

The core element in this project is so central to marketing. Understanding what makes a space attractive and so drive consumption is a real core marketing problem. So this gives this project particular interest and significance.

I think you need to go back to the literature to get clearer on what prior work e.g., by Yu and Fowler and others says on this issue. You also need to work out how this topic positions within the general marketing literature. As you find the confluence of these two you can bring greater sharpness to the research questions.

The method, while including key elements like sampling, collection method and analysis, is very fractured. It lacks a sense of flow, purpose and clarity and that undermines the credibility of what you have done.

The emergence of the categories is interesting. Again presentation is a problem in terms of, for example, explaining the meanings of each (thing properties and dimensions). You could have really made the findings section come to life with quotes, too.

Discussion / Conclusions is all too brief. Reflection (see first part of my comment) about the theory will help you reach sharper conclusions about your contribution. Do not be afraid, too, to highlight some consistencies with prior research since this builds credibility in your findings (note - my point is to *major* on unique contributes *but not overlook* degrees of similarity or *confirmation* of findings from existing work).

The approach feels structured, systematic and determined -- all key ingredients for a qualitative research journey!

85%

Feedback:

RQ 2 or 3?

Chinese language

Why go there? - good

release the tension (massage)

'habit'

1 and 4 - mixed (special foods) (cheap - repeat?)

small portion / amount

speciality v. traditional

Other attractions - is renao!

crowded 'want to enter'

trad values - joyfulness

Research Proposal

The Attractiveness of Taiwan's Night Markets:
~~Is All about Renao Culture?~~

Think
generalizability...

Bring this out -
later in your
explanation /
findings.

1032 Qualitative Research Methodology

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Introduction

Background and research motivation

Night markets in Southeast Asia are unique shopping Solid direction for the opening 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, 2008). Night markets emerge as not only the outdoor shopping districts, but also as a unique culture, that attract local residents and foreigners to consume and 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). Yellow?

Redundant words

citation to end of sentence

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. Many authors stress on the attraction of the night market on both local habitants and foreigners from its offer, such as varieties of food, products, or entertainment activities for consumption and entertainment (Fowler et al., 2012; Yu, 2004; Chen et al., 2008). Bring renao out later. also displays itself as an indigenous culture, being perceived as ~~not and noisy place~~, which is called as "Renao" culture (Yu, 2004; Fowler et al., 2012). Although being hot and 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 Confusing signal - tourists or local people? markets are the most popular visiting destination for travelers, followed by the Taip National Palace Museum.

Although the attractiveness of Taiwan research, just a few studies were m addition to consumption, entertainmer

This needs thinking about because it relates to a key issue in marketing i.e., attractiveness in terms of factors that drive consumption. Hedonism is relevant. A strong theoretical anchor is needed here. You might be looking at how this anchor (Western) plays out in the Chinese setting. This will lead to some good research!

2004; Chen et al., 2008), what are other factors that Taiwan night market may exert its attraction to visitors? Also, does Renao culture only mean "crowded and noisy"? Two questions lead to the research motivation.

Research Objectives

By answering two research questions, this study aims to:

1. Identify factors influencing the attractiveness of
2. Provide a holistic attractiveness model of Taiwan
3. Clarify the meaning of Renao concerning the markets.

You want to make more of night markets as a consumption metaphor in the Chinese context. These are not locations as much as expressions of value about and towards consumption. Renao can emerge in the findings. Don't complicate things too much here.

This research focuses local citizens as sole sample sources to get known their thoughts about their night markets' attractiveness and "renao" culture.

Literature Review

Culture and night markets

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; Hofstede, 2001). The collectivistic culture drives interdependent self people to social experience and relationship (Fowler et al., 2012) as "bustle" and "hustle" places gathered many people coming for strolling, shopping, and leisure activities, night market people in collectivistic

Poor citation - Markus and Katayama is the key cite

At a surface level it is about group. This, though, does not really help explain why consumption connected with groups is important in context. Swidler helps move in that direction.

According to Swidler (1986), culture influences action, not only by providing the ultimate values toward which action is oriented, but also by shaping a range of habits,

skills, and styles from which people set their actions. With a long history of existence closely associated with local people, night markets turn into unique cultural elements, in relation to Taiwanese's physical and mental needs. Therefore, going to night markets is perceived as habits and life styles of Taiwanese (Fowler et al., 2012; Yu, 2004).

Earlier?

Importance of "Renao" culture

According to Taiwanese, "Renao" is used to demonstrate the unique culture of night markets due to their "hustle and bustle" or "lively and noisy" characteristics (Yu, 2004; 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 provides insight into the norms and values of a night market in terms of "bustle and bustle" or "liveliness and noise" or "heat" (Fowler et al., 2012).

