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# From Tradition to National Trend: A New Strategy for Creating Brand Image of Night Market from the Perspective of Regional Culture ——Take night markets in Changzhou, China as an example

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## Abstract

*As a public space providing night commercial services, night market represents the regional culture of a region or city to a certain extent. With the development of material economy and the continuous improvement of spiritual civilization, the modern night market has also begun to show some new changes. is an important strategy for the development and transformation of modern night market to build the brand image of night market and turn the traditional night market into a new "national tide" night market". Based on the regional cultural perspective, this paper takes many night markets in Changzhou, China as the object of study, and aims to summarize the effective ways to construct a new night market image. We are designed the following conclusions. The first is to deploy rational and unique features. The second is to enrich the business style and to perfect matching. The third is to regulate management and promote multiple effects. Therefore, it is expected that a new strategy will be proposed to create a night market brand image from a local cultural perspective.*

**Keywords:** Regional Culture, Night Market, Brand Image, Changzhou Night Market, National Tide

## 1. INTRODUCTION

As a kind of night commercial activity with a long history, night market has been recorded in Han Dynasty in China. Nowadays, night market has become a cultural symbol of a region or even a city. Its basic functions such as catering, commerce, exhibition and culture also provide a lot of convenience for citizens' night life. In Changzhou, China, in order to meet the dual needs of the people's material base and spiritual civilization, relevant government departments carried out a number of night market experiments in the summer. With the help of local cultural characteristics, regional elements into the theme of the night market, the traditional night market will be replaced with a new style of national tide. This paper will first trace the origin of the ancient night market, analyze the meaning of the "night market" and the historical development of the ancient night market, then expound the development of the modern night market. Therefore, it is expected that a new strategy will be proposed to create a night market brand image from a local cultural perspective.

## 2. Tracing the History of Ancient Night Marke

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In the Modern Chinese Dictionary, "night market" refers to "night market", mostly located in busy urban areas and near stations and terminals. Popularly speaking, "night market" is the evening of the "market", "Shuo Wen Jie Zhi Notes" said: "the market, the sale and purchase of, "Ancient History Examination, "about: 'Shen Nong to market.'"It can be seen that the "city" can be traced back to the ancient times. About the origin of the night market, "Zhou Rites" records that "the evening market and the evening market, mainly traffickers and women [1]." To prove that the "evening market" of the Western Zhou Dynasty can be regarded as the embryonic form of the night market. It is generally believed that the night market really formed in the Han Dynasty, Huan Tan's "Xinlun" said, "Fufeng lacquer county, the king of the Ministry of speech, the people have a meeting day, to the night market, if not for a long time, there will be serious disaster [2]." Here, it is recorded that the Fufeng lacquer county has appeared a night market where people gather, and the word "night market" also originated from this way. The ancient night market generally experienced the Han Dynasty formation, Tang Dynasty development, Song Dynasty prevailing period and Ming and Qing Dynasty peak four stages. Influenced by feudal system, especially curfew system and market system, night markets in Han Dynasty were simpler in form and more in some remote areas with strict restrictions on time. Night markets in the Tang Dynasty developed, especially in the middle and late Tang Dynasty, which was related to the opening of a curfew on the Lantern Festival in the Tang Dynasty. The night market at this time was mainly concentrated in restaurants, which led to the prosperity of the restaurant industry. During the Song Dynasty, the night market showed a large-scale expansion trend, Song Taizu ended the closed market system, and ordered that "the night market in Beijing, to three drums, can not be banned [3]." Thus broke the time constraints of the night market. In particular, Bianliang, the capital city of that time (now Kaifeng City, Henan Province), its night market was more prosperous than ever before. Whenever Shangyuan, Zhongyuan and other festivals, the people will open lanterns and color, to enjoy the fair. Until Ming and Qing Dynasties, due to the development of trade and the improvement of transportation capacity, the scale and quantity of night markets were constantly expanding. The night market at this time is not limited to festival night market, there are some temple fair night market, integrating festival, sacrifice, trade, amusement and other functions.

