Komparasi Perilaku Belanja Di Ritel Modern dan Tradisional, Sebuah Penelitian Eksplorasi

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Abstract / Anotation

Nowadays, retail industry is in hypercompetitive arena. the modern retail volume and store quantity has increase significantly. Ironically traditional market has decrease significantly, whereas it has important benefit for marginal/ordinary people. To sustain and maintain traditional marketing in the future, it is important to see tenage perspective on retail, because they are today and potential market. It assumed that teenager have had ability-financially and mentally- to decide their own buying decision. This article tried to analyzed the mapping of retail industry, to get information about inter and cross competition of modern and traditional retail, based on teenage perspective. Quantitative research arranged with frequency tabulation of average expenditure, time range for shopping, expenditure per minute, and product type bought in each retail store type. Respondents are adult youth, 19-25 years old. The result shows that they are different item bought in each retail store type. Time range to shop in traditional market is longer than in modern market, but the expenditure spend on traditional market is lower than modern market. the implication for this result is local government have to manage traditional market in modern way. The balance regulation also needed to protect traditional market without harming modern retail.