

**NATIONAL CHENG KUNG UNIVERSITY
INSTITUTE OF INTERNATIONAL MANAGEMENT**

QUALITATIVE RESEARCH METHODS

**Comfort in Intercultural Service Encounters:
The Case of Convenience Stores in Taiwan**

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CHAPTER I

INTRODUCTION

1.1 Introduction Background

ICSE and comfort is probably a better place to start rather than *context*

Can we know that today Taiwan is a country with a dynamic centre of cultural diversity where convenience stores are an important part of Taiwanese society because the services they offer are almost everywhere. These stores serve a wide range of customers, ranging from locals, expatriates, students, tourists and migrant workers. This is the cultural diversity that makes Taiwan's convenience stores a unique reason to study how cross-cultural service meetings become a comfortable atmosphere.

This sounds more like the start

As a country with a growing cultural diversity, understanding the dynamics in the daily lives of diverse populations is becoming increasingly important, as it can improve customer satisfaction, customer loyalty and the overall service experience. Understanding how these intercultural interactions can affect a comfortable environment for customers as convenience stores are part of daily routine for many people. Intercultural service meetings occur when customers and service providers from different cultural backgrounds can interact well. In the context of convenience stores in Taiwan, these meetings occur frequently and in varying forms, such as short transactions, questions about products, and the use of various services within the store (Su, 2011). Customer satisfaction in these interactions is influenced by various factors, such as communication styles and interactions (Chang et al., 2022).

We believe that understanding the comfort and satisfaction of customers in this intercultural interaction is essential to research for two reasons: First, cultural differences can lead to misunderstandings or miscommunications that potentially lead to customer dissatisfaction. For example, differences in body language, eye-contact or communication styles can significantly affect customer expectations, perceptions and levels of satisfaction. Second, the ability to effectively manage and meet the needs of different customer groups is a competitive advantage for convenience stores. A comfortable feeling and a high level of customer satisfaction can boost customer loyalty, give positive recommendations from mouth to mouth, as well as become an experience for non-Taiwan people that ultimately improves business performance (Bolton et al., 2021).

Although this topic is important, there is little research that specifically focuses on the convenience and satisfaction of customers in cross-cultural service meetings at convenience stores in Taiwan. Existing studies on customer satisfaction in the Taiwan retail sector often

ignore the unique challenges and opportunities offered by cultural diversity (Chang et al., 2022).

The study also emphasizes the importance of recognizing the impact of intercultural interaction in Taiwan's convenience stores when customers shop. By recognizing and dealing with the dynamics of intercultural interaction, convenience stores can strive to create a comfortable and friendly environment for customers.

The service provider will strive to meet customer satisfaction by providing a superior service experience. Customer comfort when shopping refers to feeling satisfied or disappointed, warm or not warm, friendly or unfriendly. So it can be said that one of the important elements in achieving satisfaction is the quality of service (Azhar et al., 2018). More than that, customer satisfaction can be said to increase along with the quality of service, which provides incentives for customers to build a good relationship with service providers (Djunaid, 2023).

The research also aims to provide new and valuable insights into how cultural differences can affect satisfaction and convenience. It is also part of a contribution to investigating the impact of culture differences on customer content, thus providing new insights in the field of service management. The format or case study that we have chosen and will be discussed in this study is a convenience store. Convenience stores can be understood as stores that have various types of products that are often purchased or sought by customers.

1.2 Research Motivation

Motivate this theoretically too i.e., a lack of understanding of comfort in ICSEs

We are motivated to undertake this research because we are driven by the need to understand and want to contribute to enhancing intercultural service meetings at convenience stores in Taiwan, especially in Tainan City. As Taiwan becomes increasingly multicultural, it is therefore vital for convenience stores to adapt and meet the diverse needs of their customers by examining how cultural differences affect comfort and satisfaction. We also try to identify any factors that can help stores improve the quality of their services. A better understanding of these factors will enable us to study service management and create a more inclusive and friendly environment, thereby enhancing customer loyalty and business success.

1.3 Research Questions

In this study, there are 2 research questions:

1) How do cultural differences shape the perception and experience of comfort among customers in Taiwan's convenience stores? Yes, over!

2) What is the possibility of multidimensional psychology of comfort construction in the context of convenience stores in Taiwan? Better direction - try something more like this:

1.4 Research Objectives EITHER RQs or RO - see Service Encounter paper she ONLY has RQs How do culturally distant customers construe comfort in interactions in convenience stores

1) Identify cultural alignment in shaping and influencing customer comfort in cross-cultural service meetings in convenience stores.

2) Identify the main components which constitute to the overall customer comfort in cross-cultural service encounters in convenience stores

3) Develop recommendations for service management practices that prioritize comfort and inclusiveness to improve customer loyalty and satisfaction in convenience stores.



CHAPTER II

LITERATURE REVIEW

The concept of comfort is a multifaceted construct that has received significant attention in a variety of fields, including psychology, healthcare, and marketing. Understanding the dimensions of comfort is critical in the context of intercultural service encounters because they have a significant impact on customer satisfaction, service quality evaluation, and loyalty. Comfort in this context entails physical, psychological, and social dimensions, each contributing to the overall service experience of individuals from diverse cultural backgrounds.

Good

Comfort in service encounters is frequently defined in terms of psychological ease and security. According to Scitovsky (1992), comfort is defined as relief from mental distress that includes feelings of safety, reassurance, and reduced anxiety. This psychological aspect of comfort is critical in service interactions, particularly in intercultural contexts where differences in cultural norms and expectations can raise feelings of discomfort and anxiety among customers.

Yes

Comfort is important . . .

Qualitative research has highlighted the importance of comfort in shaping service experiences. Customers frequently express their satisfaction with service providers using words like safety, security, worry-free, assurance, contentment, ease, and peace of mind. These expressions emphasize the emotional and psychological states that contribute to a customer's level of comfort during service interactions (Spake et al., 2003). Cultural familiarity, language proficiency, and previous intercultural experiences all have an impact on comfort during intercultural encounters. This could be a theory you relate your findings to later . . .

Cultural congruity, relational comfort, and situational comfort are three dimensions of comfort in intercultural service encounters. Cultural congruity is the alignment of cultural norms and practices between a service provider and a customer. Paswan and Ganesh (2005) discovered that customers who perceive a higher degree of cultural similarity with the service provider's environment are more likely to feel comfortable. This perceived similarity reduces the psychological barriers that are often created by cultural differences, facilitating smoother and more satisfying service interactions.

Another important dimension is relationship comfort, which encompasses the quality of interpersonal interactions between the service provider and the client. In intercultural settings, relational comfort is influenced by the service provider's cultural sensitivity, empathy, and

communication skills. Effective communication and cultural nuances are critical in developing trust and rapport, which improves relational comfort (Paswan and Ganesh, 2005). Customers who feel understood and respected are more likely to express satisfaction and loyalty to their service provider.

Situational comfort refers to the specific circumstances surrounding the service encounter, such as the physical environment, procedural clarity, and the presence of culturally appropriate cues. According to Spake et al. (2003), the physical environment, including the design and ambiance of the service setting, can have a significant impact on comfort levels. For example, a service environment that incorporates culturally familiar elements can reduce feelings of alienation and discomfort among customers from various cultural backgrounds.

In qualitative research, the role of comfort in service encounters is frequently investigated using customer narratives and personal experiences. Customers frequently describe their comfort levels during service interactions, emphasizing the significance of feeling understood and valued. These stories offer important insights into the specific factors that contribute to comfort in intercultural settings. Customers from high-context cultures, which rely heavily on nonverbal communication and contextual cues, may feel uncomfortable in low-context service environments, where explicit and direct communication is the norm (Hall, 1976).

Comfort in intercultural service encounters is also related to social class and previous exposure to different cultures. Individuals from higher social classes, who typically have more access to international travel and education, frequently demonstrate higher levels of intercultural comfort. This exposure reduces the psychological distance between different cultural norms, allowing them to navigate and adapt to a variety of service environments (Hofstede, 1991; Inglehart & Baker, 2000). Individuals with limited intercultural exposure may find it difficult to adjust, leading to increased discomfort and dissatisfaction.

The impact of comfort on service evaluation and customer behavior has been well documented. Customers who are more comfortable are more likely to rate service quality favorably and have positive behavioral intentions, such as repeat business and word-of-mouth recommendations (Gwinner, Gremler, & Bitner, 1998). This is especially important in intercultural contexts, where discomfort can result in negative evaluations and reluctance to engage in future interactions with the service provider.

Cultural distance, defined as the difference between the customer's home culture and the host culture, is an important factor in determining comfort levels. Customers from cultures that are vastly different from the host culture may feel more uncomfortable due to unfamiliar norms and practices. This discomfort can be alleviated by using culturally sensitive service practices such as hiring multilingual staff, providing culturally relevant information, and creating an inclusive service environment (Paswan & Ganesh 2005). By addressing cultural distance and increasing comfort, service providers can improve customer satisfaction and foster long-term loyalty.

Comfort in intercultural service encounters is a complex and multifaceted concept that includes psychological ease, relational quality, and situational relevance. Comfort dimensions such as cultural congruity, relational comfort, and situational comfort play an important role in shaping customer experiences and evaluations. Qualitative research emphasizes the importance of understanding customer narratives and personal experiences in order to identify specific factors influencing comfort. In intercultural contexts, providers can improve customer comfort, service quality evaluations, and loyalty by fostering a culturally sensitive and inclusive service environment. The study of comfort in service relationships emphasizes its significance as a critical variable that goes beyond traditional satisfaction metrics, influencing trust, commitment, and active advocacy in service interactions.

Lots of rich detail here - try and sum up what it means for your research
Add a paragraph to draw these ideas together - summarize and draw implications

Why this gap?

CHAPTER III METHODOLOGY

Check distinction between
methodology and *method*

3.1 Method

Interviews are an effective means of gathering narrative data that let researchers delve deeper into people's perspectives (Kvale, 2003). In order to get "in-depth information" about a particular topic or issue, interviewers engage in extended conversations. This allows for the interpretation of phenomena based on the meanings that interviewees assign to it (Schostak, 2005). Interviewing is expected to broaden the scope of understanding of the investigated phenomena, as it is a more naturalistic and less structured data collection tool. Furthermore, interviews provide the advantage of gaining deeper insights into convenience store customers' comfort and satisfaction, as it allows for the exploration of personal experiences and perceptions in a detailed manner.

3.2 Sampling and Data Collection

The sampling technique employed for this study is purposive sampling. It is used to better match the sample to the goals and objectives of the study, enhancing the study's rigor and the reliability of its data and findings (Campbell et al., 2020). We specifically targeted 1) Individuals who are not Taiwanese, 2) Individuals who have used convenience stores in both Taiwan and their home countries, and 3) Individuals who frequently visit convenience stores and use various services. Potential interviewees who did not meet these criteria were not interviewed.

Between April 24th and June 6th, 2024, three interviewers conducted interviews with ten respondents. The interviews were conducted in English or Vietnamese, depending on the interviewee's preference. The overview information of the interview respondents is presented in Table 1.

Ugly table - check how to format!
Table 1. Overview of The Respondents. Align report here with the target profile

	Interviewee	Gender	Duration of residence in Taiwan	Length of Interview
1	Filipino 1	Male	More than 2 years	20m 28s
2	Indonesian 3	Female	Less than 2 years	13m 41s

3	Thai 1	Female	1.5 years	21m 27s
4	Indonesian 4	Female	1.5 years	16m 22s
5	Paraguayan 1	Male	3 years	19m 28s
6	Vietnamese 1	Female	6 years	20m 12s
7	Vietnamese 2	Female	Less than 1 year	17m 38s
8	Indonesian 1	Female	4 months	21m 33s
9	Indonesian 2	Female	5 years	13m 02s
10	Indian 1	Male	1,5 years	12m 24s

Sliding back to quant mind set - remember qualify respondents in terms of information richness

We collected data from interviewees from five different countries: Vietnam, Indonesia, Indian, Thailand, Paraguay. The gender distribution of respondents consisted of 7 females and 3 males. In terms of language, 8 interviews were conducted in English and 2 in Vietnamese. The age of the respondents ranged from their 20s to 30s.

Generally - for every sampling criteria (qual or quant) think -- "Do I need this, why?"

The interviews were conducted one-on-one in a private, quiet room to ensure high-quality recordings. The interviews were recorded using the interviewer's mobile phone, with airplane mode^{Yes} to prevent disruptions. The interviews were conducted with a total of 10 participants for 2 hours and 56 minutes, with an average duration of 17 minutes and 37 seconds per interview. Interviewees were assured that their responses would remain anonymous, and they were briefed on relevant information, including the purpose of the interview, terms of confidentiality, the format of the interview, and the expected length. The complete interview guideline is included in Appendix 1. ok

3.3 Critical Incident Technique

For the purpose of identifying the fundamental^{all lower case} causes of customer satisfaction and dissatisfaction in service encounters, the Critical Incident Technique (CIT) is suitable (Nyquist and Booms 1987). The CIT gathers information about observed events and behaviors that determine whether a task is completed successfully or unsuccessfully through interviews and observation (Ronan and Latham 1974). In this study, critical incidents are

defined as specific interactions between customers and workers in a convenience store that are either particularly comfortable or particularly uncomfortable.

