

EXPLORING THE POTENTIAL OF A NIGHT MARKET AS A TOURIST ATTRACTION

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Abstract

Night markets in Malaysia are definitely popular destinations among locals where it could be found easily in almost every small town and city in every state. This study is to explore the potential of night market in Taman Sri Muda, Shah Alam as a new tourist attraction. This study focused on the physical characteristics of the market site and its data was collected via ethnography research through observations, interviews and site documents. The finding for this research is based on the physical market setting, customers' spending and traders and products. The last part of the research focused on the strategies of improvement for night market development in the future. The night markets in Taman Sri Muda, Shah Alam have the potential to become the next popular destination that may offer local and foreign travellers a different level of experience.

Keywords: night market dynamism and tourist destination

1.0 INTRODUCTION

Malaysia has a wide range of tourism products that cater to different budgets and interests that offer visitors the best value-for-money vacation in this region. According to Hsieh & Chang, 2006, the values of night markets are highly related with the local people, demonstrating the reality of lifestyle and local culture. In addition, (Hsieh & Chang, 2006) concluded the main reasons that night markets attracted tourists were novelty-seeking, exercising and experiencing local culture and custom. Eating out overwhelmingly dominated the leisure activities, followed by shopping and novelty-seeking. According to the World Travel and Tourism Council, tourism and its related economic activities generate 11 percent of Global Domestic Product, employ 200 million people, and transport nearly 700 million international travelers per year. This figure is expected to double by 2020. Tourism also represents one of the top five exports for 83 percent of all countries and is the main source of foreign currency for 38 percent of countries. Tourism is one of the largest, perhaps the largest, industry on our planet.

Shopping is another reason that night markets attracted tourists and as one major activity in tourism. According to the Taiwan Tourism Bureau (2009) in Annual Survey Report on Visitors Expenditure and Trends in Taiwan, shopping in night markets has become one of the most popular tourism attractions in Taiwan. Meanwhile Kent, Shock and Snow (1983), tourists generally prefer to spend more time and money on shopping than accommodation and food, and this eventually brings economic benefits to local destinations. In the process of tourism shopping, tourists buy not only souvenirs but also things not easily found or too expensive in their home countries (Dimanche, 2003). For locals, night market is a suitable place to meet their friends and family. For foreign tourists, it is the greatest introduction for them to experience of our Malaysian life. It is also a distinct and memorable activity to take back home. Night market is a best place to get food especially traditional cuisine. Therefore, night market is the good place for tourists and locals to search for the cheap products with reasonable price.

Night market is the best place for eating out. Eating out has become an important part in many people's lives (Koo, Tao, & Yeung, 1999). In the wake of societal changes like the rising number of single-parent households and an increase in the number of career women in the work force, the eating-out population has been increasing (Elmont, 1995). The particular night market being investigated was the one located at Taman Sri Muda, Shah Alam. Shah Alam is the state capital of Selangor with the size of 290.3 square km. It is located 25km southwest of Kuala Lumpur and can be easily accessed via the federal highway. A well-planned and modern city, Shah Alam is the state administrative centre which encompasses residential suburbs and industrial areas.

According to the information retrieved from the Shah Alam Town Council official website, Shah Alam residents achieved to several of 584,340 people in year 2006, it been divided into 56 sections. Taman Sri Muda, Shah Alam or section 25 is a major township that located south of Shah Alam City Centre.

Night market in Taman Sri Muda, Shah Alam has its own potential to explore as a new tourism attraction while the local foods are re-shaped as a tourism product. The convenience of public facilities, public transportations, friendliness of the people, combination of variety colorful cultures and custom due to its multiracial composition brings an image of “One Malaysia” are additional reasons why night market Taman Sri Muda, Shah Alam has the potential to explore as a new tourism attraction. Therefore, this study is to exploring the potential of night market in Taman Sri Muda, Shah Alam as a new tourism attraction.

1.1 Purpose of the Study

The main purpose of this study is to explore the potential of night market in Taman Sri Muda, Shah Alam as a new tourism attraction. The purposes of this study are:

- to identify the new tourism product of night market;
- to explore the potential of night market in Taman Sri Muda, Shah Alam as a tourist attraction and,
- to suggest improvement strategies for night market development in the future.

1.2 Research Framework

The research process undergoes the following phases:

- analysis of the physical market setting;
- analysis of the traders and products;
- analysis of customers’ buying patterns and,
- exploring the potential of night market in Taman Sri Muda, Shah Alam

The first phase is to collect data and understand in depth on the physical market setting of the night market being investigated. The second phase is to identify for any products and traders that are available in this night market area. The third phase is to analyse customers’ buying pattern and the last phase is to explore the potential of night market in Taman Sri Muda, Shah Alam as a new tourist attraction.

