



**CASE STUDY ON PROMOTIONAL TOOLS AMONG
NIGHT MARKET TRADERS AT SEGAMAT DISTRICT**

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ABSTRACT

The purpose of this study was to gain a better understanding of the importance of promotional tools toward night market traders of the factors that leading to influence the performance of business. Advertising, sales promotion and word of mouth is promotional tools that being choose by the researcher in conducting the study. This promotional tool being choose because its method is near suitable to night market trader's business. The study was run at night market at Segamat district because the area was near to the researcher's practical training at night market, so it is easy for him to do the research. The data were collected using in depth interviews as well as observation. The findings indicated that the night market is important to implement promotional tools at their stall, advertising play role as promotional tool to increase the awareness of customers toward the night market trader's products; sales promotion play role to attract customers to towards the products and increase customer loyalty to the night market traders; and word of mouth is important to attract new customers and maintain loyalty customers by maintain the quality of products or services.

CHAPTER 1

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

A night market was defined as a trading place during the evening where small businesses offered a variety of products and cooked food at cheaper prices (Huang, Liou and Tzeng, 2009). Lee et. al (2008) defined night markets as “street market operating at night, mainly in urban or suburban areas that generally tend to have more leisure, shopping, and eating areas. Night market also known as street market because usually they are found along main road and other popular location. Khalilah (2010) defined night market as a “temporary weekly event that usually took place at available open spaces and on roads or parking lots that would be temporarily closed to allow for its operation”.

Night market business is included in Micro, Small and Medium Enterprise (MSMEs) in Malaysia are regarded as a rapidly growing industry which stimulate and contribute towards the national economic development objectives. Malaysia has creative and attractive night market, where locals and tourist will look for night market at their areas. They enjoy the smells of local foods, any rare products and maybe pick up and buy some of trinkets as their memorable souvenir. Night market is a great place to just walk about and taste the aromas of local culture and behaviour.

Hsieh and Chang (2006) indicated that the night markets reflected the reality of the local community lifestyle and therefore they were valued as cultural heritage. They added that the main reasons that attracted visitors/tourists to night markets were the novelty and new knowledge that could be acquired on local culture and custom. Apparently, the night market environment and stall layout could also influence the consumers perceived it (Farhangmehr et. al. 2000). Yalch and Spangenberg (1990) added that the perception was influenced by the combination of colour, lighting, and the sound which would stimulate emotional response and influenced their behaviour.

Night market (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