

# Examples

- SEE Thai Trung's project – for one example of Analysis
- SEE Nural's project for another example of analysis



ilin



Wallpaper



Games



Shopping



Map





# The Attractiveness of Taiwan Night Markets: Is All About Renao Culture?

**Qualitative Research Methodology  
Research Proposal**

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1. Introduction
2. Literature Review
3. Research Methods
4. Data Collection Procedure
5. Appendix
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  - Time Scale
  - Expense
  - Transcript

ONE  
**INTRODUCTION**



# Motivation

## 1. Night Markets

- Are street markets operating at night, mainly in cities that generally tend to have more leisurely strolling, shopping, and eating areas than more businesslike day markets (Chen, Lee, Chang, Hou, & Lin, 2408).
- Are a unique culture, attracting local residents and foreigners to consume and to experience the living cultural heritage (Kuo et al., n.d.; Chen et al., 2408; Fowler et al., 2412).
- Are popular in Taiwan, reflecting history, society, and economics, and providing a true experience of modern night life.

# Motivation

2. Just a few research on the attractiveness of the Taiwan night markets, and their findings are limited some factors: consumption, entertainment, and "Renao".
3. "Renao" is defined as crowded and noisy only.

# Research Objectives

1. **Identify** factors influencing the attractiveness of Taiwan night markets.
2. **Provide** a thoughtful understanding about the attractiveness of Taiwan night markets.
3. **Clarifying** the meaning of “Renao” concerning the attractiveness of Taiwan night markets.
4. **This research focuses local citizens.**



TWO  
**LITERATURE REVIEW**



# Collectivistic Culture

1. Taiwanese society draws involve in collectivistic values (Fowler et al., 2412; Eldridge & Cranston, 2409; Petison, 2410).
2. Collectivistic cultures
  - **emphasize relationships** among people to a greater degree, expressing interdependent activities and suppressing individual aims for the group's interest (Triandis, Bontempo, Villareal, Asai, & Lucca, 1988; Greif, 1994).
  - **drive interdependent self concepts** that lead people to social experience and relationship (Fowler et al., 2412)
  - **Night markets express** themselves as special venues to satisfy the needs of people in collectivist cultures (Hsieh & Chang, 2406; Fowler et al., 2412).

# Culture-Driven Actions

## 3. Culture influences action:

- providing the ultimate values toward which action is oriented
- shaping a range of habits, skills, and styles from which people set their actions.

## 4. Going to night markets is perceived as a culture, a habit and life style of Taiwan

# Night Markets: A “Renao” Culture?

1. “Renao” is used to demonstrate the unique culture of night markets
  - “hustle and bustle”
  - “lively and noisy” characteristics (Fowler et al., 2412; Yu, 2404).

# Attractiveness of Taiwan Night Markets

## 1. Hsieh and Chang (2406):

- i. Shopping: novelty-seeking, experiencing culture and customs
- ii. Leisure: eating

## 2. Fowler et al., (2412)

- i. Shopping: physical environment, unique characteristics, gathering places , variety of products
- ii. Social needs: third place for friends, relaxation, and buyer-seller interaction

## 3. Others:

Foods and specialty, neibor-hood location, reputation, fun with price bargaining, ... (Lee, Hou, Heng, Hou, & Lee, 2405; Chen et al., 2408)

# Previous research samples

1. Samples used in prior empirical research on night markets are mixed, leaving doubts in finding generation and contributions.
2. Those studies' findings properly cannot be generated for attractiveness factors of Taiwan night market from either local people or foreign tourists' perspective.
3. This paper focuses on local habitants.



# THREE METHODS



# Method

1. The research engages Critical Incident Technique with face to face interviews for collecting data.
2. The data collected is based on the interviewees' experience and stories.
3. The data is analyzing based on grounded theory for coding and classifying data into categories or themes.

