

Market Value Creation Based on Lifestyle and Social Class in Consumer Behaviour in Traditional Markets in Bali

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Abstract

This study aims to determine the market value creation based on lifestyle and social class in bali traditional market consumer behavior. The Consumer behavior and lifestyle research is accomplished through Data analysis that employs descriptive and interpretative qualitative methods. Descriptive was accomplished by categorizing the data into topics using the appropriate terminology. The variables' themes are described in relation to the theoretical framework and previous studies. The connections between these variables are the findings of this article. These meanings are representative of the article's findings in regards to the relationships between variables. The increasingly quiet traditional markets are attributed to lifestyle changes that are practical and fulfilling, modern markets offer a variety of goods and a modern lifestyle, they are also more profitable. As previously mentioned, traditional consumers are typically from the lower middle class, while modern consumers are from the upper middle class who have a higher capacity to purchase. Lifestyle investigations discuss the common practice of everyday activities, the value of attitudes, the way they become singular individuals, as well as the way they reflect experiences.

Keywords: lifestyle, social class, consumer behavior, modern market, traditional market.

1. Introduction

Today's traditional markets are not only subject to internal issues, but also have external issues that have a significant impact on their development and existence. On the external side, traditional markets must contend with the rapid development of the modern retail market, this market is superior to traditional markets in terms of quality and appearance, both of which are paramount to their success (Haryotojo, 2014). Many areas have traditionally abandoned their traditional markets, particularly in urban areas. This condition is further complicated by the lack of knowledge of traditional market managers regarding hygienic, comfortable, and safe behavior (Kussudyarsana, Widiatmoko and Utami, 2019). LIPI research reported that, for the current situation in Indonesia, the number of traditional markets is expected to decrease by 2.97%, in contrast, the modern retail market is expected to increase by 43.32%, this indicates that traditional markets are becoming less popular while modern retail markets are growing in popularity (Toni, 2013), (Arni, 2022).

If the government is willing and able to provide funds for the physical repairs of traditional markets, this would only have a temporary effect. The cultural aspects of the community, including the behavior of traders, managers, and consumers, have not been affected by the invasion of foreign products, and thus the ideal condition of a market is never achieved.

However, traditional markets must be maintained because of their importance to the economy of the country as a whole, the central role of traditional markets in the lower class, and the economic foundation of rural communities that are marginalized by the rapid propagation of world trade liberalization, specifically in the form of imported products (Yulianti, Musthofa and Yatima, 2021), (Sihombing, Dewi and Astika, 2019).

Is there a significant concept of the current disorder in traditional markets, if the current management of traditional markets is considered unable to make them more attractive? As a result, the government has a significant role because of its authority, the creation of regulations that are rational regarding the modern retail market or network store, as well as revitalizing the traditional market (Nasution, Lubis and Jannah, 2023).

The rationalization of modern markets and the revitalization of traditional markets is intended to reduce the danger of the invasion of modern networked markets like supermarkets, hypermarkets, and the like that are considered to be threateningly close to the survival of traditional businesses. Other than the above, there are immediate actions that must be taken to revitalize traditional markets, these are called the cultural paradigm approach. If traditional markets are unable to be dissuaded by their consumers, whether they want to do so or not, whether they want to do (Sipahutar, 2016). In that case, they must have the courage to change all aspects including cultural change, namely: clean culture, quality culture, safe culture, the culture of serving with heart, all of which can be packaged in traditional market governance based on a sustainable service chain "the service profit chain". Traditional market regulation is based on a chain of service providers that employs a two-group approach, namely professional managers and consumers; they are both satisfied with the results. If these two things have been created, then traditional markets will still be relevant throughout history. The concept of revitalizing traditional markets is not simply about funding projects, but rather changing the culture that is intended to be imitated by modern retail market rules, not all of which will have a negative effect if they are managed with sufficient rationalization (Fatmawati and Lantu, 2017).

