



Model for Optimizing Night Market Dynamics: A 4C Marketing Analysis of Seller and Buyer

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Abstract

This research aims to investigate the 4C marketing mix factors influencing both buyers and sellers in night markets in Bangkok and analyze their impact on destination loyalty intentions. Data were gathered through questionnaires administered to 385 buyers and 385 sellers across various night markets in Bangkok, encompassing Chatuchak Night Market, Srinakarin Train Market, Ratchada Train Market, Liap Duan-Ramintra Market, and Jod Fair Rama 9 Market. The results obtained from multiple regression analysis indicate that customer factors, price, convenience, and communication significantly influence loyalty in service utilization. These factors exhibit predictive coefficients of 43 percent ($R^2=0.433$) for repeat travel and 40 percent ($R^2=0.395$) for word of mouth among buyers. Similarly, the analysis of sellers' customer factors, price, convenience, and communication in relation to loyalty in service utilization reveals predictive coefficients of 36 percent ($R^2=0.364$) for repeat sales and 45 percent ($R^2=0.453$) for word of mouth at the market. Integration of the findings with the existing literature offers actionable insights for market owners seeking to enhance seller development and attract more buyers. Guided by the 4C concept, the recommended strategies include increasing buyer and seller participation, improving product quality, ensuring transparent pricing, providing special offers, enhancing transaction channels, creating systematic routes for convenience, and bolstering marketing communication channels while actively seeking customer feedback. These recommendations contribute to the ongoing scholarly discourse and provide practical directions for market owners in optimizing night market dynamics.

Keywords: Night market, Buyer, Seller, 4C



Introduction

Night markets in Bangkok, with kaleidoscope of colors, diverse offerings, and bustling energy, have become emblematic of the city's cultural and economic vibrancy (Kalnaovakul & Promsivapallop, 2021). These markets serve as pivotal spaces where sellers and buyers converge in a dynamic exchange of goods, services, and cultural experiences (Xuan, 2018). While there are no official figures regarding night market trading, data from the Thai government's one-week flea market in 2019 revealed that there were over 400,000 buyers and approximately 70,000,000 baht in turnover from the market (Thairath, 2020). This indicates that flea markets serve as Bangkok's primary spending hub and constitute an economically significant area with a substantial circulation of funds. While numerous studies have delved into the preferences and behaviors of buyers, there exists a notable gap in research when it comes to understanding the supply side dynamics (Alam, 2010; Bamrongpol, Sornsaruht, & Deebhijarn, 2020; Kalnaovakul, & Promsivapallop, 2021). The equilibrium of night markets is a delicate interplay between sellers, often small-scale entrepreneurs, and buyers, who may be locals or travelers seeking unique experiences (Yu, 2004). Despite the symbiotic relationship between these two customer groups, scholarly attention has predominantly favored the buyer's perspective, overlooking the strategic role of night market owners in shaping market dynamics (Beverland & Lockshin, 2003).

Existing literature predominantly focuses on the buyer's journey and preferences within night markets, leaving a critical gap in our understanding of the challenges, strategies, and motivations of night market owners and sellers. Exploring the supply side is essential for a more nuanced comprehension of the market's overall functioning (Täuscher & Laudien, 2018). Night market owners operate within a unique dual-customer model, catering to both sellers and buyers. Neglecting the seller's perspective undermines the intricate balance required for a thriving night market ecosystem (Feld & Hathaway, 2020).

This research acknowledges the dual clientele and aims to uncover insights that can inform strategies benefiting both sellers and buyers. Moreover, Night market owners and sellers contribute significantly to the local economy. Small and medium-sized enterprises (SMEs) form the backbone of night markets (Kubíčková, Morávková, Tuzová, & Nečas, 2017), and understanding their challenges and opportunities is crucial for fostering entrepreneurship, economic growth, and job creation within the community.

Despite the growing interest in studying the influence of marketing mix factors on destination loyalty intention in various contexts, there remains a notable gap in research concerning the specific dynamics of night markets in Bangkok. While numerous studies have explored the traditional 4Ps marketing mix, relatively little attention has been given to the emerging relevance of the 4Cs (Hunt & Arnett, 2004). marketing mix factors within



the context of night markets in Bangkok.

