


Dynamics of Traditional Market Sustainability: Bibliometric Analysis in the Era of Competition with Modern Markets

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Article Info	ABSTRACT
<p>Keywords: Traditional markets, sustainability, bibliometrics, market competition</p>	<p>Traditional markets in Indonesia face serious challenges in maintaining their existence due to the massive expansion of modern markets, changes in consumer preferences, and pressure from the development of digital technology. This phenomenon raises concerns about the sustainability of traditional markets as part of local social, cultural, and economic identities. To understand how this issue develops in scientific studies, this study uses a bibliometric approach based on publication data from the Scopus database. The data analyzed consisted of 200 documents published between 2000 and 2024, obtained using keywords such as "traditional market", "modern retail", "market competition", and "sustainability". The analysis was carried out using VOSviewer software for mapping keyword networks and author collaborations, and Microsoft Excel to identify annual publication trends and geographic distribution. The results of the analysis show that the focus of research on traditional markets has increased rapidly in the last five years, especially related to issues of socio-economic resilience and technology integration. In addition, it was found that Asian countries, especially Indonesia and India, dominate the production of literature in this field, with scientific collaboration still centered in national institutions. This study reveals that the sustainability of traditional markets is not only discussed from an economic aspect, but is also associated with social inclusion, public policy, and resistance to economic globalization.</p>
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INTRODUCTION

Traditional markets have long been the backbone of local economies in Southeast Asia, including Indonesia, by providing access to basic necessities and being the center of social interaction. However, in the last two decades, traditional markets have faced significant pressure due to the rapid growth of modern retail and digital transformation that have drastically changed consumer behavior.

Research on traditional markets has developed in various perspectives. Previous studies highlighted the role of traditional markets as centers of social and economic interaction in society (Nuraini & Merdekawati, 2012). On the other hand, the literature also reveals that the

existence of modern markets has changed the landscape of trade and consumption in society. Consumer preferences for modern markets are driven by various factors, such as convenience, cleanliness, security, and completeness of products and services (Dinamika Manajemen, 2011).

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Data shows that in Southeast Asia, modern retail is experiencing annual growth of 6–7%, driven by urbanization, the rise of the middle class, and the adoption of digital technology. In Indonesia, e-commerce penetration in the retail sector has increased sharply from 1% in 2013 to 31% in 2023, making it one of the highest growth rates in the world. In addition, the value of e-commerce transactions in Southeast Asia reached USD 138 billion in 2023 and is expected to increase to USD 159 billion in 2024. (Retail News Asia 2025).

This growth creates challenges for traditional markets, which now have to compete with modern retailers that offer convenience, competitive prices, and technology integration. Meanwhile, modern retail, including minimarket and convenience store formats, has grown rapidly; in Indonesia, the market share of minimarkets in modern trade increased from around 26% in 2008 to 73% in 2022 (YCP Professional 2023)

Previous studies have discussed various aspects related to the sustainability of traditional markets. For example, a study by McKinsey (2022) highlighted that despite the rapid growth of modern retail, traditional trade still accounts for two-thirds of total grocery sales in Southeast Asia, indicating that traditional markets remain relevant despite the pressures. However, the study did not deeply analyze how traditional markets can adapt to these changes (McKinsey & Company 2022).

In addition, Euromonitor (2023) report shows that Asia Pacific, including Southeast Asia, has become the new center of gravity for the global retail sector, with e-commerce retail sales reaching USD 1.8 trillion in 2023, up 630% since 2013. However, this report focuses more on the growth of modern retail and e-commerce, without discussing its implications for traditional markets (Euromonitor International 2023)

A study by ChemLinked (2023) revealed that in Southeast Asia, traditional grocery stores still dominate the market, especially in countries with low urbanization rates such as Indonesia and Vietnam, where they account for 73% of total grocery sales. However, this study has not explored the adaptation strategies of traditional markets in facing competition with modern retail.market.

In this context, it is important to understand how traditional markets can maintain their sustainability amidst the dynamics of competition with modern markets. Bibliometric analysis of academic literature on this topic can provide insight into research trends, collaborations between researchers, and the main focus in studies on the sustainability of traditional

markets. This approach allows the identification of research gaps and potential development of strategies that can support the existence of traditional markets in the modern era.

