



Analysis of Consumer Behavior towards Demand for Fresh Vegetables in Fresh Markets in Mataram City

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ARTICLE INFO

Keywords: Consumer Behavior, Fresh Vegetables, Fresh Market, Modern Market, Mataram City

Received : 10, September

Revised : 24, October

Accepted: 26, November

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ABSTRACT

This study analyzes consumer behavior and the factors influencing fresh vegetable demand at Fresh Market in Mataram City through a 2019–2025 literature review. Using thematic analysis of psychological, social, cultural, marketing, and product-related aspects, the study finds that freshness, packaging, color, price, and availability are key determinants of perceived quality and purchasing decisions. Consumer perceptions differ between market types: traditional markets are preferred for freshness, while Fresh Markets offer cleanliness, convenience, packaging, layout, and product variety. The decision-making process follows classic stages, with past experience shaping loyalty and repurchase intentions. Overall, demand is driven by both product quality and shopping experience, indicating the need for marketing strategies that integrate intrinsic attributes with consumer convenience to enhance loyalty and purchase frequency.

INTRODUCTION

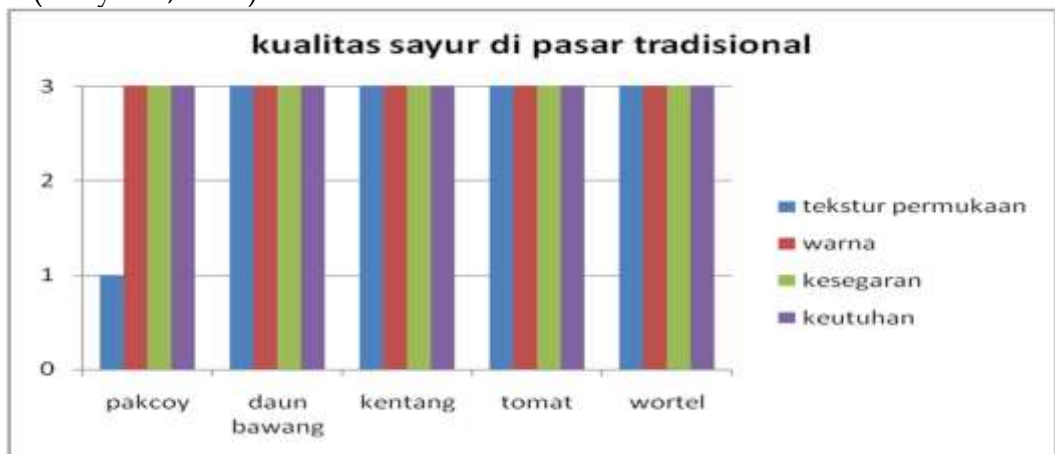
Consumer behavior is a fundamental aspect in determining the success of a product's marketing strategy, especially fresh food products such as vegetables, which are characterized by perishability and wilting, and are strongly influenced by freshness and physical quality (Andriani dkk, 2021). In the context of competition between modern and traditional markets, understanding consumer behavior is becoming increasingly important as public preferences for food products continue to change along with increasing awareness of health, food safety, and quality of life. Mataram City Fresh Market is present as a modern shopping center that provides various types of fresh vegetables with better standards of cleanliness, product layout, and environmental comfort compared to traditional markets. The existence of modern markets like this provides a new alternative for consumers who want a more hygienic, organized, and comfortable shopping experience (Tampubolon, 2023).

In recent years, urban residents in Mataram City have shown an increasing interest in healthy eating, fresh food consumption, and a more nutrition-conscious lifestyle. This awareness has driven an increase in demand for high-quality fresh vegetables. Consumers have become more selective in choosing products, not only based on price but also considering freshness, color, texture, cleanliness, and product safety assurance. Fresh Market, as a modern market, strives to meet these needs by providing a clean shopping environment, complete facilities, and more controlled product handling standards. However, although modern markets offer various advantages, consumer demand is not always stable and has not completely shifted from traditional markets or conventional traders (Iswahyudi et al., 2020).

