





“Factors influencing purchase decisions at fresh market: Modified theory of reasoned action”

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FACTORS INFLUENCING PURCHASE DECISIONS AT FRESH MARKET: MODIFIED THEORY OF REASONED ACTION

Abstract

A fresh market is a marketplace that offers various daily necessities such as vegetables, meat, and fruits through a modern self-service concept. This study aims to analyze the factors influencing purchase decisions at fresh markets. The method used is descriptive with a quantitative approach using the Theory of Reasoned Action as the research model. The research location was selected purposively, specifically at a fresh market in Sukoharjo Regency, Indonesia, involving 120 consumers through accidental sampling between June and August 2025, taking into account the ratio of variables to samples. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software. The top three segments of the fresh market are private employees, civil servants, and housewives, the majority of whom are women aged 35-43. The results revealed that consumer attitudes ($\beta = 0.134$, $p < 0.05$), lifestyle ($\beta = 0.514$, $p < 0.05$), and perceived ease of purchase ($\beta = 0.193$, $p < 0.05$) significantly influence purchase intentions. In contrast, subjective norms were found to have no significant effect on purchase intentions ($\beta = 0.116$, $p > 0.05$) as the majority of consumers are individualistic. Purchase intention plays an important role in shaping purchase decisions ($\beta = 0.715$, $p < 0.05$). Thus, personal factors play a greater role in purchase decisions regarding the fresh market than external factors. This study provides practical implications for fresh market business practitioners as a reference for formulating effective marketing strategies and offers theoretical implications by enriching TRA and encouraging further research.

Keywords

market, decision, purchase, TRA, attitude

JEL Classification

M31, Q13, Q12, D12

INTRODUCTION

The trade sector in Indonesia has experienced significant growth. In 2024, the wholesale and retail trade sector became the largest contributor to Indonesia's national economy, accounting for 13.07% of the country's GDP (Badan Pusat Statistik, 2024). This growth has been accompanied by a shift in consumer consumption patterns and preferences toward modern retail systems. Household consumption contributed 51-52% to Indonesia's GDP, with 46% of it occurring through modern retail channels (Antara, 2024). Fresh markets represent a transformation toward modern shopping concepts, similar to traditional markets, which provide daily necessities, including cooking ingredients (Aprilia & Sofiani, 2024). Nevertheless, consumers still consider various factors when choosing a shopping location among the options. Understanding consumer behavior can fill existing market gaps influenced by consumer perceptions (Prabhu, 2020; Khouryieh et al., 2019).

Sukoharjo Regency is an area where fresh markets are rapidly developing to meet the daily needs of the local community. Fresh markets are categorized as a type of modern retail outlet because they offer similar products, such as vegetables, fruits, meat, and other daily necessities (Badan Pusat Statistik Kabupaten Sukoharjo, 2024). The regency's

household expenditure is dominated by food spending, which accounts for 53.01% of total household expenses (Badan Pusat Statistik Kabupaten Sukoharjo, 2022). Therefore, the presence of fresh markets helps meet the community's food needs.

Attitudes and subjective norms are the primary factors that shape behavioral intentions. However, in the context of fresh markets, there are other contextual factors, such as lifestyle, which reflects an individual's overall self-image and heterogeneous consumption patterns, as well as convenience, which refers to accessibility, information availability, and flexibility of an object (Fitri & Basri, 2021; Kotler & Keller, 2016). Although the modified TRA has been applied in various contexts of consumer behavior, its use in examining fresh market choice remains rare. This situation indicates a research gap regarding the determinants of consumer purchase decisions when choosing the fresh market over other market alternatives. A deep understanding of this provides the theoretical basis needed to give more appropriate strategic considerations in the context of a fresh market.

1. LITERATURE REVIEW AND HYPOTHESES

A fresh market serves as a provider of daily food needs, such as vegetables, meat, fruits, and other necessities. The presence of fresh markets fulfills consumer needs and desires while supporting the local economy. Daily necessities are essential needs that individuals must meet every day. Consumers seek products of the highest quality, especially fresh vegetables and fruits. Markets that sell agricultural products should offer a wide selection of affordable and easily accessible fresh vegetables for consumers (Razak et al., 2022). The modern fresh market concept represents an adaptation to current developments in lifestyle and consumer behavior. Many people now prefer to shop more conveniently, without the need for bargaining. Supermarkets, outlets, and various self-service markets that provide daily necessities have emerged in cities and have become attractive options for consumers (Kencanawati et al., 2024; Utami & Chaeriyah, 2019).

