

## Research Proposal

# ~~The Attractiveness~~ Taiwan's Night Markets:

| ~~Is the it all about a Renao Culture?~~

Customer defined dimensions  
of attractiveness

1032 Qualitative Research Method

This sounds like  
the answer is  
predefined.

Instructed by: **Dr. James Stanworth**

Proposed by: **Thai Dam HuyTrung**- RA8037066

April 2015  
Taiwan

# Introduction

## Background and research motivation

Night markets in Southeast Asia are unique shopping areas, 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, Chen, 2008). Night markets emerge as not only the outdoor shopping area but also a unique culture, that attract local residents and foreigners to experience the living cultural heritage (Kuo et al., n.d.; Chen et al., 2008; Fowler et al., 2012). In Taiwan, the night market is so popular that no city or town is found without one or more night street markets (Yu, 2004).

Good strong opening paragraph. This is the kind of writing that journals like. Keep refining the style.

~~In research in~~ the Taiwan night market experience and image of temporary residents and foreign visitors, Chen et al., (2008) suggest that the night market reflects the Taiwanese history, society, and economics as well as provides a true experience of modern Taiwanese nightlife. Those authors stress the impact of the night market on both local habitants and foreigners from various aspects such as food, products, or entertainment activities for consumption (Fowler et al., 2012; Yu, 2004; Chen et al., 2008). Taiwan is perceived as itself as an indigenous culture, being perceived as a culture called as "Renao" culture (Yu, 2004; Fowler et al., 2012). Noisy venues, an increased numbers of night markets in 1980s which keeps stable until now evidence the important symbols of Taiwan culture as essential parts of Taiwanese lives (Yu, 2004). Being cited by Chen et al., (2008), night markets are the most popular visiting destination for travelers, followed by the Taipei 101, and the National Palace Museum.

Perhaps talk more about what the night market is then move to the renao nature -- since this makes seem very unappealing for many foreigners. In other words this can build interest as a paradox.

Although the attractiveness of Taiwan night markets inspires interesting topics for research, just a few studies were made; yet, their findings are very limited as mentioned above. In addition to consumption, entertainment and Renao culture, what are other factors Taiwan night market exerts its attraction? Also, does Renao

culture only mean “heat and noise”? Two questions lead to a motivation of this research.

Key here is what do we not know. What motivates this study?

## Research Objectives

By answering two research questions, this study aims to:

1. ~~Examine~~ Identify factors influencing the attractiveness of night markets of Taiwan.
2. Provide a thoughtful understanding about customers of Taiwan night markets.
3. Clarify the meaning of Renao. Connect attractiveness?... to meaning to

Identify how customers articulate the attractiveness of nightmarkets. (1)  
Explore how these dimension have implications for marketing (2)

## Literature Review

### Culture

Taiwanese society draws on collectivistic values (Hofstede, 2001; Fowler et al., 2012; Eldridge & Cranston, 2009; Petison, 2010). Cultures characterized by collectivism 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; Hofstede, 2001). The collectivistic culture drives interdependent self concepts that lead people to social experience and relationship (Fowler et al., 2012). Therefore, being as bustle and excited places gathered many people coming for strolling, shopping, and leisure activities, night markets express themselves as special venues to satisfy the needs of people in collectivist cultures (Hsieh & Chang, 2006; Fowler et al., 2012).

According to Swidler (1986), culture influences a providing the ultimate values toward which action is oriented, but a range of habits, skills, and styles from which people set their action a variety of existence closely associated with local people, night markets a unique cultural elements, in relation Taiwanese's physical and m before, going to

Yes - Swidler argues that people engage cultural symbols to give meaning to situation they face. This is very different from culture as a category ('you are collectivist')

night markets is perceived as habits and living styles of Taiwanese (Fowler et al., 2012; Yu, 2004).

### Night markets: Importance of "Renao" culture

I would go for a paragraph style here.

According to Taiwanese, "Renao" is used to demonstrate the importance of night markets due to their "hustle and bustle" or "lively and noisy" characteristics (Fowler et al., 2012). Although the translation of "Renao" from Mandarin to English does not capture the real meaning of "Renao", aspects of the equivalence of "Renao" may provide insight into the norms and values of a night market in terms of "bustle and bustle" or "liveliness and noise" or "heat and noisy" (Yu, 2004).

see Warden too.

### Attractiveness of Night Markets

So far, very few researches are about Taiwan night markets. Hsieh and Chang (2006) classify factors attracting people to Taiwan night markets into two categories, *shopping* and *leisure*. Accordingly, *novelty-seeking*, *exercising and experiencing local culture and customs* are the major facets motivating locals to shop in night markets. *Eating out* overwhelmingly dominates the leisure activities.

Further to the shopping factors, Fowler et al., (2012) suggest four elements. The first is density of *physical environment* determined by high density of stores and one-way foot traffic. The second mentions its *unique characteristics*, consisting of clothing specialty and famous vendors for drawing customers' attention. The third dimension concerns to *gathering places* where group shoppers can congregate and single shoppers can linger. The last element refers to the extensive, frequently-changing *variety of products*.

In addition to shopping factors, Fowler et al., (2012) propose reasons that people come to night markets to satisfy their *social needs*. Night market is convenient place to meet friends or relatives after work or school. So night market is referred as the

third place outside that people can have relaxation with accompanies or enjoy buyer-seller interaction.

Using different approach, another research tell the main Taiwanese are low prices, variety of products, and **neighborhood** (Heng, Hou, & Lee, 2005). In line with this notion, Chen et al. (2005) suggest that Taiwan night markets are attractive with local **food and special** **fun with price bargaining**. On the other hand, people really enjoy with the living mixed music, games and performance, and peddling.

