




## The Effect of E-commerce on People's Buying Interest in Traditional Markets

Nurazila<sup>a</sup>, Decky Hendarsyah<sup>a 1</sup> , Eryana<sup>a</sup>

<sup>a</sup> Sekolah Tinggi Ilmu Ekonomi (STIE) Syariah Bengkalis, Riau, Indonesia

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### Abstract

**Background:** Traditional markets are essential to many people for shopping and fulfilling their daily needs is necessary to study people's purchase behavior, especially regarding purchase interest, in an era of increasingly advanced technological developments including e-commerce.

**Objective:** This study aims to show the effect of e-commerce on people's purchase interest in traditional markets.

**Method:** This type of study is descriptive and quantitative, with primary and secondary data sources. The primary data is taken from questionnaires and interviews, while the secondary data is taken from some literatures. The population of the study is the people of Bengkalis Regency, Riau Indonesia in amount of 564,689 people in total. This study used random sampling. The sample measurement technique uses the Slovin approach and obtained a total of 400 respondent and for the data analysis, this study used simple linear regression.

**Results:** The results of the study show that e-commerce positively and significantly affects people's purchase interest in traditional markets.

**Conclusion:** E-commerce positively and significantly affects the purchase interest of the Bengkalis people in traditional markets as much as 66.1% and the rest 33.9% is affected by other factors. Nevertheless, most people only use e-commerce as a catalogue to gain new information about a product, their purchase interest remains mostly buying the product in traditional markets. This study will theoretically enrich the previous existing theories and practically becomes a reference for business-persons to increase people's purchase interest.

**Keywords:** purchase interest; buying interest; purchase intention; e-commerce; traditional market

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## 1. Introduction

From 2019 to 2022, the study of purchase interest or purchase intention has become an exciting phenomenon for researchers worldwide. This phenomenon occurs because of the problem on how the

<sup>1</sup> Corresponding author.

E-mail address: deckydb@gmail.com

purchase interest or purchase intention of the public affects a business. Although purchase interest or purchase intention has been widely studied, it remains an exciting study to be observed in some parts of the world, such as studies on purchase interest in clothes in India (Bhatia, 2019); purchase intentions of green products in the United States (Choi & Johnson, 2019); purchase intentions of beauty and fashion products in France (Sokolova & Kefi, 2020); purchase intentions through social media in Germany (Weismueller et al., 2020); purchase intentions of products in Thailand (Puriwat & Tripopsakul, 2021); consumers' online purchase intentions in China (Ma et al., 2021); purchase intentions of green products in Brazil (Costa et al., 2021); purchase intentions of non-green products in Malaysia (Munerah et al., 2021); consumers' purchase interest through social media in Indonesia (Laini et al., 2022); purchase intentions of green cosmetics in South Africa (Shimul et al., 2022); purchase intentions through social media in the United States (Bu et al., 2022); purchase intentions of organic vegetables in the European Union (Loera et al., 2022). However, none of these studies examined the purchase interest or intentions of buyers in traditional markets.

Traditional markets are essential for most people to shop in fulfilling their daily needs (Smith & Richards, 2013). Factors influencing people's shopping behavior at traditional markets are facilities, environment, prices, and payment procedures (Handayani et al., 2019). However, with the rapid development of information technology, e-commerce has eventually emerged. The presence of e-commerce can also affect people's behavior in shopping (Maskuroh et al., 2022). The growth of e-commerce and its transactions from year to year is increasing. This is proven by We Are Social's data in January 2022 that the number of people who shopped for products online reached 3.78 billion, with a total transaction of \$3.85 trillion (We Are Social, 2022). Furthermore, the number of online transactions for electronic products reached \$988.4 billion, fashion \$904.5 billion, furniture \$436.8 billion, toys and hobbies \$392.9 billion, personal and household care \$381.5 billion, food \$376.6 billion, \$211.5 billion in drinks, and \$155 billion in physical media (We Are Social, 2022).

By this point, the study of purchase interest has many factors influencing it with mixed results. Reflections on the effect of brand image on purchase interest have been conducted by some researchers (Cham et al., 2018; Dash et al., 2021; Isnarno et al., 2018). Studies on the effect of trust on purchase interest have been conducted by some other researchers (Laini et al., 2022; Moslehpour et al., 2020; Neumann et al., 2021; Qalati et al., 2021; Weismueller et al., 2020; Yen & Chiang, 2021). Studies on the effect of product quality on purchase interest have been conducted by some observers (Foster & Johansyah, 2019; Suganda, Handayani, et al., 2021). Studies on attitudes toward purchase interest have been conducted by (Ahmed et al., 2021; Chetioui et al., 2021; Kumar et al., 2021; Lim & An, 2021; Qi & Ploeger, 2021; Rausch & Kopplin, 2021; Sharma et al., 2021; Vahdat et al., 2021; Zhu & Kanjanamekanant, 2021). Studies on norms for purchase interest have been conducted by (Hamzah & Tanwir, 2021; Munerah et al., 2021; Sahir et al., 2021; Wang et al., 2021). Studies on corporate social responsibility on purchase interest have been conducted by (Cheng et al., 2021; Gupta et al., 2021). Studies on word of mouth on purchase interest have been conducted by (Park et al., 2021; Wijaya et al., 2021).