The Theory of Reasoned Action (TRA) is a theory of behavior based on reason, developed by Fishbein and Ajzen (1975). TRA states that a person's behavior is driven by intention, which is formed by their attitude, behavior, and the influence of their social environment. An individual's attitude toward a behavior is determined by their beliefs, which refer to an individual's evaluation of the outcomes associated with a specific behavior (Subyantoro et al., 2021). Consumer behavior suggests that when specific needs and habits are abandoned, they tend to resurface as preferenc-

es or hobbies (Sheth, 2020). Consistent with the study by Novanda (2021), attitude has been found to influence purchase intention. In contrast to attitude, subjective norms refer to an individual's perception of social pressure that may affect their behavioral intentions related to purchasing decisions (Ulfa & Suarmanayasa, 2023). Behavioral intention serves as an indicator of how strongly a person is willing to perform a particular behavior (Utami et al., 2024). This aligns with the findings of Nurmahendra and Setyawan (2023), who suggest that purchase intention reflects consumers' willingness to make future purchases after evaluating and identifying appropriate reasons.

The increasingly evolving circumstances have prompted modifications to this theory. TRA is flexible and can be modified to suit different contexts (Ajzen & Fishbein, 1980). The increasing complexity of consumer behavior has led to modifications of the TRA model by incorporating additional variables, such as promotional strategies or consumer trust, which influence purchase intentions and actual purchase decisions (Teng & Wang, 2015). Therefore, lifestyle and ease of purchase are included as additional explanatory variables in this study.

Lifestyle is defined as a pattern of living reflected through daily activities, interests, and personal beliefs. Lifestyle emphasizes comfort and compatibility with a product, and differences in age, culture, or generation do not necessarily affect an individual's lifestyle (Puspa et al., 2023). Lifestyle serves as a proximate factor that reflects consumers' ever-changing intentions and influences their behavior. It is closely related to consumption be-

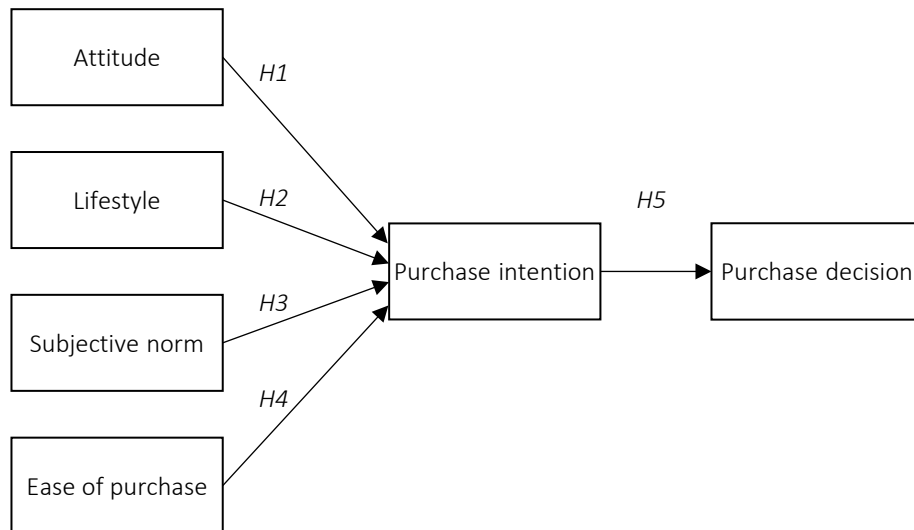


Figure 1. Conceptual model

havior, particularly when making purchasing decisions that align with societal values (Lubis et al., 2020; Pramudita & Misidawati, 2024). This is supported by Zannuba and Prawitasari (2022), who demonstrated that one of the factors shaping purchase intention is lifestyle. Lifestyle plays an important role in influencing purchasing patterns, which in turn affect buying behavior (Boer et al., 2004). At present, a modern lifestyle has increased individuals' tendency to shop at modern retail stores rather than traditional markets (Fitri & Basri, 2021). In conclusion, lifestyle is closely related to consumption patterns that reflect social values and the need for comfort and efficiency. The modern lifestyle encourages consumers to choose the fresh market over traditional markets.