As Thailand continues to evolve, it is imperative to understand and optimize the dynamics of night markets to ensure their sustainability and continued positive impact on the economy, tourism, and community well-being. This research seeks to contribute valuable insights into the 4C marketing aspects that can enhance the efficiency and effectiveness of night markets in Thailand.

Objectives

1. To study the 4C Marketing Mix factors of buyers and sellers in night markets in Bangkok
2. To analyze the influence of 4C Marketing Mix factors of Buyer and Seller on Destination loyalty Intention of night markets in Bangkok
3. To formulate model for optimizing night market dynamics: a 4c marketing analysis of seller and buyer

Literature Review and Research Framework

4C Marketing Mix

The shift from the traditional 4P model to the 4C model signifies a paradigmatic change in marketing philosophy. Kotler's (1960) 4P framework primarily focused on the producer's viewpoint, with a strong product-centric approach (Kotler & Schultz, 1970). However, as observed by Lauterborn (1990), the 4C model places the customer at the center, fostering a more customer-oriented and interactive marketing approach.

Customer-Centricity in Night Market Research: Night markets, characterized by diverse offerings and vibrant atmospheres (Ishak, Aziz, & Ahmad, 2012), necessitate a customer-centric approach that transcends the traditional buyer-focused studies (Sheth, Sisodia, & Sharma, 2000). The 4C framework provides a more holistic understanding of the Customer element by considering both buyers and sellers as customers (Ali & Ilyas, 2016). It allows researchers to delve into the motivations, preferences, and challenges faced by night market sellers, contributing to a more comprehensive analysis of market dynamics.

Cost Considerations for Sustainable Night Markets: The Cost component of the 4C model extends beyond the traditional pricing strategies (Cattani, Gilland, Heese, & Swaminathan, 2006). In the context of night markets, understanding the costs incurred by both sellers and buyers is crucial. Night market owners must be aware of the financial constraints faced by sellers, ensuring a fair and sustainable marketplace (Pottie-Sherman & Hiebert, 2015). Simultaneously, buyers' perceptions of value and affordability are integral to maintaining a balanced and thriving market ecosystem.

Convenience and the Night Market Experience: Convenience, in the 4C framework,



encompasses the ease of access, use, and transaction for both sellers and buyers (Maity & Singh, 2021). Night markets often operate in unconventional spaces and hours, making convenience a critical factor in attracting and retaining participants. A thorough examination of convenience factors can unveil opportunities for operational improvements, enhancing the overall night market experience for both parties (Lee & Pearce, 2020).

Communication Strategies for Night Market Success: Effective Communication is essential in the 4C model, facilitating meaningful interactions between sellers, buyers, and market organizers (Sridharan & Viswanathan, 2008). In night markets, clear communication channels contribute to vendor visibility, customer engagement, and the overall vibrancy of the market (Bartlett, Julien, & Baines, 2007). Analyzing communication dynamics helps identify areas for improvement, enabling the development of strategies that foster collaboration and mutual understanding.

In conclusion, the 4C Marketing Mix Theory offers a nuanced and inclusive framework for studying night markets, moving beyond the traditional buyer-centric approach. By comprehensively analyzing the Customer, Cost, Convenience, and Communication aspects, researchers and market stakeholders can develop insights and strategies that contribute to the holistic development and optimization of night markets, fostering sustainable and thriving marketplaces in urban landscapes like Bangkok

Destination loyalty intention

Destination loyalty intention, encompassing the intention to return and willingness to recommend, has become a crucial focal point in tourism and destination management literature. This review explores key concepts related to destination loyalty intention and how it serves as a significant indicator of the market owner's success in maintaining a loyal customer base among both buyers and sellers in dynamic marketplaces.

Intention to return refers to the psychological predisposition of a visitor or participant to revisit a destination. It reflects the satisfaction, positive experiences, and emotional connections formed during the initial visit. Studies by Bigne, Sanchez, and Sanjez (2001) emphasizes the role of satisfaction and perceived value in shaping tourists' intentions to return. Positive experiences, cultural immersion, and a sense of fulfillment contribute significantly to the intention to revisit a destination.

