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CUSTOMER BEHAVIOR SURVERY FOR CULTURAL AND CREATIVE PARK IN TAIWAN

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ABSTRACT

Cultural and Creative Park is a recreational campus which usually consists of exhibition, gallery, show room, movie theater, and multi-function facilities to provide the cultural activities. Besides, in the Cultural and Creative Park, restaurants, coffee shops, bookstores, gift shops, and other business units are nearby. How to improve the customer experience in the Cultural and Creative Park is an important research question for the managerial division to promote culture industries. In this research, the questionnaires were developed and performed in one of creative park in Taipei, Taiwan to study customer behavior. This paper addresses the survey result and the insights revealed from the survey.

Keywords: Cultural and creative park, consumer behavior, survey study.

INTRODUCTON

Cultural and creative industries, as the name suggests, is a combination of cultural and creative industries which represents intangible characteristics of the life style, art or fashion about a particular area. And the term "culture" has many different definitions. "Culture" of the term in broad sense is refers to living together in a society of people that have similar habits, customs, and beliefs; In narrowly, which means "art" is a through people created a new type of product. Whether on a narrow or broad cultural terms, "cultural and creative" that exist in both cultures, added to each country, ethnic, and individual for create, giving a new style and value cultural [1].

According to service network of Taiwan's cultural and creative industries announced the principles of cultural and creative industries, there are three standards, including: 1) The large number of employment or the large number of participants, 2) great value or big benefits, growth potential, and 3) Original or innovative and added value [2]. In addition, in most of countries such as England, China, Japan, and Taiwan which consider cultural and creative as strategic industry, building a cultural and creative park or facility to promote cultural and creative economy is important. The cultural and creative park not only provides artists or cultural creators a space to present their creativity, but also support the incubation for innovation on cultural and creative industry [3, 4].

Recently, several cultural and creative parks have been established in different countries. Similarly, in UK, Sheffield Cultural Industries Quarter (CIQ) is on the edge of the city center zoned in 1988 for businesses in cultural production. This city is known for mines and steelworks ,but now that creative industry and cluster development policies are core to the government regional agenda it is seen as far-sighted [5]. Some of them utilized the abandoned site to reuse the resources, for instance, Huashan 1914 Creative Park in Taipei Taiwan [6] was created in 2007 as the heart of Taiwan's creative pulse and a bridge to a unique architectural past. Others such as Queensland Creative Industry Park (CIP) in Australia were built in the new facility along with multiple investment on exhibition hall, concert arena, movie theater, and shopping center [7]. Also, there are some parks combine traditional cultural activities with the modern fashion shopping. For instance, Tianzifang, a renovated residential area in the French Concession area of Shanghai, China, is an arts and crafts enclave which integrates old community built in the 1930s as a Shikumen residential district with the largest shopping malls in Shanghai upon completion [8].

Not exactly the same as cultural and creative parks, the commercial theme parks, for instance, Disney Land, Universal Studio are the places that provide exotic atmospheres or science-fiction senses. The visitor streaming of the theme parks are highly influenced by seasonal effects such as weather, vacation period or special holiday events. Major profits are from the sales of entrance fees and the commercial products. In the contrary, the cultural creative parks more focus on providing cultural atmospheres for services including artists performance, painting gallery, or exhibition. Therefore, the customer behavior for cultural and creative park might not be the same as it of commercial theme parks [9-11].

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In this research, the questionnaire survey was developed to reveal the customer behavior for cultural and creative park. In the following sections, we will address the results of this questionnaire, and then analyze the statistical results. The analysis of consumption pattern of first-time visitors, return visitors and no-consuming visitors will be processed. Finally, some interesting consumer behaviors will be discussed.

QUESTIONNAIRE SURVEY

In this research, the questionnaires were developed to survey the behavior of the visitors of Huashan 1914 Creative Park which is not only the heart of Taiwan's creative pulse, but also a bridge to a unique architectural past in Taiwan (The questionnaire sample was attached in appendix). The questionnaire survey was implemented during July 12-13 weekend, 2014 which was the second weekend during summer vacation for students. The reasons of performing the survey in that weekend are: 1) more visitors in the weekend, 2) Huashan 1914 Creative Park had several popular exhibition events in July (the beginning of summer break). We expected to investigate the customer behavior during the hot season of the park.