Vegetables can be found in both traditional and modern markets, both of which play a strategic role in supporting the local economy. In addition to vegetables, these markets provide a variety of daily necessities, from spices, fish, meat, eggs, fruit, and other household items. The presence of markets, both traditional and modern, serves as a hub for economic interaction, making it easier for people to meet their daily food needs (Hanafiah, 2019).

Traditional markets are often the primary choice for consumers who are concerned about price and product freshness. Prices in traditional markets are relatively more affordable and negotiable, unlike modern markets, which typically offer fixed prices. Furthermore, vegetables sold in traditional markets tend to be fresher because they rarely undergo preservation processes, allowing consumers to obtain natural products. Vegetables in traditional markets are generally supplied by local retailers, while modern markets obtain their products through a direct distribution chain from wholesalers or specialized suppliers (Khaeruman et al., 2019). The diversity of vegetable varieties offers significant health benefits. Vegetables are an important source of fiber, vitamins, minerals, and antioxidants needed by the body. Markets are the primary means for people to obtain vegetables, both locally cultivated varieties and introduced vegetables adapted to specific regions (Elfariyanti, 2022). This diversity not only supports community nutrition but also enriches consumers' choices in meeting their daily nutritional needs.

PublicThere are various ways to obtain vegetables, whether by growing them yourself or purchasing them from traditional markets or supermarkets. Both types of markets offer a wide variety of vegetables, both local and imported, giving consumers the freedom to choose according to their preferences and needs (Saragih; EEH; Saragih, B.; Emmawati, 2023). Traditional markets also serve as distribution centers for regional crops, where products are produced by small-scale farmers using traditional methods. Meanwhile, supermarkets or modern markets are part of the modern food system, providing products in large quantities and in a more organized manner (Septia, 2024). Fresh vegetables have become an important commodity, especially in urban areas where awareness of healthy lifestyles is increasingly high. Mataram City has seen an increase in demand for fresh vegetables, leading modern markets such as Fresh Market to emerge as a primary alternative, offering better product quality, shopping convenience, and food safety assurance than traditional markets. Although numerous studies have highlighted consumer behavior and preferences, their focus remains limited, necessitating further in-depth study of how product attributes and the shopping experience influence consumer choices in modern markets (Wiryono, 2021).



Graph 1. Vegetable quality in traditional markets, 2023

Description:

- Surface texture : (1) Porous; (2) Slightly porous; (3) Non-porous
- Color : (1) Pale; (2) Slightly pale; (3) Not pale
- Freshness : (1) Not fresh; (2) Slightly fresh; (3) Fresh
- Integrity : (1) Not intact; (2) Partially intact; (3) Intact

Based on Graph 1, which displays data on vegetable quality in traditional markets, it appears that the freshness and nutritional content of vegetables tend to be higher than those in modern markets. This may be due to a shorter distribution chain, meaning the vegetables sold are generally freshly harvested and marketed without extensive storage. The surface texture of vegetables in traditional markets also appears more natural and has not undergone excessive post-harvest processing. The colors of the vegetables shown in the graph are brighter, indicating optimal freshness.

