

Trader Sturdiness at Traditional Market in Facing Modern Market Progress

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ABSTRACT : *This study purpose is to find a model of trader's sturdiness at Singosari traditional. Today there are rumors that market traders would not be able to survive in rapid progress of modern markets. But in fact, Singosari Market still exists and its traders were still survive. Therefore, this research asks, what causes them sturdy. Qualitative approach with grounded theory from Strauss and Corbin (1998) is used, namely: open coding, axial coding, and selective coding. Data was obtained through in-depth interviews with informants who are considered familiar with problems studied. They are trader, market managers, and local community leaders. Sampling method is a snow-ball sampling. This study has found that an increase in entrepreneurship, religious, and social capital are capable to increase trader's sturdiness, through intervening variable of self-efficacy.*

KEY WORDS: *Traders sturdiness, traditional markets, entrepreneurship, religion, social capital, grounded theory.*

I. INTRODUCTION

Since early 2000s modern market began to develop in Malang. According to AC Nielsen, their market share increase to 11.8 % (2001-2005) (<http://firmangan.wordpress.com/16.06.2012/modern-market-threat-to-traditional-market>, accessed March 3rd, 2014). Until early 2014, modern market is pioneered by small modern shops, such as Indomaret, Alfamart, and like, even reached into Singosari villages. This is never predicted (Naisbitt, 1994) that will not be needed again giant company in a certain place, but small companies are connected into a giant network, which is backed by advanced technology..Mini market offers various benefits such as increased consumer welfare because there are discounts (Wang et al., 2010). It has strong impact on price of some products such as shampoo, toothpaste, and detergents, which ranges between 1.5 - 3 % (Basker, 2005). It has positive impact on local communities economy, as well as national and global economy (Basker, 2007), Leisure (Mishra, 2007) and variation (Seiders and Tigert, 2000).Nevertheless, modern shops also have a large adverse impact on small traders in traditional markets, such as to suck purchasing power without creating dynamism of local economy, suppliers pressure, labor, democracy, culture, foreign, consumerism, and environmental (Sheehy, 2006). Incumbent stores (traditional stores) loss of sales volume by 17 % (Singh et al., 2004).Small traders in traditional markets, such as in Singosari Market, will obviously overwhelmed by this situation. They only have a minimal capital and limited management. Various advantages of modern stores almost all of them are not owned by small traders. Traditional markets condition is dirty, muddy, crowded, noisy, and so forth. So what can be relied upon by market traders to compete with modern shops? Rationally, we say that traditional market traders will definitely loss in competition. In fact, Singosari markets still full of visitors and traders still sell and develop their businesses. It's an interesting phenomenon. How market traders are able to survive? There are other superior factors to make traders sturdy in trade. Many traders outlet at Singosari Market store still busy, but the performance at glance looks mediocre, not as successful businessmen. Why they can success in business while their business skill are virtually lacking? Why they could face tough competition from modern businesses like mini market? This study attempts to understand phenomenon, namely: phenomenon of modern market advancement, phenomenon of traditional market that still busy, and phenomenon of trader sturdiness. This study is expected can to find a model of trader sturdiness in traditional markets (Singosari market). Therefore, this study focus is to examine how the sturdiness of traders in traditional markets (Singosari market)?

II. LITERATURE STUDIES

Entrepreneurship Theory Understanding (Traders Sturdiness)

Cantillon (1680-1734) does not believe that entrepreneurs should be an innovator. Adversely, Schumpeter saw entrepreneurs certainly an innovator (Lowe and Marriott, 2006). While Lowe and Marriott (2006) saw entrepreneur as a catalyst for economic development. However, it is generally acknowledged that

entrepreneurship is understood as an activity to take risk (Nandram and Samsom, 2006). Risks should be concerned (Lowe and Marriott, 2006).

