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by Rena Febrita Sarie

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Rena Febrita Sarie

Faculty of Economics, University of Wijaya Putra Surabaya

Email: renafebritasarie@uwp.ac.id

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ABSTRACT

This research is about the shopping behavior of woman in traditional market. The result of the study that there are motivations shopping in traditional market in Surabaya. This research uses qualitative approach. This sample of study was 20 people, with the criteria ten women were working woman and ten others were housewives by using snowball sampling technique. There are 12 themes emerge in this study namely shopping motivations are Many sellers, Cheaper price, Many choices, Good quality products, The price can be negotiable, More Economized, If consumer want the need in high quantity, If there aren't goods in vegetable mobile seller either in modern market, If consumer has no time to buy the need in mobile vegetable seller, completeness, the product can be sold in small quantity, If the vegetable mobile sellers do not sell. The most motivated motivation by consumers shopping in traditional market is they can get cheaper price. The government should make a fair regulation among traditional market and modern retail.

Keywords: shopping behavior, motivations, traditional market



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INTRODUCTION

Surabaya is the second metropolis city in Indonesia. Surabaya, the capital of East Java Province has an area of around 333,063 Km², with a population of 2,909,257 people (Census, 2015). Demographically the people of the city of Surabaya consist of various walks of life with educational backgrounds, jobs, and income that are different from one another so that it will affect the lifestyle of the people of the city of Surabaya in meeting their needs. The infrastructure which closes to the society since a long time ago is traditional market.

The management of traditional market in Surabaya had been since in 1872 by Netherland Government but after Indonesia got the independence, the market was nationalized to be *Dinas Pasar* by Municipality of Surabaya. Encouraging the professionalism which based on regulation No 10,1982, *Dinas Pasar* changed to "PD Pasar" (*Perusahaan Daerah Pasar*) Finally, based on Regulation No 1; 1999 "PD Pasar" changed to "PD Pasar Surya" (*Perusahaan Daerah Pasar*)

Surya). The last developing of “PD Pasar Surya “ was confirmed by Regulation No 6; 2008 (Chairul Anang, 2017).

“PD Pasar Surya” is a type of traditional market where rural and urban household alike can buy fresh fruits and vegetable, fish, and seafood product as well as spices. Stand and street vendors are the main feature of traditional market in Surabaya. Each stand consists of many small vendors, open air or closed. However all of them specialize in one fresh food line (fruits, fishes, meats, vegetables, or spices and herbs). Vendors complement each other by offering a full variety of fresh food. As a result, a comparison between the prices and qualities of different goods is possible and easy to make. “PD Pasar Surya can be classified into four types; Fishes and Meats Stand, Fruits and Vegetables Stand, Herbs and Spices Stand, Fashions and Household equipments Stand.

According to the results of research by expert at the SMERU Research Institute from the mid-1970s to the 1990s, modern retails were only concentrated in the upper middle regions in big cities in Indonesia. However, since 1998, when trade deregulation opened the retail sector to areas, including cities outside Java. The rapid development of new markets has increased the number of shopping places. The number of shopping places is very influential in making decisions to determine good shopping alternatives (Devy, 2017). Various implications emerge as a result of the increasingly sharp competition between these retailers. From the consumers side, this competition has an impact on increasingly affordable prices for goods and increasing the quality of products sold. This impact is especially beneficial for disadvantaged families because now they can consume quality goods at more affordable prices.

Several interviews that have been conducted by the authors strongly suspect that the interests of the woman of the city of Surabaya at this time tend to prefer shopping for daily vegetable needs and side dishes in modern retail than shopping in traditional market. Women usually go shopping for the purpose to take care of the families and do their duties as housewives, so that the author choose women as one the research objects. Observing the phenomenon of changes in Surabaya people’s shopping behavior, especially housewives and working woman from traditional market to modern retail. The author thinks that Surabaya is the suitable place to be object place for this research because there are many traditional retails spread out where women can go shopping to fulfill their needs. However when viewed from the above phenomena, the problem formulation is obtained, the theme of what affects consumers, especially woman in Surabaya, still preferring to shop in traditional market. Based on the focus of the research study described above, the purpose of this study is to identify what themes motivate consumers, especially woman in Surabaya shopping in traditional market.

