

Analysis of Showme Store's Marketing Communication Strategy in Shaping Consumer Responses at Bintaro Jaya Xchange Mall 2

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Abstract. *The marketing communication strategy implemented by a store will impact the form of response shown by customers. This is because communication strategy is important to attract customer attention in making purchases. The purpose of this study is to analyze and describe the marketing communication strategy implemented by Showme Store in shaping consumer responses at Bintaro Jaya Xchange Mall 2. The theory used by the researcher is the elaboration likelihood model with central and peripheral paths. The object chosen in this study is Showme Store located at Bintaro Jaya Xchange Mall 2. The researcher used a qualitative approach by conducting interviews with 3 internal sources and 3 external sources. The study findings show that aspects of recommendation strategy, employee training, employee roles, upselling, affordable prices, use of social media, customer response, evaluation, service and purchase interest were found from the results of the answers given by the sources. In this case, Showme Store has provided training to employees who play an important role in representing Showme Store in front of customers. Not only that, the marketing communication strategy by providing recommendations, upselling and comfortable service is a consideration for customers to make purchases. The use of social media, including WhatsApp communities, helps Showme Store provide information about promotions running on specific days. Showme Store also conducts evaluations to ensure that undersold products can be resold to prevent dead stock. Recommendations for Showme Store's marketing communications strategy to shape consumer response include maintaining and improving service and implementing social media usage.*

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INTRODUCTION

The modern retail industry in Indonesia has experienced a substantial recovery following the COVID-19 pandemic (Aziz, 2022; Ssenyonga, 2021; Timotius et al., 2022). Although retail sales declined significantly between 2020 and 2025, recent statistics indicate positive growth trends. Data from the Indonesian Central Statistics Agency show that the wholesale and retail trade sector contributes more than 12% to the national Gross Domestic Product, while reports from the Indonesian Shopping Center Management Association reveal increasing visitor traffic in shopping malls. However, the rise in visitor numbers has not been consistently accompanied by increased purchasing transactions across retail tenants (Wonggor & Heaetubun, 2024; Zamfirache et al., 2025).

The post-pandemic period has brought significant changes in consumer purchasing behavior. Alongside rapid digital transformation, consumers have become more selective and

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informed when making purchasing decisions. Consequently, businesses have been required to redesign their marketing communication strategies to adapt to evolving lifestyles and consumption patterns (Gossen & Heinrich, 2021; Purcărea et al., 2022; Judijanto et al., 2024). Effective marketing communication has therefore become essential for reaching target audiences and maintaining competitiveness in an increasingly dynamic marketplace.

The growing influence of digital technology has created new challenges for retail businesses (Dutta & Sandhane, 2022; Alexandrova et al., 2020; Shankar et al., 2021). Shopping-malls are no longer viewed solely as places for economic transactions but have evolved into spaces for recreation, entertainment, and social interaction. This shift has generated a gap between customer traffic and actual purchase conversions, creating a significant challenge for retailers seeking to transform visits into tangible buying behavior.

In this context, the effectiveness of marketing communication strategies has become a critical issue. Marketing communication serves as a persuasive mechanism that influences consumer perceptions and purchasing decisions (Mulyono et al., 2024; Mihaela, 2015; Lim, 2015; Lou & Yuan, 2019; Mensah & Amenuvor, 2022). The increasing number of competitors and the abundance of product choices available to consumers require retailers to adopt communication approaches capable of differentiating their brands and encouraging consumer engagement.

Customer response represents an important indicator of marketing communication effectiveness (Batra & Keller, 2016; Meha et al., 2022; Ebrahim, 2020; Luxton et al., 2015; Hänninen & Karjaluo, 2017; Zephaniah et al., 2020). Responses generated through communication activities provide valuable insights into the success of marketing implementation and offer opportunities for evaluation and improvement. Furthermore, positive customer responses contribute to the development of long-term relationships between consumers and brands, which are increasingly important in highly competitive retail environments (So et al., 2016; Topor et al., 2022; Morgeson et al., 2020; Huang et al., 2017).

