



# Adaptation of Fashion Product Merchants in Anticipation of the Development of Online Shops in the Unsteady Market of Gowa Regency

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## ABSTRACT

This study aims to find out: (1) How the socio-economic impact of the development of online shop of the fashion product traders at the Limbung market of Gowa regency, (2) How the fashion product trader adaptive strategy in anticipating the development of the online shop at the Limbung market of Gowa regency. The type of research used is descriptive qualitative using a purposive sampling technique, namely collecting data by observation, interviews and documentation which serves as a reference material to obtain accurate data and is related to the problems in this study. The results of this study indicate that; (1) The socio-economic impact of the development of the online shop of the fashion product traders, that is (a) Social activities, the social activities of the traders go their way, but the traders try to have a good interaction with the customer to make the customer want to shop at their kiosk. (b) Education, the development of online shop has to a greater or lesser degree effect on meeting the education needs of the trader's children. (c) Livelihood, some trader has other livelihood besides sell the fashion product, while other traders make a living only sell at the market. (d) Revenue, the development of the online shop makes the revenue of fashion product traders go down. Fashion product trader adaption strategies in anticipating the development of online shop, that is (a) Following the new trends, fashion prouduct traders follow the trend as a strategy to keep up with the online shop. (b) Reduce supply of goods, traders do this as a form of adaptation strategies to keep the business from going bankrupt. (c) Adjusts the price of goods, traders sell their product with prices not too different from those on the online shop to attract customers.

**Keywords:** Adaptation of trader; development of online shop; Socio-economic impact.

## 1. INTRODUCTION

In modern times, it is easier for people to do various things. Technology has developed so rapidly that human activities are no longer limited by time and space (Corsi, 2020; Suci et al., 2021; Venkatraman, 2017). Technology that is increasingly developing at this time is not only in the field of information and communication, but has now entered the business field. Social media users are so many that some people use social media as a place to do business. The place of business in question is the business / trade world with an online buying and selling system known as an online shop. Online shop is a way for someone to

market and promote goods / products in merchandise to online buyers.

An online shop is a place where goods or services are traded remotely or without face-to-face meetings, with buyers and sellers conducting transactions online using technology called smartphones. The number of online shop merchants is increasing compared to traditional merchants. Just by looking at the price, shape and quality online, consumers can already buy whatever goods they want. Various conveniences are offered such as payment activities that can be done with the COD system or pay on the spot and bank transfers, then consumers only need to wait for the ordered goods to be sent by the seller to the address

that has been listed during the transaction (Gallardo et al., 2018; Manaf et al., 2018; Senthilkumar et al., 2017).

Traditional traders are buying and selling activities that present sellers and buyers physically meet and transact. Traditional traders have something in common with those in the market, both transacting by being physically present. But with the presence of E-Commerce like Lazada, Shopee, Tokopedia and many others are part of the times, resulting in a decline in the traditional trading system.

In the midst of the rise of the online sales system or what is usually called an online shop, resulting in a significant decrease in income by traditional merchants. To deal with these problems, traditional traders must look for innovations or other alternatives to be able to attract consumers to buy the products or merchandise they sell. Improvement of product quality is one that must be considered in addition to affordable prices to increase consumer confidence in the product.

The development of online shops has also penetrated the Limbung community. In the past, people did shopping for fashion products by visiting the Limbung market. However, due to the rise of online shops today, the purchase of fashion products in the Limbung market began to be less in demand by the public. People only come to the market to buy food and shelter needs, or those who buy fashion products in the market are old people who do not understand online purchases. Fashion products such as shoes, bags, clothes and accessories can be used for a period of one year with normal use and are products with long-term use

From the initial observations made, researchers got a statement from fashion product traders in the Limbung market, that the development of this online shop is very influential with merchant sales, because people are more interested in shopping at online shops because the prices offered are much more affordable when compared to those in the market, automatically people are more tempted to shop online. As for those who come to shop at the market, only mothers who do not understand online shopping.

People prefer to buy fashion products through online shops because the products sold by online shops are cheaper. The rise of this online shop has resulted in fashion product traders in the Limbung market being marginalized and sometimes low-income. This problem makes traders encouraged to take the

initiative to provide quality products at more affordable prices in order to attract consumers.