Convenience influences consumers to feel motivated and comfortable when making purchases. Products that are easily accessible tend to attract greater consumer interest because their appeal is higher than that of products with limited accessibility. In line with Chowdhury (2023), convenience has been proven to be a crucial factor influencing consumers' positive purchase decisions. Similarly, Rachmawati et al. (2022) and Sandora (2020) found that perceived convenience during the purchasing process positively affects purchase intention. The convenience factor has consistently been an important determinant of purchase intention in various studies. This shows that consumers are increasingly prioritizing a practical and barrier-free shopping experience.

Consumers also consider personal factors such as ease of access and convenience when selecting products or shopping locations. According to Khuan et al. (2024), convenience throughout the purchasing process – from product search to transaction completion – significantly contributes to building a positive customer impression. Smooth and effortless purchasing experiences generate positive feelings and satisfaction, leading to stronger purchase intentions. Conversely, a complicated purchasing process may hinder consumer satisfaction. The ease of performing an activity can therefore be a determining factor in an individual's intention to engage in that activity (Kotler & Keller, 2016). An efficient experience encourages higher purchase intent, while an impractical experience can hinder the formation of such intent.

This study focuses on analyzing purchasing decisions in the fresh market, examining factors such as attitude, subjective norms, lifestyle, ease of purchase, and purchase intention. The discussion and previous literature review serve as the basis for formulating the hypotheses. The hypotheses are developed from theoretical relationships among variables supported by previous studies. Accordingly, this research examines the hypotheses formulated in the conceptual model.

H1: Consumer attitude has a significant and positive effect on purchase intention at fresh markets.

- H2: *Subjective norms have a significant and positive effect on purchase intention at fresh markets.*
- H3: *Lifestyle has a significant and positive effect on purchase intention at fresh markets.*
- H4: *Ease of purchase has a significant and positive effect on purchase intention at fresh markets.*
- H5: *Purchase intention has a significant and positive effect on purchase decision at fresh markets.*

2. METHODOLOGY

This study employed a descriptive research method with a quantitative approach, employing a questionnaire to collect primary data. The descriptive method enables the accurate and systematic explanation of facts or events related to a population (Ibrahim et al., 2023). A quantitative approach was used to measure the perceptions and behaviors of Fresh Market consumers numerically through a structured questionnaire in primary data collection. This method was chosen to describe consumer purchasing decision patterns objectively based on the statistical results obtained. The research was conducted in Sukoharjo Regency between June and August 2025 and was selected purposively based on the research needs to ensure that the study objectives were achieved (Lenaini, 2021). Sukoharjo Regency has a population density of 1.909 people per square kilometer, which has led to the establishment of numerous fresh markets and made it a target for consumers (Badan Pusat Statistik Kabupaten Sukoharjo, 2024).

The samples were determined using the accidental sampling technique, which involves selecting respondents who happen to meet specific criteria. The criteria for respondents in this study were individuals who had shopped at a fresh market at least twice, resided in Sukoharjo Regency, and were at least 17 years old. The study involved 120 respondents, based on the guidelines by Hair et al. (2010), which suggests a sample size ratio of 20:1 for each latent variable. This means that at

least 20 respondents are required for each variable used in the model. The number of samples taken from each location was determined using the equal allocation method. According to Cochran (1977), the equal allocation method involves selecting an equal number of samples from each stratum when the total population is not precisely known.

The demographic survey results of the respondents are presented in Appendix A. Based on gender, 99 respondents (82.5%) were female, and 21 respondents (17.5%) were male. All respondents were of productive age, with 38 respondents (31.7%) aged 35-43 years, followed by 37 respondents (30.8%) aged 26-34 years. The top three types of occupations of respondents were 47 respondents (39.2%) as private employees, 32 respondents (26.7%) as civil servants, and 13 respondents (10.8%) as housewives. The majority of respondents were classified as having a monthly income in the upper-middle income, with 55 respondents (45.8%) earning IDR 2,000,000 to IDR 3,999,999, followed by 33 respondents IDR 4,000,000 to IDR 5,999,999.

The confidentiality of data collected in interviews through questionnaires will be guaranteed. Fresh market consumers can provide answers if they meet the criteria and give their consent. The questionnaire employed a five-point Likert scale, which was easy for respondents to understand, where a score of 1 indicated "strongly disagree" and a score of 5 indicated "strongly agree." The questionnaire was developed based on previous research, which can be seen in Appendix B. Supporting data from the Central Bureau of Statistics (Badan Pusat Statistik/BPS), books, and other relevant sources were used as secondary data.