In this survey, the questionnaires were delivered to visitors by random. Totally, 4 questionnaire collecting spots were predetermined (see Figure 4). The collecting spots were all located near by the electronic billboards in the park where more people gathered around. The staffs in each collecting spot sought for the visitors who were willing to take 5 minutes on answering the questionnaires. One free cool drink was given as a gift after the visitor finished the questionnaire. During the hot summer time, the cool drink was an great incentive for visitors.

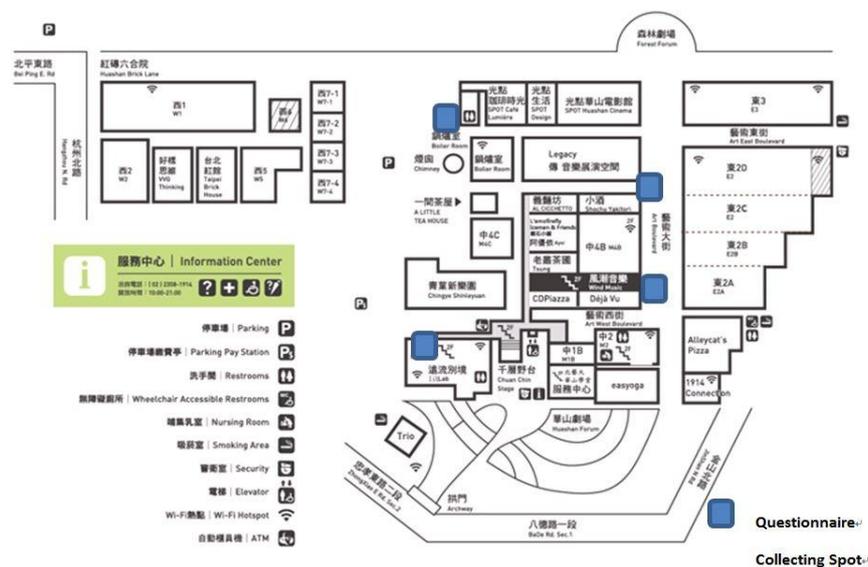


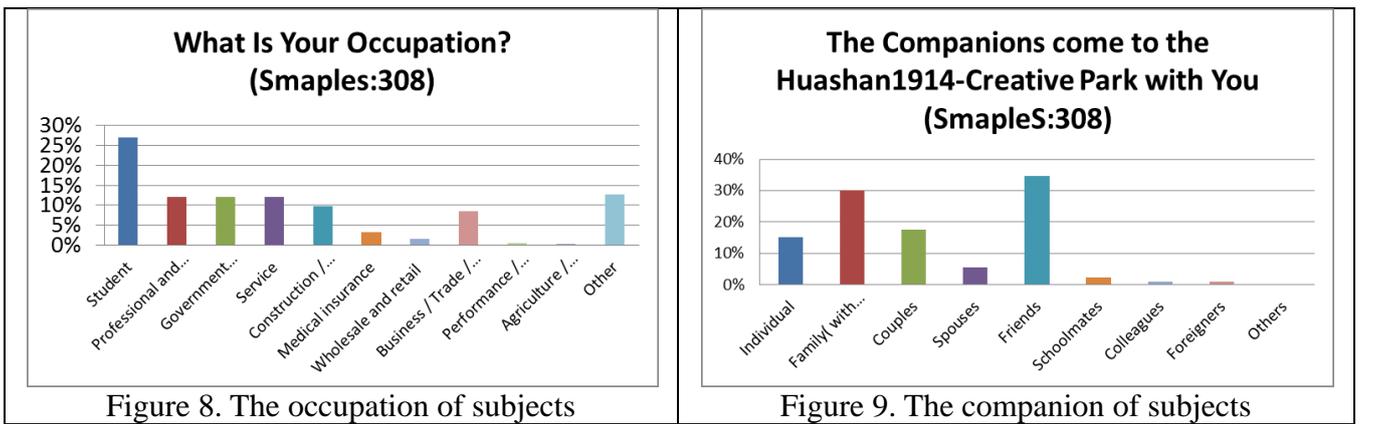