Mitchell et al. (2002) provide a definition of entrepreneurship as opportunity evaluation, venture creation, and growth. Shanedan Venkataraman (2000) defines entrepreneurship as a scientific study about: how, by whom, and what impact to create goods and services in future, how to find opportunity, how to evaluate it, and how to exploit them. Entrepreneurship characteristics are Autonomy, aggression, power, recognition innovative, independent, intelligence, creativity, energy level, taking initiative, self-reliance, leadership, desire for money, recognition desire, accomplishment drive, power affiliation, and tolerance of uncertainty, risk taking, risk bearing, risk management, innovation, creativity, initiative, positive reaction setbacks, goal orientated, moderated risk taker, need to control, challenge taker, power affiliation, need for power, capitalist, and catalyst for economic development. It characteristics are proposed by Aboud, Bunker, McClelland, Mill, Palmer, Schumpeter, Timmons, Sexton, Timmons, Welsh, White, Wainer, Rubin, Winter, Lowe and Marriott, and Cantillon (in Scheiner, 2009). Timmons and Spinelli (2004) say that entrepreneurship process is a continuous interaction between opportunities, resources and entrepreneurial team in an uncertain environment. According to Adizes (<http://www.businessballs.com/adizeslifecycle.htm>, accessed 22 April 2013), role of human factors emerged as important causes of business failure, and Early stage to Adolescence is a transition from entrepreneurship to professional management. While Miner (1999; Toban et al., 2014;) says that difference in performance due to different entrepreneurs motives. Bird says that there is a close relationship between intention and entrepreneurship (Scheiner, 2009). Boyd and Fozikis interested to develop a model of Bird, and add intuitive and religion as a contextual variable (Scheiner, 2009). Intuition affect self-efficacy, which is an incredible feeling, the feeling of acquiring miracle, blessing so confident to conduct business or trade. Vasconcelos (2009) propose solutions to address business problems with a rational and intuitive approach. Rationality approach determines the attitudes and perceptions of an entrepreneur. But we realize that it is difficult to separate between intuitive decision making with faith-based approach (Fernando and Jackson, 2006). According to him, relationship with transcendent dimension or power could provide inspiration and guidance for business leaders to make the right decisions, and prayer can become transcendent mechanism to trigger intuition.

Planned Behavior of Ajzen show that intention is an important factor to drives a person to do something (Scheiner, 2009). That is, stronger intention to conduct a business or entrepreneurship will more likely be realized. It is foundation of business. Prophet Muhammad said: actually every practice depends on intention (Al Khandalawi, 2004) Sarasvathy (2004) see that employers use possibility tool to make it as an opportunity through imaginative interaction, either with their tools and communities where they live. McGrath and MacMillan (2000) suggest that potential traders always keep up-to-date dynamic list on new opportunities. Russo et al. (2002) suggest to concern with one perspective only (orthodox or rationality). Sadler-Smith and Shefy (2004) said intuitive judgments may offer smart solutions. Dane and Pratt (2007) commented that intuition is how to proceed. French et al. (2009) noted that more complete information comes from intuition and pray, reducing chance to make wrong decision. In contrast, Klein (1999) states that experience sometimes can lead us to astray. Eisenhardt (1999) stated that perception enables employers to get a higher understanding of competitive forces that affect business stability. Khatri and Ng (2000) envisage intuition perception of reality. However, Khatri and Ng (2000) believe that intuitive mechanism is suitable to make strategic decisions, big decisions with little data available and knowledge of business today. Munroe (2003) stated that despite all question, confusion, and uncertainty with regard to influence of prayer, but he is one largest denominator throughout history among thousands people who believe. McCarty (2007) noted that prayer improve morale, productivity, and decrease employee turnover. Similarly, McGee and Delbecq (2003) asserted that executive considers prayer can help to maintain mental and emotional capacity optimally. Furthermore, executives feel inspired to make right decision.

Benefiel (2005) provide evidence that founders of Reell Precision Manufacturing also pray while discussing the challenges of crisis and organizations development product. He also revealed the fourth case of retail network in Brazil that called Insinuante (founded in 1959), monthly meeting of board of directors is always preceded by prayer. It is an old habit of Insinuante founder, Mr. Antenor Batista. Traditional markets are one place of business and also arena for socialization. Therefore, to achieve business objectives of market traders, in addition to economic capital, it is also supported by presence of social capital, in form of trust, networks, norms, kinship, friendship, religious communities, and so forth. Social capital is about value of social networks, bonding similar people and bridging between diverse people, with reciprocity norms (Uslaner 2001). Sunderland (2007) defines social capital as "features of social life". Field (2008) suggests that networks, norms and trust are important items of social capital to facilitate cooperation and coordination for mutual gain (Grootaert and Bastelaer, 2002).