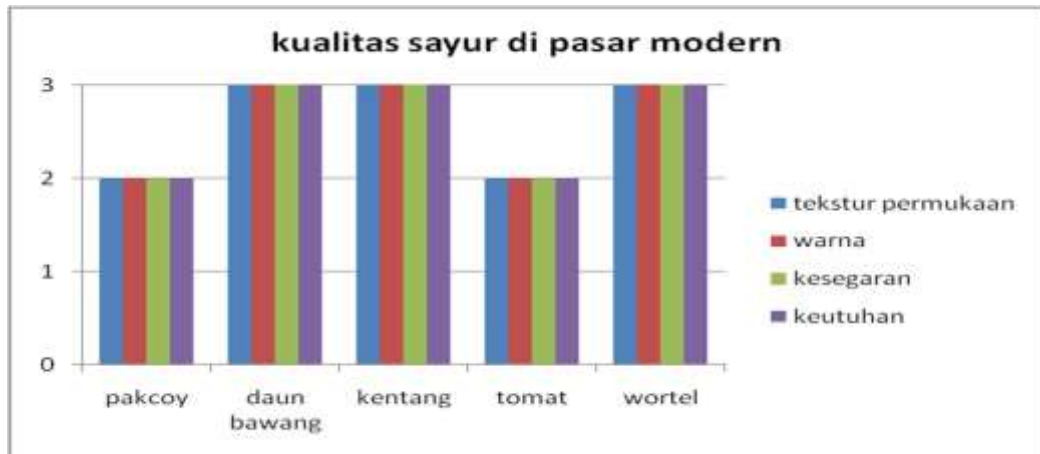


Chart 2. Vegetable quality in modern markets, 2023

Description:

- Surface texture : (1) Porous; (2) Slightly porous; (3) Non-porous
- Color : (1) Pale; (2) Slightly pale; (3) Not pale
- Freshness : (1) Not fresh; (2) Slightly fresh; (3) Fresh
- Integrity : (1) Not intact; (2) Partially intact; (3) Intact

Meanwhile Graph 2, which illustrates vegetable quality data in modern markets, shows that several attributes, such as color, texture, and freshness, are relatively lower than those in traditional markets. This condition can be attributed to longer storage processes, the use of refrigeration, and the longer distribution distance from producers to modern market outlets. Nevertheless, modern markets still offer advantages in terms of cleanliness and more hygienic product handling, as evidenced by the graph data showing higher hygiene scores. A comparison of these two graphs overall shows that traditional markets excel in aspects of freshness and biological content, while modern markets excel in aspects of cleanliness and post-harvest handling standards. This finding confirms that vegetable quality is influenced by the characteristics of the supply chain and the different handling systems between traditional and modern markets.

Research (Adilah dkk, 2020) conducted at Hypermart Lombok Epicentrum Mall shows that consumer behavior towards fresh vegetables is influenced by packaging attributes, cleanliness, color, freshness, price, and availability, but the study has not linked these attributes to specific levels of demand, and does not cover other modern market contexts such as Fresh Market.

Research (Allfathania Pradjasasmitha et al., 2023) revealed that the quality of vegetables in traditional markets is fresher than in modern markets due to differences in harvest intervals. However, this study only focused on biological aspects without analyzing how perceived quality influences purchasing behavior

Amid growing awareness among urban residents of Mataram City regarding healthy eating habits and the consumption of fresh food, Fresh Market has emerged as a modern retail alternative offering high-quality vegetables

within a hygienic, comfortable, and well-organized shopping environment. However, consumer demand for fresh vegetables at Fresh Market remains unstable, as it continues to compete with traditional markets, which are widely perceived as superior in terms of product freshness and affordability.

Contemporary consumer behaviour in selecting vegetables is no longer driven solely by basic needs; it is increasingly shaped by a range of product attributes including freshness, colour, packaging, price, and availability as well as psychological, social, cultural, and experiential factors associated with the shopping process. While existing studies have examined consumer preferences for vegetables across different market types, a research gap persists in understanding how the specific interplay between product attributes and shopping experience collectively shapes demand at Fresh Market in Mataram City.

Therefore, this study aims to analyse consumer behaviour and the key factors influencing demand for fresh vegetables at Fresh Market Mataram, with a particular focus on (1) identifying the most dominant product attributes, (2) mapping the consumer decision-making process, and (3) examining differences in perceived quality between modern and traditional markets. The findings are expected to provide a solid empirical foundation for developing more effective marketing strategies that enable Fresh Market management to enhance consumer loyalty and increase purchase frequency ultimately strengthening the competitiveness of modern retail formats in the fresh produce sector.