Several studies focus on traditional retail formats in developing countries (Goldman et al.,1999; Goldman et al.,2002; Ho, 2005; Gordon et al., 2011) traditional retailers (markets and independent stores) are considered the major outlet delivering services that are valued by many customers in many developing countries. This is not only because of some structural factors but also as result of a deep relationship with traditional customs and habits, which are integral to the culture and history of each country. Wet Market usually consists of many small vendors, each specializing in one fresh food line (meat, fish, fruit, or vegetable) or in a sub-line (e.g., leaf vegetables, exotic fruits) (Goldman et al., 1999). Retailers complement each other offering a full variety of fresh food. As a result, a comparison between the prices and qualities of different goods is possible and easy to make.

Even though modernization has shown the significance of the rise of modern formats in both developing countries and South Asia, supermarkets serve of fresh food sales is notable lower than for non perishable (Othman, 1987; Goldman et al.,1999) Many studies in developing economies (Othman, 1987; Goldman et al.,1999; Goldman et al.,2002; Ho, 2005; Gordon et al.,2011) have reported cases of supermarket failure as consumers continue to buy their food in traditional retails. For example, in Hongkong (Ho, 2005) wet markets remain dominant rather supermarkets setting

the pace, they are adopting some of the characteristics of traditional retailers in an effort to improve their presence in fresh food markets. (Goldman et al.,1999).

A number of studies seek to explain wet markets continued strength compared against supermarkets in fresh foods. (Goldman et al.,1999; Goldman et al.,2002; Ho, 2005) In Hongkong, the supermarkets started to sell fresh food during the 1980s, and today all supermarkets carry fresh food lines. In these supermarkets, the marketing of fresh food is characterized by a focus on Western products rather than Chinese products and variety is relatively low.

Several factors were identified as the reasons for superiority of traditional formats in developing countries (Samiee, 1993; Goldman et al.,1999) one reason is that their supply and distribution system is more suited to the local market, enabling them to meet consumer's need by providing higher levels of service, better quality products and cheaper prices. Another reason is consumers abilities and preferences (e.g, income, storage facilities, emphasis on price, frequent store visit). A final reason is government attitudes and actions. The government may actively support one of the formats while constraining the operation of another. Foreign owned retail chains have found access to some developing countries difficult.

Goldman et al.(1999) claimed that the superiority of wet markets in Hongkong is based on functional advantages in variety and service (ability to respond more effectively than supermarkets to the particular fresh food needs of Hongkong's consumers) . As well as providing consumers with greater freshness in fish and meat items. Goldman et al.(1999) claimed they also offer cheaper prices. This is because weak production and distribution system raise the cost of supermarkets, limiting their ability to compete on price. In contrast, according to Goldman and his colleagues (2002), the strengths of supermarkets on convenience, variety, and cleanliness attributes are regarded as relatively less important to Asian shoppers.

People's motives for shopping are a function of numerous variables, which may unrelated to the actual buying of products. According to Tauber's study shopping motivations can be divided into two type of hidden motives: personal and social motives. 1. Personal motives a) Role playing motive: reflects activities that are learned and are expected as part of a certain role or position in society such as mother, housewife, husband or student. b) Diversion: shopping can offer opportunities to the shopper to escape from the routines of daily life and therefore represents a type of recreation and leisure activity. c) Self gratification: the shopping trip may be to alleviate depression, loneliness and boredom as shopping can improve consumer's mood by spending money and buy something good. d) Learning about new trends: people may go shopping to see new fashions, styling and product innovations as well as to obtain new ideas. e) Physical activity: shopping can provide people with a considerable amount of walking in spacious and appealing retail center, particularly those who live in urban and crowded environments. f) Sensory stimulation: highlight the ability of retail institutions to provide many sensory benefits to consumers such as a pleasant background (light, color, music the scents) and handling of products. 2) Social motives: a) Social experiences outside the home: shopping represents an opportunity for meeting people and social interaction especially in traditional markets. b) Communication with others having similar interests: when people shop for hobby related goods it may provide the opportunity to meet and communicate with other shoppers who have the same interest. c) Peer group attraction stresses consumer's desires to be with their reference group provide opportunities for consumers to command attention and respect from others. d) Status and authority: reflect shopping's ability to provide opportunities for consumers to command attention and respect from others. e) Pleasure of bargaining : for many shoppers, bargaining is degrading activity whereby haggling implies that one is "cheap". Others however appear to enjoy the process believing that, with bargaining, goods can be reduced to a more reasonable price.