Appropriate marketing strategies can enhance competitiveness, attract customer attention, and expand market reach. Informative and persuasive communication enables consumers to develop trust in a brand while simultaneously improving their shopping experience. Previous studies suggest that consumers are more receptive to communication that delivers useful information, thereby strengthening confidence and increasing purchase intentions.

This issue is particularly relevant to Showme Store, a retail tenant operating in Bintaro Jaya Xchange Mall 2. Despite fluctuations in sales performance, the store primarily relies on direct selling, where employees communicate directly with customers and provide product information. The company rarely utilizes social media advertising, making face-to-face communication a central component of its marketing strategy. Consequently, understanding how communication strategies influence customer responses becomes an important area of investigation.

Effective communication channels play a crucial role in facilitating interactions between brands and consumers (Bowden & Mirzaei, 2021; Bilgin, 2018; Schivinski & Dabrowski, 2016; Bharti et al., 2024; Gautam & Sharma, 2017). Personalized communication allows customers to obtain information, ask questions, and express their preferences more freely. Such interactions create opportunities for retailers to develop stronger relationships with consumers and better address their needs and expectations.

This study adopts the Elaboration Likelihood Model (ELM) proposed by Richard E. Petty and John T. Cacioppo as its theoretical framework. The ELM explains how consumers process persuasive messages through two distinct routes: the central route and the peripheral route. Through the central route, consumers carefully evaluate product-related information such as quality, price, and benefits. Through the peripheral route, consumers are influenced by cues such as store atmosphere, visual presentation, and interpersonal interactions. This framework is

particularly relevant for understanding how marketing communication shapes consumer responses in physical retail settings.

Empirical evidence supports the importance of marketing communication in influencing consumer behavior (Kusa et al., 2020; Wibowo et al., 2020; Bacik et al., 2015; Chu & Chen, 2019). Previous international studies have demonstrated that in-store communication activities, customer experience, store atmosphere, and environmental design significantly affect purchase intentions, customer satisfaction, and repurchase behavior. These findings suggest that marketing communication functions not only as an information delivery mechanism but also as a means of shaping consumer experiences and brand perceptions.

Despite extensive research on marketing communication and consumer behavior, most existing studies focus on digital marketing, omnichannel environments, or quantitative approaches. Limited attention has been given to marketing communication strategies in physical retail stores, particularly in situations where increased mall traffic does not lead to higher purchasing transactions. This research gap highlights the need for a qualitative investigation of how consumers interpret marketing communication practices and form responses. Therefore, this study aims to analyze the marketing communication strategies implemented by Showme Store in shaping consumer responses, thereby contributing both to the theoretical development of retail marketing communication research and to practical recommendations for improving consumer-oriented communication strategies.

METHODS

Research Overview

This study aims to analyze the marketing communication strategies implemented by Showme Store in shaping consumer responses at Bintaro Jaya Xchange Mall 2. The primary focus of the research is to understand how consumers process marketing communication messages through the perspective of the Elaboration Likelihood Model (ELM), particularly through the central and peripheral processing routes, and how these processes subsequently influence purchase intentions and purchasing decisions. The study seeks to explore the gap between increasing mall visitor traffic and the relatively inconsistent growth in actual purchasing transactions within physical retail environments. A qualitative research approach was adopted to obtain an in-depth understanding of this phenomenon. Qualitative inquiry is considered appropriate because it allows researchers to explore consumer perceptions, experiences, and interpretations regarding marketing communication practices within their natural context. Data were collected through direct observation, in-depth interviews, and supporting documentation to provide a comprehensive understanding of the marketing communication activities implemented by Showme Store and their influence on consumer responses.

