

A Study of the Consumer Motivation, Satisfaction and Revisiting Intention—The Case Study of Shilin Night Market

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ABSTRACT. Night markets in Taiwan have a history of more than 100 years. Usually, there are small tables and benches on the roadside to sit and enjoy the night market food, or take away. The street vendors of the nightlife in Taiwan show the creativity and charm of Taiwanese cuisine in a crowded way. In addition to food, they can also buy clothing and small items. Game-type street vendors are one of the entertainment activities. Night markets are usually because of the convenient local transportation, There is a wide field where many people gather to form. This study takes Shilin night market tourists as the object of discussion, and intends to make consumption motivation, satisfaction and willingness intention to Shilin night market tourists. Explore the relationship between consumer spending motivation and consumer satisfaction, and the relationship between consumer satisfaction and consumer willingness to revisit. The results of the study show that consumer consumption motivation has significant correlation with satisfaction, and consumer satisfaction versus revisit willingness. Significant correlation. Finally, it puts forward practical suggestions and related academic research directions for the Taipei Shilin Night Market. It is hoped that this research will be helpful for future Shilin Night Market operation and management.

KEYWORDS: Night market, Consumer motivation, Satisfaction, Revisit intention

1. Introduction

In the early days, people regarded food as the sky. Food has always been our most important concern. Taiwan's cultural representatives are absolutely indispensable for

night markets. These nightlife street vendors show the creativity and charm of Taiwanese cuisine in a group manner. In addition to food, they can also buy clothing and clothing. Small things, game-type street vendors are one of the entertainment activities. Night markets are usually formed due to the convenient local transportation or wide spaces that gather many people (such as parking lots and under the viaduct). According to the Tourism Bureau 's 2017 "Taiwan Visitor Consumption and Trends Survey", the main tourist attractions visited by tourists interviewed in Taiwan are the night market (82 people per 100 people, which is accounted for by Shilin Night Market and Raohe Street Night Market). 70% or more), Taipei 101 Building (53 per 100 visitors), Keelung Jiufen (38 per 100 visitors), Palace Museum (36 per 100 visitors), Ximending (36 per 100 visitors) , Chiang Kai-shek Memorial Hall (35 people per 100 people) and so on. (Investment and Trends of Visitors to Taiwan, 2017)

Shilin Night Market is located in the Taipei City, and is conveniently located near the MRT station. It is convenient for foreign tourists to set up a flat parking lot on the waste river, a parking lot at Jiantan Station on Danshui Line, In the temporary forest parking lot, etc., a questionnaire survey was used to explore the research on "consumer motivation", "consumer satisfaction", and "willingness to revisit" produced after the Shilin Tourism Night Market was consumed.

The night market's commodity prices and diverse options have attracted many tourists to enjoy the activities at night, not only popular tourist attractions, but also one of Taiwan's traditional cultures. Shilin is the northernmost and largest night market in Taiwan. It is located at the center of Yangming Theatre and Cicheng Palace. It includes the assembly of Wenlin Road, Dadong Road, Danan Road, and Jihe Road. Since the night market is close to more school districts, Therefore, the student group is the main consumer, and the second one is for tourists from other places. The price is much cheaper than other general stores. For example: furniture, clothing, printing shops or stationery, all have their distribution areas. The Chinese boutiques are attracting more tourists.

Based on the above motivations, this research will select the consumers of Taipei Shilin Night Market. as the research object to investigate consumers' consumption motivation, satisfaction and willingness intention to Shilin Night Market. The research aims are as follows:

- 1)Understand customer motivation, customer satisfaction and willingness intention to Shilin Night Market.
- 2)Explore the relationship between consumer motivation and consumer satisfaction in Shilin Night Market.
- 3)Explore the relationship between consumer satisfaction and consumer willingness intention to Shilin Night Market.