THEORETICAL REVIEW

The Concept of Consumer Behavior in Marketing Fresh Food Products

Consumer behavior is a key foundation in formulating marketing strategies, particularly for fresh food products such as vegetables, which are perishable and easily wilted, and highly dependent on freshness and physical quality (Andriani & Yolanda, 2021). In this context, consumers consider not only price but also product attributes such as color, texture, cleanliness, and food safety assurance. Research by Adilah & Maryati (2020) at Hypermart Lombok showed that consumer behavior toward fresh vegetables is significantly influenced by packaging attributes, cleanliness, color, freshness, price, and product availability. This consumer behavior is influenced by internal factors such as health awareness and personal preferences, as well as external factors such as the shopping environment and product availability.

Development of Modern Markets and Traditional Markets

Modern markets such as the Mataram City Fresh Market offer a more hygienic, organized, and convenient alternative to traditional markets, offering a more hygienic, organized, and convenient shopping experience (Tampubolon, 2023). However, consumers are not completely switching away from traditional markets, as both types of markets have their own comparative advantages (Iswahyudi et al., 2020). Traditional markets excel in affordability, product freshness due to short distribution chains, and social interaction, while modern markets excel in cleanliness, product presentation, convenience, and post-harvest

handling standards. Research by Hanafiah (2019) supports these findings by showing that although modern markets offer various advantages, consumer demand is not always stable and has not completely shifted away from traditional markets.

Factors Affecting the Demand for Fresh Vegetables

The demand for fresh vegetables in modern markets is influenced by several product attributes and the shopping experience. Vista's (2021) research identified freshness, physical quality, hygiene, and food safety as dominant factors in purchasing decisions. Furthermore, competitive pricing and a comprehensive product variety also play a significant role. Adilah & Maryati's (2020) research at Hypermart Lombok found that packaging, cleanliness, and freshness were dominant factors in purchasing decisions, although they were not specifically linked to demand levels. The convenience of the shopping environment, including supporting facilities, tidiness, and market atmosphere, also influence consumer decisions (Hidayat, 2020).

Impact of Supply Chain on Vegetable Quality

Differences in supply chains between traditional and modern markets significantly impact vegetable quality. Research by Allfathania et al. (2023) revealed that vegetables in traditional markets are fresher than in modern markets due to differences in harvesting distance and shorter distribution chains. This finding aligns with data on vegetable quality in traditional markets (Chart 1, 2023), which indicates optimal color intensity and natural texture. In contrast, modern markets employ longer storage processes and the use of refrigeration, which can reduce freshness but improve cleanliness and quality consistency (Chart 2, 2023). Pharmawati & Maharani (2024) noted that modern markets offer a wider variety of vegetables, albeit with varying levels of freshness.

Urban Consumer Behavior and Nutrition Awareness

Urban communities in Mataram City are showing increasing awareness of healthy eating and nutrition (Elfariyanti, 2022). This is driving demand for high-quality fresh vegetables, both locally sourced and imported. Urban consumers tend to be more selective and willing to pay more for products that meet health and convenience standards. Research by Saragih et al. (2023) confirms a significant relationship between fruit and vegetable consumption patterns and family nutritional status, further reinforcing the importance of nutritional awareness in consumer behavior.

Product Diversity and Consumer Preferences

Both traditional and modern markets offer a variety of local and imported vegetables, but with different orientations. Traditional markets serve as distribution centers for local produce using traditional methods, while modern markets provide products on a large scale with an organized system (Septia, 2024). Research by Wiryono (2021) shows that the diversity and composition of vegetable types in traditional markets and supermarkets differ significantly, with

supermarkets offering a wider variety but with different freshness characteristics. The freedom to choose according to preference is a major attraction for consumers (Saragih et al., 2023).