The bibliometric approach is relevant in examining the development of studies on the sustainability of traditional markets amidst competition with modern markets. Bibliometric analysis allows mapping of research trends, identification of key topics, and evaluation of the impact of publications that have been conducted in this field. Several previous studies have shown that the sustainability of traditional markets requires adaptation strategies to modern market trends, both in management, infrastructure, and business models (Nahraeni et al., 2019).

METHODOLOGY

This study uses a bibliometric method to analyze the dynamics of the sustainability of traditional markets in the context of their competition with modern markets. This method was chosen because it is able to provide a quantitative mapping of the development of scientific research systematically, including publication trends, collaboration between authors and institutions, geographical distribution, and dominant themes or keywords. The bibliometric approach is relevant to identify the direction of development and focus of academic studies in the field of traditional markets, as well as to understand how this topic develops in the global literature.

The data used in this study were obtained from reputable scientific databases, namely Google Scholar and Scopus, which were selected because of their broad coverage and high journal quality. The publication period analyzed was from 2020 to 2024. The total number of documents collected was 200 scientific articles, including journal articles, conference proceedings, and review articles.

The article screening process was carried out systematically using several inclusion and exclusion criteria. Inclusion criteria included: (1) articles relevant to the main topic of the research, (2) documents in English or Indonesian, and (3) types of documents in the form of journal articles or proceedings. Meanwhile, articles that did not have relevant keywords or came from non-credible sources were excluded. Due diligence was carried out through manual review of abstracts and keywords, as well as duplication checking to ensure data quality and relevance.

Data analysis was performed using VOSviewer and Microsoft Excel software to visualize keyword networks, author collaborations, annual trends, and geographic distributions. This approach provides a comprehensive picture of the position and direction of research development in the field of study, as well as the potential for future research development.

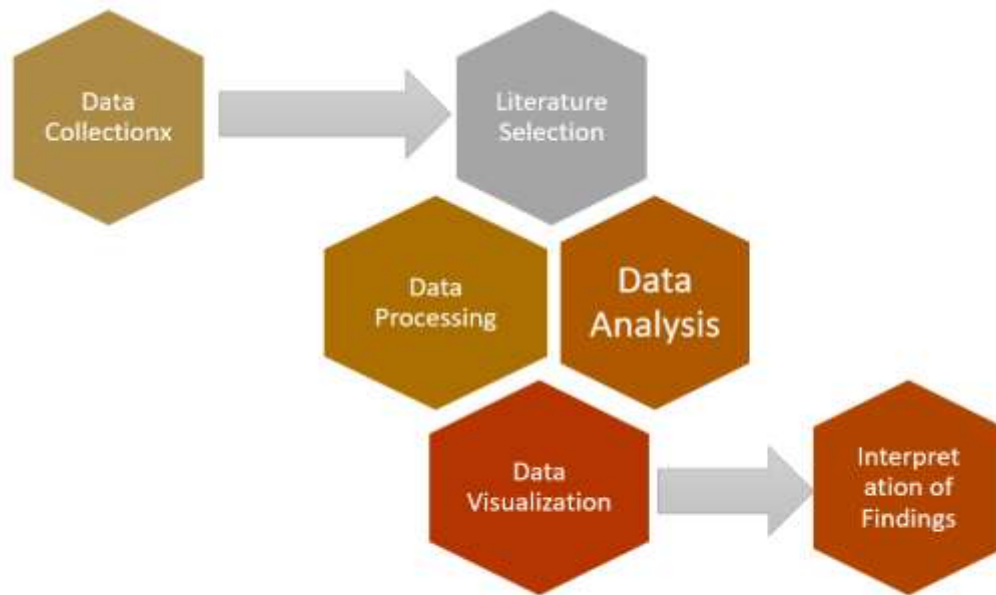


Figure 1 Diagram of the framework for thinking

RESULTS AND DISCUSSION

Results

General Description of Data

This study uses the number of publications as a key indicator to understand research trends within a specific topic. The total publication count reflects both academic productivity and the level of researcher interest in the field. Presenting this data offers insight into the breadth and development of related studies over a defined time span. The analysis period is essential in bibliometric studies, as it highlights the dynamics of research growth over time. By examining trends across specific years, the study can identify periods of significant increase or decline in publication output. These trends can often be linked to external factors such as policy changes or technological advancements influencing research activity.

