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To Explore Taiwanese Night Markets Culture and Tourism Experience and Behaviour

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Abstract

The “night market” has lived in the unique cultural characteristic of people’s night life in Taiwan, and had both the leisure and the sightseeing significance. Generally speaking, the most tourists can arrive at the local night market to sightseeing. Because the night market lets the tourists understand the local culture and the custom first. Therefore, it is important leisure topic for Taiwan to figure out how to develop night market life which contains international level of night market for tourists to sightseeing. The goal of this research is to understand whether the differences would impact different individual feelings and experiences or not between characteristics in managing, the tourist’s background and work experience, tourist’s gender, the local characteristics of the night markets, the merchandise characteristics, and the characteristics in traveling on the night market.

Keywords: night market; consumer motivation; purchasing; consumer behavior; characteristics

1. INTRODUCTION

The “night market” is one of unique cultures in Taiwan. In the early market fair of Taiwan, people get together on temples or on the certain areas to sell products. The market fair formed a county fair gradually and accumulated to become night markets for consumers to buy merchandises and spent the leisure time in it [1]. The night market provides the consumer unique life experience at night. It combines local culture and characteristics with window-shopped, the shopping, the dining, the amusement, and the street performances. It is very important places for the consumers who spent night time for the activities. It also becomes the overseas tourist to tour the place [2]. The goal is to understood whether the differences would impact different individual feelings and experiences or not between characteristics in managing, the tourist’s background and work experience, tourist’s gender, the local characteristics of the night markets, the merchandise characteristics, and the characteristics in traveling on the Garden Night Market in Tainan, Fong-Chia Night Market in Taichung, Shih-Lin Night Market in Taipei.

The research questions are followed: (1) to explore the differences between its background of the three night markets and the culture characteristic from the Tainan garden night market, Taichung Fong-Chia night market, and Taipei Shih-Lin night market; (2) to explore motivation of the consumers who spend time on the night market; (3) to explore the consumers experience and the intention of spending time on the night market; (4) to explore the consumers behavior after shopping on the night market.

2. LITERATURE REVIEW

2.1. The Night Market Evolutions and History Background

The night market has continually existed for years in Taiwan. It has significant history, society and economic. The night market provides the unique life experience at night for consumers to spend time for leisure as well as the local culture and its characteristics. It becomes an important activity for local residents and foreign tourists to spend time on it [3]. In the earliest time in the downtown center, for example, Taipei the Big Rice area of Taipei had started...
to form a night market that was from several little foods or snack stands gradually. Therefore, the night markets started to be formed as night operation in the beginning. Late 1970, because of transportation developed, night market became popular; and in 1980, night market has become phenomenon since then [4].

2.2. Definition of Night Market

According to the definition of the Wikipedia [5], the definition of night market is mainly to business at night, possibly sells the grocery, the diet, the game and so on. The night market has two characteristics: one is the composed of the business trade and the stall keepers along the street [6]. The business hours primarily are at night, and more people spend their time at night market than in the day time because of convenient and comfortable for entire family to spend in [6]. Zhang and Kuo [7] pointed out that night market can be divided into eight characteristics: (1) Wholesomeness: the stall keeper can open a shop that must obtain the recognition card. (2) Attraction: the entrance must establish the decorative archway. (3) Security: vehicles are forbidden to enter the night market during the business hours; (4) Continuity: it has to be fully maintained with full continual path in the night market. (5) Multiplicity: the plan may defer to its business type; (6) Comfortableness: it must have the rest area, the trash cans and public toilet equipment. (7) Uniformity: the ad design, booth, and electric lamp should be consistency. (8) Authenticity: the local culture is the most major characteristic in the sightseeing night market.

2.3. Consumer Motivation

Assael [8] pointed out that motive is the driving influence to guide the consumer toward to satisfy the demand behavior. Black, Miniard and Engel [9] pointed out that consumer motivation is the driving influence in the psychological and physiological satisfaction through purchasing products and the expenses. Xiao [10] pointed out that consumer motivation refers one does not attained satisfied needs which initiates for the foundation intrinsic to whip on the strength. Therefore, to understand what the consumer’s purchased motivation should start to understand what the consumer’s needs [11].