All religions also put *amanah* (trust) as an essential part of faith. Allah said that libel (say dishonest) is crueler than murder (Al Quran and Translation). Prophet Muhammad said that “the sign of faithful is *amanah* (can be trusted to hold mandate), and sign of hypocrites is not trustworthy (Al Khandalawi, 2004). According to Dotlich and Cairo (2003), there are 11 factors that led to executive failure, namely: Arrogance, melodrama, volatilities, excessive caution, habitual distrust, aloofness, mischievousness, eccentricity, Eccentric, passive resistance, perfectionism, eagerness to please. Drucker (1999) calls entrepreneur as someone who started their own the new small businesses. But not all small businesses and new entrepreneurs can be said to represent entrepreneurship. Husband and wife who open a food stall on roadside definitely taking a risk. But can they be considered entrepreneurs? All they do is what has been done before. Indeed, they take advantage of opportunities to increase people intention to eat outside, but do not create new demand or new customer satisfaction. When seeing this perspective, they obviously can not be said as entrepreneurs, even though they open a new business.

Kotler (2000) said that someone become entrepreneurship when he applies management concepts and techniques, to ask what “value” received by customer and product standardization. Furthermore, according to Kotler (2000), entrepreneur is not capitalist, although they also need capital as other commonly entrepreneurs. They are not investors, but they took risk. Entrepreneur is not employer. Smallbone and Welter (2009) argue that entrepreneurship is also a multidimensional concept, which can be analyzed at different levels. They see how entrepreneurship in a transition economy, formerly known as Russian from Union Soviet. How individuals deal with dimension of market changes into a closed system rather capitalist. Smallbone and Welter see it at level of businessman adjustment when facing economies transition. Marchant et al. (2009) found that position of manager and age has a significant impact. Position of more senior managers has higher levels of mental sturdiness. Mental sturdiness increases along with age. When we walked in vegetable seller store, then we will be surprised, because most of vegetable sellers (mostly mothers) in Singosari Market he was already quite old, even virtually already elderly, but they are sturdy. They come to market early in morning before dawn, and return home to prayer *dhuhur* at twelve o'clock.

III. RESEARCH METHODS

This is a qualitative study with grounded theory methods. This method is typically used to view events, actions, norms and values from people perspective (trader) (Locke, 2003). Meanwhile, Bryman (2004) refer to grounded research as “Seeing through the eyes of”. Meanwhile, Glasser and Strauss (1967), states that grounded theory is used to examine not well known study object. Payne (2007) said grounded theory is to explain the understanding, perception, and experience of participants.

Informants (Participants)

These study informants are 8 persons (7 men and 1 woman), 6 market traders, 1 chief market (bureaucrats), and 1 public store, with the following details: Traders market: (1) Mr. Edi, (2) Mr. H. As'ad, (3) Mr. Benjamin, (4) Mr. Majid, (5) Mr. Romli, and (6) Mrs. Lina. Bureaucrats/Head of Singosari market is Mr. Sigit, and community leaders are Kyai H. Nur. Snow-ball sampling is performed in conjunction with data mining from interviews of an informant to another informant (Goulding, 2002). First interview was with Singosari Market Chief (Mr. Sigit). He has all authority to help researchers to meet with some market traders that considered capable to provide data and information required. Interviews were conducted to traders until researcher do not discover new information again, or already saturated, or until the information obtained is no longer qualified (Ekins, 2003). One trader (Mr. Edi) informants always can meet easily and invited to discuss by researchers. Mr. Edi has a store Singosari Market with position face to highway of Malang-Surabaya. Researchers observe how Mr. Edi offers merchandise, how to treat customers, and various ways to trade in market. Interviews were conducted when researchers saw free time, for example after *Dhuhur* prayer, buyer usually rather quiet at this hour. Interviews with other market traders, also carried out in this way. In contrast to Mr. Edi and several other market traders (informant), interviews with informants H. As'ad was done while he is trading as well as after meet spiritual needs at mosque, i.e. after morning prayers at around 5.30 am. Interviews to community leaders (Kyai Nur) mostly done when Kyai Nur relax in evening at Mukhtar Cafe about 9 pm. Sometimes, some trader also often presents some, one of them was informant Mr. Majid, so information obtained is richer. Interview with Mr. Sigit was performed in his office, which is located on second floor of Singosari Market.