Willingness to recommend measures the extent to which visitors or participants are inclined to suggest a destination or marketplace to others. It is often seen as an indicator of overall satisfaction and positive perceptions. Research by Sparks and Browning (2011) and Lee and Hsu (2013) suggests that willingness to recommend is influenced by factors such as satisfaction, perceived value, and the quality of interactions. Positive word-



of-mouth generated through recommendations plays a vital role in attracting new participants.

Destination loyalty intention enable trust and positive experiences of the both seller and buyer. The intention to return and willingness to recommend are closely tied to the trust and positive experiences created within the marketplace (Anuwichanont & Mechinda, 2009). Market owners who prioritize transparent and fair practices, ensure quality offerings, and facilitate positive interactions contribute to the development of trust among both buyers and sellers (Corbera, Kosoy, & Tuna, 2007). When sellers perceive fair treatment, collaboration, and support from market owners, it positively influences their intention to participate consistently. This, in turn, contributes to the overall success and longevity of the market.

Therefore, effective communication and marketing strategies are essential for conveying the unique selling propositions of the marketplace. Market owners who engage in targeted promotional activities, communicate value propositions, and address the concerns of both buyers and sellers are more likely to witness a higher intention to return and recommend (Chaffey & Smith, 2022).

Bangkok Night market

Night markets and flea markets have become integral components of Bangkok's cultural, economic, and social landscape, offering a unique blend of traditional and contemporary experiences. This literature review delves into key themes and insights from academic studies and research articles that explore the multifaceted aspects of night markets and flea markets in the vibrant city of Bangkok.

Night markets in Bangkok play a crucial role in preserving and promoting the city's rich cultural heritage. Research by Mateo-Babiano (2012) emphasizes how these markets serve as spaces where traditional crafts, local cuisines, and indigenous products are showcased, contributing to the continuity of Thai cultural practices. Studies by Xuan (2018) also highlight the communal nature of night markets, fostering social interaction and community bonding. These markets provide spaces for residents and visitors alike to engage in shared cultural experiences, contributing to a sense of belonging and identity.

Night markets are often hubs for small-scale entrepreneurs and local artisans. Research by Niesing, Merwe, & Potgieter (2016) emphasizes the economic significance of these markets in providing income-generating opportunities for small businesses and entrepreneurs, contributing to the informal economy. In addition, the Tourism Authority of Thailand (2023) underscores the role of night markets in attracting tourists and stimulating economic growth. Night markets contribute substantially to tourist spending, creating a symbiotic relationship between the tourism industry and the local economy.

However, night market in Bangkok faces many challenges and opportunities. Challenges related to environmental sustainability are addressed in the research of Jumeapaeng and Pongpun (2020). The research discusses the integration of technology in night markets, including the use of mobile applications and digital platforms for marketing and transaction purposes. The study explores how technology adoption can enhance market efficiency and customer satisfaction.

From preserving tradition and fostering entrepreneurship to contributing to urban revitalization and addressing contemporary challenges, the literature underscores the multifaceted nature of these markets. As Bangkok continues to evolve, ongoing research in these areas is crucial for informing policies, fostering sustainable development, and ensuring the continued vibrancy of night markets in the city