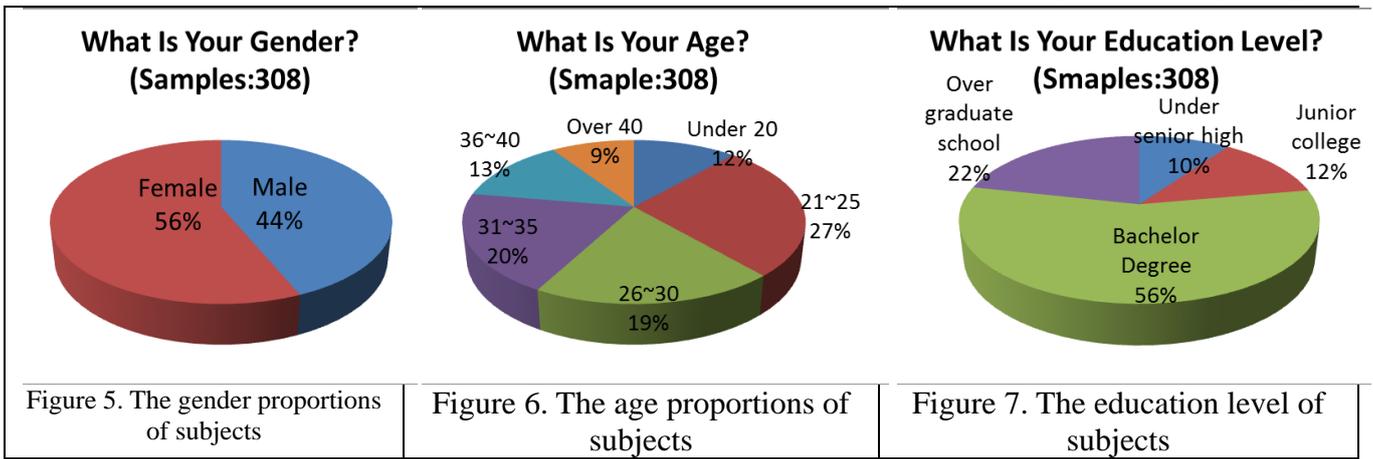
Figure 4. Map of Huashan 1914 Creative Park [12]

There are totally 321 questionnaires filled out by this survey and the valid questionnaires are 308 in total. Since the staff stood side by side with the subjects when they filled out the questionnaire, the questions about the survey were answered by the staff immediately. Therefore, the misunderstanding on the questionnaires could be avoided. In addition, if one person in a visiting group such as a family was taking the survey, the rest of group members would not be asked for performing the survey to reduce the repeated sampling in the same group.