Research Subjects

The research subjects consisted of individuals who possessed direct experience and relevant knowledge regarding the phenomenon under investigation. These participants included internal stakeholders of Showme Store, such as the store manager, supervisors, and sales staff, as well as consumers who visited the store. The consumer participants comprised both customers who completed purchases and visitors who only browsed products without making transactions. The selection of participants was conducted using purposive sampling, whereby informants were chosen based on their ability to provide rich and relevant information related to the study objectives. This sampling strategy enabled the researcher to gain a deeper understanding of the communication processes occurring within the retail environment and the responses generated by consumers.

Research Object

The object of this study is the marketing communication strategy employed by Showme Store in shaping consumer responses. Specifically, the research examines several

communication-related elements, including visual merchandising, store atmosphere, product layout, employee service interactions, and communication through social media platforms. These aspects were selected because they represent important communication stimuli that may influence consumer perceptions, emotions, and purchasing behavior. The study focuses on how consumers interpret and respond to these communication elements throughout their shopping experience.

Data Collection Method

This study employed a qualitative descriptive method to investigate the phenomenon under examination. The qualitative approach was selected because it enables researchers to explore consumer behavior and message-processing mechanisms in greater depth within a physical retail setting. According to Creswell & Creswell (2021), qualitative research facilitates a comprehensive understanding of individuals' perceptions, experiences, and interpretations of social phenomena. Furthermore, the descriptive method was utilized to systematically describe the marketing communication strategies implemented by Showme Store and the consumer responses generated from those strategies. This approach allows the researcher to present factual and contextual descriptions of the phenomenon without manipulating any variables (Sugiyono, 2022).

Data Collection Techniques

Data were collected through observation, in-depth interviews, and documentation. Observation was conducted directly within the store environment to examine store conditions, customer activities, visual displays, employee interactions, and the implementation of marketing communication strategies. This technique enabled the researcher to obtain firsthand insights into consumer behavior and communication practices occurring in the retail setting. In-depth interviews were conducted with store management, employees, and consumers to obtain detailed information regarding their experiences, perceptions, and evaluations of the marketing communication strategies applied by Showme Store. The interviews provided valuable insights into how consumers interpreted communication messages and how those messages influenced their attitudes and purchasing decisions. Documentation was used as a complementary source of data. Relevant documents included photographs of the store environment, promotional materials, social media content, and other supporting records associated with the store's marketing activities. These documents served to strengthen and validate the findings obtained through observations and interviews.

Unit of Analysis

The unit of analysis in this study was the individual. Specifically, the analysis focused on store employees and consumers who were directly exposed to Showme Store's marketing communication strategies, either through in-store interactions or social media communication. The selection of individuals as the unit of analysis was based on the objective of understanding how consumers process marketing messages and how these processes contribute to behavioral responses. The analysis concentrated on three primary aspects. First, it examined how consumers process marketing communication messages through either the central route or peripheral route, as proposed by the Elaboration Likelihood Model. Second, it explored the perceptions and emotional responses formed after consumers were exposed to marketing communication stimuli. Third, it investigated consumer responses, particularly purchase intentions and purchasing decisions. Consistent with the perspectives of Miles et al. (2020), the use of individuals as the unit of analysis allows researchers to gain deeper insights into subjective experiences, behavioral patterns, and contextual interpretations related to the phenomenon under investigation.

Data Analysis Method

The study employed descriptive qualitative data analysis to systematically interpret and understand the collected data. Data analysis was conducted continuously throughout the

research process, beginning during data collection and continuing until the final interpretation stage. This iterative process enabled the researcher to identify patterns, themes, and relationships emerging from the data. The first stage involved data reduction, which refers to the process of selecting, simplifying, organizing, and focusing information relevant to the research objectives. During this stage, interview transcripts, observation notes, and documentation records were carefully reviewed to identify information related to marketing communication strategies and consumer responses. According to Miles et al. (2020), data reduction helps researchers sharpen their analytical focus and facilitates the identification of meaningful themes and patterns. The second stage consisted of data display. The reduced data were organized and presented in a systematic narrative form to facilitate interpretation and understanding. This process enabled the researcher to identify relationships among concepts, compare perspectives from different informants, and develop a coherent description of the marketing communication strategies implemented by Showme Store. Saldaña (2021) emphasizes that data presentation plays a crucial role in organizing information and supporting the interpretation process within qualitative research. The final stage involved conclusion drawing and verification. Conclusions were derived by identifying recurring patterns, relationships, and meanings emerging from the data. The findings were interpreted in relation to the Elaboration Likelihood Model to explain how marketing communication messages were processed and how consumer responses were subsequently formed. As noted by Creswell & Creswell (2021), qualitative conclusions are developed through an intensive process of interpretation aimed at generating a comprehensive understanding of the studied phenomenon.

