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Analysis of the Impact of the E-Commerce Phenomenon on Product Sales in Malang's Big Market

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Abstract

This research is motivated by the rapid development of e-commerce, which has influenced trading activities in traditional markets, including Pasar Besar Malang. This study aims to analyze the impact of the e-commerce phenomenon on clothing sales in Pasar Besar Malang and identify changes in consumer behavior and trader adaptation strategies. The study used a qualitative approach with a descriptive phenomenological method. The study population consisted of clothing traders and consumers in Pasar Besar Malang, with a sample of 15 informants selected through purposive and snowball sampling. The research instruments included semi-structured interviews, observation, and documentation. Data analysis techniques used the interactive model of Miles, Huberman, and Saldana through data reduction, data presentation, and conclusion drawing. The results show that the development of e-commerce has caused a decrease in the number of buyers, sales turnover, and social interactions in traditional markets due to changes in consumer preferences towards more practical and efficient online shopping. This study concludes that e-commerce has a significant economic and social impact on the sustainability of traditional markets, so that digital adaptation strategies, improved market facilities, and government support are needed so that traders can remain competitive in the digital era.

Keywords:Consumer Behavior, Digital Commerce, E-Commerce, Traditional Market, Urban Economy

INTRODUCTION

The development of information and communication technology in the era of globalization has revolutionized the economic and trade sectors by facilitating digital transactions through e-commerce. Globally, the value of e-commerce transactions is projected to reach USD 6.5 trillion by 2023, driven by the increasing penetration of the internet and mobile

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devices (Statista, 2023). In Indonesia, a similar trend is seen in the increase in e-commerce transactions, which reached IDR 337 trillion in 2021, a 33.2% increase from the previous year, in line with 78.19% of the population being connected to the internet by 2024 (Central Bureau of Statistics, 2024; Bank Indonesia, 2021). This phenomenon not only increases efficiency and market access but also provides scientific relevance for understanding digital transformation and practicalities for businesses facing new competition (Nurhayati, 2026; Binus University, 2025).

Narrowing the context to Indonesia shows a significant impact on traditional markets, with visitors dropping by 30% in the past two years in Malang City due to consumer migration to online platforms (Malang City Trade Office, 2023). Specifically, at Pasar Besar Malang, clothing vendors experienced a significant decline in sales due to ease of access, product variety, and discount promotions on e-commerce platforms like Shopee and Tokopedia, accessed by the majority of respondents to a national survey in 2025 (APJII, 2025). This empirical data underscores the shift in consumer behavior, particularly among the younger generation with higher education, who prefer digital shopping (Sari & Hidayati, 2022; Reuters, 2024).

Previous research highlights that e-commerce increases trade volume through reduced transaction costs and efficient coordination, with variables such as the number of internet and smartphone users having a significant positive impact on transaction value in ASEAN (Jurnal Ilmiah STekom, 2022). A study by Khan et al. (2021) found that digital promotions are a major draw for consumers, while Rahmawati (2021) noted a decline in buyers in traditional markets due to changing preferences. Similarly, the Central Bureau of Statistics (2024) confirmed the continued annual growth of e-commerce.

However, research findings show inconsistencies; some studies found a predominantly negative impact on traditional market sales (Rahmawati, 2021), while others emphasized adaptation opportunities through hybrid models (Sari & Hidayati, 2022). The main limitation of previous studies lies in their focus solely on technical-economic aspects, with minimal exploration of social impacts, consumer demographic behavior, and specific local contexts, such as clothing vendors in specific markets. This often neglects the most recent primary data post-2023 (Khan et al., 2021; Malang City Trade Office, 2023).

This research gap lies in the lack of in-depth analysis of the interaction of e-commerce with clothing sales in Pasar Besar Malang, including demographic factors and merchant adaptation strategies, which have not been empirically explored amidst the current digital growth. Therefore, the formulation of this research problem is: "How does the e-commerce phenomenon impact clothing sales in Pasar Besar Malang?"

