

THE SHIFTING OF WOMEN SHOPPING BEHAVIOR IN THE CITY OF SURABAYA

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ABSTRACT

This research is about shifting the shopping behavior of women from traditional markets to mobile vegetable traders (*Mlijo*). The results of this study indicate that there is a shifting in shopping behavior of woman from traditional market to mobile vegetable traders. Thirteen themes emerges in this study motivate woman to shift their behavior in shopping for daily needs. This shifting behavior occurs because women feel more comfortable shopping at mobile vegetable traders (*Mlijo*) because they can buy the need in advance directly without leaving their homes or they make order by phone.

Keywords : “Consumer Behavior”, “Shifting Behavior”, “Shopping motivation”, “Mobile Vegetable Traders (*Mlijo*)”

1. INTRODUCTION

The People of Surabaya demographically consist of various educational background, jobs, and income that are different from one another so that it will affect their lifestyle in meeting their needs. As the second metropolis city in Indonesia and the capital of East Java Province, Surabaya has an area of around 333,063 km² with a population of 2,909, 257 people (2015).

As reported by the results of the research by experts at the SEMERU Research Institute from the mid-1970 to the 1990s, modern retailers were only concentrated in the upper middle regions in big cities in Indonesia. However, since 1998 when trade deregulation opened the retail sector to foreign investors, the modern retailers began to penetrate sub urban areas, including cities outside java. The rapid development of new markets has increased the number of shopping places. Some shopping places are very influential in making decisions to determine good shopping alternatives. (Devy, 2017) Various implication emerges as a result of the increasingly affordable prices. Although it has positive effect on consumers, competition between modern retailers may harm traditional retailers who trade in traditional markets and are generally small scale. So far there have been no studies that have carefully looked at the effects of encroachment of modern retailers on traditional traders in Indonesia. However poor conditions occur in traditional markets that are just waiting for time with their presence in the global retail competition. The failure in conventional market growth and the development of other modern markets are increasingly showing a shift in people’s preferences in meeting their daily needs (Devy, 2017)

There is a phenomenon that arises about the existence of other markets, although the condition of traditional markets and modern markets are very tight in Surabaya. The presence of mobile vegetable traders have given a new exciting experience in shopping. They approach the consumers and give excellent services. The presence of mobile vegetable traders is not something new, but the development of the real estate and housing sector in where the suburbs of Surabaya turned into dense housing has caused mobile vegetable traders peddle daily needs such as vegetables and side dishes.

The arrival of mobile vegetable traders (*mlijo*) in early morning makes it easier for woman to cook earlier for their families, especially working woman so that they can go to work on time without in hurry. Women had to shop daily needs in traditional retails before the mobile vegetable traders arose in the past time. Shopping in traditional retails required more time because sometimes the place was far away or jammed in traffic especially in the city of Surabaya. Several interviews that have been conducted by the author strongly suspect that the interest of the Surabaya’s people at this time tend to prefer shopping for daily vegetable needs and side dishes at mobile vegetable traders rather than shopping in traditional retails or modern retails. Housewives and working woman who prefer shopping at mobile vegetable traders will undoubtedly affect the existence of traditional markets. One side of life of this mobile vegetable trader can make the conventional market quiet, in contrast to the presence of this mobile vegetable traders, the traditional retails actually becomes more crowded because mobile vegetable traders can be a potential business partner for traders in traditional retails in the Face of competition with modern retails. Observing the phenomenon of shifting in Surabaya people’s shopping behavior, especially woman from traditional retails to mobile vegetable traders (*mlijo*.)The author feels the need to conduct urgent research to save the existence of traditional retails, because after all the presence of conventional markets in metropolitan cities must be maintained as a character and a necessity.

After viewing the above phenomena, thr problem formulation is obtained, the first is the theme of what affects consumers, especially woman in Surabaya, preferring to shop mobile vegetable traders compared to shopping

at traditional retailers. Based on the focus of the research study described above, the purpose of this study is to identify what themes motivate consumers, especially women in Surabaya, to shop at mobile vegetable traders (*mlijo*)

2. LITERATURE REVIEW

2.1 MOTIVES FOR SHOPPING

People's motives for shopping are a function of numerous variables, which may be unrelated to the actual buying of products. According to Tauber's study shopping motivations can be divided into two types of hidden motives: personal and social motives.