# Samples

## 1. Interviewees: 5

- Have real experience on night markets.
- Local citizen: shoppers, observers.
- English proficiency.
- Demographics: single and marriage, male and female, young and old (under and over 29 years old)

## 2. Semi-structured question Guideline *(appendix 1)*.

- Extra explanation by the interviewer (if needed).
- Audio recorded: 15-32 minutes/each, total 181.15 minutes
- A gift for every interviewee.

## 2. Language used in the interview will be English.

# Samples

	Male	Female
<b>Gender</b>	3	3
<b>Marital Status</b>		
Single	1	2
Marriage	2	1
<b>Age</b>		
Under 29	1	2
Over 29	2	1

# Data Collection and Procedure

1. Two approaches: planned interview (*purposive sampling*) and convenient interview (*convenient sampling*).

2. Procedures

Step 1: Identify sample demographic

Step 2: List the interviewee candidates and set the interview schedule

Step 3: Set interview place and conduct interviews with voice recording devices.

Step 4: Produce transcripts

# Data Collection and Procedure

Step 5: Coding process to categorize data into themes for analysis:

1. Coding

- identify properties, names (labels) or description
- identify dimensions or scales

For example Renao, first property is excitement and some dimensions are crowded, busy, active, noisy,

2. Categorize into themes

3. Reassembly of data: check correlation between categories and sub-categories

4. Select final themes



# THREE METHODS



# Preliminary Results

Purposes of going to night markets	Eating, walking around for leisure/fun/ for outdoor atmosphere, find something new/ interesting, play interesting games for fun not for gambling, for fun, for relax, enjoy massage, buying stuff,
Eat Foods	Variety of foods, special foods, foods different from home, comprehensive food, cheap foods, local foods, more traditional foods, similar taste foods, small amount of foods, not clean, not safe food, smell of food
Buy stuffs	Variety of products, different goods, find many thing in night markets, cheap things, new things, fashion cloth, variety of cloth,...
Walking around	Walking around for leisure/fun/outdoor atmosphere/, to see beautiful girls/ handsome guys/, to see people/foods/ things;

# Preliminary Results

Fun	Playing interesting games for fun, not for gambling; for prize/ for toys/ for family entertainment/ for children playing games/
Variety of things	Variety of foods/stuff/things/cloth/games/activities
Cheap foods/ things	
Enjoy leisure	Massage
Habit	
Convenience	Near house, on way to home,
Other attraction	Crowded, smell of foods, signboards, panels, colorful lights, noisy
Renao culture	Noisy, crowded, hot, loud, enjoy, exciting, good feeling, relax, close to happy/ not sad, poor quality, not safe food, dirty place, fake things, long line-up
Don't like	Noisy, crowded, cheap quality, dirty place, unsafe foods

# Appendix



# Appendix 1- Question Guideline

## Opening - [Salutation]

This is [Thai Trung], come from J-S Marketing Insider.

I am conducting a research on Taiwan night markets. I wonder why the night markets are always crowded whenever I go there. My research focus is to know which factors attract people to the night market.

Thank you [xxx] for coming to share your experience about Taiwan night markets. Your participation is highly appreciated. All your information as well as what you talk today is fully confidential. We use English for the interview. However, you can sometimes use Chinese in case you are not sure in English. Later you help explain it or I will make translation. Would you mind to record your voice? Hopefully, we can finish within 30 minutes.

What you would like to drink, coffee, tea, or mineral water? Are you ready to start?

# Appendix 1- Question Guideline

## Questions

1. Do you ever go to night markets? How often? Which night market do you often go to? And how often?
2. When was the most recent time you went to the market? Elaborate more: recall the latest time: Who did you go with? Did you have fun? What did you do?
3. What are your purposes to go to the night market? Elaboration on each purpose.
4. Why do you choose the night market, instead of other places?  
Elaboration on each purpose
5. What other factors do the night market attract you to come?
4. What do you like about the night market? (Elaboration by why)
5. People say Taiwan night market is a Renao- noisy and hot as a cultural factor attracting people to come to the night market. Do you agree with this statement? Can you elaborate more about the renao culture?
6. Demographic questions.