SURVEY RESULT

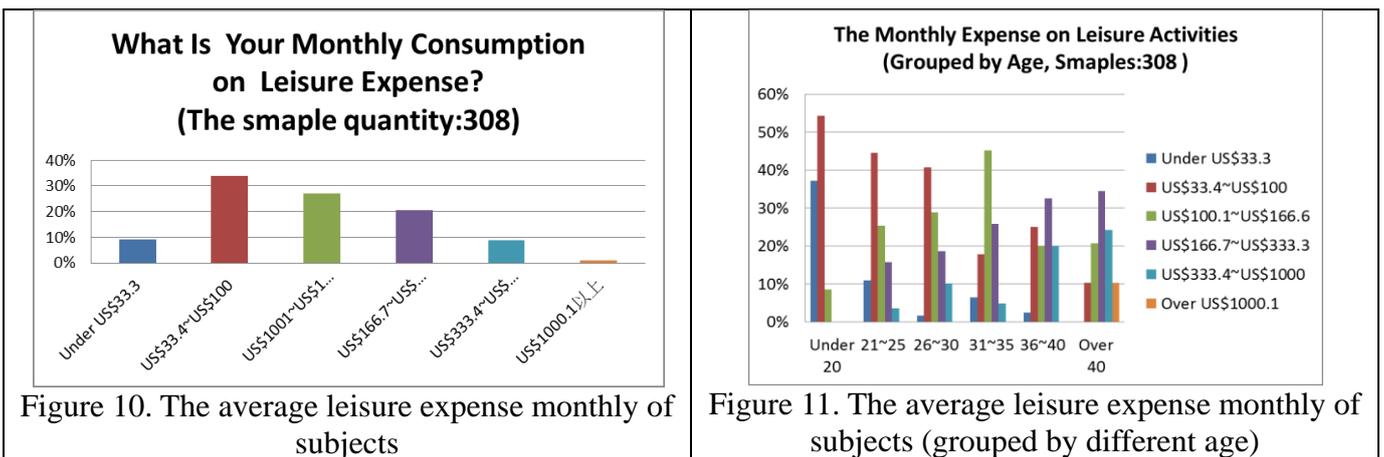
Basic Statistics

In this survey, there are 44% of subjects are male, and 56% of them are female (see Figure 5). Figure 6 shows that the age bracket between 21 and 35 year-old accounts for 66% of subjects. Obviously, it shows that the major customers are from the relatively younger generation who are usually considered as the major customers of the quick fashion and cultural creative market. Also, nearly 80% of subjects have the college or higher education degree (see Figure 7), and around 27% of subjects are students (Figure 8). Around 65% of subjects were accompanied with friends and family. From the socio-economic status analysis of interviewees above, it is not unexpected that the youngsters are major visitors in the park and most of them came to Huashan 1914 Creative Park with friends. In addition, the families are also the major customer groups in the park (see Figure 9).



Consumption Pattern Analysis

In this survey, the subjects' monthly expenses on leisure activities are reviewed (see Figure 10). The result shows that, for leisure activity spending, 34% of subjects spent USD\$33.4 ~ USD\$100 monthly, and around 27% of subjects spent a little more in the range of USD\$100 ~ 167. As can be seen in Table 1, nearly 70% of subject who spend less and equal to USD\$167 on leisure activities monthly. The result positively reflects to the disposable income level of the Taiwanese younger generation which is the major visiting group of the park.



If breaking down the proportion of leisure spending by age (Figure 11), it shows that the group under 20 year-old spends less on leisure activities (majorly less than USD\$100). It can be seen obviously that the proportion of the spending range of USD\$33.4 ~ USD\$100 indicated as red ink is declined when the age increases. In the contrary, more money is spent (USD\$166.7 ~ USD\$100) on leisure activities in the older age groups. The result is consistent with the cognition on the correlation between the disposable income level and the age group (elder generation has more disposable income).

Among all the subjects, their main reason of visiting Huashan 1914 Creative Park is going to the exhibitions as shown in

Figure 12. It is not surprise because the park is designed as an exhibition venue. In addition, the proportions of window shopping and outdoor walking are relatively high. It shows that most of visitors consider Huashan 1914 Creative Park not only as a venue but also as a park for outdoor leisure activities