Studies on other factors that influence purchase interest are brand love, brand involvement, preference, awareness, involvement, followers, motivation, social interaction, and credibility (Adawiyah et al., 2021; Addo et al., 2021; Akram et al., 2021; Sokolova & Kefi, 2020; Verma, 2021). Furthermore, studies on the indirect influence of e-commerce on purchase interest in terms of system reputation, ease of use of the website, website linkage services, website quality, and social media have been conducted by (N. Chen & Yang, (2021); Kusuma et al., (2020); Maskuroh et al. (, 2022); Qalati et al., (2021). However, from all these studies, no studies have been found regarding the direct influence of e-commerce on people's purchase interest, especially in traditional markets. Therefore, based on the phenomena and facts of the existing literature, this study aims to examine more deeply about the influence of e-commerce on people's purchase interest in traditional markets. This study will present evidence of e-commerce factors influencing people's purchase interest in traditional markets.

## 2. Literature Review

### 2.1. Behavioral Theory

Behavior is one part of dynamic individual psychology that can be identified from the causes and effects of a situation in the surrounding environment, manifested in fantasy, communication, and physical activity (Woodruff, 1949). Behavior tends to concentrate on historical patterns of change without needing adjustment at the group or population level (Alexander, 1975). Behavior consists of several aspects: evaluation, expressive, affective, and executive (Woodruff, 1949). Therefore, behavior can be interpreted as an individual reaction to the convergence of physiological, social, ego, impressions, beliefs, concepts, tastes, preferences, and objective and subjective reality (Woodruff, 1949). The theory of planned behavior often uses understanding consumer behavior as a fundamental theory (Bashir et al., 2019). Several study problems related to planned behavior consist of behavior, behavioral intentions, attitudes, and beliefs (Ajzen, 1985).

### 2.2. Purchase Interest

Purchase interest is almost the same as purchase intentions, which is the desired business result (Puriwat & Tripopsakul, 2021). Interest in individuals shows a tendency to focus on objects of interest (Pahala et al., 2021). Interest arises because of the influence from within and outside an individual (Pahala et al., 2021). Interest can be influenced by internal motivation factors, social motives, emotional, environmental, incentives, income, prices, and benefits (C.-C. Chen et al., 2018; Greene, 2020; Kusuma et al., 2020). Purchase interest reflects individual behavior and desire to buy something (Suganda, Hapsari, et al., 2021). Purchase interest in consumer behavior appears in response to objects that indicate an individual's desire to make a purchase (Kotler et al., 2018; Morwitz, 2012; Zou, 2018). Purchase interest can be enthusiasm to buy something according to existing trends (Pahala et al., 2021). Purchase intention also refers to an individual's willingness to buy something at a particular time or in a specific situation (Morwitz, 2012). This is obtained from learning and thinking to form perceptions and generate motivation for what they think; finally, when individuals need to fulfill their needs, it is necessary to actualize what they have been thinking (Kusuma et al., 2020). Vital interests or intentions tend to be involved in certain behaviors because there are motivational factors in doing these behaviors (Ajzen, 1991; Shin et al., 2018).

### 2.3. E-commerce

E-commerce is generally buying and selling goods or services between business companies, individuals, households, governments, and public organizations through computer networks (Hendarsyah, 2019; Larasati & Agustin, 2019). E-commerce is the use of internet technology in digital business transactions between companies and individuals (As'ad et al., 2021; Sinha & Singh, 2017; Turban et al., 2015). Business transactions include buying and selling activities, advertising, marketing, customer support, security, delivery, and payments (Sriram et al., 2019; Turban et al., 2015). E-commerce is a digital activity in business transactions, which can be accessed anywhere and anytime without relying on the geographical conditions of an area (Kusuma et al., 2020). E-commerce has ubiquity, richness, global reach, universal standards, information density, interactivity, personalization, customization, and social technology (Laudon & Traver, 2014). In terms of connection and communication, e-commerce involves determining product positioning and delivery processes as well as providing the best service to consumers using GPS (Global Positioning System), web, and EDI (Electronic Data Inerchange) technology (Riaz et al., 2021).