2. Literature Review

1) Consumer motivation

Burstiner (1991) points out that motivation is a force for desire, impulse, and need to achieve goals. Lin (1999) pointed out that consumer motivation refers to various behaviors that consumers show when searching, evaluating, purchasing, using, and processing a product, service, and idea. Blackwell, Miniard, & Engel (2001) believe that customer motivation is the driving force to satisfy psychological and physical needs through the purchase of products and services. Motivation is the internal driving force of individuals. Motivation motivates people to take action. This driving force is caused by the tension caused by the existence of unmet needs. Motivation is the internal process of the individual's needs for things. It is a stimulated need and can prompt the individual to take action to meet individual needs (Kotler & Armstrong, 1999). In this study, consumer motivation is defined as the unmet needs in the minds of consumers, with both physical and psychological factors, which in turn motivate people to take actions to buy and enable people to achieve their goals.

Hahha & Wozniak (2001) divided consumption motivation into rational and emotional motivations, conscious and unconscious motivations, highly urgent and lowly urgent motivations, positive and negative motivations, and internal and external motivations. Sheth (1983) divided consumption motivation into functional needs, which are the basic needs derived from rational thinking, and the factors considered are objective factors; the other is non-functional needs, which are derived from the thinking of perceptual aspects. It is usually related to the social, emotional and intellectual value of the store itself. Chiou (2009) researched the consumer dynamics in terms of environmental comfort, vegetable flavors, health needs, and religious ethics. This study refers to the above-mentioned scholars' classification of consumption motivation and makes appropriate modifications in accordance with the theme of this study as the facet of the consumption motivation of Shilin Night Market.

2) Satisfaction

Spreng (1993) believes that customer satisfaction refers to the state of perception and rationality produced by consumers after evaluating the purchase process. Customer satisfaction refers to the pre-service expectation and the post-service cognition. The smaller the difference between the two, the higher the customer satisfaction (Hua, 1996). Satisfaction is an emotional response to specific interactions. Consumers themselves have a subjective cognition of their hearts regarding the product's prior consumption experience and expectations. Caruana (2002) pointed out that customer satisfaction is an emotional response after the customer purchases the product, and it is related to the consumer's evaluation of the supplier. Kotler (2000) believes that the principle of unchanged business operation is to meet consumer needs, and consumer satisfaction is a post-purchase evaluation of product quality under the consumer's expectations before buying. According to the above literature, this study considers that satisfaction is the evaluation of the actual cognitive process after the customer's previous expectations and experiences after purchasing a product.

Czepiel, Rosen-berg, & Akerele (1974) divided customer satisfaction into physical facility satisfaction, human satisfaction, and product satisfaction. Motivation is an antecedent factor affecting satisfaction (Mannell & Kleiber, 1997). Lee, Lee and

Wicks (2004) found that recreational opportunities significantly affect satisfaction. Cheng (2003) research points out that customer satisfaction is divided into product, service, environment, and corporate image. This study refers to the classification of customer satisfaction of the above scholars and makes appropriate modifications in accordance with the theme of this study as a facet for measuring consumer satisfaction in Shilin Night Market.

3)Revisiting Intention

Kozak (2001) pointed out that the willingness to revisit refers to the willingness of tourists to revisit a certain destination or other attractions in the same country. After tourists experience the goods and services during the journey, if they feel positive and satisfied, it is the tourists' willingness to travel to the same destination again, which is called the willingness to revisit (Chi & Qu. 2008). When tourists visit the recreation area, the evaluation of the environmental facilities, recreation opportunities, activities and services provided by the recreation area meets the needs of the tourists, so that the tourists' willingness to visit again is the willingness to revisit (Hsieh, 2003). Tourists' willingness to revisit is generated based on previous perceptions of migration experience (Guest, 1995).

Based on the above literatures, this study believes that the willingness to revisit refers to the willingness of tourists to intention to the tourist attraction after traveling, and the willingness to visit the tourist attraction again is the willingness to revisit. Chien (2012) pointed out that there is a direct and positive correlation between tourism satisfaction and willingness intention. Jones and Sasser (1995) pointed out that the measurement of customer loyalty includes customer willingness to repurchase, time and quantity of last purchase, public recommendation, word of mouth, and customer introduction. This study is based on the classification of the willingness to revisit by the scholars mentioned above, and is moderately modified in accordance with the theme of this study. This study measures the willingness of consumers to revisit Shilin Night Market.