As is the case with the statement of merchants in Pasar Limbung that to compete with online shops, merchants offer the same prices as those in online shops, besides that merchants also offer better product quality. Because according to merchants, the quality of products in online shops sometimes does not match consumer expectations.

Traders must have an adaptation strategy designed to survive in the midst of this online shop development. Strategy is a way to achieve a specific goal. Meanwhile, adaptation is a response of one's behavior to changes in the environment, which allows a person to regulate or adapt his behavior and actions in such a way according to existing situations and conditions. In this case, adaptation strategies are essentially efforts to achieve goals or have to face changes in environmental and social conditions in order to survive (Itani et al., 2020; Vilkina & Klimovets, 2019; Yang & Lin, 2014).

Based on initial observations by conducting interviews with traders, the socio-economic impact of traders due to the rampant development of online shops, namely, the primary social impact of traders is low income and experiencing obstacles in meeting family needs. While the impact of secondary social, namely with the rampant development of online shops, merchants experience secondary impacts in terms of the trading environment that becomes empty of visitors. The economic impact felt by merchants with the rise of this online shop is the sale of goods.

Online shops grow and develop along with technological developments, which will continue to cause setbacks for fashion product traders in the Gowa Regency Limbung Market if not balanced by strategies, traders must think of adaptation strategies in anticipating the development of online shops so as not to go bankrupt and close.

According to (Neumeyer, 2021) adaptation is a personal adjustment to the environment, this adjustment can mean changing the environment according to personal wishes.

Meanwhile, Robert K. Merton states the typology of how to adapt to a situation which is divided into five, namely:

1. Conformity is an adaptation made by accepting a new culture that has a good influence on the goals and methods used.
2. Innovation is a process of adaptation carried out by accepting a new culture by paying attention to its goals and rejecting the methods usually used.
3. Ritualism is an adaptation by referring to a rejection of the goals of the new culture, but acceptance of the usual means used in the new culture.
4. Retreatism, is something that refers to a complete rejection of the influence of a new culture, both in terms of goals and commonly used methods, and feeling sufficient with the existing culture, even though the culture lags far enough from the culture of the surrounding community.
5. Rebellion is an adaptation that takes place by rejecting or opposing the culture of the developed environment and replacing it with a new culture of its own.

## 2. METHOD

This research uses a type of qualitative research with a descriptive approach. Descriptive qualitative research methods are used to provide an overview in the form of in-depth descriptions of the adaptations made by fashion product traders in anticipation of the rise of online shops in Pasar Limbung, Kabupaten Gowa. Qualitative research according to (Neri et al., 2023) is a research process that aims to obtain an understanding of human and social phenomena by providing a comprehensive and complex picture. According to (Crang, 2003) The descriptive nature of qualitative research means that research aims to provide a systematic, accurate, and factual view of a fact, characteristic or relationship between the phenomena studied.

This research was located in a traditional market located in Limbung Village, Bajeng District, Gowa Regency, South Sulawesi Province. Researchers chose this market as the location of the study because this market is the only market in Limbung Village and also researchers see that this market has begun to be empty of visitors.

Information in this study was obtained through a process of direct interviews with informants to get a much clearer picture. In determining informants used purposive sampling techniques. According to (Kandade et al., 2021) purposive sampling technique is a technique in taking samples by doing a certain consideration. These considerations, for example, the

person is considered to know best about what we expect, or maybe he masters so that it can make it easier for researchers to explore the object / social situation studied. This research was conducted by collecting data / information from several traders of traditional market fashion products in Limbung who have been selling vulnerable for 5-10 years as the main informant and also market managers as supporting informants.

## 3. RESULT AND DISCUSSION

### 3.1 Research Site Overview

Limbung People's Market is the only traditional market in Limbung Village. The market is one of the trading centers that sells many types of merchandise that can be used by the community in meeting their needs. Various types of goods sold include clothing, gold, accessories, pants, shoes, bags, school uniforms, household furniture, basic necessities (meat, vegetables, fish, and other foodstuffs), and other mixed materials.