2.1.1 Personal motives

2.1.1.1 Role playing motive: reflects activities that are learned and are expected as part of a certain role or position in society such as mother, housewife, husband or student.

2.1.1.2 Diversion: shopping can offer opportunities to the shopper to escape from the routines of daily life and therefore represents a type of recreation and leisure activity.

2.1.1.3 Self gratification: the shopping trip may be to alleviate depression, loneliness and boredom as shopping can improve consumers's mood by spending money and buy something good.

2.1.1.4 Learning about new trends: people may go shopping to see new fashions, styling and product innovations as well as to obtain new ideas.

2.1.1.5 Physical activity: shopping can provide people with a considerable amount of walking in spacious and appealing retail center, particularly those who live in urban and crowded environments

2.1.1.6 Sensory stimulation: highlight the ability of retail institutions to provide many sensory benefits to consumers such as a pleasant background (light, color, music the scents) and handling of products.

2.1.2 Social motives

2.1.2.1 Social experiences outside the home: shopping represents an opportunity for meeting people and social interaction especially in traditional markets.

2.1.2.2 Communication with others having similar interests: when people shop for hobby related goods it may provide the opportunity to meet and communicate with other shoppers who have the same interest.

2.1.2.3 Peer group attraction stresses consumer's desires to be with their reference group provide opportunities for consumers to command attention and respect from others.

2.1.2.4 Status and authority: reflect shopping's ability to provide opportunities for consumers to command attention and respect from others.

2.1.2.5 Pleasure of bargaining : for many shoppers, bargaining is a degrading activity whereby haggling implies that one is "cheap". Others however appear to enjoy the process believing that, with bargaining, goods can be reduced to a more reasonable price.

2.2 DEFINITION OF MOBILE VEGETABLE TRADER

The mobile vegetable trader is one of the businesses that carry out retail trading activities and is carried out by mobile in a specific area. Mobile vegetable traders can also be interpreted as one of the businesses that constitute a trading activity by selling it sometimes retailed to housewives (Fathoni, 2015). Mobile vegetable traders are informal sector businesses with insignificant capital and tend to remain constant from time to time (Susanti, 2015). Mobile vegetable traders are traders whose products are in the form of various types of vegetables that are brought to homes to meet the needs of consumers (Erlis et al., 2013)

Mobile vegetable traders is the work in the informal sector, so it does not require specific educational qualification or selection that is complicated and strict for those who want to work. People who do not adequate opportunities and abilities to be accommodated in the formal sector then create economic activities in the informal sector as their best alternative for survival. The work of mobile vegetable traders does not require a lot of capital and specific skills or abilities.

Mobile vegetable traders have an essential role in supporting economic growth. The presence of mobile vegetable traders is, in essence, a threat to get vegetable traders that already exist in general. However if you see from the social side of the mobile vegetable traders have known each other with the vegetable traders in the housing. Considering there are some mobile vegetable sellers who buy vegetables in the vegetable traders in the market and when the vegetables stock from the garden has run low and seen from the side of the economy. The presence of mobile vegetable traders is beneficial for homemakers to get vegetables quickly. Seeing from the condition of mobile vegetable traders that are mostly dominated by women and some are selling on foot while carrying merchandise around housing, some are even selling by riding a motorcycle.

Based on the above definitions, it can be concluded that the mobile vegetable trader is one of the informal trade business that sells vegetables retail and is done by travelling around riding a bicycle, motorcycle, or car to consumers who need it.

