Etikonomi
Volume 24(1), 2025: 205 - 220
P-ISSN: 1412-8969; E-ISSN: 2461-0771
https://doi.org/10.15408/etk.v24i1.38288

Effects of Sociographic and Personal Factors on Food Purchasing in Traditional Markets

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JEL Classification:
D1
E21
L66
R2

Received: 28 March 2024

Revised: 07 August 2024

Accepted: 13 August 2024

Available online: March 2025

Published regularly: March 2025

Abstract

Research Originality: The current literature lacks a structured analysis of how interactions between lifestyle factors and sociodemographic changes impact food purchasing behavior in traditional markets. By analyzing these factors, businesses can optimize product selections, refine marketing strategies, and enhance customer engagement to align with the diverse preferences and requirements of their target market, adapting to both current trends and future changes.

Research Objectives: This study employs a psychodynamic approach, the theory of personality traits, two-way physical and perceptual interactions, and household assumptions to examine how sociographic lifestyle, household characteristics, and personality traits influence food purchasing behavior.

Research Methods: The mixed methods, which included in-depth interviews with 183 household customers, utilized non-probability sampling and partial least squares structural equation modeling.

Empirical Results: Increased food purchasing behavior is caused by changing sociographic lifestyles rather than personality traits and household characteristics. A greater sociodemographic lifestyle, personality traits, and household characteristics correspond to increased friendship, values, responsible spending, and household size.

Implications: Food safety regulations must be implemented effectively, which includes appointing market management authorities, as agencies in the informal food sector are often underfunded and unregulated.

Keywords:

food purchasing; household characteristics; personality traits; sociographic lifestyle; traditional market

How to Cite:

Nurliza. (2025). Consumers in Traditional Markets: Sociographic Lifestyle, Household Features, and Personality Traits. *Etikonomi, 24*(1), 205 – 220. https://doi.org/10.15408/etk.v24i1.38288.

INTRODUCTION

Indonesians prefer traditional markets due to their significant socioeconomic and cultural value (Dominique-Ferreira et al., 2022). These markets offer various essential daily needs at more reasonable prices and better deals (Ferricha & Fauzan, 2020; Alexandro et al., 2021). In the fast-moving consumer goods (FMCG) sector, traditional markets hold the largest market share at 69%, followed by small markets (17%), hyper/supermarkets (6%), specialized stores (4%), and others (4%). Additionally, traditional markets provide locally produced cultural goods (Aliyah et al., 2020), which enhance household food security (Matita et al., 2021) and play a crucial role in preserving the public memory of the community (Aliyah et al., 2020). Despite the presence of 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, 22% of customers have experienced financial insecurity and intend to increase spending on 36% of groceries available in traditional markets. In response, 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, specifically Article 13 paragraphs 1, 2, and 3, as amended by Trade Regulation No. 70/M-DAG/PER/12/2013, to support and protect traditional markets (Damasyah & Abidin, 2022).

However, the current literature lacks a structured analysis of how human behavior and environmental factors interact in rapidly changing contexts (Prabowo et al., 2017), specifically regarding how interactions between lifestyle factors and sociodemographic changes impact food purchasing behavior in traditional markets. Existing studies on traditional markets often focus on significant internal constraints, such as market management practices (Setyo & Sanaji, 2019), as well as external factors like the rise of modern markets (Susilowati, 2019), political support, inflexible supply chains, and capital access (Prabowo et al., 2017). This study examines the effects of sociographic lifestyle, household characteristics, and personal traits on food purchasing behavior. It addresses a gap in understanding how customers allocate their time, prioritize their needs (Hamada, 2014), value different aspects of life (Mahajan, 2020), form opinions (Yu, 2022), and perceive spending (Galdeman et al., 2021), all of which are influenced by personality traits (Khatri et al., 2022) and household characteristics (Günther et al., 2022).

