



Sales Strategy of Deep-Clothes Traders in Facing Changes in Consumer Behavior in the Modern Fashion Era (Case Study of Mojo Market, Mojo District, Kediri Regency)

Ayu Vega Triana ^{(1)*}, Rintin Rohmigunani Mulia ⁽²⁾ Rafika Meilia Sari ⁽³⁾

¹ UIN Sayyid Ali Rahmatullah Tulungagung, ayu284533@gmail.com

² UIN Sayyid Ali Rahmatullah Tulungagung, rintinrohmigunani@gmail.com

³ UIN Sayyid Ali Rahmatullah Tulungagung, rafikameilia@gmail.com

ABSTRACT

Article History :

Received

19 December 2025

Accepted

15 April 2026

This study aims to analyze the sales strategies used by clothing vendors at Mojo Traditional Market, Kediri Regency, in addressing changing consumer behavior in the modern fashion era, which is currently dominated by the rapid growth of e-commerce. The development of digital platforms such as Shopee, Tokopedia, and TikTok Shop can lead to a 65% decline in consumer visits to traditional markets, forcing vendors to adapt to survive. This study used a qualitative approach with in-depth interviews and direct observation of vendors with at least two years of trading experience. The results of this study indicate a change in consumer behavior, with consumers choosing the convenience of online shopping due to price and convenience. Vendors are now adopting various strategies such as price reductions, discounts, credit sales, and simple social media marketing. This study recommends integrating offline and online strategies with digital training to increase the competitiveness of traditional markets, which is useful for facing competition in the modern fashion era.

Keywords: Sales Strategy, Consumer Behavior, Modern Fashion Era.



INTRODUCTION

The development in *fashion e-commerce* in Indonesia today has significantly changed the way consumers shop, which has grown by 78% per year, especially among the younger generation who prefer digital platforms due to their easy access, competitive prices, and product variety. In this case, it can have an impact on the decline in buyers in clothing merchants in the traditional market which experienced a decrease of around 65% which was caused by the shift of consumers from offline to online (Manueke, 2025). In Kediri Regency, especially located in Mojo Market, Mojo District, traders have the same complaints due to the lack of buyers due to the rise of online shops.

In several literature studies that have discussed the behavior of online *fashion consumers* such as the influence of digital marketing on purchasing power and purchase decisions on the Shopee and Zalora platforms (Saputri, 2016). As well as research conducted by Suci Daniya, which analyzes the impact of *E-Commerce* on the shopping behavior and sales of merchants in traditional markets which shows a shift in consumer patterns due to the ease of online shopping which can affect the decrease in the number of offline store consumers (Suci Daniya et al., 2025). However, the difference in this study which focuses on the Mojo Kediri market has not been linguistically to deal with consumer behavior in the modern fashion era so that in this research it can be analyzed the survival strategies of traditional market traders in the digital era.

The general purpose of this study is to analyze the sales strategies applied by traders in Mojo Market, Kediri Regency. Some of the objectives such as the first, identify the factors of online consumer behavior that affect fashion shopping preferences. Second, analyzing changes in consumer behavior since the shift to online. Third, develop an effective sales strategy for traditional market traders so that they can compete and survive in the midst of competition with the digital market (Manueke, 2025).

This study argues that changes in consumer behavior due to the ease of online shopping have resulted in traditional market traders having to create new, innovative and adaptive sales strategies (Firmansyah et al., 2024). Thus, the hypothesis proposed is that a sales strategy that connects offline and online approaches can increase the competitiveness and business continuity of clothing traders in the Mojo market. As well as the contribution of this research which is on practical recommendations that can be adopted by traders to be used to face the challenges of the modern fashion industry in traditional markets.

LITERATURE REVIEW

Sales strategy is defined as a series of planned actions carried out by traders in increasing sales volume, maintaining sales and facing market competition. Clothing merchant sales strategies that involve price discounts, purchase bonuses, and face-to-face interactions are used to build consumer loyalty. Jauhari explained that this strategy is often flexible, such as providing discounts or bundling products that differentiate it from more structured online

shops (Jauhari & Nikmah, 2021). Thus, this approach can help merchants maintain competitiveness with online platforms.

Indicators in the sales strategy of clothing traders at Pasar Mojo include the use of daily discounts, diversification of local products at low prices, and the use of simple social media to market. This indicator is measured by the frequency of implementation, the level of consumer response and the increase in purchases. Thus this measurement can ensure effective strategies to deal with digital competition.

