

# Traditional Market

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## Consumers in Traditional Markets: Sociographic Lifestyle, Household Features, and Personality Traits

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### **Abstract**

Traditional markets are important for households both economically and culturally, but they confront difficulties due to the shifting global market, the shrinking rural population, and the complex interactions between sociodemographic factors and lifestyle. Unfortunately, there isn't enough literature to support the social interactions between humans and nature. The study aims to ascertain how sociographic lifestyle, household characteristics, and personality traits affect the way people buy food. The framework used a psychodynamic approach, the theory of personality traits to provide continuously interconnected, two-way physical and perceptual interactions, and household assumptions to minimize the cost of retaining items and the cost of traveling for shopping. Mixed methods were used for 183 household customers through non-probability sampling and an in-depth interview, including a semi-structured questionnaire with PLS structural equation modelling. The findings indicate that, rather than personality traits and household characteristics, increased sociographic lifestyles are the cause of increased food purchasing behaviour. Increased friendship, values, good spending behaviour, and household size are associated with a higher sociodemographic lifestyle, personality traits, and household characteristics. In order to understand the rising trends in the in the market, businesses should collaborate with communities to learn about the attitudes, interests, and opinions of households through cognitive elaboration.

### **Keywords:**

Food purchasing, household characteristics, personality traits, sociographic lifestyle, traditional market.

### **How to Cite:**

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**Nurliza.** Consumers in Traditional Markets: Sociographic Lifestyle, Household Features, and Personality Traits

## INTRODUCTION

Indonesians favour traditional markets because of their significant socioeconomic and cultural value (Dominique-Ferreira et al., 2022). Households can discover a variety of essential daily needs for more reasonable pricing and better deals (Ferricha and Fauzan, 2020; Alexandro, Uda and Selvi, 2021). In fast-moving consumer goods (FMCG), traditional markets had the biggest market share at 69 percent, followed by small markets (17%), hyper/supermarkets (6%), specialized stores (4%), and others (4%) (Statista.com, 2023). Traditional markets also offer locally produced cultural goods (Aliyah et al., 2020) that contribute to household food security (Matita et al., 2021) and convey a significant portion of the public memory of the community (Aliyah et al., 2020).

Since there are modern markets (Prabowo et al., 2017), declining rural populations (Li et al., 2019), rising food and energy costs, record-breaking inflation, slowing global wage growth, climate change, and geopolitical fragmentation (Gourinchas, 2022; IMF, 2023), 22% of customers have experienced financial insecurity and plan to spend more on 36% of groceries (Nielseniq.com, 2023), which are in traditional markets. Therefore, the Indonesian government issued Minister of Trade Regulation No. 56/M-DAG/PER/9/2014 and Law of the Republic of Indonesia No. 7/2014 in Article 13 paragraphs 1, 2, and 3, as amended in Trade Regulation No. 70/M-DAG/PER/12/2013, to support and protect the traditional markets (Ananda Rico Damasyah & Ali Zainal Abidin, 2022).

Traditional market literature addresses substantial constraints in internal factors such as zoning (Pujianto & Rodiyah, 2018), waste management facilities (Noegroho et al., 2021), market management practices (Setyo & Sanaji, 2019), and external factors such as modern market proliferation (Susilowati, 2019), political support, inflexible supplies, and capital access (Prabowo et al., 2017). Unfortunately, the literature does not adequately structure how humans and nature interact to offer insightful information in a quickly changing setting (Prabowo et al., 2017). While lifestyle (e.g., needs and desires) (Carducci, 2020) and sociodemographic (Merlino et al., 2023) interact dynamically. Understanding how customers spend their time (Rogers, 2022), priorities (Hamada, 2014), values (Mahajan, 2020), opinions (Yu, 2022), perspective of spending (Galdeman et al., 2021), personality traits (Khatri et al., 2022), and household characteristics (Günther et al., 2022) provide a better way of adapting to change effectively. Looking at how customers spend free time provides insight into the factors and processes of lifestyles (Goodwin et al., 2020). Priority is arranged according to urgency and relevance (Spicker, 2009). Value is what you expect to get in exchange for the price (Hinterhuber & Snelgrove, 2021). Opinion is related to seeking, giving, and passing (Casaló et al., 2017).

