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?

1032 Qualitative Research Methodology

Instructed by: Dr. James Stanworth

Proposed by: Thai Dam Huy Trung - RA8037066

Taiwan
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Introduction

Background and research motivation

Night markets in Southeast Asia are unique shopping areas, 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).

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). The market also displays itself as an indigenous culture, being perceived as hot 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 markets are the most popular visiting destination for travelers, followed by the Taipei 101 and the National Palace Museum.

Although the attractiveness of Taiwan night market research, just a few studies were made; however, their findings are very limited. In addition to consumption, entertainment and Renao culture (Fowler et al., 2012; Yu, 2004), night markets are the most important visiting destination for travelers, followed by the Taipei 101 and the National Palace Museum.
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 Taiwan night markets.
2. Provide a holistic attractiveness model of Taiwan night markets.
3. Clarify the meaning of Renao concerning the attractiveness of Taiwan night markets.

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-concept that leads people to social experience and relationship (Fowler et al., 2012). 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).

**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 “bustle and bustle” or “liveliness and noise” or “heat and noise” (Fowler et al., 2012).

**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.

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 drawing visitors’ 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
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 whether the respondents are local people, foreigners or a mix of them. Also, another research, 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 viewpoints 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 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 coder read the manuscript 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.
Language used in the interview 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

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Marriage</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 29</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Over 29</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**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:

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 date 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

(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.
### 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

<table>
<thead>
<tr>
<th>(1) Foods</th>
<th>Variety of foods, comprehensive foods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Foods different from home-made</td>
</tr>
<tr>
<td></td>
<td>Traditional and local foods</td>
</tr>
<tr>
<td></td>
<td>Similar homemade taste foods</td>
</tr>
<tr>
<td></td>
<td>Small amount of foods</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(2) Commodities</th>
<th>Variety of products</th>
<th>New products</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Traditional products</td>
<td>Accessories</td>
</tr>
<tr>
<td></td>
<td>Cheap products</td>
<td>Specialty</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(3) Novelty</th>
<th>New Stuffs</th>
<th>New fashion cloths</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(4) Local Specialty</th>
<th>Special foods</th>
<th>Local products</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(5) Outdoor leisure place</th>
<th>Walking around with friends/ family</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outdoor atmosphere</td>
</tr>
<tr>
<td></td>
<td>See beautiful girls/ handsome guys</td>
</tr>
<tr>
<td></td>
<td>See people playing games</td>
</tr>
<tr>
<td></td>
<td>See street performance</td>
</tr>
<tr>
<td></td>
<td>Meet friends</td>
</tr>
<tr>
<td></td>
<td>See foods</td>
</tr>
<tr>
<td></td>
<td>Hear mixed music</td>
</tr>
<tr>
<td></td>
<td>Bawling selling peddling</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(6) Games</th>
<th>Variety of games</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Games for fun, not for gambling</td>
</tr>
<tr>
<td></td>
<td>Games for prize/ for toys/</td>
</tr>
<tr>
<td></td>
<td>Playing games (family and individual) entertainment/</td>
</tr>
<tr>
<td></td>
<td>Games for children</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(7) Body care</th>
<th>Tattoos</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(8) Health care</th>
<th>Body and foot massage</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(9) Superstition</th>
<th>Fortune Tellers</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>(10) Cheap</th>
<th>Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commodities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(11) Convenience</th>
<th>Near house</th>
</tr>
</thead>
</table>
### One way home

**Other attractions**
- Crowded, smell of foods, signboards, panels, colorful lights, noisy

### Renao culture

<table>
<thead>
<tr>
<th>Noisy</th>
<th>Loud</th>
<th>Poor quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot</td>
<td>Joyful</td>
<td>Not safe food</td>
</tr>
<tr>
<td>Crowded</td>
<td>Exciting</td>
<td>Dirty place</td>
</tr>
<tr>
<td>Busy</td>
<td>Good feeling, relax, Happy/ not sad,</td>
<td>Fake things</td>
</tr>
</tbody>
</table>

### Don’t like about night markets

<table>
<thead>
<tr>
<th>Noisy, crowded</th>
<th>Cheap quality</th>
<th>Dirty place</th>
<th>Unsafe foods</th>
</tr>
</thead>
</table>

### Conclusion

Different from previous research, this study identifies the attractiveness factors of Taiwan night markets from the perspective of Taiwanese. The results have confirmed the research objectives in providing the 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.

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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.
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


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
       (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 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?

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.