

CONSUMER BEHAVIOUR IN RESPONSE TO DIGITAL TRANSFORMATION THROUGH SOCIAL MEDIA PROMOTIONS BY TRADITIONAL RETAILERS IN THE BARLINGMASCAKEB REGION

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Abstract. Digital transformation drives changes in consumer behaviour in seeking information, comparing choices, and making purchasing decisions. Traditional retailers in the Barlingmascakeb region face adaptation pressures as consumers become increasingly accustomed to social media-based promotions that are fast, interactive, and influenced by local social networks. This study aims to understand how consumers respond to the digital transformation of traditional retailers through social media promotions in Barlingmascakeb. The method used is qualitative research with a multi-site case study design. The research population includes traditional retail consumers and traditional retailers who actively promote through social media in Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen Regencies. Informants were determined through purposive sampling and snowball sampling. The study involved 42 informants consisting of 30 consumers and 12 retailers, accompanied by data triangulation through in-depth interviews, observations, and documentation of digital promotion traces. Data collection was conducted over three months. The results showed that consumer responses were formed through clearer information access mechanisms, faster service interactions, utilitarian promotional content, and strengthened trust through local social proof. The digital transformation of traditional retail is effective when focused on price and stock transparency, consistency of uploads, and responsive chat service management. The implications of the study emphasise the need for informative and ethical social media promotion strategies, as well as practical digital assistance for traditional retailers based on consumer needs and local community characteristics.

Keywords: Barlingmascakeb, traditional retail, social media promotion, digital transformation, consumer response.

I. INTRODUCTION

Digital transformation in the retail sector is accelerating and changing the way consumers search for information, compare options, and make purchasing decisions. This change is not only occurring in modern retail but is also beginning to push traditional retailers to adapt by utilising digital channels, particularly social media promotion, in order to remain relevant amid shifting consumer behaviour that is increasingly connected, responsive to real-time information, and influenced by online social interactions. The literature confirms that digital transformation affects the retail value chain and customer interaction points, so retailers that do not adapt risk losing their role in the consumer decision journey (Reinartz et al., 2019; Verhoef et al., 2015). On the other hand, social media has become an ever-evolving marketing space with content dynamics, reference figures, and trust issues that can quickly change consumer responses (Appel et al., 2020). These conditions make research on how consumers respond to digital transformation through social media promotions in traditional retail important and urgent.

The object of this study was chosen because the Barlingmascakeb region, which covers the districts of Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen, represents a unique market character, namely a combination of

regional economic activity centres with traditional retail pockets and MSMEs that are still strong but face digital resource limitations compared to metropolitan areas. Research findings in the Barlingmascakeb context show that the adoption of digital marketing among regional businesses is still partial and faces obstacles in terms of human resource readiness and infrastructure, but it is beginning to be utilised as a strategy for survival and competition (Setyawan & Racma, 2024). Thus, Barlingmascakeb differs from similar objects in large cities because its digitalisation process tends to be uneven, so that consumer responses to traditional retail social media promotions have the potential to have unique patterns that have not been specifically mapped.

II. RESEARCH METHODS

This study uses a qualitative approach with a multisite case study design. Case studies were chosen because they allow for in-depth and contextual exploration of complex social phenomena in real life, including the relationship between digital retail practices and consumer responses influenced by local situations (Crowe et al., 2011). A multi-site design was used because the research was conducted in several districts within the Barlingmascakeb region, allowing researchers to

identify consistent patterns and distinctive differences between locations, as well as enhance the strength of interpretation through cross-site comparisons.

Research Location and Context

The research location was in the Barlingmascakeb region, covering the districts of Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen. The object of the study was traditional retailers that promoted themselves through social media, such as WhatsApp, Instagram, Facebook, or TikTok. This context is considered relevant for case studies because consumer response phenomena are influenced by the social proximity of the community, uneven digital access, and the often informative and relational nature of promotions.

Research Focus and Unit of Analysis

The research focus encompasses three main variables: the digital transformation of traditional retail, social media promotions, and consumer behavioural responses. The unit of analysis consists of two parties. First, consumers who have seen traditional retail social media promotions and shown certain responses. Second, traditional retailers who run social media promotions as part of the business digitalisation process. This two-sided approach helps validate the meaning of consumer responses through triangulation of the perspectives of service providers and users (Carter et al., 2014).

