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FACULTY OF HOTEL & TOURISM MANAGEMENT

**COMPARISON ON THE FACTORS THAT INFLUENCE
CONSUMERS' PREFERENCE BETWEEN WET MARKET AND
MODERN MARKET**

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ABSTRACT

The main study of this undergraduate project is to investigate the factors that influence consumers' preference toward wet market and modern market. This study was done by using secondary studies which are argumentative and comparative analysis. The comparative analysis is done between the wet market and modern market. The factors that influence consumers' preference are quality of product, product packaging, store atmosphere and product pricing. Quality of product refers to the freshness, safety, color, taste, odor and value. The perception on the product quality towards each retail format is apparently different from each customer. Besides, modern retailers provide packaged product that certain customers would rather choose because they assumed that packaged product would have better quality compared to fresh product sold at the wet markets. Younger customers prefer packaged product with halal logo. The store atmosphere in wet market was labeled as crowded, hot, stuffy and dirty while modern market is clean and it provide enough parking spaces for the consumers. The facilities and layout design of modern market is better than wet market. As for product pricing, wet market offers cheaper price compared to modern market which is higher and fixed price. From the discussion, consumers prefer going to the wet market because they want to purchase fresh product such as fruits and vegetables, meat, poultry and seafood. As for modern market, they would like to purchase item such as clothes, pants, packed product or convenience food and dry product.

Keywords: Wet market, Modern market, Consumer preferences, Factors influence.

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