

Interview 1:

Interviewee: Sam, married, officer, male.

Duration: 0:15:29

TT	<p>Good afternoon Sam. This is Thai Trung. I 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.</p> <p>Thank you 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 about what you can talk in English. Would you mind to record your voice?</p>
Sam	<p>No, I don't mind.</p>
TT	<p>Thank you, hopefully we can finish within 30 minutes</p>
Sam	<p>What you would like to drink, coffee, tea, or mineral water? That is for you (laught) ok</p>
TT	<p>Are you ready to start?</p>
Sam	<p>Yes</p>
TT	<p>Ok, my first question is Do you ever go to night markets? And how often</p>
Sam	<p>Yes, may be one time a month, not very often</p>
TT	<p>Which night market do you often go there</p>
Sam	<p>Near my home, Tatung night market.</p>
TT	<p>When was the most recent time you went to the market</p>
Sam	<p>Again the question, the last time?</p>
TT	<p>Yes, the last time</p>
Sam	<p>Oh, I don't quite remember, because my wife if she asks me let's go the night market then I say Ok, may be two months ago</p>
TT	<p>Two months ago. You mean that you went there with your wife?</p>
Sam	<p>Yes, normally</p>
TT	<p>Yes, did you have fun overthere?</p>
Sam	<p>What, fun?</p>
TT	<p>Yes, fun.</p>
Sam	<p>Yes</p>

What did you do over there?

Uh eat foods, playing games with my children, normally just for these things. Eat local foods and playing games.

Ok thank you. Now we focus the main purpose. The first one: What are your purposes to go to the night market?

Purpose?

Yes

To have have fun, to relax

To relax

To have different foods. Because normally we have normally family normal foods at home, but in the night markets they offer some special foods.

Yes, foods, your mean special foods over there.

You mentioned you have fun. What are fun?

I say I play. But actually I did play games but my children play. So they have fun the during the time I think. My child children playing games then they have fun then they can get some prizes ... rewards... some toys... yes

Uh uh

And they are quite exciting about this.

And any other purpose?

I think uh... for a family ...entertainment

Ok family entertainment. It means I can go there with your family

Yes

Yes Family reunion.

Yes

Ok that's good. Why do you choose the night market, instead of other places, like super market

Uh

Any others

Consider supermarkets and other... other stores..just buy.. consumption products

Yes, consumption products

But the night market is different. You can have fun, and normally the food you buy, you just eat

Yah

In the night market, you don't bring it home and put in the refrigerator and keep for one week. It is different type of behavior.

Yes. Uh..So how about any other reason, just only food, entertainment, in addition to consumption, what are other do you mean

The others . uh I think this is a.... the normal reason for me because say in the beginning I don't go to the night market so often.

Not so often.

May be for the other young people they ...they go there with their friends and they go every week to find some thing new.

Yah find some thing new

But for me, it is not the main reason.

Yes you mean that you buy food in the night market you can eat overthere.

How about the quality, how about the price

The price is cheaper I think compare to Other.. oh... supermarket. Ya

Ok, consider the night market, what does the night market attract you to come

to satisfy your purpose? What do you think?

Oh.....can you be more to

To elaborate..ah. You mean that the night market is so crowded, and maybe you come here for the consumption, for pleasures, for fun. So in addition to this one, what are other factors that the night market attract you for examples, crowded, culture, facilities and many others reputation, convenience, for example

Uh...may be just have experience or you know you you you have discount .. you try to to go night market and may be you can have a common topic to talk to your friends. Last night I go to night market and I find something interesting and oh they say they have the same thing

Uh...

So may be ... another factor

Uh

For the common experience , share,

Yes

Or for conversation

Uh. How about the things, the stuffs in addition to foods. How about the you come here to buy the new things like novelty search or some recipe of Taiwanese for example. Is it attracting you to go there?

Uh ... yah may be may be some , when I say, some special food, .they last time I remember that they have fried rice

Ok

Fried rice , fried rice.. it difficult to us to make in our home,

I see,

Special they are special, they have some special ideas.

Uh.

You can always find the sellerthe .. they create new product

Yes, new kind..

New kind of food or cloth or small things

Uh

e.. for electronic like mobile phone more thing interested.. people like to go to night markets to find what they need....

Mean you can find variety of products that you could not find from other such as supermarket you you mean

Oh... yes, you say so

So may be another question, what do you like about the night market ? yes what do you like?

Yes

Yes we talk about the purpose why you go there, factors attract you so . Now, what do you like about the night market in general.

uh...the price... of the thing is not very expensive

yha

so

yah not so expensive..

not expensive and many different kind of meals, experience we can have from the night

market and you can say some kind of surprising , surprise me . oh, they have new some kind of games,

games, ah

for children,

Games, children

New kinds of cloth, design, but it affordable the price is not so high

Yah

So you can you can afford it and you can say ok then you try it

Uh uh and yo

Different kind of foods, drinks.