Reliable data sources are critical for ensuring the validity of bibliometric findings. This study utilizes reputable scientific databases like Scopus, Web of Science, and Google Scholar, each offering unique strengths. By combining multiple sources, the research enhances the accuracy, depth, and representativeness of the analyzed data.

Annual Publication Trends

Annual publication trends are an important indicator in bibliometric analysis that illustrates the dynamics of research in a field over time. One effective way to understand these trends is to use annual publication charts, which visualize the number of publications published over a period of time. These charts allow researchers to identify whether there is an increase or decrease in the number of publications, as well as to determine periods with significant spikes in scientific production.

Visualizing the number of publications per year provides a clearer picture of the research growth pattern. If the graph shows a consistent upward trend, this may indicate that the

research field is receiving increasing attention from the academic community. Conversely, if there is a decrease in the number of publications, there may be external factors affecting research productivity, such as changes in research policy, availability of funding, or shifts in scientific interests.

Further trend analysis can be done by examining the growth patterns of publications over time. In some cases, spikes in the number of publications can be linked to specific events, such as the development of new technologies, changes in government policies, or increased research funding in a particular field. For example, in recent years, publications on artificial intelligence have increased rapidly along with technological advances and increasing applications in various sectors.

Annual Publication Trends

Annual publication trends play a crucial role in bibliometric analysis as they reflect the dynamics and direction of development within a specific field of study. A yearly publication graph serves as an effective visual tool for evaluating the rise or decline in the number of published works over a given period. Through this visualization, researchers can identify key periods of growth or stagnation in scientific output, often linked to internal developments or external influences within the research ecosystem.

The growth pattern in publications is frequently influenced by various factors, such as government policies, technological advancements, or changes in research funding mechanisms. For instance, the recent surge in publications related to artificial intelligence corresponds with global interest in its applications across multiple sectors. Additionally, increasing international collaboration and easier access to open-access journals have contributed to greater research productivity, while new regulations or shifts in publishing policies may act as limiting factors.

A deep understanding of publication trends offers strategic insights for researchers in setting future research directions and identifying potential interdisciplinary collaborations. In some fields, these trends even reveal cyclical patterns, indicating periodic shifts in academic interest. Thus, annual publication trend analysis is not only valuable as a quantitative overview but also serves as a foundation for further exploration of emerging issues and the evolving nature of scientific inquiry in response to contemporary challenges.

Geographical Distribution of Research

The geographical distribution of research is an important aspect of bibliometric analysis because it provides an overview of the country of origin of published research. One way to understand this distribution pattern is to use a research distribution map, which visualizes the geographical location of the publications analyzed. With this approach, it is possible to identify the countries that are most active in related research as well as regions that have limited involvement in the topic.

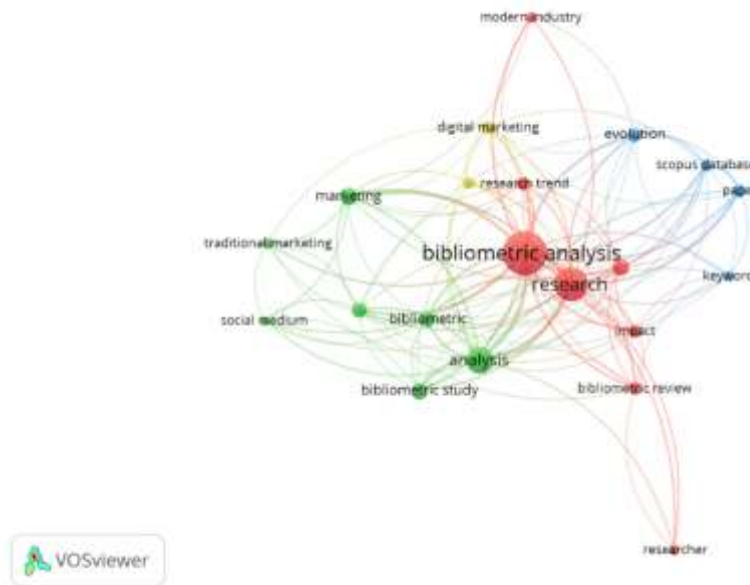


Figure 2. Network Visualization shows the connections between items based on their relationships.