Informant Selection Strategy and Number of Informants

Informants were selected using purposeful sampling to choose cases rich in information relevant to the research objectives (Palinkas et al., 2015). Furthermore, snowball sampling was used to expand the network of informants, especially consumers, because traditional retail relationships are often community-based and recommendation-driven (Noy, 2008). To strengthen the transparency of non-probabilistic sampling procedures, the researchers referred to conceptual discussions on purposive sampling in non-probabilistic studies (Etikan et al., 2016).

The criteria for consumer informants included residing or shopping in one of the Barlingmascakeb districts, having been exposed to traditional retail social media promotions for at least the last three months, and having purchased or at least considered purchasing after exposure to the promotion. The criteria for retail informants included owning an active social media promotion channel, posting or distributing promotions at least twice a month, and being willing to explain the digitalisation of their business.

The number of informants was flexible, following the principle of data saturation. Saturation was influenced by the study objectives and the depth of the interviews, so the researchers monitored theme saturation during the data collection and analysis process (Guest et al., 2006; Hennink et al., 2017). In practice, this study involved 42 informants, consisting of 30 consumers and 12 traditional retailers who actively promote through social media in the Barlingmascakeb region. Informant recruitment was stopped when the main themes had stabilised, patterns of findings were repeated across informants and across districts, and no new substantive information emerged in subsequent interviews.

Data Collection Techniques

The study employed triangulation of methods to strengthen the credibility of findings (Carter et al., 2014).

Semi-structured in-depth interviews were conducted with consumers and retailers. The interview guidelines were developed following the framework for developing semi-structured interview guides to ensure that the questions were focused, consistent, and still allowed room for exploration (Kallio et al., 2016). Interviews with consumers explored their experiences of exposure to promotions, their assessment of the clarity of information, their perceptions of trust, forms of engagement, and behavioural changes. Interviews with retailers explored forms of digital transformation, content strategies, interaction patterns, and implementation barriers.

Observations were made on traditional retail social media promotional activities, such as content types, posting intensity, responses to messages, and visible forms of interaction. Observations were also made on a limited basis at retail locations to understand the offline service context related to the digital experience.

Documentation and digital traces include screenshots of promotional posts, digital catalogues, stories, comments, testimonials, and evidence of relevant interactions. The use of digital documentation helps strengthen empirical evidence and facilitates the analysis audit trail.

Research Instruments

The main research instrument is the researcher. Auxiliary instruments include interview guidelines, observation guidelines, informant consent forms, recording devices, and field notes. The reporting of research procedures and context follows the guidelines for reporting qualitative interview and focus group studies to ensure transparency and reader review, for example, regarding the characteristics of the researcher, setting, techniques, and analysis process (Tong et al., 2007).

Research Procedures

Research procedures are designed iteratively, as qualitative analysis ideally runs parallel to data collection.

1. The pre-field stage includes mapping traditional retailers who are active on social media, compiling interview guidelines, preparing research ethics, and testing interview questions.
2. The data collection phase is conducted in waves per district. Interviews and observations are conducted simultaneously with the collection of digital documentation, which is then evaluated on an interim basis to determine the need for additional informants.
3. The data management phase includes verbatim transcription, coding of informant identities, archiving of field notes, and organising digital documents into folders and audit trail logs.
4. The analysis and writing phase was carried out in stages until thematic saturation was achieved and cross-site findings could be systematically compared.

Data Analysis Techniques

Data analysis used thematic analysis. Thematic analysis was chosen because it is flexible and effective for identifying patterns of meaning from interview, observation, and document data in a specific social context (Braun & Clarke, 2006). The analysis process follows clear stages, namely data familiarisation, initial coding, theme search, theme review, theme definition, and compilation of results narratives (Braun & Clarke, 2006). To improve the traceability and transparency

of the analysis, the thematic analysis procedure was carried out systematically with documentation of analytical decisions, such as the creation of a codebook, analytical memos, and theme change routes (Nowell et al., 2017).

At the cross-site stage, researchers compare the main themes between districts to identify common patterns and contextual variations. If necessary, researchers can use qualitative software to assist with data management, but analytical decisions remain based on the researcher's reasoning and data evidence.

Data Validity and Findings Quality Testing

The validity of the research is maintained using the principles of trustworthiness, which include credibility, transferability, dependability, and confirmability, as well as the importance of researcher reflexivity in explaining position and potential bias (Korstjens & Moser, 2018). The strategies applied include triangulation of sources and methods (Carter et al., 2014), storage of audit trails for dependability, and the use of data quotations to show the connection between interpretation and evidence.