This study aims to comprehensively analyze these impacts, including socio-economic

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implications, and explore merchant adaptation strategies. The urgency lies in the current rapid growth of e-commerce in Indonesia, which threatens the sustainability of thousands of small merchants, thus requiring immediate policy intervention (Malang City Cooperatives, Industry, and Trade Office, 2024). The novelty of this study is its contextual approach to the clothing sector in Malang's iconic market with empirical data from 2024–2026, which fills the literature gap with theoretical contributions in the form of strengthening digital transformation theory and practical recommendations for hybrid marketing for stakeholders.

METHOD

This study adopted a qualitative design with a descriptive phenomenological approach to explore the subjective experiences of clothing vendors and consumers at Pasar Besar Malang regarding the impact of e-commerce. This approach allows for an in-depth exploration of the meanings and socio-economic dynamics emerging from shifting digital trade patterns, as recommended in contextual qualitative studies (Sugiyono, 2023; Creswell & Poth, 2021). Phenomenology was chosen because it focuses on the essence of respondents' lived experiences, which aligns with the goal of understanding the adaptation of traditional markets amidst digital transformation, as applied in similar studies on e-commerce disruption (Moleong, 2022; Emzir, 2021).

The study population included all clothing vendors (approximately 250 stalls) and regular consumers at Pasar Besar Malang, with a purposive sample of 15 key informants: 10 vendors with at least 5 years of experience and 5 younger consumers, selected based on inclusion criteria such as direct exposure to declining sales due to e-commerce and exclusion of new or inactive informants. A snowball sampling technique was used to expand the informant network and ensure data saturation was reached after interviews yielded no new findings (Sudaryono, 2022; Patton, 2023). This selection ensured rich and relevant representation of the local context, as demonstrated in qualitative studies of traditional commerce (Guest et al., 2021).

The primary instrument consisted of a semi-structured interview guide, structured observation sheets, and a documentation protocol, developed based on indicators such as perceived sales decline, adaptation strategies, and demographic factors influencing e-commerce. Instrument validity was tested through source triangulation and member checking, while reliability was achieved via an audit trail of interview recordings; this process followed standard qualitative guidelines to minimize subjective bias (Sugiyono, 2023; Lincoln & Guba, 2022). The instrument was pilot-tested on two pilot informants for refinement, ensuring its fidelity to field realities as reported in recent phenomenological research (Creswell & Poth,

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2021).

The research procedure began with a preparatory phase, obtaining official permission from the market management and the Malang City Trade Office, followed by two weeks of instrument development. Implementation took place over three months (January–March 2026) through twice-weekly participant observation, 45–60-minute in-depth interviews per session, and secondary document collection, such as the 2024 BPS report. This sequence was iterative to build a gradual understanding (Sugiyono, 2023; Yin, 2022). Data were audio-recorded with consent and transcribed immediately to maintain accuracy, with chronological justification supporting replicability, as in the traditional market case study (Stake, 2021).

Data analysis applied the interactive model of Miles, Huberman, and Saldana (2019), which included data reduction (filtering relevant themes, such as the 30% decrease in visitors per the Malang Trade Office, 2023), data presentation (narrative matrix and relationship diagram), and drawing conclusions via triangulation verification. This process was facilitated by NVivo 14 for thematic coding, enabling the identification of patterns such as shifts in Gen-Z behavior (Sari & Hidayati, 2022), and was conducted iteratively until saturation. This technique aligns with descriptive qualitative analysis for e-commerce phenomena, ensuring contextual and theoretically generalizable findings (Miles et al., 2019; Braun & Clarke, 2021).

Ethical considerations were strictly enforced through written informed consent from each informant, guaranteeing confidentiality through pseudonymization and encrypted data storage, as well as the right to withdraw participation at any time. The study obtained ethical clearance from the Sriwijaya University Ethics Committee (No. 2026/KE/UJS/01), adhering to the Belmont Report principles to avoid exploitation of vulnerable respondents such as small traders (Sugiyono, 2023; Resnik, 2022). This transparency ensured the integrity of the research in line with international journal standards.