Yes - focus of incident
 During the CIT interviews, participants were first asked to describe comforting or discomfoting experiences they had in a convenience store. They were then assisted in recalling the details through profiling questions about the worker involved, and the timing of the incident. After that, Interviewees were further asked to recall the circumstances leading up to the situation, describe their communication with the service provider (including exact words or actions), and provide any additional details about the incident. Finally, they were asked to explain what made them feel that they were satisfied or dissatisfied and to discuss what particularly made them feel the outcomes of the incident. comfortable or uncomfortable

3.4 Coding Process

Redundant first sentence

The interviews were audio recorded and subsequently transcribed. The audio recordings were transcribed either on the same day or later using the Turboscribe.ai website. Following the transcription, three interviewers independently coded the data they obtained and then discussed together to finalize the codes. The finalized codes and their definitions are presented in Table 2.

Table 2. Code and Definitions 01, 02 descriptive - no need for codes

Code	Definition	Sub code	Definition
01. Background information	General details and context about the interviewee.	Duration of Stay in Taiwan	The length of time the interviewee has lived in Taiwan.
02. Convenience Store Habits	Interviewee's patterns related to visiting convenience stores.	Convenience Store Visits in Taiwan	The frequency of the interviewee's visits to convenience stores while living in Taiwan.
		Convenience Store Visits in Home Country	The frequency of the interviewee's visits to convenience stores while living in Home Country.

03. Convenience Store Offerings	various products and services utilized by the interviewee at convenience stores.	Home delivery service	The interviewee's use of the convenience store's home delivery service to receive products
		Use of Online Delivery Pickup Services	The interviewee's use of convenience store services to pick up items ordered online.
		Purchasing Coffee or Drinks	The interviewee's experiences related to buying coffee or other beverages from convenience stores.
		Food	The interviewee's experiences related to purchasing food items from convenience stores.
		Machine	The interviewee's usage of in-store machines available at convenience stores.
		Seating Availability	The interviewee's use and experiences with seating areas provided within convenience stores.
04. Staff Interactions	The interviewee's experiences and perceptions of interactions with convenience store staff. This is where the "beef"	Language struggling	The difficulties the interviewee faces due to language barriers and the behaviors they exhibited to overcome these challenges.
		Communication with personnel	What interviewees felt when they communicated with convenience store personnel.

		Not expecting warmth	Interviewees do not look for or need friendliness, kindness, or extra hospitality in their interactions.
		Expecting warmth but disappointed	Interviewees were hoping for warmth and kindness but felt let down.
		Expecting warmth and fulfilled	Interviewees were hoping for warmth and kindness and felt satisfied
		Not expecting friendliness	Interviewees do not look for or need friendly behavior in their interactions.
		Expecting friendliness but disappointed	Interviewees were hoping for friendly behavior but felt let down.
		Expecting warmth and fulfilled	Interviewees were hoping for friendliness and kindness and felt satisfied.
		Comfort Feeling	When interviewees felt comfortable and at ease in convenience stores.
		Discomfort Feeling	When interviewees felt uncomfortable and uneasy in convenience stores.
05. Service Evaluation	The assessment of the quality and effectiveness of service provided by	Service expectation	Expectations regarding the level of service at convenience stores.

	convenience stores.	Service failure	The service at convenience stores did not meet expectations.
		Service success	The service at convenience stores meet expectations.
06. Feedback	The responses and opinions from customers regarding their experiences with convenience stores.	Satisfaction	The sense of contentment and fulfillment interviewees experienced based on their interactions and overall experience in convenience stores.
		Suggestions	Recommendations and ideas provided by interviewees for improving the services and offerings of convenience stores.

Report as (1) codes, (2) with definitions (driven by your coding memos) and (3) include relevant interview quotes to qualify your codes and make reading more engaging

CHAPTER IV

RESULT

No - start is poor here

From this research, we can understand three points in general.

1. Cultural differences in service in convenience stores can pose challenges, but understanding and tolerance between cultures can improve the quality of interaction. By promoting cultural sensitivity, empathy, and openness of mind, convenience stores can create a harmonious and inclusive environment, encouraging respect, comfort, which ultimately strengthens customer-seller relationships.
2. Organize and display well-organized food in convenience stores. A visually attractive shop appearance and availability of food products can create a friendly atmosphere. Clear product arrangements allow customers to easily find goods, navigate stores, and then make transactions that meet the needs of all customers, regardless of their cultural background.
3. Availability of *halal* products in convenience stores can increase Muslim customer satisfaction. Can we know that the Muslim population in Taiwan is growing steadily. So the convenience stores must provide *halal* products. This strategic step not only increases customer satisfaction, but also leverages growing market segments, thereby increasing competitiveness and market share.

On the other hand, we can also make conclusions related to the purposes and questions on our research as follows:

Yes!

Answers to the RQs :D

1. Not Expect Warmth

In the context of intercultural service meetings in Taiwan's convenience stores, some respondents expressed a neutral attitude toward warmth. Customers often visit these stores with practical rather than emotional expectations. They prioritize efficiency and convenience, reflecting a transactional approach rather than expecting personal connections or warmth from staff. This theme emphasizes cultural variation in service expectations and shows that for some customers, lack of warmth is neither a positive nor a negative factor, and is not a problem at all.

2. Expecting Warmth but Disappointed

Disappointment with service warmth was sometimes mentioned by customers. These people frequently come from cultures where warmth and personal interaction are central to

the service experience. When their expectations for warmth were not met, their overall service satisfaction dropped significantly. This disappointment was primarily caused by instances of curt interactions or a lack of acknowledgment, highlighting a gap between the expected and experienced service demeanor.

3. Expecting Warmth and Fulfilled

In contrast, a significant number of customers reported that their expectations for warmth were consistently met in convenience stores. Staff's courteous behavior and friendly interactions were viewed as examples of Taiwanese hospitality. These positive experiences reinforce a cultural stereotype of warm, friendly service that is highly valued. Such encounters greatly contribute to the comfort and loyalty of the customers to these stores.

4. Not Expecting Friendliness

There is one customer who does not expect friendliness in the service interaction. He might prioritize quick and easy transactions over personal interaction. This pragmatic approach results in a neutral stance toward staff friendliness, with the absence of friendly gestures having no negative impact on overall satisfaction as long as the service is efficient.

5. Expecting Friendliness but Disappointed

Some customers expressed disappointment with the level of friendliness they expected. These customers frequently come with a cultural expectation of friendly and engaging service staff. When they encounter what they perceive to be indifferent or impersonal service, they have a negative experience. This mismatch between expectations and reality indicates a cultural disconnect, emphasizing the importance of managing expectations in intercultural service settings.

6. Expecting Friendliness and Fulfilled

Some Asian customers expressed high levels of satisfaction when their expectations of friendliness were met. Friendly greetings, small talk, and helpfulness from the staff were frequently cited as reasons for satisfaction. These interactions not only meet but frequently exceed customer expectations, resulting in a strong sense of loyalty and repeat business. It reflects the cultural value of friendliness and personal interaction in Taiwanese service culture.

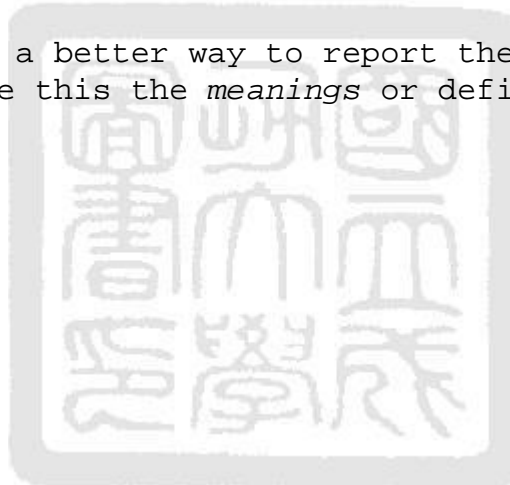
7. Comfort Feeling

Many customers associated comfort with familiarity and predictability in service encounters. Some customers frequently feel at ease in convenience stores because of consistent service quality and familiar social norms. Customers who adapted to local customs and service styles reported feelings of comfort, often after a period of adjustment. Comfort was thus linked to cultural adaptation and service expectations that aligned with local norms.

8. Discomfort Feeling

Customers who experienced cultural clashes or unmet expectations reported the most discomfort during service encounters. Misunderstandings, perceived rudeness, and a lack of expected warmth and friendliness all contributed to feelings of discomfort. Language barriers and varying service expectations frequently exacerbated customers' discomfort. This finding emphasizes the importance of cultural sensitivity and adaptability in service provision to improve customer comfort.

This is a better way to report the findings - just add quotes and make this the *meanings* or definitions stay honest to your memos



CHAPTER V CONCLUSION

This qualitative study demonstrates the multidimensional nature of the psychology of comfort in intercultural service encounters in Taiwanese convenience stores. The analysis identifies several key dimensions that influence the comfort and overall satisfaction of customers from various cultural backgrounds. These dimensions include cultural alignment, interpersonal ease, and environmental comfort. ^{give meaning to . . .} _{Align with theory - see my comment above}

Cultural alignment is important for customer comfort because it involves the harmonization of cultural norms and practices among service providers and customers. According to the study, customers who perceived a higher degree of cultural similarity with the service environment felt more comfortable. This alignment helps to lower psychological barriers, making interactions smoother and more satisfying. The presence of culturally familiar elements, such as Halal products for Muslim customers, strengthens this sense of belonging and comfort.

The quality of interpersonal interactions between service providers and customers is another important consideration. The study found that customers from various cultural backgrounds have different expectations of warmth and friendliness. While some customers prioritize efficiency and convenience, others prefer warmth and personal interaction. When service personnel meet these expectations for warmth and friendliness, it significantly improves interpersonal comfort, thereby increasing customer satisfaction and loyalty.

Environmental comfort refers to the specific circumstances surrounding the service encounter, such as the physical setting and procedural clarity. The study discovered that a well-organized store layout and visually appealing product displays improve environmental comfort. These elements make it easier for customers to navigate the store and find products, which improves their shopping experience. Furthermore, clear and easy-to-read signs and skilled employees help to reduce feelings of alienation, promoting environmental comfort.

The findings of this study highlight the significance of cultural competence and sensitivity in service management. By catering to customers' diverse cultural needs, convenience stores in Taiwan can create a more welcoming and inclusive environment. This not only increases customer satisfaction, but it also promotes loyalty and positive word-of-mouth referrals.

To summarize, the psychology of comfort in intercultural service encounters at Taiwanese convenience stores is a multifaceted concept that includes cultural alignment, interpersonal ease, environmental comfort, and service flexibility. Understanding and addressing these dimensions is critical to improving the service experience and satisfaction of a multicultural customer base. Future research could look into specific strategies for training service staff to improve cultural competence and effectively meet customers' diverse needs, contributing to a better understanding of customer satisfaction in a multicultural context.



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APPENDICES

Appendix 1: Interview Guides

Initial Contact:

1. Confirm if the interviewee has used a convenience store in the intercultural context.
2. Schedule the interview (indicate that it will be about 20 minutes) depending on the interviewee's available schedule.
3. Adjustments can be made based on the outcomes of the initial interview.

Interview Opening:

1. Purpose of the interview: Hello. Thank you for making time for this interview. I am an IMBA student currently studying QRM class. We are studying the customer experience in convenience stores in an intercultural context.
2. Confidentiality: All the information we gather from our conversation will be kept confidential and secure. We will discuss the results in our QRM class and include them in our research paper. However, your anonymity will be strictly maintained, and we will only focus on interview data. Do you have any other questions before we begin? If you don't mind, may I record our conversation? It will save me time for taking notes.

Interview Ending:

1. Express gratitude.
2. Provide the interviewer's contact information for future contact.
3. Upload recording to Google Drive

Appendix 2: Individual Interviews Information

Interview #1

Interviewer : Heejun You
Interviewee : Filipino 1
Conducted on : April 24, 2024
Interview time : 20 minutes 28 seconds

Interview #2

Interviewer : Heejun You
Interviewee : Indonesian 3
Conducted on : May 09, 2024
Interview time : 13 minutes 41 seconds

Interview #3

Interviewer : Heejun You
Interviewee : Thai 1
Conducted on : May 05, 2024
Interview time : 21 minutes 27 seconds

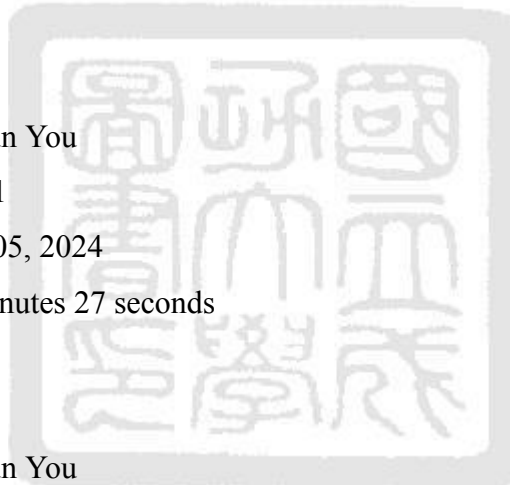
Interview #4

Interviewer : Heejun You
Interviewee : Indonesian 4
Conducted on : June 06, 2024
Interview time : 16 minutes 22 seconds

Interview #5

Interviewer : Heejun You
Interviewee : Paraguayan 1
Conducted on : June 06, 2024
Interview time : 19 minutes 28 seconds

Interview #6



Interviewer : David Dole
Interviewee : Vietnamese 1
Conducted on : May 10, 2024
Interview time : 20 minutes 12 seconds

Interview #7

Interviewer : David Dole
Interviewee : Vietnamese 2
Conducted on : May 20, 2024
Interview time : 17 minutes 38 seconds

Interview #8

Interviewer : Mansya Aji Putra
Interviewee : Indonesia 1
Conducted on : Tuesday, 14 May 2024
Interview time : 21m 33s

Interview #9

Interviewer : Mansya Aji Putra
Interviewee : Indonesia 2
Conducted on : Thursday, 23 May 2024
Interview time : 13m 02s

Interview #10

Interviewer : Mansya Aji Putra
Interviewee : Indian 1
Conducted on : Friday, 24 May 2024
Interview time : 12m 24s



Appendix 3: Individual Interviews Transcription

Interview #1

Heejun : Okay, if you don't mind, may I record our conversation?