Consumer Decision Making Process

The decision to purchase fresh vegetables involves complex stages, starting with need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Research by Sayekti et al. (2021) identified that decision-making regarding vegetable consumption is influenced by factors such as knowledge, income, and accessibility. The alternative evaluation process involves a comprehensive comparison of product attributes in modern and traditional markets, while post-purchase satisfaction determines loyalty and repeat purchases (Noviantika, 2019).

Research Gaps and Study Directions

Although numerous studies have examined consumer behavior, several gaps remain to be addressed. Previous studies, such as those by Adilah & Maryati (2020) and Allfathania et al. (2023), have not explicitly linked product attributes to demand levels. Furthermore, research by Pharmawati & Maharani (2024), which showed that supermarkets offer a higher variety of vegetables than traditional markets, failed to explain the impact of this diversity on consumer preferences or demand. This study attempts to address these gaps by analyzing the factors influencing demand for fresh vegetables at the Mataram City Fresh Market and comparing perceived quality with that of traditional markets.

METHODOLOGY

The research method used in this study is a systematic literature review to gain a comprehensive understanding of consumer behavior and demand for fresh vegetables, particularly in modern markets such as the Fresh Market in Mataram City. The review process begins with the determination of relevant keywords, including "consumer behavior for fresh vegetables," "demand for vegetables," "modern markets," "traditional markets," "consumer preferences," and "product attributes." These keywords are used to conduct a literature search in various academic sources such as national and international journals, scientific books, research reports, dissertations, and official publications from government agencies related to trade and agriculture. To ensure data up-to-dateness, the literature analyzed is limited to publications within the last ten years. Next, each piece of literature is evaluated using inclusion and exclusion criteria. Literature relevant to consumer behavior and demand for fresh vegetables, having clear research methods, and providing adequate empirical data or theoretical analysis is included in the review, while irrelevant or less valid literature is excluded from the analysis.

Data and findings obtained from various sources were then analyzed thematically, with information coding based on key themes such as consumer psychological factors (motivation, perception, preference), social and cultural factors (family, lifestyle, social class), marketing factors (price, quality,

packaging, location), and fresh vegetable product characteristics (freshness, color, texture, cleanliness). The results of this thematic analysis were then synthesized to identify patterns, comparisons, and research gaps that have not been widely discussed in previous literature. Furthermore, this literature review also used source triangulation and critical appraisal to assess the reliability and validity of the data, ensuring that the information used has a strong scientific basis and is relevant to the research context. With this method, the study not only provides a theoretical understanding of consumer behavior and attributes that influence the demand for fresh vegetables, but also identifies existing research gaps and serves as a basis for developing marketing strategies in modern markets such as the Mataram City Fresh Market..

RESULTS AND DISCUSSION

Consumer Behavior

Based on research findings and literature reviews, consumer behavior in purchasing fresh vegetables at the Mataram City Fresh Market is influenced by a complex interaction between product attributes, psychological and social factors, previous experiences, and the market environment. Freshness, color, packaging, price, and availability of vegetables not only shape perceptions of quality but also influence preferences and purchasing decisions. The consumer decision-making process reflects the classic stages, from need recognition to post-purchase evaluation, where previous experiences and satisfaction strengthen loyalty and repurchase intentions (Sayekti, W.D.; Viantimala; and Lefiana, O; Syafani, 2021). Perceptual differences between modern and traditional markets are also important factors, with traditional markets excelling in freshness and nutritional value, while modern markets are valued for cleanliness, ease of access, layout, and product variety. This suggests that demand for fresh vegetables at the Fresh Market is influenced not only by the intrinsic quality of the product but also by convenience, the shopping experience, and non-physical attributes that provide added value to consumers. Therefore, an effective marketing strategy must be able to balance product freshness with the quality of service, presentation, and shopping experience in order to increase loyalty, purchase frequency, and Fresh Market's competitiveness compared to traditional markets.