RESULTS AND DISCUSSION

Research result

Based on research conducted at Pasar Besar Malang, the development of e-commerce has had a negative impact on trading activities in traditional markets. Interviews showed that since the arrival of platforms like Shopee, Tokopedia, and TikTok Shop, the number of consumers visiting the market has decreased. Most consumers prefer online shopping because it is considered more practical, easier, and saves time. This condition has caused sales turnover, number of transactions, number of customers, and sales volume for traders at Pasar Besar Malang to decline compared to before the development of e-commerce. One trader said,

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"Previously, there were lots of buyers, especially on weekends, but now it's much less because people shop online more often."

In addition to reducing the number of buyers, the development of e-commerce has also led to increasingly fierce price competition. Many merchants admit to having to adjust their product prices to remain competitive with online stores offering promotions, discounts, and free shipping. This situation has resulted in smaller profits for merchants than before. One merchant said, "Revenue has clearly decreased since more people started using e-commerce. Buyers often say that online prices are cheaper than in the market." The results of this study indicate that ease of access, a wider product variety, and speed of transactions on e-commerce are the main factors driving consumers to switch from traditional markets to online shopping.

The e-commerce phenomenon has also had a social impact on traditional markets. Interviews revealed that the market has become quieter, with interactions between vendors and buyers decreasing. One grocery vendor stated, "The market is quieter now than it used to be. Many stalls sometimes close due to fewer customers." Market managers also stated that the development of e-commerce has changed trading patterns in the market. Nevertheless, some vendors hope that the government and market managers can provide support in the form of improved facilities and digital training so that traditional markets can survive amidst technological developments and competition from e-commerce.

DISCUSSION

The Impact of the E-Commerce Phenomenon on Product Sales in Malang's Big Market

1. Economic Impact on Traders in Malang's Big Market

The research results show that the development of e-commerce has had a significant economic impact on traders at Pasar Besar Malang. Most traders reported experiencing a decline in sales revenue since people began shifting to online shopping platforms. The first respondent (B) explained that the decline in sales occurred gradually:

> *"...In the past, I could sell dozens or even tens of pieces of clothing a day. Now, sometimes I only sell a few pieces..."*

This statement indicates that changes in consumer shopping patterns have had a direct impact on sales volumes for traditional market vendors. Consumers now prefer shopping through e-commerce apps, perceived as more convenient, faster, and offering a wider selection of products. This situation has led to a decline in the number of customers in traditional market

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vendors compared to previous years. This decline in customers is not limited to weekdays; weekends, which were previously a busy time for vendors to generate higher profits, have also begun to be felt.

The second respondent (S) also said that the income received had become uncertain:

> *"…Before e-commerce took off, income was relatively stable. Now, it's often unpredictable, sometimes enough, sometimes not enough…"*

Based on the interview results, it is clear that the development of e-commerce has led to instability in traders' incomes. While previously traders could estimate daily or monthly profits, this has become more difficult due to the uncertainty of customer numbers. The decline in purchasing power in traditional markets has made it difficult for some traders to meet operational needs, such as kiosk rental fees, electricity bills, and replenishing inventory. Some traders even admitted to having to use personal capital or savings to keep their businesses running.

Meanwhile, the third respondent (R) added that this condition affects the way traders manage their businesses:

> *"….I have to be more careful in taking stock of goods so that they don't pile up and I don't make a loss…."*

This statement indicates that traders are now more selective in determining the quantity and type of goods they sell. Traders tend to purchase smaller quantities to reduce the risk of losses due to unsold goods. This contrasts with the situation before the development of e-commerce, when traders were more willing to take on large quantities of stock due to still high sales levels. Furthermore, some traders have begun to reduce the variety of products they sell due to limited capital and declining consumer demand.

From this statement, it is clear that the growth of e-commerce is not only reducing the number of consumers but also threatening the survival of traditional market vendors. This decline in customer numbers has a direct impact on vendors' income. Some vendors admitted to having to lower their selling prices to remain competitive with online stores offering lower prices. However, this strategy is not always effective because consumers still prioritize the ease and convenience of online shopping.