Actually, there's no need to concern ourselves with the emergence of modern markets if we are willing and able to alter the traditional market management style by taking a modern approach to management without necessitating a relinquishment of the local culture, however, we must immediately forsake the bad habits that still attach to traditional markets. If necessary, a holistic approach that takes into account various aspects, including political, regulatory, and cultural ones (Gellynck *et al.*, 2012). To determine the most appropriate traditional market management style, research that focuses on the lifestyle and social class of Balinese is crucial to measuring the degree to which the behavior of Balinese has changed, and what causes the behavior to change in order to move towards modern markets.

2. Literature Review

2.1 Lifestyle Concept

Every aspect of human life has a significant impact on the value of social interaction, financial

conditions, and environmental factors. The activities, hobbies, and perspectives exhibited the pattern or style of a person living. The importance of lifestyle is increasing in the consumer behavior (Devine *et al.*, 2017). Lifestyle is a style of life expressed by someone through behavior, interest, and opinion. How do people accomplish, experience, believe, and fight? Additionally, lifestyle has an effect on the way people shop for products with a brand or no brand (Sathish and Rajamohan, 2012).

Weber notes that social divisions arise not only from class, which is based on economic interactions; but also from status, which is based on honor. A group of status is distinguished by the respect accorded to it by the remainder of society, but also by its specific lifestyle. The fashionable lifestyle of a class promotes the differentiation of the class and promotes the honor system that is associated with the class. For instance, lifestyle is derived from religious, moral, fashion, sexual behavior, and the consumption or non-consumption of alcohol. Weberian characterized lifestyle as the manner in which people live their lives, typically based on their membership in a social class (Veal, 2017).

The lifestyle based on sub-cultures is distinguished from the majority of lifestyle research that focuses on the variation of everyday behaviors in larger groups. These are taped on marginal, exceptional, disadvantaged, or eccentric individuals in society. For instance, surfers, particularly youthful individuals, ethnic minorities, a social group, especially one that is considered an underclass, the members of which have the same, often unusual, beliefs, lifestyle, preferences, and activities (Veal, 2017), (Veal, 1993).

Adler believes that the lifestyle of a person can be derived from their past experiences, He hypothesized that each individual develops a perspective on the world during the first four or five years of their life. His argument that is most commonly accepted, especially in regards to consistency. Additionally, it is associated with a variety of mental and behavioral-based lifestyles (Ansbacher, 1967). Business interrelates with, among other things; counselors and mental health services. Lifestyle is derived from the segmentation of people by value, either as a substitute for or an addition to socioeconomic and demographic information. They were categorized by their responses, which led to the use of statistical methods like factor analysis. The groups were assessed for their behavioral patterns that are specific to consumption, particularly regarding consumption behavior. Many marketers have recognized that lifestyle information is crucial to the prediction and creation of brand loyalty (Park, Song and Ko, 2011). Lifestyle is based on the location of the people; whether they're living in a rural or urban area, these areas tend to reflect the housing, economic, and demographic characteristics of the area, as well as the typical leisure and consumption patterns of the area (Nam, Ekinici and Whyatt, 2011).

2.2 Customers' behavior and lifestyle

The association between lifestyle and consumer behavior in goods and services is described as follows. Lifestyle is derived from their customer's requirements, so goods and services companies can innovate products, position themselves, segment their market, and differentiate themselves from their competitors based on their customers' behavior. Behaviors associated

with relationships with partners, family, relatives, friends, and acquaintances are included in the category of behavior. These include consumption behaviors, recreation, employment, and religious or spiritual activities (Nagyová, Foret and Krocanova, 2006).