METHODS

This research is qualitative. The approach of this research to the phenomenology model. Phenomenology used in this study, is empirical phenomenology which emphasizes data collection based on the experiences of various individuals who have experienced in the phenomenon (Oberg and Bell, 2012; Aspers, 2004). The use of empirical phenomenology provides information that is the informant of the carried out so far woman in the city of Surabaya in shopping in traditional market. On The sampling technique in this study was snowball sampling informant with the first criteria being the subjects in this study were women who shop in traditional market. To determine the number of informants of woman who shop in traditional market using the snowball technique, namely by interviewing one person first, then finding another informant from the information of the first informant and so on until the saturation point. Determination of 20 informants consisted of 10 housewives and 10 working woman. The decision of a sample of 20 people is based on the consideration that the informants no longer provide varied information.

Table 1. Analysis Data

Variable	Category	Total
Gender	Female	20
	Male	0
Status	Married	20
	Single	0
Age	20-30	1
	30-40	8
	40-50	2
	50-60	5
	>60	4
Work	Housewife	10
	Working woman	10
Education	High School	9
	Bachelor	6
	Postgraduate	5
Income	2-3 million	6
	3-4 million	6
	4-5 million	1
	>5 million	7

Source: Processed Data (2019)

Interview technique in this research is an in-depth interview in its implementation using semi-structured interview that aim to find out more about how consumers shopping motivation in traditional market in Surabaya. Researchers also interviewed consumers who became customers. Informants are allowed to provide information such as storytelling and the information is recorded and recorded as documentation material. Interviews were conducted with informants of approximately 20 to 30 minutes. The use of semi-structured interviews is done by preparing a set of questions for the interview.

Design questions compiled by the author that relate to consumer shopping behavior that is about shopping motivation, what products are purchased, how the process and services to consumers such as: a) What is the motivation for shopping in traditional market. b) How often do consumers shop in traditional market. c) What products are bought in traditional market

During the interview, the researcher guided the informant following the arrangement of the questions that had been prepared. In this semi structured interview, the informant is allowed to give a free response, which can then be categorized.

Table 2. Traditional Market Consumer Research Theme

Theme	Quotes
Many Sellers	There are many choices and many shops so that I can chose the good quality product. Everything we need are available. (39 years old, housewife)
Cheaper Price	The reason is the traditional market offers cheaper price than in mall and supermarket (70 years old, housewife)
Many Choices	The price is cheap, many choices and many sellers, there are many customers and we can negotiate the price. (45 years old, working woman)
Good Quality Products	The quality is good and there are many choices. (50 years old, working woman)
The Price can be negotiable	In traditional market we can negotiate the price (35 years old, housewife)
More Economized	Shopping in traditional market is more economized (35 years old, housewife)
If Consumer want the need in high quantity	I usually go to the traditional market in amount of quantity (49 years old, working woman)
If there aren't goods in vegetable mobile seller either in modern market.	I go to traditional market if there aren't goods in vegetable mobile seller so traditional market is the last alternative. (39 years old, housewife)
If Consumer has no time to buy the need in vegetable mobile seller	I go to traditional market twice a week or sometimes almost every day. It depends on my time. If I have no time to buy in vegetable mobile seller I go to traditional market. (
Completeness	Sometimes I want to buy many things which I cannot find in vegetable mobile seller. (63 years old, working woman)
The product can be sold in small quantity	I can buy the product in small quantity about 2000,or 3000 rupiah. If I buy the product in vegetable mobile seller the price is more expensive and it has wrapped by plastic. (35 years old, housewife)