Ending: Thank you, gift, and best wish.



# Time Scales

## Interview

Tainan Night Market:

April 16 (Thursday) and 18 (Saturday)

Patpong Night Market:

April 24 (Monday) and 21 (Tuesday)

## Transcript

English Transcript

April 24-15-26

Theme Coding

April 28-29

Report Brief 2

May 01-02

Back-up Plan

May 08-09

## Data Analysis

Analysis

May 18-19

Report Brief 3

May 29-30

## Final Report

Final Report

June 27

Claim for research expense

June 28

# Expenses

All direct expenses incurred by the researcher in carrying out the project will be sponsored by JS Corporation, including:

1. **Travelling and accommodation** ( where applicable ) expenses related to

*Two-way air flight tickets Taipei- Bangkok*

*Accommodation in Bangkok*

*Local transportation in Taiwan and Bangkok*

2. **Research**

*Interviewer (Chinese and Thailand)*

*Gifts to interviewees*

*Communication*

*Translation*

*Miscellaneous*

3. **Stand by cost**

4. **Total**

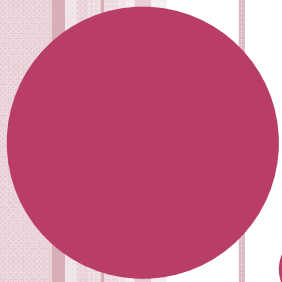
50% prepaid based on the expense estimation approval.

Actual expenses will be claimed after research completion and agreement.



**THANK YOU - 谢谢**





# INITIAL PROGRESS OF ANALYSIS

Categories & Coding Progress

Nurul D.P

# PROGRESS

- 5 transcripts
- Coding with QDA Miner

FILE	GENDER_1	EDUCATION1	COUNTRY1	GENDER2	EDUCATION2	TIME
transcript_Nurul ( M and D)	Male	2nd year M	Bangladesh	Male	1st year M	25/04/2015
transcript_Nurul (A)	Male	1st year M	Indonesia	0	0	22/04/2015
transcript_Nurul (BF01)	Male	3rd y Unde	Burkina Fa	0	0	25/04/2015
transcript_Nurul (T)	Male	3year PhD	Burkina Fa	0	0	24/04/2015
transcript_Nurul (BF02)	Male	2nd smstr	Burkina Fa	0	0	10/05/2015



## THEORY

- “intercultural communication role make people from different cultural backgrounds can learn from one another, show respect for one another, and learn about ourselves” (Alexander et al., 2014).





# CODE

## Building

- difficult to put stuff
- home country house
- house
- Tainan Building

## Communication

- can not speak
- communicate
- gesture
- language barrier
- learn chinese
- local language

## Community

- FORMIT
- Muslim Community
- Muslim Fan Page FB

## Convenience feeling

- alone
- beginning
- complicated
- convenience
- difficult situation
- empathy
- empty
- homesick
- International feeling
- Length of week
- lucky
- minority feeling
- not comfort
- strange
- suffereing
- survive

## Food

- Halal certificate
- Halal food
- halal shop
- home country food
- meat
- salty
- seafood
- spicy
- taste
- traditional food
- vegetarian

## Friends

- First friend
- friend
- Friendship
- Home country friends
- Indonesian
- local friend
- preferences

## Home country shop

- Indonesian shop
- price

## Introduce Islam

- Explain prayer
- Introduce Islam to Local Student
- Introduce Muslim

## Language

- Chinese
- English

## Mind

- Change of mind
- Open mind



### cook

- Can not cook
- cook pork
- cooking group
- no group cooking
- the way of cook



### Country

- Burkina Faso
- foreigner



### Different

- country of origin
- culture
- Different food
- Different language
- different religion
- Directly talk
- dress
- environment
- facing
- minority
- Mosque
- share
- sleeping pattern
- weather



