

The Evolution of Consumption in the Digital Era: An Islamic Economic Perspective from Traditional Markets to Modern Markets

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Abstract. Economic growth in various sectors, such as industry, production, and modern markets, has undergone changes as a result of advanced economic growth, particularly in large cities. Conversely, the shift from traditional lifestyles to modern lifestyles has led to changes in consumer spending patterns. The goal of this study is to determine the impact of modern market development on people's economies and lifestyles. The second factor that most influences consumers' decisions to shop at modern markets rather than traditional markets is the factor that most affects their decision to shop at modern markets. The research method used in this study is qualitative. Research findings indicate that consumer behavior has shifted from traditional markets to modern markets for several reasons, one of which is that modern markets offer convenient facilities.

Keywords: Consumptive, Change, Market

Abstrak. Pertumbuhan ekonomi di berbagai bidang, seperti industri, produksi, dan pasar modern, telah mengalami perubahan sebagai akibat dari pertumbuhan ekonomi maju, terutama di kota-kota besar. Sebaliknya, pergeseran dari gaya hidup tradisional ke gaya hidup modern menyebabkan perubahan dalam pola pengeluaran konsumen. Tujuan dari penelitian ini adalah untuk menentukan dampak pembangunan pasar modern pada ekonomi dan gaya hidup orang-orang. Faktor kedua yang paling mempengaruhi keputusan konsumen untuk berbelanja di pasar modern daripada di pasar tradisional adalah faktor yang paling mempengaruhi keputusan mereka untuk berbelanja di pasar modern. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif. Hasil penelitian menunjukkan bahwa perilaku konsumen masyarakat telah berubah dari pasar tradisional ke pasar modern karena beberapa alasan, salah satunya adalah pasar modern menawarkan fasilitas yang nyaman.

Kata Kunci: Konsumtif, Perubahan, Pasar

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INTRODUCTION

The market, as a sort of public service where people purchase and sell things, reflects the economic and socio-cultural features of all communities on Earth. With the passage of time, the market has changed from a traditional setting to a modern one. Shopping areas have evolved through several stages in cities all around the world. It began as a conventional market and developed into a network of department stores, supermarkets, convenience stores, shopping malls, and retail outlets. (toko serba ada) (Mahardika & Nalar Rizki, 2021). This modernization process includes adjustments to the socioeconomic and cultural structures of society, changes in the patterns of population growth and distribution, and the specialization and diversity of professions. In Indonesia, local supermarkets have existed since the 1970s, albeit the majority of them are still found in the country's largest cities.

In 1998, the retail sector's foreign direct investment policy was introduced, and in the late 1990s, foreign-branded supermarkets started to appear in Indonesia. To attract new customers, supermarkets in small towns have formed owing to increasing rivalry, leading to a price war. Because of this, supermarkets were only available to upper-class people from the 1980s to the early 1990s. However, when supermarkets proliferated and reached small towns, lower-class people were able to access them thanks to price-cutting tactics (Destiani et al., 2023).

The transition from a traditional to a modern way of living has also affected the locations where individuals purchase their everyday essentials, which has affected consumer purchasing habits. The increase in the number of shopping venues is attributable to the rapid development of modern markets. A person's choice of a good shopping location is influenced by a variety of retail establishments. It is exceedingly difficult to find a shopping site that matches with one's goals due to the enormous number of retail locations and their rising heterogeneity (Aliyah, 2014).

The function of traditional markets has evolved with the emergence of contemporary markets like minimarkets, supermarkets, and hypermarkets. A segment of the population, particularly those residing in urban areas, has satisfied their daily necessities or household requirements by buying at contemporary markets. Modern markets successfully satisfy customer demands and tastes, but traditional markets take a while to adapt to the ever-changing shopping behavior of consumers. The existence of modern marketplaces is deemed more advantageous because they give a choice of fun buying possibilities. As a result, customers' purchasing habits have also evolved and started to shift towards modern markets. Modern society shops for everyday needs, yet traditional marketplaces typically react slowly to changes (Putra & Asri, 2021).

The development of contemporary retail facilities like minimarkets, supermarkets, and hypermarkets slightly disrupts the existence of traditional markets. Competition has evolved between modern retail complexes and traditional markets due to their comparable services. Worried that the rise of contemporary retail centers will destroy traditional markets, which stand for the economics of the people (Saifuddin, Isro Maulana Ibrohim, 2023). Traditionally, markets have developed unfavorably over time, however modern markets typically evolve positively. In Indonesia, there are currently about 23,000 modern retail centers, which include supermarkets, minimarkets, hypermarkets, and convenience stores. In Indonesia, traditional

marketplaces are progressively disappearing as the quantity of contemporary shopping facilities keeps growing.