Interviewee : Yes, you may record.

Heejun : Okay, thank you. And do you have any other questions for me before we start the interview?

Interviewee : No.

Heejun : Okay, good, good. Okay, let me start. As you know, we go to a convenience store often in our everyday lives, right?

Interviewee : Yes.

Heejun : And we are also foreigners in Taiwan, so we sometimes feel cultural differences in convenience stores, right? So, starting this interview, where are you from?

Interviewee : I'm from the Philippines. Philippines.

Heejun : Then it means that you can find some difference between convenience stores in the Philippines and Taiwan, right? And do you often go to convenience stores here? In Taiwan?

Interviewee : Yeah, I often go to a convenience store in Taiwan.

Heejun : Yes. And even in the Philippines, your home country?

Interviewee : In the Philippines, not really.

Heejun : Ah, not really?

Interviewee : Yes.

Heejun : Why?

Interviewee : Because I guess in Taiwan, there are more convenience stores than in the Philippines. Like in the Philippines, the number of convenience stores is not as much as Taiwan.

Heejun : So, you usually go to just a mart or mall in the Philippines?

Interviewee : Yes

Heejun : At least you have been to a convenience store in Philippines, right?

Interviewee : Yes.

Heejun : Ah, okay, got it. So, then I think you can feel the difference between Philippines and Taiwan. And I want to know what you feel about your experience in Taiwan, about convenience store. So, is there any some memorable stories in Taiwanese convenience store?

Interviewee : Memorable in what way?

Heejun : For example, in my case, yeah, I'm also foreigner in Taiwan as Korean convenience store user. In Korea, the convenience store is much quieter than Taiwanese convenience store. As you know, every single time we enter the convenience store, there is a sound. Ding, ding, ding, ding, ding. Yeah, so for me, it's interesting, but sometimes I feel uncomfortable because it can be a bit noisy for me. So, like this, we feel the differences and we feel maybe we can get a good impression or not a good impression.

Interviewee : Maybe because I've been in Taiwan for almost two years now or a little bit more. So, I guess I kind of already got used to it. I don't really remember much like shocking things when I first came to Taiwan in terms of convenience stores. I guess it's not really like just one instance, but when I found out that you can have your Shopee or online deliveries done through 7-Eleven or convenience stores, I was amazed when I found out that it was possible in Taiwan.

Heejun : I got your point. So, you mean that Taiwanese convenience stores serve various services?

Interviewee : Yes, specifically the online pickup service.

Heejun : So, when you use these services, you have to contact with the worker in the convenience store?

Interviewee : You mean like you have to talk to them?

Heejun : Yeah, right. So, in this sense, do you have any problems or some memorable situation?

Interviewee : Maybe just the first time because the first time I had... I mean, before that, my friends already told me how to receive my packages in convenience stores. So, when I had my package first time picked up in convenience store, I already know what to do. But of course, it's still different when you're in the actual scenario because you can't really understand them. I mean, my Chinese isn't that good. But then I realized, oh, he's asking for the last three digits of my phone number. I mean, just after one time, it's already okay. I mean, they already know what to do. I guess they also had some foreigners pick up their packages. I mean, the 7-Eleven personnel already know how to deal with foreigners.

Heejun : Well, they speak in Chinese, right?

Interviewee : Yes, yes. I mean, you only have to say like, 我有shopee 包裹 and then just say the last three digits of your number and then your Chinese name. There's not really much interaction, I guess. I mean, as long as you know how to answer those three questions, then you're good to go.

Heejun : I got your point. Then at the time when you get your parcel or sometimes when you ask something in the convenience store in Taiwan, do you feel they're kind of kind or more customer oriented if you compare to Taiwan and Philippines?

Interviewee : I guess, well, in the Philippines, I don't really have much convenience store experience. I mean, I guess the personnel in Taiwan are more like neutral. Which is nicer for me because I don't really want to engage with convenience store personnel. Like, I don't need to talk with them on a personal level. So, like being just neutral is good for me.

Heejun : So, in your case, maybe you don't much expect about the service quality there, right?

Interviewee : I don't really expect friendliness. I mean, they only need to do what they need to do. I don't need like extra warmth, hospitality, you know.

Heejun : Okay, got it. So, so far when you use the service in convenience store, I feel like you didn't have any special happenings and problems before, right?

Interviewee : I guess it's also because prior to coming to Taiwan, I already traveled here.

Heejun : Before coming here?

Interviewee : So, I kind of know. And like I also had friends, of course, who tell me like what their experiences were before. So, I'm not like shocked, I guess. I mean, like in general, I mean, convenience stores in the Philippines pretty much work the same way as convenience store in Taiwan. With probably less services available. And less number of locations.

Heejun : Okay, I got your point. Then, at least you used convenience store service in Philippines. Can you give me more information or can you compare the differences?

Interviewee : I guess like first, they don't have much services compared to Taiwan. But like the basic things like being open 24 hours. It's also the same. We don't have the online delivery pickup service. That's, I guess, one of the biggest reasons why I go to Taiwan 7-Eleven. And actually, the biggest reason, I mean, probably the main reason I go to Taiwanese 7-Eleven is buying coffee or drinks. So, because in the Philippines, like the quality of coffee served in convenience stores isn't that nice. Because like in Taiwan, I guess the quality of coffee they serve is good enough. It's not like stellar like other coffee shops, but like it's good enough if you just want something to wake you up. And like there's a lot of, there's a wide range of drinks available to buy. Yeah, and then I guess the quality of food is also pretty much different. Like, I don't know, I haven't really eaten in convenience stores in the Philippines. But from what I've heard, they're not, the food quality is not as good as Taiwan. But yeah, in general, I don't think there's pretty much difference because the brands are also the same. They're also 7-Eleven, Family Mart. I guess how they operate worldwide should be held in some standard, so I guess.

Heejun : So they're following the similar standard?

Interviewee : Yeah, I guess so. I mean, they're global brands, so I guess that's why it's not as shocking.

Heejun : Then when you order coffee here, what kind of conversation you have with the worker?

Interviewee : I mean, I just ask them, I mean, I just tell them what coffee I want, and then I give them my side too. I guess all conversations I do with convenience store

workers are pretty much, I would say, repetitive. Like, I don't really change things I say. I mean, they ask, like, 有会员吗?

Heejun : So every time you say the same thing and they reply the same thing?

Interviewee : It's the same thing, yes. It's not much variation, that's why it's not hard. And also, that's why I don't want them to be friendly, because I'm used to a certain level of being, like, I'm used to a certain level of monotonous conversation that's, like, very transactional. No, like, no, like, hospitality, no happiness. It's okay, because, like, yeah, the conversations I have in convenience stores are pretty transactional. I mean, there are, I haven't really experienced much, like, because, like, for example, if I buy tickets in a convenience store, you can just press the machine. You don't really need to talk to the person. And then the machine hands out a ticket, and then that ticket you give to the personnel, and he already knows what to do. So there's not really much new conversation. And there's not much interaction between the worker. I mean, there's still interaction, but they're not, like, they're repetitive interactions. I mean, you've already done those interactions before. Like, maybe it's only kind of different or weird on the first time, but, like, after you get past the first few times, then it's just going to be like the same thing. Like, them asking you your membership, you showing. Oh, because I also use the, like, the membership and the site too. So it makes conversation simpler like this. If they see, like, the barcode on your phone, they already know what to do.

Heejun : So even they, sometimes they don't ask you. If they just show the barcode, then everything is handled without any conversation.

Interviewee : Or just, like, they always ask, like, 有会员吗. Then I just say 有, and then show this, and they already know what to do. I got it.

Heejun : So, yeah, so far, I think you don't expect, as you said, you don't expect hospitality from them.

Interviewee : I don't expect warmth.

Heejun : Yeah, warmth. Then what kind of thing you expect from the convenience store workers?

Interviewee : I just do what they need to do, like.

Heejun : Kind of just professionally?

Interviewee : Yeah, very transactional. Like, no add-on service.

Heejun : I got it. Thank you for your story. Then so far, do you feel comfortable to go to the convenience store? No problem?

Interviewee : No problem.

Heejun : And also, are you satisfied with the convenience store?

Interviewee : Yeah, I'm satisfied.

Heejun : And the communication with the worker?

Interviewee : Yeah.

Heejun : Okay, okay, good, good. Then, maybe you don't have, I don't know. So is there any suggestion you...

Interviewee : Suggestion?

Heejun : You want to say about convenience store in Taiwan?

Interviewee : I guess because the only friction, I guess, is on the first, like, the first few times that you buy, that you communicate. But when you get past that, you get used to it. So I guess if there's a suggestion, or like, there's a point of improvement for them, it should be centered around that, those first few interactions for a foreigner, like, for beginners. But, like, after that, it's all just going to be transactional. So I don't know what improvement they should make.

Heejun : Maybe they can make a kind of guideline to use the service. For example, how to use the machine for ticketing.

Interviewee : I mean, just have English. But, I mean, I don't really expect things to be in English. I mean, you came here as a foreigner, you don't, you shouldn't expect, for me, you shouldn't expect them to adjust to you. Hmm. So, yeah, I mean, I guess in general, like, my point of view is, I came here as a foreigner. They shouldn't adjust their way of life to you because you came here. It should be you who should adjust to their way of life.

Heejun : I got your point.

Interviewee : Yeah. So, I mean, if they have English in their machine, or like, yeah, that's just something for me is nice to have. It shouldn't be, I don't consider it as a necessity. Because, again, it's their life. You came here.

Heejun : So you should be the person who adjusts these new things and their convenience store service. Okay, got it.

Interviewee : I mean, yes, it will be hard for you on the first place. That's why I guess if there's like points of improvement, it's only the first interactions. So I'm not sure what it should be. Because I think everything else they got covered is just that the communication is not covered.

Heejun : I got your point. Okay. So, yeah, I think this is about the end of our interview. And thank you for sharing your experience. It would be really helpful for our test, our paper. So, was the interview okay so far? Maybe the room was not that noisy? Okay, again, thank you for doing this interview. And if you have any further questions and worries, just contact me. Okay, thank you.

Interview #2

Heejun : So if you are okay, can I record our conversation?

Interviewee : Yes.

Heejun : Okay, thank you.

Interviewee : Welcome

Heejun : Do you have any other questions for me? Before we started this interview?

Interviewee : How long will the interview?

Heejun : I think it's gonna take about 15 minutes. Okay. Yeah, not that long, right? Okay. Okay, let's just start. As you know, we go to a convenience store, often in our everyday lives. And we're also foreigners in Taiwan. So we sometimes fear cultural difference in a convenience store. So, I want to listen to your story. So could you give me share your background first?

Interviewee : My background?

Heejun : Yeah, your nationality.

Interviewee : My name is Interviewee. you can call me Sophia. I am from Indonesia. I'm currently doing my master degree here in Taiwan, and next to you taking the IMBA program. And this is my fourth semester.

Heejun : And may ask you your religion.

Interviewee : Religion? I am a muslim.

Heejun : Okay. Got it. Then, of course, you used convenience store in your country? Indonesia, right?

Interviewee : Yeah.

Heejun : So how often do you use a service in Indonesia in your home country,

Interviewee : I can say every day. In one day, I can go like two or three times there because it's very near from my from my house. So every time like, maybe I want to cook something, I will go to the convenience store like to buy to buy something or maybe I feel like, I want to buy some snack. I can just like, go there. It only takes like, less than five minutes from my house. So that's why I we are I really often go there.

Heejun : Then, how about in Taiwan?

Interviewee : In Taiwan?

Heejun : Do You still often go to a convenience store here?

Interviewee : Yeah, I still often go to the convenience store, but maybe not as often as when I'm in Indonesia, because here in Taiwan, I need to save my money. In indonesia, I have my mom.

Heejun : That's a big big difference.

Interviewee : Yeah, that's the big difference. Because I need to budget how much should I for buying snacks. How much should I use my money.

Heejun : Then do you feel the products in convenience store in Taiwan is comparatively expensive than Indonesia?

Interviewee : Yeah, I can see an average in Taiwan. It's more expensive compared to Indonesia.

Heejun : So the price difference make you feel that I shouldn't go to convenience store. Then. Do you have any memorable experience in Taiwan? Taiwan? Yeah, I mean, about the convenience store

Interviewee : I I think that I am a bit amazed with the food that they have. The variation of food they have like in Taiwan, there are a lot of like you only need to like for example, like spaghetti, pasta. And then the, the there are a lot of type of food that you can eat just by serving in the microwave. And I think that tastes it's also good. Even though it's not like meat, meat. After you cook like maybe we can say it's an instant food? it's the taste is still very good, I think.

Heejun : But in Indonesia, you guys can use microwave in convenience store, right?

Interviewee : There are some there are some but yeah, it's only a few convenience store. A lot of a lot of them still didn't have. But meanwhile here in Taiwan, I think all of the convenience store have.

