



SENSE OF COMMUNITY ASPECTS FOR PUBLIC
MARKET: PASAR KEDAI PAYANG, KUALA
TERENGGANU, TERENGGANU

BY

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ABSTRACT

This research explores the sense of community in a public market, Pasar Kedai Payang. The need to sustain the sense of community arises because it is an important factor in strengthening the bonds within a community. Previous studies done on community spaces concentrated on neighbourhoods, residential areas, institutional areas and public spaces. However, studies on the sense of community among market users in urban markets are still lacking. The aim of this research is to examine the sense of community in a public market and how it develops in the community. The case study selected for this research is Pasar Kedai Payang, Kuala Terengganu, which is a public market that will soon go through a total redevelopment process. The research methods includes i) site inventory which covers the market spaces, its characteristics and current condition, ii) semi-structured interviews with the local authority, vendor association, community association, and market vendors (n=40), and iii) survey questionnaires with visitors of the market (n=497). Results from the research show there are four aspects that influence the sense of community among the market users towards urban public market, which are ‘the sense of belonging’, ‘participation and influence’, ‘community integration and fulfilment of needs’, and ‘shared emotional connections and interactions’. The vendors’ sense of community is largely shaped by the ‘sense of belonging’ and ‘shared emotional connection and interaction,’ where interaction plays an essential role in shaping the market community. Meanwhile, the visitors’ sense of community was found to be influenced by the ‘participation and influence’, where this aspect is rated higher than the other aspects of sense of community. This is due to the function of the market as a place for visitors to get local products and experience the local culture and market environment. Sense of community is meaningful in enhancing the community bond and experience of the vendors and the visitors in the market, and it needs to be continued throughout the market’s new development. This research concludes by recommending the four aspects of sense of community that can be adapted by the local authority and the market vendors to ensure that the market can continue to function as a trading space and a community place.

خلاصة البحث

استكشف هذا البحث تصورات الإحساس بالانتماء للمجتمع في أسواق المناطق الحضرية العامة بين مستخدمي السوق. وهو مفهوم قد تم تطويره للاستجابة للاحتياجات الاجتماعية والاقتصادية والثقافية للمجتمع في هذا الميدان. الأسواق الحضرية لا تعد فقط مكاناً لإجراء الأعمال التجارية بل أيضاً مكاناً لإقامة العلاقات الاجتماعية. مما يستدعي الحاجة للمحافظة والنهوض بالإحساس والانتماء لهذا المجتمع بسبب أهميته عاملاً مهماً في تعزيز الروابط الاجتماعية. أجريت الدراسات السابقة في مناطق الأماكن الاجتماعية من أحياء ومناطق سكنية ومناطق مؤسسية وأماكن عامة. ولقد وجدت هذه الدراسات السابقة بأن إحساس الانتماء القوي في هذه المجتمعات المحلية يمكن أن يساهم في تنمية المجتمع. ومع ذلك فإن الدراسات التي تناولت الإحساس الاجتماعي بين مستخدمي السوق في الأسواق المدنية لاتزال تعاني من القصور وغير كافية. إن الهدف من هذا البحث هو لفحص تصورات إحساس الانتماء الاجتماعي بين مستخدمي السوق في الأسواق العامة في المناطق الحضرية. من أجل تحديد الجوانب التي تؤثر على العلاقات بين مستخدمي السوق والسوق نفسه. وكيفية تعزيز إحساس الانتماء المجتمعي في المستقبل. دراسة الحالة التي اختيرت لهذا البحث هو سوق بازار كيدي بيانج في كوالا تيرينجانو، وهو السوق العام في المنطقة الحضرية، والذي سينتهي قريباً من خلال عملية إعادة تطوير شاملة. وتشتمل طرق البحث على (أ) مجرد للموقع الذي يشمل مساحات السوق وخصائصه، والوضع الحالي للموقع (ب) إجراء مقابلات شبه منظمة مع السلطة المحلية، مع الباعة وجمعية المجتمع المحلي، وباعة السوق حيث تشمل عدد العينة (40) (ج) استبانة مع زوار السوق حيث تشمل عدد العينة (497). وقد تم تفسير بيانات المقابلات شبه المنظمة وفقاً للتحليل الموضوعي باستخدام برنامج أتلس تي أي، بناءً على جوانب الإحساس بالانتماء للمجتمع المستمدة من مراجعة الأدبيات. ولقد تم تحليل بيانات الدراسة باستخدام الإحصاء الوصفي ببرنامج إس بي إس إس. لقد أوضحت