### dormitory

- consensus and agreement
- Dormitory Kitchen
- Kuang fu Dorm
- share room
- Shengli 1 Dorm
- Shengli 6 Dorm
- speaking disturbing



### Motivation

- Best aerospace
- Best university
- coloboration
- cooperation
- development
- location
- networking
- personal reason
- publication
- qualification
- reason
- relation
- specialty



### MSA

- Aspiration
- MSA Objective



### MSA Activity

- Mosque facility
- organized shalat berjamaah
- Sport Activity



### NCKU Management

- NCKU regulation
- NCKU website
- proposal
- relationship
- Suggestion for NCKU



### Prayer

- big area
- complaint
- direction
- dirty floor

## ○ Prayer

- Distrub
- Interaction

- Missed Salah
- muslim center
- Prayer room
- prayer time
- Prayer together
- problem
- salah
- stop praying

## Family

- Big Family



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### **reaction of friend**

- Amaze
- respect
- understand

### **religion**

- Muslim
- Understand Islam

### **Social media**

- Facebook

### **Suggestion for new muslim student**

- Actif in organization
- Active participant
- Contact MSA
- Gathered with Muslim Student
- Participate
- strategy to reduce culture shocks

### **Taiwanese people**

- didn't care
- Discipline
- hectic
- only care with their interest
- patient
- problem with Taiwanese



- CASES:
- transcript\_Nurul (M and D)
  - transcript\_Nurul (A)
  - transcript\_Nurul (BF01)
  - transcript\_Nurul (T)
  - transcript\_Nurul (BF02)

DOCUMENTS:

DOCUMENT

Arial Narrow 12

CODE: relation

0 . . . 1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10 . . . 11 . . . 12 . . . 13 . . . 14 . . . 15 . . . 16 . . . 17 . . . 18 . . . 19 . . . 20 . . . 21 . . . 22 . . . 23 . . . 24 . . .

N: So both of you in the same engineering field, but in the different major. Because you also different background and country origin, what you feel at the first time came to Tainan?

M: Actually when I first here, everything is totally different. I felt difficulty in language, most of the people is Muslim (in Bangladesh), our culture is different with here, in here Muslim is less then minority in here. After 1-2 weeks is convenience to me.

D: First time, i came here, the difficult is language, i cannot read anything. I cannot make conversation, they can not speak English. I can't speak Chinese, Second one is food. It is hard to find halal food, only vegetarian. Vegetarian didn't use meat, so everything in vegetarian is vegetable and all vegetable halal for us.

M: Seafood also. Because I have bad experience in here, first I live in Kuang Fu dormitory, I can not cook, so I move after 1 month I moved. So I am cook, sometimes, Yule, i dont like vegetarian, taste not good. that's weird.

D: Actually vegetarian is very good for me, because in Indonesia I am diet, vegetable is OK, no problem for me. But the different is taste, even i ask student, non muslim students, most of the food no sweet, spicy, salty, M: Some in Bangladesh, spicy, so we can enjoy it. if I eat in my mouth, it is food or any grass (vegetarian food).

Actually after I move in here, have kitchen. Luckily I bring spicy from my country, N: You are need to bring original spicy, is in here not available?

M: No there is not available in here.

N: How about you Dzulfikar?

D: Luckily in here, i found Indonesian shop, from Indonesian friends, but the price is more expensive 2-3 times.

N: Dzulfikar, Muttahid said he can feel comfort after 1 week, how about you?

D: For me food is not, I mean.. for first week I can not find , i just bought some eggs, and boiled it and frozen food. After one week, some student introduces. Every day I cook for my self and my friend.

We make a group, we don't need to cook every day, 2-3 students for 16 people and scheduled.