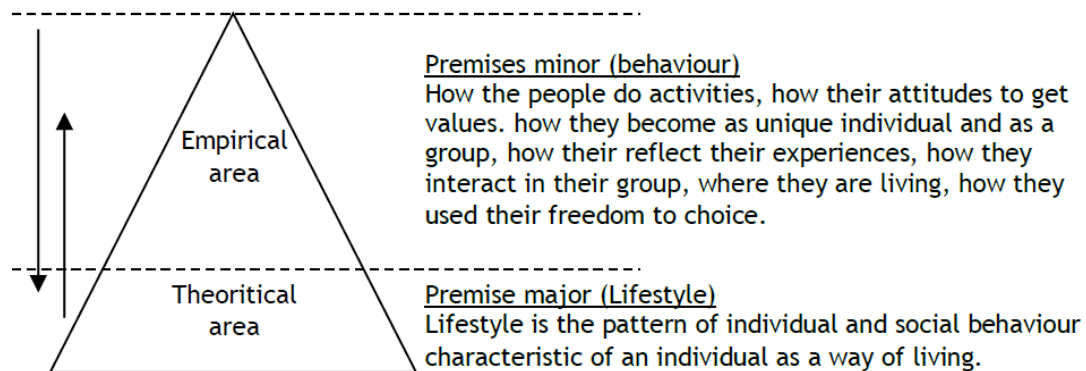


Figure 1. Consumer behavior and lifestyle (Nagyová, Foret and Krocanova, 2006)

Examples: The vegetarian diet is associated with a different approach to behavior that involves eating vegetarian food. People who practice vegetarianism believe that if they do not consume meat, they will live healthily. They have effects, they are living a lifestyle that is primarily vegetarian, therefore, they will lead the way in the behavior of consumers not to consume (Leitzmann, 2005).

The Moslem lifestyle is concerned with the behavior of consumers in regards to consuming "halal" foods. The majority of the population of Indonesia is Muslim, their religious practice involves the consumption of goods and services that do not involve pigs. They rely on it, if goods were identified as "Halal", then surely, they would consume. This is their lifestyle that's also reflected in their consumption behavior: no pig or Halal (Leitzmann, 2005).

The Western lifestyle is associated with the behavior of consumers in regards to recreational activities. Information technology has facilitated more efficient hours of work, but the increase in prosperity has surpassed the number of people employed in developing countries. A lifestyle of leisurely activity, like entertainment, exploration, travel, or anything else that involves recreation, adventure, or cruising. In this instance, their lifestyle had an effect on their consumer behavior (Notter, Meyer and Althaus, 2013).

2.3 The Relationship between Social Class and Lifestyle

Previously (during the Dutch colonial era), in Bali, cultural influence on social stratification was significant. The culture is the system of stratification in the Hindu Bali culture that is evident in the social class of Hindu Balinese. The stratification is Brahmana, Kshatriya, Wesya, and Sudra. In the context of Hindu ceremonial, Brahmana is responsible for the highest class of religious instruction, they are considered the most important priests in the Hindu faith. Kshatriya are tasked with safeguarding their nation, they serve soldiers. West, they're involved in the economic field. Additionally, the final one is Sudra, as the lowest class person has a duty

to engage in agricultural work (Howe, 1985).

This scenario still occurs (up until now), in everyday life, each ethnic group took care of their responsibility. To communicate with each other, they develop a unique method of communication that is intended to honor the higher class. In the temples, during religious ceremonies, each denomination had its designated area, this was done in order to differentiate one from the other. One can switch to a different social class, which is extremely difficult and uncommon. When a woman from a lower class married a man from a higher class, she would need to follow several ceremonies of passage in order to bring the woman to her new class, with a new stage of life. This procedure would be simplified if a woman from the superior class married a man from the lower class. Also, it's still possible to know the people of Brahmana, Kshatriya, Wesya, and Sudra by their known names (Jha, 1991).