The collected data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between several exogenous and endogenous variables simultaneously (Rensya, 2022). This study uses a Partial Least Squares (PLS) measurement tool that is capable of overcoming data limitations. SEM-PLS is divided into an outer model for validity and reliability and an inner model for regression (Wibisono et al., 2021). SmartPLS 4.0 software was used to perform SEM analysis. The testing procedures and criteria are presented in Table 1.

Table 1. Criteria for evaluation of measurement model and structural model

Sources: Hair et al. (2019), Muhtarom et al. (2022), Nurhasanah et al. (2023), and Sarstedt et al. (2022).

Model	Criteria
Outer model	
Convergent validity	Outer loading value > 0.70
	Average Variance Extracted (AVE) value > 0.50
Discriminant validity	value > correlation among constructs
	Loading factor value > correlation of the indicator with other constructs
Reliability	HTMT value < 0.90
	Composite reliability value > 0.70
	Cronbach's Alpha value > 0.70
Inner model	
VIF	Variance Inflation Factor (VIF) value < 3, no multicollinearity
R-square	0.25 (low), 0.50 (moderate), 0.75 (high)
f-square	0.02 (small), 0.15 (medium), 0.35 (large)
SRMR	SRMR < 0.08, model fits
Q-square	Q ² > 0.025 (moderate), 0.50 (high)
PLSpredict	RMSE or MAE SEM-PLS minority < LM (low)
	RMSE or MAE SEM-PLS majority < LM (moderate)
	RMSE or MAE SEM-PLS overall < LM (high)
Hypothesis testing	
Bootstrapping	p-value < 0.05
	t-statistic > 1.96

3. RESULTS

This study included six latent variables analyzed to determine their effects. Each latent variable consisted of five indicators used for measurement. However, three indicators were eliminated during the instrument testing stage because they had invalid outer loading values (< 0.70).

Table 3 presents the results showing that all indicators had outer loading values greater than 0.70, indicating that all indicators were valid. Additionally, the obtained AVE values were greater than 0.50, indicating that all variables were valid in terms of convergent validity. The reliability of this study was confirmed by the Cronbach's Alpha and composite reliability values, both of which were greater

Table 2. Measurement model

Variables and indicators	Outer loading	Cronbach's Alpha	Composite reliability	AVE
Attitude (ATT)				
Pleasant	0.729	0.762	0.839	0.511
Good	0.735			
Unique concept	0.701			
Quality product	0.703			
Economic status	0.706			
Subjective norm (SN)				
Motivation from others	0.871	0.847	0.898	0.689
Friend recommendations	0.874			
Positive assessment	0.847			
Family approval	0.719			
Lifestyle (LS)				
Shopping routine	0.838	0.827	0.879	0.593
Fresh product consumption	0.738			
Shopping trend	0.722			
Income	0.803			
Lifestyle	0.742			

Table 2 (cont.). Measurement model

Variables and indicators	Outer loading	Cronbach's Alpha	Composite reliability	AVE
Ease of purchase (EP)				
Access	0.705	0.725	0.828	0.547
Information	0.723			
Flexibility	0.754			
Payment method	0.774			
Purchase intention (PI)				
Desire	0.728	0.742	0.838	0.564
Belief	0.801			
Future intention	0.725			
Effort	0.748			
Purchase decision (PD)				
Regular purchase	0.745	0.805	0.864	0.561
Recommend to others	0.706			
Decision certainty	0.829			
Shopping satisfaction	0.713			
Confidence	0.745			

than 0.70. Therefore, the variables demonstrated a high level of internal consistency in measuring the constructs in this study.

Table 3. Heterotrait-Monotrait Ratio (HTMT) values

Code	ATT	SN	LF	EP	PI	PD
ATT						
SN	0.255					
LF	0.322	0.340				
EP	0.471	0.478	0.742			
PI	0.470	0.453	0.886	0.784		
PD	0.371	0.268	0.730	0.725	0.897	

Note: ATT – attitude; SN – subjective norm; LS – lifestyle; EP – ease of purchase; PI – purchase intention; PD – purchase decision.

This study also conducted cross-loading, Heterotrait-Monotrait Ratio (HTMT), and Fornell-Larcker tests to examine discriminant validity. The results showed that the HTMT values for all variables were less than 0.90, indicating that there was no overlap and that the variables were clearly distinct from one another. The analysis results showed that all discriminant validity tests conducted met the required criteria.

