

# **The Market Trail**

**(Group 4-037)**

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# **Abstract:**

The Market Trail is a research project that aims to spread awareness of the benefits that the wet markets bring and the wet market culture and encourage preteens in Singapore to embrace them. Through the feedback we have received, we can conclude that through our resource package, preteens aged 10 to 12 have learnt about and learnt to appreciate wet market and wet market culture.

## **1.Introduction:**

### 1.1 Rationale

We have observed that an apparent disregard of the wet market's existence has been prevalent in Singapore due to the presence of the supermarkets. However, there is a lack of knowledge of the benefits that wet markets bring, such as the foods sold there being fresher and more affordable than the foods sold at supermarkets.

### 1.2 Objectives

Our project aims to create a beneficial resource package that encompasses igniting interest and curiosity in our target audience and aiding in the preservation of the wet market culture.

### 1.3 Target Audience

Our main target audience would be the primary 4-6 students. This is because the younger generation has grown up in the age of technology and comfort and there is an increasing trend of online shopping or at the supermarket. Also, the younger generation may have many misconceptions about wet markets and thus avoid them. Primary school students are also much more impressionable and we hope to achieve a positive change in mindset.

## **2. Review:**

To prove that our resource package is necessary and that there is indeed a lack of awareness of wet market culture. It is shown from the statistics from the National Environmental Agency, that there has been a steep decline of 12 per cent in the past decade of wet market hawkers from 6264 wet markets in 2006 to 5485 wet market hawkers in 2016. The amount of people going to wet markets have also significantly decreased these number of years. According to the Perception Survey of Hawker Centre Patrons, the amount of people who have not been to the wet market in the year has increased from 23% in 2014 to 39% currently. This shows that the wet market culture is unappreciated and there is a significant decrease in people going to the wet market. This leads to the decrease of wet market hawkers as they are unable to sell off their goods causing the hawkers to lose money.

The wet market provides community life in Singapore and a hive of social activity as new friends of different cultures were made through common spaces while families bonded over the morning trips to get groceries from the wet market. With many benefits, more people should be going to the wet market, but the reality is often contrary.

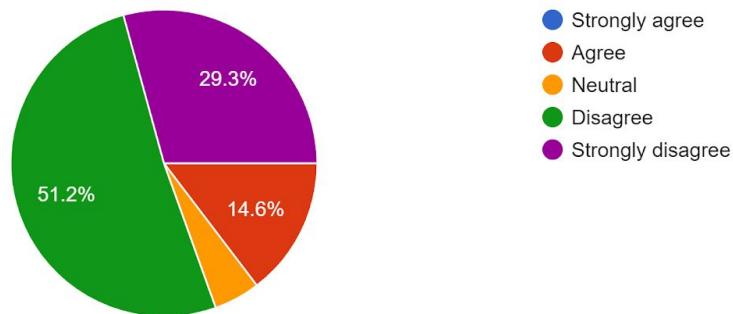
## 3. Methodology:

### 3.1 Needs Analysis

Through a group member's sibling who is 11 years old, we sent out our Google form survey to collect responses from our target audience, those aged 10-12.