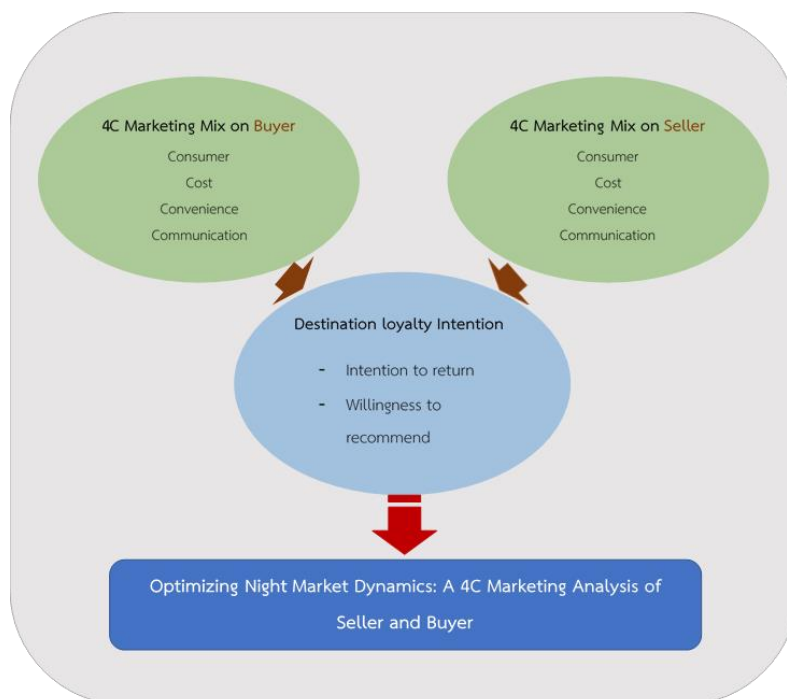


Figure 1: Research Framework

Research Methodology

1. Population and Samples

To attain research objectives 1 and 2, information was sourced from buyers and sellers at various night markets in Bangkok, including Chatuchak Night Market, Train Night Market Srinakarin, Train Night Market Ratchada, Liab Duan Market, Ramintra, and JODD FAIRS Rama 9. Due to the challenge of determining the population with absolute certainty, a statistical inference methodology, specifically Cochran's sample calculation, was applied. This calculation,



based on a 95% confidence level and a maximum margin of error of 0.05, resulted in a sample size of 385 for both buyers and sellers. The selection of the study population and participants was carried out using purposive and stratified sampling techniques, outlined in Table 1.

Table 1: Purposive and Stratified Sampling Techniques' Result

Province	proportional allocation for buyers	proportional allocation for sellers
Chatuchak Night Market	77	77
Train Night Market Srinakarin	77	77
Train Night Market Ratchada	77	77
Liab Duan Market, Ramintra	77	77
JODD FAIRS Rama 9 - Night markets	77	77
Total	385	385

2. Research Instrument

Primary data was collected using self-administered structured questionnaires, which underwent content validation by a panel of five tourism and hospitality experts. The Index of Item-Objective Congruence (IOC) yielded a score of 0.85, surpassing the 0.75 threshold, affirming questionnaire validity. A pilot test with 70 questionnaires (35 for buyers and sellers each) was conducted on non-target samples to identify and address potential issues. Reliability, assessed through Cronbach's Alpha Coefficient, yielded a high coefficient of 0.915, exceeding the recommended 0.7 threshold, indicating commendable reliability. On-site distribution ensured completeness, and an online option via Google Forms enhanced accessibility for effective data collection.

3. Data Analysis

Descriptive Statistics was used to present and explain the basic features of the data (Frequency, Percentage, Mean, and Standard Deviation). Multiple Regression was utilized for investigating the effect of 4C marketing mix of buyers and sellers on destination loyalty intention.

Results

As defined in Table 2 and 3, the outcomes derived from the Multiple Regression Analysis illuminate that the independent variables pertaining to buyers' 4C exerted a positive influence on the dependent variable of Destination Loyalty Intention. Specifically,



this influence manifested in the dimensions of 'Intention to return' and 'Willingness to recommend,' as denoted by notable correlation coefficients of 0.658 ($R = 0.658$) and 0.628 ($R = 0.628$), respectively.

The coefficient of determination (R^2) elucidates the extent to which the model explicates the variance in the dependent variables. In the context of 'Intention to return,' the coefficient of determination (R^2) between 4C and the intention was calculated at 0.433, implying that the model accounted for 43 percent of the variability in 'Intention to return.' Similarly, for 'Willingness to recommend,' the coefficient of determination (R^2) between 4C and the intention in question was determined to be 0.395, indicating that the model elucidated 40 percent of the variability in 'Willingness to recommend.'

Table 2: Results of multiple regression analysis for buyers' 4c affecting destination loyalty intention in intention to return.

Variable	B	S.Eb	Beta	t	Sig.
(Constant)	1.170	0.167		6.992	0.000
Customer	0.124	0.039	0.152**	3.176	0.002
Cost	0.167	0.037	0.207**	4.503	0.000
Convenience	0.159	0.037	0.195**	4.312	0.000
Communication	0.264	0.041	0.308**	6.521	0.000
R = 0.658 R ² = 0.433 S.E.est = 0.560 F = 72.601 Sig. = 0.000					Note: *p < 0.05, ** p < 0.01

Table 3: Results of multiple regression analysis for buyers' 4C affecting destination loyalty intention in willingness to recommend.