Table 4. VIF and f-square values

Variables	VIF	F-square
ATT → PI	1.158	0.035
SN → PI	1.176	0.026
LS → PI	1.550	0.388
EP → PI	1.738	0.049
PI → PD	1.000	1.046

The inner model testing stage in this study included the assessment of VIF, R-square, f-square, Standardized Root Mean Square Residual (SRMR), Q-square, and PLS predictive values. The inner model testing was conducted to examine the relationships among latent variables in accordance with the research hypotheses. The results showed that all variables had VIF values < 3, indicating that the collinearity test was met and no multicollinearity occurred. The f-square results showed that attitude, subjective norm, and ease of purchase had a weak effect on purchase intention, while lifestyle had a strong effect on purchase intention. A strong effect was also found between purchase intention and purchase decision.

Table 5. R-square and f-square values

Variable	Value	Description
R-square		
Purchase intention	0.546	Moderate
Purchase decision	0.511	Moderate
Q-square		
Purchase intention	0.300	Moderate
Purchase decision	0.268	Moderate

The adjusted R-square value from the structural model testing indicated that 54.6% of purchase intention could be explained by attitude, subjective norm, lifestyle, and ease of purchase, while the remaining 45.4% was explained by other factors. Meanwhile, the R-square value of 51.1%

Table 6. PLSpredict values

Code	Q-square predict	RMSE SEM-PLS	RMSE linear regression	MAE SEM-PLS	MAE linear regression
PI1	0.295	0.471	0.523	0.354	0.393
PI2	0.365	0.367	0.380	0.277	0.292
PI3	0.243	0.468	0.537	0.348	0.400
PI4	0.235	0.673	0.753	0.470	0.544
PD1	0.213	0.595	0.652	0.461	0.492
PD2	0.165	0.649	0.716	0.512	0.559
PD3	0.271	0.439	0.486	0.332	0.363
PD4	0.176	0.487	0.518	0.440	0.435
PD5	0.201	0.506	0.562	0.434	0.453

Note: PI – purchase intention; PD – purchase decision.

Table 7. Bootstrapping results

Relationship	Original sample	t-statistic	p-value	Description
ATT → PI	0.134	2.082	0.037	Significant
SN → PI	0.116	1.632	0.103	Not significant
LS → PI	0.514	8.835	0.000	Significant
EP → PI	0.193	2.254	0.024	Significant
PI → PD	0.715	19.137	0.000	Significant

showed that purchase decision could be explained by purchase intention, and the remaining 48.9% was influenced by factors not included in this study.

The analysis results showed that the SRMR value was 0.079, indicating that the research model had a good level of fit with the empirical data and was appropriate for hypothesis testing. The PLSpredict

