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Consumer Behaviour after Market Revitalization in Gorontalo City

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ABSTRACT

The revitalization of traditional markets is one of the government's efforts to improve the quality of facilities and market competitiveness, which is expected to influence consumer behaviour. This study aims to analyse consumer behaviour after market revitalization in Gorontalo City by reviewing demographic characteristics, shopping behaviour, and behavioural changes that occur after revitalization. The study uses a descriptive quantitative approach with *a cross-sectional* design. Data were collected through structured interviews using questionnaires of 64 purposively selected consumers by December 2025. Data analysis was carried out using descriptive statistics in the form of frequency distribution, percentage, and cross-tabulation with the help of IBM SPSS and Microsoft Excel. The results showed that the majority of respondents were long-time consumers (73.4%), had a high school education/equivalent (54.7%), and were dominated by housewives and workers. Most respondents made purchases for personal needs (84.4%). After revitalization, 67.2% of respondents reported behavioural changes, but the majority stated that the frequency of shopping (45.3%), the duration of shopping (42.2%), and the way of dressing when shopping (62.5%) did not change. These findings show that market revitalization has more influence on consumer perception and experience than significant changes in shopping patterns. Therefore, market managers need to complement physical revitalization with improved service quality, comfort, security, and marketing strategies so that the benefits of revitalization can increase loyalty and the intensity of consumer visits.

Keywords: Market Revitalization, Consumer Behaviour, Traditional Markets, Shopping Decisions, Gorontalo City.

INTRODUCTION

Market revitalization is one of the strategies implemented by the government and market managers to increase the attractiveness and function of the market as a local economic centre. According to Suherman et al. (2020), market revitalization can increase social and economic interaction in the community, thereby having a positive impact on the local economy. This study aims to explore post-revitalization consumer behaviour, focusing on how these changes affect consumer spending habits and preferences Kumar et al., 2021).

The urgency of this research lies in understanding the impact of revitalization on consumer behaviour, which can provide insights for market managers in designing more effective strategies. According to Prasetyo et al. (2019), understanding consumer behaviour after revitalization can help market managers improve the services and facilities offered, thereby increasing consumer satisfaction.

While market revitalization is expected to improve the shopping experience, there is a gap between expectations and reality that consumers often face. Research by Widyastuti et al. (2022) reveals that consumers often feel that the changes made do not meet their expectations, creating a gap between ideal and reality. This study identifies these gaps and offers a new perspective (novelty) in understanding the dynamics of consumer behaviour in a revitalized market by prioritizing an analysis of the factors that influence their spending decisions (Rahayu et al, 2023).

The purpose of this study is to analyse consumer behaviour after market revitalization, including the frequency and duration of shopping, as well as the way consumers dress up. By understanding this behaviour, it is hoped that solutions can be found to optimize the shopping experience in the market. The basis of this theoretical study draws on recent studies showing that market revitalization affects not only the physical aspect but also the social and psychological aspects of consumers (Sari & Nugroho, 2021). With a comprehensive approach, this research seeks to make a significant contribution to the development of theories and practices in the field of consumer behaviour and market management.

METHODS

This study uses a descriptive quantitative approach with a cross-sectional design, which aims to describe the characteristics and behaviour of consumers after market revitalization at a specific observation time (Creswell & Poth, 2021). The location of the research was determined by purposive sampling, namely one of the markets in Gorontalo Province, selected based on its largest area and commodity diversity in the region (Patton, 2020). The selection of this location is expected to represent the conditions and dynamics of people's consumption activities more comprehensively (Kumar et al., 2023).

The subjects of the study are consumers who carry out shopping activities in the market. Data collection is carried out directly at market locations when consumers are shopping (Ali & Hossain, 2021). The study involved 64 respondents, with data collection carried out in December 2025 (Dhar & Saha, 2023). Data collection was carried out through structured interviews using questionnaires as research instruments (Smith et al., 2020).

Interviews were chosen to ensure clarity of questions, increase response rates, and obtain accurate data according to actual conditions in the field (Bryman, 2022). The collected data were analysed using descriptive statistics, including frequency distribution, percentages, and crosstabs to describe consumer behaviour patterns and changes that occurred after market revitalization (Field, 2022). The entire data analysis process was carried out with the help of IBM SPSS software (Pallant, 2021) and Microsoft Excel.

This study involved 64 respondents, consisting of an equal number of men and women (32 each; 50%). This condition shows a proportional gender distribution of respondents so that they can represent gender perspectives in a balanced manner. Based on real age data, respondents had an average age of 37.72 years with a median of 37 years, indicating that the majority of respondents were in the productive adult age group. The age of the respondents ranged from 19 to 73 years, with a standard deviation of 13.44, which indicated a fairly heterogeneous age variation.

In terms of education, most of the respondents had a high school education/equivalent (54.7%), followed by S1/equivalent (15.6%) and S2 (9.4%). This shows that the majority of respondents have a secondary to high level of education, which has the potential to influence patterns of perception and spending behaviour.

The job characteristics of the respondents were quite diverse, with the largest proportion being housewives (28.1%), followed by workers (23.4%) and students/students (17.2%). The diversity of these types of work reflects the heterogeneous socio-economic backgrounds of respondents.