2.4. Consumer Intention

Engel, Blackwell and Miniard [9] mentioned that the intention behavior could possibly adopted for the specific activity or the behavior tendency from the consumer who had already purchased the products. Schiffman and Kanuk [12] mentioned that the concept of intention behavior was originally from the manner theory which was mainly composed by the cognition, the emotion and the intention. The cognition is referred to the consciousness from the consumer on the product or services [23]. The emotion is decided by the consumer to the manner subject of the integrity appraisal. The behavior intention is referred to decision of process under the behavior choice that guides to produce whether can adopt this behavior in some kind of degree expression and the tendency [13].

2.5. Consumer Experiences

Joy and Sherry stated that experience is referred to the awareness of the mood, sense and the heart to some kind of subjects. Schmitt [14] mentioned in the expense process the response which produced to the product or the service feeling to divide the different experience form: (1) sense: sense of vision, sense of hearing, sense of smell, sense of touch, sense of taste; (2) emotion: through expense situation on the person and brand or product; (3) thinking: this causes the creativity from the consumers on the recognition of products as well as the experience on its own problem-solving (4) connection: through the purchase and the use on; the products. Sun [15] mentioned the connotation of expense experience is to occur in the consumer and the middle of the product interaction.

2.6. The consumer’s behavior after purchasing

Chang [16] mentioned the customer after the use of product or the service, its own experience or feeling will change into the intrinsic psychological judgment on the basis, then the decision will tire to the likes and dislikes happily to this product or the service, and will affect indirectly on the following consumer behavior. Jian and Su [17] mentioned that the consumer behavior was depended on after purchased merchandizes as followed: (1) product’s use: to understand what the consumer’s condition on the product’s use; (2) degree of satisfaction: consumer’s satisfaction from after purchase perhaps the whole feeling of the product’s use; (3) consumer's complaint: the consumer carries on the appraisal in view of use product’s satisfaction.

3. Methodology
Qualitative research is materialization research technique [18]. The interview is conversation-researcher who carries on for the special goal with the visitor, mainly emphatically in the participant’s feeling, life and experience the statement, the affiliation each other's dialog, the researcher can obtain, understand and explained participant to social fact the cognition [19]. This research was adopted the qualitative research more depth and openness. This research is based on purposive sampling on the Garden Night Market, Fong-Chia Night Market and Shih-Lin Night Market. Lan [20] estimated that the sole research’s qualitative sample usually does not surpass 50 individual interviews. The research interviews various 30 consumers, 15 males and 15 females for each night market, a total of 90 people. In order to enhance higher validity results, the researcher instructs with the experts or to analyze and discuss the results, and to compare with the results from the different researchers on the subject basis [21] [22].

4. RESULTS ANALYSIS

The crypto principle on the research is based on the interview material which collects on the grouping, because the English translation for Tainan “Garden” Night Market is G; therefore, the first word of the code is arranged as G; the first word of the code for “Fong-Chia” Night Market is arranged as F; and the first word of the code for “Shih-Lin” Night Market is arranged as S. The second code number is based on Boy and Girl, and the male code is B, the female is G. The foreigner is outlander so the code is O. The final number is based on the order of the interview and separates the male and female customers.

4.1 Research question 1: Understands background and the cultural characteristic the night market

In the table 1, the five participants mentioned that the Garden Night Market was from the reconstruction by the government. The 12 participants mentioned that the Fong-Chia Night Market was the family village of the army. Because the university was established in this area; therefore, it brought the business circle around it gradually. The 15 participants mentioned that the Shih-Lin Night Market established from the square of the palace which was the center of the fishery and agricultural to do the transaction trading and the transaction center of crossing river in the past. According to above, the Garden Night Market was for municipal administration construction; the Fong-Chia Night Market was for the school business area; and the Shih-Lin Night Market was for the temple cultural center.

<table>
<thead>
<tr>
<th>Description</th>
<th>participant’s code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>reconstruction by government</td>
<td>GB5, GB6, GG8, GG9, GG11</td>
<td>GB5, GB6, GG9: the night market originally located on Yu-Te Road but it removed because the location probably wasn’t good so it should be called the government’s reconstruction.</td>
</tr>
<tr>
<td>Early night market forms the school district and business circle around</td>
<td>FB1, FB6, FB7, FG1, FG13</td>
<td>FB1, FB6, FG1: Fong-Chia Night Market Used to be family village in the past but it formed as night market gradually with business around it.</td>
</tr>
<tr>
<td>The university established in the night market area, so the businesses bring many families</td>
<td>FB3, FB10, FB11, FG3, FG5, FG7, FG12</td>
<td>FB3: because the university established in this area, the businesses increased families gradually.</td>
</tr>
<tr>
<td>It was the trading center of cross the river.</td>
<td>SB4, SB12, SB13, SG4, SG6, SG12</td>
<td>SB13: the Night Market area was a center of agricultural and fisher transaction in the past.</td>
</tr>
<tr>
<td>Army’s family that assigned to Taiwan</td>
<td>SB3, SG13</td>
<td>SG13: I remember I was one of the army’s families.</td>
</tr>
<tr>
<td>Stall keepers around Chi-Cheng Palace</td>
<td>SB1, SB2, SB5, SB6, SB7, SB8, SB10, SB11, SB14, SG1, SG3, SG5, SG8, SG9, SG10, SG15, SG11, SG14</td>
<td>SB10 - SG14: because of the temple, many stall keepers to set businesses around it gradually, this area became Shih-Lin Night Market.</td>
</tr>
</tbody>
</table>