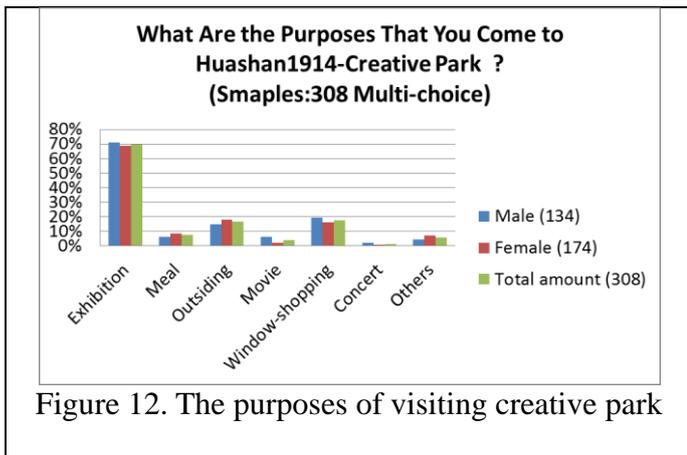


Figure 12. The purposes of visiting creative park

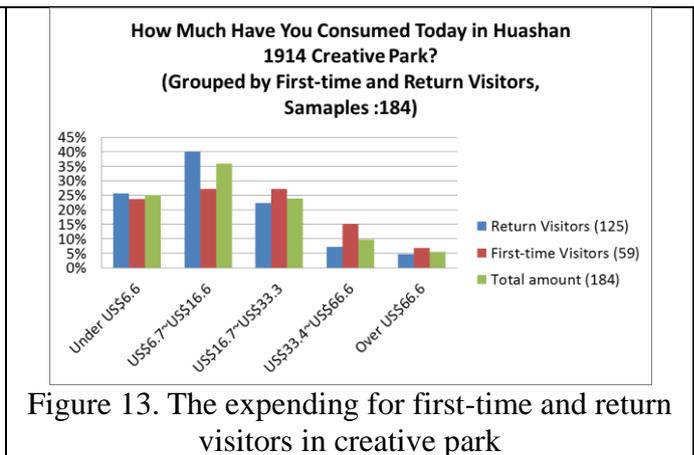


Figure 13. The expending for first-time and return visitors in creative park

The following subsections will show analyses and comparisons regarding the first-time visiting of Huashan 1914 Creative Park. The differences of consumption behaviors are studied. In this questionnaire survey, 29% of visitors are first-time visitors and 71% of subjects are return visitors.

Consumption Pattern Analysis for First-time Visitors

For the first-time visitors, how did they know Huashan 1914 Creative Park is our concern. Based on the survey results, more than 50% of the first time visitors get the information about the park from their friends, and 32% of them obtained the information from the internet. Therefore, the social network plays an important role on spreading out the attractiveness of Huashan 1914 Creative Park.

Then, we further analyzed the purchasing behavior of the first-time visitors comparing with the return-visitors. From this survey, 184 out of 308 subjects have expended in the park. Also, 59 out of that 184 subjects who expended in the park are first-time visitors, and the rest 125 subjects are not. Figure 13 shows the proportion of money expending grouped by the first-time and return visitors. As can be seen, in the higher expending categories (> US\$16.7), first-time visitors have larger proportion than return visitors. For example, there are 15% of first-time visitors spent around US\$33.4 ~ US\$66.6, but only 7% of return visitors spent that amount of money when they visit the park. This trend is opposite in the less-money expending category. Based on this result, it is very interesting that the first-time visitors tend to spend more money than return visitors when they were in Huashan 1914 Creative Park.

Consumption Pattern Analysis for Return Visitors

For the return visitors of Huashan 1914 Creative Park in this survey, they would fill in the questions regarding the frequency of returning the park. Totally, 214 subjects are return visitors and also fill out the corresponding questions. From Figure 14, without considering genders, we can see that most of the subjects re-visited Huashan 1914 Creative Park once in once per month, two or three months, or six months. If considering gender difference, more proportion of female subjects re-visited the park once in two to three months or once in six months. Interestingly, for the frequent visiting category (one per week or multiple time per week), more proportion of male visitors re-visited the park. The pattern is similar in high frequency category. It seems that, in terms of visiting frequency, male and female visitors have different patterns.

In this survey, there are 118 out of 214 return visitors who spend money in the park. If we narrow the analysis on those consumed return visitors (we consider them as valuable customers), Figure 15 shows the analysis of the return frequency across the age. It can be seen that the age bracket between 21 ~ 25 is the largest portion of the return-consumed visitors. Note visitors with age bracket 21 ~ 25, 26 ~ 30, and 31~35 are major visitors in the park. It seems the younger generation (age 21~25) seems to revisit the park slightly more frequent than other age bracket (more people come back one a month, or two or three per month).