2.3 THE CHARACTERISTICS OF A MOBILE VEGETABLE TRADER VIEWED FROM ITS BUSINESS.

The character of mobile vegetable traders can be seen from the side of MSMEs and also the informal sector. Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, the position of mobile vegetable trader included in micro and small business with the most significant business assets is Rp. 40-50 million. The turnover range obtained from mobile vegetable trader is Rp 40,000 to Rp 200,000 per day. With a turnover of that size, a turnover of Rp. 72,000,000 which shows that this business is an MSME business in a micro business position when viewed from the scale of assets or turnover received. This business is an individual business with its capital or loans (ahmad, 2016)

Meanwhile, for the characteristic of mobile vegetable traders seen from the position of the informal sector it can be explained that based on Law number 9 of 1995 mobile vegetable traders can also be included in the informal sector business with the characteristic of not having a business entity, the capital required is relatively small, the equipment needed is relatively small, use simple, not subject to tax collection and use a very simple administration. In addition, the informal sector can also be seen as complementary work for those who have work for those who have worked in the formal sector.

2.4 THE PROCESS OF MOBILE VEGETABLE TRADERS

Mobile vegetable traders start a business from before going to bed, they prepare *brojong* or other places used to store merchandise that will be brought tomorrow. Before leaving usually check back vehicles, especially bicycles and *brojong*, and not forget to bring money for changing.

Traders start their business in the early morning with their transportation equipment and capital. Traders go to the market to buy merchandise and later sell it back to customers. Arrangement of merchandise is placed in *brojong* that has been prepared and when it is deemed to be sufficient acting to depart to peddle goods to consumers.

Mobile vegetable traders usually sell to the route that is generally traversed every day to their customers. After the peddling activity was completed, the mobile vegetable trader rushed to the residence to calculate the profit and loss every day. The ability of mobile vegetable traders to be a benchmark for traders, whether able to last longer or not in the business. The profit that is too little or even loss will make the mobile vegetable trader stop peddling his business. However conversely if the income obtained is stable enough, it will make the trader able to survive or can also switch to vegetable trading business with a large scale. (Muftiadi, Anang & Maulina, 2016)

2.5 Benefits of the Existence of a Mobile Vegetable Trader

The existence of a mobile vegetable trader provides benefits to homemakers. Here are some of the benefits of being a mobile vegetable trader:

2.5.1 *Make it easy for customers*

Making it easy for customers to find vegetables to cook is one of the reasons customers no longer need to go to the market to buy vegetables. They only need to wait for the mobile vegetable traders in front of the house, especially for domestic workers who still have to do other work.

2.5.2 *Vegetables are still in a fresh state.*

You can be sure that the vegetables are still fresh because the mother in the housing just bought it from a mobile vegetable trader. Surely it will make customers happy because the vegetables that are present are always fresh. Nevertheless, mobile vegetable traders must understand manners and courtesy to deal with customers. Each customer has different traits and characters with the hospitality shown by the mobile vegetable traders, making housing mothers feel comfortable being their customers.

3. RESEARCH METHODS

This research is qualitative. The approach of this research to the phenomenology model. Phenomenology used in this study is empirical phenomenology, which emphasizes data collection based on the experiences of various individuals who have experiences of various individuals who have experienced the phenomenon (Oberg and Bell, 2012: Aspers, 2004). The use of empirical phenomenology provides information that is the informant of the experiences carried out so far women in the city of Surabaya in shopping at mobile vegetable traders. The sampling technique in this study was snowball sampling informants with the first criteria being the subjects in this study were women who shop at mobile vegetable traders. To determine the number of informants of women who shop at this mobile vegetable traders using snowball technique, namely by interviewing one person first, then finding another informant from the information of the first informant and so on until the saturation point. Determination of 20 informants consisted of 10 housewives and 10 working women and two mobile vegetable traders. The decision of a sample of 20 people is based on the consideration that the informants no longer provide varied information.

Table 1. Characteristics of Informant Demographics

Variable	Category	Total
Gender	Male	0
	Female	20
Status	Single	0
	Married	20
Age	20-30	1
	30-40	8
	40-50	2
	50-60	5
	>60	4
Work	Housewife	10
	Working woman	10
Income	2-3 million	6
	3-4 million	6
	4-5 million	1
	>5 million	7
Education	High School	9
	Bachelor	6
	Postgraduate	5

Source: Data Processing 2019

Interview technique in this research is an in-depth interview in its implementation using semi structured interviews that aim to find out more how consumers' shopping behavior in Surabaya and its relationship with mobile vegetable traders. Researchers also interviewed consumers who became customers. Informants are allowed to provide information such as storytelling and the information is recorded and recorded as documentation material. Interviews were conducted with informants of approximately 20 to 30 minutes. The use of semi structured interviews is done by preparing a set of questions for the interview.

