

Aberdeen Market Investigation Report

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CENTRAL IDEA:

The organization and operation of marketplaces is determined by the communities in which they are located.

PURPOSE:

To find out how the community affects the organization and operation of the marketplace.

INTRO:

On November 14, 2011 the Grade 6 classes of 6C and 6D visited the Aberdeen Market Area to find out how the community affects the organization and operation of the Marketplace. They set out hoping to find data to help them discover how much meaning their central idea, "*The organization of marketplaces is determined by the communities in which they are located,*" really contains.

Big Inquiry Question:

Does the Community Have an Impact on How the Market Place Organizes and Operates Itself?

Supporting Questions:

Does the Community have an Impact on What the Marketplace Sells?

What Kind of Suggestions Do Customers Give you?

What Type of People go to Your Shop?

Are you Happy with the Way Aberdeen Market is Organized?

OUR FINDINGS:

Does the Community have an Impact on What the Marketplace Sells?

Methods:

The methods used for collecting data for this particular question was observing. It was not aloud for anyone to interview shopkeepers in the mall area for it was a private shop and the security guards didn't like it.

Findings:

The results of observing were that it really depends where the market is set. If it's set in a commercial building and it's a branded shop instead of just a market stall then customers cannot haggle. They cannot bargain or give any suggestions about the products on sale. The brand that owns the store is responsible for all designs and is only looking into trends and not what a particular person wants. Whereas, in the fish market and actual Aberdeen market place, prices are not fixed and are moved around every time someone wishes to buy something. Also, it was found that the community members tend to buy more at the market stalls than in branded shops (the evidence is a tally of sales made.)

Conclusion:

This can be interpreted that people believe that the goods in the market place are fresher and they like that it is cheaper. They may also like the fact that they can haggle and change the price to something that suits what's in their pockets.

Therefore, since the Market stalls seem to attract more sales than the malls, the community *does* have an impact on how and what the markets sell. In the market stall areas, the price is changeable, so are what is sold and how it's sold.

What kinds of suggestions do customers give you?**Methods:**

It was not recommended to haggle with shopkeepers in the mall, so the group had to observe what happened in the market stands of the fish market. In the market, the group mainly observed, but interviewed some shopkeepers willing to partake in the market stall areas.

Findings:

Shopkeepers said that in malls, no suggestions were given, shoppers get in trouble for bargaining, but in the wet market, shoppers would bargain, so the price is flexible. In the mall, where there are branded stores, prices are fixed and shoppers can't bargain or else they are liable to getting taken and questioned by security. In the Aberdeen wet market, it was similar to the Graham Street Market visited earlier by the 6th grade, where prices were always changed for each person willing to buy. The suggestions that were given were mainly, bargains, need of more variety and to buy more of what customers prefer.

Conclusion:

It was then interpreted that as data shows, suggestions are forbidden in the branded shop units, and suggested in the fish market, it really depends what part of the market you wish to talk about. But since, most people bought items in the market stalls as proven by data, the suggestions given were usually bargains. These bargains dominated the market stands and were always flexible.

What type of people go to your shop?**Methods:**

It was possible to interview 2 shopkeepers in the wet market, but most of the collected data was through observations of really what type of people went to the shop. Many tallies were taken to record which gender of shopper tends to visit the malls and fish markets.

Findings:

Both shoppers at the market stalls wanted to spend less for fresh and tasty goods whilst getting more for their money. Through a fair amount of observations, a tally discovered that there were more women than men, with an approximate ratio of 3 : 1. Another tally showed that the majority of people who visited the mall only look at the items for sale whereas in the fish market,

people consistently bought items looked at.

Conclusion:

Furthermore, it was observed that the majority of that people went to the market left by foot. We interpret this as that the people who live near come to the market to buy their grocery needs. It was interpreted that since women appear in the Aberdeen Market more then men that women are more likely to stay home and cook for their families.

Are you happy with the way Aberdeen Market is organized?

Methods:

It was hard for everyone to collect the data for this question because it was not allowed to interview anyone for a majority of the time spent in the Aberdeen Market area. The data was collected by a tiny amount of interviews to shopkeepers and shoppers.

Findings:

The key findings for this question was that yes. Shopkeepers are happy with the ways things are set up. They believe that everything has it's own place and that this is useful for finding your way around the market and seeing all the products on sale at the same time. The majority of people interviewed or observed agreed that Aberdeen Market is a well-organized area that provides good service to customers. This was the complete opposite to one answer when it was heard how annoyed someone was with how cramped the area between each stall in the market was.

Conclusion:

So forth, it was decided that at Aberdeen Market attracts customers in a wide variety of ways, that make the consumers pleased to oblige in the activities of purchase and haggling. People who live in or near this market are happy with the way the market organizes itself, from the branded shop units in malls to the heavily stocked counter tops of the fish markets. It was interpreted that since they partake in sales, which is a large giveaway that they are comfortable with the way the market place has organized itself, and they believe that since everything has it's own place in the stalls that the owners of the units are on top of things.

CONCLUSION:

After the classes of 6C and 6D set out on November 14th 2011 to observe and interview the community members of Aberdeen as to see their reactions to the Marketplace and their questions, all of the groups created with much data to use. The classes greatly struggled in the Aberdeen Malls where they were not allowed to interview consumers and shopkeepers, and had to depend on their observing abilities. In the wet market, they found how different it was organized from the branded shopping units. The groups used their supporting questions to help them find answers to their different big inquiry questions.

One groups main findings helped them get a better understanding and a bigger idea of what the answer to their big inquiry question which was *"Does the Community have an Impact on how the Marketplace Operates and Organizes itself."* Their main findings were that the community members can't decide how to organize the branded stores as the owners and

workers at that brand simply have to keep up with trends and what the fashion industry wants. They would get in trouble if they gave suggestions to the store owners at owned shop units, whereas in the wet markets, prices were very flexible for everyone. Also, it was found that women are the main buyers in stores, and the ones interviewed said they are pleased with the way Aberdeen Market had organized itself and how everything has its own place and that they think this means they're on top of things.

In conclusion, Aberdeen Market has an individual way of organizing themselves which is different from any other market in H.K. It determines, how and what is sold in both boutiques and fish stands. The community affects the organization of the market which in hindsight is individual and special to the vast area of Aberdeen. Customers who continue to contribute to the Aberdeen Market, affect the Market everyday as they provide the profit that pays workers and rent as well as giving the occasional suggestion to help shopkeepers stay on top of their sales. The group exemplified and the rest of the groups in each class both found this trip to be a valuable source of information into their unit. If you wish to find out more, the best way to do so is to go out into the field yourself and investigate with your own questions, observations and notes.