RESULTS AND DISCUSSION

Research Results

The research results section contains: 1) a description of the results of data analysis, 2) the results of the calculation of the test of the instrument and/or hypothesis (if any), 3) the answers to the research questions. In order to facilitate the reader's understanding, the results of the research are recommended to be described first and then continued with the discussion, which is presented separately. The results can be presented in the form of a table of numbers, graphs, verbal descriptions, or a combination of the three.

Table 1. Consumer Demographic Characteristics

Variable	Categories	n	%
Gender	Male	32	50,0
	Women	32	50,0
Age (years)	Average ± elementary school	37.72 ± 13.44	–
	Minimum–Maximum	19–73	–
Education	Not finishing school	1	1,6
	SD	8	12,5
	Junior High School	4	6,3
	High School	35	54,7
	S1/equivalent	10	15,6
	S2	6	9,4
Jobs	Student/Student	11	17,2
	Private Employees	5	7,8
	Self-employed	7	10,9
	Police	1	1,6
	Housewives	18	28,1
	Civil Servant	3	4,7
	Driver Online	4	6,3
	Labor	15	23,4

Remarks: n = number of consumers.
Tables must be written/presented in 1 page

Table 2. Socio-Economic Characteristics of Consumers

Variable	Categories	n	%
Monthly Income	< IDR 500,000	21	32,8

	IDR 500,000–IDR 1,000,000	10	15,6
	IDR 1,000,001–IDR 1,500,000	7	10,9
	IDR 1,500,001–IDR 2,000,000	8	12,5
	IDR 2,000,001–IDR 2,500,000	7	10,9
	> IDR 2,500,000	11	17,2
Consumer Status	Existing consumers	47	73,4
	New consumers	17	26,6
Domicile	< 1 km from the market	20	31,3
	> 1 km from the market	44	68,8

Remarks: n = number of consumers.

Table 3. Consumer Shopping Behaviour

Variable	Categories	n	%
Shopping Frequency	Once a week	21	32,8
	Several times a week	10	15,6
	Every day	15	23,4
	Weekly	6	9,4
	Monthly	12	18,8
Spending Requirements	Personal	54	84,4
	Resale	10	15,6

Remarks: n = number of consumers.

Table 4. The Impact of Market Revitalization on Consumer Behaviour

Variable	Categories	n	%
How to Dress Post-Revitalization	Unchanged	40	62,5
	More relaxed	9	14,1
	More neat/decorated	15	23,4
Post-Revitalization Shopping Frequency	Unchanged	29	45,3
	Reduced	18	28,1

	Growing	17	26,6
Post-Revitalization Shopping Duration	Unchanged	27	42,2
	Reduced	20	31,3
	Growing	17	26,6
Behaviour Change	No changes	21	32,8
	There is a change	43	67,2

Remarks: n = number of consumers.

Table 5. Consumer Cross-Tabulation

Variable	Categories	n	%
How to Dress Post-Revitalization	Unchanged	40	62,5
	More relaxed	9	14,1
	More neat/decorated	15	23,4
Post-Revitalization Shopping Frequency	Unchanged	29	45,3
	Reduced	18	28,1
	Growing	17	26,6
Post-Revitalization Shopping Duration	Unchanged	27	42,2
	Reduced	20	31,3
	Growing	17	26,6
Behaviour Change	No changes	21	32,8
	There is a change	43	67,2

Remarks: n = number of consumers.

Discussion of Research Results

The respondents in this study were 64 people with a very balanced gender distribution, consisting of 32 males (50.0%) and 32 females (50.0%). This balance provides a fair representation of both gender perspectives in analysing the phenomenon being studied. In terms of age, respondents were in a fairly wide range, between 19 and 73 years old, with an average age of 37.72 ± 13.44. This suggests that the data includes opinions from a wide range of age groups, ranging from young adults to the elderly, although on average it is dominated by productive age groups. Judging from the level of education, the majority of respondents were high school graduates, who reached 35 people, or equivalent to 54.7%. Respondents with higher education backgrounds (S1 and S2) accounted for about a quarter of the total sample (25%), while the rest had a primary education background or did not finish school.

The respondents' job profiles showed significant diversity, with Housewives (28.1%) and laborers (23.4%) as the largest categories. The presence of student groups, self-employed, and employees (private and public) complemented the heterogeneity of the data, which reflected the socially and economically active profiles of the people at the research site.

Based on research data, the consumer profile is dominated by the low-income group below Rp500,000 (32.8%), although there is a distribution in various other income levels. The majority of respondents are long-time consumers, at 73.4%, indicating a high level of customer loyalty. In addition, most consumers live quite far from the location, more than 1 km from the market (68.8%), indicating that distance is not the main barrier for older consumers to continue making transactions.

CONCLUSION

The conclusion section contains 1) the presentation of the conclusions of the research results, 2) the implications, 3) the limitations of the research, and 4) the suggestions. The conclusion is not just a repetition of the data, but the substance of meaning. The conclusion section can be a statement of what is expected, as stated in the "Introduction" chapter, which can eventually result in the chapter "Results and Discussion" so that there is compatibility and correlation. In addition, it can also include the prospect of developing research results and prospects for future research applications (based on the results and discussion).

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