Design questions compiled by the author that relate to consumer shopping behavior that is about shopping motivation. What reasons are encouraged women for shopping to mobile vegetable traders ?

During the interview, the researcher guided the informant following the arrangement of the questions that had been prepared. In this semi structured interview, the informant is allowed to give a free response, which can then be categorized.

Table 2 Vegetable Mobile Trader Consumer Research Theme

Theme	Quotes
1. More early morning	If I want to cook in the early morning, I just buy something in mobile vegetable traders because they have come to my home. (Working woman, 30 years old)
2. Transportation problems	I prefer to shop at mobile vegetable traders because of transportation

	problem. (House wife, 65 years old)
3. More Practical when shopping a little	If I shop it depends on what I need, If I want something is not to much and little, I just to buy at mobile vegetable traders. (Working woman, 55 years old)
4. Faster and save time	I shop at mobile vegetable traders because they sell many things so that it is not necessary to go to the market. If I still have vegetables in my home and maybe I just need spinach I buy at mobile vegetable traders. It is faster and save my time. (Housewife, 39 years old)
5. Can be more focused on shopping and planning	If I go to traditional retail sometimes I didn't focus on my purpose. There are many things which cheaper than other place so that I buy something that I didn't need before. (Working woman, 55 years old)
6. Lazy to go to the market	Surabaya is very hot for the climate. I am lazy to go to market because of this. The market also muddy and dirty especially in rainy season so that I prefer shop at mobile vegetable traders (House wife, 39 years old)
7. Cost effective	I buy my need at mobile vegetable traders because it is cheap and thrifty. I can buy just a little and it is packed at small pack. For example chicken is packed only ¼ or 1/5 kilograms, and fish only 2 pieces in one pack. (Working woman, 25 years old)
8. Complete and many choices	I buy for my need at mobile vegetable traders because there are many choices. Mobile vegetable traders serve many things not only vegetables and fish but also they sell pack of rice, sugar, flour etc. They also bring frozen foods and cooked foods. So that customers have many choices to buy at mobile vegetable traders. (Housewife, 39 years old)
9. Just mention shopping and as a complement	If I need a little ginger or candlenut or chili, sometimes I buy at mobile vegetable traders (working woman, 55 years old)
10. Empathy	Sometimes I buy at mobile vegetable traders because of pity. He always sell the goods in front of my home. I buy some because I feel pity of him. (Housewife, 35 years old)
11. Traders who have come along to the customer's home	I feel happy it is not necessary for me to go shopping far from my home. They have come along to customer's home. I also can save my money to go to the market because of transportation. (Housewife, 70 years old)
12. Can order Directly	Second, I can order everything what I need at mobile vegetable traders. To cook for tomorrow I can order directly. (housewife, 70 years old)
13. Market distance	Yes, I go shopping at mobile vegetable traders because is not far from my home, just go out to my gate. (housewife, 39 years old.)

Source: Data Processing 2019

4. RESULTS AND DISCUSSION

4.1 THE THEMES ARE THE REASONS FOR CONSUMERS TO SHOP AT VEGETABLE MOBILE TRADERS (MLIJO)

To answer the research objective which are the themes that are the reason for consumers, especially woman in Surabaya, to shop at mobile vegetable traders The result of the research is what reasons that motivate woman to buy their needs at mobile vegetable traders. There are 13 themes namely: More early morning, Transportation problems, More Practical when shopping a little, Can be more focused on shopping and planning Faster and save time, Lazy to go to the market, Cost effective, Complete and many choices, Just mention shopping and as a complement, Empathy, Traders who have come along to the customer's home, Can order Directly, Market distance.

