

Study On Vitalization Awareness of Traditional Market - Focusing on the Participation in Management Activation Education of Traditional Market Traders

Wan Soo Hong(wshong@smu.ac.kr), Yong Sook Kim
Sangmyung University

Abstract

Study Objective: This study aimed to provide insight on methods for activating management of traditional markets by understanding the differences in merchant perception according to whether the merchant has participated management activation education. **Study Method:** A survey was conducted on merchants in their 20s to 60s on their level of perception on traditional market activation, improvements needed for the revitalization of traditional markets, co-marketing, business performance, and modernized facility selection attributes. 330 valid samples were collected, and statistical data analysis was performed using SPSS 24. **Study Results:** Analysis on the merchants' level of perception on market activation showed that educated merchants had a higher perception of pre-post modernization satisfaction, promotion of traditional market revitalization project, and post-support change in sales. In the co-marketing context, educated merchants showed a significant difference in onnuri gift certificates, bargain sales, festivals and events, and advertisement promotions. With regards to perception on management performances, educated merchants showed a statistically significant higher responses on items such as satisfaction with the current vendor, increased sales, and increased customer awareness. **Conclusion:** The results found in this study may be incorporated into the policy-making processes of the government or local governments to revitalize traditional markets, and merchant education for the activation of management was deemed to be continuously necessary.

Keywords: *Traditional market merchants, management activation education status, Revitalization of traditional markets, management performance, modernized facility selection attributes*