Data Collection Technique

Data was collected through interviews, recording, observation, and documentation, with the following phases: (1) observations on traditional markets and modern markets, as well as the study of literature; (2)

preliminary interviews with various people, in this case: promoters, market traders, modern store management, academics, bureaucrats, and academics; (3) interviews with key informants. Allocation of time to adjust to time the interview of each informant. and (4) consultation with a team of promoters to get directions and instructions.

Data Validity Checking

Data validity checking is done to dispel eliminate doubt of data and information obtained (Schreiber and Stern, 2001). Data validity checking is done by: (1) Extend the observation, ie for 12 months; (2) increase the persistence, ie, intensive good relationship with the informant; (3) use the results of previous studies and literature review; (4) consultation and discussion with promoter team); and (5) maintain and explain in detail the results of research, which involves promoter team and Chairman of Management Doctoral Programmed. Procedures to check validity of such data is partly follow Creswell and Miller (2000) and also two grounded research researchers, namely Kartika Sari (2009) and Ari Pontiku (2009).

Data Analysis Techniques

Data analysis technique follows Strauss and Corbin (1998), namely: Open coding, axial coding, and selective coding. This study considers the proper techniques are used to assess how market traders sturdiness in Singosari. Before applying the third coding, data analysis is begun by field notes, field interviews notes (Tan Jin, 2010). Open coding begins with transcription (data obtained from recording) or field notes (data obtained from field notes), and then obtained an important statement. The outputs are sub-category or categories (Strauss and Corbin, 1998). Field note contain important statements. Axial coding stage look for sub groups to create a sub category of categories (Strauss and Corbin 1998) or search groups category with same meaning to create main categories (Creswel, 2007). The result is shown in table 1 below:

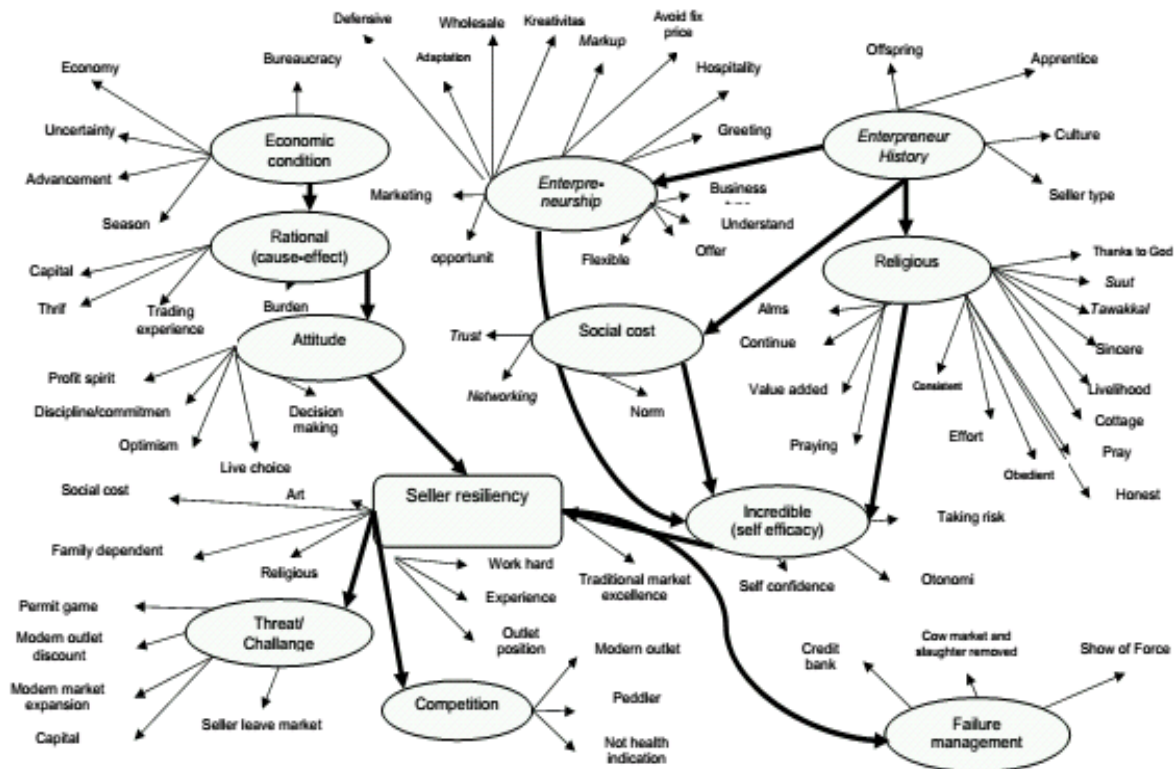
Table 1: Categories

No	Category	No	Category
1	Trading art	19	Uncertainty
2	Social capital	20	Self esteem
3	Religious	21	Disciplines/Commitment
4	Trading experience	22	Live choice
5	Family dependent	23	Culture
6	Livelihood	24	Capital
7	Alms	25	Thrifty
8	Descent	26	Economic condition
9	Customer	27	Work hard
10	Threat	28	Competition
11	<i>Lumintu</i>	29	Season
12	Excellence	30	Decision making
13	Spirit for profit	31	Flexible
14	Bureaucracy	32	Trader type
15	Apprentice	33	Management fault
16	Autonmy	34	Risk taking
17	Building	35	Advancement
18	Optimism		

Source: Calculation based on sub-categories to create a category

Selective coding is stage to select interconnected major categories, as well as seeking relationships, as presented in Figure 1. Output is proposition. Then it search relationships between propositions. The output is existing models that presented in Figure 2.

Figure 1: Relationship of Main Category and Other Main Category



Source: Processed based on data analysis and observation

IV. RESULT

Proposition

After long data analysis process, open coding, axial coding, and selective coding, this study finally formulates three propositions as follows:

First Proposition : Entrepreneurship capability improvement would increase traders sturdiness through intervening variables of self-efficacy.

Traders can improve their capabilities in terms of: capability to adapt with all situations; defensive strategy; creativity to develop innovative ways, such as buy from competitors; offering markup price; avoid fixed prices; greeting and welcoming; clever to choose business type; marketing; offering/selling art; flexibility; and improving capability to take advantage of opportunities. Entrepreneurship skills improvement makes traders feel a sense of self-efficacy. They seem have fabulousity, miracles, and *karomah*. Such feelings will bring up confident, independent and autonomous, and ready to take risks. They will actually trade with sure to succeed. Traders "dare" to take risks. This makes them sturdy in Singosari market.

Second proposition: Religious capability improvement enable increase traders sturdiness through intervening variables of self-efficacy.

Traders improve their religion capabilities to gratitude for all the blessings from Lord, thanks for all success that has been achieved, even traders thanks to what available to him, despite normatively relative small. Traders confident they have get *suut* (star), maximizing opportunity to get benefit as much as possible when feeling being *suut*, capability to learn resignation, sincere, and most dominant is confident of each sustenance, trader huts, charity, diligent prayer, effort, and *Lumintu* (little buyer but continue), how traders remain obedient, diligent prayer, consistent, and expect blessings.

Religious capability improvement makes traders feel to have self-efficacy. This feeling will bring up a confident, independent and autonomous, and ready to take a risk based on sureness. All of them are intended as an intervening variable, or variables that relating between religious and trader sturdiness .

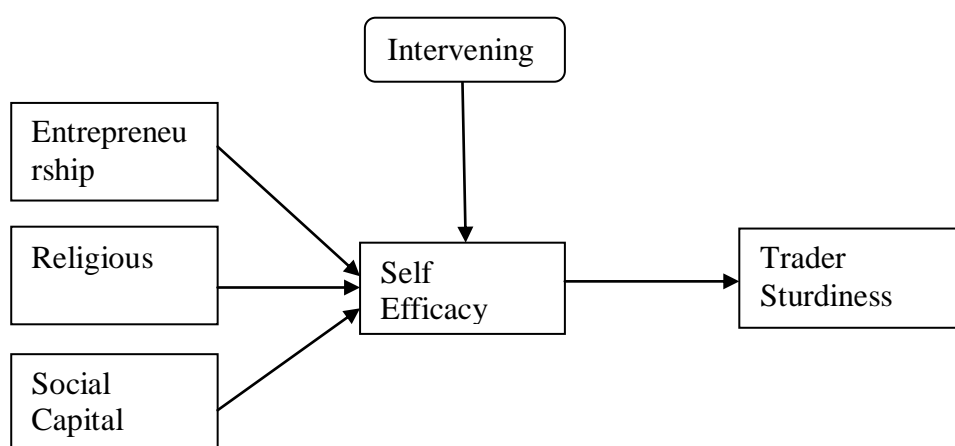
Third proposition: Social capital capability improvement increasing traders sturdiness through intervening variables of self-efficacy.