3. Research Method

1)Research Framework

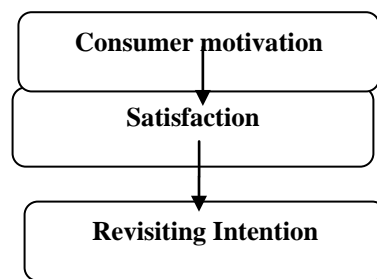


Fig.1 Research Architecture Diagram

2) Questionnaire content

This questionnaire uses a questionnaire survey as a measurement tool. This research is compiled through a compilation of documents and consists of four parts:

3) Measurement Aspects of Customer Consumption Motivation

Consumption dynamics refers to the classification of consumption motivations of many scholars and makes appropriate modifications in accordance with the theme of this study, as a facet for measuring the consumption motivations of Shilin Night Market in this study. There are four aspects, which are divided into emotional enhancement, leisure and relaxation, entertainment needs, and gourmet motivation. Take the likert5 point scale to measure, and measure it to the strength of the order scale 1 ~ 5.

4) Customer Satisfaction Measurement Facets

The customer satisfaction aspect refers to the classification of customer satisfaction by many scholars and is appropriately modified in accordance with the theme of this study as the facet for measuring consumer satisfaction in Shilin Night Market in this study. There are five facets, which are divided into price, service staff, convenience, catering quality, and environmental quality. They are measured on the likert5 point scale, and are measured on the order scale of 1 to 5.

5) Customer Measurement revisit intention

The customer's willingness to revisit refers to the classification of the willingness to revisit by many scholars and makes appropriate modifications in accordance with the theme of this study. There are three facets, which are divided into revisit willingness, recommendation willingness, and word-of-mouth publicity. They are measured on the likert5 point scale, and are measured on the order scale of 1 to 5.

6) Customer Demographics

This study refers to relevant scholars as a background questionnaire for this study, with a total of 6 questions. The contents of the questionnaire are six variables, including gender, age, education, average monthly income, place of residence, and marital status.

4. Research Result

The questionnaire for this study was issued from September 108 to October 108. A total of 330 questionnaires were distributed in this study, and 300 were effectively recovered, with an effective recovery rate of 90%. The following is a statistical analysis of the results of the questionnaires and the data obtained are described below :

1)Sample analysis

In terms of gender, there are 163 males (54.3%) and 137 females (45.7%); the age group is up to 31-40 years old, with a total of 112 people (37.3%); in terms of education, it accounts for a maximum of 110 universities. (36.7); In terms of marriage, there are 176 unmarried people (58.7%); 97 people (32.3%) have a monthly income of up to 20,001-29,999; and 230 people (76.7%) live in the north.

Table 1 Allocation of Sample Basic Data

Variable name	Option	People	percentage (%)
Sex	Male	163	54.3
	Female	137	45.7
Age	Below 20	20	6.7
	21-30	92	30.7
	31-40	112	37.3
	41-50	43	14.3
	51-60	20	6.7
	Above 61	13	4.3
Education	primary school	7	2.3
	Middle School	29	9.7
	High School	76	25.3
	College	30	10.0
	University	110	36.7
	Postgraduate	48	16
marriage	unmarried	176	58.7
	married	124	41.3
Salary	Below 20,000	70	23.3
	20,001-29,999	97	32.3
	30,001-39,999	96	32
	40,001-59,999	20	6.7
	Above 50,001	17	5.7
Location	North	230	76.7
	Middle	39	13
	South	19	6.3
	East	9	3
	Islands	3	1

2)Analysis of Consumer Consumption Motivation

The respondents 'most agreeable item in the consumer motivation satisfaction questionnaire was the aspect of" relaxing and relaxing ". I let myself rest and relax by visiting Shilin Night Market (3.52), and secondly, I reduced work pressure by visiting Shilin Night Market. (3.38). The most disagreeable item is the "entertainment demand" aspect. My visit to Shilin Night Market is my main source of entertainment (3.21).