Changes in consumer behavior that lead to the transformation of purchasing decision-making due to external factors such as technology and market trends. Pramudyarini Andri defines consumer behavior as a study of purchasing units that involve searching, evaluation, and final decisions. In the modern fashion era, the changes are marked by online shopping preferences due to the ease of access and variety of products and prices.

In the concept of changes that occur in consumer behavior that include psychological aspects such as impulsive buying and the influence of social media that make the shift from offline to online. Rosilawati stated that fashion orientation and self-concept can affect the product selection process which currently consumers prioritize comfort and low prices (Rosilawati, 2024). So this can have an impact on decreasing visits to traditional markets.

In the modern fashion era, which is interpreted as a period of fashion trends influenced by digitalization, fast fashion and personalization through *E-Commerce platforms*. Kathleen interprets that this era is marked by the increase in purchasing power of clothing products through online shops, creating *hyper-connected consumers* (Manueke, 2025).

The modern fashion era involves online *platforms* such as Shopee and Tik Tok Shop that offer a variety of products, prices and *real-time* promotions. Retno Andri stated that consumer behavior can be the basis for marketing strategies in the current era to be used in determining the right product mix (Pamudyarin, 2020). Thus, this change forces traditional traders to be able to adapt so as not to be far behind.

METHOD

This study took a research sample on clothing traders who sell in Mojo Market, Mojo District, Kediri Regency. Mojo Market was chosen because it is one of the traditional markets that is still active and there are still a number of clothing traders who trade for generations. The focus of the research is on sales strategies for clothing traders in the Mojo Market in dealing with changes in consumer behavior in the modern fashion era, especially with the increasing prevalence of online fashion platforms such as Shopee, Tokopedia, and other marketplaces (Kotler et al., 2015). This study also observes how these changes in consumer behavior affect the adaptation strategies and business sustainability of clothing traders in traditional markets. The research was limited to traders with a minimum trading period of two years, so that it can provide a comparison of sales strategies before and after the rapid growth of online fashion (Sugiyono, 2022).

This study uses a qualitative approach with a descriptive method to obtain an in-depth picture of the phenomenon of merchant sales strategies and changes in consumer behavior (Creswell, 2014). This method was chosen so that the researcher can comprehensively explore the experiences, perceptions, and views of traders regarding the changes that occur in the business environment and the strategic efforts made to survive (Burhan, 2015). The data collection technique was carried out through in-depth interviews with clothing traders at the Mojo Market and direct observation of buying and selling activities in the market. The selection of informants uses *the purposive sampling technique*, which is traders who have at least two years of trading experience and are willing to provide information related to sales strategies, changes in consumer purchasing patterns and their impact on their business (Sugiyono, 2022).

The sources of information for this research are divided into two categories, namely primary data sources and secondary data sources (Arikunto, 2006). Primary data was obtained directly from the main informant, namely clothing traders at Mojo Market who were the subject of research through structured and semi-structured interviews. The study also involved consumers who shopped at Mojo Market as supporting informants who understood shoppers' perspectives regarding their preferences in clothing shopping between traditional markets and *online platforms* (Muchlis, 2023). Secondary data was obtained from various supporting sources such as scientific literature that discusses consumer behavior and *E-Commerce*, as well as articles or news related to the development of *online trade* in Indonesia (Creswell, 2014). Documentation in the form of photos of market conditions, and documentation with informants are also part of the data sources that support the validity of research findings.

The data from this study includes qualitative information describing the traders' sales strategies and changes in consumer behavior in the Mojo Market. The data includes information about the characteristics of traditional versus *digital* consumers, factors influencing consumer purchasing decisions, as well as changes in consumer purchasing behavior in traditional markets (Muchlis, 2023). This research also discusses the strategies that merchants carry out in dealing with competition with *online fashion*.

The data analysis used is a qualitative descriptive analysis technique with the Miles and Huberman interactive model consisting of data reduction, data presentation, and conclusion drawing (Arikunto, 2006). Data reduction is carried out by summarizing the results of interviews and focusing on important themes related to changes in consumer behavior, then the data is presented in the form of a descriptive narrative, table, or matrix. Data validity is ensured through triangulation of sources by comparing information from traders and consumers, as well as triangulation of methods by combining interviews, observations, and documentation (Sugiyono, 2022).

