

# The Operation Management Practices of Night Market Vendors in Selected Cities and Municipalities in the Province of Albay

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## **Abstract**

The study examined the operation management practices of night market vendors in selected cities and municipalities within the Province of Albay and utilized a quantitative research approach and a descriptive- correlational design. Data from 206 vendors were collected through a self-administered questionnaire, employing a stratified sampling technique. The research aimed to identify significant differences in operation management practices based on vendor profiles and to explore the significant relationship between these practices and encountered challenges. Results indicated that the majority of night market vendors were aged 51-60, predominantly male, high school undergraduates, and married. They typically started with initial capital below Php10,000, had operated for 3-5 years, and earned daily income below Php5,000. Sole proprietorship was common, with 1-2 employees. Vendors reported high involvement in procurement, product preparation, pricing, sales, marketing, and customer service. Internal challenges such as sourcing, lack of proper storage facilities, managing costs, lack of innovation, and staff training engagement were noted, along with external challenges like compliance, weather conditions, competition, negative online reviews, and customer relations. While vendor profiles did not significantly affect operation management practices, a significant relationship existed between these practices and internal challenges. However, no significant relationship was found between operation management practices and external challenges. Based on these findings, a Night Market Operations Business Manual was proposed to improve operation management practices, encourage collaboration, and address challenges for enhanced business success and sustainability.

**Keywords:** Vendor profiles; Internal Challenges; External Challenges; Night Market Operations; Business Manual

## **1.0 Introduction**

Markets have historically been crucial centers for exchange, innovation, and collaboration, driving economic development and societal progress from ancient bazaars to modern digital platforms. They facilitate the interplay of supply and demand globally, connecting economies and fostering cultural exchange through globalization.

Despite their vibrancy, markets face challenges such as regulatory constraints, technological disruptions, and infrastructural limitations (Kang, et al., 2022). However, these challenges also present opportunities for innovation and resilience. Night markets, exemplified by vibrant hubs in Bangkok and Taiwan, thrive

as resilient economic centers known for their diverse offerings and lively atmospheres.

In Albay, the operational management practices of night market vendors are crucial for success amidst these dynamics. Practices such as procurement, product preparation, pricing strategies, sales and marketing, and customer relations are pivotal. Addressing regulatory issues and infrastructural challenges is essential to sustain growth and enhance visitor experiences.

This study aligns with Sustainable Development Goals (SDGs) and Ambisyon 2040, aiming to promote sustainable economic growth and inclusivity in the informal sector of night markets (National Geographic, 2023). Regulatory frameworks like the Business Permit and Licensing Ordinance ensure compliance with safety and sanitation standards, supporting the long-term viability of night markets. Local ordinances, such as those in Bacolod City, illustrate efforts to regulate and manage market operations for public health and safety.

The rationale for this study is to fill gaps in scholarly literature on the operational dynamics of small-scale businesses within Albay's night markets. Existing studies lack localized insights into the unique challenges and characteristics of night markets in specific locations (Durovic, 2020). Moreover, there is insufficient research on technology integration (João Reis, 2020), community engagement strategies, and environmental practices (Forbes, 2019) in night market operations.

This study aims to comprehensively assess the operational practices of night market vendors in selected cities and municipalities in Albay. It seeks to profile vendors, analyze management practices and challenges, explore differences based on vendor profiles, examine the relationship between practices and challenges, and propose a Night Market Operations Business Manual. By achieving these objectives, the study intends to provide practical recommendations for enhancing management practices and contributing to sustainable economic development, community interaction, and cultural exchange in these vibrant marketplaces.

### **Objectives of the Study**

The primary objective of this study is to comprehensively determine the operation management practices of night market vendors in selected cities and municipalities in the Province of Albay. Specifically, the study aims to:

To assess the profile of the night market vendors in the selected cities and municipalities in the Province of Albay, in terms of:

a. Personal Profile of Night Market Vendors

- a.1. age,
- a.2. sex,
- a.3. educational background and
- a.4. marital status.

b. Business Profile of Night Market Vendors

- b.1. capitalization,
- b.2. years of operation,
- b.3. average daily income,
- b.4. number of employees and
- b.5. type of business.

2. To determine the operation management practices of night market vendors in selected cities and municipalities in the Province of Albay, in terms of:

- a. procurement,
- b. product preparation for sale,
- c. pricing strategy,

- d. sales and marketing strategy and
  - e. customer service relation.
3. To determine the challenges encountered by night market vendors in selected cities and municipalities in the Province of Albay, in terms of:
- a. internal challenges encountered
    - a.1. sourcing,
    - a.2. lack of proper storage facilities,
    - a.3. managing costs,
    - a.4. lack of innovation and
    - a.5. staff training and engagement.
  - b. external challenges encountered
    - b.1. compliance,
    - b.2. weather conditions,
    - b.3. competition,
    - b.4. negative online reviews and
    - b.5. handling difficult customers.
4. To determine the significant difference on the operation management practices when grouped according to profile.
5. To determine the significant relationship between the operation management practices and the challenges encountered.
6. To propose a Night Market Operations Business Manual to enhance the operation management practices of the night market vendors in selected cities and municipalities in the Province of Albay.