Table 2 Analysis of Consumption Motivation

Facet	Question item	Average	Standard deviation
Emotional enhancement	I visit Shilin Night Market to promote friends and friendship.	3.25	0.789
	I visit Shilin Night Market to promote family friendship.	3.34	0.761
	I visit Shilin Night Market to cultivate relationships with colleagues.	3.38	0.774
Relax	I relax and relax by visiting Shilin Night Market.	3.52	0.742
	I reduced work pressure by visiting Shilin Night Market.	3.39	0.825
	I walk away from the busyness of everyday life by visiting Shilin Night Market.	3.35	0.781
Entertainment needs	My visit to Shilin Night Market is my main source of entertainment.	3.21	0.834
	I visit Shilin Night Market for entertainment.	3.31	0.717
	I am visiting popular items on the entertainment facilities of Shilin Night Market, which will make me willing to spend.	3.32	0.766
Gourmet motivation	My reasonable price for Shilin Night Market snacks.	3.26	0.800
	I want to experience the food culture of Shilin Night Market.	3.28	0.715
	I went to Shilin to taste different foods.	3.37	0.750

3) Consumer Satisfaction Analysis

In the customer satisfaction questionnaire, the respondents most agreed with the aspect of “environmental quality”. I am satisfied with the good law and order in Shilin Night Market (3.38), and the next two items are among the “convenience” aspects. I am satisfied with the tastes sold by the vendors in Shilin Night Market and I am satisfied with the quality of the goods in Shilin Night Market (3.30). The most disagreeable project is the “convenience” aspect. I am satisfied with the location of Shilin Night Market's public environmental facilities (such as toilets and trash cans) (3.03).

Table 3 Satisfaction Analysis Form

Facet	Question item	Average	Standard deviation
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price	I'm satisfied with the parity of food prices at Shilin Night Market.	3.14	0.614
	I am satisfied with the price of entertainment facilities in Shilin Night Market.	3.14	0.607
	I am satisfied with the price of goods in Shilin Night Market.	3.16	0.712
service personnel	I am satisfied with the attitude of the staff at Shilin Night Market.	3.22	0.698
	I am satisfied with the friendly service of Shilin Night Market.	3.29	0.787
	I am satisfied with the attitude of the staff at Shilin Night Market.	3.22	0.698
Convenience	I am satisfied with the line plan of the Shilin Night Market vendor.	3.20	0.724
	I am satisfied with the location of Shilin Night Market's public environmental facilities (such as toilets and trash cans).	3.03	0.832
	I am satisfied with the parking space and convenience of Shilin Night Market.	3.09	0.838
Catering quality	I am satisfied with the tastes sold by the vendors in Shilin Night Market.	3.30	0.682
	I am satisfied with the hygiene of snacks in Shilin Night Market.	3.09	0.733
	I am satisfied with the quality of the goods in Shilin Night Market.	3.30	0.667
Environmental quality	I am satisfied with the clean and comfortable environment in Shilin Night Market.	3.18	0.794
	I am satisfied with the good law and order in Shilin Night Market.	3.38	0.723
	I am satisfied with the neatness of the stalls in Shilin Night Market.	3.23	0.790

4) Analysis of Consumers' Willingness to Revisit

Among the respondents' satisfaction with revisiting willingness, the item they most agree with is the "word-of-mouth publicity" aspect. I am satisfied with the characteristics of Shilin Night Market and are willing to share experiences with others (3.43), followed by the "recommended willingness" aspect. I will recommend Shilin Night Market (3.38) to others; I am willing to return to Shilin Night Market (3.31) in the future.

Table 4 Analysis of Willingness to Revisit

Facet	Question item	Average	Standard deviation
Recommended willingness	I would recommend Shilin Tourist Night Market to others.	3.38	0.738
Willingness to revisit	I would like to go to Shilin Night Market again in the future.	3.31	0.723
Word of mouth	I am satisfied with the characteristics of Shilin Night Market and am happy to share my experience with others.	3.43	0.692

5) Correlation Analysis of Consumption Motivation and Consumption Satisfaction

Explore the relationship between customers' "consumption motivation" and "satisfaction", and use Pearson correlation analysis to examine the correlation between the two.

According to Pearson correlation analysis, "consumption motivation" and "customer satisfaction" show a significant and highly positive correlation ($P = 0.509$), indicating that the higher the customer's motivation for consuming Shilin Night Market, the higher its customer satisfaction.