Limbung People's Market is located on Jalan Pendidikan, Limbung Village, Bajeng District, Gowa Regency, South Sulawesi Province. This market is located on the side of the Limbung-Takalar axis road and is around residential areas so it is very strategic. Pasar Rakyat Limbung operates every Wednesday, Friday and Sunday for traders of fashion products (clothes, bags, shoes, accessories), skincare, and school supplies operating from 07.30-12.00 WITA, while traders who sell groceries and boards operate every day from 08.00-17.00 WITA. The traders at the Limbung People's market are all from Gowa Regency. There are around  $\pm$  517 traders who sell various types of merchandise.

The organizational structure of the Limbung people's market consists of the head of the market on behalf of Ruslan Dg Bantang, the market manager on behalf of Safaruddin Dg Siala and the market distributor on behalf of Abdul Rasyid Dg Gau.

### 3.2 Socio-Economic Impact of Online Shop Development on Fashion Product Merchants in Limbung Market, Gowa Regency

Socio-economic is a position owned by a person in a community whose determination is based on income, education and economic activity. Every change has its own consequences for society, because over time, change cannot be separated from the impact it will cause. The socio-economic impact felt by fashion product traders is the social impact regarding aspects of education, aspects of social activities and social

relations of traders individually and in groups. Which is used in an order, both cultural and structural, with all social elements that have to do with the market environment.

Based on the first problem formulation about the socio-economic impact of fashion product merchants in anticipating the development of online shops, it can be divided into four parts, namely: social activities, education, livelihood, and income. To clarify the information, researchers have conducted interviews with informants as objects in the study, here is the description:

### *1. Social Activities*

Social activity is a dynamic social relationship that includes relationships between individuals, between groups of people, and between individuals and groups of people. Social activities are activities carried out jointly by the community in a place or around it in everyday life or in this study can be said to be interactions carried out by fashion product traders in the market environment.

In Merton's perspective, the social activity of fashion product traders in the Limbung market is a form of conformity adaptation. Based on the findings of this study, fashion product traders in the Limbung market admitted that after the rise of online shops they still live their lives as usual. The activities carried out by traders remain the same, such as following social gatherings in the market and still interacting well with other traders and friendly to buyers or market visitors.

The adaptation made by fashion product merchants to the emergence of online shops is evidence of their adjustment steps to changes that exist in society, where shopping activities or trading activities are generally carried out directly, namely meeting each other merchants and buyers in real, buyers come to the market and see firsthand the goods they want to buy and even try them. However, with technological advances that gave rise to online shops, the way of trading that was done also changed. In the online shop system, interaction or shopping activities are not carried out in real or in other words, merchants and buyers no longer meet in person, but only through smartphones.

The changes that occurred after the rise of online shops were felt by fashion product traders in the Limbung market, so that they could adjust themselves to achieve the desired goals in accordance with the prevailing norms in society.

### *2. Education*

In general, education means the effort to show the growth of ethics (character) and mind (intellect) in children. Like the fashion product traders in the Limbung market who want their children to be able to go to school as high as possible so that they can have a better life in the future. But with the rampant development of online shops today, merchants feel a little impact where their income becomes reduced, making it a little difficult for them to meet their children's educational needs.

Based on the findings of this study, the development of online shops has an impact on the income / income of traders which of course is an obstacle for some fashion product traders in the Limbung market to send their children to college. As it is known that education is the main thing to support a bright future, what every trader feels about this educational problem is more or less something that must be paid more attention.

In Merton's perspective, the adaptation made by fashion product traders in the Limbung market to the impact felt by traders in the education sector is evidence of conformity as a self-perceived thing and has its own purpose in individuals. The adaptation made by traders in seeing this problem is to continue their lives by remaining a trader of fashion products in order to achieve the goal of life, which is to get a proper education for their children and according to the standards that exist in society.

### *3. Livelihood*

Livelihood is work or activity that a person does in order to meet the needs of daily life. Livelihood is something that greatly affects or plays an important role in human life, because without livelihood, humans will encounter many problems in their lives. Man is endowed with reason and intelligence, with both of these he can develop his abilities, create, perfect himself or choose the livelihood work he wants.