Heejun : I think so.

Interviewee : Yeah. And also, I think it's the service that they provide us more complete. Like for example, I bought a ticket for the Taiwan high speed rail. You can just go to 711 to get your ticket, right. Yeah, I think that's a good service. In Indonesia, There's not yet any service like that.

Heejun : Then how about the interaction with workers in a convenience store? How do you communicate with them?

Interviewee : Honestly, I can say that here in Taiwan, they are more cold. Compared to Indonesian in Indonesia, I feel like they always smile and then they always like after, after I pay they always like, asked me like, is there anything else that you want to want to do you want to you want to buy? And I really feel more? I feel like they are more friendly and warm in Indonesia. Meanwhile, here in Taiwan, they are just like, like, even even sometimes they don't make eye contact. I feel like as long as I paid and it's already finished. Yeah, it's it's not a problem. But compared to Indonesia, I feel like Indonesia is just friendlier.

Heejun : Got it? So you expect kind of warmth from the worker, but you can feel it here. Right? So because of that maybe you feel dissatisfied with the service?

Interviewee : Not really, not really, it's actually not really a big problem. I'm not going to satisfy like, I don't really expect that. They should be nice to me, they should be warm. But it's just that Oh, I feel like the difference between Taiwan in and in Indonesia. As long as what I want to buy is already like it's finished then. Yeah, it's okay. It's

Heejun : I got your point. Then when you are in convenience store? Do you speak Chinese to them?

Interviewee : Sometimes. like for example, if I want to buy like the hot chocolate, I would say like '巧克力 一个' when only only saying those those short words, I cannot really say long sentences. Just the very basic Chinese.

Heejun : So the language is not a big problem using the convenience store. Right. And do you have another some kind of memorable situation? Want to share? Or maybe you can find another difference between Indonesian convenience and convenience store and here.

Interviewee : Oh, maybe the Shopee package. You know, Shopee, the e-commerce.

Heejun : Yeah, I know.

Interviewee : Yeah, in Indonesia, we don't have like that kind of system, cash on delivery. And we can take our package from the convenience store. We don't have that service. Here in Taiwan, Like we can just when we check out from Shopee, we can choose the cash on delivery and then choose convenience store. So whenever we want to take our package, we can just go to a convenience store. And yeah, I think that's also like a unique experience. I feel here in Taiwan.

Heejun : And it's convenient right?,

Interviewee : Yes it is very convenient. But it's just that the price. It's quite, quite high.

Heejun : So to use the service, people should pay money

Interviewee : Yes 60 Ntd.

Heejun : That's not that cheap.

Interviewee : Yeah.

Heejun : Then do you have any kind of recommendation to Taiwanese convenience store?

Interviewee : Recommendation?

Heejun : Yeah, maybe if Taiwan is convenience, do like this, it would be better or you will be satisfied?

Interviewee : Maybe, maybe they can be more friendly. They can try to make eye contact to the customer. Yeah, because I feel like sometimes they just like, they don't even make eye contact, just like busy with their own job. And maybe another interesting thing that I feel from the convenience store is like, sometimes they have like, special food or special snacks in every season. Like for example, during the summer, they can have like maybe ice cream, peach, peach ice cream, or mango ice cream. And then when it comes to winter, they can change again to another flavor. And I think that's also and also like, they have collaboration like in 711. I know that currently they have collaboration with Hershey. So they have they have snacks they have like cake. That is using Hershey's ingredients. I think that's also unique.

Heejun : Thank you for sharing your experiences. I think that this is about the end of the interview. And do you have anything more to share more or say more? And do you have any question about this interview or to me?

Interviewee : No.

Heejun : Okay. Thank you for joining this interview.

Interview #3

Heejun : If you don't mind, may I record our conversation? Is it okay?

Interviewee : Yes, it's okay.

Heejun : Okay. Okay, do you have any other questions? okay, you don't have any questions. Okay, as you know, we go to a convenience store often in our everyday lives and we are also foreigners in Taiwan. So we sometimes feel cultural differences in convenience stores. So, can you introduce yourself first?

Interviewee : I'm from Thailand.

Heejun : Thailand, which city?

Interviewee : Bangkok, Thailand.

Heejun : Okay, and you currently live in Taiwan, right? How long?

Interviewee : One and a half, around.

Heejun : One and a half. And why did you come to Taiwan? Why are you in Taiwan now?

Interviewee : I come here for studying Master Degree. Where is your major? IMBA.

Heejun : Then... Did you go to convenience store in your home country often before?

Interviewee : Yes, I went there, I think... I think every day. Every day.

Heejun : What did you... what kind of services did you use in Thailand?

Interviewee : Normally in Thailand, we have food delivery. So I order the product or like the food from like for example 7-Eleven and they will send it to... deliver it to my home and it's a free delivery. So it's really convenient for me.

Heejun : Okay, and what kind of products did you usually buy in Thailand?

Interviewee : Just food or maybe water or just drinks.

Heejun : So you usually just use delivery service?

Interviewee : Yeah, I also use delivery service and I went there by myself as well.

Heejun : Is there another service in Thailand, the service you used before?

Interviewee : For the copy the document.

Heejun : Ah, copy the document. So there is a kind of machine? Yeah, yeah. It has a machine in the store and also have the service for let's say send parcel. I think it's the same to Taiwan.

Heejun : Okay, got it. Then... Do you use convenience store in Taiwan as well, right? How often do you go to convenience store?

Interviewee : Once in two days around.

Heejun : And what products do you usually buy here?

Interviewee : Normally, maybe milk or bread or some drinks.

Heejun : And what kind of service do you use in Taiwan, in convenience store? I think to collect the parcel. Normally, I shop online and yeah, I collect the parcel via convenience store.

Heejun : Okay, and are there any differences between Taiwan and Thai convenience store? Maybe workers or the providing services.

Interviewee : You mean the service?

Heejun : Yeah, anything is fine. Anything you feel different.

Interviewee : Maybe I think because of I'm foreigner, so I think about the language barrier.

Heejun : Okay. Here I want to know the difference between Thai and Taiwan convenience store. For example, in my case, I feel the difference, maybe I can say environment. In South Korea, when the, in Taiwan, when the door open, there is a ding-ding-ding-ding-ding-ding-ding like this. But we don't have this sound. So I felt really the difference between Korea and Taiwan convenience store.

Interviewee : Environment, I think maybe at first time I went to the 7-Eleven in Taiwan, I think it's really, there is less worker in the convenience store. Compared to Thailand. Like maybe they have only like one or two, no, maximum is maybe three people in the convenience store. But in Thailand, normally, I think maximum maybe five or six. Is it up to the size of the store? Yeah, also up to the size. But even the small one, I think the normally around three or four.

Heejun : So does it affect your experience?

Interviewee : Yeah, so, when the first time I went to the convenience store in Taiwan, I have to wait on queue. Like a long queue. So it's really the, yeah. Uncommon in Thai. Yeah, it's uncommon in Thai because in Thai, I think maybe the queue have one or two people normally, but in Taiwan, like more than ten or like, yeah, sometimes like twenty.

Heejun : So when, is it, how to say that, does it matter to you? It affects you feel uncomfortable when you're waiting?

Interviewee : If I'm not in hurry, it's okay. It's okay. But if I'm in hurry, I will give up.

Heejun : Just give up and just go outside?

Interviewee : Yeah.

Heejun : Got it. Then, do you feel, what do you feel in that kind of situation? So, you have, you cannot wait the queue. So you cannot use the service in convenience store.

Interviewee : In this situation. So, for me, it doesn't matter. But, oh, I have experience that I went to one convenience store, like 7-Eleven, but it's really the long queue. So, but at that time, I'm not in hurry. But, I go to another 7-Eleven, that's nearby. So, yeah, maybe.

Heejun : So, if there were long queue, and you gave up using the service in the convenience store, then maybe it make you not to go there once again?

Interviewee : No.

Heejun : Not like that?

Interviewee : Not like that. It doesn't matter to you? For me, it doesn't matter.

Heejun : Okay, okay, got it. Then, what kind of service do you use in Taiwan?

Interviewee : I already talked about the parcel, no?

Heejun : Parcel? I think you didn't talk about it.

Interviewee : Yeah, when when I shopping online, and I have to collect the parcel, so I use the convenience store, because I think it's convenient to collect the parcel.

Heejun : Okay, okay, got it. And do you use another service?

Interviewee : Maybe. Ibon machine?

Heejun : Another machine? In convenience store? What do you do with that machine?

Interviewee : I think at that time, I buy the ticket, the concert ticket, and also the high-speed train ticket. So, I want to collect as the paper ticket. So, I've been there to collect the ticket. Yeah, so it's convenient. Convenient and comfortable.

Heejun : So, when you use the machine, did you feel any difference? Any difference or difficulty?

Interviewee : Yeah, I feel at first, I think it's all in Chinese. So, I try to find how to change the language. Then, I found the button to change the language to English. And after that, when I press on them, the item of the screen is not the same as

Chinese. I mean, yeah. So, you mean when you choose English, the service you can access is limited. Yeah. So, I have to use my phone to translate it.

Heejun : Okay, got it. So, you think the machine has this problem, so maybe it's not that comfortable, right?

Interviewee : Yeah, it's not comfortable, but it's okay for me. Because at least we have a mobile, but if we don't have a mobile, yeah, it's a problem.

Heejun : And how about the workers? How about communicating with the workers in convenience stores in Taiwan?

Interviewee : In Taiwan, I think normally we just buy the product, so it's okay, but sometimes when I have to communicate with them, for example, when I collect the parcel or when I want something more, for example, ice cream or drinks, that I have to have more communicate. So, it's a bit hard to understand for me and also a bit hard to understand for them.

Heejun : Because of language, right?

Interviewee : Yeah.

Heejun : So, when you communicate with them... So, compared to a Thai worker and a Taiwanese worker, was there any difference?

Interviewee : You mean?

Heejun : Besides of language.

Interviewee : I think the same. Not that different.

Heejun : Not that different. You mean the servant line?

Interviewee : Yeah, it can be. Yeah, I think the same. I didn't feel like different.

Heejun : Then... So, in my case, sometimes when I go to a convenience store, the worker doesn't do any eye contact. So, in my case, I feel different with Korea sometimes. How about in your case?

Interviewee : Yeah, it's hard sometimes that I went there to collect the parcel. So, it's not normal that I just buy some drinks or some food. And when the screen shows... Normally, they will ask about the four digit number of your telephone and your name, right? And after I told him about my phone number, the screen will

show about my name. And after he saw my name and he knew that I'm a foreigner, after that, he didn't talk to me in any language, even Chinese or English. They just showed the screen that is your name right or not, but they didn't say any word. Like, maybe they didn't feel familiar to talk to English if we are foreigners.

Heejun : Then, in this situation, what did you feel?

Interviewee : I just think that they're just not familiar to speak in English, but for me, I'm okay with that.

Heejun : So, you don't take it as their problem or service in mind, just only a language problem.

Interviewee : Yeah, yeah, I think because I didn't expect the service that they have to speak English or something because we are foreigners. So, I think I have low expectation about that.

Heejun : So, you have low expectation level in Taiwan when you use convenience store service.

Interviewee : Yeah.

Heejun : Then, is there any situation did you feel comfortable or uncomfortable? About a service? About just when you use convenience store.

Interviewee : Oh, I like, in Thailand, the convenience store don't have a seat, like the seat that you can sit in and you can have your meal there, but in Taiwan, they have many seats and, like, you can sit there, and it's really convenient and comfortable for me.

Heejun : Okay, got it. Then, how about other experience? Do you have any things you want to share more about any experience, memorable?

Interviewee : Oh, another experience, I think in Thailand, we didn't, how to say, use a microwave by myself. Like, normally, when we travel in Thailand, the worker is the only person that we make it for me, but in Taiwan, if we sit there, yeah, we have to do it by myself.

Heejun : Ah, okay, okay, good, okay. And, so, do you feel satisfied or dissatisfied about the convenience store in Taiwan, just overall?

Interviewee : Yeah, if overall, I think it's okay.

Heejun : It's okay means comfortable, satisfied or unsatisfied?

Interviewee : Oh, maybe you have the scale.

Heejun : Scale? Okay, then, extremely unsatisfied, somewhat unsatisfied, just neutral, and satisfied, somewhat unsatisfied, extremely satisfied.

Interviewee : Ah, for me, it's neutral. Neutral, why do you feel like that? Because for me, in my home country, it's really, really convenient and comfortable. Because, maybe because of language, because of service, so for me, in Taiwan, it's neutral.

Heejun : So, in your case, the Thailand convenience store is satisfied?

Interviewee : For me, it's... Yeah, I can say somewhat satisfied. And Taiwan, neutral, because of only language. Language and maybe in Thai, I like delivery service, so it's really convenient in Thai. So, when I come here, I think it's standard. So, your standard is Thai convenience store. And the Taiwan convenience store doesn't have some services that... That I like.

Heejun : Okay, I get it.

Interviewee : But it's okay, it's neutral for me.

Heejun : Then, is there any suggestion to Taiwan convenience store to increase your... to make you feel comfort?

Interviewee : I think it cannot be delivery. I think, I don't know. But yeah, for me, delivery is really comfortable and convenient. And in Thai, it's also free delivery. So, it's very good for me. Even I just want like two or three bottles of water, I just delivery. And I don't... No need to like hold it by myself. Like a woman, I have to... Like that.

Heejun : Woman?