Consumer behavior in purchasing fresh vegetables at the Mataram City Fresh Market can be understood through various interacting factors, including product attributes, psychological and social factors, previous experiences, and the market environment. Freshness, packaging, color, price, and availability of vegetables are the main factors that shape quality perceptions and influence purchasing decisions. The consumer decision-making process follows classic stages starting from need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation, where previous experiences and satisfaction strengthen loyalty and repurchase intentions (Hidayat 2020).

These findings align with research by Andini, Adawiyah, and Indriani (2023), which shows that consumers purchasing vegetables online through the Bejana.id platform undergo a similar decision-making process, from problem recognition to post-purchase, with preferences for product attributes such as

freshness, product suitability to order, and expiration date. This confirms that product attributes and consumer satisfaction are key determinants in shaping purchasing patterns. Furthermore, research by Arifatul (2023) on vegetable purchasing decisions through e-commerce found that price, distribution, product, and promotion significantly influence consumer purchasing decisions, both partially and simultaneously. These findings support the analysis that in addition to the intrinsic quality of vegetables, external factors such as price, availability, ease of access, and information also influence demand in modern markets like Fresh Market.

Factors that influence consumer behavior in purchasing fresh vegetables at Fresh Market

Consumer behavior in purchasing fresh vegetables is influenced by various key interacting factors, including the product itself, consumer characteristics, and market conditions and environment. These factors do not exist in isolation but rather form a complex purchasing decision pattern, where consumers evaluate various attributes to determine the best choice. Understanding these factors is crucial for modern market managers like Fresh Market, as it can assist in designing appropriate marketing strategies and increasing consumer satisfaction and loyalty.

Product Attributes

Vegetable quality is a key determinant of purchasing behavior. Consumers tend to prefer vegetables that are fresh, brightly colored, well-textured, and free from defects or damage. Freshness is a direct indicator of quality and nutritional content, so consumers are more likely to trust products that appear fresh and natural. Furthermore, the packaging or presentation of vegetables also influences consumer perceptions of product quality. Neat, hygienic, and attractive packaging not only protects the product from damage but also increases purchase intention and provides added value. Product price and availability are additional considerations. Consumers often compare price with perceived quality; vegetables perceived as value for money are more likely to be selected, while products with excessive prices or limited availability may decrease purchase intention. These factors indicate that product attributes are not only related to the physical quality of vegetables but also include economic value and visual appeal, which influence consumer perceptions.

Consumer Psychological Factors

Individual attitudes, preferences, and motivations play a significant role in the decision-making process. Health-conscious consumers, for example, tend to pay attention to the freshness of vegetables, their nutritional content, and the health benefits derived from regular consumption. Knowledge of the nutritional value of vegetables influences consumers' priorities when choosing products, as they want to ensure that vegetable consumption provides optimal benefits for their family's health. Furthermore, personal experiences and purchasing habits also shape preferences, with consumers who have previously been satisfied with certain vegetables in the modern market tending to make repeat purchases. These

psychological factors are interconnected with perceived quality and satisfaction, so purchasing decisions are driven not only by the physical attributes of vegetables but also by internal consumer considerations including needs, motivations, and previous experiences.

Social and Cultural Factors

In addition to product attributes and psychological factors, social and cultural influences also influence consumer behavior. Interactions with family, friends, and social circles can shape vegetable preferences and consumption habits. For example, cooking traditions and daily eating patterns at home can influence the types of vegetables chosen, while recommendations from friends or information from social media also shape perceptions of product quality and value. Urban culture, which prioritizes a healthy lifestyle, encourages consumers to be more selective in choosing vegetables deemed safe, hygienic, and highly nutritious, enabling modern markets like Fresh Market to attract a more health-conscious consumer segment. (Kodrat 2021).