Based on the findings of this study, some fashion product traders in the Limbung market have a livelihood other than trading, but there are also those who only rely on the results of their merchandise. One of the fashion product traders said that in addition to trading fashion products in the market, he also worked as a security. In addition, he said that since the rise of online shops that made his income decrease, this

fashion product trader began to sell in other markets. This is a step or strategy taken so that income in trading remains stable and the business does not close. Similar to fashion product traders whose livelihood is only trading, in the face of the development of this online shop they also have a strategy to keep their business running.

The adaptation of fashion product traders in the Limbung market in maintaining their livelihoods in Merton's perspective is proof of the adaptation of innovation. Livelihood is work or activity that a person does in order to meet the needs of daily life. In the process of meeting the needs of life, individuals will always look for ways so that their needs can be met. The impact felt by fashion product traders in the Limbung market from the development of online shops on the livelihood of traders is slightly disrupted, where they feel anxious if in the future their source of livelihood will be eliminated by online shops. By carrying out a strategy, traders hope to be able to maintain their livelihood and be able to meet their needs and survival.

#### 4. Income

Income is all receipts both in non-cash and cash forms originating from other individuals, which is a result of sales activities of products / goods or services in a certain period. The income of this research informant came from the results of trading fashion products. But with the development of online shops today, fashion product merchants become short of income.

People who generally want to shop will definitely go to the market, but lately people prefer to shop online especially fashion products. This is because shopping online is very easy, just order and then wait until the order comes to the house. In addition, sometimes products in online shops provide prices that are much more affordable than products on the market. So that online shops make people's purchasing power decrease.

The decline in the income of this trader is quite significant, which used to be one of the fashion product traders could get a net income of around Rp. 500,000 / market day, but since the rise of online shops he only got around Rp. 300,000 / market day. This decrease in income is certainly enough to have an impact on meeting the needs of traders' lives.

Based on the results of the research described above, this will be in accordance with the theory of innovation adaptation, where traders accept a change

in trading from meeting directly to trading that does not require traders and buyers to meet physically (online shop), but traders of fashion products in the market do not participate in trading or selling online in order to get better income / income. They choose to carry out various strategies and bring out creativity to be able to maintain income stability, so as to meet their needs. They adapt to the presence of the online shop without having to stop to trade in the market.

### 3.3. Fashion Product Merchants' Adaptation Strategy in Anticipating the Development of Online Shop in the Unsteady Market

The market is a place where a transaction of buying and selling goods occurs which is another option from minimarkets, shops and supermarkets. Traders of fashion products in the market carry out buying and selling activities by meeting directly between traders and buyers.

The problem for market traders is that current developments focus on a system that is digital or commonly called online where everyone can choose and buy any item they want easily. But this convenience does not solely make people careless in buying a product. Because in reality consumers make traditional markets and traders as alternative choices to get products with clear quality.

Thus, fashion product traders in the Limbung market must apply strategies or adaptation steps in order to adjust to technological advances with the development of online shops. Merchants must be able to adapt to the current digital era (online) so as not to be replaced by online shops that are favorites of the surrounding community.

#### 1. Following the Latest Model Trends

Not only buyers or consumers must follow the latest trends so as not to miss the model, but traders must also keep up with the trends. Now online traders are the first to know about the latest trend developments. They first know the changes and developments in the trends of the latest model items. With that online traders can read consumer interests and make them grow and collapse traders in the market.

Fashion product traders in the Limbung market not only immediately remain silent with the development of this online shop, they also take advantage of the development of the online shop. Merchants pay attention to online shops to find out what trends are in demand by consumers. This is a

form of merchant adaptation strategy so that it can compete with online shops and not be shifted.

As time goes by, inevitably they still have to adapt to the emergence of the phenomenon, they must have steps to adjust themselves and adapt and not necessarily only think about the negative impacts they feel but think more about the positive impacts as well and find out what and how to also be able to take advantage of the emergence of this online shop phenomenon.