Member checking was conducted selectively, for example by confirming key interpretation summaries with several informants to assess the appropriateness of meaning, while still paying attention to the limitations of member checking in the interpretive tradition (Birt et al., 2016). To ensure the overall quality of the study, the research also examined qualitative quality elements such as topic clarity, procedural accuracy, analytical coherence, and contribution of findings, as summarised in the qualitative quality criteria (Tracy, 2010).

III. RESULTS AND DISCUSSION

Informant Profile and Platform Usage Patterns

This section presents an overview of the informants and patterns of social media use that form the context for interpreting the findings. Presenting the informant profiles is important to show the diversity of experiences, the distribution of research locations, and the platforms most frequently used as sources of exposure to traditional retail promotions. This also makes it easier for readers to understand why certain response patterns are stronger on certain platforms.

Table 1. Consumer informant profiles

District	Number of informants	Dominant age range	Dominant shopping frequency	Most frequently viewed promotional platform
Banjarnegara	6	20 to 45	Daily to weekly	WhatsApp, Facebook
Purbalingga	6	20 to 40	Weekly	WhatsApp, Instagram
Banyumas	6	20 to 45	Daily	WhatsApp, Instagram
Cilacap	6	20 to 45	Daily to weekly	WhatsApp, Instagram, TikTok
Kebumen	6	20 to 45	Weekly	WhatsApp, Facebook
Total	30	20 to 45	Daily to weekly	WhatsApp dominant

Table 2 Profile of retail informants

District	Number of retailers	Dominant type of retail	Main promotional platform	Dominant posting intensity
Banjarnegara	2	Grocery stores, basic necessities	WhatsApp	Daily
Purbalingga	2	Daily shop, groceries	WhatsApp, Instagram	Daily to weekly
Banyumas	3	Groceries, household items	WhatsApp, Instagram	Daily
Cilacap	3	Basic necessities, clothing	WhatsApp, Instagram, TikTok	Daily
Kebumen	2	Groceries, household goods	WhatsApp, Facebook	Weekly
Total	12	Daily retail	WhatsApp is dominant	Daily to weekly

Based on the table above, it can be seen that WhatsApp is the most dominant platform for both retailers and consumers. This dominance can be understood as a consequence of its ease of access, familiarity with daily communication habits, and WhatsApp's ability to combine promotions and services in the same channel. Instagram emerges as a complement, especially for presenting visual catalogues, while Facebook and TikTok tend to play a contextual role depending on the characteristics of the district and the habits of the audience.

Summary of Themes, Subthemes, and Evidence Indicators

Thematic analysis produced a number of main themes that explain how the digital transformation of traditional retail and social media promotion shape consumer responses. To make the results structured and easy to trace, a summary of themes, sub-themes, and field evidence indicators is presented in the following table. This presentation helps readers see the connection between the research constructs and the underlying empirical evidence.

Table 3. Summary of themes, subthemes, and evidence indicators

Theme	Subtheme	Field evidence indicators	Evidence presented
Digital transformation of traditional retail	Digital channels as service gateways	Consumers view status and confirm via chat	Consumer quotes, retail quotes, status documentation, response time observations
Digital transformation of traditional retail	Clarity of price and stock information	Prices and stock are written down, reducing repeat queries	Consumer quotes, catalogue documentation, screenshot behaviour observations
Digital transformation of traditional retail	Quick response as a service standard	Quick responses boost confidence,	Customer quotes, retail quotes, response

Theme	Subtheme	Field evidence indicators	Evidence presented
		slow responses trigger switching	observation notes
Social media promotions	Utilitarian content	Price promotions and savings packages prompt quick evaluation	Promotional poster documentation, consumer quotes, retail statements
Social media promotions	Stories and statuses as the dominant format	Fast-disappearing content triggers urgency to ask questions	Documentation of stories or statuses, consumer quotes, peak chat observations
Social media promotions	Local social proof	Reposting local testimonials increases trust	Documentation of reposts, consumer quotes, interaction notes
Consumer responses	Cognitive responses	Assessing price, stock, relevance to needs	Consumer quotes, information check observations
Consumer responses	Affective response	Sense of security, trust, confidence	Consumer quotes, consistency of posts
Consumer response	Behavioural response	Chat, visits, purchases, sharing	Chat documentation, consumer quotes, observation of consignment orders
Barlingmascakeb context factors	Community proximity and WhatsApp dominance	Trust formed by local relationships and simple platforms	Cross-district comparison, documentation of local testimonials

The summary indicates that the findings theme does not only address "promotional activities" as a stimulus, but also encompasses the quality of digital services and local contextual factors. In other words, consumer responses are shaped by a combination of information structure, interaction quality, and social legitimacy within the community.