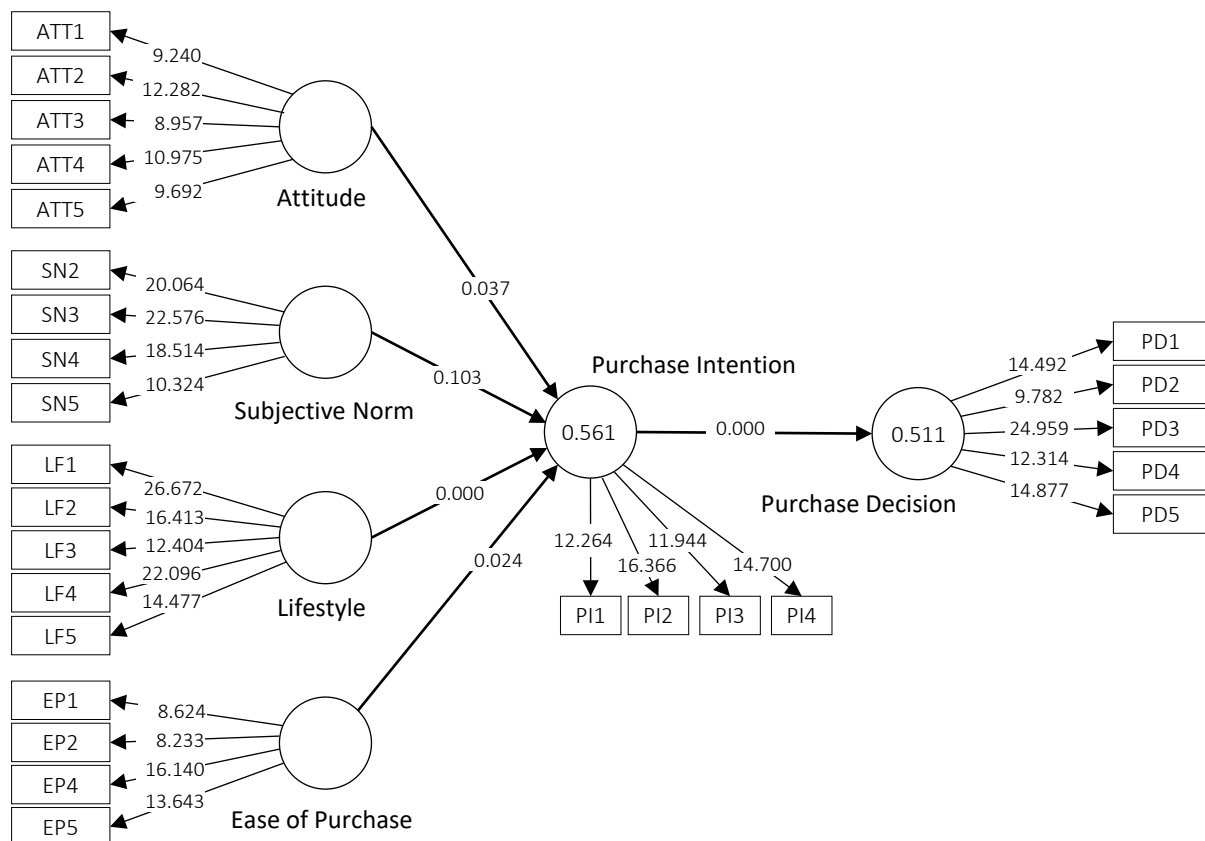


Figure 2. Path model diagram

test results indicated that the PLS model in this study had a moderate predictive power. This is indicated by the SEM-PLS value, which is mostly > linear regression.

Hypothesis testing using the bootstrapping method was conducted with a significance level (α) of 5% and a confidence level of 95%. The relationship between variables in the research model showed a positive relationship (p-value of $0.037 < 0.05$) between attitude and path coefficient 0.134. Meanwhile, subjective norms were proven to have no effect (p-value of $0.103 > 0.05$) on purchase intention in fresh markets with a path coefficient of 0.116. The path coefficient of lifestyle on purchase intention was 0.514 and was statistically significant (p-value of $0.000 < 0.05$). Besides, ease of purchase had a significant effect on purchase intention (p-value of $0.024 < 0.05$) with a coefficient value of 0.193. Purchase intention had a path coefficient of 0.715 and was significant (p-value of $0.000 < 0.05$) for purchase decisions in fresh markets.

Based on the results of hypothesis testing, descriptive comparisons between respondent categories show some variations in purchasing decision-making tendencies. Female respondents tend to have higher average scores for attitude and lifestyle variables, while male respondents give higher average scores for ease of purchase variable. Respondents aged 17-43 tend to have high ratings on the lifestyle and ease of purchase variables, while respondents aged 44-61 tend to have higher ratings on the attitude variable. Based on occupation, students and private sector employees showed a stronger tendency towards ease for purchase, while respondents who were formally employed and self-employed placed more emphasis on lifestyle and attitude. In terms of income, respondents with higher incomes tended to prioritize ease of purchase and lifestyle, while respondents with lower incomes showed slightly higher attitude scores. Subjective norms showed relatively consistent average values across all respondent categories. These findings are descriptive and do not show statistically significant differences between groups.

4. DISCUSSION

The relationship between attitude and purchase intention at the fresh market was found to be significantly and positively influential. The results

indicate that the first hypothesis in this study is accepted. In line with the findings of Harahap et al. (2023), the attitude variable has a significant and positive effect on the intention to purchase vegetables. Similarly, Mohammed (2024) emphasized the importance of strategies aligned with consumer attitudes to enhance purchase intention. Consumers' attitudes toward the fresh market are shaped by their characteristics and experiences. A total of 94.2% of respondents stated that the fresh market provides comfort, uniqueness, and a shopping atmosphere that supports the formation of positive consumer attitudes. In addition, 87.5% of respondents agreed with the concept of fresh market self-service. Thus, attitude serves as a key factor influencing consumers in the fresh market – the more positive consumers' attitudes toward the fresh market, the greater their purchase intention. Beliefs and evaluations are the main components that shape both positive and negative attitudes (Ermiati et al., 2021).