2.0 LITERATURE REVIEW

Night markets in Malaysia are popular destinations among locals where it can be found easily in almost every small town and city in every state. A night market often takes place only one to a few days of the week as the trader rotates around different neighborhoods on different days within the same week. Night markets in Malaysia are usually located in residential neighborhoods where it is just a walking distance that can easily reached by the surrounding communities. Moreover, it strategic locations also allowed other customers reached by cars and public transportations such like bus, taxi.

A night market (Huang, Liou, & Tzeng, 2009) is a trading place during evening and includes small business for a variety of cheaper products, cooked food, and game playing. In Malaysia, markets were divided into morning market, night market and whole-day market based on operation hours, while the ones operating in the evening session which started from 4.00pm onwards to 10.00pm onwards are generally called night markets but the operating hour might be different depends on the location, night market traders might arrived early to set up their stall. The night markets carry a wide range of consumer commodities from food to non-food items and they offered goods at affordable price.

The earliest Chinese markets can be traced to have arrived at around 836 AD. This was during the Tang dynasty. At the time of the Song dynasty these markets had gone thought out all China. Thought the modern version of the night markets are generally attributed to have started from Taiwan (Naveen, 2009). Malaysia has wonderful night markets, where locals and tourist can enjoy the smells of local foods and maybe pick up some trinkets as your memorable souvenir. It is a great place to just walk about and taste the aromas of local delicacies.

Night Markets (Hsieh and Chang, 2006; Chang, 2002) have their cultural uniqueness especially in oriental societies. It reflects local heritages, functions to meet demands of people on consumption and leisure, and provides local residents and outside visitors with special services for their evening shopping. In a sum, collecting cuisine, various cheaper products, time flexibility, convenience, casualness, and local culture representation are characteristics of night markets.

In Asia, the moderate climate, especially during evening hours, stimulates booming of street snacks, which functions to provide leisure activities when people are attracted to wandering, social interaction, trading, and enjoying local food after work or dinner (Huang, Liou and Tzeng, 2009). It also stated that night market has collected memories of people during different time periods and demonstrates the contexts of consumption types and local space. In conclusion, night markets have both recreation values and business purposes to eliminate unpleasant shopping experiences for tourists and to enlarge local revenues. Therefore, it plays an important role in modern urban environment and recreating industry, and has become an important tourism resource.

3.0 METHODOLOGY

Research design adapted in this study is combination of exploratory and descriptive design. The data for this study was collected via observation and interviewed sessions with the visitors and customers who have visited the night market. The subject of this study is the population of night market customers. The data collection technique in this study is using observation techniques to analyse on physical market setting and the traders and products and interviewed to the customer who came to night market at Taman Sri Muda on their spending patterns. Primary data were collected from in-situ and secondary data are extracted from reliable published articles for the whole duration of this research covering a period of four months. An analysis for all the information sources gathered from both the primary and secondary will be combined.

The data was collected by one main researcher and three principal researchers. The survey was conducted on October 22, 2010. Data was collected from in-situ from 2 pm up to 11 pm until the local authority clearing the night market waste. Personal face-to-face interviews was conducted with local authority (Shah Alam Town Council) a day before the site study. Personal face-to-face interviews length was 60 minutes with Shah Alam Town Council, traders (10-20 minutes) and customers (10-20 minutes). Data on the physical market setting, market atmosphere, traders and products are collected by using the observation method.

Socio-demographic information obtained during face to face interviews to assess of the customers (age, educational level, and ethnic background, distance of residence, occupation, workplace distance and attitude). The open-ended and unstructured questions were conducted with local authority to assess of permit, regulations imposed by local authority, basis for allocation of stalls, problems/issues posed by traders, enforcements and monitoring and protection/safety of surrounding communities. Spending patterns of the customers (prepare shopping list, buy things for whom, depend on night market for raw materials and groceries, why choose night market for shopping, buy the same items per visit, total spending, overspend, percent of food expenditure, visit same stalls, bargain for discount, and how many stalls per visit). The questions about night market environment consist on the opinion about night market environment, night market perception, and suggestion to improve the night market.