Variable	B	S.Eb	Beta	t	Sig.
(Constant)	1.153	0.176		6.565	0.000
Customer	0.229	0.037	0.282**	6.183	0.000
Cost	0.115	0.049	0.134*	2.353	0.019
Convenience	0.144	0.054	0.158**	2.692	0.007
Communication	0.177	0.052	0.209**	3.419	0.001
R = 0.628 R ² = 0.395 S.E.est = 0.579 F = 61.910 Sig. = 0.000					Note: *p < 0.05, ** p < 0.01

Table 4: Results of multiple regression analysis for sellers' 4c affecting destination loyalty intention in intention to return.

Variable	B	S.Eb	Beta	t	Sig.
(Constant)	1.390	0.169		8.241	0.000
Customer	0.193	0.053	0.232**	3.649	0.000
Cost	0.160	0.051	0.188**	3.124	0.002
Convenience	0.126	0.048	0.145**	2.618	0.009
Communication	0.110	0.038	0.153**	2.892	0.004
R = 0.603 R ² = 0.364 S.E.est = 0.558 F = 54.404 Sig. = 0.000					Note: *p < 0.05, ** p < 0.01



Table 5: Results of multiple regression analysis for sellers' 4C affecting destination loyalty intention in willingness to recommend.

Variable	B	S.Eb	Beta	t	Sig.
(Constant)	1.003	0.163		6.155	0.000
Customer	0.171	0.051	0.197**	3.341	0.001
Cost	0.187	0.050	0.211**	3.772	0.000
Convenience	0.231	0.047	0.255**	4.965	0.000
Communication	0.105	0.037	0.140**	2.844	0.005
R = 0.673 R ² = 0.453 S.E.est = 0.539 F = 78.564 Sig. = 0.000				Note: *p < 0.05, ** p < 0.01	

As evidenced in Table 4 and 5, the outcomes of the Multiple Regression Analysis elucidated that the independent variables associated with the sellers' 4C exhibited a positive impact on the dependent variable of Destination Loyalty Intention, specifically within the dimensions of 'Intention to return' and 'Willingness to recommend.' Notably, the correlation coefficients for these dimensions were determined to be 0.603 ($R = 0.603$) and 0.673 ($R = 0.673$), respectively, signifying a substantial positive relationship.

The coefficient of determination (R^2) serves as an indicator of the proportion of variability in the dependent variable explained by the independent variables. For the dimension of 'Intention to return,' the calculated coefficient of determination (R^2) between 4C and the aforementioned intention was 0.364, denoting that the model accounted for 36 percent of the variance in 'Intention to return.' Similarly, in the context of 'Willingness to recommend,' the coefficient of determination (R^2) between 4C and the intention in question was established at 0.453, implying that the model explicated 45 percent of the variability in 'Willingness to recommend.'

Conclusions and Discussion

Customer - In order to cultivate a more personalized and customer-centric experience in Bangkok's night market, sellers should undergo training programs focused on enhancing their interpersonal skills (Zaki & Neely, 2019). This training aims to equip sellers with the ability to engage customers on a personal level, actively addressing individual preferences, and offering tailored recommendations (Swift, 2001). Concurrently, the implementation of loyalty programs and exclusive offers for returning customers becomes instrumental in fostering customer retention. By recognizing and rewarding customer loyalty, sellers can further enhance the overall shopping experience (Berman, 2006).

Moreover, an emphasis on the provision of high-quality products or services is paramount. Sellers are encouraged to prioritize the quality of their offerings, as this not only contributes to customer satisfaction but also establishes a foundation of trust (Ahearne, Jelinek, & Jones, 2007). Actively showcasing positive customer reviews and



testimonials becomes a powerful tool in building credibility and instilling confidence in potential buyers (Hyder, 2016). By incorporating these practices, sellers in the night market can create a positive and trusting environment that resonates with customers and encourages repeated engagement.

Cost - To promote a transparent and trustworthy transaction environment in Bangkok's night market, sellers should prioritize the clear display of prices, ensuring that customers have a comprehensive understanding of the costs associated with their purchases. This transparency not only establishes trust but also fosters a positive perception among customers (Iglesias, Markovic, Bagherzadeh, & Singh, 2020).