The study tried to provide continually interconnected, two-way physical and perceptual interactions for understanding the human-nature relationship for marketing sustainable strategies in an adequate dynamic structure. The focus of this study is the simultaneous effect of sociographic lifestyle, household characteristics, and personal traits on food purchasing behaviour. The sociographic lifestyle framework, using a psychodynamic approach (Jacobs, 2004), the interaction of drives, desires, and mechanisms in determining consumer behaviour, including those related to family-work balance (e.g., friend-oriented), leisure behaviour (e.g., low budget), and literary interest (Krishnan, 2011). Age and size are the household characteristics (Bawa & Ghosh, 1999) and investment decisions (Henningsen et al., 2019), which are expected to minimize the cost of holding items and the travel cost of purchasing (Bawa & Ghosh, 1999). The theory of personality traits (John and Srivastava, 1999; Singh and Jha, 2010) explores customers interact as stable patterns, such as self-image (e.g., self-value) and outward/people orientation (e.g., sense of spending and

creativity). Personality traits are regarded as individuals' behaviours (Lee et al., 2020). Frequency of shopping gives insight into shopping experiences (Cachero-Martínez & Vázquez-Casielles, 2018), which affect customer retention (Suhanda et al., 2022), purchasing behaviours (Samuel & Asikhia, 2020), and level of satisfaction (Maslakci et al., 2021). The results will support social dynamics and provide empirical evidence in favour of the development of consumption profiles (Galdeman et al., 2021) for adaptation to changing consumer behaviour.

## METHODS

Due to the limited single solution to management challenges, 18 traditional markets in Pontianak, West Kalimantan, Indonesia, adopt mixed method (Molina-Azorin et al., 2018). Non-probability sampling was chosen as a valid and efficient non-random way for 183 household customers (Vehovar et al., 2016). An in-depth interview (Rutledge & Hogg, 2020) combined with a semi-structured questionnaire (Adams, 2015) consisting offered many of detailed, open-ended questions. There were three phases of the study. First, a quantitative descriptive analysis using a percentage (%) tabulation to identify demographic factors such as education, occupation, and household income for overall image of a population that impact decisions (Hammer, 2011). Second, the characteristics of sociographic lifestyle (Jacobs, 2004), such as friend-oriented, low budget, and literary interest (Krishnan, 2011). Age and household size are household characteristics (Bawa & Ghosh, 1999); while self-value, sense of spending, and creativity are personality trait characteristics (John and Srivastava, 1999; Singh and Jha, 2010). Shopping frequency helps to understand the experiences of customers (Cachero-Martínez & Vázquez-Casielles, 2018). Third, the simultaneous effect of sociographic lifestyle, household characteristics, and personal traits on food purchasing behaviour, used partial least squares (PLS) with structural equation modelling (PLS-SEM or Smart-PLS) software for efficiency of model (Willaby et al., 2015). The PLS-SEM are the structural/inner model and the measurement/outer model, with the following processes: evaluations of formative measurement models, the inner/structural model, and the reflecting measurement model, respectively (Purwanto & Sudargini, 2021). Composite reliability (CR) > 0.70 is used to assess the reflective measurement model's constructs for internal consistency and reliability because each indicator has a different weight and tends to provide estimates that are greater than Cronbach's alpha ( $\alpha$ ). The average variance extracted (AVE) > 0.50 is used to assess a measurement method's construct validity (Hwui & Lay, 2018). In order to prevent multicollinearity, the content specification must relate to the range of the latent construct using a variance-inflated factor (VIF) < 10 in formative measurement models. The values of R-squared ( $R^2$ ) and Q-squared ( $Q^2$ ) reveal the prediction's accuracy. If the exogenous factors are unable to explain the endogenous dependent variable, an  $R^2 < 0.19$  is deemed inadequate, while  $Q^2 > 0$  is relevant for a specific dependent construct. A critical ratio (CR) > 1.96 or a probability ( $p$ ) > 0.05 are used to determine the significance of the link between the constructs/variables in the inner/structural model. The f-square ( $f^2$ ) shows how the size requirement affects the structural level:  $0 \leq f^2 \leq 0.15$  is small,  $0.15 \leq f^2 \leq 0.35$  is moderate, and  $f^2 \geq 0.35$  is a large effect. The estimated correlations are shown by the outer loading factor, which also establishes the absolute contribution of each item to the assigned construct (Hair et al., 2021).