4.0 FINDINGS

4.1 Physical Market Setting

The physical setting of night market Taman Sri Muda presented in “L” shape which mainly located at Jalan Saksama and Jalan Cermat. Night market consists two parts. The first part of the night market presented in a horizontal line that placed in front of the new double-story shop bays with the length of 72 meter while the second part of the night market presented in a vertical line that placed along the old four-story shop bays and new double-story shop bays with the length of 165 m (Figure 2). Each bay has 2m x 3m size allowing the space of around 2m for customers to pass through. Night Market Taman Sri Muda, Shah Alam presented in “L” shape which mainly located at Jalan Saksama 25/39 and Jalan Cermat 25/36.

The first entrance to night market which located at Jalan Saksama 25/39 (night market street) blocked by a trader’s van, he parked his van in horizontal way at the center of the entrance and started loading his products. Since there were two major entrances along the Persiaran Budiman been blocked, there was only one main entrance accessed to the night market in Taman Sri Muda, Shah Alam. Either the customers were car drivers or motorcycle riders, they only can accessed the night market area by took the last junction along the Persiaran Budiman before enter the Budiman roundabout which is located at Jalan Cermat 25/36.

a) Parking Facilities

The parking facilities in the night market area divided into four sections. The first section located at Pesiaran Budiman.

Most of the car and motorcycle riders stopped and parked their motorcycle along this area as showed in Figure 4. The 2nd section located at Jalan Tekun the main entrance entered to the night market, there were total of 22 parking bays available along the shop lots. The third section located at Jalan Cermat and the fourth section located at Jalan Saksama. There was a parking space that can accommodates more than 30 vehicles in estimation located at Jalan Saksama 25/39 that facing in front of the old four stories shop lots, but it is slightly look messy because there was no “yellow parking box” drawn on the road. Therefore, parking on one or both sides of a road is commonly permitted during the night market operation hour which starting from 4:00p.m onwards until 10:00p.m onwards as long since their vehicles did not block any traffic condition, so this is what the local authority can do in term of the parking facilities.

b) Public Transportations

The public transportation system in Malaysia comprises of bus, railway and taxi services. In Taman Sri Muda, Shah Alam, there were consist of four bus stations. Three of the bus stations strategic located along the Persiaran Budiman while there was another bus station located in front of the Taman Sri Muda Primary School two. Rapid KL is the company that has been entrusted to provide an integrated public transport system consisting of rail and bus services in Klang Valley. It is 100% government-owned company under the Ministry of Finance. With the full air conditioned bus service provided by the Rapid KL Company, you can easily access to the night market in Taman Sri Muda, Shah Alam by taking Rapid KL Bus No (T528, U63 and U64). The buses were passing every thirty minutes depend on the traffic condition, it operating hour started from the early morning at 6.00am onwards until 11.00pm. Of course, taxi was another alternative choice of public transportation accessed to the night market in Taman Sri Muda, Shah Alam. It provided 24 hours service but there could be an additional 50% surcharge after 12.00am midnight until the next morning at 5.00pm. It rate was counted based on the journey distance. The Commuter was a good choice for those customers and visitors who living far away from the night market area, it was the fast way and cheaper cost to arrived destination. First, you need go any Commuter station and purchased the ticket to Shah Alam Station. After reached, you can take Rapid KL Bus No (T529) and processed to Bandar Shah Alam bus station, and then take Rapid KL bus no (T528) to the night market in Taman Sri Muda, Shah Alam.

c) Parking

Rather than public transportations and parking facilities available at the night market in Taman Sri Muda, Shah Alam, there were other public facilities provided such as public telephone which located at Jalan Gigih 25/41 and Jalan Cekap 25/45. Trashcans were provided along the Jalan Cermat 25/36 started from the night market area until the residential area. I believed that the public facilities at night market in Taman Sri Muda, Shah Alam still can be improve to provide more convenience and quality service to the customers and visitors who visited to the particular night market.

4.2 Customers’ Spending

This study was conducted using an interview with the customer who came at the night market. The study was selected 20 respondents on spending estimation at the night market, Taman Sri Muda, Shah Alam, Selangor. The 20 ample was just selected randomly, without regard to gender, ethnic, occupational and income levels of the samples. As seen in table 2 on customers’ spending at the night market, the study reveals that customer spends ranging from MYR 10 – MYR 50 at the night market. The study found that the most of customers that visit the night market are Malays 60%, followed by Indian at 15%, other races 15%, while Chinese ethnic are only 10%. In terms of gender, the study found that female are the main customers of this night market, which is 55%, but many of male customers also come to visit this night market, less about 5% only, which is 45%. The lowest monthly income of customers who come to this night market is about MYR600 and also the highest income is RM3000.00. However, the average age of customers who come to this night market is 35 years. In terms of expenditure, the average customers spending estimation is RM21.60 per customer. We also found that the highest spending customer at the night market is RM50, whereas the customer is a housewife. The lowest expenditure was MYR10, and usually the customer who just spent this much is single and working as factory workers.

