Post-Revitalization Consumer Behavior in Gorontalo City's Traditional Market

Rachmat Taufik Usman[1*], Ammi Salamah[2], Risna Sanaba[3]
[1,3]Regional Governance Administration, Universitas Bina Mandiri Gorontalo, Indonesia
[2]Institut Pertanian Bogor, Indonesia
rachmat.taufik@ubmg.ac.id[1], amislmh@gmail.com[2], risna.sanaba@ubmg.ac.id[3]
correspondence: rachmat.taufik@ubmg.ac.id

ABSTRACT

Market revitalization is a strategic policy aimed at enhancing the competitiveness of traditional markets and sustaining their role in the local economy. This study aims to describe consumer characteristics and shopping behavior after the revitalization in one of Gorontalo's traditional markets. A descriptive quantitative approach with a cross-sectional design was employed. Data were collected through structured interviews with 64 consumers during shopping activities at the market in December 2025. Data analysis was conducted using descriptive statistics, including frequency distributions, percentages, and cross-tabulations. The results indicate that market revitalization was responded to differently by consumers. Most respondents reported changes in shopping behavior, particularly in shopping frequency, shopping duration, and dressing style when visiting the market, while some consumers experienced no noticeable change. Similar behavioral patterns were observed across consumer status, income levels, and residential distance. These findings suggest that market revitalization influences not only physical conditions but also consumer behavior and shopping experiences. This study provides empirical insights that may support the formulation of consumer-oriented policies for sustainable traditional market revitalization.

Keyword: traditional market revitalization; shopping behavior; consumer survey; market management; local economy

INTRODUCTION

Traditional markets constitute a vital component of the local economic system, serving not only as centers for the distribution of basic necessities but also as spaces for social interaction within the community. Over time, traditional markets have faced increasingly complex challenges arising from shifts in consumer preferences, intensified competition with modern retail formats, and growing demands for improved comfort and service quality (Pameling et al., 2024; Prakoso & Rolalisasi, 2025). These conditions have prompted local governments to undertake market revitalization initiatives aimed at enhancing the competitiveness of traditional markets and sustaining their role in regional economic development.

The urgency of this study lies in the importance of understanding consumer responses to market revitalization, particularly in the context of changes in shopping behavior. Market revitalization does not merely focus on physical improvements but also has the potential to influence consumer perceptions, shopping experiences, and visitation patterns (Eka et al., 2022; Sihombing, 2024). Ideally, market revitalization is expected to increase visit frequency,

shopping duration, and consumer loyalty. However, in practice, not all revitalized markets exhibit uniform changes in consumer behavior. This gap between expectations and empirical conditions in the field indicates the need for more in-depth and data-driven research.

Previous studies have predominantly emphasized the impacts of market revitalization on physical infrastructure, governance, or increases in traders' income, while research that specifically examines post-revitalization consumer behavior remains relatively limited, particularly at the local level and using a descriptive quantitative approach. This research gap forms the basis of the present study. The novelty of this research lies in its systematic description of changes in consumer shopping behavior following the revitalization of traditional markets, linked to consumers' demographic and socio-economic characteristics, thereby providing a contextualized and up-to-date empirical perspective.

This study aims to describe the demographic and socio-economic characteristics of market consumers, examine consumer shopping behavior after market revitalization, and identify shopping behavior patterns based on consumer status, income level, and domicile. These objectives are expected to provide an empirical foundation for the formulation of traditional market management policies that are more responsive to consumer needs and preferences.

The conceptual framework of this study is grounded in consumer behavior theory, which views purchasing decisions as the result of interactions among environmental stimuli, individual characteristics, and consumer decision-making processes (Astuti & Mubadillah, 2024; Rusdian et al., 2024). Market revitalization is positioned as an external stimulus that has the potential to influence consumer perceptions and experiences, which are subsequently reflected in changes in shopping frequency, duration, and patterns. Within this framework, the study is expected to make both conceptual and empirical contributions to the literature on consumer behavior in post-revitalization traditional markets.

METHODS

This study employed a descriptive quantitative approach with a cross-sectional research design, aiming to describe the demographic, socio-economic, and consumer behavior characteristics following market revitalization at a specific point in time (Neuman, 2021; Sugiyono, 2022). This approach was selected as it is appropriate for providing an empirical overview of the phenomenon under investigation without testing causal relationships among variables.