## RESULT AND DISCUSSION

### Demographic Characteristics of Household

Education, occupation, and household income are the demographic characteristics of household (Table 1).

Table 1. Demographic characteristics of household (%)

|                              |              |
|------------------------------|--------------|
| Education (year):            |              |
| <b>High school</b>           | <b>65.03</b> |
| College/University           | 30.60        |
| Master                       | 3.83         |
| Others                       | 0.55         |
| Occupation:                  |              |
| Employee                     | 5.46         |
| <b>Housewife</b>             | <b>39.89</b> |
| Merchant                     | 9.84         |
| Private employees            | 6.01         |
| Farmer                       | 3.28         |
| Teacher                      | 3.83         |
| Others                       | 31.69        |
| Household income (Rp/month): |              |
| < 2,000,000                  | 24.59        |
| <b>2,000,000 - 4,000,00</b>  | <b>36.07</b> |
| > 4,000,000 - 6,000,000      | 28.96        |
| > 6,000,000 - 8,000,000      | 5.46         |
| > 8,000,000 - 10,000,000     | 2.19         |
| > 10,000,000 - 12,000,000    | 2.73         |

Source: primary data

As indicated in Table 1, the majority of household customers are housewives, have a high school degree, and have incomes between 2,000,000 and 4,000,000 Rupiah per month. Educational attainment can have a beneficial impact on consumption (Cheng, 2021). Housewives' behaviour has a favourable impact on family needs, rising prices have a positive impact on their actions (Astuti et al., 2019), and purchasing decision-making methods are influenced by income (Suvadarshini & Mishra, 2021).

### The Characteristics of Food Purchasing Behaviour, Sociographic Lifestyle, Household, and Personality Trait

Table 2 shows the characteristics of food purchasing behaviour, sociographic lifestyle, household characteristics, and personality traits in traditional markets.

Table 2. The characteristics of food purchasing behavior, sociographic lifestyle, household characteristics, and personality traits (%)

|                            |              |
|----------------------------|--------------|
| Food purchasing behaviour  |              |
| Shopping frequency (week): |              |
| Once                       | 31.15        |
| <b>Twice</b>               | <b>35.52</b> |

|                           |              |
|---------------------------|--------------|
| Three times               | 24.04        |
| Four times                | 8.74         |
| More than four times      | 18.03        |
| Sociographic lifestyle    |              |
| <b>Friend-oriented</b>    | <b>74.86</b> |
| Low budget                | 56.83        |
| Literary interest         | 42.99        |
| Household characteristics |              |
| Age (years):              |              |
| ≥18-26                    | 16.94        |
| >26-34                    | 16.39        |
| >34-42                    | 20.77        |
| >42-50                    | 24.59        |
| >50-58                    | 16.39        |
| >58                       | 4.92         |
| Household size (years):   |              |
| <16                       | 22.95        |
| 16-20                     | 8.74         |
| >20-25                    | 20.77        |
| >25-30                    | 14.75        |
| >30-35                    | 12.02        |
| >35-40                    | 7.10         |
| >40-45                    | 4.92         |
| >45-50                    | 1.64         |
| >50-55                    | 4.37         |
| >55-60                    | 1.64         |
| >60-65                    | 0.55         |
| >65                       | 0.55         |
| Personality traits:       |              |
| Self-value                | 73.77        |
| Sense of spending         | 55.19        |
| Creativity                | 51.91        |

Source: primary data

According to Table 2, the majority of household customers shop twice a week, value friendship, are between the ages of 42 and 50, and have households with more than 16 years of members. They consider themselves to have value and good behaviour when spending money on food in traditional markets.