Furthermore, price competition in e-commerce is reducing market vendors' profits.

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Vendors find it difficult to keep up with online product prices due to significant discounts, free shipping, and certain promotions that traditional vendors cannot offer. These differences in sales systems put market vendors at a competitive disadvantage. Traditional vendors must continue to bear the market's operational costs directly, while online stores can reach a wider consumer base at a relatively lower cost.

Some traders also reported experiencing a decline in sales volume because merchandise took longer to sell. This situation resulted in slower capital turnover compared to before the rise of e-commerce. As a result, it became more difficult for traders to expand their businesses or add new product types. In some cases, traders chose to reduce their workforce or operate their own businesses to reduce expenses.

Interviews with market managers also indicated a decline in trading activity. This was evident in the reduced number of market visitors on weekdays and a decline in transactions in several trading areas. Market managers stated that some stalls were even operating less frequently due to the lack of customers. This situation demonstrates that the development of e-commerce not only impacts individual traders but also the overall economic conditions of the market. If this situation persists without adaptation and innovation from traders and market managers, the existence of traditional markets could be increasingly threatened by the development of digital commerce.

2. Social Impact on the Life of Traditional Markets

The e-commerce phenomenon has not only had an economic impact but also affected social life in traditional markets. Interviews revealed that traders have noticed a shift in the market atmosphere since online shopping became more popular. This change is evident in the market's less crowded conditions, especially on weekdays. While markets used to be bustling with buying and selling activities and interactions between people, they now tend to be quieter, as some consumers choose to shop online, perceived as more convenient and efficient.

Several traders stated that market conditions have become quieter than before. Interaction between traders and buyers has also decreased due to the decreasing number of customers visiting the market in person. Traditional markets have traditionally served not only as venues for economic transactions but also as social spaces for people to communicate, exchange information, and build relationships. The decrease in visitor numbers has slowly altered these social relationships.

The first respondent (B) stated:

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"....The market used to be bustling and the interaction between vendors was more lively. Now the atmosphere is very different..."

This statement demonstrates how the development of e-commerce has impacted the social atmosphere in traditional markets. Previously, the bustling buying and selling activity fostered close social bonds between vendors and buyers. Vendors often joked with each other, shared stories, and even helped each other during busy times. However, as the number of shoppers declined, these social interactions diminished, leaving the market feeling quieter and less lively than before.

The second respondent (S) added that this condition gave rise to a sense of worry among traders:

"....Many traders often talk about declining sales and feel worried about the future of their business...."

This statement suggests that the social impact of the e-commerce phenomenon is also related to the psychological well-being of traders. The decline in the number of buyers has left some traders feeling uneasy about the future of their businesses. This concern is a frequent topic of conversation among traders at the market. Many traders fear losing loyal customers as consumers shift to online shopping platforms that offer convenience and more competitive prices. This situation indirectly impacts traders' morale and motivation in running their daily businesses.

However, the third respondent (R) also saw a positive side to this condition, namely increased solidarity between traders:

"....The relationship between traders actually becomes closer because we often share stories and give each other support...."

This statement demonstrates that amidst the decline in market activity, traders are striving to support one another. They are increasingly discussing market conditions, sharing experiences in dealing with e-commerce competition, and even motivating each other to stay afloat. This solidarity stems from a sense of shared challenges and challenges. In some situations, traders also help each other promote their wares and share information on more effective selling methods to help them adapt to changing times.

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Furthermore, social changes brought about by e-commerce are also evident in the shifting communication patterns between merchants and consumers. While previously interactions were conducted face-to-face through bargaining and conversation in the marketplace, some communication has now shifted to digital media such as instant messaging apps or social media. Some merchants have begun to utilize technology to retain customers, for example by accepting orders via WhatsApp or promoting their merchandise online. This demonstrates that the development of e-commerce is indirectly encouraging merchants to adapt to changing patterns of societal interaction.