The percentage of themes that motivate women shopping at mobile vegetable traders can be seen in figure 1 below. More early morning 40%, Transportation problems 15%, More Practical when shopping a little 30%, Can be more focused on shopping and planning 30%, Faster and save time 35%, Lazy to go to the market 45%, Cost effective 30%, Complete and many choices 30%, Just mention shopping and as a complement 20%, Empathy 50%, Traders who have come along to the customer's home 45%, Can order directly 75%, Market distance 35%. The most motivated motivation by women to shop at mobile vegetable traders is that customers can make order directly about 75%.

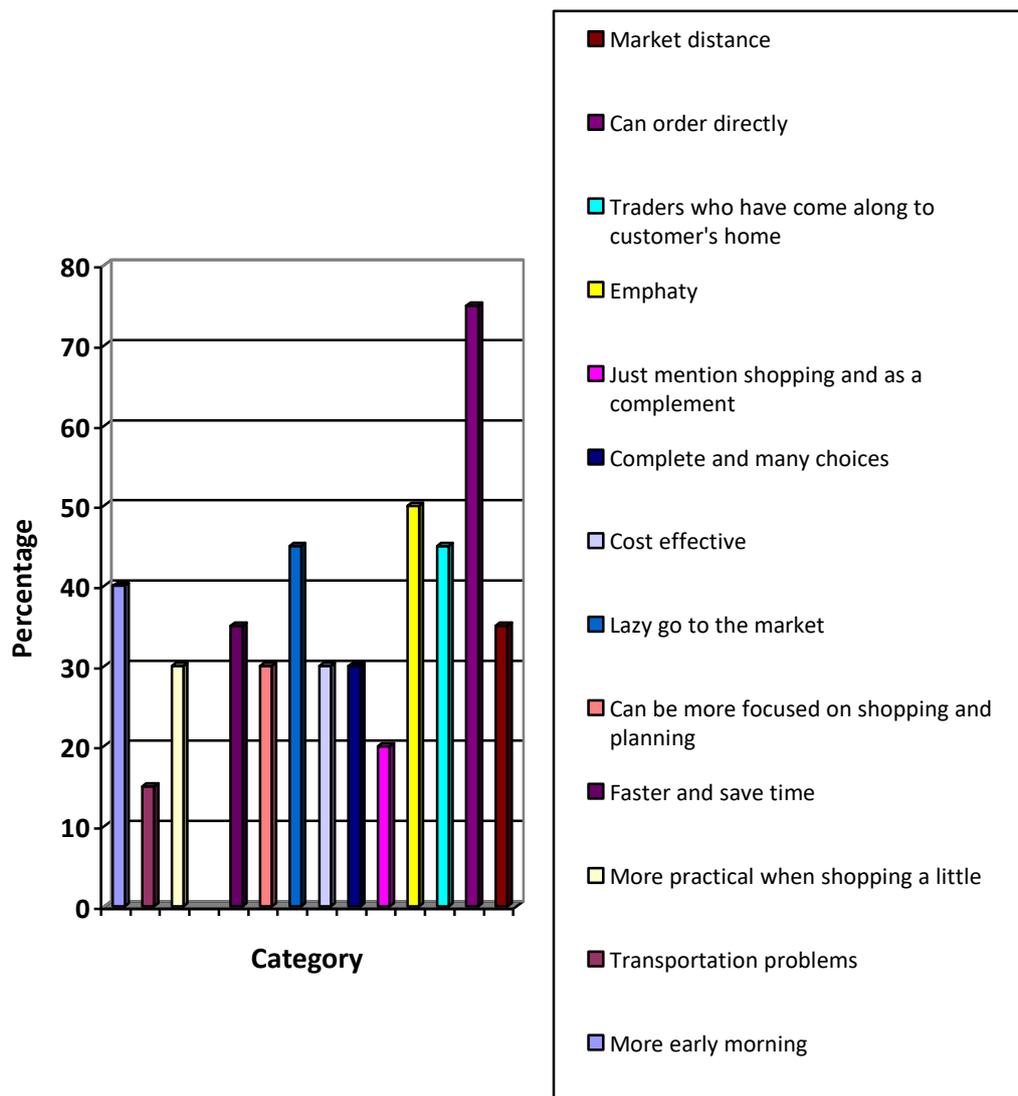


Figure 1. Themes that motivate women to shop in Mobile Vegetable Traders

The buying of products at mobile vegetable traders in general is 100 % as for self use, and no one buys for resale directly. The frequency of shopping at vegetable mobile traders everyday by 40 %, twice a day 45% and once a week at 15% can be seen in the figure 2 below.