The relationship between subjective norms and purchase intention at the fresh market was found to be insignificant. The results indicate that the second hypothesis in this study is rejected. This finding contrasts with the studies by Setyawan et al. (2018) and Ulfa and Suarmanayasa (2023), which showed a positive influence of subjective norms on purchase intention. Thus, subjective norms are not a determining factor for fresh market consumers. Respondents in this study tended to have individualistic characteristics, with 25% indicating that they did not feel any social pressure. Purchase intention is generally shaped by established interpersonal relationships, which aligns with this study's respondent criteria, where each respondent had made at least two purchases. Besides, 23.3% of respondents stated that their purchases were not based on external influences. Therefore, external perceptions of the fresh market are not the main determinants of consumers' purchase intentions. A favorable perception from others does not necessarily correspond to a stronger intention to buy (Achadi et al., 2021).

The relationship between lifestyle and purchase intention at the fresh market was found to be significant and positive. The results indicate that the third hypothesis in this study is accepted. Consistent with the findings of Zannuba and

Prawitasari (2022), lifestyle has a positive influence on purchase intention. This means that lifestyle is a factor considered by fresh market consumers. Consumers tend to choose products that reflect their self-identity and aesthetic values. This is evident from the fact that 55% of respondents visit and shop at the fresh market four to five times per week. According to the findings of Fitri and Basri (2021), 95% of respondents in this study reported that a modern lifestyle emphasizing practicality and comfort strongly contributes to the formation of purchase intention at the fresh market. In line with psychological factors, an individual's lifestyle and mindset also influence their purchase intention toward products that are perceived as consistent and sustainable (Faletar et al., 2021).

The relationship between ease of purchase and purchase intention at the fresh market was found to be significant and positive. The results indicate that the fourth hypothesis in this study is accepted. Convenience can be considered one of the key factors influencing consumers' purchase decisions at the fresh market. Consistent with the findings of Sandora (2020), convenience has a significant effect on purchase intention. A total of 95% of respondents stated that they find it easy to reach the location and access information. The easier it is to obtain or access a product, the stronger and more consistent consumers' purchase intention will be (Chowdhury, 2023). Modern consumers tend

to value efficiency, flexibility, and comfort when shopping at fresh markets. Flexibility is reflected in the fact that 65% of respondents make purchases in the afternoon or evening, and 87.7% are facilitated by the available payment transactions. The modernization of markets is demonstrated through various aspects of convenience, safety, and comfort that support consumers in meeting their needs.

The relationship between purchase intention and purchase decision at the fresh market was found to be significant and positive. The results suggest that the fifth hypothesis in this study is accepted. According to Cuong (2024), actual behavior, represented by the purchase decision, is positively influenced by purchase intention. A total of 99.2% of respondents reported having a strong intention and successfully realizing their purchase at the fresh market. Thus, purchase intention serves as the primary determinant of actual behavior at the fresh market, consistent with TRA. Actual behavior is also reflected in the 95.8% of respondents who are willing to recommend the fresh market to others. When consumers' purchase intentions are strong, the likelihood of engaging in actual and recurring purchase behavior increases. Consumers' positive perceptions of a product and their purchasing actions are manifested through their purchase intentions, which represent their commitment to making regular purchases (Lestari & Novitaningtyas, 2021).

CONCLUSION

This study aims to examine the relationship between attitude, subjective norms, lifestyle, ease of purchase, and purchase intention in the context of purchasing decisions. It has been shown that the more positive consumers' attitude toward the fresh market is, the stronger their intention to make a purchase. However, consumers' purchase intentions are not influenced by the support or motivation of friends, family, or other external parties, as consumers tend to exhibit a high level of individuality. Lifestyle also affects consumers' purchase intentions at the fresh market, as they tend to value practicality and comfort in shopping. Besides, purchase intention is influenced by the ease of use experienced by consumers, including the accessibility of location, availability of information, and payment methods. Purchase intention has a strong influence on the formation of consumers' purchasing decisions, serving as the primary determinant of actual behavior in this context. Based on these findings, personal factors have a greater influence on purchase decisions than external factors.

Theoretically, this study enriches the understanding of consumer purchasing behavior at fresh markets through the application of TRA. The findings indicate that subjective norms do not always influence the formation of purchase intentions. Thus, the use of TRA provides a different perspective and a deeper understanding of the factors that affect purchasing decisions at fresh markets. Furthermore, given the

limited number of studies focusing on fresh market contexts, the inclusion of additional variables such as lifestyle and convenience within the TRA model in this study offers novelty and a more comprehensive explanation of purchasing decisions in fresh markets.