The reduction in the expansion of conventional markets and the emergence of other new marketplaces indicate a shift in society choices to meet everyday requirements. This certainly becomes an essential question. What is it that is causing society to favor contemporary marketplaces over more established ones in the first place? Basically, product costs are certainly cheaper in traditional markets; yet, the price gap is not too distant from modern marketplaces. In light of these occurrences, the first challenge to be formulated is: How does contemporary market development affect the community's economy and way of life? What are the secondary considerations that drive consumers to choose modern markets over traditional ones?

THEORETICAL STUDY

1. Definition of Market

The Great Dictionary of the Indonesian Language defines a "market" as a place where commodities and services are exchanged. The market is made up of all possible consumers who want to engage in trades in order to fulfill certain requirements and aspirations. The word "market" originally described a location, like a town square, where vendors and customers congregate to exchange commodities. A "market" is a place where transactions between buyers and sellers occur in the field of economics. No requirement to depend on a certain place. Any kind of resource, service, or good can be traded between buyers and sellers in a market (Sari, 2022). Consumers are the customers, even though the sector needs labor, capital, and raw materials to generate goods and services. Additionally, sellers work in sectors of the economy that supply the goods and services that consumers want. Workers sell their labor and skills, capital owners split gains from certain economic activities, and landowners sell or lease their properties. Typically, everyone assumes the roles of both seller and buyer (Husain, 2021).

In the eyes of Islam, the market is the perfect location for business dealings. Nevertheless, the market is unfit for accomplishing Islamic economics' objectives due to a number of flaws. The market is flawed in many ways, both conceptually and practically. This involves disregarding issues with fairness and income distribution, as well as flaws in the market, unfair competition, and the misalignment of private interests with societal demands. In Islam, halal and successful business are highly regarded.

2. Consumer Behavior

It is impossible to isolate consumer behavior from the entirety of human conduct. Marketing focuses on analyzing customer behavior to understand the ever-changing tastes of consumers and how they are influenced to acquire the company's goods and services when they need them. Every human endeavor involves companies (Evasari, Yani, & Syahputra, 2022). Because consumer behavior is seen in this system as a human activity, talking about consumer behavior is like talking about human activities on a smaller scale. The American Association defines consumer behavior as the ever-evolving relationship between affection and cognition, behavior, and the environment in which individuals live.

Engel defines consumer behavior as all the behaviors immediately related to acquiring, using, and paying for products or services, as well as the pre- and post-purchase decision-making processes. According to David and Bitta (1988), consumer behavior reflects the

decision-making process. Consumer behavior is defined as the process by which individuals make decisions about the evaluation, acquisition, use, and organization of goods and services. From a variety of definitions, it is clear that consumer behavior is concerned with what people do as individuals and as households, including the decisions they make before making purchases and using items. The purpose of consumer behavior research is to develop efficient marketing techniques. Consumer behavior is defined as the acts of customers that are visible to the naked eye (Dewi et al, 2022).

3. Traditional Markets in the Perspective of Islamic Economics

In the perspective of Islamic economics, traditional markets become a symbol of a more just, open economy that supports the welfare of the broader community. This market tends to reflect a strong relationship between moral aspects and economic activities, where Sharia norms serve as the foundation for every transaction that occurs within it. Islamic economics firmly emphasizes the principles of justice, balance, and social responsibility in every economic transaction. These principles are clearly evident in traditional market practices, which operate through direct bargaining mechanisms between sellers and buyers. This personal interaction minimizes the presence of unethical practices such as usury, gharar (uncertainty), or maysir (speculation), which are often found in modern markets with more complex systems. Traditional markets, therefore, are more aligned with Islamic values that emphasize openness, honesty, and justice in every economic activity (Superti, 2020).

In Islamic economics, the market serves as a venue for the realization of economic justice and a fair distribution of wealth in addition to being a way of purchasing and selling goods. Because of their special qualities, traditional markets make it much easier to create an atmosphere that promotes wealth distribution. In traditional markets, everyone, including sellers and purchasers, has roughly equal access to goods and services. In conventional markets, prices are typically negotiable and set by an agreement between the parties to the transaction. This contrasts with contemporary marketplaces, where prices are frequently fixed and leave no opportunity for discussion (Fauzi & Sopriyanto, 2023).

Traders in traditional markets, regardless of their size, often utilize a very modest amount of cash for their operations. As a result, the money they make will be more locally oriented since they will stay in the area and use it to directly enhance the welfare of the local populace. In this sense, traditional markets are consistent with the Islamic concept of "taswiyah," which refers to the fair sharing of wealth among individuals and communities (Sudarmi et al, 2022).