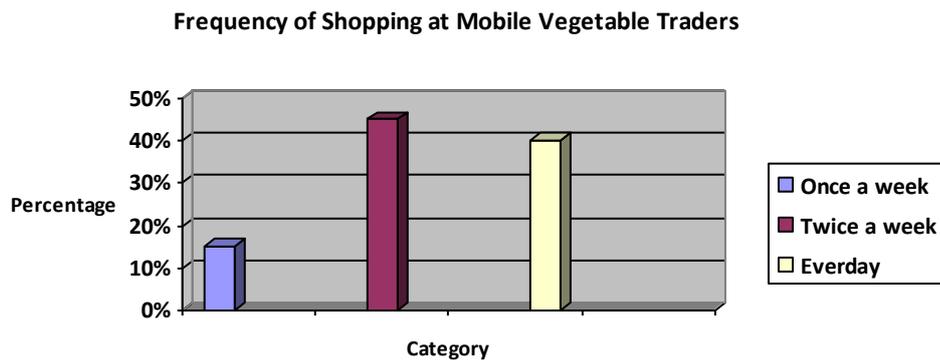


Figure 2.

Frequency of shopping at Mobile Vegetable Traders

According to consumer's perception as many as 85% of informants stated that they shop for daily needs more frequently at mobile vegetable traders than in traditional and modern markets. Customer shop at traditional retail is about 65% and 80% at modern retail. It can be seen in figure 3.

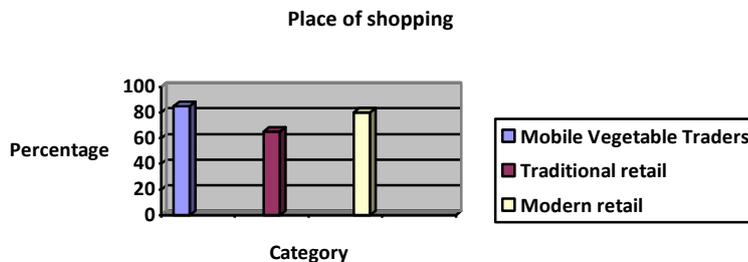


Figure 3: Place of shopping for daily need

5. RESULT

Based on the results of this study, there are several conclusions:

5.1 Buying behavior in mobile vegetable traders and aspects that influence it:

- 5.1.1 *Buyers generally are women who are housewives and woman work with education levels from high school to postgraduate. This a representation that women mostly do the tendency of shopping at mobile vegetable traders with a high level of busyness a housewives and as working women.*
- 5.1.2 *Consumers shop for daily necessities on agricultural, fishery, and livestock products such as vegetables, fruits, and side dishes. Its products are classified non-perishable goods. Only a few who buy processed products such as brengkes, bothok, presto and manufactured products such as sausages and nuggets. Consumers also strongly consider product quality, product freshness, and cleanliness. Short-term shopping orientation is to get the goods immediately and go back home immediately.*
- 5.1.3 *The themes that motivate consumer to shop at mobile vegetable traders are More early morning, Transportation problems, More Practical when shopping a little, Can be more focused on shopping and planning Faster and save time, Lazy to go to the market, Cost effective, Complete and many choices, Just*

mention shopping and as a complement, Empathy, Traders who have come along to the customer's home, Can order directly, Market distance. The most motivated motivation by consumers is that consumers can order merchandise directly to mobile vegetable traders by 75%.