### **Null Hypothesis**

H<sub>01</sub>: There is no significant difference in the operation management practices of night market vendors in selected cities and municipalities in the Province of Albay when grouped according to profile.

H<sub>02</sub>: There is no significant relationship in the operation management practices of night market vendors in selected cities and municipalities in the Province of Albay and the challenges encountered.

### **2.0 Methodology Research Method**

The study utilized a quantitative research method and descriptive-correlational design to determine the significant differences and relationships between operation management practices, vendor profiles, and encountered challenges by the night market vendors.

#### **Respondents/Participants/Subjects of the Study**

The respondents of the study were the night market vendors in selected cities and municipalities in the Province of Albay. The researcher used Slovin's formula to determine the sample size, which was 206-night market vendors.

#### **Sampling Techniques**

Stratified random sampling was used to ensure fair representation of strata within the population of night market vendors in selected cities and municipalities in the Province of Albay.

#### **Research Instruments**

Survey questionnaires were employed as primary research instruments to collect essential data in this study. The researcher used a structured questionnaire, with Likert scale ranging from highly practiced to least practiced and always encountered to never encountered. The surveys covered the participants' personal and business profiles, operation management practices, and the internal and external problems

encountered by night market vendors in selected cities and municipalities in the Province of Albay. The questionnaire was put through a validation process to see if it could accurately extract and assess the parameters covered by this study. The adviser was given the survey questionnaire by the researcher to analyze, evaluate, and provide suggestions for changes. The panel of evaluators was also given access to it for review. After the questionnaire was reviewed, a dry run with at least ten-night market vendors was carried out, taking into account the clarity, phrasing, simplicity, and relevance to the study.

**Data Gathering Procedures**

The distribution of the questionnaire was implemented after the letter of permission was signed. The researcher personally distributed the questionnaire to the respondents and assisted them throughout the course of answering the questions. Subsequently, the survey questionnaire was immediately retrieved. Regarding the presentation of data, the collected responses from the survey questionnaires were tabulated and organized systematically. This involved compiling the data into tables or graphs to provide a visual representation of the findings.

**Statistical Treatment of Data**

- Frequency and Percentage Method: Utilized for determining the profiles (personal and business) of the night market vendors.
- Categorical Analysis: Employed for assessing the operation management practices of the respondents, including frequency and percentage calculations.
- Chi-square Test: Utilized to measure the relationship between the dependent variable (operation management practices) and the independent variable (vendor profiles).
- T-test: Employed to determine the operation management practices and challenges encountered by night market vendors.
- Statistical Analysis Software (Jamovi): Used for data processing, enabling various statistical analyses to be performed efficiently.

The answers were measured using a 4-point Likert Scale based on the study of Sö zen & Gü ven (2019), as presented below:

To calculate the sample size of night market vendors per city or municipality, you would divide the total sample size of the stratum by the total population, and then multiply it by the population of each city or municipality then round off.

**Table 1. Population and Sample Sizes by Municipality**

MUNICIPALITY	POPULATION	SAMPLE
Polangui	88	41
Ligao	25	12
Daraga	314	146
Legazpi City (Brgy. Capantawan)	15	7
<b>N=4</b>	<b>N=442</b>	<b>N=206</b>

**Part I. Personal Profile of the Night Market Vendors**

**A.1. Age**

The majority of night market vendors are aged 51-60 years old, comprising 29.47% of the total. This is followed by the age group of 41-50 years old (25.6%), 37-40 years old (21.26%), 61 years old & above (17.87%), and 18-30 years old (5.31%). According to Assisting Hands (2021), as seniors age, they are

adapting to changes and circumstances and express a desire to continue contributing to society. Many seniors wish to remain active and be essential parts of their communities, utilizing their strength and skills. Research indicates that a significant number of seniors remain productive and creative well into their later years.

### A.2. Sex

The majority of night market vendors are male, constituting 70.53% of the total, while females make up 29.47%. The findings of Abitria’s study (2023), which reported a majority of male night market vendors, align with broader trends in small-scale businesses, as indicated by the National Economic Development Authority (2019).

**Table 2. Profile of the Night Market Vendors**

Indicators	Frequency	Percentage	Rank
<b>Age</b>			
18 – 30 years old	37	17.87	4
31 – 40 years old	53	25.6	2
41-50 years old	44	21.26	3
51-60 years old	61	29.47	1
61 years old & above	11	5.31	5
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Sex</b>			
Male	146	70.53	1
Female	60	28.99	2
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Educational Attainment</b>			
Elementary Graduate	17	8.21	6
High School Undergraduate	45	21.74	1
High School Graduate	42	20.29	3
Vocational	38	18.36	4
College Undergraduate	20	9.66	5
College Graduate	44	21.26	2
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Marital Status</b>			
Single	36	17.39	2
Married	133	64.25	1
Widowed	14	6.76	4
Separated	23	11.11	3
<b>Total</b>	<b>206</b>	<b>100%</b>	

### A.3. Educational Attainment

The highest percentage of night market vendors have reached the High School Graduate level (64.25%). This is followed by College Undergraduate (20.29%), Elementary Graduate (8.21%), Vocational (6.76%), and College Graduate (0.49%). Studies referenced by Rahman (2019) and World Economics

(2023) indicate that individuals with lower levels of formal education often engage in informal sectors like street vending due to limited opportunities in the formal job market.

