Green Tourism and Physical Environment Assessment Design
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Abstract: Night market is a unique business arena that always create a happening scene in Taiwan. Besides providing a space for people to spend their leisure time and money, night market is also a place where the consuming-culture that can only be found in Taiwan. In fact, it fits the current consuming mode of our society, and yet it has become the main night activities for people. The purpose of this article is to investigate consumer’s impression and experience of visiting a night market, and for simplification, we only recruit the famous Tai-Chung FengJia Night Market in this survey. A total of 150 questionnaires were distributed during the peak hours (1900~2300) of the night market every day. The survey has reflected the factors that affect consumer’s night market impression are environment, diversification, attractiveness, information, customer service, price, quality and convenience. Meanwhile, the survey has also divided the consumers of FengJia Night Market into three different clusters, namely Shopping-oriented, Brand-oriented and Leisure-oriented.

I. Introduction

In the urban development of most Asian countries, the business role of night market is always related to people’s daily life. Night market is the “connection bridge” in the network of Taiwan’s economic development, which is also considered as an “informal economy”. It has become a business space with special consuming behavior, meanwhile the business activities reflect the social economy status more directly. On the basis of social culture, night market has gradually become a main public space for social and leisure activities. Nowadays most of the cities have their own local night market, and some has become the main attractions for tourism. In fact, night market reflects the prosperous night-living culture in Taiwan. From the aspect of urban development, night market usually locates at high population area or big residential area in sub-urban in order to bring convenient services with high accessibility. According to, night market mainly locates at easy-access places like city center. Crowds and prosperous are what people think of night market. In contrast, dirty, congested, disorder and cheap are the stereotypes of night market. However, the unique and prosperous scene that it brings out has given fun to the visitors. The National Tourism Bureau pointed out that night market is almost anywhere in Taiwan, this implication is that the importance of night market in Taiwan is really high even on the aspect of leisure activities. However, there were no survey relating visitors to night market experience and impression, while the past papers are mostly done without taking visitors into investigation, such as the forming of night market space, the influence of night market to the social economy, or the perception of night