The sociographic lifestyle framework is grounded in a psychodynamic approach to examine how drives, desires, and mechanisms shape consumer behavior (Fulmer, 2018). This framework includes factors such as family-work balance (e.g., social connections), leisure behavior (e.g., budget constraints), and literary interests (Krishnan, 2011). Household characteristics, such as age and size (Man-Keun et al., 2018), as well as investment decisions (Henningsen et al., 2019), are expected to influence food purchasing behavior by reducing costs associated with holding items and minimizing travel expenses (Davydenko & Peetz, 2020). Priorities are organized based on urgency and relevance (Spicker, 2009). Value is defined by the expected benefit relative to the

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DOI: https://doi.org/10.15408/etk.v24i1.38288

price (Seewann & Verwiebe, 2020). Opinion involves seeking, giving, and sharing viewpoints (Casaló et al., 2017). The theory of personality traits (Barza & Galanakis, 2022) explores customer interactions through stable patterns such as self-image and orientation toward others. These traits are crucial for understanding individual behaviors (Lee et al., 2020). The frequency of shopping provides insights into shopping experiences (Cachero-Martínez & Vázquez-Casielles, 2018), which, in turn, affects customer retention (Suhanda et al., 2022), purchasing behaviors (Samuel & Asikhia, 2020) and satisfaction levels (Maslakci et al., 2021).

The study offers valuable insights into how interactions between lifestyle factors (e.g., needs and desires) (Carducci, 2020) and sociodemographic changes (Merlino et al., 2023) impact food purchasing behavior in traditional markets that help vendors and marketers tailor their offerings to meet consumer needs better. By analyzing these factors, businesses can optimize product selections, refine marketing strategies, and enhance customer engagement to align with their target market's diverse preferences and requirements. Additionally, through cognitive elaboration, governments and communities gain a deeper understanding of social dynamics, consumption profiles (Galdeman et al., 2021), sustainability, and adaptive strategies. This facilitates more informed and effective decision-making, supporting the development of strategies responsive to current trends and adaptable to future changes.

METHODS

Due to the complexity of management challenges, a mixed-method approach will be adopted for studying 18 traditional markets in Pontianak, West Kalimantan, Indonesia, in 2023 (Molina-Azorin et al., 2018). Non-probability sampling was chosen as a valid and efficient method (Kock & Hadaya, 2018) for estimating the sample size of 183 household customers. This sample size aligns with the recommended 100-200 participants often used in Structural Equation Modeling (SEM) studies (Purwanto & Sudargini, 2021). This sample size is sufficient for accurately reproducing population values and obtaining statistically significant parameter estimates (Wolf et al., 2013). The study will utilize in-depth interviews and a semi-structured questionnaire, incorporating detailed, open-ended questions to gather comprehensive insights.

The study was conducted in three phases. First, a quantitative descriptive analysis using percentage tabulations was performed to identify demographic factors that impact consumer decisions (Hammer, 2011). Second, the analysis examined sociographic lifestyle characteristics to understand how drives, desires, and mechanisms shape consumer behavior (Fulmer, 2018). This includes friend-orientedness, budget constraints, and literary interests ((Krishnan, 2011). The analysis also considered household characteristics, which influence food purchasing behavior by reducing costs associated with holding items and minimizing travel expenses, including factors like age and household size (Man-Keun et al., 2018). Additionally, personality traits were explored to understand customer interactions through stable patterns such as self-value, sense of spending, and creativity (Pérez-Fuentes et

al., 2019; Davydenko & Peetz, 2020; Cui et al., 2024). Finally, shopping frequency was analyzed to gain insights into customer experiences (Cachero-Martínez & Vázquez-Casielles, 2018). The frequency of shopping offers valuable insights into purchasing behaviors (Samuel & Asikhia, 2020).

Third, to assess the simultaneous effects of sociographic lifestyle, household characteristics, and personal traits on food purchasing behavior, Partial Least Squares Structural Equation Modeling (PLS-SEM), utilizing Smart-PLS software, was employed for model efficiency (Willaby et al., 2015). This process involves the following steps: model validation and reliability; model fit, which consists of the goodness of fit and fit statistics; and figure interpretation, which consists of reference figures and contextual explanation.

The PLS-SEM approach includes evaluating the structural (inner) and measurement (outer) models. The process involves assessing formative, inner/structural model, and reflective measurement models, respectively (Purwanto & Sudargini, 2021). For evaluating the reflective measurement model's constructs, composite reliability (*CR*) > 0.70 was used to ensure internal consistency and reliability, as it provides estimates that are typically higher than Cronbach's alpha (α). Construct validity was assessed using Average Variance Extracted (*AVE*) > 0.50, indicating an adequate measurement method (Hwui & Lay, 2018).