The research location was determined purposively, namely one traditional market in Gorontalo, selected based on the consideration that it represents a major traditional market in Gorontalo Province with a wide service area and a high diversity of commodities. The selection of this location is expected to capture the dynamics of community consumption activities in a more comprehensive manner.

The study subjects consisted of consumers who engaged in shopping activities at the selected market. Data collection was conducted directly at the market site while consumers were shopping. A total of 64 respondents were successfully surveyed, with data collection carried out in December 2025. Data were collected through structured interviews using a questionnaire as the research instrument; therefore, all data utilized in this study constitute primary data.

The interview method was chosen to enhance respondent response rates, minimize misinterpretation of questions, and ensure that the data obtained accurately reflect actual conditions in the field (Bougie & Sekaran, 2019). Data The collected data were analyzed using descriptive statistical techniques, including frequency distributions, percentages, and cross-tabulations (crosstabs), to illustrate consumer behavior patterns and changes occurring after market revitalization. All data analysis processes were conducted using SPSS and Microsoft Excel software.

RESULTS AND DISCUSSION

Results

Demographic Characteristics of Consumers
The demographic characteristics of consumers are presented in Table 1. Based on the table, the proportion of male and female consumers is evenly distributed, with each accounting for 50.0% of the total respondents. The average age of consumers is 37.72 years, ranging from 19 to 73 years, indicating that market consumers span from productive-age groups to older adults. In terms of educational attainment, the majority of consumers have completed senior high school education (54.7%), followed by those holding undergraduate and postgraduate degrees (S1 and S2). Regarding occupational background, consumers are predominantly housewives and laborers, reflecting the heterogeneous social backgrounds of traditional market consumers.

Socio-Economic Characteristics of Consumers
The socio-economic characteristics of consumers are displayed in Table 2. Most consumers fall into the income category below IDR 500,000 per month (32.8%), followed by those earning more than IDR 2,500,000 per month (17.2%). In terms of consumer status, the majority are long-term consumers (73.4%), while new consumers account for 26.6%. Furthermore, most consumers reside more than 1 km away from the market location (68.8%), indicating that the market continues to attract consumers from relatively distant areas.

Table 1. Demographic Characteristics of Consumers

Variable	Category	n	%
Gender	Male	32	50,0
	Female	32	50,0
Age (years)	Mean ± SD	37,72 ± 13,44	–
	Minimum–Maximum	19–73	–
Education	Did not complete formal schooling	1	1,6
	Primary school	8	12,5
	Junior high school	4	6,3
	Senior high school	35	54,7
	Bachelor's degree/equivalent	10	15,6
	Master's degree	6	9,4
Occupation	Student	11	17,2
	Private-sector employee	5	7,8
	Self-employed	7	10,9
	Police officer	1	1,6
	Housewife	18	28,1
	Civil servant	3	4,7
	Online ride-hailing driver	4	6,3
	Laborer	15	23,4

Note: n = number of consumers.

Table 2. Socio-Economic Characteristics of Consumers

Variable	Category	n	%
Monthly Income	< IDR 500.000	21	32,8
	IDR 500.000–1.000.000	10	15,6
	IDR 1.000.001–1.500.000	7	10,9
	IDR 1.500.001–2.000.000	8	12,5

	IDR 2.000.001–2.500.000	7	10,9
	> IDR 2.500.000	11	17,2
Consumer Status	Long-term consumer	47	73,4
	New consumer	17	26,6
Domicile	< 1 km from the market	20	31,3
	> 1 km from the market	44	68,8

Note: n = number of consumers.

Consumer Shopping Behavior

A description of consumer shopping behavior is provided in Table 3. The most common shopping frequencies are once a week (32.8%) and daily (23.4%). With respect to shopping purposes, the majority of consumers shop for personal consumption needs (84.4%), while the remainder shop for resale purposes. These findings suggest that the market is primarily utilized as a venue for fulfilling final consumption needs rather than as a facility for secondary trading activities.

Impact of Market Revitalization on Consumer Behavior

The impact of market revitalization on consumer behavior is presented in Table 4. The majority of respondents reported no change in their style of dress when shopping (62.5%), although some consumers indicated changes toward neater or more groomed appearances. Regarding shopping frequency and duration after revitalization, most respondents stated that both frequency and duration remained relatively unchanged; however, some consumers experienced either increases or decreases. Overall, more than half of the respondents (67.2%) reported changes in their behavior following market revitalization, indicating that revitalization initiatives have implications for consumer behavioral patterns.