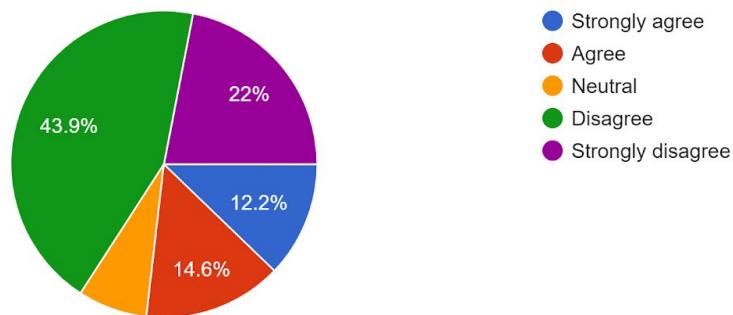
I know the culture of wet markets

41 responses



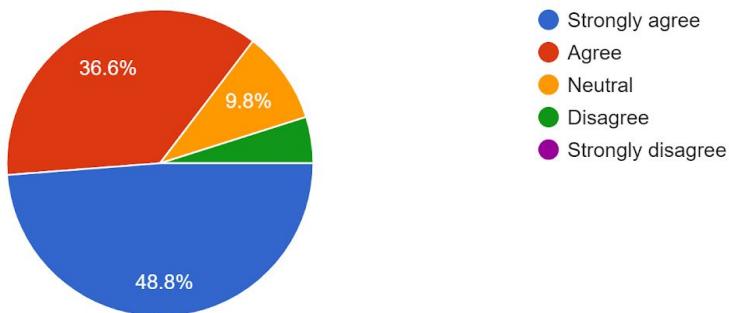
My parents/grandparents have taught me how to buy things in the wet market

41 responses



Do you think you will benefit from learning the culture of the wet market?

41 responses



From the responses, we concluded that preteens aged 10-12 knew very little about wet markets but were keen on learning more about wet markets and wet market culture.

### 3.2 Development of resources

From January to March, we planned our resource package, did some light research on the subject and conducted a needs analysis in preparation for the proposal round.

In April, we did our research by sourcing for online resources and started on our resource package, namely the posters using piktochart and the backbone of our website.

In May and June, we finished up with the creation of our website (with the help of bracket.io) by applying an appealing backdrop and adding valuable information of the history of wet markets. We also carried out the interviews with the wet market vendors, edited the video and audio clips into an informative video (with the help of iMovie), and added them to our website. All 7 of our posters were also done by this time and they were added to our website and Instagram page.

In July, we looked through our products thoroughly to make sure that everything was proper and carried out our pilot test.

In August, we studied the feedback that we got from our pilot test and kept parts of our resource package that were effective in pushing our objective and improved on the parts that were not, ultimately completing our entire resource package.

Opening hours: 6am to 2pm daily

Location: 30 Seng Poh Road, Singapore 168898

## Tiong Bahru Wet Market

**Origin:** Seng Poh Market was first built in 1950 as a single-story market, later renamed as Tiong Bahru Wet Market. It was constructed by the Singapore Improvement Trust.

**History:** From 2004 to 2006, was equipped with modern facilities, comprising two to five storey apartment buildings built in the Art Deco architecture style, which cost \$16.8 million.

**Present Day:** Tiong Bahru Market currently holds 83 hawker stalls and 250 wet market and retail stalls, with an expanded seating capacity of 1440 and an open roof car park with 120 parking lots. The high ceilings, alfresco dining facilities and wide variety of stalls make it very popular for locals and tourists alike.



The Tiong Bahru estate retains its closely knit "Kampung" spirit and has the feel of a bustling and vibrant town, and has a homely feel many Singaporeans can relate to.

<https://www.cntraveler.com/shops/singapore/tiong-bahru-market>  
[https://www.cpgcorp.com.sg/cpgc/Project/Project\\_Details?ProjectID=977](https://www.cpgcorp.com.sg/cpgc/Project/Project_Details?ProjectID=977)  
<https://www.hungrygowhere.com/gallery/hawker-guide-tiong-bahru-food-centre-gid-f3763101/>



# Tekka Market

Location: Block 665 Buffalo Road , Singapore, 210665

Operating Hours: 6.30am - 5pm daily

**Origin:** Originally named Kandang Kerbau Market (malay for Buffalo Pens) at the junction between Serangoon and Rochor road. The market was famously known for selling the best cuts of beef and mutton due to its close proximity to cattle ranches nearby.

**History:** In 1982, Kandang Kerbau Market was demolished and rebuilt at its current location, Block 665 Buffalo Road, and renamed as Zhujiao Center (猪脚 中心). However, it was difficult for the public to pronounce the name of the market, thus it was named to Tekka Market in 2000.



**Present day:** Tekka market is the largest wet market in Singapore with 284 stalls. Tekka wet market is known to be Singapore's most culturally rich market with different people speaking in many different languages. Each of the ethnic communities still maintains their unique way of life with their culinary cultures.