- VARIABLES
- CODES

- Building
  - Communication
    - can not speak
    - communicate
    - gesture
    - language barrier
    - learn chinese
    - local language
  - Community
  - Convenience feeling
    - alone
    - beginning
    - complicated
    - convenience
    - difficult situation

- Different language
- Length of week
- convenience
- culture
- minority
- vegetarian
- vegetarian
- Halal food
- Halal food
- vegetarian
- vegetarian
- meat
- Different food
- vegetarian
- vegetarian
- seafood
- vegetarian
- taste
- taste
- vegetarian
- vegetarian
- spicy
- taste
- Different food
- spicy
- price
- Indonesian shop
- the way of cook



**VARIABLES**

FILE transcript\_Nurul (M)  
DOCUMENT [DOCUMENT]  
GENDER\_1 Male  
EDUCATION1 2nd year M  
COUNTRY1 Bangladesh  
GENDER2 Male  
EDUCATION2 1st year M  
TIME 25/04/2015

**CODES**

- Building
  - difficult to put stuff
  - home country house
  - house
  - Tainan Building

N: is only Indonesian student or also happen in Bangladesh students?

M: No, no group in Bangladesh students, only 3 Bangladesh, and PhD students, so I cook alone, curry, Monday and Tuesday, put in refrigerator and can eat every day.

N: any other different?

M: Actually for Muslim s different, our country, it is also to find mosque, every where you can find Mesjid (mosque). Difficult, more than 90%, actually is different, I do everything alone. Every occasion we do together, In here I do alone.

N: How about you Dzulfikar?

D: First time I introduce to my labmate, they are amaze, so i ask "are you didn't understand?" I ask again how about your religion, they said "we don't have religion", I introduce about muslim and they still amaze. I explain I have 5 time prayer, i just say can pray every where, but not convenience. In Cheng Kung not every department, some times I pray in Lab, my labmate totally from Taiwan. They can understood what my activity, they respect, they want to cook, its there any pork, they understand, I can not eat pork, pork oil, it's time to prayer. They are very kind.

N: You say different between here and Bangladesh, and what you do to facing the different?

M: 85% muslim, In Shengli6 we have, some times in room actually in Dhuhur and Ashar, Prayer in mechanical engineering Magrib, and Pray in Lab.

N: What suggestion for NCKU M: When NCKU provide permanent, we dont have fix permanent, u cant call a temporary. After 1 month we can not use, NCKU can give a permanent room.

D: i agree, the most important for us is prayer room. especially near dorm. If we are in the department we can pray in another department, but the problem, after 5 o'clock the department closed. So first is prayer room near dorm, and second they can provide halal food. Maybe one halal food, or only vegetarian, but for vegetarian the taste...

M: If you eat vegetarian every time you eat vegetarian you will feel not good, you also need beef, meat. I do like beef very much.

N: Are you join in any community in here?

no group cooking

Mosque

Amaze

Explain prayer

Introduce Muslim

respect

Prayer room

understand

Prayer room

Shengli 6 Dorm

Prayer room

Prayer room

Prayer room

problem

Prayer room

Prayer room

vegetarian

Halal food

taste

meat



QDA Miner - Coding Qualitative 5.ppj

Project Cases Variables Codes Document Retrieval Analyze Help

**CASES:**

- transcript\_Nurul (M and D)
- ▶ transcript\_Nurul (A)
- transcript\_Nurul (BF01)
- transcript\_Nurul (T)
- transcript\_Nurul (BF02)

**VARIABLES**

FILE transcript\_Nurul (A)

**DOCUMENT** [DOCUMENT]

**GENDER\_1** Male

**EDUCATION1** 1st year M

**COUNTRY1** Indonesia

**GENDER2** 0

**EDUCATION2** 0

**TIME** 22/04/2015

**CODES**

- Building
  - difficult to put stuf
  - home country hou
  - house
  - Tainan Building

**DOCUMENTS:**

**DOCUMENT**

Arial Narrow 11

CODE: [ ]

0 . . . 1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10 . . . 11 . . . 12 . . . 13 . . . 14 . . . 15 . . . 16 . . . 17 . . . 18 . . . 19 . . . 20 . . . 21 . . . 22 . . . 23 . . . 24 . . .