Interviewee : Woman. Like if it's really a lot of things, just delivery and it's free. Okay, got it. Why did you say the woman here? I mean, I just a woman.

Heejun : Got it, got it. Okay. Okay, I think, yeah, this is about... All. Oh, okay. And maybe have more workers?

Interviewee : And more workers.

Heejun : So, in your case, if Taiwanese convenience store provide delivery service and there were more workers, you will say you are satisfied and you feel comfortable.

Interviewee : Yeah, because sometimes that I went to the convenience store and it's have only one or two workers that they are... How do you say? How do you say? What's that? They're still...

Heejun : Scanning the products?

Interviewee : No. You mean just put the products on the shelf? Yeah, put the product on the shelf and no one at the counter. So, I have to wait there. Or sometimes that I cannot wait, so I have to say to them, I want to pay something like that.

Heejun : So, in this situation, do you just call the worker?

Interviewee : Yeah. Heejun: Excuse me like this? Directly ask like this?

Interviewee : Yeah, I will wait there for a moment if they still didn't see me or something like that. So, I will go to them, yeah.

Heejun : So, this situation make you...

Interviewee : A bit not uncomfortable. A bit uncomfortable.

Heejun : A bit uncomfortable. Okay. And do you have any another memorable experience or something? Memorable? Yeah. Is there anything you want to share? No? Okay, got it. Okay, I think this is the end of our interview. Thank you for joining this interview. And if you have any concerns or questions, just contact me. Thank you.

Interview #4

Heejun : So, may I record this interview?

Interviewee : Yeah, of course.

Heejun : Thank you. So, I just want to know the experience you have in Taiwan about convenience store. So, you can share anything you want. So, at first, can you explain yourself?

Interviewee : Hi, I'm student of NCKU, IMBA. And I'm from Indonesia.

Heejun : So, how long have you been here now, Taiwan?

Interviewee : It's almost one year and a half. One year and a half.

Heejun : Okay, okay. And did you use convenience store often in your home country?

Interviewee : Yes.

Heejun : How much? How often?

Interviewee : It's hard to say. I went there at least once a day. At least once a day.

Heejun : So, you can find the convenience store easily?

Interviewee : Yeah.

Heejun : In your home country?

Interviewee : Yes.

Heejun : And how about in Taiwan?

Interviewee : I think that it's usually in one area, you have many convenience store. But maybe in other area, it's not that easy to find one. For example, because we are students and we live... I mean, at least I live near the campus. So, there's a lot of convenience store. But I think if I live outside, it's not that easy to find one.

Heejun : So, do you go to convenience store every day, even in Taiwan?

Interviewee : No, not really. Not really.

Heejun : Then how often do you go to a convenience store?

Interviewee : Maybe like two or three times a week.

Heejun : Okay, okay. That's quite often.

Interviewee : Really?

Heejun : I think so. Okay. Then, usually, why do you go to a convenience store?

Interviewee : Usually, I go there to buy food.

Heejun : Food? For your lunch?

Interviewee : Yeah.

Heejun : For dinner?

Interviewee : Yeah.

Heejun : So, what do you usually buy? What kind of food?

Interviewee : Some kind of kimbap? Fan tuan? Yeah, fan tuan. In English, I don't know how to call it.

Heejun : Just onigiri, maybe. It's Japanese.

Interviewee : So, usually I buy...

Heejun : And do you use microwave then?

Interviewee : Yeah.

Heejun : I heard that in Indonesia, not many convenience store has microwave. Is it true?

Interviewee : Yeah, definitely.

Heejun : So, do you feel using microwave here is better compared to...

Interviewee : It depends because the kinds of food that they provide here, it's diverse and it looks pleasing. Because in Indonesia, I think we have the sausage one, but it doesn't look appetizing at all. But here, the frozen foods look appetizing, that's why.

Heejun : Okay. And have you used other services in convenience store?

Interviewee : Oh yeah, I used the iPhone machine.

Heejun : Ah, the machine. How was it using the machine here?

Interviewee : I have to say that they're not really foreigner-friendly. So, usually before using the service, I need to check YouTube on how to operate it, which button I should press on.

Heejun : So, you say it's not foreigner-friendly. Is it because of language?

Interviewee : Yeah.

Heejun : But I heard that you can set the English on the machine.

Interviewee : Really?

Heejun : I'm not sure because I'm not familiar with the machine actually. So, at that time, you couldn't find there's English setting, right?

Interviewee : Yeah, at that time I couldn't find. I need to send a package to my friend and then I went there and then I don't know how to do it. So, I need to go home and check it again on YouTube and then write everything down and then I went there again.

Heejun : Then why didn't you ask the worker?

Interviewee : I don't think the worker is going to help you.

Heejun : Why?

Interviewee : They're not that patient, I think.

Heejun : Patient to customers?

Interviewee : Yeah. Why do you think like that? Because there's an instance when sometimes you buy food and then you ask them to heat it. But then they're like, you need to get it yourself after this. I mean like, they're just going to press the microwave for you. But when the microwave beeps, you need to be the one that open and take it for yourself. Because they're so busy. It happens to me like two or three times already. But I think it depends on the workers as well. If the employees is nice, usually they're not like that. But you know that there's like certain employees that is like that.

Heejun : So do you feel some differences about the personnel in the convenience store between Indonesia and Taiwan?

Interviewee : Definitely.

Heejun : How different?

Interviewee : In Indonesia, your customers are all kings.

Heejun : All?

Interviewee : Are all kings. You are like kings, you know? Even if it's your fault, like you complain about something that is your fault, the convenience store in Indonesia, the employees is still going to be like, okay, I'm sorry for the inconvenience. We'll try to figure things out, blah, blah, blah. They will still ask for forgiveness even though you're the one that is wrong. But here, even though you already make sure that you are not wasting their time, sometimes they're still like, you need to open this for yourself. Something like that.

Heejun : So you feel Taiwan personnel doesn't have service mind comparatively?

Interviewee : They're not that hospitable compared to Indonesians.

Heejun : Okay, got your point. Then it affects your satisfaction. Maybe this kind of things, you don't feel hospitality and warmth, right? And maybe it causes your satisfaction on the service?

Interviewee : Yeah, but at the same time, I also know that I cannot really blame the institution. Because even though, let's say I go to 7-Eleven, the same store, if the employee is the nice one, then I got a good experience. But if that employee is not the nice one, so yeah, kind of like that. So I don't really associate that with the institution, but rather than the person.

Heejun : Okay, got it. And do you use another service? In convenience store?

Interviewee : I don't think so.

Heejun : Only the iPhone and the microwave and food? Usually these three, right? So you don't drink coffee there?

Interviewee : But there was one time I bought coffee for Viola, and usually she will give you the receipt from line, right? And then I thought that because it's a QR code, you just need to show it to the cashier. But the cashier got angry and said, you need to tell me what you want. I mean, it was written Mesa Cafe, but I thought it's a QR code, so I'm just showing it to her. But she said, you need to tell me what you want to order. I was like,

Heejun : So you felt she was angry because of the situation?

Interviewee : Yeah, I mean, it's not really a situation where you should get angry, but why are you doing that to a customer?

Heejun : Then what did you feel at that time?

Interviewee : It feels awkward. It's not the point where I'm getting angry, but it's like,

Heejun : okay. And do they recognize you as a foreigner?

Interviewee : I don't think so.

Heejun : They think you're Taiwanese, and usually they speak Chinese to you?

Interviewee : Yeah.

Heejun : And even in this situation, the worker spoke in Chinese?

Interviewee : Yeah. But the first time I was like, huh? Something like that. I don't think they really care if you're an international student or not.

Heejun : You can speak Chinese, right?

Interviewee : A little bit.

Heejun : So when you have a conversation, communication with the personnel, do you feel any problems because of language?

Interviewee : Oh yeah, I still do.

Heejun : Can you give me some examples?

Interviewee : The one that they asked me to get my food in the microwave by myself. I mean, they're speaking very fast. And the kind of Chinese that they use is not the kind of Chinese that I learned before. I used to learn the mainland Chinese one. But here you have like several slangs, something like that, and I don't get it. And I think I get a glimpse on what they want me to do. But at the same time, I was questioning myself. Yes, wait, am I supposed to be the one that go over the counter and take things for myself? Isn't that rude? But no, it turns out they want me to do that.

Heejun : Oh, okay. So in this situation, maybe you worry about... Maybe it's okay in Indonesia. There's a microwave, you can put your food by yourself.

Interviewee : No, usually in Indonesia, if it's something like that, then the personnel is going to be the one that takes everything and hand it to you. But here, sometimes when they don't do that, you are not sure you can... Yeah, because the microwave is behind the counter, actually.

Heejun : And when you did it, did they say anything to you?

Interviewee : No, usually they just say, okay, you need to get it by yourself. And then they click on it, and then they just go away. So I'm alone there, waiting, and then, okay, when the machine beeps, I take it out.

Heejun : So what did you feel in this situation? Did you feel comfortable?

Interviewee : No, of course not. It's confusing.

Heejun : Confusing? And you said you didn't feel comfortable. Then what did you feel? Can you explain more details? What did you feel in this situation?

Interviewee : I think I feel more confused and awkward, because I don't know how to do, how to react. After it passed, I was like, oh, okay, maybe it's just the person is like that. But when I was in the situation, I was like, is this the right way to treat the customer? And what am I doing here? Something like that. I got it. So you felt uncomfortable because they should provide a service, but they didn't. Because I'm from another country, right? So I don't know that, like, we have different culture. But for them, it's like they expect you to know that you need to take things for yourself or something like that. But you don't know, of course, because you're from another country and you don't know the culture here.

Heejun : Then is there another situation or experience you felt, oh, this is different with my home country? When you use a service in a convenience store.

Interviewee : No, I think the rest is pretty much the same.

Heejun : Then, of course, you used a convenience store in your home country before and you came here. So I think you have some kind of expectation. The convenience store should do this, do this, do this. For example, the microwave. Is there another thing you expect from a convenience store here?

Interviewee : Maybe not. Because in terms of the service that they provided, the convenience store here, I think they provide almost everything. In my home country, usually it's just like a store. You just buy things and then you go out.

Heejun : I got it. So to sum up, I think the service they provide is okay and not that different with Indonesia. But the different thing is about the worker here. And you feel uncomfortable sometimes with them. Because Indonesian people are usually more kind and they have a service mind, customer-oriented. But you don't feel this here. Okay, got it. And overall, are you satisfied with the service? If it's about the service, yeah. Overall, everything, including the communication with worker?

Interviewee : I think the communication one could be improved.

Heejun : Then, do you have any idea? How to improve the things you are unsatisfied?
Dissatisfied?

Interviewee : Because I also understand it's the Taiwanese culture. I mean, Taiwanese culture is more Interviewee individualistic. So, if it's just an organizational problem, then you can have a workshop or mentoring about how to treat the customers. How to be more hospitable to the customers. But I don't find that only in convenience stores, but also in restaurants. So, I conclude that I think it's the Taiwanese culture.

Heejun : And do you have any suggestion or anything you want to say?

Interviewee : No.

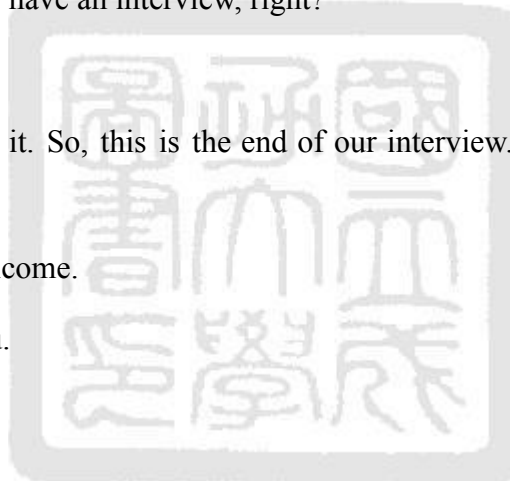
Heejun : No, nothing? Okay, then how was the environment here? Nice, easy. Okay, it was okay to have an interview, right?

Interviewee : Yeah.

Heejun : Okay, got it. So, this is the end of our interview. Thank you for joining this interview.

Interviewee : You're welcome.

Heejun : Thank you.



Interview #5

Heejun : May I record?

Interviewee : Yeah.

Heejun : Okay, thank you. So, I'm going to ask about your experience related to convenience store in your home country, Paraguay, and here, Taiwan.

Heejun : Okay. So, first, can you introduce yourself?

Interviewee : Yeah. I come from Paraguay in South America. I am 27 years old, studying IMBA, background in international trade.

Heejun : Ah, okay, okay. Then, how long have you been here now?

Interviewee : I've been living here for almost 3 years.

Heejun : Oh, almost 3 years now. Okay, okay. Then, when you were in your home country, Paraguay, did you visit convenience store often?

Interviewee : No. In Paraguay, most convenience stores are usually in the gas stations. Ah. So, I only visit when I'm like on a road trip or something like that.

Heejun : Ah, really? Not often. Ah. So, it would be maybe once a month, I guess? More than once a month?

Interviewee : I think so, yeah. Maybe once a month. Once a month, not that much. Yeah.

Heejun : But you have many experiences at least, right?

Interviewee : In Paraguay. Yeah.

Heejun : And how about in Taiwan?

Interviewee : Well, in Taiwan, it's a lot more often, obviously. Here, it's like more like once a day. Ah, once a day.

Heejun : Yeah. Okay, okay, got it. But then, what kind of service do you use in Taiwan?

Interviewee : Here, I usually use it for food, to buy like quick food.