#### A.4. Marital Status

The majority of night market vendors are married, making up 70.53% of the total. This is followed by single (20.29%), separated (6.76%), and widowed (2.43%). Deschê nes (2020) suggests that married individuals may benefit from support and assistance from their partners, potentially leading to increased participation in economic activities such as selling products in the night market.

### Business Profile of the Night Market Vendors

#### B.1. Capitalization

The majority of night market vendors have a capitalization of less than PHP 10,000, accounting for 95.17% of the total. A small percentage (4.35%) have a capitalization ranging from PHP 11,000 to PHP 20,000. A large portion of these vendors entered the night market business with relatively modest capital investments, because of the low entry barriers set by night market facilitations and LGUs (Fredströ m et al., 2021).

Indicators	Frequency	Percentage	Rank
<b>Capitalization</b>			
Less than PHP 10,000	197	95.17	1
PHP 11,000 to PHP 20,000	9	4.35	2
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Years of Operations</b>			
2 years and below	82	39.61	2
3-5 years	101	48.79	1
6-8 years	23	11.11	3
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Average Daily Income</b>			
Less than PHP 5,000	197	95.17	1
PHP6,000-PHP 10,000	9	4.35	2
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Number of Employees</b>			
1-2 employees	197	95.17	1
3-4 employees	9	4.35	2
<b>Total</b>	<b>206</b>	<b>100%</b>	
<b>Type of Ownership</b>			
Sole Proprietorship	206	100	1
<b>Total</b>	<b>206</b>	<b>100%</b>	

#### B.2. Years of Operation

The highest percentage of vendors have been operating for 3-5 years, making up 48.79% of the total.

This is followed by 2 years and below (39.61%) and 6-8 years (11.11%). It aligns with findings from previous research by Chen et al. (2020) and Lee and Pearce (2019), which characterize night markets as comprising a diverse mix of businesses, some of which have established stability while others are still finding their footing.

**B.3. Average Daily Income**

The majority of vendors earn less than PHP 5,000 as their average daily income, constituting 95.17% of the total. A small percentage (4.83%) earn between PHP 6,000 to PHP 10,000. Solidum’s (2023) study indicates that a significant portion of these vendors has been operating for over six years, with an average daily income of Php500 or less.

**B.4. Number of Employees.**

Most vendors have 1-2 employees, accounting for 100% of the total. This suggests that the majority operate relatively small-scale businesses with limited staffing. This could indicate characteristics such as family-run operations or small enterprises where the owner handles most tasks with minimal additional help. Additionally, recent research findings reported by Forbes (2019) suggest that family-owned businesses tend to outperform non-family-owned ones.

**B.5. Type of Ownership**

All night market vendors in the study operate under the ownership structure of Sole Proprietorship. This implies that every business in the sample is owned by a single person, making this the most common form of ownership. In the study of entrepreneurship and business management, sole proprietorships are classified under the Small and Medium Enterprises (SMEs) segment. This is because they display the same qualities as those of other small traders (Williams & Kosta, 2020).

**Part II. Operation Management Practices**

**Procurement.** Procurement practices among night market vendors often focus on negotiating favorable deals with suppliers and prioritizing supplier location.

Indicators	Weighted Mean	Interpretation	Rank
1. Consistently determine the needed raw materials and/or supplies for my night market business.	3.6	Highly Practiced	3
2. Consider the location of suppliers a crucial factor in my procurement decisions for night market goods.	3.65	Highly Practiced	2
3. Prioritize suppliers who are geographically closer to the night market to reduce shipping costs.	3.54	Highly Practiced	5.5
4. Compare prices, quality of supply, terms, and conditions from different suppliers to ensure you get the best value for your budget.	3.45	Practiced	8
5. Negotiate with suppliers for favorable terms, discounts, and delivery arrangements.	3.67	Highly Practiced	1

6. Issue purchase orders detailing agreed-upon terms with the selected supplier.	3.47	Practiced	7
7. Receive ordered products and inspect them for quality upon delivery.	3.54	Highly Practiced	5.5
8. Verify supplier invoices against the agreed-upon terms and received goods.	3.56	Highly Practiced	4
<b>Average Weighted Mean</b>	<b>3.56</b>	Highly Practiced	

These practices are underscored by the highest score of 3.67 for negotiating deals, followed closely by a score of 3.65 for considering supplier location as a crucial factor in procurement decisions. Additionally, consistently determining the required raw materials and supplies for the night market business ranked third with a weighted mean of 3.6. These findings align with existing studies and literature, which emphasize efforts to optimize procurement processes and enhance organizational efficiency (Benjaafar & Hu, 2019; Jinhwan, 2020).