DISCUSSION

Result

The study involved 6 clothing traders at Pasar Mojo who had met the criteria as informants, namely having a minimum trading period of two years. The average trader's age is 33-50 years old and has been trading for 7-8 years. The types of products sold by traders are quite varied, including children's clothing, adult clothing, and Muslim clothing. Field observations show that if the permanent kiosk is 3x4 meters in size, the location does not affect sales. The majority of traders admit that they do not have structured financial records, so sales data is obtained from traders' memories of their daily transactions.

The results of in-depth interviews with traders and consumers revealed that there has been a significant change in the behavior of clothing consumers at Pasar Mojo in the last 3-5 years. All traders said that there has been a significant decrease in the frequency of consumer visits to traditional markets in the last 3-5 years. Consumers who previously came directly to the market or store to shop, now simply use gadgets to choose the desired items. Consumers who used to visit regularly every 1-2 weeks, now only visit about 1-2 times per month or even only when the holidays are approaching.

Based on the results of interviews, consumers who still come to the market are generally housewives who do not understand digital technology very well and consumers who prioritize the ability to see and touch products directly before buying. In addition, there is a shift in purchasing motivation where consumers are increasingly selective in quality and price. Almost all consumers interviewed (10-15 people) they compared prices between traditional and online markets before deciding to buy and tended to choose a cheaper one.

The sales strategy applied by clothing traders is to implement a sales price reduction strategy by reducing profit margins. This strategy makes the trader's net income even less. Traders also use a bargaining system and are willing to sell at a price close to capital as long as the goods are sold and the money is spinning. The next strategy is to provide bonuses and discounts for loyal customers with a certain amount of purchases. This strategy is applied by many traders, especially on weekends and before holidays. The next strategy is with a long-known credit system for regular customers. The last strategy is to improve personal service with a family approach. According to traders, this whole strategy is only able to slow down the decline in sales, not stop or increase it. Even though they have implemented this strategy, traders still experience a decrease in sales.

In the face of competition with online fashion, some merchants have begun to adopt marketing strategies by using simple social media such as through *Facebook* and *WhatsApp*. The results of the implementation of this strategy show a positive impact on traders who consistently execute it. It takes extra skills to manage social media accounts such as taking pictures of interesting products, replying to consumer chats quickly, and setting up a delivery system.

The main obstacle in implementing digital strategies is the limitation of digital literacy, especially for senior traders. 3 traders admitted that they did not understand how to use

social media for sales, did not have time to learn, and felt difficulties operating features on smartphones. Another obstacle is difficulties in packaging and shipping goods that require additional costs and coordination with delivery services. Some merchants also feel that online strategies do not match the character of their products which requires direct checking by consumers.

Discussion

The results of interviews with clothing traders at Pasar Mojo show that there is consumer behavior due to advances in digital technology and competition from the online market. The decline in consumer visits to traditional markets occurred because consumers chose the convenience of shopping through gadgets without having to come in person (Juanta et al., 2025). This has a big effect on merchant sales because of the decrease in the number of physical buyers who usually make impulse purchases or directly check the quality of the product, so that merchants lose important personal interaction in the buying and selling process.

In addition, the shift in consumer preferences that are more selective in terms of quality and price is further complicating the position of traders in traditional markets. Consumers are more active in comparing prices between offline and online, and choose cheaper ones (Elfadda et al., 2025). So, traders must lower selling prices and reduce profit margins to remain competitive. The strategy is considered capable of slowing down the decline in sales, but it is not able to increase turnover, so their income is decreasing and the business will not last long.

The implementation of online sales strategies such as the use of social media can be an important step for merchants to adopt, as it is able to expand market reach and increase consumer response. However, the limitation of digital literacy for senior traders is one of the obstacles. In addition, difficulties in packaging, shipping, and product characters that require direct checking make the integration of offline and online sales less optimal. Thus, digital literacy training is needed so that traders can utilize digital marketing strategies in the face of changing market competition (Rifqi et al., 2025).

CONCLUSION

Changes in consumer behavior in the modern fashion era, which is currently mostly dominated by easy access and a wide variety of products through *E-Commerce* platforms, have caused a significant decline in the number of buyers in the traditional Mojo market. Clothing merchants are currently facing a huge challenge to be able to maintain sales.

Sales strategies such as reduced prices, promos, and personal service are only able to slow down the decline in turnover but cannot increase sales significantly. In this case, the use of social media as a digital marketing strategy that has a positive impact but is still limited due to digital literacy constraints and logistics aspects of packaging and delivery. Thus, the adaptation of sales strategies that combine offline and online approaches can increase digital

literacy for traders so that it can be the key to the sustainability of traditional market businesses to face competition in the modern fashion industry.

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