Furthermore, conventional markets enable more stringent social regulation of unethical business conduct. Transparency in transactions is more guaranteed in this market because interactions are direct. The quality of the items on offer is readily apparent to buyers, and open discussion about reasonable prices is made possible by the negotiating process. This is highly consistent with the Islamic notion of muamalah, which highlights the significance of integrity, openness, and confidence in all business dealings. Conventional markets offer a way for the community to directly monitor the economic activities that are occurring, which helps prevent fraud or exploitation during the transaction process (Ferliana, 2018).

4. Principles of Islamic Economics in the Modern Market

One of the main principles in Islamic economics that must be applied in modern markets is the prohibition of usury. Usury, or the interest charged on loans, is considered an unjust and harmful practice in Islam. In the modern market, the practice of usury is often seen in

conventional banking systems and credit cards that charge interest on transactions or loans. To face this challenge, it is important for business actors and consumers to utilize Islamic banking services that offer interest-free financial products. In modern markets, this system can be realized through Islamic financial instruments such as murabahah or mudharabah. In addition to usury, the principle of justice is also key in the regulation of modern markets, according to Islamic economics (Khasanah & Maghfur, 2023). In Islam, trade must be conducted transparently and fairly, without any deception or fraud. This transparency can be understood as a requirement for traders or companies to provide accurate and honest information about the products or services they offer.

In modern markets, consumers are often confronted with advertisements or promotions that can be misleading, especially regarding product quality. In this context, it is important for market participants to adhere to Sharia rules by maintaining integrity in every transaction. Modern markets also demand fair management of wealth distribution. In the Islamic economic system, the distribution of wealth should not be concentrated in certain groups or individuals, but rather must be spread evenly (Nayofi, 2023). This mechanism aims to reduce social disparities and create welfare for all members of society. In modern markets, this principle is often overlooked, especially in the context of monopolies or oligopolies where large companies dominate the market and control prices. Therefore, the government and related institutions must ensure that the policies implemented promote healthy competition and provide equal opportunities for small and medium enterprises to compete in the market.

METHODOLOGY

This qualitative study aims to characterize and examine the ways in which society is shifting its consumption patterns from traditional to modern markets. The two kinds of data required for this study are primary and secondary. Through documentation and interviews, data was gathered. In this study, qualitative data analysis was employed. Examining every piece of information gathered from diverse sources is the first step in the data analysis process. The next step is to design an abstraction for data reduction. The data must then be arranged into units. These units are then classified in the next phase. During the coding phase, categorization is carried out.

To make sure the data is accurate, a review is the last stage. After this step is finished, data interpretation is done. As a result, processing data units, data reduction, data categorization, including validity checks, and data interpretation are all included in the qualitative data analysis process. Lastly, the researchers employed a triangulation strategy that involved three evaluation phases (Wulandari & Meydianawathi, 2016). Initially, they contrasted information from surveys and observations with information gathered through interviews. In order to get feedback from specialists and other researchers who had carried out comparable investigations, they also performed peer evaluations. Third, they made a comparison between the theoretical study that had been done and the empirical facts (Putra & Arifin, 2020).

RESULT AND DISCUSSION

- 1. The impact of modern market development on the economy and lifestyle of the community.**

Modern marketplaces offer ease and quality assurance, which have caused changes in the way consumers buy retail goods. First, because of their economies of scale, modern markets are able to offer a greater variety of superior products at more affordable costs. Second, price lists for every commodity are readily available in today's markets (Nurmasari et al, 2019). Third, contemporary marketplaces present a more cozy and hygienic buying experience, together with extended business hours and an assortment of payment options, including credit cards that may be applied to major home appliances. Fourth, goods that are sold in contemporary markets like food items go through quality control procedures and aren't allowed to be sold if their expiration date has passed (Rahayu & Mafruhah, 2023).

The market is influenced by the transition of consumers from conventional marketplaces to modern markets. Because modern markets catered to the upper middle class and were characterized by unfavorable market circumstances, low selling prices, and a conventional bargaining method, they did not initially pose a challenge to traditional markets. Now, though, things have drastically changed (Karnudu, 2017). During the rainy season, supermarkets and hypermarkets are proliferating like mushrooms. Many societal factors lead to the emergence of this illness. We have distinct needs when it comes to purchasing as customers. The growing number of dual-income couples, where the husband and wife work, the growth in knowledge and income, and the reduction in shopping time all contribute to this predicament (Utomo, 2013).

2. Factors that influence buyers' decisions to shop at modern markets rather than traditional markets.

The deterioration in the performance of traditional markets is not only caused by the advent of modern markets but also by the lack of competitiveness in traditional markets, which pushes people to choose shopping in new markets. In general, the condition of traditional markets is troubling. Due to their lack of upkeep and the numerous benefits that contemporary markets provide, traditional markets are currently in jeopardy because of the existence of modern markets (Yuniarti, 2018).