### **3. PAPER TITLE AND AUTHOR INFORMATION**

#### **1. Overview of Modern Night Market Development**

China's modern night market is declining in the era of planned economy, and it is not until the reform and opening-up stage that it is encouraged to operate again. In the 80s and 90s of last century, because of the influence of the city appearance and gradually declined, until the post-epidemic era showed a multi-development status quo. The night market is also constantly being built and developed, reflecting the city's economy and culture to some extent. At present, the most representative night markets at home and abroad are Hongya-dong, Chongqing, Fuzimiao, Suzhou Shantang Street, and Shilin Night Market in Taipei. The night market can be divided into four types: one is a market stall, which is relatively fixed, and the market is sheltered by ceilings, such as the Shilin Night Market in Taipei and the Linwang Night Market in Sanya Night Market. Second, the form of temporary booths, each business establish a few square meters of mobile small booth, completely in the outdoor outdoor scenes, such as Qingdao Lujiazhuang night market, Bangkok train night market and so on. Third, some night markets exist in the form of "walking streets + shops". Each store is located on both sides of the pedestrian street. The indoor store space is large and small, such as Nanjing Fuzimiao, Xi'an Hui Min Street, etc. Fourth, some new night markets have been thoroughly moved from the

outside to the inside, simulating the scene of outdoor shops in the form of indoor creative blocks, and often using retro and nostalgic themes, such as Changsha Super Wen he you and Zhengzhou 1948 theme blocks.

## 2. Problems existing in modern night market

In fact, from the end of last century to the beginning of this century, the night market underwent a large number of special measures due to poor hygiene, occupation of roads and negative effects on the appearance of the city. In fact, as a long-standing traditional commercial form, the value of night market in modern society should be positively affirmed. The main problems in the night market are: First, the management is chaotic and the environment is old. Some night markets have a long existence, lack of strict market management, resulting in the night market environment often has a "dirty" phenomenon. Especially in some open-air mobile night markets, if the market manager neglects to manage and supervise, it will lead to poor hygiene, which will lead to diners' antipathy to the night market environment. Secondly, it is simple in form and lacking in aesthetics. The single form of the night market mainly refers to two levels: first, the content of the business, that is, the basic function is relatively single. Most night markets sell food and snacks mainly, and only have the functions of catering and retailing, which are not very attractive to the public or tourists. Second, the management arrangement is the aesthetic modeling is relatively simple. At present, some night market stalls or shop designs either do not have a unified planning and design, appear more messy, or compulsory complete unity, and fall into a dilemma without individuality.

## 4. FORMATTING YOUR PAPER

In 2019, the General Office of the State Council's Opinions on Further Promoting the Potential of Cultural and Tourism Consumption pointed out that "to vigorously develop the night culture and tourism economy" and planned to "build more than 200 national night cultural and tourism consumption zones by 2022" [4]. In recent years, Changzhou local government has conducted several night market experiments, gradually developed from a single snack night market stall to a night market brand characterized by "regional characteristics + cultural elements".

### 1. Green Fruit Alley "Green Fruit Flower Market" Night Market

Qingguo Lane, formerly known as "Qianguo Lane", was built in the Ming Dynasty. It is located in the middle of Changzhou Old Town, adjacent to the Grand Canal, Ming and Qing Dynasties and the Republican period buildings as the main, known as "the first lane of Jiangnan Famous and Scholars". After years of renovation, Qingguo Lane Phase I and Phase II are now reopened, covering an area of about 8.7 hectares. Since 2019, Tianning Street and Jiangsu Jinling Cultural Tourism Company have jointly established the "night market + culture" of Qingguoxiang Night Market (Figure 1) and other night cultural tourism landmarks such as Tianning Shengjing and Culture Plaza. The theme of this year's Qingguo Alley Night Market is "Qingguo Huajie", which focuses on the Tang style and creates an immersive multi-field interactive experience. In addition to traditional snacks and merchandise markets, there are also cultural activities such as performances, hanbok tours, traditional music performances, and traditional dance, which show the new charm of the old town [5].