### **Effect of Sociographic Lifestyle, Household Characteristics, Personality Trait on Food Purchasing Behaviour**

The interrelationship model between sociographic lifestyle, household characteristics, and personality traits on food purchasing behaviour showed valid and consistent results in the reflective measuring model (Table 3).

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Table 3. Reflective measurement model

| The variables/structural model | CR    | AVE   |
|--------------------------------|-------|-------|
| Food shopping behaviour        | 1.000 | 1.000 |
| Sociographic lifestyle         | 0.843 | 0.642 |
| Household characteristics      | 0.846 | 0.737 |
| Personality trait              | 0.834 | 0.627 |

Source: primary data

1

No multicollinearity data has been identified in formative measurement models, and the content specification was shown to be correlated to the latent construct's scope (Table 4).

1

Table 4. Formative measurement model

| The Content Specification  | VIF   |
|----------------------------|-------|
| Food purchasing behaviour: |       |
| Shopping frequency         | 1.000 |
| Sociographic lifestyle:    |       |
| Friend-oriented            | 1.265 |
| Low budget                 | 1.572 |
| Literary interest          | 1.577 |
| Household characteristics: |       |
| Age (years)                | 1.440 |
| Household size (years)     | 1.440 |
| Personality traits:        |       |
| Self-value                 | 1.323 |
| Sense of spending          | 1.380 |
| Creativity                 | 1.515 |

Source: primary data

The values of  $R^2$ ,  $Adj.R^2$ , and  $Q^2$  (Table 5) show how well the exogenous variables (such as sociographic lifestyle, household characteristics, and personality traits) predicted the endogenous dependent variable (such as food purchasing behaviour).

Table 5.  $R^2$ ,  $Adj. R^2$ ,  $Q^2$  values

| Endogenous dependent variable | Food shopping behaviour |
|-------------------------------|-------------------------|
| $R^2$                         | 0.328                   |
| $Adj. R^2$                    | 0.307                   |
| $Q^2$                         | 0.271                   |

Source: primary data

As indicated in Table 5, sociographic lifestyle, household characteristics, and personality traits are relevant in explaining food purchasing behaviour. The significance of the relationship between the constructs and variables in the structural/inner model is assessed using the critical ratio (CR) value (Figure 2).

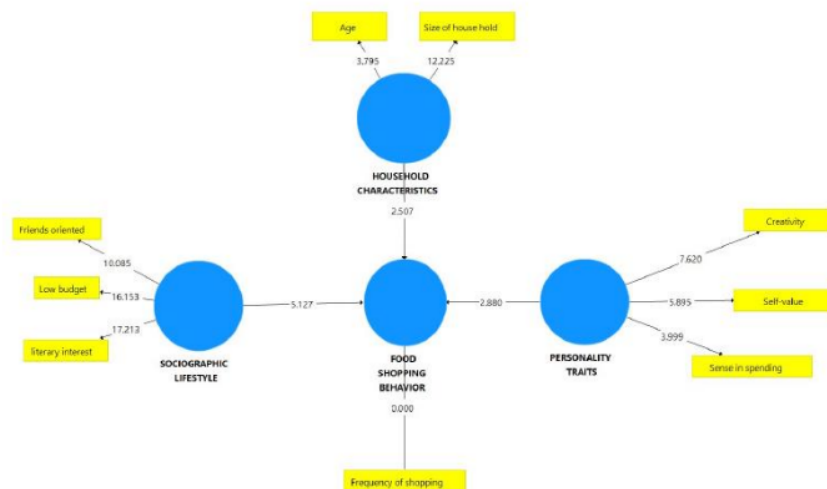


Figure 1. Critical ratio (CR) value  
Source: primary data

The relationship between sociographic lifestyle, household characteristics, and personality traits and food purchasing behaviour are shown in Figure 1 as having significant effects. Based on  $f^2$  values for the effect of size on the structural level, all of the relationships have a significant impact (Table 6).