Network Visualization using VOSviewer with the main keywords: *Bibliometric, Traditional Market, Modern Market, Trends, and Research*. This diagram illustrates the relationships between keywords in research related to traditional and modern markets based on bibliometric analysis. The larger the node size, the more frequently the keyword appears in the literature, while the connecting lines indicate the degree of association between research topics.

Research distribution maps are valuable tools for identifying global patterns in scientific contributions. Countries with advanced education and research infrastructure, such as the United States, China, and Germany, often lead in publication output due to strong funding, access to reputable journals, and active international collaboration. Meanwhile, developing nations may publish less due to limited resources and opportunities.

Despite these disparities, several developing countries have shown significant growth in research output, signaling improved access to research tools and greater inclusion in the global academic community. These emerging contributors may offer fresh perspectives and innovative approaches to existing topics, highlighting the importance of analyzing contributions beyond the dominant players.

Geographic research distribution is also shaped by national R&D policies, inter-university collaborations, and support from global funding agencies. Countries with strategic investment in research and supportive academic policies tend to produce more high-quality publications. Understanding these dynamics enables scholars to identify innovation hubs, foster international partnerships, and explore under-researched areas across regions.

Analysis of Author and Institution Collaboration

Collaboration among authors is a key element in bibliometric analysis, as it reflects the extent to which research in a particular field is conducted collectively. Visualizations such as collaboration networks or co-authorship maps allow for the identification of author groups who frequently collaborate, as well as key individuals who serve as central figures in the research community. Authors with frequent collaborations often hold significant influence over the development of knowledge in their respective fields.

These collaboration networks often reveal "hubs"—authors who connect various research groups and strengthen scientific synergy. Such researchers are typically affiliated with prominent institutions or are actively involved in large-scale international projects. High levels of collaboration suggest the presence of a well-established scientific community and promote the broader dissemination of ideas and innovations.

In addition to individual collaborations, institutional involvement plays a vital role in the advancement of scientific disciplines. Institutions such as leading universities and global research centers tend to dominate publication outputs due to their access to substantial resources and advanced research facilities. Identifying the most frequently publishing institutions helps highlight centers of excellence that significantly contribute to scientific productivity.

Trends in inter-institutional collaboration are increasingly shaped by international consortia that bring together universities and research centers from various countries. These partnerships not only enhance the quantity of publications but also enrich research quality through interdisciplinary and cross-cultural perspectives. Understanding author and institutional collaboration networks enables researchers to identify potential partnerships and gain deeper insights into the dynamics of research development at both national and global levels.

Keyword Analysis and Research Topics

Keyword analysis is an important method in bibliometrics to understand research trends in a field. Using keyword network maps, the relationships between terms that frequently appear in publications can be visualized, allowing the identification of emerging main themes and subtopics. These keyword networks are usually visualized in the form of graphs or word clouds, where high-frequency words will be more prominent and interconnected with other words that have thematic relationships.