Theme 1: Service-Oriented Digital Transformation of Traditional Retail

This theme illustrates that the digital transformation of traditional retail is carried out gradually and focuses on service improvement. The most prominent evidence includes the use of digital communication channels, clarity of price and stock information, and speed of response, which have become the new service standard. To demonstrate the strength of the evidence, the following table presents consumer quotes, retailer quotes, as well as documentary and observational evidence.

Table 4. Evidence Findings for Theme 1

Subtheme	Consumer quotes	Retailer quotes	Documentary evidence	Observational evidence
Digital channels as	K03 "I check the WhatsApp	R02 "WhatsApp is a	WhatsApp status contains	Average response time of 5 to

Subtheme	Consumer quotes	Retailer quotes	Documentary evidence	Observational evidence
service gateways	status first, then chat if it's suitable."	showcase; they look first before ordering."	product photos, prices, stock	10 minutes during operating hours
Clarity on prices and stock	K11 "If there's pricing and stock information, I feel more confident."	R07 "I write the price clearly, and if stock is low, I mention it."	Weekly Instagram catalogue with price list	Customers take screenshots of the catalogue before chatting
Quick response	K18 "If it takes too long to respond, I'll look for another shop."	R09 "I try to respond quickly so they don't leave."	Chat history confirming stock and delivery options	During peak hours, responses slow down and follow-up messages appear

The table shows consistency between consumer experience and retail strategy. Digital channels function as a showcase that shifts the initial stage of information search. Price and stock clarity reduces ambiguity, while quick response is an important requirement for consumers to proceed from evaluation to action. Digital transformation in this context appears to strengthen simple yet impactful service touchpoints.

Theme 2 Social Media Promotions are Utilitarian and Relational

This theme emphasises that traditional retail social media promotions tend to highlight immediate benefits and social connections. Utilitarian content triggers quick evaluation, story or status formats create urgency, and local social proof reinforces trust. The findings are presented below.

Table 5. Findings evidence Theme 2

Subtheme	Consumer quotes	Retailer quote	Documentary evidence	Observational evidence
Utilitarian content	K05 "If there is a price, I can decide immediately."	R01 "If the price is written, the response is faster."	Promotional poster for food packages with prices and periods	Incoming messages increase on the day the promotion is posted
Stories and statuses	K09 "The status disappears quickly, so I ask right away."	R04 "That status is what customers see the most."	Daily promotional status with a time stamp	Many confirmation questions on the same day
Local social proof	K14 "Someone I know reposted it, so I became convinced."	R06 "I repost testimonials so people will believe."	Repost customer testimonials in stories	Testimonials trigger new questions about ordering

The findings in the table show that the effectiveness of promotion does not depend on complex content, but rather on the accuracy of information and social legitimacy. Utilitarian promotion reduces the cost of searching for information, while local social proof serves as a signal of trust that is difficult to replace with formal promotional material.

Theme 3 Consumer Responses Form as a Gradual Process

This theme shows that consumer responses are not just purchases, but a series of processes from exposure to action. Interaction through chat is an important point because it is where consumers confirm their uncertainties. The series of responses is presented in the following table to make the flow clear.

Table 6. Sequence of consumer responses and indicators

Response stage	Response form	Indicators in the data	Example of evidence
Exposure	Viewing stories, statuses, catalogue posts	Consumers say "view first" before chatting	K02, K03, status documentation
Evaluation	Comparing prices, assessing stock, selecting priorities	Follow-up questions about variations and prices	Chat history on product variations, K11
Interaction	Confirmation chat, asking for details, asking about shipping costs	Two-way conversation before decision	Chat history for stock confirmation, R10
Actions	Purchase, visit, shopping request, share	Proof of shopping request and forwarding promotions	Documentation of forwarded messages, K07

Table 7. Evidence of findings for Theme 3

Subtheme	Consumer quotes	Retail quotes	Documentation evidence	Observational evidence
Cognitive response	K02 "I check it against my shopping list first."	R08 "I usually ask for details after seeing the promotion."	Messages asking for product variations and details	Consumers save screenshots for family discussions
Affective response	K20 "If it's explained clearly, I feel reassured."	R10 "I explain the details so they won't be disappointed."	Posts with detailed descriptions and certainty about the product	Consumers trust retailers who consistently post
Behavioural response	K07 "I share it with my family group if the promotion is good."	R03 "Often orders for family, not for themselves."	Promotional posters are forwarded to groups	Proxy orders increase during package promotions

These results show that chat is not merely a communication medium, but a space for risk negotiation. When the information provided is clear and the response is quick, consumers move from evaluation to action. When the information is inconsistent or the response is slow, the process tends to stop at evaluation.