In addition to transparent pricing, sellers can implement competitive pricing strategies and periodic promotions or discounts to attract and retain customers (Kopalle, et al., 2009). Offering competitive prices and special promotions serves as an effective means of capturing customer attention, creating a compelling value proposition, and encouraging repeated patronage (Sheth & Sisodia, 2012). Moreover, sellers can further incentivize higher spending by providing bundled deals or discounts for customers purchasing multiple items. This approach not only adds value to the customer's shopping experience but also stimulates increased spending, contributing to the overall profitability of the seller.

Convenience - To enhance the overall customer experience in Bangkok's night market, sellers should prioritize streamlining payment processes to minimize waiting times and improve transaction efficiency. Accommodating diverse customer preferences, sellers should accept various payment methods (Liao, Chu, Chen, & Chang, 2012). Additionally, optimizing the market layout for easy navigation and accessibility is crucial to creating a seamless shopping environment (Kalbach, 2007). Clear signage and information should be implemented to assist customers in easily locating their desired products or services. By focusing on these aspects, sellers can create a more efficient and customer-friendly night market setting, ultimately contributing to heightened satisfaction and improved customer engagement (Lee, Chang, Hou, & Lin, 2008).

Communication - Effectively engaging with customers in Bangkok's night market involves the strategic utilization of signage and digital platforms. Sellers should invest in visually appealing and informative signage to attract and communicate with customers, creating an inviting atmosphere (Chin & Harun, 2015). Leveraging social media platforms for pre-market promotions and real-time updates enhances visibility and draws in a broader audience. Establishing channels for customer feedback showcases a commitment to improvement; actively seeking and responding to input demonstrates attentiveness and fosters positive customer relations (Zaki & Neely, 2019). By combining these strategies, sellers can optimize

communication channels, strengthen their online presence, and cultivate a customer-centric environment in the night market (Kalnaovakul, & Promsivapallop, 2021).

These strategies aim to enhance the sellers' 4C elements in the night market setting, aligning with the findings from the Multiple Regression Analysis. By focusing on personalized engagement, transparent pricing, convenience, and effective communication, sellers can foster positive perceptions among buyers, thereby increasing their 'Intention to return' and 'Willingness to recommend.' Additionally, continual assessment and adaptation of these strategies based on market dynamics and customer feedback will contribute to sustain success in the night market in Bangkok.

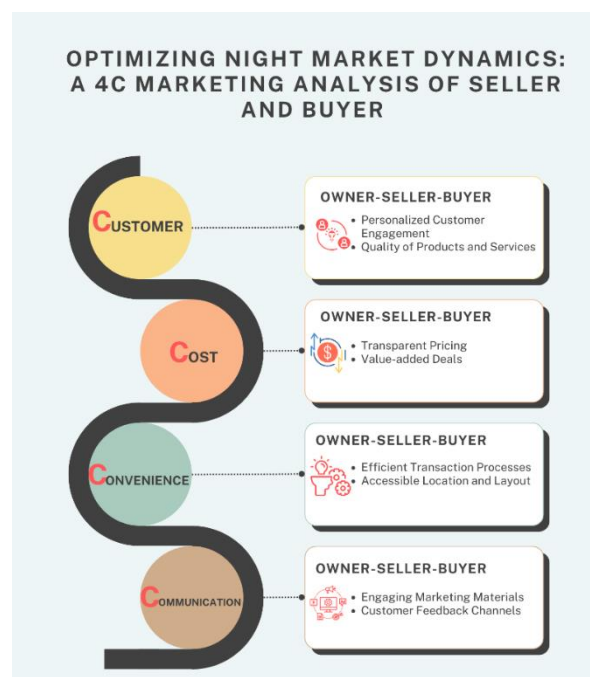


Figure 2: model for optimizing night market dynamics with the application of the 4C marketing analysis

Suggestions

This study investigates the 4C dimensions of buyers and sellers participating in night markets in Bangkok. The research aims to elucidate the buying behavior, preferences, and insights of buyers, an aspect that remains unexplored in the existing body of knowledge. Furthermore, the perspectives of sellers, inclusive of their opinions regarding market dynamics, have not been adequately addressed in scholarly discourse. Given the gap in the current understanding of these dynamics, interviews are proposed to be conducted.



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