Taken from: <https://www.thebestsingapore.com/best-place/tekka-wet-market/>

Opening Hours: 8am-12pm Daily

Location: Chinatown Complex, 335 Smith Street, Singapore 050335

# Chinatown Wet Market

Origin: The Kreta Ayer Complex was built in 1981 as a part of the urban renewal of Chinatown, to house the last of Chinatown's street hawkers and vendors. It was subsequently renamed Chinatown Complex in 1984.



History: In October 1983, 300 street hawkers from the surrounding streets were also relocated at the complex. Due to public concern about the rich Chinatown heritage being lost due to the relocation of hawkers and vendors, the government built the complex to blend in with the Chinatown streetscene. The current Chinatown complex boasts traditional Chinese elements similar to the courtyard



Present day: Chinatown Wet Market has over 700 stalls. The wet market has a vibrant atmosphere of this ethnic neighborhood. Exotic meats such as frogs, eels and turtles are also sold. Most importantly, prices are cheaper in the Chinatown wet market compared to supermarkets, allowing the food there to be both fresher and cheaper.

Source: <https://www.roots.sg/learn/stories/Hawker-Centres/Chinatown-Complex-Market-Food-Centre>

### 3.3 Pilot Test

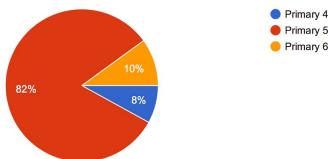
A few weeks before the final evaluation, we made use of connections to conduct our pilot test as we have a group member who had a sibling that is Primary 5. He helped us by conducting a live preview of our products and we have used online platforms(google forms) to collect responses from the students.

## Pilot test (via Google forms)

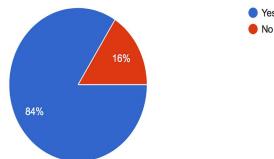
Here are the questions we asked our respondents:

- How old are you?
- Were our videos appealing to you?
- Were our posters appealing to you?
- Was our website appealing to you?
- On a scale of 1-5, how much have you learn from the videos?
- On a scale of 1-5, how much have you learn from the posters?
- On a scale of 1-5, how much have you learn from the website?
- Do you understand more about the importance of preserving the culture of wet markets through our resource package?
- State one thing you have learnt about wet markets/wet market culture from our resource package? (open ended-- understand effectiveness of package)

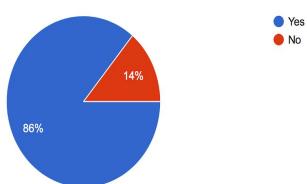
How old are you?  
50 responses



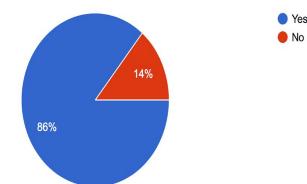
Was our posters appealing to you?  
50 responses



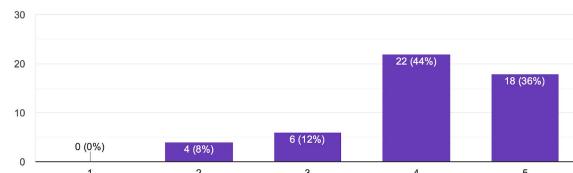
Was our videos appealing to you?  
50 responses



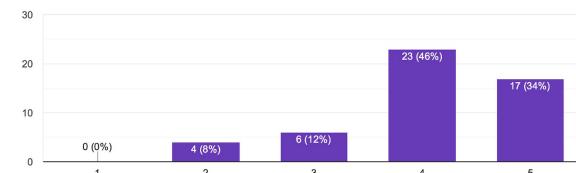
Was our website appealing to you?  
50 responses



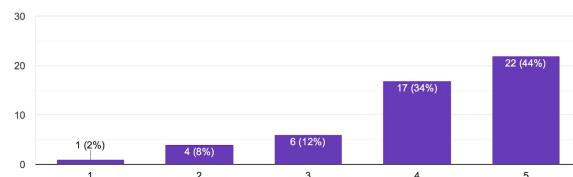
I have learnt a lot about wet markets/wet market culture from the posters.  
50 responses