### 2.4. Hypothesis Development

E-commerce can affect people's behavior in shopping (Maskuroh et al., 2022). People's behavior in shopping can be in the form of purchase interest (Watson et al., 2018). A study on the indirect effect of e-commerce on purchase interest conducted by Kusuma et al. (2020) found that the system's reputation affects purchase interest. Then a study conducted by N. Chen & Yang (2021) found that the ease of

using the website affects consumer purchase interest. Further studies carried out by Qalati et al. (2021) found that the quality of the website affects purchase interest. Based on this, the hypothesis can be formulated as: H1: e-commerce affects people's purchase interest in traditional markets.

### 3. Method

This study was conducted in the Sukaramai traditional market, Bengkalis Regency, Riau, Indonesia, which primarily sells apparel. This type of study is descriptive and quantitative. The population of the study is the people of the Bengkalis district, totalling 564,689 people (BPS, 2020). The sampling technique used random sampling. The technique of measuring the number of samples using the Slovin approach obtained a total sample of 400 respondents. The study variables consist of e-commerce as the independent variable and purchase interest as the dependent variable. In terms of data sources, the primary data are taken from questionnaires and interviews. While the secondary data are taken from some literatures. The questionnaire was formed using a Likert scale with five categories, namely strongly agree (1), agree (2), neutral (3), disagree (4), and strongly disagree (5). The data analysis technique uses simple linear regression with the help of SPSS software which has previously been tested for its validity, reliability, and normality.

### 4. Results

#### 4.1. Hypothesis Development

The data were collected by filling out a questionnaire. Questionnaires were distributed randomly to 400 people from the people of Bengkalis Regency, Riau, Indonesia. All respondents filled out and returned the questionnaire so that the questionnaire data obtained from the respondents was as many as 400. After the data was processed, the data related to the characteristic of the respondent were classified based on the gender and age of the respondents, as well as the recapitulation of the questionnaire. Based on gender, data was obtained from male respondents, as many as 98 people (24.5%), and female, as many as 302 people (75.5%). While related to the age, the data was obtained from respondents between 21 and 30 years old, as many as 134 people (33.5%) between 31 and 40 years, as many as 164 people (41%), and between 41 and 50 years as many as 102 people (25.5 %). The results of the questionnaire recapitulation show that based on the purchase interest variable, people answered strongly agree (19%), agree (39%), neutral (32%), disagree (8%), and strongly disagree (2%). Based on the e-commerce variable, people answered strongly agree (20%), agree (31%), neutral (33%), disagree (10%), and strongly disagree (6%).

#### 4.2. Validity and Reliability Test

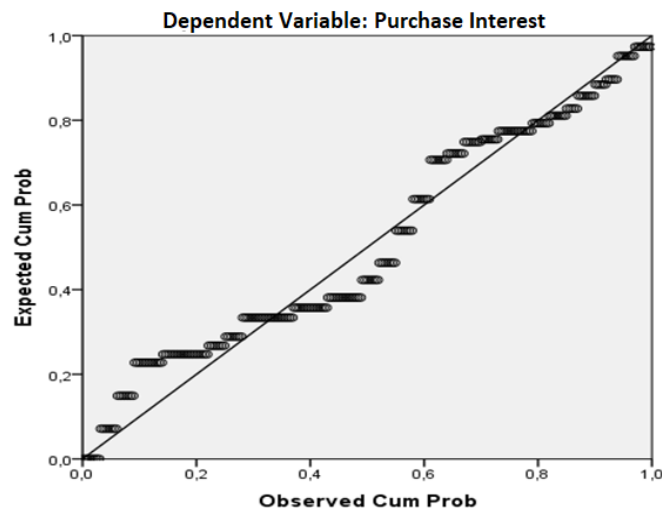
The validity test requires the r-table value to be compared with the r-statistics of each variable statement item. Based on the number of samples, as many as 400 people, and a significant value of 5%, the r-table value of 0.098 was obtained. The validity test results show that all items of the statement of purchase interest variable have r-statistics values between 0.207 and 0.600. The e-commerce variable obtained r-statistics values between 0.145 and 0.665. When the r-statistic of the two variables is compared with the r-table value, the r-statistic value is greater than the r-table, meaning that the questionnaire data is valid.

The reliability test was carried out to compare the value of Cronbach's alpha with the minimum reliability limit value of 0.6. The reliability test results show that the value of Cronbach's alpha for the purchase interest variable is 0.708 and the e-commerce variable is 0.727. Viewed from the value of Cronbach's alpha, each variable appears to be more than 0.6, which means that the questionnaire data is reliable.