They adapt by following the latest model trends of existing fashion products and see the needs and interests of consumers by following online shop sales patterns without having to change the way they trade that they have done, adapting to the emergence of this online shop also helps them to further develop social activities in their environment based on existing boundaries from various different scopes, Similarly, they tend to imitate each other or follow new habits to keep going well.

In general, fashion items or products are most visible in a trend. Fashion products change models faster than other products. The trend of new models, especially fashion products, continues and changes according to the times and consumer interests. Not only buyers or consumers must follow the trend so as not to be left behind, but traders must also follow the latest model trends.

Based on the results of the research described above, this is in accordance with the theory of adaptation of innovation from Merton, where traders of fashion products in the market carry out strategies to follow the latest model trends by looking at fashion products that are viral and become people's favorites in online shops so that they can compete, it can be said that the adaptation made by these traders is an adaptation of innovation. They take advantage of femonema or the development of this online shop by making it a reference for their merchandise, without having to participate in selling online.

As a new individual trying to adjust to environmental changes that occur in society, it is a step to maintain social activities well and be able to accept each other. In the process of adaptation carried out by merchants who are different from online shops, to get to the stage where they are able to adjust and survive with all the changes that exist, of course, there are many things they have gone through. In addition, traders adapt while maintaining communication between traders, consumers and the surrounding

community. The adaptation they do certainly has a goal that they want to achieve.

The motivating factor that can bring them to the point of success in adapting is because there is an awareness within the community of their position, so that they appreciate and do not make a resistance to the new culture that exists in society. In making an adaptation, of course, they encounter many obstacles and obstacles. The main thing that can be an obstacle for traders in adapting is the existence of a system or structure and way of selling activities such as in the buying and selling process where the buying and selling process in the online shop system is no longer carried out in reality, while for buying and selling activities market traders are still carried out in reality.

## 2. Reducing Stock of Goods

The development of online shops can certainly affect buying and selling in traditional markets, because consumers who previously shopped in traditional markets mostly switched to online shops. For example, clothing merchants in traditional markets that are starting to be empty of buyers and some even go bankrupt because consumers switch to follow the trend by shopping from online shops. If this continues, online shops will have a major impact on traditional markets. Therefore, traders in the Limbung market do all strategies and steps so that they do not experience bankruptcy.

Reducing the stock of goods is one of the strategies carried out by fashion product traders in the Limbung market in adapting so that their business can survive in the midst of the rampant development of online shops today. Fashion product traders only stock up on trending items and don't stock too much, they will stock up as expected to sell only and will add goods if the stock is running low with the latest models.

In general, adaptation has ways to adapt itself to the situation and conditions of the environment. In this case, method is an arrangement of elements that have been settled about a phenomenon and can be used as an example in terms of describing or describing the phenomenon itself. The phenomenon of adaptation of fashion product merchants in the market to the emergence of online shops, in this study of course also has differences in the way of adaptation carried out by each trader, but nevertheless has the same goal, none other than to be able to survive for life and maintain their business so as not to close.

Based on the explanation above, this is in accordance with the perspective of the conformity

adaptation theory according to Merton. Conformity adaptation according to Merton in this study serves as a form of adjustment of individuals or groups that exist in society. Where in the aspect of social life the community already has rules or norms that have been accepted by the general public according to agreement and based on or based on the values that exist in society and in accordance with what and how the needs of the community with the aim of achieving social values as the hope of common welfare, which in this case is social life in the industrial world in the economic aspect to adapt in efforts maintain a source of income for survival.

A fairly decent trading system has a difference in structure between fashion product traders in the market and fashion product traders in online shops, making market traders develop adaptation strategies by reducing the stock of goods. Traders take steps to reduce the stock of goods so as not to go bankrupt or close the business, this is of course in accordance with existing norms in society and does not violate existing rules and culture. Traders choose this strategy as an effort to maintain their trading in order to still be able to make ends meet.

### 3. Adjusting the Price of Goods

Trade is one of the sectors in our economic system that plays a role in connecting the production sector with consumption. In the era of increasingly complex technology, a new business system has also emerged, namely online shops. The presence of a new transaction system also changes people's purchasing habits. Today, our society is a consumer society that craves new things and new ways of shopping. In the midst of the emergence of new transaction systems and shopping habits, the existence of traditional market traders is threatened. Traditional market traders must survive in the midst of the development of online shops.