In the three night markets provided cheap price on the products and popular to most of people which were mentioned by the participants on the subject basis. The difference is the participants from the Garden Night Market who mentioned that it has famous local well-known snack; the participants from Fong-Chia Night Market who mentioned that it has creativity products and special set-up stall stands; the participants from Shih-Lin Night Market who mentioned that it has diversity products and convenient transportation.

4.2. Understand the consumer’s motivation of Night Market

All of the participants from the three night market mentioned that there are many delicious snacks in the night markets and they are near the participants’ homes. The participant GG6 and GG7 thought the Garden Night Market attracted to consumers because of the media’s introduction about the night market. 13 participants indicated that the
creativity and popular merchandises, crowded people and special stand stalls are the attraction to consumers in the Fong-Chia Night Market.

4.3. Understand consumer’s experience, feeling and intention after purchasing

From the table 2, the analysis showed that 21 participants from the Garden Night Market thought the business owners were nice and friendly after purchasing. The FG1 and FG10 thought the business owners in the Fong-Chia night market had special selling styles which were attracted to the consumers. The SB3, SB, SB14, SG2, SG, SG8, SG14 thought the parking problem in Shih-Lin night market was inconvenience. The table 4 from the responses of the consumers’ feeling and emotion were exactly responded by that Schmitt (1999) and Engel, Blackwell and Miniard(1995) stated.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>THE EXPERIENCE, FEELING,, INTENTION AFTER PURCHASING FROM CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>description</td>
<td>participant’s code</td>
</tr>
<tr>
<td>Very friendly, and have the touch of humanity.</td>
<td>GB1<del>GB4, GB8</del>GB10, GBO14, GBO15, GG2, GG3, GG5~GG12, GG14, GG15</td>
</tr>
<tr>
<td>Crowded people</td>
<td>GB2, GB8, GB9, SG15, GBO14, FB1, FB7, FB8, FBO15, SB2, SB12, GG2, GG5, GG6, GG8, GG10, GG11, FG5, FG6, FG9, SB12, SG1, SG10, SG11</td>
</tr>
<tr>
<td>Many Delicious foods and special create.</td>
<td>GB1<del>GB3, GB8, GB9, GBO14, SG12, SB6, GBO15, FB2, FB3, FB5</del>FB7, FB9<del>FB12, SB1, SB7, SB09, SB11, SB12, GG2, GG3, GG5, GG6, GG8, GG11, GGB8</del>GG10, GG12, GG14, GG15, FG1, FG2, FG4, FG7, FG8, FG9, FG12, FG13, FGO15, SG07, SG10</td>
</tr>
<tr>
<td>lively, cheap types merchandises</td>
<td>FB3, FB4, FB9, SB5, FB12~FBO15, SB10, SG3, SB15, FG2, FG3, FG8, FG10, FG11, FG13, FGO14, FGO15, SG5, SG9, SG13, SG14</td>
</tr>
<tr>
<td>The stands’ bosses are humor and funny.</td>
<td>FB5<del>FB7, FB11</del>FB13, SB8, SB12, GG1, GG4, GG13, SG6</td>
</tr>
<tr>
<td>no special feeling</td>
<td>GB5~GB7, SB8, SB12, GG1, GG4, GG13, SG6</td>
</tr>
<tr>
<td>parking problem</td>
<td>SB3, SB4, SB14, SG2, SG4, SG8, SG14</td>
</tr>
</tbody>
</table>

4.4. To understand the experience whether affects the consumer behavior or not after shop in the night market.

Because of cheap price, delicious snacks and convenient transportation, the participants of the Garden Night Market and Shih-Lin Night Market stated that they will re-visit the night markets again in the future. The participant (FG8) stated that too many crowded people and disorderly in the Fong-Chia Night Market; therefore, the FG8 participant will not come visit the night market again.