Overall, the research results indicate that the e-commerce phenomenon has brought significant social change to the Pasar Besar Malang area. The decline in market activity has led to reduced interaction between traders and consumers and raised concerns among traders about the sustainability of their businesses. However, this situation has also strengthened solidarity among traders, as they feel the need to support each other in the face of competition from e-commerce. This demonstrates that the impact of e-commerce is not only felt economically, but also affects social relations and the dynamics of community life in traditional markets.

Changes in Consumer Shopping Patterns and Preferences

Based on the interview results, all respondents stated that there has been a significant change in shopping patterns and preferences since the development of e-commerce. Consumers who previously made purchases directly at traditional markets are now starting to use online shopping platforms. This change is influenced by easier access to technology, increased internet usage, and the various service features provided by e-commerce. The development of digital technology has made people increasingly accustomed to conducting various activities online, including meeting daily needs. This condition is slowly changing people's habits in determining where to shop. While previously traditional markets were the main choice due to their perceived ease of access and the ability to negotiate prices directly, now consumers are starting to consider factors of practicality and efficiency when shopping.

The first respondent (A), who still occasionally shops at the market, said that currently online shopping is the main choice compared to traditional markets:

> *"…Comparatively, I shop online more often. I only go to the market if I want to see the quality of the goods in person or need clothes quickly…"*

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This statement suggests that traditional markets are currently only used in certain situations, such as when consumers need goods quickly or want to ensure product quality in person. However, for everyday needs, consumers prefer e-commerce because it is considered more practical and less time- and energy-intensive. Consumers simply use their mobile phones to search for products, compare prices, make payments, and wait for the goods to be delivered to their homes. This simplifies the shopping process compared to visiting the market in person, which requires more travel time and effort.

The second respondent (D) even stated that visits to the market were very rare:

"…I probably only visit Pasar Besar Malang once or twice a year. Otherwise, I buy almost all my clothing online…"

These respondents' comments indicate that e-commerce has become a primary choice for fulfilling clothing needs. Consumers feel that online platforms provide a more comprehensive and easily accessible selection. Furthermore, consumers perceive online shopping as convenient, as it allows them to avoid crowded market conditions, hot weather, or limited market hours. Home delivery also makes shopping easier for consumers. Furthermore, various features such as customer reviews, store ratings, product photos, and return services contribute to a sense of security and trust when making online transactions.

Meanwhile, the third respondent (M) stated that he had completely left traditional markets:

"…Now I don't shop at Pasar Besar Malang at all. I fulfill all my clothing needs through e-commerce…"

This statement indicates that some consumers are beginning to experience a complete shift in shopping behavior, moving from traditional to digital systems. Consumers feel that e-commerce can meet their needs more effectively than traditional markets. Besides convenience, consumers are also attracted by the numerous promotions, such as free shipping, cashback, price cuts, and even large discount programs at specific times, which are rarely found in traditional markets. This situation has led consumers to become more accustomed to online transactions and are gradually reducing their dependence on traditional markets.

These findings indicate a shift in consumer behavior when choosing where to shop. Consumers now prioritize practicality, time efficiency, and ease of transactions over the in-person

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shopping experience at traditional markets. Features such as digital payments, delivery services, fast product searches, and numerous promotions and discounts are key factors contributing to consumers' increased comfort using e-commerce. Furthermore, e-commerce is considered capable of offering a more comprehensive product variety than traditional markets, giving consumers a wider choice when deciding what to buy. Consumers can also easily compare prices between stores in a short time, allowing them to obtain products at lower and more competitive prices.

Beyond price and convenience, the development of social media has also influenced changes in consumer consumption patterns. Many consumers learn about new products through digital advertising, influencers, and promotions appearing on social media and online shopping apps. This encourages people to engage in more digital transactions because purchasing can be done directly through the available apps. This easy access to information makes e-commerce even more ubiquitous, especially for the younger generation, who are more familiar with digital technology.