**Product Preparation for Sale.** The top highly practiced indicators pertain to maintaining hygiene standards during the preparation and handling of goods for the night market, with a weighted mean of 3.65. This suggests that ensuring hygiene standards is considered the most crucial aspect in preparing products for sale. The second highly practiced indicator involves using effective packaging to enhance the appeal of products. This indicates that night market vendors prioritize product presentation to influence customer perception and satisfaction positively. Sangkaew and Zhu (2022) emphasize the adaptability of night market stalls, which are often set up in easily accessible areas like sidewalks, parks, or roads, fostering innovation and flexibility in response to market changes. They highlight the comprehensive nature of operation management (OM), which encompasses various organizational aspects such as service chains, logistics, outsourcing, product design, and specialized delivery, among others (Grover, 2022).

Indicators	Weighted Mean	Interpretation	Rank
1. Ensure that the products I sell meet high-quality standards.	3.5	Highly Practiced	5.5
2. Adhere to hygiene standards during the preparation and handling of goods for the night market.	3.65	Highly Practiced	1
3. Use of effective packaging that enhances the appeal of my products.	3.62	Highly Practiced	2
4. Ensure that the preparation of products aligns with the wants of my customer in the night market.	3.4	Practiced	8
5. Regularly clean and tidy my stall throughout the night to maintain a positive and inviting appearance.	3.5	Highly	5.5



		Practiced	
6. Accurately price my products based on cost and market factors.	3.52	Highly Practiced	3
7. Keep track of my inventory to avoid stockouts or overstocking.	3.51	Highly Practiced	4
8. Replenish products in a timely manner to meet demand.	3.47	Practiced	7
<b>Average Weighted Mean</b>	<b>3.52</b>	Highly Practiced	

**Pricing Strategy.** The most highly practiced aspect among night market vendors is ensuring clear and easily understood pricing, with a weighted mean score of 3.61. Following closely are indicators emphasizing customer feedback and transparent communication of prices, both ranked second. Atienza et al. (2020) offer valuable insights into pricing techniques and operation management through their research on grocery store owners in General Trias, Cavite. Their study explores various pricing methods such as cost-based, competition-based, and value-based pricing, analyzing their impact on operational systems.

Indicators	Weighted Mean	Interpretation	Rank
1. Check if the prices of my products are fair and similar to those of other vendors in the night market.	3.51	Highly Practiced	5
2. Always consider the amount of money that my target customer is willing and able to spend.	3.5	Highly Practiced	6
3. The pricing of my products is influenced by the prices set by competitors in the night market.	3.53	Highly Practiced	4
4. Customer feedback plays a significant role in adjusting my prices.	3.57	Highly Practiced	2.5
5. Ensure that my pricing is clear and easily understood by customers in the night market.	3.61	Highly Practiced	1
6. Communicate prices clearly to customers, avoiding hidden charges.	3.57	Highly Practiced	2.5
7. Use discounts or promotions to attract customers and boost sales.	3.47	Practiced	7
8. Provide special pricing or discounts for repeat or loyal customers.	3.46	Practiced	8

<b>Average Weighted Mean</b>	<b>3.53</b>	Highly Practiced	
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**Sales and Marketing Strategy.** The most highly practiced strategy, with a weighted mean of 3.63, involves actively engaging with customers and promoting products on social media platforms. This underscores the significance of utilizing digital platforms to connect with customers and drive sales. Following closely is offering bundled or packaged products to encourage larger purchases. By engaging with customers on social media platforms and offering bundled products, vendors can effectively reach a wider audience, encourage repeat purchases, and ultimately boost their overall sales performance in the competitive night market environment. A comparable investigation carried out by Benjaafar and Hu (2019) as well as Jinhwan (2020) explores operation management, with an emphasis on enhancing sales and marketing strategies to bolster customer satisfaction and cultivate a positive brand image.

Indicators	Weighted Mean	Interpretation	Rank
1. Employ various marketing channels, such as social media and promotions, to reach a wider audience.	3.54	Highly Practiced	4.5
2. Actively utilize social media platforms to engage with customers and promote my products in the night market.	3.63	Highly Practiced	1
3. Customer feedback is a crucial factor in refining and improving my sales and marketing strategies in the night market.	3.53	Highly Practiced	6.5
Night market vendors invest time and effort in creating visually appealing displays to attract customers.	3.54	Highly Practiced	4.5
Participate in local events, fairs, or festivals to increase visibility and attract a diverse audience.	3.53	Highly Practiced	6.5
We use discounts or promotions to attract customers and boost sales.	3.52	Highly Practiced	8
7. Special pricing or discounts are offered for repeat or loyal customers.	3.56	Highly Practiced	3
8. We offer bundled or packaged products to encourage larger purchases.	3.57	Highly Practiced	2
<b>Average Weighted Mean</b>	<b>3.55</b>	Highly Practiced	

**Customer Service Relations.** The top-ranking indicators, with a weighted mean of 3.60, highlight the paramount importance of personalized interactions and effective communication in customer service within the night market environment. "Ensuring that my customers feel valued and appreciated through personalized interactions in the night market" and "We communicate product information and details effectively" both emerge as the highest-ranked practices, indicating the vendors' commitment to tailored customer experiences and transparent communication. Real-world examples, such as insights shared by

industry experts like Ms. April Salonga in the interview with the Inquirer (2022), underscore the significance of agile leadership and adaptability in addressing operation challenges and meeting customer needs effectively.