The accuracy of predictions is assessed using R-squared (R^2) and Q-squared (Q^2) values. An $R^2 < 0.19$ indicates that exogenous factors inadequately explain the endogenous dependent variable, while a $Q^2 > 0$ signifies that the model has predictive relevance for the specific dependent construct. The significance of the relationships between constructs or variables in the inner/structural model is determined using a critical ratio (*CR*) > 1.96 or a probability (p) < 0.05. The f-square (f^2) measure assesses the effect size at the structural level: $0 \leq f^2 \leq 0.15$ represents a small effect, $0.15 \leq f^2 \leq 0.35$ represents a moderate effect, and $f^2 \geq 0.35$ represents a large effect. Finally, the outer loading factor reflects the estimated correlations and the absolute contribution of each item to its assigned construct..

RESULT AND DISCUSSION

Education, occupation, and household income are key demographic characteristics of households, as detailed in Table 1. As indicated in Table 1, most household customers are housewives with a high school education who earn between 2,000,000 and 4,000,000 monthly Rupiah.

Educational attainment can positively influence consumption patterns (Cheng, 2021). The behavior of homemakers significantly impacts family needs, and rising prices tend to influence their actions positively (Astuti et al., 2019). Additionally, income levels play a crucial role in shaping purchasing decision-making processes (Suvadarshini & Mishra, 2021).

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Table 1. Demographic Characteristics of Household (%)

Characteristics	Category	Percentage
Education	**High school**	**65.03**
	College/University	30.60
	Master	3.83
	Others	0.55
Occupation	Employee	5.46
	Housewife	**39.89**
	Merchant	9.84
	Private employees	6.01
	Farmer	3.28
	Teacher	3.83
	Others	31.69
Household Income (IDR/Month)	< 2,000,000	24.59
	2,000,000 - 4,000,00	**36.07**
	> 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: Author's Calculation Results (2023).

Table 2 displays traditional markets' food purchasing behavior, sociographic lifestyle, household characteristics, and personality traits. According to Table 2, most household customers shop twice a week, place high value on friendships, are aged between 42 and 50, and have been members of their households for over 16 years. They value and exhibit good behavior in their food spending at traditional markets.

The interrelationship model between sociographic lifestyle, household characteristics, and personality traits on food purchasing behavior demonstrated valid and consistent results in the reflective measurement model, as shown in Table 3.

No multicollinearity was identified in the formative measurement models, and the content specification was found to be well-aligned with the scope of the latent construct, as indicated in Table 4.

The values of R^2, *Adj.* R^2, and Q^2, presented in Table 5, demonstrate the effectiveness of the exogenous variables—such as sociographic lifestyle, household characteristics, and personality traits—in predicting the endogenous dependent variable, which is food purchasing behavior.

Table 2. The Characteristics of Food Purchasing Behavior, Sociographic Lifestyle, Household Characteristics, and Personality Traits (%)

Characteristics	Category	Percentage
Food Purchasing Behavour	Once	31.15
(Shopping Frequency/ week)	**Twice**	**35.52**
	Three times	24.04
	Four times	8.74
	More than four times	18.03
Sociographic Lifestyle	**Friend-oriented**	**74.86**
	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: Author's Calculation Results (2023).

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: Author's Calculation Results from Smart-PLS (2023).

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DOI: https://doi.org/10.15408/etk.v24i1.38288

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: Author's Calculation Results from Smart-PLS (2023).