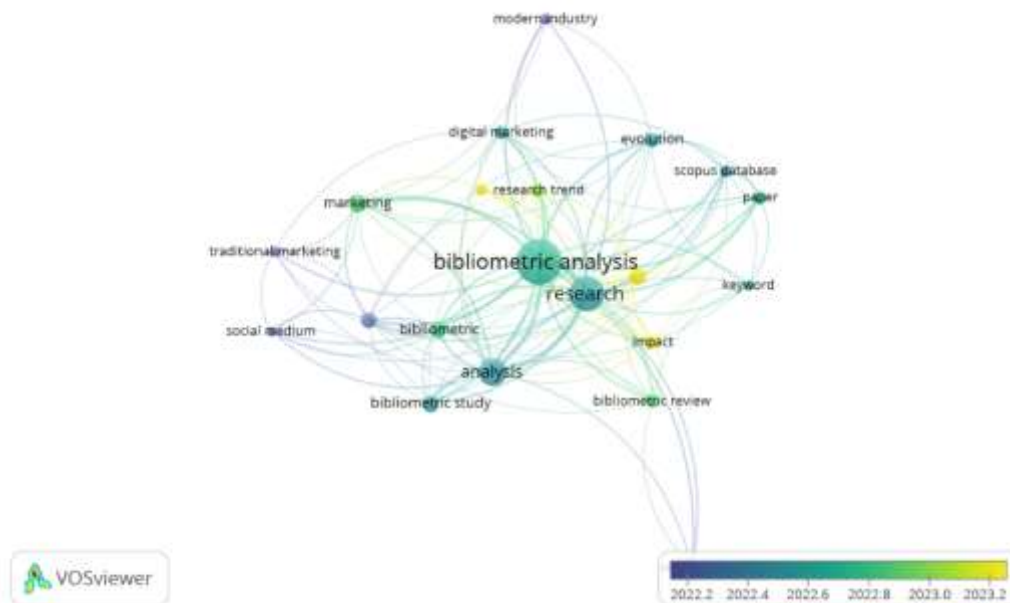


Figure 3. Overlay Visualization adds an extra layer of information, such as temporal or citation data, to help analyze trends and impacts.

Overlay Visualization using VOSviewer with the main keywords: *Bibliometric, Traditional Market, Modern Market, Trends, and Research*. This visualization represents the temporal evolution of research topics, where different colors indicate the year of publication. Recent research trends are highlighted in lighter colors, while older studies appear in darker shades. The overlay visualization helps identify emerging themes and shifts in academic focus within the study of traditional and modern markets.

Keyword network maps help to uncover research patterns that dominate a field. Keywords that frequently appear together may indicate a close relationship between topics that researchers frequently discuss. For example, in research on traditional and modern markets, keywords such as “market competition,” “digital transformation,” and “consumer behavior” may appear together, indicating a research focus on the adaptation of traditional markets to economic and technological changes.

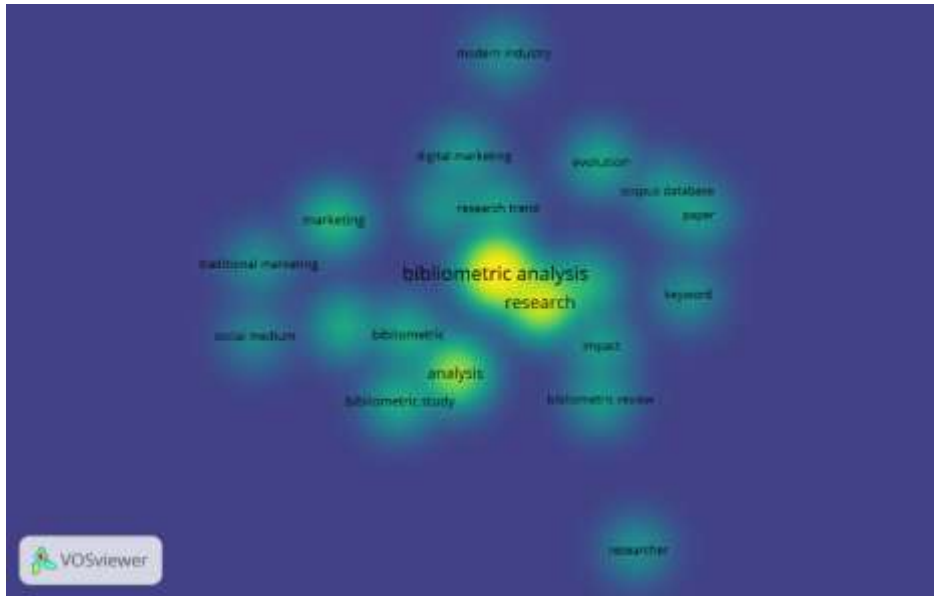


Figure 4. Density Visualization highlights areas of high concentration in the network.

