

## **MOTIVATION OF WOMAN SHOPPING IN MODERN RETAIL IN SURABAYA CITY**

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### **Abstract**

This research is about the shopping behavior of woman in modern retail. This research uses qualitative approach. This sample of study was 20 people, with the criteria ten women were housewives and ten working women by using snowball sampling technique. The result of the study that there are shopping behavior of women in modern retail in Surabaya. Five themes emerge in this study namely shopping motivations are about product, prices, processes and sales service. This motivation occurs because women feel more comfortable shopping in modern retail. The most motivated motivation by consumers is that consumers can get discount price.

**Keywords: motivations, behavior, modern, retail**

### **INTRODUCTION**

Surabaya is the second metropolis in Indonesia. Surabaya, the capital of East Java Province has an area of around 333,063 Km<sup>2</sup>, with a population of 2,909,257 people (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.

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 foreign investors, the penetration of modern of modern retailers began to penetrate suburban 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. Observing the phenomenon of changes in Surabaya people's shopping behavior, especially housewives and working woman from traditional market to modern retail.

When viewed from the above phenomena, the problem formulation is obtained, the theme of what affects consumers, especially woman in Surabaya, preferring to shop in modern retail. 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 modern retail.

Over the last decade, the developing world has witnessed a rapid expansion of supermarkets and modern distribution in the food-marketing sector, at the expense of traditional outlets. Much previous research on developing countries Goldman *et al.*, (1999); Reardon *et al.* 2003; Cadilhon *et al.* (2006); Reardon *et al.* (2007) and transitional economies Dries *et al.*, (2004) distinguished between traditional and modern food retail formats. Two theories are apparent. In the first theory traditional format are thought to have enduring advantages, and this direction has been reported in some Asian countries such as Hongkong, Malaysia, Singapore Goldman *et al.*,(1999).

However, not all accept Goldman and his colleagues analysis. Reardon *et al.*, (2007) argued that modern retail formats in East Asia "took off" in the late 1990s, Reardon *et al.* (2007) argued that they underestimated the ability of supermarkets to develop rapidly and successfully in emerging markets.

Modern retail formats include hypermarkets, superstore, supermarkets and convenience chains (Reardon *et al.*, 2007). Cash and carry stores are also often included into modern retail, as while formally belonging to the wholesale sector, "in most developing countries they de facto mix retail and wholesale" (Reardon *et al.*,2007). Supermarkets are typically the most popular modern retail format when measured by share of sales and have been the main focus of studies of retail modernization ( Reardon *et al.* 2003). Traditional formats include markets, often labeled wet or fresh markets, street stalls and independent small-scale outlets which may be specialist (e.g. butcher, bakers) or general stores (D'Haese *et al.*2008; Goldman *et al.* 2002; Ho, 2005; Reardon *et al.*2007)

Most of the studies conducted on this subject indicate that the factors that have led to the rapid rise in modern formats in developing countries mirror the factors that underpinned the growth in developed countries. According to several commentators Neven and Reardon, (2004); D'Haese *et al.*(2008); Reardon and Berdegue, (2008) the main driver of this trend can be summarized as following; demand-side factors which are considered the cornerstone of change in the marketing system such as urbanization; the rapid increase in real incomes per capita and its distribution and the opportunity cost of woman's time. Supply side

factors, such trade liberalization and foreign direct investment have also facilitated the spread of modern retail formats.

Proviso research highlighted Irene and Kiuassy, (2002); Reardon and Swinned, (2004) that modern retail chain and the new procurement systems have a significant effect on the other segments of the agro-food system such as consumers, traditional retailers and suppliers. The benefits of modern retailing may accrue to both consumers and to producers. Advocates argued that the shift to supermarkets in consumer driven as they provide several advantages; good quality; the convenience of self service which is considered an opportunity to hold and inspect the products as well as low price, which is very attractive to low income consumers as retail modernization achieves cost savings through economies of scale (Hagen,2002)

In recent years, there has been increasing interest in consumer food shopping behavior which refers to “the process the underlies an individual’s decision of what, when, where, how, and from whom to purchase goods and services”(Omar, 1999). However researcher still encounter problems when trying to answer the question “How do customers make their shopping decisions? These difficulties may be due to the rapid changes in consumer behavior which in many cases are unexpected. Although economic theory typically assumes that only significant variable to be considered is price, in fact, consumer behavior is complex with multiple phases and dimensions (Omar, 1999). Shoppers are usually subject to many external and the internal (psychological) influences which effect their shopping decisions.