Now, as societies have evolved and become more complex, economic power will often take over physical power as the custodian of the status quo, this will lead to the following situation: the class will be more powerful than physical power, their means of production will be more advanced, their land will be larger, and they will have more slaves. In the context of social class studies, this is the most common scenario (Jha, 1991), (Saunders, 2006)

Bourdieu considered social classes by four criteria: economic, cultural, social, and symbolic. Because of this, people in the same class tend to share similar behaviors. The social class provides an indication of the variables associated with work, income, education, and value orientation. Someone who owns high income will have their behavior altered to be more selective in their purchases than the typical market, which is usually considered a place where they go to buy things from their high income (Weininger, 2002). Despite the fact that this is a social class that is primarily based on income, they are also more inclined to choose supermarkets, this is because of the increased influence of the desire to achieve personal goals on their decision making (Kotler-Berkowitz and Sheskin, 2022).

William Llyod Warner attributed the classification of Americans into six social classes to be based on more attitudes than the monetary value received by a person. He categorized the social class as follows: (1) Upper - upper class; "old money", individuals who were born into and raised with wealth. (2) Lower classmen, who have acquired wealth during their lifetime. (3) Upper – middle class; High income professionals (e.g. doctor, lawyer, and corporate leaders). (4) Middle– low class; Professionals who are not paid poorly, but still work hard. (5) Upper – lower class; "working class", blue-collar workers and laborers. (6) Lower class; people who work and are homeless, as well as those who are permanently unemployed (Warner, Meeker and Eells, 2019), (Bell and Newby, 1974).

From some of the definitions above and the deduction method, a synthesis that is based on a major principle becomes into smaller principles. The final statement is that social classes are the idea of how much power people have in their society. Power is derived from occupation, education, and qualifications, income, wealth, or net worth, land ownership, property ownership, production means, etc. including economic, political, cultural aspects.

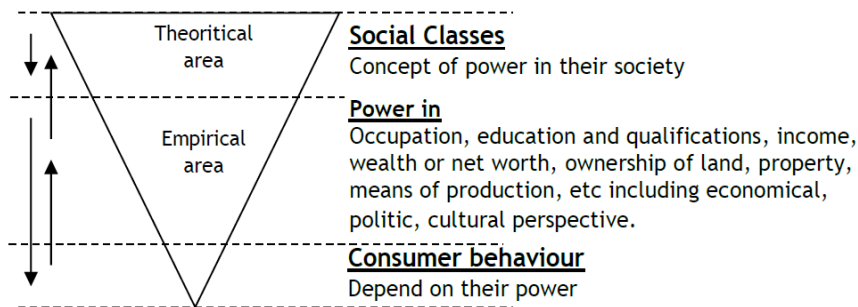


Figure 2. Consumer behavior and social classes (Warner, Meeker and Eells, 2019), (Bell and Newby, 1974).

Examples:

- a) Social Class based on income and consumer behavior. People typically have high incomes, which enables them to purchase goods or services of high quality and high value.
- b) Social Class based on employment variables, and value orientation with consumer behavior. They have a higher degree of choice in supermarkets than in traditional markets because they believe that supermarkets have a higher quality of goods because they have the capacity to do so.
- c) Social Class based on gender; the woman typically exhibits the behavior of purchasing beauty products on a regular basis. They have the capacity to purchase and consume beautiful products.
- d) When individuals want to become a high-end community, they must utilize branded name products and attend an expensive club in order to interact or associate with people of the same class. Additionally, the surrounding population will have a higher degree of morality because of their behavior. This suggests that lifestyle and social class are not separate, as people who are anywhere and anytime consistent have a social class that is associated with their lifestyle.