Source: Processed Data (2019)

RESULTS AND DISCUSSION

In the sub-discussion of the results of this study, answer the first research objective, which are the themes that are the motivations for consumers, especially women in Surabaya, to shop in traditional market. The results of research on themes that motivate woman to buy in traditional market are shown with 12 themes, namely: Many Choices, Good Quality Products, Complete, The Price can be negotiable, More Economized, The product can be sold in small quantity, If there aren't goods in vegetable mobile seller either in modern market, If Consumer want the need in high quantity, If Consumer has no time to buy the need in vegetable mobile seller If the vegetable mobile seller do not sell, Cheaper Price, Many Seller.

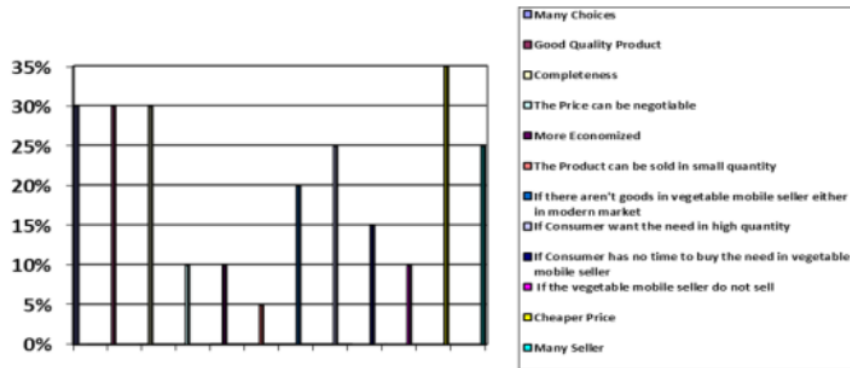


Figure 1. The Results of Research on Themes that Motivate Woman to Buy in Traditional Market
 Source: Processed Data (2019)

The purchase of products from traditional market, in general is for self-use, which is as much as 100% and no one buys for resale directly first. The frequency of purchases in traditional market, that they shop at the market twice a week about 10%, once a week about 30%, not regularly about 60%.

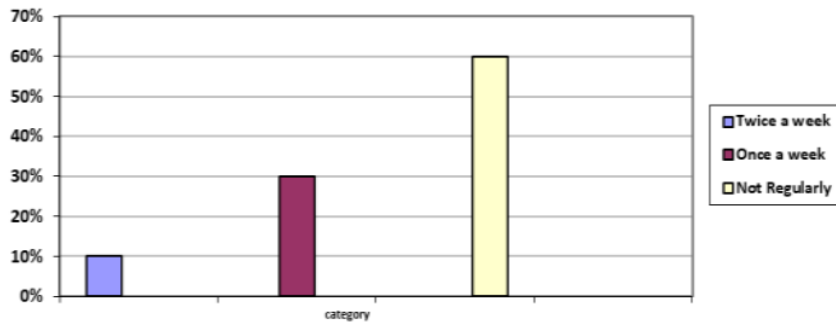


Figure 2. The Frequency of purchases in traditional market
 Source: Processed Data (2019)

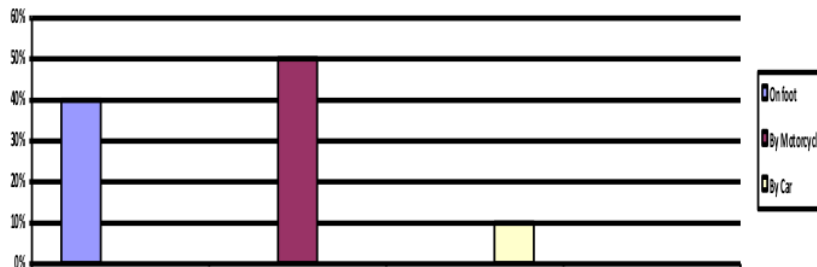


Figure 3. Transportation to traditional market
Source: Processed Data by result (2019)

Informants stated who go to the traditional market on foot about 40%, by motorcycle 50%, by car 10%.

