

Analysis of Shopkeepers' Attitude with the Distinctive Street Market Based on Questionnaire Surveys

-A Case of SUNDAY BUILDING MARKET in Yanagase Shopping District, Gifu

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1. Introduction

Street market is supposed to be a characteristic "urban market" to communicate the local appeal through specialty products and producers. In recent years, street market has become common, but at the same time, some of them are losing their characteristics. Street market has been a research hotspot in the field of regional activation, however, few people study it from the perspective of attitude. SUNDAY BUILDING MARKET (S.B.M) is a distinctive street market in Yanagase shopping district, Gifu, it has been holding from September 2014 up to now. As it became more and more famous, it seemed to gradually lose its characteristics judging from people's comments on SNS. In this study, we focus on the change in attitudes of shopkeepers and try to explore the reasons why the street market gradually losing its characteristics.

From the theory of planned behavior (TPB, Ajzen, 1991), behavior is largely dependent on attitudes toward the act. Shopkeepers are both producers and consumers in the street market, the attitude of them plays an important role in the operation of the market. According to the theory that attitude affects behavior, we believe that if the shopkeepers' attitude is active, it will be conducive to the street market to develop to be a distinctive, attractive and lasting market. But we don't know how to judge the attitude of the street market users scientifically. To provide attitude as a new standard to evaluate the street market, we use S.B.M as a case and see the attitude of the shopkeepers towards the market, so as to gain a more comprehensive view of the state of the street market. Through empirical research, enrich the evaluation criteria of street market and provide advices for shopping arcade planning and decision makers. This research has strong theoretical and practical guiding significance.

2. Research Framework

1) Questionnaire summary

Collecting answers of shopkeepers to the question "Please feel

free to write what you want from the organizer and whatever you think today" at S.B.M has been conducted since July, 2017. An overview of the selected data is summarized in Table 1. Only the 2017 text and 2018 text have been analyzed so far and will continue to analyze the results for 2019 in subsequent studies.

Table 1 Questionnaire summary.

Target	Shopkeepers in S.B.M	
Time	2017	July, August, September
	2018	
	2019	
Number of reviews	2017(126), 2018(235), 2019(266)	
Word count	2017(13226), 2018(24381), 2019(29408)	
Average word count	2017(105), 2018(104), 2019(111)	

2) Research methods

By analyzing the content of the questionnaire text, evaluate the shopkeepers' attitude towards the street market depending on the criteria in Table 2, and explore the change of shopkeepers' attitude in the street market. A negative number means passive, a positive number means active, and 0 means neutral.

Table 2 Attitude evaluation criteria.

-3	Express strong dissatisfaction, angry or depressed.
-2	Express needs and concerns clearly.
-1	Talk about troubles or express needs euphemistically, imply dissatisfaction.
0	Just to thank the staff.
	Just state the facts.
	Just work communication.
	Just state the opinion.
	Which can't be classified as active or passive.
1	Expresses a happy, relief mood.
	The statement of fact implies satisfaction.
	Expressed satisfaction or excitement, and explained the specific reasons.
2	Expressed satisfaction or excitement, and explained the specific reasons.
	Indicates that they want to make better products.
3	Express strong love or feel proud of the market.
	Strive to meet the needs of customers.
	Full of hope for the future.

3. Results and discussion

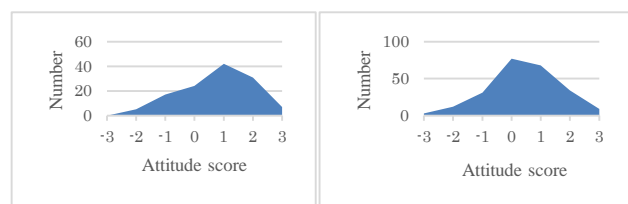


Fig.1 Attitude rating results in 2017(left) and 2018(right).

From the Fig.1 we can know that the number of shopkeepers whose attitude is rated as 1 is the largest in 2017, and the number of shopkeepers whose attitude is rated as 0 is the largest in 2018, the percentage of shopkeeper with an active attitude has fallen.

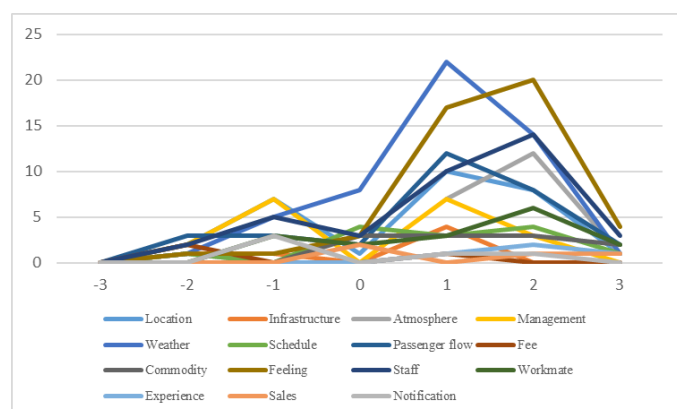


Fig.2 Count of factors involved in text (2017).

We got the following results from Fig.2:

- 1) The more active the attitude, the more elements are involved in the text.
- 2) People tend to express positive emotion words directly instead of expressing negative emotions.
- 3) Whether it is a shopkeeper with an active attitude or a passive attitude, the five elements of weather, staff, traffic, location and atmosphere appear frequently in the text.
- 4) Low traffic is a big factor that leads to passive attitude among shopkeepers.

4. Conclusion

Street market is an important way to revitalize local communities, however, in recent years, there have been various problems in the Japanese street market, one of which is that it tends to be featureless. Whether the shopkeeper has an active attitude plays an important role in the healthy development of the market. So far there has been a lot of research on street market, but seldom study it from the perspective of the attitude. SUNDAY

BUILDING MARKET in Yanagase shopping district, Gifu as a lifestyle market to make the Yanagase shopping district more attractive and distinctive, we chose it as our case and analyze the questionnaires in 2017 and 2018 to see the change of attitude of the shopkeepers towards the market depending on the criteria. We got the result that the proportion of shopkeepers with active attitude has decreased compared with 2017. And people often do not express negative emotions directly, but euphemistic expressions of dissatisfaction, some people will choose to express positive feelings before expressing negative emotions or their needs. The attitude of most shopkeepers' attitude is influenced by the weather, staff, traffic, booth location and atmosphere, of which the passive attitude is greatly affected by the traffic. Operators cannot control the weather, passenger flow, etc. but through the care of the staff, planning some workshop, making the market atmosphere active and other ways to make the shopkeepers' attitude more active. Only when the shopkeeper has an active attitude and make better goods can the market become more distinctive to attract more guests.

In my future study, I will also analyze the questionnaire in 2019 about S.B.M from the shopkeepers to see their attitude, so as to explore the reasons why the street market gradually losing its characteristics and gain a more comprehensive view of the state of the street market. Through the research, enrich the evaluation criteria of street market and provide advices for street market planning and decision makers.

References

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