#### 4.3. Validity and Reliability Test

The normality test was carried out using the Kolmogorov-Smirnov test apparatus and the normal p-p plot graph. Kolmogorov-Smirnov test results show that the A-Symp Sig. value of 0.631, the value is

more significant than 0.05. The normal p-p plot graph shows that the plots are spread out following the diagonal line (Figure 1). Based on the two tests, it can be said that the questionnaire data is normally distributed.



Source: Primary data (processed)

**Figure 1.** Normal P-P Plot

#### 4.4. Hypothesis Test

A hypothesis test was carried out using t-statistics because only two variables were tested. In t-statistics, it is necessary to compare the t-table value with t-statistics. The t-table value is 1.972 from the t-table distribution based on the df (degree of freedom) value of 398 and a significant 5%. Based on Table 1, the regression equation can be formulated:  $Y = 19.291 + 0.177X$ , meaning that if the e-commerce variable (X) is assumed to be zero, then people's purchase interest (Y) increases by 19.291. If one unit of e-commerce value (X) is added, then people's purchase interest (Y) will increase by 0.177. Then Table 1 shows that  $X \rightarrow Y$  has a t-statistics value of 5.004, sig 0.000, and R-Square 0.661 (66.1 %). The value of t-statistics (5.004) is greater than the t-table (1.972). The value of sig. (0.000) smaller than 0.05, so hypothesis H1 is supported.

**Table 1.** Hypothesis test results

Model	Coefficient	T-Statistics	Sig.	R-Square
(Constant)	19.291	9.693	0.000	-
$X \rightarrow Y$	0.177	5.004	0.000	0.661

Source: primary data (processed)

## 5. Discussion

The results of the study indicate that hypothesis H1 is supported, meaning that e-commerce significantly affects people's purchase interest in traditional markets. The value of the e-commerce coefficient shows a positive number, meaning that e-commerce positively and significantly affects people's purchase interest in traditional markets, with a significant influence of 66.1%. This indicates that with the increasing presence of e-commerce, more people's purchase interest in traditional markets increases. On the other hand, the lower the presence of e-commerce, the people's purchase interest in traditional markets will be lower as well. This statement follows behavioral theory, where people's behavior is more likely to concentrate focus on patterns of change without the need for adjustment. This is also obtained from the thinking process of the community so that it can form perceptions and generate

motivation for what they think. When they want to fulfill their needs, people will actualize what has been considered before, so that purchase interest in traditional markets always follows the existence of e-commerce.

The existence of e-commerce is beneficial for traditional market traders in updating the availability of their products in terms of the latest types and models. Merchants also take advantage of social media-based e-commerce to promote their wares. This is in line with what has been conveyed by one of the traders at the Sukaramai traditional market, who stated that they, as merchants, also have to keep up with technological developments by promoting their products through social media so that interested customers can come to the store to shop. This proves that the existence of e-commerce can stimulate people's interest in purchasing goods directly in traditional markets. People, in general, are more interested in searching online first, either through marketplaces such as e-commerce or social media, when they want to buy an item. When they find the correct item, they will be interested in purchasing it. This is in line with one respondent who stated that online stores are only used to browse goods but still shop at traditional markets. This proves that some people use e-commerce as a catalog before eventually shop at traditional markets. Therefore, e-commerce can provide convenience to the general public, in line with Foeh et al. (2022) statement that the convenience provided by e-commerce can increase purchase interest.

The results of this study are supported by Maskuroh et al. (2022) who states that e-commerce can affect people's behavior in shopping. Then the results of this study are also in line with the findings of the study conducted by Kusuma et al. (2020); Qalati et al. (2021) which state that e-commerce indirectly affects consumer purchase interest following the variables studied by each researcher. Furthermore, the results of this study are also supported by N. Chen & Yang (2021) states that using e-commerce in different areas will provide different experiences and attract consumers with different qualities.

## 6. Conclusions

Based on the results of the study, it is observed that e-commerce positively and significantly affects people's purchase interest in traditional markets. E-Commerce affects purchase interest by 66.1%. However, most people only use e-commerce as a catalog to gain new information about a product, since their purchase interest remains mostly buying the product in traditional markets. This study will theoretically enrich the previous existing theories and practically becomes a reference for businesspersons to increase people's purchase interest. This study has limitations in terms of variables and the number of samples. Further research are highly needed, especially by increasing the number of samples and expanding study some variables such as; comfort, security, convenience, trust, and other related variables which appears to take 33.9% in the current study.

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