The absence of supporting attributes among traditional traders, such as inadequate planning strategies, restricted access to capital owing to insufficient collateral, absence of economies of scale, subpar procurement management, and the incapacity to satisfy customer demands, is another reason why traditional markets are less developed. The results of Paesoro's research support this, demonstrating that traditional markets' inadequate infrastructure and bad management contribute to their decline in competitiveness in addition to the existence of supermarkets. In actuality, traditional markets' subpar conditions are exploited by supermarkets (Prihadi & Mulyana, 2019).

In addition to the weaknesses mentioned above, traditional markets also have several potential strengths, particularly socio-emotional strengths that modern markets lack. Several factors indicate the strength of traditional markets, including the availability of new products, easily accessible locations, and lower prices. An additional advantage is the direct shopping experience with products, which are usually still very new. Nevertheless, this fact does not indicate that traditional markets are without shortcomings. Traditional markets, which have long been known as conventional markets, have many weaknesses. One of them is the impression that the market is too crowded with buyers and dirty. In addition, there is a risk that

the changing social conditions of society, where women in the city usually work, leave them with hardly any time to shop at traditional markets (Purnama & Yasa, 2013).

This truth is further supported by the state of traditional marketplaces, which are filthy and disorganized. It follows that the preference for shopping in contemporary markets over traditional markets is not surprising, with individuals preferring to shop in malls, hypermarkets, and other modern markets. The community greatly depends on traditional markets since they provide a venue for the meeting of buyers and sellers. Regretfully, the market's layout frequently gets ambiguous, which encourages traders to lack discipline. The situation is made worse by the rise in street sellers. This has led to the shabby impression being the norm in a number of conventional markets (Yunita, 2018).

Modern markets do not have the competitive advantages that traditional markets possess. Traditional markets have many advantages, including strategic locations, extensive selling areas, a wide variety of products, low prices, and a bidding system that fosters close relationships between sellers and buyers. Traditional markets have many strengths, but they also have numerous weaknesses that have become distinctive features that are very difficult to change. When compared to modern markets, the biggest weaknesses of traditional markets are the appearance of the market, the atmosphere, the layout and location, the diversity and quality of products, sales promotions, limited operating hours, and the optimization of selling space. When customers want "more value" for every dollar they spend, the traditional market environment that is shabby, dirty, and unhealthy with limited working hours cannot be overcome (Brahmantyo et al, 2022).

One reason people are leaving traditional markets is that modern markets offer convenience, security, and a shopping experience that traditional markets cannot deliver at the same price. Indonesian consumers are extremely price-sensitive because the lower middle class makes up the majority of the country's buyer base. Lower middle-class consumers have no incentive to stop shopping at traditional markets, nevertheless, if modern marketplaces replace the cheap prices that once made traditional markets appealing (Fajrin, 2015).

According to Sinaga, a modern market is one that is typically found in an urban region and is run by modern management. Usually serving the upper middle class, they provide excellent customer service together with high-quality products and services. The modern market includes malls, supermarkets, department stores, shopping centers, franchises, mini-marts, convenience stores, and other miscellaneous stores. Local and imported commodities are among the range of things sold in modern markets. Because the products are carefully chosen in before and will not be accepted if they do not fit the classification requirements, the quality of the goods offered is more guaranteed (Alwi, et al, 2023).

Generally speaking, the majority of buyers will prioritize a space that is appropriate, secure, and comfortable. This is something that traders in traditional markets need to be very aware of. Prospective purchasers continue to find traditional appealing. Traders need to understand that rivalry extends beyond product quality and pricing to include factors that contribute to customer pleasure, like easy shopping and distinctive, eye-catching features that aren't found in the market yet.

CONCLUSION

The development of modern markets such as minimarkets, supermarkets, and hypermarkets has recently changed the role of traditional markets. By shopping at modern markets, a portion of the population, especially those living in urban areas, has met their daily needs or household requirements. Modern markets are considered more beneficial for consumers because they offer a variety of shopping options with enjoyable facilities. Traditional markets are slow to respond to the increasingly dynamic consumer shopping behavior, but modern markets can meet the needs and tastes of consumers. As a result, consumer shopping behavior is beginning to shift towards modern markets. While people used to shop for their daily necessities at traditional markets, they now tend to shop at modern markets. While traditional markets are slow to respond to changes, modern markets can adapt quickly. This phenomenon indicates a shift in consumer behavior from traditional markets to modern markets. The community knows what is good and bad about traditional and modern markets, as well as the factors that influence women's employment in the city. As a result, they hardly have any time to shop at the traditional market. In general, a comfortable, safe, and adequate place will be the top choice for most buyers; traders in traditional markets must pay close attention to these aspects. Tradition remains appealing to potential buyers. Traders must understand competition not only in terms of product quality and price but also regarding consumer satisfaction from other factors.

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