Indicators	Weighted Mean	Interpretation	Rank
1. Actively engage with customers, addressing their inquiries and concerns promptly during night market operations.	3.54	Highly Practiced	5
2. Ensure that my customers feel valued and appreciated through personalized interactions in the night market.	3.6	Highly Practiced	1.5
3. Actively seek customer feedback and use it to improve and enhance the customer service experience in the night market.	3.59	Highly Practiced	3
4. Take proactive measures to resolve customer complaints and issues efficiently during night market operations.	3.53	Highly Practiced	7.5
5. Ensure that my team, if applicable, is trained and committed to delivering excellent customer service in the night market.	3.53	Highly Practiced	7.5
6. We communicate product information and details effectively.	3.6	Highly Practiced	1.5
7. Staff members assist customers in selecting products based on their needs.	3.56	Highly Practiced	4
8. Provide support and assistance even after the purchase is made.	3.5	Highly Practiced	8
<b>Average Weighted Mean</b>	<b>3.56</b>	Highly Practiced	

### Part III. Challenges Encountered by Night Market Vendors

#### A. Internal Challenges

**Sourcing.** The highest-ranking indicator, "Limited options to source affordable yet high-quality products in my area," which received an average score of 3.68, which highlights the ongoing struggle vendors endure in balancing quality and affordability when selecting products for their businesses. Following closely is the challenge of balancing the quality and cost of sourced products, ranked second with a weighted mean of

3.60. Internal hurdles, such as challenges in procuring materials, are common in businesses (Ansmann et al., 2021).

Indicators	Weighted Mean	Interpretation	Rank
1. Finding products that meet both quality and affordability criteria.	3.49	Sometimes Encountered	6
2. Identify affordable yet reliable suppliers.	3.54	Always encountered	4.5
3. Negotiating with suppliers to find products that are affordable yet high quality.	3.55	Always encountered	3
4. Budget constraints frequently impact my ability to source high- quality products.	3.26	Sometimes Encountered	8
5. Limited options to source affordable yet high quality products in my area.	3.68	Always encountered	1
6. Balance the quality and cost of sourced products.	3.6	Always encountered	2
7. Acquiring cost-friendly products without compromising quality.	3.34	Sometimes Encountered	7
8. Discovering new suppliers who meet my criteria for quality and affordability.	3.54	Always encountered	4.5
<b>Average Weighted Mean</b>	<b>3.5</b>	Always encountered	

**Lack of proper storage facilities.** The top three challenges always encountered are limited storage space hindering efficient inventory management (3.66), properly organizing and accessing stored products (3.65), and storing products securely (3.61), ranking first, second, and third, respectively. Insufficient storage facilities within the night market not only hinder economic activities but also disrupt social dynamics, leading to hesitant customers (Pavo, 2020).

Indicators	Weighted Mean	Interpretation	Rank
Storing my products securely.	3.61	Always encountered	3
Limited storage space hinders my ability to manage inventory efficiently.	3.66	Always encountered	1
3. Properly organizing and accessing stored products.	3.65	Always encountered	2
4. Preserving perishable items appropriately due to inadequate storage facilities.	3.38	Sometimes encountered	8
Insufficient storage affects			

the smooth operation of my business.	3.58	Always encountered	4
6. Continuous struggle in maintaining an organized efficient storage system.	3.52	Always encountered	6
Maintain an organized and efficient storage system.	3.51	Always encountered	7
There is no available storage area.	3.53	Always encountered	5
<b>Average Weighted Mean</b>	<b>3.56</b>	Always encountered	

**Managing costs.** The top three challenges they face in this regard include controlling and reducing operational costs (3.62), finding ways to cut costs without compromising quality (3.61), and managing costs to sustain profitability (3.60). These challenges underscore vendors' ongoing efforts to optimize financial resources while ensuring business sustainability and competitiveness. Strategic solutions like process optimization, resource efficiency, and negotiation with suppliers are vital in mitigating these challenges (Rounaghi, 2021). However, implementing cost-effective measures requires a balanced approach that doesn't compromise product or service quality while meeting financial objectives (Das et al., 2023).

Indicators	Weighted Mean	Interpretation	Rank
1. Managing costs effectively.	3.52	Always encountered	5.5
2. Controlling and reducing operation costs.	3.62	Always encountered	1
3. Managing costs to sustain profitability of my night market business.	3.6	Always encountered	3
4. Budgeting impacts my ability to manage costs effectively.	3.39	Sometimes encountered	8
5. Optimizing resources (e.g., manpower, materials) to control costs.	3.59	Always encountered	4
6. Balancing expenses so that I can operate my business long term.	3.5	Always encountered	7

7. Finding ways to cut costs without compromising quality.	3.61	Always encountered	2
8. Monitor and analyze my expenses to identify cost-saving opportunities.	3.52	Always encountered	5.5
<b>Average Weighted Mean</b>	<b>3.54</b>	Always encountered	

**Lack of innovation.** The top-ranked issue is vendors' reluctance to explore and adopt the latest trends in their night market businesses (3.57). Embracing sustainable and eco-friendly practices (3.55) is consistently encountered as part of the innovation challenges. The cited studies of Benjaafar and Hu (2019), Jinhwan (2020), João Reis (2020), Chong (2020), PwC Philippines/ Isla Lipana & Co. (2020) and Quimba and Calizo (2019) collectively underscore the critical importance of strategic operation management in modern business.