Density Visualization using VOSviewer with the main keywords: *Bibliometric, Traditional Market, Modern Market, Trends, and Research*. This visualization illustrates the concentration of research topics, where areas with higher density (warmer colors) indicate frequently occurring keywords and well-researched themes. Lower-density areas (cooler colors) represent less-explored topics, highlighting potential research gaps within the study of traditional and modern markets.

In addition, keyword analysis is useful for identifying shifts in research trends over time. In recent years, studies on modern markets have increasingly focused on aspects such as e-commerce, digital payment technologies, and customer experience, in contrast to earlier research which tended to emphasize pricing and distribution. This shift reflects how market dynamics influence the focus of academic inquiry.

Dominant research topics in the context of traditional and modern markets can be identified through the frequency and interconnection of keywords. Common themes in traditional market studies often include economic sustainability, the role of local culture, and the impact of government regulations on market continuity. On the other hand, research on modern markets tends to focus more on technological innovation, digital marketing strategies, and consumer preferences within modern retail ecosystems.

Beyond the main themes, this analysis can also reveal emerging subtopics in response to global changes. For instance, growing attention to green economy and sustainability has sparked studies on environmentally friendly practices in both traditional and modern markets. The integration of technology in traditional markets—such as the use of online ordering apps by small vendors—also represents a relevant and evolving area of research. By understanding the keyword network and dominant research themes, scholars and practitioners can gain insights into the field’s development and identify research gaps to guide future studies in an era of rapid technological advancement and changing consumer behavior.

Citation Analysis and Publication Influence

Citation analysis is a key indicator for assessing the impact of a publication within the academic community. Frequently cited articles are often recognized for their significant contributions to the advancement of a field. In this analysis, the most highly cited publications are identified to determine which works have had the greatest influence and serve as foundational references in related research. High citation counts typically reflect innovative ideas or findings that are widely relevant across multiple studies.

Highly cited publications often shape the development of theories or methodologies within a research domain. In the study of traditional and modern markets, such influential works may explore sustainable business models, the role of technology in market transformation, or proven marketing strategies. These articles form the basis for subsequent research, either by extending existing theories or testing their applicability in new contexts. Additionally, bibliometric indices such as the h-index and g-index are employed to evaluate the broader academic contribution of individuals or institutions, offering insight into both productivity and research impact.

Beyond academic influence, citation analysis can also reveal how research is adopted by industry and policymakers. Highly cited studies may influence economic policy, market regulations, or real-world business strategies. By examining citation trends, researchers can identify connections between academic inquiry and practical application. A comprehensive citation analysis thus not only highlights the most impactful works in the field of traditional and modern markets but also helps new researchers identify essential literature and align their studies with pressing real-world challenges.

Identify Research Gaps and Future Opportunities

In every research field, there are often gaps in the existing literature that highlight underexplored topics or areas needing deeper, more comprehensive study. Identifying these gaps through literature analysis allows researchers to recognize where further investigation is needed. For example, in the study of traditional and modern markets, while much attention has been given to technological transformation, the social and cultural impacts of market digitalization remain underexamined and represent important areas for future research.

A significant gap exists in studies that integrate economic, social, and cultural perspectives to understand the transition between traditional and modern markets. Most research tends to focus on economic or technological aspects, with limited exploration of social changes such as shifts in lifestyle or consumption patterns influenced by cultural factors. This gap presents an opportunity to develop more holistic studies that incorporate social and cultural dimensions, offering a richer understanding of market transformation.

Moreover, there is a lack of research addressing the role of traditional markets within the framework of sustainable and inclusive economic development. Despite their importance in the informal economy, few studies explore how traditional markets can adapt to support sustainability goals, including adopting environmentally friendly practices and leveraging technology to improve efficiency without compromising social and cultural sustainability. Future research is encouraged to adopt interdisciplinary approaches that combine economics, technology, sociology, and anthropology to create more inclusive and sustainable market

systems, while informing public policies that help traditional markets remain competitive amid growing digitalization.