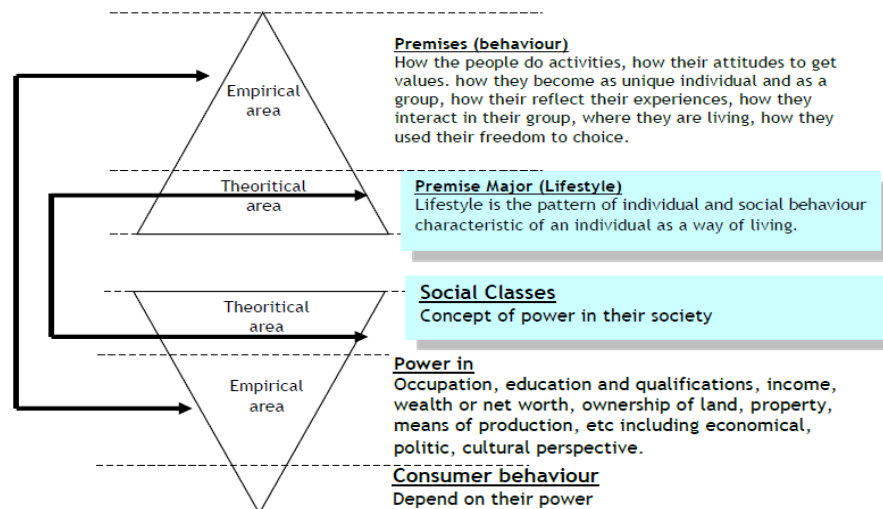


Figure 3. Social classes and lifestyle relations (Nagyová, Foret and Krocanova, 2006), (Warner, Meeker and Eells, 1919), (Bell and Newby, 1974).

Relations between Lifestyle and Social class: Lifestyle is the pattern of individual and social behavior that is the characteristic of an individual's way of living, they're a means of living that can be fueled by occupation, education, qualifications, income, wealth, or net worth, land ownership, property ownership, or other means of production, including economic, political, cultural, or religious perspectives. These abilities become classes of society. The behavior of consumers is derived from their collective power as a social class: they act according to their lifestyle (Nagyová, Foret and Krocanova, 2006), (Warner, Meeker and Eells, 1919), (Bell and Newby, 1974).

2.4 The Impact of Lifestyle and Social Class in Consumer Behavior

The investigation of consumers' behavior is considered paramount to the study of consumer behavior, because the understanding of the psychological and sociological aspects of consumers' search and selection processes is crucial to the appreciation of promotions, marketing research, strategic marketing, and other activities. The definition of consumer behavior is the investigation of individuals, groups or organizations and the processes they follow to choose, secure, utilize and dispose of products, services, experiences or ideas in order to satisfy needs and the effects of these processes on the consumer and society (Trimurti and Utama, 2021), (Han and Lee, 2022).

The behavior is either individual or group-based, e.g. friends have a significant effect on the clothing choices a person makes or the organization (employees decide what products to use for the company). The behavior of consumers involves the utilization of products as well as their disposal, the investigation of how they are purchased is also involved. The purpose of product utilization is often of great importance to the marketer, because this information can influence the way a product is best placed or how to promote increased consumption. Many environmental issues are caused by product disposal (e.g., the motor oil that is sent into sewage

systems to avoid the cost of recycling, or the garbage that is accumulated at landfills). This is also of interest. The behavior of consumers involves both services and objects as well as physical products. The influence of consumers' behavior on society is also significant. For instance, extreme marketing of high-fat foods, or extreme marketing of simple credit, may have significant consequences to the national health and economy (Fisher, 1987), (Williams, 2002).

The behavior of a person is said to be lifestyle-based if they are or want to be part of a social class. Some components of lifestyle are included in the consumption of food, drink, and entertainment. The theory of consumption as a symbol of prestige; was developed by Thorsten in Veblen (1857-1929) (Trigg, 2001). The theory proposed that honor is attained through the accumulation of material resources and consumption of these resources is the cause of much of our modern understanding of the behavior of prestige (Cohen, Prayag and Moital, 2014). Veblen discussed the behavior of individuals who possessed more assets than they could utilize, as a result, they received more credit and were more admirable than their counterparts. Three special components that influence consumers; the stimulation component, the buyer component, and the component decision of the consumer. In the consumer component, there are properties of consumers that can influence their decision to purchase (Kotler-Berkowitz and Sheskin, 2022).