Previous Experience and Satisfaction

Market conditions and characteristics also influence consumer purchasing decisions. Market layout, availability of product information, cleanliness, and shopping comfort are important considerations. A clean, orderly market that provides clear information about prices and product origins can enhance the shopping experience, making consumers feel more confident and comfortable. Promotions, display arrangements, and ease of access can also influence purchasing intention, as consumers tend to choose shopping locations that allow them to obtain quality products quickly and efficiently.

All factors product attributes, consumer psychology, socio-cultural factors, and the market environment do not operate in isolation but interact to shape purchasing behavior. For example, health-conscious consumers (psychological factors) will pay more attention to the freshness and packaging of vegetables (product attributes), while recommendations from friends or family (social factors) can influence trust in the quality of products offered in modern markets. A clean, comfortable, and orderly market environment reinforces positive perceptions of product quality, thus triggering purchasing decisions and long-term loyalty. Therefore, an effective marketing strategy needs to consider the overall interaction of these factors to increase consumer satisfaction, loyalty, and demand for fresh vegetables in modern markets (Chen, T., Samaranayake, P., Cen and Qi, M., & Lan 2022).

Level The demand for fresh vegetables at Fresh Markets is heavily influenced by product attributes that are of primary concern to consumers. Vegetable freshness is a dominant factor influencing purchasing decisions, with fresh, brightly colored, and well-textured vegetables tending to be more desirable. Packaging also plays a crucial role, as neat, hygienic, and attractive packaging enhances the perception of product quality and provides added value to consumers. Bright, uniform vegetable color is considered an indicator of freshness and nutritional quality, so vegetables with attractive colors sell more quickly.

Furthermore, price is a determining factor in consumer decision-making; a competitive price commensurate with product quality increases the likelihood of purchase, while a price that is too high can decrease demand. Product availability also plays a significant role, as consumers tend to choose Fresh Markets that can consistently provide a variety of fresh vegetables in adequate quantities. The combination of these attributes shapes consumer perceptions of the value and quality of vegetables, which in turn directly influences demand levels. In other words, freshness, packaging, color, price, and availability do not stand alone but interact to determine purchasing decisions and repeat purchase frequency at Fresh Markets (Agroteknologi et al. 2019).

Consumer Decision-Making Process in Purchasing Fresh Vegetables at the Mataram City Fresh Market

Process Consumer decision-making in purchasing fresh vegetables at the Mataram City Fresh Market follows the classic stages described in consumer behavior theory. The first stage is need recognition, where consumers realize the need to purchase fresh vegetables because their home supply is running low or to meet their family's nutritional needs (Butu, A., Brumă, IS, Tanasă, L., Rodino, S., Vasiliu, CD, Dobos, S., & Butu 2020).

The second stage is information search, where consumers gather data on product, price, quality, and availability of vegetables, either through direct visits to Fresh Markets, recommendations from friends or family, or digital information from social media and shopping apps. The third stage is alternative evaluation, where consumers compare various options based on product attributes such as freshness, packaging, color, price, and availability. In this stage, consumers assess which vegetables best suit their preferences and needs. The fourth stage is the purchase decision, when consumers select certain vegetables at Fresh Markets because they perceive the product to meet the criteria of quality, reasonable price, and shopping convenience (Rayhan 2021).

The final stage is post-purchase, where consumers evaluate their satisfaction with the purchased product. This satisfaction is influenced by the quality of the vegetables as per their expectations and the overall shopping experience. High levels of satisfaction will encourage repeat purchases and recommendations to Fresh Market, while dissatisfaction can decrease loyalty and future demand. This process confirms that consumer purchasing decisions are influenced not only by product attributes but also by experience, perceived quality, and social interactions during shopping (Sadewo, 2021).