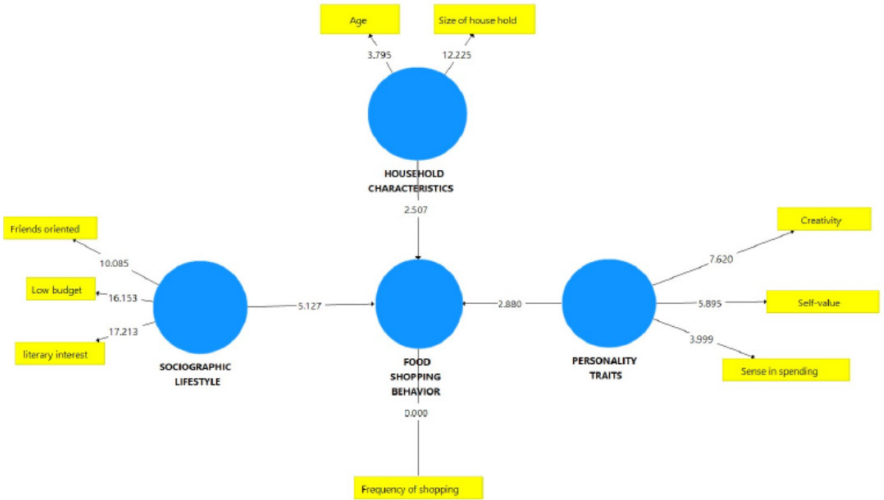
Table 5. R^2, $Adj.R^2$, Q^2 Values

Endogenous Dependent Variable	Food Shopping Behaviour
R^2	0.328
Adj. R^2	0.307
Q^2	0.271

Source: Author's Calculation Results from Smart-PLS (2023).

As shown in Table 5, sociographic lifestyle, household characteristics, and personality traits are significant in explaining food purchasing behavior. The significance of the relationships between constructs and variables in the structural (inner) model is assessed using the critical ratio (*CR*) values, as illustrated in Figure 1.

Figure 1. Critical Ratio (*CR*) Value



Source: Author's Calculation Results from Smart-PLS (2023)

The Critical Ratio (*CR*) is obtained by dividing an estimate by its standard error and approximately follows a normal distribution. When the *CR* for a regression weight exceeds 1.96, the path is significant at the 0.05 level or better, indicating that the estimated path parameter is statistically significant. Thus, Figure 1 shows significant effects from the interaction between sociographic lifestyle, household characteristics, personality traits, and food purchasing behavior. According to the f^2 values presented in Table 6, all relationships have a significant impact on the structural level.

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: Author's Calculation Results from Smart-PLS (2023)

Although the effect size of the significant correlation between sociographic lifestyle and food purchasing behavior is moderate, the significant relationship between household characteristics and personality traits on food purchasing behavior is small. Figure 2 illustrates the outer loading factor, which represents the estimated relationships and determines the absolute contribution of each item to the assigned construct. As shown in Figure 2, the relationships between latent variables indicate that increased food purchasing behavior among household customers is primarily influenced by sociographic lifestyle, followed by personality traits and household characteristics. The direct effect of sociographic lifestyle is 0.422, greater than the effects of personality traits (0.239) and household characteristics (0.188). Additionally, the effect of literary interests (0.840) surpasses that of budget constraints (0.815) and friend-orientedness (0.746). The analysis reveals that sociographic lifestyle, personality traits, and household characteristics explain 32.8% of the variance in purchasing behavior.

Furthermore, the effect of household size (0.975) is greater than that of age (0.724). Among personality traits, self-value has the greatest effect (0.902), followed by creativity (0.853) and sense of spending (0.714). Understanding the interplay between these factors can enhance marketing practices and improve consumer satisfaction.

Sociographic lifestyle shapes attitudes, interests, and opinions (Krishnan, 2011) and influences customers' perceived values, which in turn affect their purchase intentions (Akkaya, 2021). Strong purchase intentions, which are more reliable predictors of behavior, are characterized by their significance, certainty, and intensity (Conner & Norman, 2022). An enhanced sociographic lifestyle is linked to a greater emphasis on friendships, a low budget, and literary interests. Friendships are crucial in human behavior, as they motivate individuals and create opportunities (Apostolou et al., 2021). Moreover, the intensity and quality of friendships positively correlate with life satisfaction (Amati et al., 2018).