5. CONCLUSION AND SUGGESTION

5.1. CONCLUSIONS

1) The research found that the life style of “night market” can not be left out for the people who live in Taiwan: (a) consumers love to visit the Garden Night Market because of special delicious snacks and friendly business owner; (b) consumers love to visit the Fong-Chia Night Market because of the creativity merchandises and creativity delicious foods which were popular to most of the consumers;(c) consumers chose the Shih-Lin Night Market to be the number one because it provided the most populated and styled products to the young teenagers to meet the consumers’ needs and had convenient transportation.

2) The service cognition to consumers from the business owners, the participants thought the shop owners in the night market were nice and friendly to the consumer:(a) For the Garden Night Market let the consumers be satisfied when they shopped here; (b) For the Fong-Chia Night Market the consumers thought the shop owners were nice and friendly to them, but some of shop owners treated consumers impatient, when many crowded people come to visit the shops at the same time; (c) For the Shih-Lin Night Market displayed phenomenon of the kind of extreme. Some of shop owners treat consumers politely, but some of shop owners mistreat consumers badly.

3) The experience of visiting the night markets, the researcher asked the participants whether revisit the night markets or not. The results were: (a) the participants will revisit Garden Night Market because the shop owners are nice and friendly to consumers as well as the special delicious food; (b) the consumers will re-visit the Fong-Chia Night Market because of the special creativity merchandises, but one of the consumers stated that she wouldn’t revisit again because of the crowded people and messy place; (c) the consumers will revisit the Shih-Lin Night Market again and will recommend the night market to their relatives and friends.
5.2. Suggestions

1) Suggestion to the Garden Night Market: (a) Manage to be a sightseeing night market with “local characteristics”: the night market provided special local delicious snacks to attract consumers. Therefore, the related units promoting the Garden Night Market as an international well-known sightseeing night market, and inheriting the local cultural characteristic through the night market to enhance our next generations understand the night market life as well; (b) the environment improvement is to make clean environment and provide more restrooms. And for convenient transportation: (i) it should be a big duster in each aisle. This way will be convenient for consumers to dump garbage. Some snacks only serve for take-out; for this reason, there can be some sitting areas for consumers to sit. The setting facilities will make consumers find places to eat. (ii) The transportation may establish the connection vehicle in the train station or in the several scenic spots to transport the consumers to the night market. (iii) the restroom establishment should be some public restrooms and the flowing restrooms in the night market.

2) The suggestions to the Fong-Chia Night Market: (a) Manage to be a sightseeing night market with “local characteristics”: the “night market” is a part of life for Taiwanese people to spend in the leisure time. Therefore, the related units should manage the night market which retains the remarkable creativity good food and the local original characteristic primarily, as a well-known international sightseeing night market to attract foreigners to visit. (b) The environment improvement is: (i) The related units should solve as well as the trash problem as soon as possible, besides the parking problem. The environment should set more trash cans and garbage signs for consumers to know; and to remind consumers to recycle the garbage. (ii) The public toilets are fewer in the night market area. Therefore, the related units should set more public toilets for consumers to use in the Fong-Chia Night Market area.

3) The suggestions to the Shih-Lin Night Market: (a) Manage to be a sightseeing night market with “local characteristics”: The night market has already lived in the Taiwanese night cultural life. The night cultural characteristic is unique and important. Generally speaking, the most tourists would visit the local night market first, because the night market let the tourists understand the local culture and the custom. The most consumers thought there are traditional local delicious snacks and variety of merchandises in the night market area. As for the foreign consumers, they thought the most interesting things to them are the local characteristic and its culture. This research suggests the related units to manage the night market to be a remarkable local characteristics night market, under the traditional night market circumstance, to meet the international sightseeing night market level which will attract more foreign consumers. (b) The environment improvement is: (i) set more trash cans and recycle bins in the area, and hire cleaning staffs to clean. (ii) set free parking lots and provide more public transportation for people to use to improve the traffic jam in this area. (iii) set more public toilets and have cleaning staffs to clean periodically.

4) Suggestions for future researchers: the type of research still needs to be improved; therefore, the following suggestions are for the future researchers to consider: a) the future research may extend the night market research into other areas. b) The future research may aim at the staffs of the night markets or the shop owners. c) The suggestion from the research to the future researcher is to explore the future into foreign night market.

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