and offer discounts with a mean of 3.0 and a descriptive equivalent of agree respectively. This implies that there is a positive affirmation of the respondents to the marketing aspect of operation of Conner Public Market. In the study of Khan (2014), marketing mix is the most fundamental concept of marketing which is a set of controllable marketing tools that a company uses to create a desired response in the targeted market. It is also known as the four p's (product, price, place and promotion) strategy.

Table 2. Mean distribution of respondents according to marketing aspect of operation

Marketing Aspect	Mean	Descriptive Equivalent
Offer affordable stall rental fee	3.9	strongly agree
Provide good facilities	3.0	Agree
Offer discounts of rental fee	3.0	Agree
No additional expenses charged to the lessees.	4.0	strongly agree
Permit/allow ambulant vendors to sell with a minimal fee	4.0	strongly agree
Overall Mean	3.6	strongly agree

Table 3 presents the assessment of respondents as to the technical aspect of operation. The overall mean of the technical aspect of operation of Conner Public Market is 2.1 with a descriptive equivalent of disagree. There is a comfort room for men and women, each stall is provided with electricity, switch and light got the highest mean of 4.0 with a descriptive equivalent of strongly agree. Followed by periodic maintenance is undertaken with a mean of 3.9 and a descriptive equivalent of strongly agree. And lastly with the lowest mean of 1.0 respectively are: there is a water system provided by Conner Public Market, there is centralized power generator to be utilized during power interruption, there is a corresponding penalty imposed for late payment of stall rent, there is a free CCTV provided for security purposes and there are updated fire extinguishers provided with a descriptive equivalent of strongly disagree. This implies that there is a negative affirmation of the respondents as to the technical aspect of operation of Conner Public Market.

Table 3. Mean distribution of respondents according to technical aspect of operation

Technical Aspect	Mean	Descriptive Equivalent
There is a water system provided by Conner Public Market.	1.0	strongly disagree
Each stall is provided with electricity, switch and light.	4.0	strongly agree
There is a centralized power generator to be utilized during power interruption.	1.0	strongly disagree
There is a comfort room for men and women.	4.0	strongly agree
There is a corresponding penalty imposed for late payment of stall rent.	1.0	strongly disagree
There is a free CCTV provided for security purposes.	1.0	strongly disagree
There are updated fire extinguishers provided.	1.0	strongly disagree
Periodic maintenance is undertaken.	1.1	strongly disagree
Overall Mean	1.8	Disagree

Table 4 presents the assessment of the respondents as to the socio-economic contribution aspect of operation. The overall mean of the socio-economic contribution of Conner Public market is 3.5 with a descriptive equivalent of strongly agree. It help me and my family earn for a daily living and increases my family income got the highest mean of 3.9 and with a descriptive equivalent of strongly agree respectively. Followed by generate employment and lessen the unemployment rate in Conner municipality with a mean of 3.6 and a descriptive equivalent of strongly agree. And lastly, able to send my child/children to secondary and tertiary education and can afford to buy medicines for personal and family injuries and sickness got the lowest mean of 3.0 with a descriptive equivalent of agree respectively. This implies that there is a strong affirmation of the respondents as to the socio- economic contribution aspect of operation in Conner Public Market. In the study of Stec, et. al. (2014), a country's economic development can be defined as the continuity of change in its socio-economic life that results in improved living standards of its citizens as well as on the organization of structures and on-going processes in the country.

Table 4. Mean distribution of respondents according to socio-economic contribution aspect of operation

Socio-economic Contributions	Mean	Descriptive Equivalent
It help me and my family earn for a daily living.	3.9	strongly agree
Increases my family income	3.9	strongly agree
Able to send my child/children to secondary and tertiary education.	3.0	agree
Can afford to buy medicines for personal and family injuries and sickness.	3.0	agree
Generate employment and lessen the unemployment rate in Conner municipality.	3.6	strongly agree
Overall Mean	3.5	strongly agree

Table 5 presents the problems encountered by the respondents in Conner Public Market according to rank. Rank 1 is the presence of few customers. Rank 2 is stall is not enough, next in rank is no water during summer season then rank 4 is frequent power interruption and finally rank 5 is the presence of theft. This implies that these are the major problems encountered by the respondents.

Table 5. Problems encountered by respondents according to rank

Problems Encountered	Rank
Few water supply during summer season.	3 rd
Presence of few customers.	1 st
Stall space is not enough.	2 nd
Frequent power interruption.	4 th
Theft	5 th

Table 6 presents the recommendations by the respondents according to rank. Rank 1 is do not allow other sellers to sell outside the market. Establish an ordinance for this. Rank 2 is at least reduce/lower the rental fee. Rank 3 is Provide enough supply of water for each stall. Rank 4 is provide each stall with sink. Rank 5 is provide a better comfort room. Rank 6 is establish a slaughter house. Rank 7 is provide at least a CCTV cameras for security purposes. Rank 8 is If possible provide each stall with fire extinguisher. Rank 9 is If possible provide a centralized power generator. And finally rank 10 is enhance the structure of market wet section. This implies that these recommendations from the respondents if addressed will somehow improved the operations of Conner Public Market and later on attract more market.

Table 6. Recommendations to enhance the operation of Conner Public Market according to rank

Recommendations	Rank
Provide enough supply of water for each stall.	3 rd
Establish slaughter house.	6 th
Provide at least a CCTV cameras for security purposes.	7 th
If possible provide each stall with fire extinguisher.	8 th
Provide each stall with sink.	4 th
At least reduce/lower the rental fee.	2 nd
If possible provide a centralized power generator.	9 th
Do not allow other sellers to sell outside the market. Establish an ordinance for this.	1 st
Provide a better comfort rooms.	5 th
Enhance the structure of market wet section.	10 th

6. CONCLUSION

Based from the results of this study, it can be concluded that:

There were problems, issues, concerns and challenges in the operation of Conner Public Market particularly in the absence of policies, no budget allotment and not spacious stalls. The marketing and socio-economic contribution aspects of operation turned out to be positive but there were still other variables to be provided or improved. Though the technical aspect of operation turned out to be its weakness the market is able to provide for customer satisfaction.

7. RECOMMENDATION

The following are recommended:

1. The management of Conner Public Market should come out with a stall rental policy or agreement to have an evidence and for record purposes.
2. The administrator of Conner Public Market might proposed to the Local Government of Conner to allot budget in order for the Conner Public Market addressed the problems, issues, concerns and challenges brought out by the occupants/lessees for the improvement of the services of Conner Public Market.
3. A municipal ordinance should be formulated requiring all vendors to occupy the Conner Public Market to have a centralized market in the municipality of Conner, Apayao.

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