The Analysis of Not Consuming in the Park

In this questionnaire survey, 172 out of all subjects did not consume in Huashan 1914 Creative Park. In this section, the reasons of not consuming are analyzed. In the questionnaire, there are eight reasons of not consuming can be chosen. The subjects were allowed to choose multiple reasons if they think they are applicable. Figure 16 shows the number of selections

for each reasons breaking down to different age bracket. As can be seen, the major reasons of not consuming are “nothing to buy” and “no plan to buy”. For age 21~25, relatively higher portion of visitors think the products are too expensive. It obviously reflects to their relatively low disposable income.

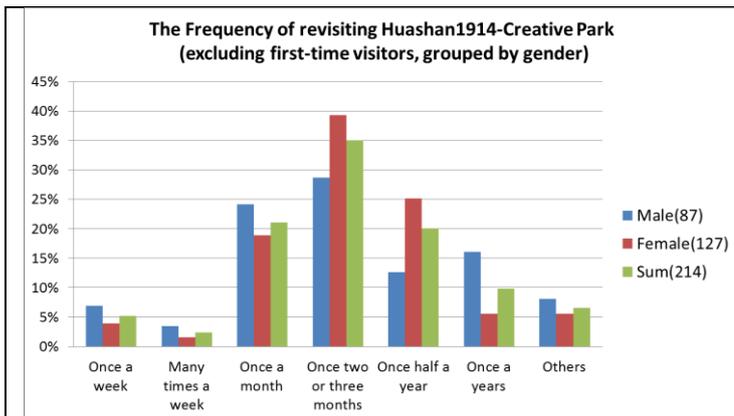


Figure 14. The frequency of revisiting creative park (excluding first-time visitors, grouped by gnder)

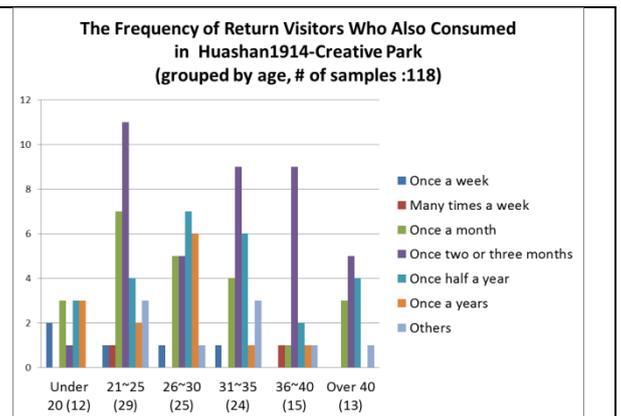


Figure 15. The frequency of return visitors who also consumed in creative park (grouped by age)

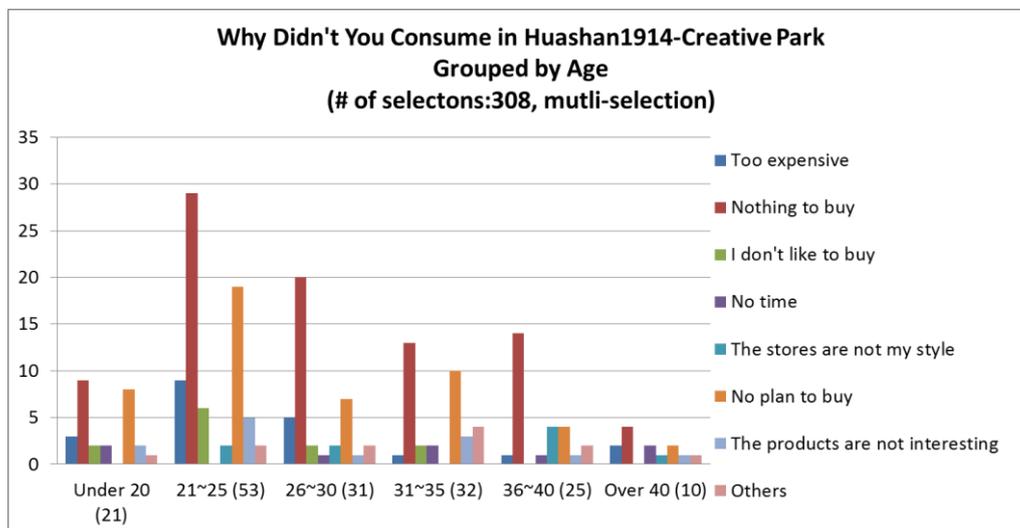


Figure 16. The reasons of not consuming in the park (grouped by age)