Uh I see. Uh. People say Taiwan night market is kind a Renao-

Uh?

Renao I don't know whether I pronunciate it correct or not

In Chinese word

Yes Renao ... or renao,. Right. How can you talk about something, noisy . hot about the night market.

Noisy and hot, about temperature

Yah

Without air-condition

Yes.

So competent

Yes, this is the term. You know, it is pingin

Reno...ah RENA0

Yah Renao. Sorry

Renao,

Noisy and hot, crowded

Many people , in there yes I Think it it is a kind of .. special thing I think because some times people **don't want to be a** lone

Yes

They want to go to wow so many people there. They want to see that woe... they want to have same experience . They want to see what happening there . What new there? Why so many people go there. And yes...

So you are you think that renao looks like cultural factor that attract maypeople to come to there

Yes I think it is one of very important reason.

You mean you agree with this statement

Yes i.. I agree. Because without renao Renao means a lot of people coming , me too, because if no people coming to there, not the night market, the night market is not successful , not so attractive

yah

So the business of the night market is not good

Yes

The sellers can not make profit,not make money. The night market fail. So they move to another one.

So so.. a famous night market must be Renao, must be many people there....

Oh..i see.

People like.. like to go to there.

Uh

	<p>May be because of the position/ location</p> <p>Location Location and the.. the new thing style provided be the saler...</p> <p>Yah by the sellers They offer good quality of the products and</p> <p>Uh The price is cheap</p> <p>So do you have any other definition of renao? Uh</p> <p>Mean according to your ideas , any other meaning you want to add I think I already talked a lot , a lot people like to go to there , yeah the location, the product, price attract more people go to there. And for the other people that haven't been there, they heard oh it is very new or Oo. Very ... famous night market. Have you been there or not , so they want to go. So I think I already talked about this</p> <p>Ok thank you. Cool We have done it. Thank you very much for your time,.</p> <p>Hopefully we can enjoy your time at the night market next time. So this is the gift, you drink it . See you again. Good bye.</p>
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Interview 2:

Interviewee: Tsai, single, officer, male.

Duration: 0:23:06

Interview 3:

Interviewee: Wu + Hseng, Couple, officer and engineer, female+male.

Duration: 0:31:40



ilin



Wallpaper



Games



Shopping



Map



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

**Qualitative Research Methodology
Research Proposal**

For: Dr. James Stanworth

By: Thai Dam Huy Trung

RA8037066

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2. Literature Review
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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.

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)

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.

Samples

1. Interviewees

- Have real experience on night markets.
- Local citizen: shoppers, observers.
- English proficiency.

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

- Extra explanation by the interviewer (if needed).
- Audio recorded: 30-45 minutes.
- A gift for every interviewee.

2. Language used in the interview will be English.

3. Transcript will be categorized to themes for analysis.

Data Collection Procedure

1. Approach 1: Interview at a night market

- Samples: convenient
- Greeting and inviting for interview.
- Failure:
 - a. English language barrier.
 - b. Time constraints: after shopping or visiting, late, people want to go back home.

Data Collection Procedure

2. Approach 2: Arrangement for Interviews at convenient times

- (i) Identify samples: Single and married, female and male.
- (ii) Interview arrangement
 - List of interviewees and interview schedule.
 - Difficulties:
 - a. Timing: not as schedule
 - b. Single female: can not arrange
 - c. Interview location

During Interview

1. Interviewees:

- Talk a little
- Time constraints
- Not relevant answers

2. Interviewer:

- Way of asking a question
- Elaboration of issues

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

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
THAI TRUNG			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type)</p> <p>Introduction at the beginning useful.</p> <p>Don't forget to animate the powerpoint - bring it in bit by bit for ease of viewing</p> <p>Convenience sampling - I'm sure this can be revised for the next version! (Based on class discussion)</p> <p>**Time - your presentation is almost 30 minutes - the guide on the web was for 10 minutes, which while I won't be too rigid on, is a reasonable target!</p> <p>Overall I'm feeling you are making good progress to becoming a qualitative researcher. As you can see the mindset is quite different from that in quantitative work. Central to qualitative is connecting with the interviewees' perspective. This means constantly asking, 'what are they thinking about?' and 'am I about to put some idea into their minds?'</p> <p>Interview flow - get them to talk about a recent experience of a visit. What made them feel like going to the nightmarket? what happened when they went there? What did they buy? What did they do? etc. If you get your interviewees into this kind of easy flow of talk they will relax while starting to load and up and get clear in their minds issues that are focal to answering your questions. Also in these kinds of cross-cultural interviews it lets people get more familiar with each others pronunciation!</p> <p>Use clearer probes too - e.g., they say they go to the night market to relax. What does this mean to them?</p>			
Grade (%) 85%			