Data Triangulation

To ensure the credibility, validity, and trustworthiness of the findings, this study employed triangulation techniques. Triangulation is a fundamental strategy in qualitative research that involves comparing information obtained from multiple sources, perspectives, and methods to verify data consistency and accuracy. According to Denzin's qualitative research framework, triangulation enhances the credibility of research findings by integrating diverse viewpoints and sources of evidence. Similarly, Creswell & Creswell (2021) argues that triangulation strengthens research validity through the convergence of multiple forms of data.

Source Triangulation

Source triangulation was conducted by comparing information obtained from different categories of participants. Data collected from store managers, supervisors, employees, and consumers were examined to identify similarities and differences in their perspectives regarding marketing communication strategies and consumer responses. This process enabled the researcher to verify the consistency of information and enhance the reliability of the findings (Sugiyono, 2022).

Theory Triangulation

Theory triangulation was employed by interpreting the findings through multiple theoretical perspectives. The primary framework used in this study was the Elaboration Likelihood Model, which explains how consumers process persuasive communication through central and peripheral routes. The application of multiple theoretical lenses helped strengthen the interpretation of data and reduced dependence on a single theoretical perspective, thereby increasing the robustness of the analysis (Sugiyono, 2022).

Technique Triangulation

Technique triangulation was implemented by comparing data obtained through observation, interviews, and documentation. Observations provided direct evidence regarding store conditions, visual displays, and communication interactions. Interviews generated detailed insights into participant experiences and perceptions, while documentation supplied supporting evidence in the form of photographs, promotional materials, and social media content. The

integration of these different data collection techniques enabled the researcher to obtain a more comprehensive understanding of the phenomenon and minimize potential research bias, as recommended by Miles et al. (2020).

RESULTS AND DISCUSSION

This research aims to analyze the marketing communication strategy implemented by Showme Store in shaping consumer responses at Bintaro Jaya. The interview results show that Showme Store's marketing communication strategy focuses on personal product recommendations, direct service by staff, use of social media, management of store displays, as well as adjustments to market trends and consumer needs. From a store management perspective, Vicky as Store Manager explained that product recommendations are made based on the characteristics and needs of customers who come to the store. Showme Store's target market is quite broad, from teenagers, adults, to families. Therefore, the recommendation approach used is flexible and tailored to the needs of each customer. When customers come looking for a particular product, such as perfume, the staff will provide recommendations based on the products that other customers are most interested in (best sellers), product quality, durability, and the variety of sizes available. This approach aims not only to increase sales, but also to introduce entire product categories available in the store.

Apart from considering customer needs, product recommendations are also influenced by trends that are developing in society, especially trends that are viral on social media. Showme Store actively follows developments in popular character or product trends, especially in the blind box and character merchandise categories. Products that are being widely discussed or are of interest to consumers are prioritized in the recommendation process. In this way, the store can maintain the relevance of its products to the ever-changing market interests. The role of store staff is an important element in Showme Store's marketing communications strategy. According to Vicky, all staff are required to provide optimal service according to the company's operational standards. They are not only tasked with serving transactions, but also providing detailed product information and helping customers find products that suit their needs. To support this task, all staff receive regular training every month regarding the products sold. Training includes an understanding of the advantages, disadvantages, functions and characteristics of each product. This knowledge is then used as a basis for upselling, namely offering additional products that are relevant to customer needs.