3. Research Method

The Consumer behavior and lifestyle research is accomplished through Data analysis that employs descriptive and interpretative qualitative methods (Utama, 2017). Descriptive was accomplished by categorizing the data into topics using the appropriate terminology (Junaedi *et al.*, 2020). The variables' themes are described in relation to the theoretical framework and previous studies. The connections between these variables are the findings of this article. These findings are explained in order to understand the significance of these associations (Veal, 2017). These meanings are representative of the article's findings in regards to the relationships between variables (Maxwell, 2008), (Hair *et al.*, 2007).

4. Finding and Discussion

4.1 *The reason why traditional markets are increasingly being abandoned by consumers*

Traditional markets, which were the focal point of daily commerce in many cities and villages throughout the world, are now encountering significant difficulties. Consumers are increasingly preferring to shop online and in modern supermarkets to satisfy their daily requirements, despite the fact that traditional markets are markets that contribute to economic development in Indonesia. Currently, Bali has traditional markets that are part of the Regional Market Companies in every district, the Denpasar City government has around 16 traditional markets in management. The importance of the market is that it fulfills the needs of society. To accommodate the demands of the community, development and activities in various forms of business have increased in Bali as a place to provide market services that serve the environmental needs of daily living (Gonzalez and Dawson, 2015), (González and Waley, 2013).

Today, modern markets are increasingly popular because the public's needs are greater, the public is more comfortable and satisfied with the facilities available at these markets, such as air-conditioned stairs and escalators. In fact, this market was designed to focus on the technology involved in the construction and design of the building, this will lead to a greater degree of happiness and a more enjoyable experience. It is documented that large players have overtaken all areas of residential space, the Hero Supermarket, Carrefour, and Matahari Department Store (Ngandoh and Yunus, 2022). Other than that, the number of mini markets (convenience stores) has increased significantly, these markets are supported by larger-scale stores like Super Indo and Alfa. Several main factors are responsible for the traditional market's popularity being lost by consumers.

- (1) One of the primary reasons why traditional markets are losing popularity is the ease and comfort associated with modern supermarkets and online stores. Consumers can visit markets that are organized and hygienic, where goods are neatly stored. They don't have to travel between different shops in order to procure the goods they want. Additionally, online stores offer the benefit of shopping from home without having to visit a physical store. All of this promotes a sense of greater comfort and efficiency among consumers.
- (2) Traditional markets are often considered to be unhygienic and unsafe. Some traditional markets may not have sufficient sanitation, this can cause consumers to have concerns about the quality of the products they purchase. Additionally, concerns regarding the safety of food and the proliferation of counterfeit products can also lead to consumers looking to sources that they believe are more safety.
- (3) Supermarkets and online stores have a greater variety of products than traditional markets. Consumers can locate various brands, varieties, and types of products in one location. This increases their options and allows them to personalize their shopping by personalizing their preferences. In traditional markets, the number of products is limited, and consumers are required to visit multiple vendors in order to satisfy their needs.
- (4) Despite the common belief that traditional markets are usually less expensive, modern supermarkets, and online stores have a larger scope and more direct ties to manufacturers. This can lead to more aggressive pricing and larger discounts. Along with loyalty initiatives and special promotions, consumers are able to take advantage of discounts and promotions that are not always present in traditional markets.
- (5) The younger generation is more connected to technology and is more likely to purchase online. They are familiar with the capabilities of shopping apps and e-commerce platforms, which causes them to be more inclined to purchase their products through those means.

4.2 Lifestyle and Social Class of Modern Market

Following are several reasons why modern markets are favored by the general public.

- 1) Today's markets are characterized by a modern lifestyle: the opening of modern shopping centers creates confusion regarding the future of small and mid-sized traditional markets in urban areas. It's been feared that the loss of markets that have traditionally connected the rural and urban economies would lead to the loss of jobs. Similarly, a modern lifestyle and appearance can

lead to the loss of traditions and traditional culture over time. Our culture typically attempted other lifestyles, such as the promoted style, which was advertised, with promotional materials, such as pamphlets, available for purchase. The lifestyle of a person is primarily affected by the surroundings, including the way he eats, the style of his clothing, and the way he speaks (Slater and Tonkiss, 2013) .