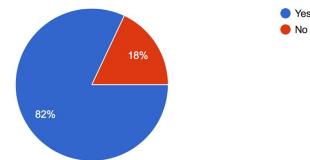
I have learnt a lot about wet markets/wet market culture from the videos.  
50 responses



I have learnt a lot about wet markets/wet market culture from the website.  
50 responses



Do you understand more about the importance of preserving the culture of wet markets through our resource?  
50 responses



State one thing you have learnt about wet markets/wet market culture from our resource package?  
50 responses

Compared with supermarkets, wet markets offer personal interactions and some distinct goods and services

Wet markets represent shared experiences of the older generations

'Wet markets' is a collective term for heterogeneous businesses; the adjective 'wet' relates to the water and ice used to keep product and premises cool and clean.

The focus on 'freshness' from the wet market, and indeed the trusting relationship between vendor and consumer, is deeply valued in many societies

I learnt that wet market is where all the friendships in the community are formed

It is a cheaper alternative

I have learnt the importance of preserving such culture and that wet market culture are diminishing due to the younger generation hence there is need to educate them on such topic

Wet market is where different people come together

Wet markets contribute to the building of community ties and the establishment of cohesive neighbourhood communities, especially in Singapore's modernised high-density HDB living.

It is part of a typical Singaporean lifestyle and culture

Wet markets is a common setting where interactions take place

In conclusion, the resource package is beneficial for the majority of users as many of them understood the need and importance of retaining such cultures in Singapore after using our resource.

## **4. Outcome & Discussion:**

### 4.1 Outcome

The final outcome of the project was successful as our target audience has benefitted from the resource package designed and we have met our initial objectives, as shown by the pilot test.

### 4.2 Limitations of Project

Some limitations are that although the students might have understood the purpose of preserving wet market culture, they would not translate their beliefs into action.

### 4.3 Further Work

If we were allowed to improve this project, our group would not only give the preteens facts and information, but rather allow them to learn through more fun experiences. Other than the initially planned market trail, we would also design interactive games, such as a board game or card game to allow them to learn while having fun, making it more engaging overall. It would be more likely for them to relate positive experiences to wet markets, thus achieving a positive change in their actions.

## **5. Conclusion:**

Ding Heng: Some challenges that we have faced are that we could not meet up frequently due to various commitments and we lack communication in our group as we are often very disconnected. The initial plan of carrying a trail was also a failure due to the recent pandemic. From this project, some skills I have acquired are having better time management and to complete the project as soon as possible so that more time can be used to make amendments and improvements. Decision-making, organising,

and planning skills are also some skills that I have picked up along the way. Being organised is essential in getting tasks done and decision making is important as we have to decide on what products we can produce to truly benefit our users.

Yi En: A constraint was that we were not able to carry out our market trail (even though we were looking forward to that the most) due to the pandemic, I felt that this has been a good learning opportunity for myself, as it taught me how to think out of the box and solve problems creatively. Since we were unable to carry out the trail, we decided to record and document our own experiences at the wet markets, to hopefully allow the primary school students to understand more about wet markets. I have learnt how to effectively communicate with others while doing the interview with the market vendors, and the importance of being quick-witted to immediately think of prompts on the spot to get the interviewees to elaborate further, or maybe give their personal experiences to supplement our content for the videos.

Jayden: I have gained greater insight about the wet market culture and the importance of preserving and embracing it. The obstacles presented by the pandemic have made this project more challenging, but it promotes creativity to resolve these issues. One of them was being unable to carry out a trail which was a pity, however, I have learned to not be defeated by a setback, but be able to pick myself up when facing challenges. I have also learned to better manage my time and hone my interviewing skills.

Marco: I learnt to look at things more positively as I originally saw the wet market as just a dirtier and smellier version of the supermarket. However though this project, I now see the value of the wet market in Singapore's history as the wet market emphasised on social cohesion between different races and cultures. I found it extremely unfortunate for us that we could not carry out the trail to allow the primary school students to have a first-hand experience of the wet market and carry out instantaneous interviews to evaluate their understanding and get their thoughts on the wet markets from the trail

experience. Despite that, the primary school students still showed that they learnt about the wet market culture which was heartwarming.

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