4.3 Traders and Products

According to Lum (2003), each night market comprised of a different combination of stalls, and new items are constantly being added on in line with current trends and market demand, so there is always something new and exciting to look forward to at each visit.

From as early as 4pm, the suburb night market is already abuzz with activity and color, and the traffic is starting to bottleneck around the designated street as vendors park their vans and mini-trucks indiscriminately to unload their wares, and shoppers try to beat each other to any available parking spot in the vicinity. A lane street accommodating two rows of stalls carry wide range of consumer commodities from food to non-food items. It is best to go early to beat the crowds and to secure the best and freshest choice of food. With fewer shoppers about, it is easier to make your way around the stalls and to take your time to browse. By around 7:00p.m, the market is in full swing as the first batches of office workers sweep in. It is now closer to dinner time and people are looking to fill an empty stomach. The weather being less sunny at this hour, it's a more popular time with Malaysians who typically try to beat the heat by staying out of the sun.

4.3.1 Traders

Density and Diversity

The night market in Taman Sri Muda, Shah Alam holds the attraction of being a convenient stop to carry wide range of consumer commodities from food to non-food items. For those who intent on cooking up a storm in the kitchen, there were the stalls selling fresh seafood, poultry and meat products, vegetables, and other raw ingredients. Other groceries, dried and preserved items such as dried shrimp, chili, mushrooms, salted eggs, century eggs, garlic, potato and onions were easily available at the night market. For singles and those busy or tired to cook after a long day at work, there was a large selection of cooked foods and beverages. Then there were some clothes stalls offered variety choices of weekend casuals such as shorts, T-shirts, pyjamas, shoes, even socks at bargain prices. If you are looking for household items such as kitchen utensils, plastic containers, mattresses and towels, you might able to find a good selection here too. In summary, night market in Taman Sri Muda, Shah Alam just likes a small shopping heaven.

The traders' density level was measured by the number of traders participating at the night market. At the night market in Taman Sri Muda, Shah Alam, there were 295 lots for traders of which 285 or 97% were already occupied with licensed traders. The vacant lots were normally take over by the next trader to extend it stall or just left it empty. Based on the data collected from the site, the data gathered from the breakdown of the number of traders and the items they sells, as illustrated in table 3 at appendix. In general, the products offered at night market in Taman Sri Muda, Shah Alam can be divided into 16 categories. There is 26% of the traders were involved in selling cooked foods which included the items such like rice, noodle, hamburger, snack and cake. Followed by 22% of traders were involved in selling clothes and 9% of the traders were involved in selling variety type of fruits while the rest traders offered other goods such as beverages, vegetables, ladies accessories, personal & household items, shoes, seafood, groceries, dry foods, toys, beef, poultry, eggs and hand phone accessories.

The traders' diversity level was measured by the traders' ethnic background who participating at the night market. At the night market in Taman Sri Muda, the traders were combined from different ethnic background and each of the ethic will offered different type of products according to their origin culture. From the data collected from the site, information was gathered information on the breakdown of traders' ethnic groups, as illustrated in table 4 at the appendix. The majority is Chinese which dominated 53%, followed by 40% were Malay and 7% were Indian.

As early at 2:30p.m, the place was bustling with traders' activities. First, the trader parked his or her vehicle (van or lorry) behind the trader lot, followed by unloading the items from the vehicle. Second, they were few people to open the big colorful umbrella which fits the size of their trader lot, and then they will set up the booths and lighting up the stoves (cooked foods traders). It took around 30minutes for the whole working cycle. In this study, we indicate at the night market in Taman Sri Muda, Shah Alam, as illustrated in figure 2 at the appendix. From the result showed on the table and graph, the study found out few traders (vegetables and fruits) were come early at 2:30p.m to set up their stalls while the last trader came in at 7:00p.m. The study found that the peak hours of the traders set up their stall is between 3:30p.m until 5:30p.m, however, 4:30p.m is the most peak hour as there were 43 traders set up their stalls at the same time. After 7:00p.m, there was no new trader set up their stall and this result maintained until 8:00p.m. Therefore, this study concludes that the total number of traders at night market in Taman Sri Muda, Shah Alam is one hundred and thirty two. At 8:30p.m, the study found that the first trader who is selling fruit turn down their business, followed by the second fruit trader at 9:30p.m. From our observation, most of the traders will start turning down their business from 10:30p.m – 11:30p.m where, the last trader who selling house goods was leaved at 12:00p.m.