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. 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 consumers’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.

Social motives; Social experiences outside the home, shopping represents an opportunity for meeting people and social interaction especially in traditional market. 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, Peer group attraction stresses consumer's desires to be with their reference group. o provide opportunities for consumers to command attention and respect from others. Status and authority: reflect shopping's ability to provide opportunities for consumers to command attention and respect from others. 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.

## METHOD

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 modern retail. 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 modern retail. To determine the number of informants of woman who shop in modern retail 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 homemakers, ten 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. Characteristics of Informant Demographics**

Variable	Category	Total
Gender	Male	0
	Female	20
Status	Single	0
	Married	20
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
Income	Postgraduate	5
	2-3 million	6
	3-4 million	6
	4-5 million	1
	>5 million	7

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 modern retail 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 modern retail. b. How often do you shop in modern retail. c. What products are bought in modern retail.

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. Modern Market Consumer Research Theme**

Theme	Quotes
Discount Price	There are discount in Friday, Saturday and Sunday. We like the discount time. (25 years old, working woman)
Complete and many choices	The products are very complete and many choices (50 years old, working woman)
Good Quality Product	Iam happy because the product is clean. The vegetable is really clean and fresh (55 years old, working woman)
If the product cannot be found in traditional market	I buy in modern market because, there is not in vegetable moving seller. (70 years old, housewife)
Comfortable place, tidy and clean	I buy product in modern market because its comfortable place, every product is available, if we want to find something. (35 years old, housewife)
Flexible time	Sometimes I need product at early morning at 5 o'clock, I want to cook and there is no cooking oil, then I can directly go to modern retail because it opened 24 hours. (63 years old, working woman)
The Payment can use card	The payment system using card (50 years old, working old)
Close to the office or residence	If I buy cooking oil and rice in

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	traditional market are too heavy for me, so I buy in modern retail because it is close to my home. (63 years old, working old)
Entertainment area	My children like to go shopping in modern market because they want to take a walk. (35 years old, housewife)

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## RESULT AND DISCUSSION

In the sub-discussion of the results of this study, answer the first research objective, which are the themes that are the reason for consumers, especially women in Surabaya, to shop in modern market. The results of research on themes that motivate women to buy in modern market are shown with 9 themes, namely: Discount Price, Complete and many choices, Good Quality Product, If the product cannot be found in traditional market, Comfortable place, tidy and clean, Flexible time, The Payment can use card, Near the office or residence, Entertainment area. The purchase of products from modern 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 modern market, that they shop at the market twice a week 10%, once a week 20%, not regularly about 70%.

According to their perception as many as 90% of informants stated there are Indomart, Alfamart, Giant, Superindo close to their residence or the office. Modern retail serves daily products such as fresh fish, vegetables, meat, eggs, fruits and frozen foods. The existence of modern retail is closed to residence of the consumers.

## CONCLUSION

Based on the result of this study, there are several conclusions: 1. Buying behavior in modern 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 modern retail. b. Consumers shop for daily necessities on agricultural, fishery, and livestock products such as vegetables, fruits, and frozen foods. The products are classified perishable goods. They also strongly consider product quality, product freshness, and cleanliness. Shopping orientation is to get goods in discount price. c. The themes that motivate consumers to shop in modern retail are Discount Price, Complete and many choices, Good Quality Product, If the product cannot be found in traditional market, Comfortable place, tidy and clean, Flexible time, The Payment can use card, Close to the office or residence, Entertainment area. The most motivated motivation by consumers is that consumers can get discount price by 80%. 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% walking, 50% motorbike driving, 10% using a car. However, according to several informants who have been interviewed, they go to shop in modern retail because it gives

weekly discount price. This is evidenced by the number of consumers who shop in modern retail by 80%.

Based on the results of this study, some suggestions need to be done to improve the quality of modern retail. Modern retail should emphasize the quality of service provided to consumers. Sometimes the stocks of vegetables and fruits are expired not so fresh so that trader should to check this goods regularly. Consumers sometimes found different written price in rack and cashier so that cashier should recheck the price everyday. Parking also makes problem for consumers because it is very crowded especially in weekend. Cashier sometimes too crowded, so that consumers have to stand in line too long. It makes wasting their time to pay for the goods.

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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