See Warden et al - for how renao plays out as a central value in Chinese consumption

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 tourists to shop in night markets. *Eating out* overwhelmingly dominates the leisure activities.

No need for renao colours ;)


Further to the shopping factors, Fowler et al., (2012) suggest four elements. The first is *physical environment* determined by high density of stores and one-way foot traffic. The second mentions its *unique characteristics*, consisting of clothing specialty, for examples either latest fashion and traditional costumes, and famous vendors, for instance tofu or oyster pan cakes, for attention. The third dimension concerns to *gathering places* where group shoppers can congregate and single shoppers can linger, e.g. food stands, games, or prawn-fishing stalls. The

Interesting - good stuff.

last element refers to the extensive, frequently-changing **variety of products**, such as clothes, or stuffs.

Further, Fowler et al., (2012) **propose** reasons that people come to night markets to satisfy their **social needs**. Night market can be considered as convenient as the third place which is out door that people can have relaxation with accompanies or enjoy buyer-seller interaction.

Using different approach, another research **document** the main attraction factors that Taiwanese come to night markets are low prices, variety of products, and **neighborhood location** (Lee, Hou, Heng, Hou, & Lee, 2005). In line with this notion, Chen et al., (2008) **find** that Taiwan night markets are appealing because of local **food and specialty, reputation, and getting fun with price bargaining**. On the other hand, people really enjoy the real “renao” with the living mixed music, games and performance, and bawling selling and peddling.

However, samples used in prior empirical research on night markets are mixed, leaving doubts in finding generation and contributions. Chen et al., (2008) targeted on temporary residents and foreign visitors while Fowler et al., (2012) do not definitely tell where the respondents come from in their two studies. Those authors just mention that their samples are customers in the study 1 and students at three universities in the study 2, causing an ambiguity in identifying Good - though important to avoid being too critical. are local people, foreigners or a mix of them. Also, another re Hsieh & Chang, (2006) aimed at Hong Kong Chinese visitors while that of Chuang, Hwang, Wong, & Chen (2014) focused on tourists from various countries, such as Japan, South Korea, China, Vietnam, the UK, the USA and some from Taiwan. To our best knowledge, those studies’ findings properly cannot be generated for attractiveness factors of Taiwan night market from either local people or foreign tourists’ perspective. 

Therefore, this research aims to identify factors attracting people to night markets from the view points of Taiwanese, not temporary residents, nor foreign visitors. Further, this study elaborates the meaning that Renao conveys relating to the attraction of Taiwan night markets.

Research Methodology

Method

A part on methodology would be helpful, too. This explains the research design and overall approach before getting into method.

The qualitative research engages Critical Incident Technique with face to face interviews for collecting data. The data collected is based on the interviewees' experience and stories. The interview questions are revised after the first **Pilot testing** interviews for easier and clearer understanding of the interview questions. The data is analyzed by using content analysis which involves the systematic examination of the transcripts to identify and group emergent clusters and themes, and then code, classify and develop major theme categories. The cod **More needed on coding process. You need citation, too, to support explanations** transcript and heard the audio recordings several times before coding.

Samples

Based on the real experience on Taiwan night markets, ~~random~~ visitors who are local citizens, no matter they are shoppers or just observers, are invited for interviews. Semi-structured questionnaire are used to ensure the consistency in questions asked to each interviewee (*see appendix 1*). Extra explanation is provided by the interviewer to stimulate the discussion. The interviews last for from 15 to 32 minutes with audio record. The interview produces recordings with 181.15 minutes.

To validate the reliability and representation of the population, the samples are planned as single and marriage, male and female, young and old (under and over 29 years old). The total samples are 5 interviews with participant profile mentioned in Table 1.

We need some words like purposive here

Language used in the interview ^{is} will be English. So the interviewees are expected to use English proficiently. In some cases, interviewees can use Mandarin to express their ideas then later provide the real meaning of those Chinese terms.

Table 1: Interviewee profile

	Male	Female
Gender	3	3
Marital Status		
Single	1	2
Marriage	2	1
Age		
Under 29	1	2
Over 29	2	1

Add detail here about, for example interview length, transcript length

Data collection and procedure

This research implies two approaches: planned interview (*purposive sampling*) and convenient interview (*convenient sampling*). The former refers to an advance arrangement regarding participants, place, and time while the latter happens by incidents in which interviews can be made with whoever the interviewee meet in any place and time that are convenient for interviews. There are some steps of planned interview and data collection:

Not clear how this sampling strategy was executed.

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.

The participants are invited to join interviews in indoor setting such as tea-coffee shops, NCKU class rooms to produce the high quality of voice recorded versions. A gift is prepared for every interviewee.