Traders improve their social capital capabilities of trust, networks, norms, compassion to consumer, relatives/family, familiarity, neighbors, religious relationships and habits of Singosari society. This improvement makes traders have self-efficacy.

Existing Models

These three research propositions are presented in existing model below:

Figure 2: Existing Models



V. DISCUSSION

Entrepreneurship

Management literature consistently has acknowledged that management is grouped into two main parts, science and art. Art-based management was developed by considering very complex variables in real life to be handled by only science (Haddow et al., 2011). Many aspects of this life are not merely rationality alone, art, intuition, prayer, religion, and so forth. Not all traders in Singosari Market understand what art management. Their entrepreneurship education is limited. Average traders in Singosari Market have education at junior high school level. However, they trade practice actually has a lot of improvisation, and actually have arts management in trade. They employ management concepts but do not know the name. For example, how to keep visitors come to their store. They greet and persuade consumer. It makes customer come to their store, although they not buy anything. Even Kyai H. Nur said that each trader has rhyme to attract visitors attention. According to him, if we pass a store, we listen many poem, funny, and interesting. This concept is practiced to greet customer, consistent with promotion concept in marketing science of Kotler (2000). This study assumes that made traders greet visitors to make them visit their store. It is one portion of entrepreneurship, and become one of attractions of traditional markets (Singosari market). Largest visitors of Singosari market are mothers and villagers. They still adhere to customs of Java people, namely greeting culture before stepping into subject. This is also consistent with Islamic guidance of Prophet Muhammad to greet other and smiles. Even the Prophet says that a smile is charity. Actually modern outlet also makes greeting and hospitality. However, greeting and hospitality in Singosari markets full of friendship and socialization nuances. They greet as what is commonly done as Javanese customs, known manners. Researchers observed traders serve every customer with charm, conversation about social issues, hot news, while the customers choose the items to be bought. It differs with modern shops, which are just say hello, grab the goods to be purchased, take it to cashier, pay and finished. Market is not the case, there is other thing than purely business.

One entrepreneurship style that practiced Singosari Market traders are buy from competitors. If Indomaret or Alfamart give discount programs over certain products, such as cooking oil, then market traders busy to buy all the discounted products. This modern shop will be overwhelmed, because it discounts actually costs to make visitor buy other product. But, this modern trick is broken by market traders who buy all

discounted products. This is an empirical art trade, and likely would not be poured into a theory. According to Mr. Edi, he also buys products of modern discount stores. At next time trader may have other innovative ways. He will get much profit because he can sell this product at normal price. Products of modern discount stores are cheaper than distributor price, so this really profitable opportunities.

Entrepreneurship that practiced by other market traders are defensive. Traders do not add much to his unit, but walking normal. Anyone tried drop price to compete with modern stores, eventually it create many problems and closed temporarily. In fact this is also a strategy, which is a defensive strategy (Child et al., 2005). Market trader also actively search cheap supplier. For example, Mrs. Linabuy from Chinatown wholesale in Malang City. He buys glassware, sometimes go to Surabaya, namely Kedaung (glassware center). According to him, it sometimes can get easy payment. It is an art of trade, which can only be obtained if a person has a diving a business. According to Mrs. Lina, toys and glassware at his store are much cheaper than modern shops. There is market traders custom, arguably good or bad, namely markup (applying the expensive bid). H. As' said, on good side is one selling create great profit. All market traders use this tricks. For example, if the goods price Rp 100,000, then it sold Rp 200,000. Consumers will bargain. For example he bargain Rp 150,000, we derive Rp 175,000. Typically, in these tough position, rising consumer rather heavy, we derive a bit to give the impression that we already tight profit, such as Rp 160,000. Usually consumers directly pay the price. Indeed there are consumers who already know how to bargain, but generally still many do not understand. All traders using this method. Market traders avoid applying fixed prices, except peddler. Traditional market consumers prefer to buy at bargain prices. Traders did not leave the norm, worried customers will left. Perhaps, the next paradigm the consumer would like fixed prices. It may be due to influence of modern stores. But at least moment, generally consumers are still like bargain. So, fix price is avoided by market traders. It is also an entrepreneurship, in this case also can be called art trade.