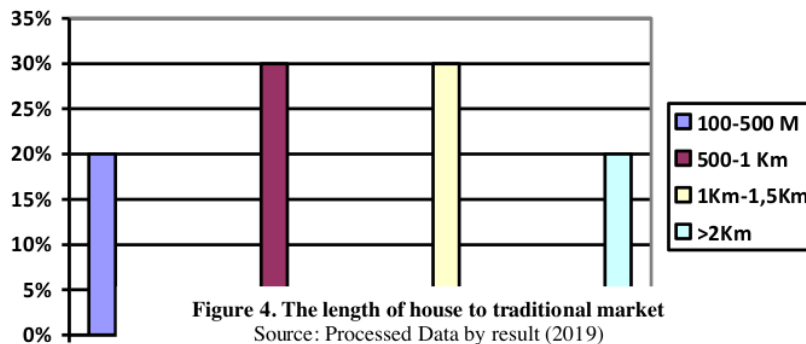


Figure 4. The length of house to traditional market
Source: Processed Data by result (2019)

According to their perception informants stated the length from their house to traditional market 100-500 M about 20%, 500-1 Km 30%, 1-1,5 Km 30%, more than 2 Km 20%

CONCLUSIONS

Based on the result of this study, there are several conclusions: 1. Buying behavior in traditional market and aspects that influence it : a) Buyers generally are women who are housewives, and working woman with educational levels from high school to postgraduate. This is the representation that women do the tendency of shopping in traditional market. b) Consumers shop for daily necessities on agricultural, fishery, and livestock products such as vegetables, fruits, spices and herbs. The products are classified perishable goods. They also strongly consider product quality, product freshness, and product quantity. Shopping orientation is to get goods in cheaper price and high quantity. c) The themes that motivate consumers to shop in traditional market are Many Sellers, Cheaper Price, Many Choices, Good Quality Products, The Price can be negotiable, More Economized, If Consumer want the need in high quantity, If there aren't goods in vegetable mobile seller either in modern market, If Consumer has no time to buy the need in vegetable

mobile seller, Completeness, The product can be sold in small quantity, If the vegetable mobile seller do not sell. The most motivated motivation by consumers is that consumers can get cheaper price by 35%. d) The traditional market location is generally not so far from home with an average distance of only one kilometer and does not require special transportation efforts, about 40% on foot, 50% by motorbike, 10% by a car. However, according to several informants who have been interviewed, they go to shop in traditional market to get cheaper price. This is evidenced by the number of consumers who shop in traditional market by 35%.

Based on the results of this study, some suggestions need to be done to improve the quality of service in traditional market. Traditional market should emphasize the quality of service provided to consumers. According to the informants the condition of the traditional market is uncomfortable. Mostly The Surabaya traditional markets are crowded, muddy, smelly, and narrow. Sometimes Informants are difficult to find the parking because the infrastructure is not big enough to accommodate the vehicles. So that informants spend a long time to shop in traditional market. Sometimes they have to queue a long time to buy in only one stand. Some informants inform they unfocused shopping in traditional market because there are many choices of the products so that they have to spend a lot of money. Sometimes informants get an expensive price if they cannot bargain the price with the seller. The service of the seller sometimes unfriendly to informants because of many buyers to serve. There is informant has difficulties understanding the language of sellers in traditional market. Many of them speak local languages such as Madura and Javanese.

The government should make a fair regulation among traditional market and modern retail. The government together with other related agencies, should protect to create a fair business competition climate. This protection can be realized by regulating the policy of establishing modern retail in the city of Surabaya under supervision in its implementation. The existence of modern retail have been treated traditional market in Surabaya because the establishment of modern retail that have entered and approached densely populated settlement even close to traditional market. In general people in traditional market work in the informal sector that has independent money and sometimes have no associations. The attention of the government will be able to help them become one of the pillars of the strength of the national economy. The amount of traditional market is quite large. It can potentially support the widespread economic growth, so that the distribution of social justice for all Indonesian people can be achieved.

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