### 2. Tianning Temple "Yi Nianxi City" Night Market

Tianning Temple was built in the Tang Dynasty Zhenguan, more than 1300 years ago, known as "China's Four Great Jungles of Zen Buddhism". Temple covers an area of about 110 acres, mainly Tianning pagoda, Daxiong treasure hall and other temple buildings, Qianlong under the south of the Yangtze River for Tianning Temple "Longcheng Elephant Teaching" four characters. Every year during the New Year's Eve and Spring Festival,

Tianning Temple will hold New Year's Eve observance, Buddhist bells and other blessing activities. Since 2022, Tianning Temple has launched a night market event featuring "Zenyi Life" every summer from July to August. This year, Tianning Temple and nearby Hongmei Park jointly create "Tianning Scenic Spot Free Vacation Festival" activities, respectively, planning "outside the dust" and "city" night cultural tourism activities. Among them, Tianning Temple mainly builds a "Yinanxi City" night market (Figure 2), it takes "out of the dust" as the theme, sells related cultural and travel products, and creates a "Zen Yun" characteristic artistic conception. In addition, it also launched a series of activities such as exploring the secrets of the underground palace, pagoda light and shadow, and a trip around the pagoda [6].



**Figure 1. A collection of fruits and vegetables**



**Figure 2. Night Market of Yi Nianxi City**



**Figure 3. "Night Market" in Asahwa-hee City**

### 3. Culture Plaza "Asahi City" Night Market

Changzhou Culture Plaza was completed in 2019 and is located on the south side of Changzhou Civic Plaza, covering an area of about 17.7 hectares. It is designed by GMP architecture firm in Germany. Its main building is inspired by "Jiangnan Arch Bridge", and consists of 6 geometric modules, which create the atmosphere of Jiangnan water town. Cultural Plaza focuses on building a summer "Chaohuaxi City" night market brand (Figure 3), which has been in operation for four years since 2020. Using the environmental characteristics of the square, it combines the "ground + underground" space to create a "architecture + water body" landscape and jointly create a "retro + modern" night market style. In addition, in order to attract young consumers [7], "wild concert" literary and artistic activities are regularly held, and performances and consumption scenes are integrated to truly realize "creativity" into "profitable" night-time culture and tourism economy.

## 5. The way to build the brand image of night market

From the above cases, it is not difficult to see that in order to form a deep integration of culture and tourism and perfect the rich night cultural tourism consumption cluster space, the first core is to integrate regional culture into the night landscape environment. The so-called "brand IP image" is the internal core and external expression of enterprise culture, on the one hand, can help enterprise brand establishment, on the other hand, night market brand and consumer important communication medium. When planning night market characteristics, we should try to extract regional cultural characteristics, build night market brand IP image, so as to enhance the recognition and influence of night market. At present, most night markets in China lack the overall brand IP image design, only a few have brand text or LOGO and some derivatives design. Like Changsha "Wenheyong" brand, the design has its own brand LOGO, there are Wenheyong old Changsha lobster restaurant, Wenheyong big sausage and other sub-brand catering brands. Then as Changzhou Tianning Temple "Yi Nianxi City" night market, launched a series of cultural and creative food or products related to the brand theme. The environmental space and facilities design of night market mainly includes night market doors, night market stalls and night market landscape facilities. For example, the night market of "Qingguo Huajie" in Changzhou has built a unified entrance door, booth, landscape facilities, stage, etc. using typical elements such as lanterns, curtains and wooden structures. In addition, you can also use regional, folk culture and other elements, such as text or patterns of landscape. Such as Changzhou Tianning Temple "Yi Nianxi City" in the night market "Buddhist", "Buddhist" landscape, Changzhou Beigang "Zan Gangao" night market dialect slogans, etc [8].

## 6. Conclusions

In recent years, the Changzhou local government has launched a series of quality night cultural tourism experience products with the core of Chinese and Wu culture as the goal of cultural displaying culture. The construction of night market environment needs to show the characteristics of urban regional culture, and then create the brand image of night market. Specifically, the first is to layout reasonable, distinctive features. Relying on regional culture and space, design the brand IP image of night market, plan the activities of different themes, and realize the night market often more new. Second, it is necessary to enrich the business style and perfect the matching. In addition to the night market space environment, to create more viewing performances and interactive games, from vision, hearing, touch and other night market construction. Third, it is necessary to regulate management and promote multi-effectiveness. Unified planning, sound management, and the use of media platforms, public accounts and other means of publicity to expand the influence of the night market..

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