4.3.2 Product

Product Display

There are varieties of way the traders display their product. The most common way is to display the items in a straight-line, the purpose is to enable their customers to choose the items that already packed into small portion. For those traders who selling clothes, they were more prefer divided all the clothes into three sections according to the selling price, and then the traders displayed their items into three vertical lines, reason is to provide enough space for their customers to choose the clothes without blocking the street. Some of the modern traders will choose to display their items on the lorry that been modified is to save their time to set up and close the stalls. In Night Market Taman Sri Muda, the “L” shape display method was adopted by the end corner traders. Followed by the traders who selling fruits, they displayed the items into two horizontal rows, the front row (short) normally used to display some promotion items to attract the views of customers while there was another row (long) at the back to allow the customer continues choosing items behind the front row. Traders who selling vegetables mostly displayed all the items in “U” shape, followed by putting a small booth to display some promotion items to attract the view of customer at the front center, this display method can maximizes the usage of the full trader lot and enable to display variety type of items. Figure 3 shows six types of display layouts into graphic design.

Packaging

Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging was normally using by the fruit traders in the night market, since the items (fruits) that they sell were cheap and sold in a fix amount as illustrated in picture 1, figure 4. The traders put a plastic bag to cover the old basket and then put the fruits on top of the basket. Its purpose is to reduce the working cycle, at the same time to decorate their booth with attractive color. Customers normally will purchase small quantity of these items such like chili, carrot because there were used seldom in cooking and the trader might feel hard to sell out all of their stocks since vegetable is kind of perishable item. Therefore, a clever trader that I observed adopted this packaging way in order to increase his sale. First, they used small transparent plastic bag to pack all these “un-famous” items into small portion, and then he displayed it with an attractive price label “one for MYR1.00” as illustrated in picture 3, figure 4. This idea was effectively as we identified several customers approached to the booth to purchase it.

The Product Label

The product labels can be defined as new marketing way used by traders to encourage potential buyers to purchase the product. At the same time, it can bring a clear message or information to the customers. Most of the traders at night market in Taman Sri Muda, Shah Alam also adopted price label as their marketing skill. For example, a trader who selling the beverages, the trader first wrote the beverage’s name and the price list on a piece of transparent plastic bag, and then they stacks it in front of the container as illustrated in the picture 5 at appendix. I appreciated with his or her idea as this labeling method is clear to bring important information to the consumer and it maintained the cleanliness of booth and showed attractive colors of different type of beverages. Some of the young traders in night market will adopted some modern way to design their price label as illustrated in picture 1, figure 5. Some price label but can attracted by it price as illustrated in picture 2, figure 5. Price strategic was common in night market, no wonder there were so many customers approached themselves at this booth. Not all the traders simply using a cardboard and marker pen to draw their price label. There are other methods adopted such as price label printed on bunting, voice recording and play back by loud speaker, and other to bring their information to their customers.

6.0 IMPROVEMENT STRATEGIES OF NIGHT MARKET

There are various potential at the night market in Taman Sri Muda, Shah Alam to be explored as a new tourism attraction. However, these are some of the improvement strategies for night market development in the future to make it more perfect as a new tourism attraction that must-visit by the locals or foreign tourists. The local authority Shah Alam Town Council plays an important role to improve the public facilities at the night market in Taman Sri Muda, Shah Alam. Although some of the public facilities such as public telephones, trash cans and bus stations were provided on the site, but most of these facilities were either broken or stayed in old condition. Instead, the local authority should take action to repair and refurbish all these broken or old facilities because it will affect the image of the night market. The study believed that must be some new public facilities should add-in to provide more convenience and quality service to the customers and visitors such as public restrooms, public prayer rooms, benches along the side of the night market, and covered areas.

Based on the study, it is true that night market in Taman Sri Muda, Shah Alam situated at a strategic location where it has a broad road side that can accommodate more than hundred of vehicles, but it look slightly messy especially during the night market operation day because the customers and visitors will simply parked their car without proper arrangement. Therefore, this study suggested the local authority to re-arrange the parking facilities by painting the “yellow parking box” along the roadsides (Jalan Cermat 25/36, Jalan Tekun 25/43, and Jalan Saksama 25/39) so the customers and visitors will follow the flow to park their vehicles. To improve the image of the particular night market, the local authority should make a new arrangement to standardize the entire stalls layout in term of their uniform, apron, umbrella and tablecloth. The local authority can recommend certain traders to change it such as the broken equipments, dirty or old equipments and equipments that not related with the theme of the night market.