A: Of course, I can not be, i mean like general people, in 2013, before study, the first i feel so empty, so many people have a good discipline, i don't say Indonesian don't have, the most people in Taiwan, they have hectic, very precise in time, if i compare with my country, with my society, they have people also discipline, we need to improve. that's the first. The second, we are foreigner, I don't know, to be a minority, i feel like empathy to the people as minority. If it not your home country, at the beginning at the first friend, however when you meet the same language, although the feel of minority still exist but at least when I met friend from Indonesia, I can decrease my minority feeling.

N: you said about the language, could you explain more?

A: Its interesting topic, In the beginning I landed in the Taiwan, I heard the language is English as the second language after Mandarin. I think I can be easy to communicate, when I arrive, I landed in Taoyuan, I buy a ticket THSR, and they really can not speak English. as a people live in the jungle, we use the gesture. So lucky, there are a Person in Charge in NCKU, give me a letter (in Chinese character), So when I need to ask, I only show the letter to the person, "I want to go to this.". Its also happened even in 2014, when I buy food or others, the good thing, even though they can't speak, we have language barrier, but the first they are patient, second because as human being, gesture, catch up by the gesture, that what I learnt.

N: Anything else?

A: I feel so homesick even, the taste. However, Its very different, especially for me, as a muslim I have prohibition, i need to undergo my beliefs, Its very different is very different for the taste. The taste, different, my tongue, another one, and taste in here the most is not salty, not spicy. I am not the person who love sweetie, spicy, but I recognize I need that taste and in Taiwan. I also ask my friend, they also have the same preferences.

N: How to facing it?

A: I feel lucky, not only because a lot of Indonesian, some of friend sell, when I miss the food i can found it. Even though it a rare traditional cake like tempe (soybean cake), maybe from us we can eat everyday for rural area. As I said my friend in here, soybean fried, tofu fried, klepon (indonesian traditional food). When I missed it, I can found it. Furthermore, in Taiwan we can find Indonesian shop, like noodle, sambal etc, Indonesian very love but I love little spicy.

N: Do you cook by yourself or buy?

A: I do both, for my daily eating. I live in dormitory. in the kitchen i join, this is the first time of cook and how to survive. I join the cooking grup. Another one, I also from the catering, some Indonesian sell halal food. So i freely to eat anything, like Chicken, because some time we can not eat chicken unless chicken with the halal certificate.

N: is it any different to cook in here and in your home country?

- Discipline
- empty
- Discipline
- hectic
- empathy
- country of origin
- foreigner
- minority feeling
- minority feeling
- Home country friends
- First friend
- communicate
- Different language
- Different language
- patient
- language barrier
- taste
- homesick
- spicy
- salty
- taste
- taste
- preferences
- friend
- Indonesian
- trad lucky food
- spicy
- home country food
- Indonesian shop
- cooking group
- Dormitory Kitchen
- Shengli 6 Dorm
- Halal certificate



- Alexander also showed that intercultural communication is an important role in international interaction (Alexander et al., 2014).
- Stauss and Mang showed that service provider can takes place to reduce intercultural service provider performance gap by verbal and non-verbal communication (Stauss & Mang, 1999).

e.G : Gesture

- In addition, service learning in intercultural environment have three important things in common:
  - 1) People will meet a real community need
  - 2) They grow out of intentional learning outcomes,
  - 3) They offer structured opportunities for reflection (Urraca, Ledoux, & Harris, 2009).
- Stauss and Mang showed that service provider can takes place to reduce intercultural service provider performance gap by verbal and non-verbal communication (Stauss & Mang, 1999).



- Research shows that some of international students are unable to perform their roles well in the face of a lack of understanding of local norms (Urraca et al., 2009).





○ Different Experience → Different Perspective