Heejun : The convenience of buying so that I don't have to cook or that I can find something cheap and relatively cheap and easy to eat, mostly. Okay, okay, got it. And have you used another service?

Interviewee : Yeah, I've used a few. I've used their ATMs. I've also used the... Well, I use it to receive packages from like Shopee. I also use it once or twice to send a package to one of my friends just because it was easier than the post office.

Interviewee : Let me see. I use it to pay the tuition fees NCKU. Yeah, on top of my mind.

Heejun : That's what I've done. Then, did you feel any difficulties when you used that kind of services?

Interviewee : I don't think so. It's quite straightforward. Sometimes the language barrier can be a difficulty, but usually it's very intuitive. It's very easy to navigate.

Heejun : Okay.

Interviewee : Then, how about in your home country? What services did you use? In my country, I pretty much just use it to buy food and drinks. Usually when you're

on a road trip, you don't have a lot of options. So you only can stop at a gas station. You can get water or maybe beer with your friends. And quick snacks. Pretty much just that.

Heejun : Can you explain the differences between your home country's convenience store and here?

Interviewee : I think it's a difference of culture. People in Paraguay don't really use it that much. Convenience stores? Yeah, convenience stores. Especially maybe for food, people would rather cook at home. Maybe eat in a restaurant, but most people just eat at home. The culture is not really that. And also to pay services, we don't really use convenience stores to do that. To pay? For services. For example, your mobile bill or electricity. Which some people do here. We don't really use convenience stores.

Heejun : Okay. So do you feel the Taiwanese convenience stores are more convenient?

Interviewee : Yeah, absolutely. I think so. And the Paraguayan convenience stores are usually like 7-Eleven or Chuen Sha. Like it's brand one or just their own convenience store.

Heejun : How do you say that? Not brand one.

Interviewee : Yeah, they're usually branded ones. Because each gas station would have their own brands. So for example, I think Shell has their own one. I forgot the name. But yeah. But the Paraguayan one would be Petrobar. They have their own stores. They're all like franchises. They're all branded ones. They have their own branches. But yeah, they're usually like that.

Heejun : And when you use service in Taiwan here, you have to communicate with the personnel, right? The workers here.

Interviewee : Yeah.

Heejun : And how's the communication with the people here?

Interviewee : I think the communication is quite fast. Fast. Yeah. They have to be fast. There are usually a lot of people, right? So sometimes I just show them like this code. They just scan that and then I just pay. And that's it. Yeah, it would take very little communication. Very little communication. Yeah. Well, I also don't want to be too talkative to them because it's their job. They just want to get it done

quickly so they can keep working. So I don't want to bother them. But sometimes I do encounter people that are more friendly to partners or they want to communicate. They try to practice their English. With you in convenience stores. In convenience stores, yeah. Sometimes they ask me like, well, how do you say this in English? But yeah, sometimes people will be more talkative. But it's usually just very straightforward. Just pay.

Heejun : So compared to your home country, you feel hospitality and warmth here?

Interviewee : That's a good question. Because in my country, I'm not a foreigner. So I don't know how people would really treat you. I think they're also would be quite warm here in Taiwan. But in convenience stores, I would say people are more efficient in that way. They will get it done quickly.

Heejun : Here?

Interviewee : Yeah. Without too much. They're just fast. Like scan your food, scan your items. You pay and then you leave. If you focus on the communication, you and the worker in the convenience store, do you feel they're kind to you? They have a service mind? That's hard to say because it really depends on the person. I've found people that are very kind. And I've found people that maybe not too much. For example, I sometimes would ask for more than one napkin. Because sometimes I need more. And I found one. I think she was the manager. And she was like, no, only one. And I was like, oh, okay. But I think usually they are nice. They're nice. Sometimes they have limited English and they will feel shy about workers. I think people are usually kind.

Heejun : So mostly the workers are trying to help you?

Interviewee : Yeah, I think so. Mostly. I would say 80% would be helpful.

Heejun : And do you have any memorable experience related to convenience store?

Interviewee : Memorable?

Heejun : Memorable or some place, some memory you feel comfortable or uncomfortable?

Interviewee : Well, I remember one time I went there with my friend. You know, sometimes people go to 7-Eleven, they just sit. Sometimes even people that are not buying there, they just go inside and they sit on the table. Well, me and my friend, we

wanted to, you know, drink some beers, some alcoholic drink. But we didn't have the cups and we didn't have ice. So we just went to buy like the cans, put them in cups and then ice and then drink it. So we went to 7-Eleven and we bought the ice and we bought the drinks. And we asked the cleric if they could give us some cups to have with them. And they were like very negative about that. They were like, no, we can't, we'll pay, something like that. We were like, it's okay, we'll pay for the price of the coffee and you can just give us the cups. But he was very rude. I feel like we didn't really like it and we didn't end up staying there. But yeah, I think that's the time I felt most uncomfortable in 7-Eleven. Because, you know, a lot of people go there, they just hang out. But he was very rude about it. So you wanted to pay for the cup. Yeah. But he rejected. He rejected, yeah. It was like against the rules, which I understand. They cannot give them for free. We wanted to pay or pay like even the price of the coffee, but without the coffee.

Heejun : So do you think he understood what you mean at the time?

Interviewee : Yeah.

Heejun : Did you speak in English or Chinese?

Interviewee : We were speaking in English, but his English was also very good. And I was with my friend. She actually had better Chinese than me. But yeah, I don't think communication was the issue. Maybe he was having a bad day. He didn't like burgers. I don't know. He was not comfortable there. Yeah, no. I felt very uncomfortable in that place.

Heejun : Then overall, are you satisfied with the service, the convenience store here?

Interviewee : Oh yeah, absolutely. I think Taiwan here, the service and the business model is great. Something that maybe cannot be replicated in my country. Just because people wouldn't use it as much. And it wouldn't be able to have the scale of this many stores and run it this way. So for me, yeah, it's great. Especially if you... For example, I'm studying late at night and I need coffee or I need to eat something, some snacks. And I can just go to the line here. So I can get that. I think that's a very good service.

Heejun : If we focus on the communication with the workers in the convenience store overall, do you feel comfortable when you talk with them?

Interviewee : Yeah. Overall, yeah.

Heejun : Overall, it's okay?

Interviewee : Yeah.

Heejun : And you're satisfied with the services overall?

Interviewee : Yeah.

Heejun : Just a moment. So when you said you sent a parcel to your friends through the convenience store, right? At the time, did you use just a machine or did you have to communicate with the worker?

Interviewee : Yeah. With the worker. Communicate, yeah. They gave me a paper which I had to fill out and they helped me to fill it out. They were very nice.

Heejun : So they explained how to do that?

Interviewee : They explained to me. They helped me to fill it out. They were nice.

Heejun : Then, is there anything you think they should improve more?

Interviewee : Well, it's hard to say. I know for them, it's also hard. Maybe they don't get paid a lot. They have a lot of things to do because they have to manage a lot of things. I think the model itself, because they can't make it work. And maybe that's sometimes... You can't work in a Western company because you would need more people. Maybe the labor laws wouldn't really apply. I think there's a lot of stress for them. So you cannot ask too much from them. I also understand them from that point. But I think that sometimes some people need some customer satisfaction kind of talks. They can get some kind of ways to explain to them how to deal with customers, especially with foreigners. Sometimes maybe they're... I understand the efficiency of just like, yeah, I scanned it. Yeah, the membership, that's it. Some people can have a bad day and that's understandable. And maybe the companies can work on that. So sometimes you feel their negative energy and maybe they sometimes... Some workers are not foreigner-friendly. Yeah, I think so for sure. You can feel when they are having a bad day and they have bad energy. And in this situation, of course, you will feel uncomfortable. Yeah, absolutely.

Heejun : And in this situation, does this situation affect your satisfaction for the convenience store?

Interviewee : I don't know about satisfaction because I still get the product or the service that I want. But I think it does give me some kind of negative feeling in which I would maybe reconsider going back to that branch. If that branch is not next to my house, if it's in another location, then I would feel like, I don't want to go back to this because the clerk here, it's maybe rude. So yeah, overall, I'm satisfied with the product itself or the service. I would say it's still okay. But yeah, I would reconsider going back.

Heejun : And is there anything you want to explain more? Maybe the difference between your country and here?

Interviewee : No, I mean, yeah. Well, just that. My country, yeah. Usually people don't use the services the same way. And I don't think it could be replicated, really, the way it is here.

Heejun : Then did you go to a mall or a mart instead of a convenience store? So you said usually convenience stores are placed next to the gas station. So it means that maybe there's no convenience store next to your home.

Interviewee : Right.

Heejun : Okay, thank you for sharing. Okay. Yeah, this is the end of the interview. All right, thank you.

Interview #6

David : Hello, thank you for joining our interview today. Could you please share a little bit about your background, also your nationality, and how many countries that you have lived in or visited? Hi, I'm Helen Do. Originally, I'm from Vietnam.

Interviewee : I have been living in Taiwan for about 6 years now. Yeah, 6 years. During my time here, I have had the chance to visit a few countries besides Taiwan. I visited the Philippines, Thailand, and Japan.

David : What have you been doing in Taiwan, only for study or also you stay here to work? And when did you travel to the countries that you have just mentioned?

Interviewee : Yeah, I came here to study. After I finished my master degree, I try to work for industry for a couple of years. And then, I decided to go for my PhD. During the time studying and working here, I have managed to check out the Philippines, Thailand, and Japan. It's been really eye-opening. You know, getting to know different cultures.

David : Thank you. We are so interested in your memorable story when you visited the countries. What is your impression or feeling when you experience the service of a convenience store, especially the convenience store in Taiwan? Could you please share a little bit with us?

Interviewee : Convenience store? One of the things that really stood out to me about the convenience store in Taiwan is when I first came here. You know, it's kind of struggling with the languages. I walked into the store and I feel lost because I couldn't read what's on the shelf. But you know what? The staff here, they're just so nice and helpful. Even though we could not really understand each other well. But they use gestures and simple English to help me find out what I need. And also, I think the environment in the store is quite cozy. It wasn't just a place to grab the stuff. Some convenience stores, especially in the family mart store near my university, make me feel like the place where I can hang out with my friends. We can chat, have snacks and just chill.

David : What else?

Interviewee : I remember one time I was trying to find food. It was kind of troubling for me. Luckily, the staff noticed and came over and helped me out. They were patient enough to explain the stuff for me. Their friendliness really impressed me. And the food in the convenience stores is always fresh and tasty.

David : I also agree that the food here is super clean compared to the food in Vietnam's convenience stores. Speaking of Vietnamese convenience stores, do you feel what are the typical differences when we compare the stores in our country and convenience stores here in Taiwan?

Interviewee : The convenience stores in Vietnam compared with convenience stores in Taiwan. Let me think. I think one big thing I notice about the convenience

stores in Vietnam and Taiwan is maybe about the doors. In Taiwan, those stores usually have the doors that automatically open when we get close. Which is super handy. But back in Vietnam, most of them still have those manual doors that I need to push and pull by myself. I feel automatic doors are quite more convenient here. Thank you.

David : Let's go back to your experience in Japan. If you take Japan into consideration, do you feel that there are any differences between the convenience stores in Japan and in Taiwan? And what really impressed you when you visited the stores?

Interviewee : Actually, I think there's not much difference. Compared with convenience stores in Taiwan and Japan. But something that caught my attention is that Japanese convenience stores don't really have cute cartoon pictures everywhere like convenience stores in Taiwan. As you know, right? You know, in Taiwan, you see the cute cartoon on the package or the poster all the time. But in Japan, it's more simple and classy. It's kind of cool with a simple look. And actually, one more thing that made me quite surprised is that I just saw adult magazines.

David : You mean J.A.V.? Yeah, in a convenience store in Japan.

Interviewee : But in Taiwan, I don't see that. Maybe because of the culture.

David : How about the manner of the staff in Japan? Are you satisfied with their attitude and so forth?

Interviewee : Yeah, I didn't stay in Japan for very long. But when I was in Japan, I noticed that the staff I met was always super polite and professional. They greet me with a big smile every time when I walk in. Yeah, they're nice. And I feel like I have extra warmth when I'm in Japan compared to Taiwan, convenience stores in Taiwan.

David : You mean that in Taiwan, you can feel more friendly compared to Japan? Or in Japan, is the staff friendlier?

Interviewee : In Japan, I feel the staff is much friendlier. But I thought that they are shy and they just pretend to keep always smiling and hide their actual feelings. Is it? As I mentioned, I didn't stay in Japan for too long. But this is what I noticed from Japan. Also, in convenience stores in Japan, when we're talking about food, I

can see that they really care about making fresh and tasty food. Maybe because Japanese people are very hardworking and they're very busy and they eat fast. So, Japanese convenience stores try to make healthy and high-quality meals for Japanese people. I see, I see.

David : So, overall, can you evaluate the manner, the attitude of Taiwanese staff in the convenience stores? Do you feel that their attitude, their actions make you feel comfortable when you experience the service or uncomfortable? And specifically, what did impact your experience?

Interviewee : I feel the staff at convenience stores in Taiwan are so great. They make me feel at home. They're friendly and they're ready to help. And they really want to make you have a great shopping experience. And sometimes, they even tell me about discounts or good deals when I'm stuck. If I cannot read Chinese or something, they just come and help me out. So, it makes me feel so comfortable.

David : So, based on your opinion, if you need to give some suggestions to improve the service, what would you say? I mean the service of the convenience stores in Taiwan. Do you think what they can improve to make the customer feel more satisfied with the service? And we will go back again next time.