Table 5 Correlation Analysis Table of Consumption Motivation and Satisfaction

	Consumption motivation	Satisfaction
Consumer motivations Significance (two-tailed) Number	1 300	0.509** 0.000 300
Satisfaction Pearson correlation Significance (two-tailed) Number	0.509** 0.000 300	1 300

6) Correlation Analysis between Customer Satisfaction and Revisit Will

Pearson correlation was used to examine the correlation between the two. According to Pearson correlation analysis, "customer satisfaction" and "willingness to revisit" show a significantly low positive correlation ($P = 0.191$). When the customer satisfaction is higher, the relevance of revisiting will be higher.

Table 6 Correlation Analysis Table between Consumer Satisfaction and Willingness to Revisit

	Satisfaction	willingness to revisit
Satisfaction Pearson correlation Significance (two-tailed) Number	1 300	0.191** 0.000 300
Willingness to Revisit Pearson Related	0.191**	1

Significance (two-tailed)	0.000	300
Number	300	

* $P \leq 0.05$ ** $P \leq 0.01$

5. Conclusion and Suggestion

1) Consumer Socioeconomic Background, Consumer Motivation, Satisfaction and Status of Revisit

According to the research in this article, the majority of consumers in Shilin Night Market are males, with 163 (54.3%) and 137 females (45.7%); the number of people in the age group is 31-40 years old, with a total of 112 (37.3%) In terms of academic qualifications, the university accounted for a maximum of 110 people (36.7); in marriage, there were 176 unmarried people (58.7%); monthly income was up to 20,001-29,999, with 97 people (32.3%); the place of residence accounted for up to 230 in the north People (76.7%).

The respondents 'most agreeable item in the consumer motivation satisfaction questionnaire was the aspect of" relaxing and relaxing ". I let myself rest and relax by visiting Shilin Night Market (3.52), and secondly, I reduced work pressure by visiting Shilin Night Market. (3.38). The most disagreeable item is the "entertainment demand" aspect. My visit to Shilin Night Market is my main source of entertainment (3.21).

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Among the respondents 'satisfaction with revisiting willingness, the item they most agree with is the" word-of-mouth publicity "aspect. I am satisfied with the characteristics of Shilin Night Market and are willing to share experiences with others (3.43), followed by the" recommended willingness "aspect. I will recommend Shilin Night Market (3.38) to others; I am willing to return to Shilin Night Market (3.31) in the future.

2)Correlation between consumer spending motivation and satisfaction

According to Pearson correlation analysis, "consumption motivation" and "customer satisfaction" show a significant and highly positive correlation ($P = 0.509$), indicating that the higher the customer's motivation for consuming Shilin Night Market, the higher its customer satisfaction.

3)Correlation between Consumer Consumption Satisfaction and Willingness to Revisit

According to Pearson correlation analysis, “customer satisfaction” and “willingness to revisit” show a significantly low positive correlation ($P = 0.191$). When the customer satisfaction is higher, the relevance of revisiting will be higher.

4)Recommendations

It is suggested that you can compare Shilin Night Market customers of different ages. According to the results of the study, it is known that tourists visiting Shilin Night Market are 31 to 40 years old. It is recommended that follow-up visits to other age groups of tourists can be conducted to understand the different age groups. Are there any differences in tourists' research on consumption motivation and customer satisfaction of Shilin Tourism Night Market?

It is recommended to increase the consumption motivation, customer satisfaction and willingness to revisit the Shilin Tourism Night Market. In the survey question of consumption motivation, the entertainment source of Shilin Tourism Night Market is less able to identify with tourists. The second reason to visit the night market is to promote friends and friendship. ; Therefore, it is suggested that activities related to night market entertainment can be added, such as organizing music festivals to try to attract tourists with novel experiences, thereby enhancing the friendship between friends and peers. In addition, a New Year's fireworks show at the night market can be held, so that tourists can watch the beautiful fireworks between friends to create a common topic, thereby enhancing the relationship between friends, and the reasonable price of snacks at Shilin Night Market can not make tourists agree Therefore, it is recommended that the associations related to Shilin Night Market reduce the price and attract more tourists.

Based on the above suggestions, various types of activities can be organized, and the night market can be more diversified. By visiting the night market, it can enhance the friendship between friends and peers, reduce the price of the night market, add more trash cans and cleaning staff, and set up parking spaces to attract more Many people came to the night market to improve the consumption motivation, satisfaction and willingness to revisit the night market.

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