Discussion

General Description of the Data

In this analysis, the number of publications examined reflects the development of research within the studied field. The publication count indicates how actively a topic has been investigated over a certain period and illustrates trends in academic interest toward the field. By observing the total number of publications, peak research periods as well as trends of increase or decrease in publication volume can be identified.

The publication time range used in this study is also significant for understanding the evolution of research in a particular area. Analyzing publications over recent decades can reveal patterns of scientific development and shifts in research focus in response to social, economic, and technological changes. Selecting an appropriate time span is important to ensure the analysis provides a comprehensive overview of the topic under investigation.

In this study, the data sources used are from reputable scientific databases such as Scopus, Web of Science, or Google Scholar. These databases are chosen due to their extensive coverage of academic publications, including high-impact journals and international conference proceedings. Using credible data sources ensures the validity of the analysis results and allows for comparison with other studies employing similar databases.

Annual Publication Trends

Annual publication trends can be visualized using graphs that depict the number of publications each year. Through these graphs, patterns of increase or decrease in publication volume can be identified, which may indicate the development of academic interest in a particular topic. Periods with spikes in publication numbers often reflect heightened scientific attention or relevant technological advancements within the field.

Trend analysis also helps in understanding factors influencing changes in publication numbers. For example, an increase in publications may be linked to the emergence of new technologies, government policies, or global events that enhance the relevance of research in the area. Conversely, a decline in publications could result from shifts in research focus or limited resources supporting studies in that field.

By understanding annual publication trends, researchers can identify critical periods in the development of knowledge and determine whether a topic is still evolving or has reached saturation. This information is valuable for designing future research that remains aligned with current academic developments.

Geographic Distribution of Research

The geographic distribution of research can be visualized on maps showing the countries of origin for the analyzed publications. Examining this distribution allows identification of the most active countries studying a specific topic, as well as key research centers contributing significantly to the field's development.

Countries with the highest publication counts typically possess strong academic institutions and research organizations, supported by policies that promote scientific

advancement. Other factors such as research funding, the number of scholars in a particular field, and access to resources also influence a country's publication productivity.

Understanding the geographic distribution helps to identify potential international collaborations and countries with expertise that can serve as references for further research. Additionally, this analysis may reveal disparities in scientific output across regions, providing a basis for efforts to enhance research capacity in less productive countries.

Author and Institutional Collaboration Analysis

Collaboration networks among authors offer insights into the extent of collective research efforts and identify key players in a research field. Visualizing author collaboration networks illustrates relationships among academics based on co-authorship, highlighting closely linked research groups. Beyond individual collaborations, academic institutions and research organizations play a crucial role in driving scientific production. Identifying frequently appearing institutions provides an overview of major research hubs contributing substantially to knowledge advancement. Leading universities and global research centers often dominate publications in a field due to their ample resources and research facilities. By understanding author and institutional collaboration networks, researchers can identify potential partnerships and expand their academic networks. This fosters broader knowledge exchange and improves research quality through synergies among researchers and institutions.

Keyword and Research Topic Analysis

Keyword network maps are used to identify relationships among frequently occurring terms in publications. Through these visualizations, main themes and emerging subtopics within a research field can be recognized. Keywords that often appear together indicate close connections between topics and ongoing research trends. Besides identifying dominant research topics, keyword analysis can reveal shifts in research trends over time. These shifts reflect how social, economic, and technological changes influence academic research focus. Understanding keyword patterns enables researchers to spot developing areas and set directions for more relevant future research.

CONCLUSION

Based on the bibliometric analysis results, this study shows significant dynamics in publication development within the examined topic, including the volume, annual trends, geographic distribution, author and institutional collaboration, and topical focus through keywords. These findings address the research objective of comprehensively mapping the direction and intensity of research in a particular field. The analysis indicates that increases in publication volume are influenced by external factors such as policies, technology, and global issues, while geographic distribution and collaboration highlight dominance by developed countries and renowned institutions. For future research, it is recommended to explore the relationships between scientific productivity and supporting variables such as funding, international networks, and citation impact to gain deeper and more strategic understanding of the progression of knowledge.

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