Religion

Another important finding of this study to increase trader sturdiness is religion capability improvement. It include gratitude, *suut* (star), resignation, sincere, confident sustenance, trader huts, honest, prayer, effort, alms, *lumintu*, obedient traders, prayer, blessing, *istiqomah* (consistence). One key informants (H. As'ad) believe that his success in trade because of religion, particularly sustenance and *suut* (star). According to him, the important one is willing to try, after that resignation. Singosari is known as Islamic student's city. According to some parents story, from long ago Singosari has always been known religious, especially Islam. Even the first boarding house in Malang are in this region, namely Bungkuk Boarding House that led by Kyai Tohir. This boarding house has existed since colonial era. Until now, this boarding house still accepts students. Therefore, it is not surprising that traders in market also uphold the of values religion. Generally no traders dare to play with this one. One journals that became a reference in study has title: Intuition, Prayer, and Managerial Decision-Making Processes: A Religion-Based Framework (Vasconcelos, 2009). It discusses great success that achieved by one biggest retailers in Brazil. Every morning before starting the activity, the employees get together and pray together. According to him, the manager who clings to prayer, can become a source of accuracy or minimize their corporate decision-making fault.

McCarty (2007) says there is a trend in media reports to practice prayer and other spiritual tools in workplace by small business owners, executives, and employees. All ask and expect God's help. He also stated that prayer in meeting create interesting results, such as increased morale and productivity and decrease employee turnover. Similarly, McGee and Delbecq (2003) asserted that executive considers prayer because it helps to maintain mental and emotional capacity optimally. Furthermore, executives feel inspired to make right decision. Benefiel (2005) report a cases of Reell Precision Manufacturing founder. He prays when he discusses the challenges of crisis and product development organizations. Apparently, this organization successfully integrates spiritual resources with strategic decision-making process. Furthermore, Benefiel also reported that same mechanism also applied at HealthEast: Joe Clubb at all levels of organization. Benefiel argues wisely that reflection and prayer can help leaders to examine large amounts of data. Analyst concluded that relationship of prayer with retailers in Brazil's success is because employees can work quietly so intuitively able to become optimum (Vasconcelos, 2009). The same was done by traders in Singosari market. Traders prayer to God before starting their activities. They hope to God the merchandise wares and getting sustenance.

One religion element that stands apart from prayer is *suut* (star). Traders believe that every person have *suut* (star) shine. H. As'ad believes that his *suut* ever shines. According to him, he get good profit, even he can go Hajj with his wife. When you feel *suut*, trader confidence to take risks. They feel to have power (autonomous). These feelings lead to traders to feel possess something beyond itself on able to make them successful. They feel there will be a help, although this is difficult to prove, but at least this will motivate, or at

least make optimistic. *Lumintu* is a Javanese word that often used in trading. The meaning according to Mr. Edi was buyer has away despite the arrival of a little sparse, but still exists. According Mr. Edi, *Lumintu* is good trading. Kyai H. Nur also said that there is consistent buyer is better than arrival of buyer once. This makes traders still able to survive in market and achieve a better economic life.

It is rational because market is not place for many people, many visitors from market. They have diverse desires too. That is natural that every trader gets sustenance respectively. For example, Mr. Edi always has visitors who come to his shop. *Lumintu* concept is resemblance to Japanese concept of *kaizen*, which is a continues improvement. It can also be juxtaposed with the concept of sustainability from west. Another important finding of this study is entrepreneurship capability improvement can increase trader sturdiness. Low education, limited capital, sober management not hinder trader to get the art. This is one support of market trader, namely the art in trade or entrepreneurship. They are skilled to offer goods, astute in setting initial price that negotiable ready, hospitality, and buy from competitors, and so forth. Wang et al. (2010) has been conducting research in USA and found that because they does not have a strong bargaining with monopoly suppliers, small traditional shops choose to improve its quality. Ali et al. (2010) also found that consumer spending priorities of food products depends on cleanliness/freshness, price, quality, variety, packaging, and availability of non-seasonal. Consumer preferences in market rely heavily on ease of purchase, the availability of additional services, and attraction for children, basic amenities, and affordability. Most of food and food ingredients is purchased in loose form at nearest outlet. Fruits and vegetables are mostly bought every day or twice a week because of its rapid wilting. Traders in Singosari market is either, they always delight customers, provide additional services such as friendliness and ease of purchase, price is negotiable, and so forth. Dean (2011) has been conducting research in Sydney Australia about the feelings of stress and excitement that can be obtained from business negotiations agreement. Dianne Dean discovers that an effective and persuasive communication is an important part of a business deal.