This research mainly focuses on what is not known about Taiwan as well as elaborates the meaning that Renao conveys.

Through this section you might:  
(1) critique studies for using existing and so questionably relevant dimensions  
(2) highlight the lack of qualitative work  
(3) frame the strangeness of the appeal (hot, messy, busy)

## Research Method

### Method

The field **research with a grounded theory approach** exploring interviews for data collection. The research will engage the **real night markets, Hua Yuan Night Market- HuāyuánYèshì**花園夜市 (Tainan, Taiwan) for interviewing local shoppers or visitors.

**This market is** chosen because it has enough characteristics to represent for the others (i) large enough to offer the variety of merchandises in different categories, entertainment activities, local specialties, etc. and (ii) famous to local habitants and foreigners.

Yes - good direction

### Samples

Based on the real experience on the researched night markets, random visitors (local citizen, *no matter they are shoppers or just observers*) will be invited after their market time. Semi-structured ~~questionnaire~~<sup>int</sup> will be used to ensure the consistency in questions asked to each interviewee (see appendix 1). Extra

bad time they are heading home!

explanation will be provided by the interviewer to stimulate the discussion. Audio recorded with each participant's plan to last for approximately 30-45 minutes. A gift, as product at the night market (a drink, local specialty, etc) is for every interviewee.

Language used in the interview will be English or local tongues depending on interviewees. The interview transcript will be translated into English and categorized to themes for analysis.

### Time scale

#### Interview

Tainan Night Market:	April 21 (Tuesday) and 25 (Saturday)
----------------------	--------------------------------------

#### Transcript

English Transcript	April 25-26
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. Transportation ( where applicable )
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.

### **Confirmation of proposal**

JS Corporation is requested to confirm that this proposal is accepted and that the student will be provided all support needed to successfully complete the project on time and to the standards expected. To ensure that this tight time-plan is achieved, an approval for this proposal may please be provided as soon as possible.

### **Confidentiality**

The research is carried out as part of the requirement in the Qualitative Research Method student program. All findings and information gathered in the research will be strictly confidential, and no third party will be given access to the information. A copy of the report will be handed in to National Cheng Kung University and JS Corporation. Professor James will not be available on public display.

### **References**

- Chen, H.-J., Lee, S.-H., Chang, S.-C., Hou, J.-S., & Lin, C.-H. (2008). Night market experience and image of temporary residents and foreign visitors. *International Journal of Culture, Tourism and Hospitality Research*, 2(3), 217–233.
- Eldridge, K., & Cranston, N. (2009). Managing transnational education: does national culture really matter? *Journal of Higher Education Policy and Management*, 31(1), 67–79.
- Fowler, D. C., Yuan, J., Ackerman, D., & Walker, K. (2012). Consumption of renao at a Taiwan night market. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 209–222.
- Greif, A. (1994). Cultural beliefs and the organization of society: A historical and theoretical reflection on collectivist and individualist societies. *Journal of Political Economy*, 912–950.
- Hofstede, G. H., & Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage.

- Hsieh, A.-T., & Chang, J. (2006). Shopping and tourist night markets in Taiwan. *Tourism Management*, 27(1), 138–145.
- Kuo, H. L., Huan, T. C., Thongma, W., Guntoro, B., Tsai, C. F., & Chen, K. Y. (n.d.). The Relationships among Tourism Image, Perceived Quality, Place Attachment, Tourist Satisfaction, and Revisit Intentions-A case of International Tourists in Thailand Tourism Night Market.
- Lee, S. H., Hou, J. S., Heng, S. T., Hou, L. C., & Lee, C. H. (2005). Night market types and street vendor behavior in Taichung. *Journal of Asian Urban Studies*, 6(2), 11–24.
- Petison, P. (2010). Cross Cultural Relationship Marketing in the Thai Context: The Japanese Buyer's Perspective. *International Journal of Trade*, 17–23.
- Swidler, A. (1986). Culture in action: Symbols and strategies. *American Sociological Review*, 273–286.
- Triandis, H. C., Bontempo, R., Villareal, M. J., Asai, M., & Lucca, N. (1988). Individualism and collectivism: Cross-cultural perspectives on self-ingroup relationships. *Journal of Personality and Social Psychology*, 54(2), 323.
- Yu, S.-D. (2004). Hot and noisy: Taiwan's night market culture. *The Minor Arts of Daily Life: Popular Culture in Taiwan*, 129–49.

## Appendix 1

### Draft: Semi-Structured Questionnaire

1. How often do you go to the night market?
2. How often do you go to this market?
3. In addition to this night market, which night market do you often go to?
4. What are your purposes to visit the night market?
5. Can you rank what you like about the night market?
6. What don't you like about the night market?
7. What are the bad things about the night market?
8. Do you still go to the night market, no matter what the downside of the market is?



## 9. Demographic questions.

The topic is more focused and so more do'able as a term project, now. I like the way you have surfaced relevant literature (e.g., Yu, 2004); see Warden et al. too. The later is helpful because it directs you towards the marketing issue the study raises: how does attractiveness build excitement and so consumption? This is of central interest to marketing and business people and in this way you make your study more important.

The difficulty, here, is still to motivate the study. See the points I've already highlighted. In a substantive qualitative study, like this one, the challenge is to build a case for exploratory work. This often rests of arguing what is not known in a situation that is important. We can also frame the work by drawing on an existing theory that we want to 'test' qualitatively in the current context. Testing is less about the statistical veracity of dimensions but more about where there is conceptual validity of the theory in context.

85%