Interviewee : Let me see. It would be very great if stuff like calling taxi or using the printing service have instructions in English along with Chinese. So, it would make it easier for the customer to deal with the staff. And make the visitors from other countries, they don't speak Chinese, they still can use the service.

David : Anything else? And how about the displays of the food or the environment? I know that overall the service in Taiwan is quite good already. But based on your personal standard, there may be something that you wish that they can improve.

Interviewee : It would be awesome if the convenience stores expand the extension of international products or put up some more instruction in English. That's why they could meet the needs of all kinds of customers from different backgrounds. Maybe a little change also can make a big improvement for the

convenience stores and make the foreigners from other countries feel more comfortable.

David : Like at home, right?

Interviewee : Yes, like at home.

David : Thank you for your sharing and your time.

Interview #7

David : Thank you Interviewee for participating in the interview today with my team. I would like to invite you to share your experiences in Taiwan. How do you feel about convenience stores in Taiwan, and can you compare them to those in Vietnam? Also, please share any interesting memories or experiences you have had there.

Interviewee : Yes, hello. You asked quite a lot in one go. Could you please rephrase the questions? Your first question was about my first impression of convenience stores in Taiwan, right?

David : As far as I know, you just arrived in Taiwan, and you are a first-year student studying Chinese there. Your memories of Taiwan and especially the convenience store must be fresh.

Interviewee : Well, when I first arrived in Taiwan, I took a taxi to my school from the airport. I felt that the streets in Taiwan were very clean and beautiful. There were only scooters on the road, and the houses were small and cute. The people were friendly, too. The biggest difference I noticed about convenience stores in Taiwan was that they have automatic doors. As I was about to push the door, it opened on its own, which surprised me. It felt efficient and energy-saving because the air conditioning was on throughout the store, and people seemed to like the cool air.

David : Convenience stores in Vietnam also have 24/7 air conditioning, right? It could be that in Taiwan, the weather is cooler, so people prefer air conditioning all day and night. In Taiwan, they might prioritize customer comfort by spending more on electricity. Do you agree?

Interviewee : When I entered the convenience store, I found the staff to be friendly and enthusiastic. It was quite similar to Vietnam, where people are also friendly. The only difference is that in Taiwan, I had to speak Chinese with them. It was a bit inconvenient. I wonder why they only use Chinese and English here, while I think they also serve Japanese. I'm not sure, but why not Vietnamese?

David : I think when Vietnamese people come here, they mostly use Chinese or English instead of Vietnamese.

Interviewee : But starting this year, I've noticed more Vietnamese people coming here. I think it's necessary to have Vietnamese as well because there are more and more Vietnamese people in Taiwan every day.

David : Foreigners often mention language barriers when they visit convenience stores in Taiwan. Besides the language barrier, do you find anything else challenging?

Interviewee : Actually, I don't find language barrier a big issue because everything is already arranged at the convenience store. You go in, pick what you want, pay, and that's it. It's quite straightforward. Sometimes when I go to pay, they give me a discount without any reason, maybe because the product is about to expire. Sometimes I don't understand why they give these discounts. There may be some minor language difficulties, but they are not significant.

David : Thinks that if you understand the promotional program, you can use the service better and save more money, have you ever thought about how your friends at your station have saved money when shopping at convenience stores?

Interviewee : Well, I asked my friend, he downloaded an app to earn points every time he shops, which can be used to deduct money for future purchases. Every time he uses it, he feels quite happy and feels like he is saving a lot. I think in Vietnam, there aren't many promotional programs like that, but in Taiwan, there are, and I find it quite interesting and new.

David : Ah, I understand. So it's like when you have a membership card at a convenience store, every time you shop, you feel more familiar, happier, and more motivated to shop more, right?

Interviewee : Yes, I feel like I'm saving money and it feels great every time I shop there.

David : How do you see the layout of convenience stores compared to those in Vietnam? Are the product arrangements different? Do you find the product layout logical?

Interviewee : Of course, I find it logical. The arrangement is convenient to pick up items and easy to navigate. I think convenience stores in Taiwan are visually appealing and logical. The staff's attitude is friendly, and I feel comfortable asking for help. My Chinese is not very good, so I often hesitate to ask for assistance.

David : Apart from shopping for groceries, have you used other services at convenience stores?

Interviewee : I've glanced at other services like calling taxis or printing, but I haven't used them yet. My friends have tried them, but I've only observed them. I'm not confident in English and Chinese, so I'm hesitant to use those services as I'm new here.

David : Do you feel that international friends are hesitant like you, or do they use English to access services? What do you think?

Interviewee : I'm not sure, as I'm new here and haven't interacted much with international friends. Most of my international friends are from Indonesia and are also not fluent in Chinese, so we communicate minimally. For Western friends, language barrier prevents interaction, so I tend to keep to myself.

David : Have you ever encountered unfriendly or unenthusiastic staff at convenience stores? How did you feel about that?

Interviewee : Overall, I find it normal. Working long hours at a convenience store can be tiring, so I understand if staff are not overly enthusiastic. I appreciate their service and don't have additional demands. The services in Taiwan and Vietnam are quite similar, and there's no significant difference in quality. However, products in Taiwan's convenience stores are fresher compared to

Vietnam's. In Vietnam, I prefer home-cooked meals with my family, so I'm not familiar with the food and drinks at convenience stores in the city.

David : I have interviewed people from other countries, and some mentioned that in their countries, they use convenience store products less because they prefer homemade meals. Also, convenience stores in Taiwan are more accessible compared to those in their countries. What do you think, is this true or not?

Interviewee : Oh right, there's another point. I notice that convenience stores in Taiwan are very close to each other. Often, there's one on each side of the street, just a few steps away. They advertise a lot, emphasizing the convenience, which everyone here seems to appreciate. In Vietnam, convenience stores are quite far apart, which probably reflects a different mindset. Generally, they're not really that convenient. Besides, in Vietnam, we often cook at home, so we rarely use convenience stores. Cooking at home is more practical in Vietnam.

David : Do you find the food at convenience stores here tasty?

Interviewee : As I mentioned before, the food here is quite delicious. Maybe I've gotten used to the Taiwanese taste bud, so I like the food. I'm not entirely sure, it could just be my personal preference. Another thing is that I don't know how to cook, so eating out is the best option for me. Also, eating out in Taiwan is cheaper than cooking at home and it saves time, so I prefer eating out.

David : Don't worry, your future husband will cook for you. You're so pretty, you can be sure he'll cook for you.

Interviewee : Whether he knows how to cook or not, who knows? For now, I will take care of myself. Besides, being pretty and having a good husband aren't necessarily related, right?

David : Yeah, you're right. By the way, have you noticed that it's hard to find trash bins and places to throw away trash in Taiwan?

Interviewee : Oh, you're right. Now that you mention it, I remember the first time I went to a convenience store, I couldn't find a place to throw away my trash. Every time I wanted to throw something away, I had to ask an employee, "Can you please throw this away for me?" Generally, it's hard to find trash bins in Taiwanese convenience stores, so I had some trouble with that when I first came here.

Interviewee : Maybe because I'm still young and inexperienced, I'm only 18 or 19 and just graduated high school. I spent a few months in Hanoi preparing to come to Taiwan. Everything here is quite new to me. If you ask me to compare things, I don't really know how to. These are just my personal observations. Maybe you should ask someone else.

David : Thank you for participating in the interview. I really appreciate your time. Thank you very much.

Interview #8

Mansya : Okay, hello.

Interviewee : Hi, okay.

Mansya : Thank you for joining our interview today. And after that, how about you?

Interviewee : Yeah, I'm good. I'm doing fine.

Mansya : Okay, if you don't mind may I record this interview?

Interviewee : Yes, of course you can record it. Okay.

Mansya : Thank you, and then do you have any other question for me before we start the interview?

Interviewee : Yeah, actually I was wondering like how long this interview will be?

Mansya : I feel we'll spend around 20 minutes.

Interviewee : Oh, I see. Okay. Okay.

Mansya : Thank you, okay, great. And could you please share a little bit about your background and also your nationality and then how many countries that you have live in or visit. So, let's start. Where are you from?

Interviewee : Yeah. Hi, so my name is ****. You can call me as ***** and I'm from Indonesia. Right now, I'm 23 years old and I'm living in NCKU dorm in Sheng Li 6. So, about how many countries that I have living? Actually, I just live in Indonesia all of my whole life until I went here to study. But I already visited several countries before, for example like Malaysia, Singapore, South Korea and Thailand too. So far, now I already visited five countries including Taiwan.

Mansya : In Europe?

Interviewee : No, I never visit Europe, just Asia.

Mansya : Yeah. Great story, cool. So, what have you been doing in Taiwan? Only for study or you stay here to work?

Interviewee : I'm currently pursuing my master's degree in NCKU. So, it will be like around two years and it's I'm already three months in here. Actually, I am a full-time, I'm a full-time student, but I'm also working remotely. Yeah, I'm a social media manager in one of Indonesia's local digital marketing agency.

Mansya : Oh, sorry, you are manager, right?

Interviewee : No, actually let me explain about this so many people have misconceptions about Manager. It's actually social media manager is an entry-level job. But, all of us will be still called as social media manager because our task is managing social media. Yeah, so it's entry-level.

Mansya : Okay, so just study and you work remotely, right?

Interviewee : Yeah.

Mansya : Okay. Okay. Great. Have you ever visited a convenience store in another country?

Interviewee : Yeah, actually beside in Taiwan when I went to Malaysia and South Korea, I visit their convenience store.

Mansya : Okay, and we are also foreigner in Taiwan, right? As far as I know, we go to our convenience store almost every day, right? So, sometimes we are explaining the cultural differences in convenience store. And do you often go to convenience store here?

Interviewee : Yeah, actually, I really often go to convenience store here. Like for example, just today I already went to 7-Eleven twice.

Mansya : Every day?

Interviewee : No, just today. But I think I will still go to 7-Eleven like every day and Family Mart. Oh, I actually barely went to Family Mart because it's kind of far away from my dorm. I need to buy I need to ride my bike like in more distance

to reach out the Family Mart and actually I feel more comfortable in 7-Eleven because it's closer.

Mansya : Yeah Okay, great, next question, what's really impressive what you visit the convenience store?

Interviewee : I will tell you a story when I really the first time coming in Taiwan and when the first time I went to 7-Eleven or Family Mart here. I found out that all of the staff here and all the cashiers here are really fast. Like they work really fast, I mean like when I was still in Indonesia when I went to the convenience store in my country most of our staff and most of our cashier are working pretty lame. But in here I feel like they work really fast that I was so shocked, and I need to like I need to move and grab my stuff quickly, so that the people behind me can get into can get the services quickly, too so that was the first one. And the second one, I think found really impressive is It's all of the stuff in the in the 7-Eleven and in the Family Mart. I found that the packaging of packaging here are so cute like cute.

Mansya : Yeah, really?

Interviewee : Yeah, I think the packaging of many brands in here are so cute like you will have some brands using Hello Kitty or I'm not sure if it's Hello Kitty or not, but yeah, all of the designs are so cute and so colorful and I think it's really impressive about the fact the brand packaging in here and the third one that I also found impressive is. Oh, yeah about the microwave.

Mansya : What do you think?

Interviewee : Microwave, because at the convenience store in my country, we don't have microwave in all of our convenience store. So, I went to the convenience store in my country I will just go to buy stuff and come home. But, but in here we are not only buying stuff but after we buy some food, we can microwave it right away and we can eat it right away and turns out that the microwave foods here are really good. So, actually that really helps me and put off my parents a lot when we were first coming here.

Mansya : Your parents?

Interviewee : Yeah, so at first I came here with put off my parents my mom and dad but because none of us can speak Chinese and none of us ever went to Taiwan before so we are really not sure where to buy food, so we really just buy food from 7-Eleven or our Family Mart and that's why I say that Microwave in here really helps a lot.

Mansya : Okay, thank you. And I will ask you about the manner of the stuff in Taiwan. How about the manner of the stuff here? Are you satisfied with the attitude and so forth? Could you please say a little bit about this?

Interviewee : Yes, actually I'm satisfied with their attitude and manner here because just like I as I mentioned before they work really fast. Just like I said before they work really fast and they really give me good services. It's really quick. But unfortunately, I just feel like because I cannot speak I cannot speak Chinese and they cannot speak English either. So, I just think I just feel like so nervous, whenever I need to speak to them, but overall I'm still satisfied with their manner.

Mansya : Okay, and I want to know, what you feel about your experience in Taiwan is there any some memorable stories in Taiwan is a convenience store?

Interviewee : Yes Yes, of course I had one so one in three month I'm still not sure about the other experience. I will try to remember it, but I will tell you this one first. So last one if I'm not wrong, I really need to buy a mobile data from 7-Eleven. So it's with let me take a look. So it's instant top-up from the yeah, this is the application of all for my for my provider and I need to buy the instance of up mobile data from 7-Eleven and unfortunately, I didn't bring my cash so I went there and the the cashier already scan the barcode of the instant top-up but turns out that the cashier is trying to tell me that I cannot use my student ID card. Which is an easy car for but to pay for this and I didn't bring my cash, so he's trying to tell me that because I cannot speak Chinese.

Mansya : You can not speak Chinese?