Table 3. Consumer Shopping Behavior

Variable	**Category**	**n**	**%**
Shopping Frequency	Once a week	21	32,8
	Several times a week	10	15,6
	Daily	15	23,4
	Weekly	6	9,4
	Monthly	12	18,8
Shopping Purpose	Personal consumption	54	84,4
	Resale	10	15,6

Note: n = number of consumers.

Table 4. Impact of Market Revitalization on Consumer Behavior

Variable	**Category**	**n**	**%**
Dress Style After Revitalization	No change	40	62,5
	More casual	9	14,1
	Neater / more groomed	15	23,4
Shopping Frequency After Revitalization	No change	29	45,3
	Decreased	18	28,1
	Increased	17	26,6
Shopping Duration After Revitalization	No change	27	42,2
	Decreased	20	31,3
	Increased	17	26,6
Behavioral Change	No change	21	32,8

| | Change observed | 43 | 67,2 |

Note: n = number of consumers.

Cross-Tabulation of Consumer Characteristics and Behavior

The results of the cross-tabulation between consumer status and post-revitalization shopping frequency are presented in Table 5. Both long-term and new consumers are predominantly represented in the group whose shopping frequency remained relatively unchanged after revitalization. Nevertheless, long-term consumers tend to experience increases in shopping frequency more often than new consumers, whereas new consumers are relatively more likely to experience decreases in shopping frequency.

Table 5. Cross-Tabulation of Consumer Status and Post-Revitalization Shopping Frequency

Consumer Status	Shopping Frequency			Total
	Same	Decreased	Increased	
Long-term consumer	21 (44,7%)	12 (25,5%)	14 (29,8%)	47 (100%)
New consumer	8 (47,1%)	6 (35,3%)	3 (17,6%)	17 (100%)
Total	29 (45,3%)	18 (28,1%)	17 (26,6%)	64 (100%)

Note: Percentages are based on rows.

The cross-tabulation between income level and shopping purpose is shown in Table 6. Across all income groups, shopping for personal consumption purposes predominates over shopping for resale. Consumers in the lower-income group exclusively shop for personal consumption needs, while among middle- to higher-income groups, a proportion of consumers can be observed engaging in shopping activities for business or resale purposes.

Table 6. Cross-Tabulation of Income Level and Shopping Purpose

Monthly Income	Personal Consumption	Resale	Total
< IDR 500.000	21 (100,0%)	0 (0,0%)	21 (100%)
IDR 500.000 – 1.000.000	7 (70,0%)	3 (30,0%)	10 (100%)
IDR 1.000.001 –1.500.000	6 (85,7%)	1 (14,3%)	7 (100%)
IDR 1.500.001 –2.000.000	6 (75,0%)	2 (25,0%)	8 (100%)
IDR 2.000.001 –2.500.000	6 (85,7%)	1 (14,3%)	7 (100%)
> IDR 2.500.000	8 (72,7%)	3 (27,3%)	11 (100%)
Total	**54 (84,4%)**	**10 (15,6%)**	**64 (100%)**

Note: Percentages are based on rows.

Furthermore, Table 7 presents the cross-tabulation between consumers' domicile and post-revitalization shopping frequency. Both consumers residing near the market and those living farther away exhibit relatively similar patterns, with the majority reporting no change in shopping frequency. This finding indicates that differences in residential distance do not appear to produce marked differences in patterns of change in shopping frequency.

Table 7. Cross-Tabulation of Domicile and Post-Revitalization Shopping Frequency

Domicile	Shopping Frequency			Total
	Same	Decreased	Increased	
< 1 km from the market	9 (45,0%)	6 (30,0%)	5 (25,0%)	20 (100%)
> 1 km from the market	20 (45,5%)	12 (27,3%)	12 (27,3%)	44 (100%)

Total	29 (45,3%)	18 (28,1%)	17 (26,6%)	64 (100%)

Note: Percentages are based on rows.

Meanwhile, the cross-tabulation in Table 8 illustrates differences in behavioral changes based on consumer characteristics. The results indicate that male consumers tend to report behavioral changes more frequently than female consumers, although both groups generally demonstrate a relatively high level of responsiveness to market revitalization.

Table 8. Cross-Tabulation of Gender and Behavioral Change

Gender	No Change	Change Observed	Total
Male	7 (21,9%)	25 (78,1%)	32 (100%)
Female	14 (43,8%)	18 (56,3%)	32 (100%)
Total	**21 (32,8%)**	**43 (67,2%)**	**64 (100%)**

Note: Percentages are based on rows.