5.1.4 The market location is generally not far from home with an average distance of only one kilometer and does not require special transportation efforts, about 40% walking, 50% motorbike driving, 10% using a car. However, according to several informants who have been interviewed, they prefer to shop for mobile vegetable traders because of the time to go and go back to the market and the time of buying and selling transactions in the market that requires a long time. Consumers prefer that if they need ingredients for the next day. This is evidence by the number of consumers who make orders to mobile vegetable traders by 75%. Consumers in Surabaya now prefer to order before shopping at mobile vegetable traders, because according to them, it makes it easier to work as housewives and as working women. The trend of changing shopping patterns using telephone and SMS in only 35%. They still prefer ordering groceries directly to mobile vegetable traders by notifying orders the day before, because traders everyday always pass in front of the house.

6. DISCUSSION

Based on the result of this study, some suggestions need to be done to improve the quality of the presence of mobile vegetable traders and traditional market.

6.1 Strategic Information about consumer behavior for economic business, and public policy making.

6.1.1 The phenomenon that is happening right now in Surabaya with the shifting of consumer shopping behavior from traditional retail to mobile vegetable traders should be able to be a moment for the development of traditional retails to be better with more self improvement. Mobile vegetable traders that can be said to be competitors for traditional retails should not be used as fierce competitors, but instead with the presence of mobile vegetable traders can collaborate with traditional retails to further increase the turnover of traders in conventional markets. However the traditional retails is a wholesaler for mobile vegetable traders to fulfill the needs of mobile vegetable traders merchandise. The Market Office, especially the City of Surabaya should provide excellent physical facilities in traditional retails in the form of adequate parking for mobile vegetable traders so that the problematic loneliness of traditional retails that has begun to be abandoned by consumers become crowded again as significant trade centers for the need of vegetables and side dished with the presence of mobile vegetable traders.

6.1.2 The existence of traditional markets that have changed is a natural thing related to technological development, income levels, education levels, changed in land use, product diversification, product differentiation, and changes in consumer lifestyle. In the past, many needs were obtained from traditional retails, from food, clothing, and household appliances, but at present, the necessities of community life tend to be differentiated. The need for manufactured products and clothing is often found in modern retails and malls. In contrast, traditional retails tend to focus on fresh products

(perishable goods) and slightly durable goods of medium and low quality. Modern retailers are superior in high quality manufacturing products but are less accommodated in traditional markets. Convenience and low prices are essential keys that can be appeal of conventional markets. Consumers will tend to follow the patterns that develop in these markets. If it is not following their preferences, consumers will move to markets that are more comfortable for them. If the proportion that does not match the choice is more significant, then the traditional market will experience a faster transition into a market in specific sub-communities and become less competitive.

6.1.3 *The government, especially SME's ministry is more concerned with the fate of mobile vegetable traders by providing the capital in the form of cheap motorcycle loans or forming capital associations and cooperatives for mobile vegetable traders and traders in traditional markets.*

6.1.4 *The government, together with other related agencies, should protect to create a fair business competition climate. This protection can be realized by regulating the policy of establishing modern retail in the city of Surabaya with supervision in its implementation. As for oversight of establishment of modern retailers that have entered and approached densely populated settlements even close to traditional markets, it seems that it has not been appropriately implemented. For this reason, the government, especially the city government of Surabaya, provides business competition protection to micro, small and medium entrepreneurs such as mobile vegetable traders and traditional market traders.*

6.1.5 *Mobile vegetable traders should emphasize the quality of services provided to consumers. The services that have been carried out by mobile vegetable traders are essential, looking at the actual conditions in the field in a certain area, the number of mobile vegetable traders is not too much. The level of competition among fellow mobile vegetable traders is not too sharp because unwritten they already have their hangout routes. So that each trader must have their customers, for that mobile vegetable traders must pay close attention to the quality of merchandise, competitive prices, and optimal service to customers.*

6.1.6 *The government should help with capital for mobile vegetable traders, because in general they work in the informal sector that has mobile vegetable traders independent money and has no associations. The attention of the government will be able to help them become one of the pillars of the strength of national economy because the amount is quite large and has the potential to support widespread economic growth so that the distribution of social justice for all Indonesian people can be achieved.*

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