Indicators	Weighted Mean	Interpretation	Rank
1. Introducing new and innovative products or services.	3.53	Always encountered	4
2. Incorporating fresh concepts into my business operations.	3.5	Always encountered	6
3. My business actively promotes a culture of innovation.	3.54	Always encountered	3
4. Keeping up with the latest trends and incorporating them into my night market business.	3.26	Sometimes encountered	8
5. Hesitant to explore and adopt the latest trends and incorporate them into my night market business.	3.57	Always encountered	1
6. Staying updated with the latest trends in my product presentation and display.	3.52	Always encountered	5
7. The lack of innovation affects my ability to compete effectively with other night market vendors.	3.41	Sometimes encountered	7
8. Embracing sustainable and eco-friendly practice.	3.55	Always encountered	2

<b>Average Weighted Mean</b>	<b>3.49</b>	Sometimes encountered	
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**Staff Training and Engagement.** Night market vendors consistently encounter challenges in key areas such as offering rewards or incentives for high-performing staff (3.59), providing staff training and engagement opportunities (3.54), engaging staff in day-to-day operations (3.53), and retaining employees (3.53). The World Economic Forum (2022) emphasizes that businesses must not only meet customer needs but also ensure their employees are well-trained and motivated.

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Interpretation</b>	<b>Rank</b>
1. Providing staff training and engagement.	3.54	Always encountered	2
2. Engaging my staff in day- to-day business operations.	3.53	Always encountered	3.5
3. Implementing effective training programs impact the performance of my staff.	3.4	Sometimes encountered	6
4. Offering rewards or incentives for my staff who excel.	3.59	Always encountered	1
5. Implement team building activities.	3.26	Sometimes encountered	7
6. Retaining employees.	3.53	Always encountered	3.5
7. Creating a positive work culture that values employees contribution.	3.25	Sometimes encountered	8
8. Ensure that my staff is well-trained to handle customer interactions.	3.46	Sometimes encountered	5
<b>Average Weighted Mean</b>	<b>3.45</b>	Sometimes encountered	

**B. External Challenges**

**Compliance.** Night market vendors face significant external challenges, primarily in meeting regulatory requirements. Those activities include external factors, such as waste disposal regulations, which often affect the smooth operation of my business (3.64), acquiring the necessary permits and licenses for operating in the night market (3.54) and staying informed about specific regulations (3.53). Solidum's (2023) research provides crucial insights into the status and challenges of street vendors, offering valuable information for local government planning. Alera et al. (2022) discuss the regulations under the Barangay Micro Business Enterprises (BMBE) Law and its benefits for micro-enterprises. Sepino and Garcia- Vigonte (2022) highlight that BMBEs (Barangay Micro Business Enterprises) are eligible for

financial assistance programs, streamlined business registration procedures, and exemptions from minimum wage regulations when hiring employees.

Indicators	Weighted Mean	Interpretation	Rank
1. Acquiring the necessary permits and licenses for operating in the night market.	3.54	Always Encountered	2
2. External factors, such as changing regulations, contribute to challenges in compliance.	3.49	Sometimes Encountered	6.5
3. Staying informed about the specific regulations that pertain to my night market business	3.53	Always Encountered	3
4. My business maintains accurate and up-to-date documentation to meet compliance requirements.	3.51	Always Encountered	4
5. External factors, such as waste disposal regulations, often affect the smooth operation of my business.	3.64	Always Encountered	1
6. Compliance with handling and disposing wastes from my night market business.	3.5	Always Encountered	5
7. Regularly updating safety protocols to comply with health and sanitation standards.	3.41	Sometimes Encountered	8
8. Review and update business practices to align with legal requirements.	3.49	Sometimes Encountered	6.5
<b>Average Weighted Mean</b>	<b>3.51</b>	<b>Always Encountered</b>	

**Weather Conditions.** Inclement weather, such as rain or storms, can impact the vendors' ability to set up their stalls, attract customers, and protect their merchandise with a weighted mean of 3.62, considering weather forecasts when planning for night market events ranked 2nd with a weighted mean of 3.61. The cancellation of this weekend's night bazaars in Hong Kong, as reported by Lo Hoi-Ying (2023), due to the looming Typhoon Koinu underscores the significant impact of adverse weather conditions on night market activities.