Discussion

The descriptive findings of this study indicate that market revitalization has implications for consumer behavioral patterns in general. The majority of respondents reported experiencing behavioral changes following market revitalization (Table 4), as reflected in variations in shopping frequency and duration after the market intervention. This finding is consistent with fundamental principles of consumer behavior, which posit that purchasing decisions are influenced by changes in the physical and social environments in which consumption occurs (Hoffmann & Akbar, 2023). In the context of market revitalization, the introduction of new environmental stimuli has the potential to alter consumer perceptions, preferences, and shopping habits, as emphasized in consumer behavior literature that highlights the role of environmental context in decision-making processes (Hoffmann & Akbar, 2023).

From a consumer behavior theory perspective, purchasing decisions result from interactions between consumers' internal motivations and external market environment factors. Motivation, perception, and consumer decision-making processes constitute key components that shape shopping behavior, including consumer responses to changes in the market environment (Safitri & Wahyudi, 2024). This conceptual framework supports the finding that while some respondents maintained their existing shopping patterns, others exhibited tendencies toward either increased or decreased shopping frequency and duration, which can be understood as adaptive responses to changes in the shopping experience.

Observed behavioral changes may also be examined through the lens of the consumer decision-making process model. In consumer behavior literature, this process encompasses stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Safitri & Wahyudi, 2024). Market revitalization represents an external stimulus that may prompt consumers to reassess their behavior at each of these stages, thereby explaining why some respondents reported changes in shopping frequency or duration following revitalization.

Cross-tabulation analysis reveals that long-term consumers are more likely to experience increases in shopping frequency after revitalization compared to new consumers (Table 5). This pattern can be interpreted as a consequence of long-term consumers' historical experiences, which contribute to more stable cognitive schemas of the market and lead them to

perceive the improved facilities as added value. This interpretation aligns with the notion that prior experience is a strong predictor of repeat purchasing behavior (Safitri & Wahyudi, 2024).

In addition, socio-economic variables such as income influence shopping orientation, with higher-income respondents showing a greater proportion of purchases made for business or resale purposes (Table 6). This finding is consistent with existing literature emphasizing that consumers' purchasing power and financial capacity affect their preferences and purchasing intensity (Hoffmann & Akbar, 2023).

Another noteworthy finding related to consumer domicile indicates relatively similar distributions of post-revitalization shopping frequency between consumers residing near and far from the market (Table 7). This distribution suggests that physical distance does not directly constrain adaptive responses to changes in the market environment, which may be interpreted as evidence that revitalization can generate both functional and psychological attractiveness across different spatial consumer segments (Safitri & Wahyudi, 2024).

Overall, these findings reinforce the notion that changes in the market environment constitute a key determinant of consumer behavior in the context of traditional markets. Consumer behavior theory explains that consumer choices and decisions result from complex interactions between internal factors and external stimuli (Hoffmann & Akbar, 2023).

Taken together, the results of this study are consistent with contemporary perspectives in consumer behavior research that emphasize the importance of context, experience, and socio-economic factors in shaping consumer responses to market changes. The findings also offer practical implications for policymakers and market managers to consider consumers' psychological and social dimensions in market revitalization programs, thereby fostering shopping experiences that are more responsive to consumer needs.

CONCLUSION

This study demonstrates that market revitalization is met with diverse consumer behavioral responses. In general, revitalization affects not only the physical aspects of the market but is also reflected in changes in consumer shopping behavior, particularly in shopping frequency and duration, dress style during market visits, and overall shopping experience. Although some consumers did not experience behavioral changes, the majority of respondents indicated the presence of behavioral adjustments following the revitalization process.

The policy implications of this study underscore that traditional market revitalization programs should be designed in a comprehensive manner by integrating physical improvements with considerations of comfort and consumer shopping experiences. Local governments and market managers need to incorporate consumers' demographic and socio-economic characteristics as a foundation for market management policies, including the regulation of facilities, spatial layout, and market services, in order to retain existing consumers while simultaneously attracting new ones.

This study is subject to limitations related to the use of a descriptive cross-sectional design and a limited research scope, which restrict the generalizability of the findings. Future research is recommended to combine descriptive approaches with inferential or longitudinal analyses and to expand the research locations. In the future, the results of this study are expected to serve as an initial reference for the formulation of sustainable traditional market revitalization policies that are oriented toward consumer needs.

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