The main purpose in this study is to explore the potential of night market in Taman Sri Muda, Shah Alam as a new tourism attraction. Through the environment analysis on the physical market setting, market atmosphere, and traders and products via the observation, interview and supported by the site documents, there are six major potential attractions at the night market in Taman Sri Muda, Shah Alam. First, the combination of variety colorful cultures and custom due to its multiracial composition brings an image of “one big family” to the tourists. Second, the night market in Taman Sri Muda, Shah Alam holds the attraction of being a convenient stop to carry wide range of consumer commodities from food to non-food items. It is a good place for tourists to taste our local delicious. Third, strategic placement for all traders into selected sections can creates a good image for the tourist in terms of the market quality and safety. Forth, the cleanliness of the surrounding environment can builds the confidence of the tourists in term of the hygiene. Fifth, the strategic location of the night market provides a convenience of accessibility to the night market by self-transportation or public transportation. At last, tourists can purchase goods at lower price. Although the price is already relatively cheap but there is still a chance you might get them for cheaper if you bargain and haggle. That is the beauty attraction of the night market in Taman Sri Muda, Shah Alam. Based on the above supportive reasons, this study concluded the night market in Taman Sri Muda, Shah Alam has the potential to become as a new tourism destination in the future.

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APPENDICES

Table 1: Summary of resources at the night market in Taman Sri Muda, Shah Alam

NO	TYPE OF TRADERS	NUMBER OF		PERCENT OF	
		LOTS	LOTS	TRADERS	TRADERS
1	Cooked food	45	15	34	26
2	Clothes	93	32	29	22
3	Fruits	32	11	12	9
4	Beverages	11	4	10	7.5
5	Vegetables	23	8	7	5.5
6	Ladies Accessories	15	5	7	5.5
7	Personal & Household Items	8	2.5	6	4.5
8	Shoes	9	3	4	3
9	Seafood	9	3	4	3
10	Groceries	9	3	4	3
11	Dry foods	10	3.5	4	3
12	Toys	8	2.5	3	2
13	Beef	3	1	2	1.5
14	Poultry	3	1	2	1.5
15	Eggs	3	1	2	1.5
16	Hand Phone Accessories	4	1	2	1.5
	Vacant Lots	10	3.5	0	0
	Total:	295	100	132	100

Table 2: Customers' Spending

NO	OCCUPATION	Monthly Income Level	Age	Ethnic	Gender	Spending (RM)
1	Waitress	900.00	23	Malay	F	30
2	Housewife	1900.00	42	Malay	F	10
		(Husband)				
3	Tailor (part time)	600.00	60	Chinese	F	25
4	Contract (laborer)	40.00 (per day)	27	Malay	M	21
5	Factory worker	900.00	30	Malay	F	30
6	Government retired	900.00	65	Indian	M	11
7	Factory worker	1000.00	46	Malay	M	30
8	Warehouse – IKEA	2800.00	38	Iban	M	18
9	Leader - TESCO	1200.00	21	Malay	M	20
10	Factory worker	900.00	24	Indian	F	15
11	Housewife	1700.00	37	Malay	F	10
		(Husband)				
12	Government Servant	1800.00	29	Malay	M	30
13	Teacher	2700.00	32	Malay	F	10
14	Housewife	2900.00	35	Indian	F	50
		(Husband)				
15	Factory Worker	1000.00	22	Bangladesh	M	15
16	Factory Worker	1200.00	25	Bangladesh	M	10
17	Clerk	1500.00	39	Malay	F	20
18	Business Man	3000.00++	43	Chinese	M	37
19	Housewife	1800.00	29	Malay	F	30
		(Husband)				
20	Operator	1500.00	26	Malay	F	10

Table 3: Types and Breakdown of Traders

NO	ETHNIC	NUMBER OF TRADERS	PERCENT OF TRADERS
1	Chinese	70	53
2	Malay	53	40
3	Indian	9	7
Total:		132	100

Table 4: Breakdown of Traders' Ethnic Groups

TIME	NUMBER OF TRADERS	VARIANCE
2.00PM	0	0
2.30PM	3	3
3.00PM	6	3
3.30PM	24	18
4.00PM	50	26
4.30PM	93	43
5.00PM	113	20
5.30PM	125	12
6.00PM	128	3
6.30PM	129	1
7.00PM	132	3
7.30PM	132	0
8.00PM	132	0
Total Number of Trader:		132