Social capital

One this study findings that differ with other study is an increase in social capital capability to increase trader sturdiness. Leksono (2009) said that main cause of traditional markets deterioration (Pasar Besar Malang) is social capital loss (trust) among traders. Leksono said that market traders have similar style of modern market, namely cash and carry, or no money no goods. Traditional market still known with system of delay payment. Difference between this studies findings with Leksono are elements of social capital. As we know that there are three key elements of social capital, namely trust, networking, and norms. Dominant element of social capital in Leksono is trust, whereas in this study is norm. Dominant religious norms for traders in Singosari market, such as religious community in form of lectures, traders recites together, relative relationships, neighbor, and friendships are social capital that leads to loyalty (loyal customers). There is also a kind of norm compassion, that person makes a purchase with the social motives (social capital). This customers do not care about the price, no matter the quality of goods they purchase. They just buy because of pity to seller. As explained earlier in discussion section, there are mothers who love shopping for a fruit seller under stairs market because of compassion. The seller is only selling a few fruits, such as guava, mango, etc. The fruit sold is also quite good enough quality and more expensive. However, there are still customers. According Mr. Edi, customers buy because of pity feeling. Tolciu (2010) conduct research in Hamburg Germany. This study investigated the success factors of migrant Turkish businessmen in Hamburg Germany. He discovered that key success factors in Turkish migrant entrepreneurs in Hamburg are social capital and economic resources. The research findings are same in terms of social capital, but differ in terms of economic resources. Market traders have few economic resources. They are just small traders whose capital is limited. Its resources are persistence and social kinship.

Sandhu et al. (2010) conduct research on graduate students in Malaysia that more mature and have a lot of work experience as an entrepreneur. This entrepreneurial graduate students face many obstacles, such as lack of funds, fear of failure, and lack of social networks. These barriers may hinder their entrepreneurial tendencies. Barriers faced by graduate students may be different dimensions with barriers commonly faced by entrepreneurs. This study investigated relationship between perceived barriers to entrepreneurship and entrepreneurial inclination. He found that 31.5 percent of variation is explained by the tendency of entrepreneurial to five perceived barriers, namely: social networks, source of funds, reluctant to take risks, demographic, and personal factors (age, sex, marital status, income, etc.). The highest rating is lack of social network owned by businessmen, followed by lack of resources, and reluctance to take risks. In contrast to findings of Sandhu, Singosari Market traders in fact have a strong social network. This may be because the study sample Sandhu is a businessman of graduate students in Malaysia. Meanwhile, market traders have very

strong social nuance. According to Kyai H. Nur, traders age actually have very high social, supported by market without divider. Their relationship is very friendly, even according to him, every trader have music instrument. If buyers deserted, respectively traders play the music instrument, so that sounds good to hear and harmony. Familiarity and brotherhood born from social capital such as this.

VI. CONTRIBUTIONS AND LIMITATIONS

Three propositions of this study are expected to become a novelty in theory of entrepreneurship, particularly about traders sturdiness in traditional markets. Qualitative approach with grounded theory method is expected to enrich research in field of management. There is a uniqueness in this study, such as uniqueness of traditional consumer market, uniqueness of way they spend, which can lead to culture. Therefore, it is suggested to next researchers to examine this in a phenomenological method, which is more focused towards culture.

This study examines does not study deeply topic of gender, although this is actually interesting. Many women or mothers become traders in Singosari market although very old. Many of research results discuss gender with entrepreneurship, as practiced by Candidates and Garcia (2010) in Spain to analyze role of gender differences among entrepreneurs to test the psycho sociological traits and incentives and principal. Another study by Gupta and Hass (2010) in USA show that provision of labels that women are more likely to avoid risks in business can limit the positive benefit, both from the women themselves and organization. Their study found evidence that there are gender neutrality in risk propensity and managerial decision making in specific context, except in case of portfolio allocation. Lahiri and Samanta (2010) makes research in India and found that increase in literacy rate can increase number of women who work, income, availability of credit at low interest rates and progress along with the assurance of products quality to encourage consumers in India to switch to store to buy clothes organized store or mall. This study results can help to examine gender issues in relation to sturdiness of traditional market traders (entrepreneurship).

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