2) Modern markets are beneficial: Traditional markets are typically composed of local products and, because of the nature and quantity of the products, it is possible to bypass the need for strict sorting. In terms of volume, the number of goods available at the Traditional Market is not too large, so if an item you want is not present at a particular stall, it can be found at another. The chain of Traditional Markets is composed of producers, distributors, sub-distributors, retailers, and consumers. Obstacles encountered in traditional markets include the payment system to distributors or sub-distributors who use cash, vendors cannot conduct promotions or provide discounts on goods. They can only decrease the prices of products that consumers are less likely to purchase. Other than that, they may have problems with maintaining the continuity of goods, having a weak grasp on technology and managing, all of which lead to a decrease in competitiveness (ISKANDAR *et al.*, 2018).

3) Today's markets are considered classic: middle-income consumers who are sensitive to price are considered traditional. When the low price component of the Traditional Market that previously benefitted the majority of consumers was supplanted by the Modern Market, there is little to no reason for lower class consumers to shop at the modern market and leave the traditional market (Warren, 2003).

4) Today's markets are diverse in their offer: additionally, today many modern markets have been created in urban areas as well as in rural areas, these areas have a variety of types of modern market. Other than providing local products, Modern Market also features imported products. The products that are sold are of a relatively high quality, and the products are more likely to be guaranteed because they pass through a stringent process that will reject products that do not meet the requirements of classification (Berndt and Wirth, 2019).

5) Modern markets are associated with quality: regarding quality, modern markets typically have a significant amount of inventory in storage (Najib and Sosianika, 2017).

6) The modern market offers Price Verification: regarding price, the modern market has a specific price that is guaranteed (Yadav, 2016).

7) The modern market offers comfort: The modern market also provides a pleasant atmosphere with cool air conditioning, a comfortable and hygienic environment, displays of goods that are simple to navigate and have a relatively complete catalog, product information is available via reading machines, there is a shopping cart or push cart, and cashiers and sales assistants who are professional (Berry *et al.*, 2006).

5. Conclusion

The increasingly quiet traditional markets are attributed to lifestyle changes that are practical and fulfilling, modern markets offer a variety of goods and a modern lifestyle, they are also more profitable. As previously mentioned, traditional consumers are typically from the lower middle class, while

modern consumers are from the upper middle class who have a higher capacity to purchase.

Lifestyle investigations discuss the common practice of everyday activities, the value of attitudes, the way they become singular individuals, as well as the way they reflect experiences. They also discuss the place they live in, and the manner in which they utilize their freedom to choose. These traits can have an effect on consumers' behavior. The capacity of consumers' behavior can be explained via social class studies, these powers are derived from occupation, education, qualifications, income, wealth or net worth, land ownership, property ownership, and production means, economic factors, political factors, and cultural factors. The conclusion is that a lifestyle and social class have an effect on consumers' behavior. It's crucial to marketers because it allows them to begin a marketing strategy, as a consumer, they are where they need the product. Segmenting the market can be accomplished through the behavior of consumers based on their lifestyle and social class.

To convert traditional markets into more attractive alternatives to modern markets, a Revitalization of Traditional Markets is necessary, this can be accomplished through (1) physical development of traditional markets, (2) operating hours that are free of charge with good management, (3) supervision that is free of charge, guaranteed customer satisfaction, adequate health and sanitation concerns, and (4) marketing that is modern. (4) culture and governance alterations, (5) the adoption of modern management principles, planning, management, and supervision with specific rules. (6) remove the practice of thuggery that is still common in many traditional markets today. (7) product packaging enhancements, and other necessities based on the evolution of times.

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