CONCLUSION

From the above survey result, it shows that majority (81%) of the creative park visitors spent around US\$ 33 to US\$ 333 monthly in average on leisure expenses. The average amount of spending on leisure expenses of visitors can be obtained roughly by calculating the mean of spending bracket (US\$ 183). According to the statistical data from Directorate General of Budget, Accounting and Statistics, Executive Yuan, R.O.C., the monthly spending on leisure activity per citizen in Taipei is around US\$ 63.9. It seems the subjects who visited Huashan 1914 Creative Park spend relatively higher on leisure activities than general public.

Based on the survey, the average expenses in Huashan 1914 Creative Park is US\$ 33 or less. This amount truly reflects to the average ticket price of the exhibition hosted in the park. As mentioned earlier, the exhibition is the major reason of visiting the park. This amount can be treated as the basic spending per visitor although the park is free for entrance. Based on this survey, we also found that the visitors who spent more than US\$33 also have a meal in the park. It seems the food service in the park play an important role on expending consumer spending in the park. Therefore, the park administration can apply a business promotion strategy to offer more quality food service in the park.

In this questionnaire survey, we also revealed that the average expense in Huashan 1914 Creative Park of the first-time visitors is higher than return visitors. It seems that first-time visitors tend to spend more when they first visit creative park. As for the cross comparisons of “companions” and “consumed or not”, it shows that the consumption amount of those whose visit with

- Introduced by friends Internet(FB、BBS...) News TV advertisement
 Printed advertisement Passing by Others(_____)
10. What are the purposes of your visit in Huashan 1914 Creative Park Today(multiple choice) ?
 Exhibition Meals Outdoor activity Movies Window shopping
 Concert Others(_____)
11. How long will you stay (or have stayed) in Huashan 1914 Creative Park ?
 0~1 Hour 1~2 Hours 2~3 Hours 3~4 Hours 4 Hours or More
12. How much do you expect to spend in Huashan 1914 Creative Park today ?
 No Intention(to) US\$6.6 or Less US\$6.7~ US\$16.6
 US\$16.7~ US\$33.3 US\$33.4~ US\$66.6 US\$66.7or More
13. Have you purchased anything yet in Huashan 1914 Creative Park today?
 Yes (To Question 14)
 No (To Question 16)
14. Which stores have you consumed in Huashan 1914 Creative Park today (multiple choice)?
 AlleyCat's CDPIazza Deja Vu easyoga 1914 Connection
 FabCafé Trio Café Legacy L'amofirefly Innobridge 點金
 小酒 好樣思維 一間茶屋 風潮音樂 義麵坊小酒館
 離線咖啡 燃石小舖 老叢茶圃 青葉新樂園 小雪人冰工坊
 遠流別境 台北紅館 約茶不夜 小確幸紅茶牛奶合作社
 其他(_____)
15. How much have you spent in Huashan 1914 Creative Park today ? (To Question 17)
 US\$6.6 or Less US\$6.7~ US\$16.6 US\$16.7~ US\$33.3
 US\$33.4~ US\$66.6 US\$66.7or More
16. If you did not spend money in Huashan 1914 Creative Park today, what are your reasons of not spending (multiple choice) ?
 Too expensive Nothing to buy I don't like to buy No time
 The stores are not my style No plan to buy The products are not interesting
 Others(_____)
17. Which options will increase your willingness of purchasing in Huashan 1914 Creative Park (multiple choice) ?
 Group buying coupons Discount coupons Promotion with other activities (ex. concert)
 Promotion with community websites (FB、Google+) Student discount Company discount
 Product trails Exclusive products Others(_____)