These changes in shopping patterns and preferences have directly impacted the decline in consumer visits to Malang's Grand Market. This has led to a quieter trading environment. Vendors have noticed a decline in the number of buyers, particularly among younger consumers who are more accustomed to using digital technology in their daily lives. Many vendors have reported a decline in market visitors, particularly on weekdays when they were previously quite busy. Some stalls have even appeared quieter as consumers opt to purchase similar products online.

The decline in market visitors has also impacted vendor sales. Competition from e-commerce has forced traditional vendors to contend with changing consumer behavior, which increasingly prioritizes convenience and low prices. This situation has prompted some vendors to try leveraging social media or online platforms to maintain their businesses and remain competitive amidst the advancement of digital technology. However, not all vendors are able to adapt quickly due to limited technological knowledge and online sales systems.

The results of this study indicate that the development of e-commerce is not only changing the way people conduct transactions but also shifting consumer habits and patterns from traditional shopping systems to digital ones. This shift poses a significant challenge for traditional markets, particularly Pasar Besar Malang, to maintain their presence amidst technological advancements and the increasing use of e-commerce in modern society.

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Factors Driving Consumer Shift to E-Commerce

Interviews revealed several key factors driving consumers to e-commerce, including ease of access, time efficiency, competitive pricing, product variety, and attractive promotions. Advances in digital technology have made people increasingly accustomed to conducting activities conveniently via mobile phones. This has led to a shift in consumer shopping patterns, from requiring in-person visits to online shopping apps. Consumers perceive e-commerce as providing convenience in obtaining daily necessities without requiring significant time and effort.

The first respondent (A) emphasized the importance of time efficiency in choosing online shopping:

> *"…Online shopping suits my busy lifestyle better, so I rarely have time to go around the market…"*

This statement demonstrates that the busyness of daily activities is one of the main reasons consumers choose e-commerce. Modern consumers tend to seek faster and more convenient ways to meet their needs. With e-commerce, the process of searching for goods, ordering, and paying can be completed in just a few minutes. This is considered more effective than visiting the market in person, which requires travel time, finding a store location, and waiting in line at checkout. The increasingly dynamic lifestyle changes in society make online shopping considered more suited to the needs of today's consumers.

The second respondent (D) also said something similar:

> *"….With e-commerce, I can shop while doing other activities at home, so it feels more efficient…."*

This statement demonstrates that e-commerce offers consumers significant flexibility. Shopping activities are no longer limited by time and place, as they can be done anytime and anywhere. Consumers can shop while working, relaxing, or doing other household chores. This convenience makes people feel more comfortable, eliminating the need to physically visit markets, which can be crowded and tiring. Furthermore, the product search feature in e-commerce applications also helps consumers find the items they need more quickly than searching manually in traditional markets.

Besides time efficiency, price and promotions are key attractions. The third respondent (M) stated that promotions significantly influenced his purchasing decision:

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"….Big discounts, cashback, and free shipping really influence my purchasing decisions, often making me buy things I hadn't planned on buying…."

This statement demonstrates that promotional strategies in e-commerce can significantly attract consumer interest. Various promotions, such as discounts, shopping vouchers, cashback, and free shipping, create the impression that online shopping is more economical than buying directly in traditional markets. It's not uncommon for consumers to become more interested in purchasing a product due to a particular promotion, even if they had no prior plans to do so. This demonstrates that e-commerce not only offers convenience but also influences consumer behavior through engaging digital marketing strategies.

In addition to promotions, product prices on e-commerce are also considered more competitive because consumers can easily compare prices from various sellers within a single app. Consumers feel they have a wide range of options, allowing them to find the price that best suits their budget. This price transparency makes consumers more confident and feel they're getting a good deal when shopping online. Unlike traditional markets, which require consumers to move from one store to another to compare prices, e-commerce allows the entire process to be completed quickly through product search and comparison features.

Product variety is also a strong reason consumers are turning to e-commerce. The first respondent (A) explained:

"…On e-commerce I can compare many models and prices easily, something that is difficult to do if I have to go around the market…"

This statement demonstrates that the diversity of products available on e-commerce offers distinct advantages for consumers. On a single platform, consumers can find a wide variety of products with varying brands, models, sizes, and prices. This gives consumers the feeling of having more choices than when shopping in traditional markets, which sometimes have limited stock. Furthermore, the availability of reviews and ratings from other buyers also helps consumers determine which products are considered high-quality.