Theme 4 Cross-County Comparison and Contextual Factors

This theme presents cross-county comparisons to show the consistency of findings as well as contextual variations. Cross-site presentation is important to reinforce the argument that the patterns that emerge do not only occur in one location, but are repeated in neighbouring contexts that may have different levels of digitalisation.

Table 8. Cross-county matrix of theme emergence

Theme	Banjarnegara	Purbalingga	Banyumas	Cilacap	Kebumeh
WhatsApp as the primary channel	strong	strong	strong	strong	strong
Instagram as a visual catalogue	low	Moderate	Strong	Strong	low
Dominant local social evidence	strong	strong	moderate	Moderate	strong
Prompt response as a standard of service	Moderate	Moderate	strong	Strong	moderate
The most utilitarian content elicits the strongest response	strong	strong	strong	strong	strong

The cross-site table shows a consistent dominant pattern, namely WhatsApp as the main channel, utilitarian content as the most consistent trigger for responses, and local social proof as a trust enhancer. Variations are seen in the intensity of Instagram and the strength of rapid response standards, which tend to be stronger in districts with higher posting and interaction intensity.

Digital Transformation as a Contact Point Reinforcer and Uncertainty Reducer

The findings show that digital transformation in traditional retail acts as a contact point enhancer that reduces consumer uncertainty. Digital channels reduce the need to come and ask questions in person, as information can be accessed through posts. Price and stock transparency reduces the cost of searching for information, while quick responses reduce perceived risk and increase a sense of security. This mechanism is consistent with the argument that retail digitalisation changes customer interaction points and influences how value is created in the customer journey, not just in the final transaction (Verhoef et al., 2015; Reinartz et al., 2019). In the context of traditional retail, digital transformation appears to be effective when directed at service practices that are directly felt by consumers, rather than complex technology.

Furthermore, findings on rapid response indicate that digitalisation is shaping new service standards. When information choices are abundant, slow responses are perceived as signals of uncertainty and reduce interest in continuing the interaction. Thus, the quality of simple digital services determines whether consumers move from evaluation to action,

especially since chat becomes the final confirmation space that reduces decision risk.

Social Media Promotion as a Utilitarian Stimulus and Trust Reinforcer

The results show that effective social media promotion in traditional retail is utilitarian and relevant, not merely visually appealing. Content that displays prices, stock, and promotional periods triggers quick evaluation because consumers can immediately compare alternatives. These findings reinforce the view that customer responses on digital channels are strongly influenced by the relevance of information and channel experiences that facilitate decision-making (Kannan & Li, 2017).

At the same time, local social proof strengthens trust. Reposting testimonials, community recommendations, and social proximity serve as legitimisation that accelerates the shift from attention to action. This mechanism is consistent with the nature of social media as a hybrid promotional element, as communication originates not only from retailers but also from conversations between consumers that shape perceptions and beliefs (Mangold & Faulds, 2009). In the context of Barlingmascakeb, the power of local social proof indicates that promotion is not only about messages but also about social relationships that form the capital of traditional retail trust.

Consumer Response as a Gradual Process with a Critical Point in Interaction

The results show that consumer response is formed gradually. Exposure to promotions triggers attention, then consumers make quick evaluations based on price and stock, then enter the chat interaction phase for confirmation, and finally some move on to purchase or visit. These findings confirm that the measure of promotional success is not only purchase, but also the intensity of interaction and the retailer's success in managing the confirmation phase. In traditional retail, the confirmation phase via chat is crucial because consumers need final assurance before the transaction.

In addition to purchases, there is a response to share promotions within the immediate social circle. This sharing increases the reach of promotions at no additional cost and confirms that consumer behaviour in traditional retail is often collective, based on households and communities. This shows that promotional strategies that are easy to pass on and easy to understand have a high chance of a multiplier effect.