Indicators	Weighted Mean	Interpretation	Rank
1. Adverse weather conditions significantly affect my night market business.	3.41	Sometimes Encountered	5



2. Managing and adapting to various weather conditions.	3.4	Sometimes Encountered	6
3. Considering weather forecasts when planning for night market events.	3.61	Always Encountered	2
4. Weather conditions affect the sales and revenue of my business.	3.24	Sometimes Encountered	8
5. Inclement weather, such as rain or storms, can impact the vendors' ability to set up their stalls, attract customers, and protect their merchandise.	3.62	Always Encountered	1
6. Certain products may be sensitive to weather conditions. For example, perishable goods or items affected by humidity during specific weather patterns.	3.26	Sometimes Encountered	7
7. Comfort of night market vendors working in outdoor setting.	3.49	Sometimes Encountered	4
8. Night market vendors adapting to changes in temperature, precipitation, and daylight hours, which can impact customer behavior.	3.53	Always Encountered	3
<b>Average Weighted Mean</b>	<b>3.44</b>	Sometimes Encountered	

**Competition.** Key challenges consistently faced by vendors include the impact of competition on customer loyalty (3.66), comparison of products in terms of quality (3.63), and differentiation from other vendors to retain customer loyalty (3.60). These challenges underscore the critical importance of building strong customer relationships and prioritizing product quality and differentiation strategies. Warner & Wä ger's study (2019), cited by Rialti et al. (2020), emphasizes the importance of adapting to dynamic environments to maintain a competitive edge.

Indicators	Weighted Mean	Interpretation	Rank
1. Intense competition among night market vendors offering similar products.	3.59	Always Encountered	5
2. Differentiating my products from those offered by other vendors.	3.6	Always Encountered	3.5
3. Our products are compared with competitors in terms of quality.	3.63	Always Encountered	2

4. The presence of direct competitors is consistently noticeable in the night market.	3.57	Always Encountered	6
5. The presence of competition affects customer loyalty to my business.	3.66	Always Encountered	1
6. Retaining the loyalty of my customers.	3.6	Always Encountered	3.5
7. The need to actively monitor and stay informed about strategies employed by competitors.	3.48	Sometimes Encountered	8
8. Maintaining positive relationships with fellow vendors becomes challenging due to competition.	3.54	Always Encountered	7
<b>Average Weighted Mean</b>	<b>3.58</b>	<b>Always Encountered</b>	

**Negative Online Reviews.** Managing and addressing negative online reviews effectively (3.65), the impact of negative reviews on staff morale (3.61), and dealing with inaccurate or misleading information posted by dissatisfied customers or competitors (3.65) are consistently encountered challenges. Qahri-Saremi (2022) research indicates that negative reviews have a significant impact on experienced consumers, as they tend to be more specific and influential in decision-making.

Indicators	Weighted Mean	Interpretation	Rank
1. Managing and addressing negative online reviews effectively.	3.65	Always Encountered	1.5
2. Negative online reviews affect the morale of our night market staff.	3.61	Always Encountered	3.5
3. Dissatisfied customers or competitors post inaccurate or misleading information in an attempt to damage the vendor's reputation.	3.65	Always Encountered	1.5
4. Negative online reviews can directly impact sales and revenue.	3.6	Always Encountered	5.5
5. Negative online reviews affect customer trust and loyalty to my business.	3.6	Always Encountered	5.5
6. Acquiring new customers becomes challenging when negative online reviews are prominent.	3.58	Always Encountered	8

7. Crafting responses to negative online reviews.	3.61	Always Encountered	3.5
8. Night market vendors should adapt to and actively manage their online presence.	3.59	Always Encountered	7
<b>Average Weighted Mean</b>	<b>3.61</b>	<b>Always Encountered</b>	

**Handling Difficult Customers.** Challenges such as handling difficult customers in the night market (3.66), dealing with difficult and aggressive customers who complain about the quality of the product (3.64) and handling interactions with customers who are drunk or intoxicated (3.62) are consistently encountered by night market vendors. This implies that night markets attract a diverse range of customers, including those with varying personalities and behavior traits. Indeed (2024) stated that there are four common types of difficult customers: Angry, Indecisive, Misinformed and Critical. Understanding the various types of difficult customers, as outlined by (Indeed, 2024), can aid vendors in tailoring their approaches and improving overall customer satisfaction.

Indicators	Weighted Mean	Interpretation	Rank
1. Handling difficult customers in the night market.	3.66	Always Encountered	1
2. Difficult, aggressive customers complaining about the quality of the product.	3.6	Always Encountered	4
3. Difficult, aggressive customers complaining about the price and/or intense bargaining.	3.64	Always Encountered	2
4. Requests for refunds from dissatisfied customers.	3.53	Always Encountered	7
5. Managing interactions with customers who are drunk or intoxicated.	3.62	Always Encountered	3
6. Customers express dissatisfaction due to limited availability of popular items.	3.54	Always Encountered	6
7. Training my staff to handle customer conflicts diplomatically and professionally.	3.57	Always Encountered	5
8. Managing impatience and frustration from customers waiting in long lines	3.24	Sometimes Encountered	8
<b>Average Weighted Mean</b>	<b>3.55</b>	<b>Always Encountered</b>	

The analysis shows that there were no significant differences in operation management practices based on respondents' personal and business profiles, including age, sex, educational background, marital status, capitalization, years of operation, average daily income, number of employees, and type of business, among night market vendors in selected cities and municipalities in the Province of Albay. In light of the absence of significant differences in operation management practices based on respondents' personal and business profiles, the Business Permit and Licensing Ordinance emerges as a pivotal tool in overcoming challenges and fostering a thriving night market environment. This ordinance serves as a cornerstone of regulatory governance, delineating the procedures and criteria for businesses, including those within night markets, to acquire legal authorization.