Easy access to product information is also a key factor in increasing public interest in using e-commerce. Consumers can view product descriptions, photos, videos, and even reviews from other buyers before deciding to purchase. This comprehensive information makes consumers feel more confident and assists them in their decision-making process. On the other hand,

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traditional markets are considered limited in providing detailed product information, requiring consumers to visit the store in person to see the condition of the goods.

Thus, ease of access, time efficiency, competitive pricing, product variety, and promotions are dominant factors driving consumer shifts from traditional markets to e-commerce. These changes in consumer shopping behavior demonstrate that the development of digital technology has significantly influenced consumer consumption patterns. E-commerce is no longer viewed merely as a shopping alternative but has become an integral part of the modern lifestyle, offering practicality, convenience, and economic benefits to consumers.

Comparison of E-Commerce and Traditional Markets According to Consumers

Based on interviews, consumers believe that e-commerce and traditional markets each have their own advantages. However, most consumers prefer e-commerce for purchasing certain goods because it is considered more practical, efficient, and able to meet the needs of modern society who desire easy shopping. Changes in consumer consumption patterns are evident in the increasing use of online platforms for daily necessities, especially fashion products, accessories, and household goods. Consumers feel that e-commerce offers convenience because it can be accessed anytime without having to go to the market in person. Furthermore, product search features, buyer reviews, and digital payment systems are also key reasons for the increasing public interest in online shopping.

The first respondent (A) stated that the market provides a sense of confidence in the quality of goods:

> *"....At Pasar Besar Malang I can see and hold the goods directly, try on clothes, and make sure the size fits...."*

This statement demonstrates that traditional markets still have an advantage in terms of the in-person shopping experience. Consumers feel more confident in the quality of goods because they can physically inspect them before purchasing. This provides added value that e-commerce cannot fully provide. Furthermore, the ability to try products in person makes consumers feel more secure and reduces the risk of product inconsistencies. For some consumers, the experience of seeing the product's true color, material, and size remains a key reason to visit traditional markets.

The second respondent (D) also expressed the value of social interaction in the market:

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"…Direct interaction with the merchant provides a unique experience that cannot be achieved when shopping online…"

This statement demonstrates that traditional markets serve not only as venues for economic transactions but also as social spaces for the community. Interactions between vendors and buyers create closer and more personal relationships. Consumers can bargain, ask questions directly about products, and even build trust with their regular vendors. The bustling market atmosphere and direct communication are considered to provide a more lively shopping experience than digital transactions, which tend to be fleeting and lack real social interaction.

However, these advantages are considered insufficient to offset the advantages of e-commerce. The third respondent (M) stated emphatically:

"….The advantages of the market, such as being able to see the goods directly, are no longer strong enough to make me return to shopping at the market…."

This statement demonstrates a shift in consumer preferences due to the development of digital technology. Consumers now prioritize convenience, time efficiency, and competitive prices over in-person shopping experiences. Many consumers feel that e-commerce can save energy and transportation costs because purchasing can be done from home. Furthermore, various promotions, such as free shipping, cashback, and significant discounts, are key attractions that traditional markets struggle to match. This has led some consumers to reduce their visits to markets and prefer shopping through online apps.

Overall, the interview results indicate that traditional markets still offer a superior experience in person and social interaction. However, the development of e-commerce has shifted consumer behavior, leading to a greater emphasis on convenience and efficiency. This change presents a challenge for traditional market vendors to improve service and adapt to technological advancements to remain competitive amidst the increasing use of e-commerce.

Traders' Hopes for the Future of Traditional Markets

Based on interviews, most traders hope the government and market managers will pay more attention to the sustainability of traditional markets amidst the rapid growth of e-commerce. Traders feel that the shift in consumer shopping patterns to online platforms has had a significant impact on their sales. Therefore, they hope for concrete support to ensure traditional markets remain resilient and competitive in today's digital age.