Practically, this study can serve as a reference for fresh market stakeholders in developing strategies to maintain a conducive, clean, and comfortable environment by expanding parking areas and improving product layout for easier access. Product quality can be enhanced by prioritizing freshness while offering more practical and efficient services. Ready-to-cook fresh vegetable packages can support consumers' practical lifestyles. Additionally, the use of social media as a promotional and informational platform should also be optimized to expand market reach and strengthen consumer interaction.

The limitations of this study can serve as opportunities for future research. Subsequent studies may expand the research scope, increase the number of respondents, and include additional relevant variables, such as promotion. In this way, future research can provide more comprehensive results.

AUTHOR CONTRIBUTIONS

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APPENDIX A

Table A1. Participant’s demographic information

Category	Frequency (person)	Percentage (%)
Gender		
Male	21	17.5
Female	99	82.5
Age		
17-25	21	17.5
26-34	37	30.8
35-43	38	31.7
44-52	15	12.5
53-61	9	7.5
Occupation		
Student	9	7.5
Civil servant	32	26.7
Private employee	47	39.2
State-owned enterprise employee	4	3.3
Entrepreneur	3	2.5
Laborer	11	9.2
Housewife	13	10.8
Unemployed	1	0.8
Household income		
0-1,999,999	20	16.7
2,000,000-3,999,999	55	45.8
4,000,000-5,999,999	33	27.5
> 6,000,000	12	10.0

APPENDIX B

Table B1. Questionnaire

No.	Particulars	Question
Demographic information		
1	Gender	
2	Age	
3	Occupation	
4	Household income	
5-point Likert scale questions (1 = strongly disagree – 5 = strongly agree)		
For attitude		
Sources: Shin et al. (2020), Goyal et al. (2013)		
1	Pleasant	In my opinion, shopping at the fresh market is enjoyable
2	Good	In my opinion, shopping at the fresh market is good
3	Unique concept	In my opinion, the concept of shopping at the fresh market is unique
4	Quality product	In my opinion, fresh market products are high-quality products
5	Economic status	In my opinion, shopping at the fresh market can represent economic status
For subjective norm		
Sources: Ajzen and Fishbein (1980), Suarjana and Suparna (2019)		
1	Motivation from others	People around me motivated me to shop at the fresh market
2	Friend recommendations	My friends recommended shopping at the fresh market
3	Positive assessment	Friends and relatives gave good reviews of the fresh market products
4	Family approval	My family members approved of purchasing products at the fresh market

Table B1 (cont.). Questionnaire

No.	Particulars	Question
For lifestyle		
<i>Sources: Kotler and Keller (2016), Luthfianto and Suprihadi (2017)</i>		
1	Shopping routine	Shopping at the fresh market is part of my daily routine
2	Fresh product consumption	I always consume fresh, high-quality products
3	Shopping trend	I follow trends related to convenient and practical shopping.
4	Income	I am willing to spend part of my income on shopping at the fresh market
5	Lifestyle	I feel that shopping at the fresh market reflects my lifestyle.
For ease of purchase		
<i>Sources: Kotler and Keller (2016), Sari and Elsandra (2022)</i>		
1	Access	I feel that access to fresh markets is easy
2	Information	I find it easy to search for product information at fresh markets
3	Flexibility	I feel that shopping at the fresh markets is more flexible
4	Payment method	I find it easy to use the payment methods liableble at the fresh market
For purchase intention		
<i>Sources: Eles and Sihombing (2016), Suarjana and Suparna (2019)</i>		
1	Desire	I want to shop at the fresh market
2	Belief	I have no hesitation about shopping at the fresh market
3	Future intention	I intend to shop at the fresh market in the future
4	Effort	I am looking for information about fresh market products because I intend to buy them
For purchase decision		
<i>Sources: Apipuchayakul and Vassanadumrongdee (2020), Kotler and Keller (2016)</i>		
1	Regular purchase	I make purchases at the fresh market on a regular basis
2	Recommend to others	I recommend to others to shop at the fresh market
3	Decision certainty	I feel comfortable and confident shopping at the fresh market
4	Shopping satisfaction	I am satisfied with shopping at the fresh market
5	Confidence	I feel confident when shopping at the fresh market
Supporting questions		
1	Frequency	In the past week, how many times did you shop at the fresh market?
2	Products	What products do you usually buy at the fresh market?
3	Time	When do you usually shop at the fresh market?