Interviewee : Yeah, because I cannot speak Chinese and he cannot say it in time in English too, so I don't understand what he is trying to say, because he's only because he's saying that no English and I'm feeling I'm panicking that time but actually I'm pretty lucky because the person behind me is a foreigner and she can speak

Chinese so she tried to translate and speak to the cashier we have, so I think it's really memorable because now because I think it's not that the cashier attitude or the their manner are wrong, but it's just that I have to understand that in here I'm the one that who need to try to speak to them in their language.

Mansya : Yeah, okay. I got your point and I know you cannot speak Chinese, right?

Interviewee : Yeah, I cannot.

Mansya : And how do you feel? How do you feel when you communicate with the employee at the time? Could you explain what happened during that interaction with them?

Interviewee : Yeah, of course, I always feel so nervous whenever I need to speak to them, for example like somehow every time I buy something they told me something like “chai chai chui ma”.

Mansya : What the meaning “chai chui ma”?

Interviewee : Actually until now, I don't know what does that mean. So, I just most of the time I just answer them like I know “xie xie” and “pokechi” just that. Yeah, so I just try to answer them that and also most of the time I just try my best to not buy anything that require me to speak a lot with them, like I don't really remember what kind of stuff that require me to speak a lot with them but actually buying instant top up will require you to speak a lot with them if turns out that you are not bringing your cash.

Mansya : I'm sorry you study here for 2 years, right?

Interviewee : Yeah, the master student.

Mansya : And do you want to study Chinese here?

Interviewee : Yeah of course. So, actually I'm already next semester I'm already applying for a Chinese.

Mansya : For what? Do you want to work here?

Interviewee : Yeah, if actually I really want to work here after I graduate but I really need to take a look like how far I can go with my Chinese language skill, because at first I only want to practice Chinese, so that I can survive here and so I can

speak to the convenience store employees, but I will try to practice more so that I can work in here too.

Mansya : Okay I got your point and the last question with you, how about display of the food or the environment something and whether all the service in Taiwan are good enough?

Interviewee : I don't think there is any significant issue in their displaying, because I just feel like they just display the same like how my country's convenience store displays in Indonesia. Actually, I just feel like it's no different and I don't think there is no problem and about the services too just like as I mentioned before I'm really satisfied with their services, because they really service us so quickly and efficiently but it's just that I feel like I'm really struggling with the language. So actually I'm really hoping that not only us foreigners that are trying to speak in Chinese but I really hope that some 7-Eleven or Family Mart cashier can try to learn a little bit because at first I thought that most of the cashiers here can speak English because obviously it's 7-Eleven and Family Mart are near our campus and I thought that because there are so many international students here the cashier will be able to speak English but there's all that is not the case, so I think the only one that I feel like lacking behind is just the is how we cannot communicate.

Mansya : I'm sorry, this is the last question for me do you often go to mall here in Taiwan? For example PS mall?

Interviewee : No, just several times, I think I just went there like twice.

Mansya : Are you busy right now?

Interviewee : Yeah now? Yeah, because I'm pursuing my master degree while working remotely.

Mansya : Okay, just that and I think this is a great story for you, I got your point and then this is about the end of our interview and thanks a lot, Ardrin. Many thanks for sharing your experiences and if you have any further questions don't worry, just contact me, okay? okay, thank you.

Interview #9

Mansya : Hello

Interviewee : Hi

Mansya : Okay, thank you for joining our interview today.

Mansya : How's your day?

Interviewee : I'm good.

Mansya : Okay, thank you. If you don't mind, may I record this interview?

Interviewee : I think, yeah, never mind.

Mansya : Okay, okay, thank you. And then, do you have any question for me before we start the interview?

Interviewee : Probably, I would like to ask how long this interview?

Mansya : I feel we will spend around 20 minutes, are you okay?

Interviewee : Okay, sure.

Mansya : Okay, okay, thank you. And could you please share a little bit about your background and also your nationality, and then how many countries that you have lived-in or visited? So, let's start, where are you from?

Interviewee : So, I come from Indonesia. So, my nationality which is Indonesian and a little bit about my background. So, I come to Taiwan for study. So, now I'm pursuing a master degree in one of the unimaster'sy located in Tainan and I love traveling and also listening to the music

Mansya : Okay, okay. Here, only for study or you stay here to work?

Interviewee : Actually, both because besides study, I also have some part-time job in here.

Mansya : Okay, okay. Have you ever visited a convenience store in another country or employee was foreigner?

Interviewee : Yeah, sure. I have ever visited some countries for the convenience store. Such as, of course in Indonesia which is in my country. And then in Taiwan and also in several countries that I have been visited too, such as Malaysia and then Singapore and also Taiwan and Japan.

Mansya : Okay, I think good story and we are also foreigner in Taiwan, right? As far as I know, we go to our convenience store almost every day, right? So, sometimes we are explaining the cultural differences in convenience store, and do you often go to convenience store here?

Interviewee : Yeah, I would say yes. It's almost every day. Probably just grab some coffee or some meals. Because especially and for the cultural differences. I think I might say some yes like the product they offer, or they are provided and then also the why they serve those kinds of products and maybe the environment and also the culture.

Mansya : Okay, and what's really impressive when you visit the convenience store here?

Interviewee : My impression about the convenience stores over here. First, it's probably because the advance of the technology and the digital they're using in here. As I know, Taiwan is one of the developed countries and then they're doing overall very good, very nice. Also, they provide a lot of the stuff and so that's why it's really convenient. Especially for us, for the foreigner. They not only provided a kind of product like a daily necessity, but they also provide some like the instant coffee, and then they also provided some I don't know how to say. It's probably like a digital printing machine and we also can get some services such as we can get our ticket, we can buy some ticket like a transportation ticket and so on and I also experienced like they provided some kind of facilities like they provided instant meals like they just can microwave, and then we directly can enjoy it. That meals like it's so fast like yeah, immediately.

Mansya : Okay, greet. And next question is how about the manner of the staff in Taiwan? Are you satisfied with the attitude and so forth? Could you please say a little bit about this?

Interviewee : For the attitudes or the manners of the employees I would say it depends. Because yeah, you know like some people maybe they are just so kind but for some people also they kind of rude, because I have been experienced like one of the staff also, they're really willing to help to the foreigner but sometimes or yeah for some their employees also kind of rude. When I have been experienced one of the customers and probably they can't speak in Chinese.

Which is the native, the mother tongue of Taiwan and they also not really good in English. So, it's had a language barrier, they can't communicate each other, and then the staff like really kind of rude and didn't offer or they even didn't want to help the customers, and because I'm on the queue lines and then I just like okay I will help you to translate about this customer situation. So yeah, it depends.

Mansya : Okay, and I want to know. What do you feel about your experience in Taiwan? Is there any some memorable stories in Taiwan?

Interviewee : It's convenience store I would say yes. First, I would like to talk about the environment like for the environment they provided like they really nice at provided the ambience like just like the temperature and the lighting. And then the way they show the products even the products they offer and the convenience. Yes, and also that one that I already mentioned before and it's 24 hours and it's available in many places. So it's easy to reach.

Mansya : Okay, and Felicia, do you can speak Chinese with them? And how do you feel when you communicate with the employee at the time? And could you explain what happened during that interview, (sorry) that interaction?

Interviewee : Okay, because I have been in Taiwan for almost five years.

Mansya : Five years?

Interviewee : Yeah, because I pursued my undergraduate degree in Taiwan as well.

Mansya : What's the major?

Interviewee : It's Motion Pictures. It's like a cinema arts movie. So of course I could speak in Chinese In the intermediate level.

Mansya : Intermediate level? I think five years is intermediate? Okay

Interviewee : Yeah, the level is around B2 level. So yeah, I can communicate with them and there is no struggle with yeah, everything just went smooth.

Mansya : Okay, and how about the display of the food or the environment something and whether all the service in Taiwan are good enough?

Interviewee : Yeah, I think so I really appreciate the way they display the products, even the building, some of the convenience stores they really show the display is really nice, it's quite pretty and cute. Sometimes they also

Mansya : Sorry, cute? What do you think?

Interviewee : Yeah, like the characters, you know some of the convenience stores, they will have the theme of the places. Probably they have maybe their sponsors or something maybe it's cartoon like Hello Kitty or something Hello Kitty. Yeah, so it's just eye-catching, and then for the product displays, yeah, that's also really nice, and then for the environment overall like the environment and then the marketing and so on. That's pretty nice.

Mansya : Okay, I got your point. And I think this is about the end of our interview, and thanks a lot Felicia. Many thanks for sharing your experiences and if you have any further questions, don't worry, just contact me, okay?

Interviewee : Okay, sure

Mansya : Okay, thank you.

Interviewee : Okay, have a nice day.

Interview #10

Mansya : Assalamualaikum.

Interviewee : Waalaikumsalam.

Mansya : Thank you for joining our interview today

Mansya : How's your day?

Interviewee : It was good, it's a nice day. So, I'm enjoying, It was a good day.

Mansya : If you don't mind, may I record this interview?

Interviewee : For sure.

Mansya : Okay, okay. And then, do you have any question for me before we start the interview?

Interviewee : I'm curious, like how will you use this interview? What is the purpose of recording this interview? For what purpose?

Mansya : For QRM class.

Interviewee : Oh, okay.

Mansya : Qualitative Research Method.

Interviewee : So, this is like kind of your project?

Mansya : Yeah, project

Interviewee : Okay, for sure

Mansya : And could you please share a little bit about your background and your nationality, and then, how many countries that you have live in or visit? And so, let's start. Where are you from?

Interviewee : I'm from India, extreme north, very close to Nepal.

Mansya : Nepal?

Interviewee : Nepal, yes very close to Nepal. So, Nepal is around only 100 km from my hometown, and I have been in many countries besides Taiwan. Once I was in Thailand and one time I was in Singapore.

Mansya : Okay, Nepal is capital city, right?

Interviewee : Nepal is a country, actually.

Mansya : Oh, Nepal is country?

Interviewee : Nepal is a country, not very big capital city. No no, it's a country.

Mansya : Okay, cool. And what have you been doing in Taiwan? Only for study or you stay here to work?

Interviewee : Currently, I'm only studying here, but maybe later, after my graduation, I would love to work here.

Mansya : Okay, okay. And have you ever visited a convenience store in another country or the employee was foreigner?

Interviewee : Yes, I have visited in Singapore and there, the employee was also foreigner at a convenience store in 7-Eleven I think, I'm not sure what company's convenience store was that. But, yes, the employee was foreigner as well there.

Mansya : Okay Okay, and we are also foreigner in Taiwan, right? And as far as I know, we go to our convenience store almost every day. And so, sometimes we are explaining the cultural differences in convenience store and do you often go to convenience store here?

Interviewee : Yeah, almost every day I go to buy some food, some snacks, sometime water, sometime cold drink, coffee. Yes, I do visit to convenience store most of time 7-Eleven? Yeah, sometimes 7-Eleven, sometimes Family Mart.

Mansya : Okay, And what's really impressive when you visit the convenience store here, brother?

Interviewee : The important thing what I see is that they are open for 24 hours. So, if you are hungry even in the midnight, you can go and eat. They have variety of foods available and since I'm a Muslim, so I need something which is either veg or halal. So, there are some foods also available, some chocolate and some snacks. They have halal trademark and also, they have some fruits and vegetables. So, I do buy and yeah, it's quite impressive.

Mansya : Yeah, and are you Muslim, right?

Interviewee : Yeah, I am

Mansya : Okay, and I want to know how about the manner of the staff in Taiwan? Are you satisfied with the attitude and so forth? How about you?

Interviewee : Yeah, though we have very big cultural gap between India and Taiwan, but they are very kind. When I came last year, so the convenience store staff, mostly they don't speak English. So, it was very difficult to explain what do I want, because I did not know that at what place do they put what thing. So, I wanted to explain and actually in English, but they did not know English, but they tried to understand what do I need and I used Google Translate sometime to explain what do I want. But after, I mean for last one year I have been here. So, I learned some Chinese. So, now when I go, so I speak a little bit Chinese what do I want.

Mansya : Okay, you can speak Chinese?

Interviewee : I mean a little bit, not too much.

Mansya : Okay, what do you feel about your experience in Taiwan? Is there any some memorable stories in Taiwan is a convenience store?

Interviewee : Not kind of memorable experience, but yes, I remember, I mean at once I was hungry at very late night and most of the restaurant were closed. So, I went to 7-Eleven and bought some food from there. So, yeah, that is.

Mansya : Okay, I want to ask you about how do you feel when you communicate with the employee, same like 7-Eleven or Family Mart. You can repeat again about is

Interviewee : Yeah, the staff are very kind, very gentle, very humble and they are always very polite actually, and they make it sure that if there are more people in the queue. So, the people must come one by one. So, that is a good thing and actually once I somehow, my water bottle fell down on the floor of a convenience store, and I asked them that I accidentally dropped my bottle and the water spilled over the floor. So, then she politely said that “it's okay, it's okay” I will clean and she cleaned it. So, I think that is a very good gesture toward the customer.

Mansya : Okay, I get your point and next question is how about the display of food, the environment something and whether all the service in Taiwan are good enough?

Interviewee : Yeah, they display their food in a very well-organized way and that is a very good thing, but as I mentioned that I am a Muslim if they can eat few more foods with Halal trademark that would be better because now we can see that number of Muslim population is rising. So, if they can eat few more food. So, that would be very good.

Mansya : Okay, and I think it is enough for me and this is about the end of our interview and thanks a lot brother. Many thanks for sharing your experience and if you have any further questions, don't worry, just contact me!

Interviewee : Thank you so much. All the best for your project.

Mansya : Assalamualaikum.

Interviewee : Waalaikumsalam.