نتائج البحث أن هناك أربعة (4) جوانب تؤثر على الإحساس بالانتماء المجتمعي بين مستخدمي السوق نحو السوق العام في المناطق الحضرية. وهي "الشعور بالانتماء" و"المشاركة والتأثير، الاندماج في المجتمع وتلبية الاحتياجات"، و"الاتصالات والتفاعلات العاطفية المشتركة". يتشكل الإحساس بالانتماء المجتمعي إلى حد كبير من قبل البائعين من خلال الشعور بالانتماء والاتصالات والتفاعلات العاطفية المشتركة، حيث يلعب التفاعل دوراً أساسياً في تشكيل مجتمع السوق. وفي الوقت نفسه، فقد وجد أن إحساس الزوار الاجتماعي يكون متأثراً 'بالمشاركة والتأثير' حيث صنف هذا الجانب أعلى من الجوانب الأخرى من جوانب الإحساس بالانتماء الاجتماعي. ويرجع ذلك إلى وظيفة السوق بوصفه مكاناً للزوار للحصول على المنتجات المحلية وتجربة ثقافية وسوقاً ذات بيئة محلية. إن الإحساس بالانتماء الاجتماعي مفيد في تعزيز وأواصر الروابط الاجتماعية وخبرات البائعين، وزوار السوق وهذا يجب المحافظة على استمراره طوال فترة التطور الجديدة في السوق. ويخلص هذا البحث إلى تقديم توصية بجوانب الإحساس الاجتماعي الأربعة والتي يمكن تكييفها من قبل السلطة المحلية، والباعة في الأسواق للتأكيد على أن السوق يمكن أن تستمر باعتبارها فضاء تجارياً ومكاناً اجتماعياً.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science (Built Environment)

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Market is a place where people buy their daily needs, such as food, fresh products and other merchandise (Umbuan, Awet, & Hiratake, 2006). Markets function as a place of transaction, where it hosts the trading of goods between people. They serve as a center for trade, commerce, exchange, entertainment and social interaction (Al-Maimani, Salama, & Fadli, 2014). In the city, markets become the focal point for the community. They are commonly located within the vicinity of shops, mosques, offices and other communal institutions.

As a community trading space, the markets develop and contribute to the social, cultural and economic well-being of a city. Socially, the market plays an important role as a public space, where people gather and socialize with one another. Economically, market also serves as an active public space and gathering space where it creates social interaction between the communities (Project for Public Spaces, 2014). It is where people start to exchange news and build relationship with each other (Al-Maimani, Salama, & Fadli, 2014; Suziyana, 2010). The market is a place where people conduct trading activities that involve buying and selling between vendors and customers. Culturally, the market is often found to offer products from the local place.

Public markets have been built in cities for centuries and being used as a source of business and social platforms (Vernon, Columbia, & Marshall, 2011). Vagale (1973) suggested that markets serve not only as economic institutions but also as social entities. The market fosters relationship between different backgrounds of

people with cultural diversity. It also functions as a meeting place for social-cultural, religious and political activities. Adekunle (1994) added that the market also plays an essential role in the economic life of the people. They are important in the chain of commodity distribution, where they strengthen the economic base of a town.

Nowadays, public markets are present in major cities and towns throughout the world. Even though the physical forms of public markets vary, they have similarities in terms of presence, purpose and function. Public markets reflect the relationship between history, unique cultural and social interaction, and the economic realities of place where the market operates (Vernon, Columbia, & Marshall, 2011; Umbuan, Awet, & Hiratake, 2006).

Public market is civic owned, and it is a place for vendors to conduct their daily businesses (Vernon et al., 2011). Over time, the market needs to expand as its community grows. The community relationship is important as it builds the market community. The market community does not only consist of the vendors but also include the customers. This is an important aspect in measuring the sense of community as it relates back to the function of the public market to the community.

Community relationship can be termed as the process of working together through the same location, interest or situations (Committee, 2011). The relationship is important to the market as it influences the market to stay functional for the community. However, nowadays, the shopping environment in Malaysia is losing its influence as the retail landscape is changing from traditional to modern style (Terano, Yahya, Mohamed, & Saimin, 2015). As such, the level of community engagement in the market may also change in the course of development.

Previous studies on the sense of community have researched on community spaces, such as neighborhoods, residential area, institutional areas and public spaces. These researchers have found that a strong sense of community can contribute to the community development. However, studies on the sense of community among market users in the urban public market are still lacking. When people have a low sense of community, the impact is they will feel less attachment to their place and communities (Zhang & Lin, 2012). Therefore, for a place like the urban public market to continue to thrive, it needs to have a strong sense of community.

1.2 STATEMENT OF THE PROBLEM

In Malaysia, urban public markets are commonly located at the city center and serve the surrounding community (Saili, 2011; Chamhuri & Batt, 2013; Terano et al., 2015). While markets are provided with spaces for business, they seldom have spaces to support interactions among the vendors. As such, the sense of community and relationship of the market users may be affected in the long run. This research examined how the sense of community develops in the public market. It analyses the relationship between the community and the market, which includes the vendors and visitors, and their connections with the market.

According to Tumbuan, Kawet, & Shiratake (2006), there are two common issues that relate to the market. First, infrastructural problems arise when the retail space are insufficient for the vendors, lack of parking, and improper unloading area. Other problems include inadequate drainage and severe flooding from time to time, lack of security, limited overnight storage facilities, and inadequate sanitation provision.

Secondly, there are social and managerial issues, where there are difficulties in enforcing market laws and regulations, and the lack of market management systems.