Similar findings were also expressed by Agnes as Store Staff. According to him, product recommendations always start with identifying customer needs. If customers are looking for a product that is currently viral or popular, the staff will direct them to the newest product or best seller product available in the store. Agnes explained that products that are often recommended generally have functional advantages, attractive designs, affordable prices, and additional features that differentiate them from other products. These factors are the main attraction for customers. Agnes also explained that communication strategies are different between new and old customers. For new customers, the main focus is to build trust through explanations of product quality, available promos, and product benefits. On the other hand, to old customers who already know and trust the store, it is easier for staff to offer new or additional products. This shows that the relationship that has been built between customers and stores influences the effectiveness of recommendation strategies.

In the context of digital marketing, Agnes considers social media to have a very important role. Apart from having a physical store, Showme Store also manages an online community which is used to disseminate information about the latest promos and products. The most actively used platforms are WhatsApp community groups, which allow direct communication with customers. However, Agnes believes that the influence of social media on purchasing decisions is not always the same for every customer because consumer characteristics vary in each store location. From a more strategic perspective, Area Manager Fitri Wulandari explained that the company sets

specific targets for staff to encourage them to actively engage with customers and not simply wait for them to ask questions. This approach is implemented to encourage upselling and increase sales opportunities. Based on her experience, customers generally respond positively to staff recommendations, especially when they align with their needs. Many customers ultimately make a purchase after receiving product explanations and recommendations.

Fitri also explained that product recommendations aren't limited to just one primary product. Staff often offer complementary products, encouraging customers to purchase more than one product in a single transaction. This strategy has proven effective in increasing customer purchase value. Although social media plays an important role, Fitri emphasized that face-to-face communication remains a key factor in building relationships with customers. She noted that Generation Z customers do gain more information from social media, but direct recommendations from staff are still necessary to strengthen purchasing decisions. In implementing this strategy, staff are instructed to use persuasive but not pushy language. They present customers with options without creating pressure to buy. This approach aims to maintain customer comfort during shopping.

Evaluation of the effectiveness of the recommendation strategy is conducted weekly. Management monitors sales data to determine which products are successfully recommended and which are less popular. If a strategy doesn't produce optimal results, adjustments are made the following week. However, there are several obstacles in its implementation, such as customers being in a hurry and not having time to listen to staff explanations, and limited stock availability of popular products. To address varying customer preferences, staff typically offer two to three different product alternatives. This way, customers have the opportunity to choose the product that best suits their preferences. Furthermore, Showme Store utilizes customer testimonials as part of its marketing communications strategy. Products with high repeat purchases or positive reviews are often used as examples when staff recommend them to other customers.

Another aspect considered highly influential is store display. Fitri explained that best-selling products are placed in strategic areas, or "golden areas," such as the front and center of the store. This placement aims to attract customers' attention from the moment they enter the store and increase the likelihood of them being seen and purchased. Interviews with customers corroborate internal findings. Farah admitted that she was attracted to shopping at Showme Store because of the wide variety of unique and fun products that are not easily found elsewhere. He also revealed that the staff's recommendations regarding discounted products led him to purchase more items than originally planned. This demonstrates that relevant recommendations can increase customer purchase value.

Pia, another customer, stated that Showme Store is appealing because it offers unique products at affordable prices. She felt comfortable with the staff's service and found the product recommendations helpful in understanding product benefits and available promotional information. She said the recommendations made the decision-making process easier. Meanwhile, Kevin, a first-time visitor to Showme Store, found the staff very friendly and communicative. From the moment he entered the store, he was immediately greeted and asked about his shopping needs. This positive experience encouraged him to return in the future.

The interview results indicated that Showme Store's marketing communications strategy relies on a combination of interpersonal communication by staff, product recommendations tailored to customer needs, leveraging market trends and social media, managing attractive store displays, and ongoing employee training. This strategy has been proven to generate positive consumer responses, increase purchasing interest, and strengthen customer trust.