Differences in Consumer Perception of Vegetable Quality Between Modern Markets and Traditional Markets and Their Impact on Demand in Fresh Markets

Consumer perceptions of vegetable quality show significant differences between modern and traditional markets, which ultimately impact demand at fresh markets. Consumers generally perceive traditional markets as superior in terms of freshness and nutritional content of vegetables because the produce is usually freshly harvested and sold within a short time. Vegetables in traditional markets also tend to have bright colors and natural textures, so consumers who

prioritize biological aspects and freshness choose traditional markets for their daily needs (Jafarzadeh, S., Nafchi and Salehabadi, A., Oladzad Abbasabadi, N., & Jafari 2023). On the other hand, modern markets, including fresh markets, are more valued by consumers for their cleanliness, organized layout, hygienic packaging, and ease of shopping. This convenience factor is a major attraction, although vegetables may undergo longer distribution and storage processes, resulting in slightly lower freshness compared to traditional markets. This difference in perception leads consumers who prioritize pure freshness to purchase vegetables at traditional markets, while consumers who prioritize convenience, cleanliness, and product variety prefer fresh markets (Wertheim-Heck, S.; Raneri; Oosterveer, 2019). Therefore, the demand for fresh vegetables at Fresh Markets is influenced by a combination of product attributes and the shopping experience. Modern markets must balance the quality of vegetable freshness with convenience and good service to compete with traditional markets. This finding underscores the importance of marketing strategies that emphasize product quality and consumer experience to increase loyalty and demand at Fresh Markets.

CONCLUSIONS

Based on a systematic literature review, this study successfully addresses the three research questions as follows:

1. These product attributes significantly shape consumers' perceived quality, which in turn determines demand not in terms of quantitative volume, but rather through purchase intention intensity, shopping frequency, and loyalty toward Fresh Market.
2. The consumer decision-making process follows the classic five-stage model: (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase evaluation. This process is influenced by the interplay between product attributes and shopping experience, with post-purchase satisfaction serving as the primary determinant of repeat purchases.
3. A clear perceptual distinction exists between traditional markets and modern markets: traditional markets are perceived as superior in terms of freshness, nutritional value, and affordability, whereas Fresh Market (as a modern retail format) is valued for its cleanliness, comfort, hygienic packaging, product variety, and well organized layout. This dichotomy leads to market segmentation consumers who prioritize pure freshness tend to favour traditional markets, while those who place greater emphasis on shopping experience and safety prefer Fresh Market.

RECOMMENDATIONS

It is recommended that the management of Fresh Market Mataram develop a holistic marketing strategy that effectively balances product quality with shopping experience. This effort should begin by enhancing the consistency of vegetable freshness through direct partnerships with local farmers and the implementation of an efficient distribution system to ensure vegetables remain fresh upon reaching the retail shelves. Furthermore, vegetable packaging should

be optimized not only to be hygienic and visually appealing but also informative for instance, by clearly indicating the product origin, harvest date, and shelf life to enhance transparency and build consumer trust. Market environment maintenance is equally critical: cleanliness, comfort, well-organized layout, lighting that accentuates product freshness, and friendly, responsive customer service must be consistently upheld. By integrating the physical attributes of fresh vegetables with non-physical value-added elements such as comfort, safety, and positive emotional experiences during shopping Fresh Market can strengthen consumer loyalty, increase repeat purchase frequency, and establish a distinct competitive advantage over traditional markets.

FURTHER STUDY

Based on these conclusions, further research should explore consumer behavior using primary data to validate the patterns identified in the literature review, particularly the relationship between perceived quality, shopping experience, and loyalty. Future studies could also examine how digitalization – such as online Fresh Market platforms, mobile apps, or digital promotions – shapes purchasing decisions and whether these technologies shift consumer preferences between traditional and modern markets. In addition, comparative studies across different cities or demographic groups would deepen understanding of market segmentation and identify whether the perceived superiority of freshness in traditional markets and convenience in modern markets is consistent across regions. Experimental or longitudinal research could further clarify how changes in product attributes, pricing strategies, or store layout influence consumer satisfaction, repurchase intentions, and long-term loyalty.

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