Table 6.  $f^2$  value

| Effect of size on the structural level | Food shopping behaviour |
|----------------------------------------|-------------------------|
| Sociographic lifestyle                 | 0.247                   |
| Household characteristics              | 0.049                   |
| Personality traits                     | 0.084                   |

Source: primary data

Although the size of the significant correlation between sociographic lifestyle and food purchase behaviour is moderate, a size of the effect of the significant relationship between household characteristics and traits on food purchasing behaviour is small.

Figure 2 shows the outer loading factor, which represents the estimated relationships or determines the absolute contribution of a given item to the assigned notion.



Figure 2. Estimated coefficient  
Source: primary data

As indicated in Figure 2, the increased food purchasing behaviour of household customers is more likely to depend on an increasing sociographic lifestyle, followed by personality traits and household characteristics. Shopping frequency has an impact on a store's image and customer satisfaction (Maslakci et al., 2021).

Sociographic lifestyle determines attitudes, interests, and opinions (Krishnan, 2011). Sociographic lifestyle influenced customers' perceived values, and their purchase intention was impacted by their perceived values. (Akkaya, 2021). Strong intentions that better predict behaviour are those that are important, certain, and extreme (Conner & Norman, 2022). Increased sociographic lifestyle depends on increased friend orientation (the importance of friendship), followed by a low budget and literary interests. Friendship is a crucial aspect of human conduct since it can motivate people and provide them with opportunities (Apostolou et al., 2021). Friendship is positively correlated with life satisfaction in terms of its intensity and quality (Amati et al., 2018).

Personality traits are predictors of shopping motivations, intentions, and behaviours (Gohary and Hanzae, 2014; Wasantha, Gunawardane and Islam, 2020) due to value consciousness and enjoyment of shopping. Increased personality traits depend on increased value and good behaviour in spending for food, followed by creativity in spending for food and having a good sense in spending for food. Self-value is important for the decision-making process (Salzborn, 2012), repurchase intention (Zeqiri et al., 2023), and an influential predictor of various outcomes, such as achievement and behaviour, to understand and solve problems (Abdel-Khalek, 2016) and to control impulsive purchases (Dhandra, 2020). Besides, it has a direct relationship with satisfaction and customer loyalty (Kusumawati & Rahayu, 2020). Value consciousness is related to both usefulness and ease of use (Camoiras-Rodriguez & Varela, 2020). Choices regarding what to consume are firmly rooted in values (Salzborn, 2012). Good spending behaviour would be required to assure the well-being of those with lower incomes in particular (Rahman et al., 2021).

Customers' purchasing choices for technical products are affected by their demographic characteristics (Puška et al., 2018). A possibility of increased household characteristics is caused by an increase in households. Household size is a reflection of socioeconomic development and resource allocation due to the role it plays in the household consumption model (Aliyah Jana E. et al., 2022). Family members can strongly affect customer behaviour (Sreen et al., 2021). Convenient

timing and good quality caused different perceptions of household size (Sharma, 2015). Each household's purchasing patterns are influenced by the price elasticity of demand, particularly low-income households (Eriksson, 2023). While age is related to the importance of perceived value (Foad et al., 2021), it also affects household member attitudes regarding the interaction of price (Slabá, 2020), suitability, and durability (Milios & Dalhammer, 2023). Thus, traditional markets need to collaborate with communities to identify the attitudes, interests, and opinions of households. Businesses also require cognitive elaboration, the detection of emerging trends, and marketing efforts to target specific groups in order to adapt to changes in consumer behaviour.

## CONCLUSION

Food purchasing behavior is significantly influenced by the interaction between sociographic lifestyle, households' characteristics, and personality traits. Rather than personality traits and households' characteristics, the reason for increase in food purchasing behaviours is an increasing sociodemographic lifestyle. Sociographic lifestyle increases are due to increased friendship, followed by a low budget, and related to literary interests. Personality traits increase due to increased value and good in spending, followed by creativity and having a good sense of spending. Increased household characteristics are likely due to an increase in household size and age. Therefore, in order to adjust to changes in consumer behavior, traditional markets must work with communities to determine the attitudes, interests, and opinions of households. They can do this by utilizing cognitive elaboration to spot developing trends of target specific groups.

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