Figure 1: Area Map of Night Market Taman Sri Muda

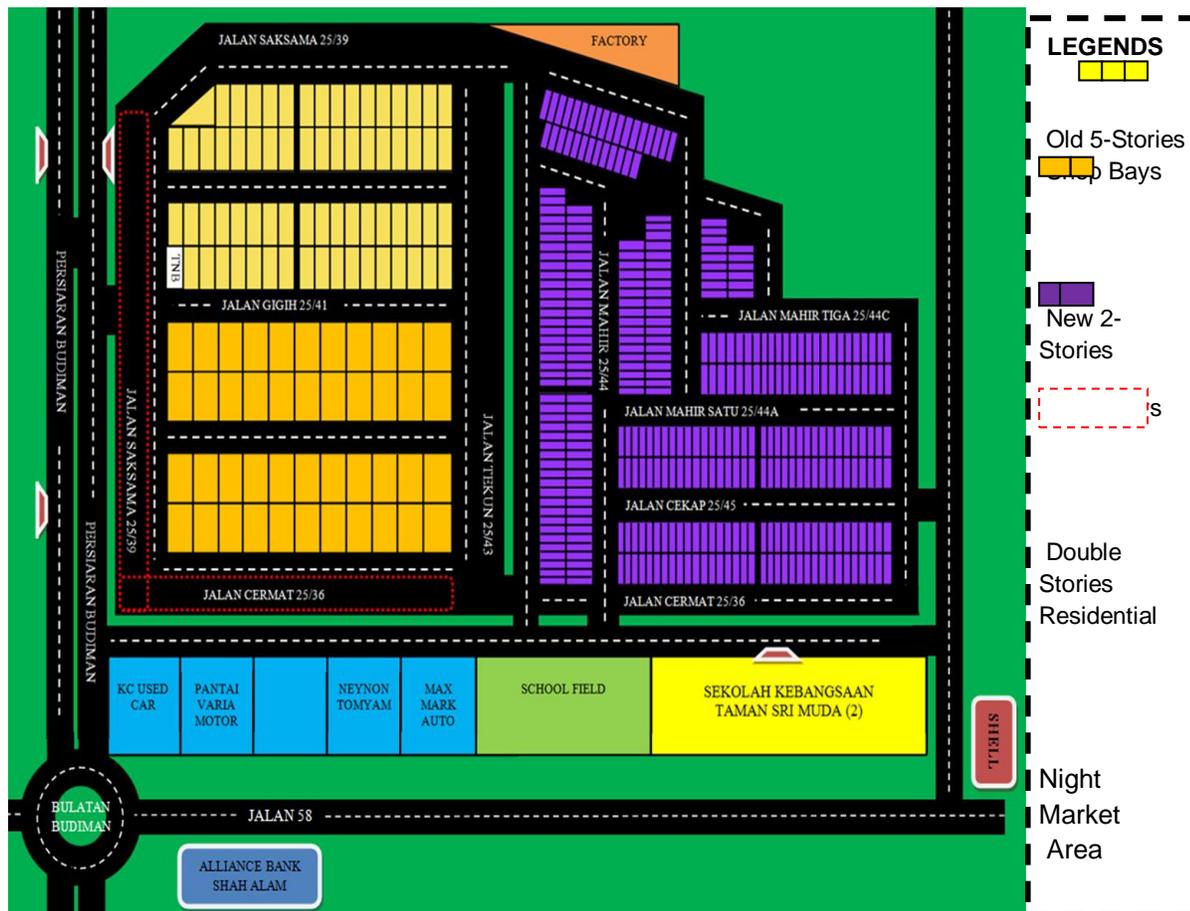


Figure 2: The time and number of traders that have set up their stall

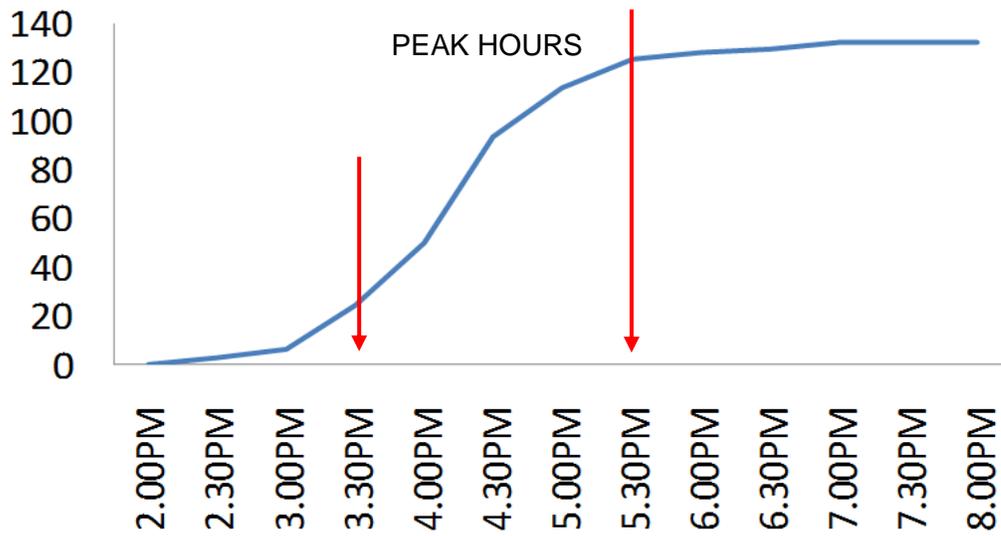
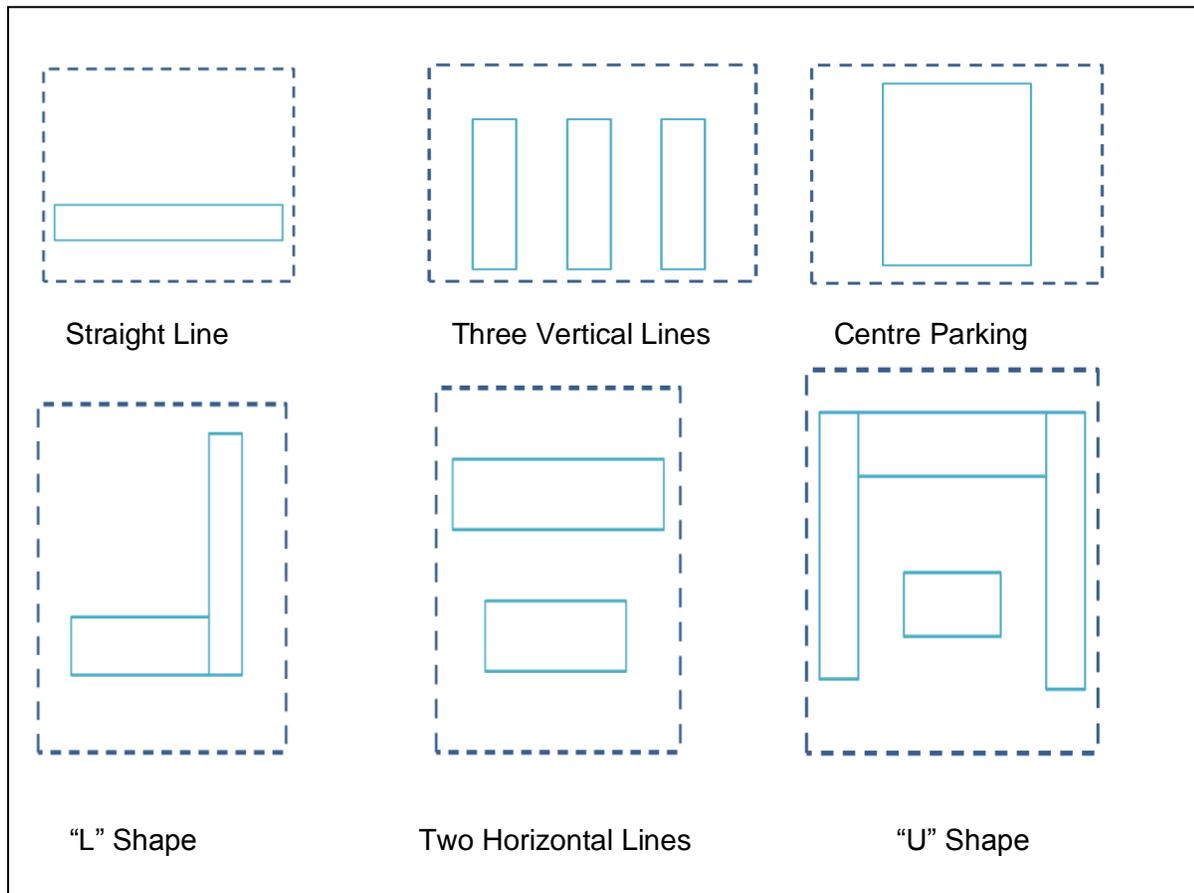


Figure 3: Product Display at Night Market Taman Sri Muda



Product Display



Picture 1: Product Display



Picture 2: Product Display



Picture 3: Product Display



Picture 4: Product Display

Figure 4: Packaging



Picture 1: Packaging



Picture 2: Packaging



Picture 3: Packaging



Picture 4: Packaging

Figure 5: Labeling



Picture 1: Labeling



Picture 2: Labeling



Picture 3: Labeling



Picture 4: Labeling