According to Chamhuri & Batt (2013), a good relationship with vendors becomes a factor that attracts people to purchase products from the market. Compared to modern retail outlets, the interaction with the vendors make people choose to buy their needs in the public market. The market is not only a place to buy products, but also as a place to meet people. The relationships are not only between the vendors and customers, but also between customers and customers, and vendors and other vendors. For example, the customers tend to exchange information about the quality of products or which vendors offer the best price. Furthermore, the personal relationship built between the market users develops a sense of trust between them. Goldman and Hino (2005) said that people prefer to buy products from a known and trusted seller. This shows that a good relationship between the vendor and customer is essential in influencing people to buy products. The market is important in order to maintain the community relationship. This is supported by Rahadi (2012) where it is stated that the social influences are affecting the customers to buy products as they will become loyal to a specific brand and vendors.

However, according to Chamhuri & Batt (2013), modern retails give pressure to the public market as they offer more competitive prices for the products. The modern retail outlets have the economic scale of the procurement. The competition between the outlets forces the prices to be lower (Suryadarma et al., 2010; Chamhuri & Batt, 2013). Furthermore, in Malaysia, modern retailers such as Giant, Tesco and Carrefour are in competition where they aim for consumers to purchase products from their stores. This affects the local retailers as it becomes a pressure for them to compete

with a similar price. This also affects the sense of community between the market communities as when people choose the modern retail outlet than public market, there will be decline of visitors to the market. The market might lose their influence where they have to compete with the modern retailers that offer better price and products, as the modern outlets become a one-stop shopping center (Reardon, Timmer, & Berdegue, 2004).

The traditional shopping environment is starting to lose its influence as the retail landscape in Malaysia is changing from traditional to modern style (Terano et al., 2015). Due to the rise of modern supermarkets, the sense of community in urban public markets is susceptible to losing its influence towards the community. Hypermarkets and supermarkets are becoming more popular these days as they give convenience and access to variants products, such as packaged processed, and fresh food where normally the products are offer at the wet market (Bureau, 2011). Furthermore, those stores also provide non-food items where they become a one-stop shop. In fact, some of these stores also offer affordable dine-in restaurants which result in the changing experience for the users. The growth of the hypermarket also affects the smaller family-run retailers (Bureau, 2011). In order to save the public markets, the local authorities plan in promoting the market to tourists as a cultural attraction. As people get busier, they tend to look for better options where they are looking for convenience, comfort and good value when selecting places to shop.

The issues found by the studies mentioned above are similar to what is happening locally in Pasar Kedai Payang, Terengganu. According to the Terengganu Tourism and Cultural Committee, Pasar Kedai Payang is expected to be demolished and to be replaced with a new market at the same location (Zainudin, 2015). Based on the

Public Works Department's investigation (2014), the endurance level of the market is only 10% for now, and it is not safe if the conditions are ignored. Furthermore, during the school holiday season, the large number of customers have to huddle close to each other when buying products and when walking through the walkway due to the narrow spaces (Ali, 2014). To further improve the market's infrastructure, the Ministry of Urban Housing and Local Government has provided a budget of over RM600,000 to build covered walkways from the MBKT Bus Station until Pasar Kedai Payang (Mohd, 2015). The Chief Minister explained that the construction is expected to give benefits and comfort to the pedestrians walking to the market. At the same time, the state authority is currently identifying suitable area around Pasar Kedai Payang to offer to other businesses in order to promote tourism at that area. Basically, the vendors at the market are aware of the problems in which the market is not safe to be occupied anymore. They have been informed that the temporary location for the market will be at Pulau Warisan.

The efforts planned by the state and the local authority show the significance and potentials of Pasar Kedai Payang as a local market and tourism attraction in Kuala Terengganu. Nevertheless, a market thrives not only on its physical space but also through its people, primarily the vendors. Therefore, it is vital that the intangible aspects of the market, one of which is the sense of community, flourish alongside the market's development.

1.3 AIM AND OBJECTIVES

The aim of this research is to examine the sense of community aspects in a public market which is Pasar Kedai Payang and how it develops in the community.

The objectives are:

1. To identify the characteristics and functions of the urban public market
2. To analyse the aspects that contribute to the market's sense of community as perceived by its vendors and visitors
3. To recommend how the sense of community in the urban public market can be strengthened in the future

1.4 RESEARCH QUESTIONS

1. What are the physical and social aspects of the urban public market?
2. What are the dimensions of Sense of Community, and how does it develop in the urban public market?
3. How can the Sense of Community sustain in the urban public market even when the market is redeveloped?

1.5 SCOPE AND LIMITATION OF RESEARCH

The scope of the study is limited to the chosen public market in Kuala Terengganu, which is Pasar Kedai Payang. The selection of the public market is based on the problems that have been identified and the availability of data. The researcher has also conducted a desk-study to evaluate the existence of issues in other urban public markets. At present, Pasar Kedai Payang is the only market that has not yet been redeveloped, but is in the process to be redeveloped in the near future.

The research focused on the built environment perspectives, examining the social and physical aspects of the market. This study did not examine the economic