Indicators	Computed $\chi^2$ value	p-value	Decision on $H_0$	Interpretation
Age	5.86	0.21	Accepted	Not Significant
Sex	0.031	0.86	Accepted	Not Significant
Educational Background	7	0.321	Accepted	Not Significant
Marital Status	2.31	0.511	Accepted	Not Significant
Capitalization	0.0817	0.776	Accepted	Not Significant
Years of Operation	3.3	0.192	Accepted	Not Significant
Average Daily Income	0.0807	0.776	Accepted	Not Significant
Number of Employees	0.0807	0.776	Accepted	Not Significant
Type of Business	0.031	0.86	Accepted	Not Significant

The findings suggest a significant relationship between operation management practices and internal challenges encountered by night market vendors. Abun et al. (2020) highlighted the importance of internal factors, such as employee treatment and engagement, in influencing organizational performance. Their study focused on the Philippines and explored the intricate relationship between these factors and company operations.

Indicators	Computed T-test	p-value	Decision on $H_0$	Interpretation
1. Operation Management and Internal Challenges	2.56	0.011	Rejected	Significant
2. Operation Management and External Challenges	1.65	0.1	Accepted	Not Significant

However, there is no significant relationship found between operation management practices and external challenges encountered. Internal challenges within the night market environment are closely tied to how vendors manage their operations on a daily basis. On the contrary, while external challenges like market saturation or regulatory hurdles exist, they don't necessarily dictate how vendors manage their operations on a daily basis. The study conducted by Akehira et.al (2022) delves into how startups navigate competitive markets, highlighting the pivotal role of operation strategies in their success despite external challenges, such as market saturation or regulatory hurdles. This is also supported by the study of Abitria (2023), which examines how small and medium enterprises leverage night markets as opportunities to overcome external challenges and foster growth, emphasizing the importance of effective operation management in capitalizing on such opportunities.

### OUTPUT OF THE STUDY

The output of the study is a Night Market Operations Business Manual. This includes the mission and goals for the night market vendors, organizational chart illustrating roles, relationships and reporting lines within the business, how to join the night market business in the Province of Albay, operation management practices guidelines, internal and external challenges and practical solutions, health and safety procedures and emergency contact list. All necessary or needed information about night market is included on the said manual.

### CONCLUSIONS

The study conducted in selected cities and municipalities in the Province of Albay revealed that night market vendors exhibit distinct personal and business profiles, along with varying operation management practices and encountered challenges. Despite differences in personal and business backgrounds, operation management practices such as procurement, product preparation, pricing strategy, sales and marketing, and customer service relations are highly practiced among night market vendors. However, they face internal challenges like sourcing products and inadequate storage facilities, along with external challenges such as compliance with regulations and competition. While personal and business-related factors do not significantly influence operation management practices, there is a notable relationship between these practices and internal challenges. This study contributes to the understanding of night market dynamics and offers insights for improving the operation management practices of night market vendors in similar settings.

### RECOMMENDATIONS

**Vendor Training Programs:** Implement regular training programs focused on operation management practices, such as inventory control, customer service, and innovation. This could involve hiring experts or conducting peer-to-peer training sessions. Establish a system for actively seeking and incorporating customer feedback. This might include conducting surveys, setting up suggestion boxes, or creating online feedback forms. Invest in upgrading equipment and facilities to improve efficiency and customer experience. For example, upgrading cooking equipment for food vendors or improving display setups for merchandise vendors.

**Local Government Units (LGUs):** Allocate funds for infrastructure improvements in night market areas, including designated vendor spaces, waste management systems, and security measures. Develop and enforce policies that promote sustainability, inclusivity, and compliance with safety and health

standards.

This could involve creating guidelines for waste disposal, regulating food safety practices, and ensuring accessibility for all vendors. Streamline permit processes and reduce bureaucratic barriers for vendors. LGUs can simplify permit applications, provide online platforms for submissions, and offer support for first-time vendors.

**Night Market Facilitators:** Organize regular training sessions and workshops for vendors, covering topics such as customer service, marketing strategies, financial management, and legal compliance. Facilitate networking opportunities for vendors to share experiences, exchange ideas, and collaborate on joint initiatives. This could involve organizing vendor associations, online forums, or networking events. Provide ongoing support and mentorship to new vendors, helping them navigate challenges and grow their businesses successfully.

**Future Entrepreneurs and Small Businesses:** Participate in workshops, seminars, and mentorship programs offered by local business organizations or academic institutions. These programs can provide valuable insights, guidance, and networking opportunities for aspiring entrepreneurs. Develop a comprehensive business plan outlining goals, strategies, and action steps for launching and operating a successful night market venture.

**Academic Institutions:** Offer specialized programs or courses focusing on operations management, entrepreneurship, and small business management. These programs should cover relevant topics such as inventory management, marketing strategies, financial planning, and regulatory compliance. Collaborate with industry partners and local organizations to provide experiential learning opportunities, internships, and real-world projects for students interested in the night market sector.

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