Synthesis of Consumer Response Mechanisms in the Barlingmascakeb Context

When synthesised, the mechanism that forms can be explained as follows. Digital transformation provides the foundation in the form of service channels, information transparency, and response standards. Social media promotions provide utilitarian stimuli and social signals. Both meet in chat rooms as an arena for confirmation, which then builds trust and reduces uncertainty, thereby encouraging action. The Barlingmascakeb context factor reinforces this pathway through community closeness and the dominance of WhatsApp as a cross-age platform.

Thus, the main contribution of this study is to show that the digital transformation of traditional retail in non-metropolitan areas can be effective through simple strategies that emphasise clarity of information, speed of interaction, and management of

local social proof. The implication is that digital assistance programmes for traditional retailers should prioritise these practical competencies so that digital change is truly felt by consumers and has an impact on behavioural responses.

IV. CONCLUSIONS

This study concludes that consumer responses to the digital transformation of traditional retail in the Barlingmascakeb region are shaped by a combination of changes in service practices and social media promotion strategies that are practical and closely aligned with consumers' daily habits. Digital transformation in traditional retail is mainly evident in the presence of social media-based service channels, increased clarity of information such as prices and product availability, and the demand for quick responses as a new service standard. These changes make it easier for consumers to find information, evaluate products more quickly, and feel more confident to continue interacting and take actions such as asking questions via chat, visiting, or purchasing. Effective social media promotion in the context of traditional retail is not primarily determined by visual creativity, but rather by utilitarian and relevant content, such as price information, promotions, stock, and ease of ordering, which is then reinforced by local social proof in the form of testimonials, community recommendations, and close relationships. Thus, the research objective of understanding how and why consumers respond to digital transformation through social media promotion in traditional retail can be answered through the findings that the key mechanisms of consumer response lie in clear access to information, the quality of rapid interaction, and the formation of community-based trust that shifts decisions from mere exposure to promotions to action.

The theoretical implications of this study enrich the study of retail digital transformation and consumer behaviour by showing that digitalisation in traditional retail in non-metropolitan areas can be understood as a simple but impactful change in service and communication practices, not merely the adoption of advanced technology. The findings confirm that the path to consumer response in the context of traditional regional retail moves through mechanisms of uncertainty reduction, strengthening of digital touchpoint experiences, and social legitimacy from local communities, thereby broadening the understanding of the role of social context factors in shaping the effectiveness of digital promotions. The practical implications of this research emphasise that traditional retailers in Barlingmascakeb need to prioritise clarity of information in promotions, consistency of posts, and fast and friendly chat service management, as these aspects are the main triggers for consumer evaluation and trust. Additionally, retailers need to manage social proof ethically through customer testimonials and reposts with permission, as local social proof has been proven to strengthen credibility and accelerate the shift in response from attention to action. For regional stakeholders, the implication is the need for digital assistance programmes that focus on practical skills that are easily adopted by traditional retailers, such as mobile-based price catalogue compilation, customer communication management, and informative promotional content strategies.

This study has several limitations that need to be considered in interpreting the findings. First, this multi-site qualitative case study research is oriented towards in-depth understanding and context, so the findings are not intended for statistical generalisation to the entire region or all types of traditional retailers. Second, the findings are greatly influenced by the characteristics of the dominant platform used, namely WhatsApp, so the response patterns that emerge may differ if the research context is dominated by other platforms with different interaction cultures and content distribution algorithms. Third, variations in promotion intensity, the digital literacy of retailers, and consumer segmentation between districts can create differences in experience that cannot be fully mapped evenly in a single study. Fourth, the use of digital evidence such as screenshots and conversations is highly dependent on permission, archive availability, and documentation completeness, which can affect the depth of analysis in some cases.

Further research is recommended to deepen cross-platform comparisons by examining how differences in features and interaction cultures on WhatsApp, Instagram, Facebook, and TikTok shape variations in consumer trust, engagement, and purchasing decisions in traditional retail. Future research also needs to explore differences in consumer responses based on more specific segmentation, such as age, level of digital literacy, type of shopping needs, and level of social closeness to retailers, so that response mechanisms can be mapped more sharply. Additionally, it is recommended to use longitudinal or digital ethnographic designs to capture changes in consumer responses over time, including how the consistency of promotions and repeated service experiences shape loyalty and shopping habits. Subsequent researchers may also develop a mixed methodological approach by adding qualitative analysis to digital interaction data, such as conversation patterns and types of customer questions, so that findings on mechanisms can be strengthened through more detailed behavioural evidence without relying on inferential statistics.

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