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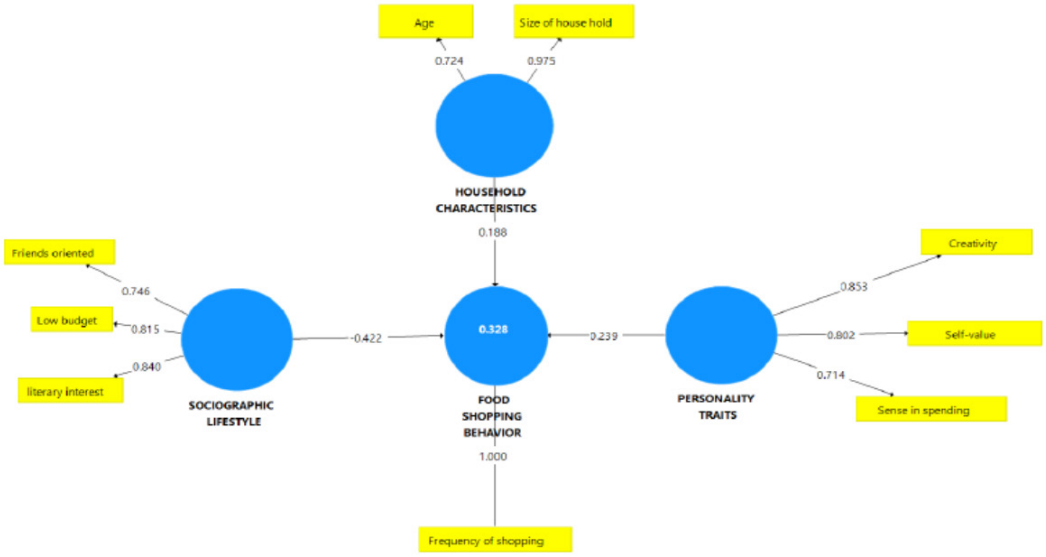
Figure 2. Estimated Coefficient



Source: Author's Calculation Results from Smart-PLS (2023)

Personality traits are crucial predictors of shopping motivations, intentions, and behaviors, influenced by factors such as value consciousness and enjoyment of shopping (Gohary & Hanzaee, 2014; Wasantha et al., 2020). Increased personality traits are associated with heightened value consciousness and positive behaviors in food spending, such as creativity in expenditure and strong financial management. Self-value is integral to decision-making processes (Salzborn, 2012), repurchase intentions (Zeqiri et al., 2023), and various outcomes, including achievement, problem-solving, and controlling impulsive purchases (Dhandra, 2020). Additionally, self-value is directly related to customer satisfaction and loyalty (Kusumawati & Rahayu, 2020). Value consciousness encompasses perceived usefulness and ease of use (Camoiras-Rodriguez & Varela, 2020), and consumer choices are deeply rooted in personal values (Salzborn, 2012). Good spending behavior is vital for lower-income individuals to ensure their well-being (Rahman et al., 2021).

Customers' purchasing choices for technical products are influenced by their demographic characteristics (Puška et al., 2018). An increase in household size often reflects socioeconomic development and resource allocation, affecting household consumption patterns (Alladin et al., 2022). Family members can significantly influence consumer behavior, with factors like convenient timing and product quality shaping perceptions related to household size (Sreen et al., 2021; Sharma, 2015).

Shopping frequency affects a store's image and customer satisfaction (Maslakci et al., 2021). Purchasing patterns are also impacted by the price elasticity of demand, particularly in low-income households. Age affects perceived value (Foad et al., 2021) and influences household members' attitudes toward price, suitability, and durability (Slabá, 2020; Milios & Dalhammer, 2023). As a result, traditional markets must collaborate with communities to better understand household attitudes, interests, and

opinions. Businesses need to engage in cognitive analysis to detect emerging trends and implement targeted marketing strategies that adapt to evolving consumer behavior. Food safety laws, rules, and regulations must be implemented effectively to establish a framework that safeguards public health and ensures international, regional, national, and local accountability. This includes appointing market management authorities, as agencies responsible for food safety in the informal food sector are often underfunded and unregulated.

CONCLUSION

Sociographic lifestyle, household characteristics, and personal traits collectively shape food purchasing behavior in traditional markets. While personality traits and household characteristics contribute to this behavior, changes in sociodemographic lifestyle have a more pronounced impact on food purchasing behaviors. Sociographic lifestyle changes are primarily driven by increased social interactions, such as forming more friendships, budget constraints, and a growing interest in literary activities. Personality traits affecting food purchasing behavior are influenced by a heightened value placed on spending and traits such as creativity and strong financial management skills. Additionally, household characteristics, including household size and the age of household members, significantly shape food purchasing behaviors.

Businesses in traditional markets should focus on these factors to effectively engage with consumers and adapt their strategies accordingly. Food safety laws, rules, and regulations must be implemented effectively to establish a framework that safeguards public health and ensures international, regional, national, and local accountability. This policy includes appointing market management authorities, as agencies responsible for food safety in the informal food sector are often underfunded and unregulated.

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