Traditional markets are considered less effective in service, pricing, and competitive strategies to attract consumers. Market traders have an advantage in interacting with consumers, but the price factor also determines consumer choices. Traditional traders often discriminate in price, but traditional traders also have brand rights to certain products. But with market traders' concerns about the development of online shops that will shift the traditional buying and selling system, traders take a strategy by adjusting the prices of goods sold.

One effective product marketing strategy is a selling price that is not too expensive. So fashion product traders in Pasar Limbung also use this strategy in order to compete with online shops. Merchants adjust the price of goods sold with the price of goods in the online shop. They sell their wares not far from the prices online in order to attract buyers or consumers to shop. This is considered quite effective by merchants because consumers will think it is better to shop at the market directly because they can see the goods and also try them at prices that are not much different from the prices of goods in the online shop.

By looking at the results of the research described above, it has a conformity with the theory of conformity adaptation according to Merton. Fashion product traders in the Limbung market take a strategy of adjusting the price of goods, where currently the price of goods between the online shop and the price of goods on the market has a slight difference in selling prices, it is often found that selling goods in the online shop is slightly cheaper than the price of goods in the market, this is one source of triggering the instability of traders' income. But this is not a reason for them not to sell anymore, precisely with the emergence of this online shop is able to give them the impetus to adapt. So by adjusting the price of goods sold to prices in online shops, fashion product merchants in the market hope that this strategy can attract consumers or buyers to shop at them.

System changes that occur do not necessarily accept as changes that have a negative impact, but they are more concerned about the strategies they will do in order to continue to survive to meet all their needs, gradually over time they are able to adjust and get used to existing changes.

In adapting to new habits in the environment, humans are required to learn and understand new changes which of course is not an easy matter. When humans communicate in these circumstances, they will learn to understand the reality of changes that affect and play a role in social activities. Although it has a significant impact on the community, especially traders, it still maintains good social activities, to adapt to the emergence of online shops, community social activities are actually better intertwined between merchants which indirectly raises a higher sense of cooperation to jointly seek solutions to the problems they are facing so that they directly establish familiarity and more easily blend in with the community. Adapting to opening up and keeping up

with changes in a new environment is an excellent solution.

## 5. CONCLUSION

The conclusion that can be drawn based on the results of the study is based on the formulation of the problem that is made as the focus of reference in this study, namely, how the socio-economic impact of online shop development on fashion product traders and how the adaptation strategy of fashion product traders in anticipating the development of online shops in the Limbung Market, Gowa Regency. Based on the results of the analysis of field findings, the socio-economic impact of online shop development on fashion product traders in the Limbung Market, Gowa Regency, among others;

- 1) Impact of social activities With the development of online shops today, traders' social activities continue to run well, such as traders continue to follow social gatherings, both social gatherings in the home environment or social gatherings in the market, and they continue to interact well between fellow traders. There is no competition among merchants, because they consider that whether or not many buyers have become their respective sustenance.
  - 2) The impact of education can be concluded that the development of online shops today more or less certainly affects the education of the children of merchants. Income / income that began to decrease, of course, became an obstacle for some traders to send their children to college.
  - 3) The impact of livelihoods felt from the development of online shops on the livelihood of merchants is slightly disrupted, where they feel anxious if in the future their source of livelihood will be eliminated by online shops.
  - 4) The impact of merchant income decreases due to people's purchasing power that begins to decrease, where in this case people who used to want to shop will definitely go to the market, but now many people prefer to shop online because it is easier and more practical to just order from home and wait for the goods to come, no longer need to come to the market.
- 1) The adaptation of the latest model trend utilizes the emergence of online shops to see products that are viral and see how consumer behavior in using existing products, what, how and until when the product becomes trending and viral.
  - 2) Adaptation to reduce the stock of goods, market traders take steps by reducing the stock of goods in order to minimize losses.
  - 3) Adaptations adjust the price of goods, market traders adapt by comparing the prices of goods in the online shop with the prices of the goods they sell so that the prices are not much different.

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