Step 4: Produce transcripts

Step 5: Coding process to categorize data in to 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

paragraphs
needed here.

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

(4) Select final themes

Coding

The data are coded by only one coder who does this research. Since the purpose is for learning, so samples collected are from five interviews. It is better to have at least two coders to cross check and to avoid possible biases for higher valid result. The coding comes up with attractiveness factors of Taiwan night markets and provides further meaning of Renao culture.

Research Results

Results and findings

The attractiveness factors of Taiwan night markets are classified into 12 categories as mentioned in Table 1. In addition, the meaning of "Renao" conveys more meaning compared to the one of Yu (2004) and Fowler et al., (2012). Further, the results also inform what Taiwanese don't like about their night markets although they will never stop going to there.

How do you know!
I want to know your
research design
that can see into
the future ;)

Table 1: Research Results

Purposes of going to night markets		
(1) Eating (2) Walking around (3) Buying stuffs (4) Novelty Searching (5) Playing games (6) Enjoy massage (7) Habits (8) Meeting friends		
Attractiveness of Taiwan night market		
(1) Foods	Variety of foods, comprehensive foods Foods different from home-made Traditional and local foods	Similar homemade taste foods <i>Small amount of foods</i>
(2) Commodities	Variety of products Traditional products Cheap products	New products Accessories Specialty
(3) Novelty	New Stuffs	New fashion cloths
(4) Local Specialty	Special foods	Local products
(5) Outdoor leisure place	Walking around with friends/ family Outdoor atmosphere See beautiful girls/ handsome guys/ See people playing games See street performance	Meet friends See foods See goods Hear mixed music Bawling selling peddling
(6) Games	Variety of games Games for fun, not for gambling Games for prize/ for toys/	Playing games (family and individual) entertainment/ Games for children
(7) Body care	Tattoos	
(8) Health care	Body and foot massage	
(9) Superstition	Fortune Tellers	
(10) Cheap	Foods	Commodities
(11) Convenience	Near house	

Columns need labeling

Some overlap in categories - e.g., food

		One way home
(12) attractions	Other	Crowded, smell of foods, signboards, panels, colorful lights, noisy



Renao culture

Noisy	Loud	Poor quality
Hot	Joyful	Not safe food
Crowded	Exciting	Dirty place
Busy	Good feeling, relax, Happy/ not sad,	Fake things

Don't like about night markets

Noisy, crowded	Cheap quality	Dirty place	Unsafe foods
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Conclusion
 Interesting - first too attract as well!

Ensure questions are answered. You need to be much more precise here about how this extends existing studies. First sentences include a lot of words but not much of substance.

Different from previous research, Taiwan night markets from the perspective of the research objectives in providing holistic attractiveness models of Taiwan night markets. Taiwan night markets are not only the places only for foods, shopping, leisure, and games. The findings of holistic attractiveness factors of Taiwan night markets properly make a significant contribution to understanding the culture of Taiwanese in terms of Taiwan night markets. Also, the new findings of "Renao" culture has proved Taiwan night market as an important part of Taiwanese life: shopping at night markets appears as life styles, habits, traditional values that comprise joyfulness, exciting and happiness no matter several downsides such as "poor quality", "not safe food", "dirty place" and "fake things". Being as value, habit and lifestyle, shopping at "renao" again validates the culture notions conceptualized by Swidler (1986) in which culture influences action, shaping a range of habits, skills, and living styles.

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.

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Appendix 1

The Attractiveness of Taiwan's Night Markets:

Is all About Renao Culture?

Draft: Semi-Structured Questions

Opening

[Salutation]

This is [Thai Trung], come from J-S Marketing Insider. What is your name?

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?

Questions

1. Do you ever go to night markets? How often?
2. Which night market do you often go to? And how often?
3. 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?

4. What are your purposes to go to the night market?

Elaboration on each purpose (if needed, consumption, leisure, social need, enjoy culture, novelty search,...)

5. Why do you choose the night market, instead of other places?

Elaboration

5.1. Convenience? Reputation? For consumption? Cheap,...

(i) Variety of products, foods, stuff?

(ii) Cheap price?

(iii) Quality?

(iv) Suit your taste, style? Find yourself there?

(v)

5.2. For leisure

5.3. Social needs

5.4. Others

6. What other factors do the night market attract you to come?

Elaboration on each factor by **how?**

7. What do you like about the night market?

Elaboration by **why?**

8. People say Taiwan night market is a Reneo- 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?

9. What don't you like about the night market?

10. What are the bad things about the night market?

11. Do you still go to the night market, no matter what the downside of the market is?

Ending

Cool. We have done it. Thank you very much for your time. This is your gift. Hopefully we can enjoy your time at the night market next time.

See you again. Good bye.