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Traders hope the government will not only provide policy support but also provide digital mentoring and training programs for market traders. This training is expected to help traders understand the use of social media, marketplaces, and online marketing strategies, enabling them to expand their sales reach. Some traders admit to still having difficulty using technology due to limited knowledge and age, requiring direct and ongoing guidance.

In addition to digital training, traders also want policies that can protect small businesses from increasingly fierce competition from online stores. Traders hope the government will create regulations that favor micro-enterprises and traditional market vendors, for example through business capital assistance, operational cost subsidies, and special promotions for traditional markets. According to traders, such support is crucial to keep their businesses running and not being left behind by technological advancements.

Several traders also highlighted the importance of improving market facilities. Clean, safe, organized, and comfortable market conditions are believed to increase public interest in returning to traditional markets. Traders believe that market convenience is a key factor influencing consumer decisions when choosing a shopping location. If market facilities are improved, traditional markets are considered to retain their unique appeal compared to online shopping. The first respondent (B) hopes for concrete training and support:

> *"…I hope the government can provide digital training and help promote traditional markets…"*

This statement demonstrates that traders recognize the importance of adapting to technological developments. Respondents believe that promoting traditional markets through digital media can help attract consumer interest and expand the market for products sold in the market. The second respondent (S) emphasized the importance of improving market facilities:

> *"….Market facilities need to be improved to make them more comfortable and to re-attract consumer interest…."*

This statement indicates that the physical condition of the market remains a primary concern for traders. A comfortable and well-organized market environment is believed to enhance the consumer shopping experience, preventing people from completely switching to e-commerce.

Meanwhile, the third respondent (R) hopes that there will be more attention towards

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small traders:

> *"….With government support, I hope this large market can survive and compete in the digital era…."*

This statement demonstrates that small traders need support and protection to maintain their businesses amidst increasingly modern competition. Traders recognize that technological advancements are inevitable, but they hope to be given the opportunity to develop and adapt to these changes.

Furthermore, traders hope that traditional markets will remain centers of economic activity, as they serve not only as places for buying and selling but also as strong social and cultural values. Direct interaction between traders and buyers is a hallmark of traditional markets, a feature not found in online transactions. Traders believe that the social connections established in markets are one of the reasons why traditional markets are still important to maintain.

Market managers also stated that traditional markets still have a chance to survive if they can adapt to technological developments and improve the quality of service to consumers. According to market managers, collaboration between the government, traders, and market managers is essential for traditional markets to continue to thrive amidst competition from e-commerce. Market managers believe that innovation, improved facilities, and the use of technology can be crucial steps in maintaining the existence of traditional markets in the future.

CONCLUSION

This study shows that the e-commerce phenomenon has had a significant impact on clothing sales at Pasar Besar Malang, particularly in economic and social aspects. The development of digital platforms such as Shopee, Tokopedia, and TikTok Shop has led to changes in people's shopping patterns and preferences, shifting from traditional systems to more practical, fast, and efficient digital systems. This impact is evident in the decline in market visitors, reduced sales turnover, increasingly fierce price competition, and slowing down of traders' capital turnover. Furthermore, the development of e-commerce has also impacted social life in traditional market environments through reduced interaction between traders and buyers and the emergence of traders' concerns about the sustainability of their businesses. However, this situation has also encouraged solidarity among traders and an awareness of the importance of digital adaptation to survive amidst the competition of modern trade.

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This study has limitations because it focused only on clothing vendors in Pasar Besar Malang with a limited number of informants, so the results cannot be generalized to all traditional markets in Indonesia. Furthermore, this study used a qualitative approach, so the results obtained emphasize the subjective experiences of informants. Therefore, further research is recommended to use a quantitative or mixed methods approach with a wider coverage area and involving more types of businesses to obtain more comprehensive results. Practically, this study has implications for the government, market managers, and vendors need to collaborate through digital training, improving market facilities, and implementing hybrid online and offline marketing strategies to maintain the existence of traditional markets in the era of e-commerce development.

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