This study examined how Showme Store's marketing communication strategies influence consumer responses at Bintaro Jaya Xchange Mall 2 through the perspective of the Elaboration Likelihood Model (ELM). The findings indicate that consumers predominantly process marketing

messages through the peripheral route rather than the central route. Instead of engaging in extensive cognitive evaluation of product attributes, many consumers are influenced by store atmosphere, employee interactions, visual displays, promotional offers, and emotional appeals. This finding supports Maretha et al. (2024), who argue that peripheral-route processing is characterized by lower elaboration and more spontaneous purchasing decisions driven by situational cues and emotions.

One of the most influential communication strategies identified in this study is product recommendation. Store employees actively approach customers, identify their needs, and recommend products that match their preferences. This strategy serves not only as a source of information but also as a persuasive tool that encourages purchasing decisions. As explained by the store manager:

"Our target market consists mainly of adults and families. Customers usually ask about our product variety, such as toys and plush dolls. Our goal is to introduce all products and make customers feel comfortable. Since every customer is different, we provide recommendations based on what they are looking for." (Respondent V)

The effectiveness of recommendation-based communication is evident from consumers' positive responses. Customers acknowledged that employee recommendations helped them understand product benefits, promotions, and available alternatives, making purchasing decisions easier. One customer stated:

"I am more interested in Showme Store because the products are unique. When staff explain the benefits, age suitability, and promotions, it becomes easier for me to choose." (Respondent P)

These findings support Li et al. (2021), who emphasize that effective marketing communication creates customer value by delivering relevant information and personalized experiences. Employee competency emerged as another critical factor influencing communication effectiveness. Showme Store regularly provides product training to ensure employees possess adequate product knowledge and communication skills. This enables staff to respond quickly and accurately to customer inquiries, thereby increasing consumer trust and satisfaction. According to the store manager:

"All staff receive training because every product has its own advantages and disadvantages, and they must understand them all." (Respondent V)

This finding aligns with Djakasaputra et al. (2025), who argue that employee competence contributes significantly to organizational competitiveness and customer satisfaction. The study also found that upselling plays an important role in Showme Store's marketing communication strategy. Employees are encouraged to introduce complementary or newly arrived products during customer interactions. Through personalized recommendations, customers are often persuaded to purchase more than one product. As stated by the area manager:

"We encourage staff to approach customers actively and practice upselling rather than waiting for customers to ask questions." (Respondent FW)

This finding is consistent with Wardani & Boer (2025), who suggest that upselling strengthens customer interaction while simultaneously increasing sales performance. Beyond interpersonal communication, visual merchandising and affordable pricing significantly influence consumer responses. Best-selling products are strategically placed in highly visible locations, often referred to as "golden areas," to attract customer attention immediately upon entering the store. According to the area manager:

"Display has a major influence because it attracts attention, especially when best-selling products are placed in the golden area." (Respondent FW)

The results support Khan et al. (2023), who found that store atmosphere, layout, and visual presentation positively influence consumer purchase decisions. Combined with affordable pricing and promotional offers, these visual cues stimulate impulse buying and strengthen consumers' emotional responses. The integration of online and offline communication channels also contributes to the effectiveness of Showme Store's marketing efforts. While face-to-face communication remains the primary strategy, the store utilizes WhatsApp communities to distribute promotional information and maintain customer engagement. As one employee explained:

"Besides the offline store, we also have an online community where we share promotional products every day through WhatsApp." (Respondent A)

This finding supports Dwivedi et al. (2021), who emphasize the importance of integrating online and offline marketing channels to create a consistent consumer experience and enhance communication effectiveness. Consumer responses toward Showme Store's communication strategies were predominantly positive. Customers appreciated the friendliness of staff, the clarity of information provided, and the personalized assistance they received. Positive responses frequently translated into purchase decisions, demonstrating the effectiveness of interpersonal communication in influencing consumer behavior. As noted by the area manager:

"When customers respond positively, many of them proceed directly to payment." (Respondent FW)

This finding reinforces Zhang et al. (2023), who found that in-store communication activities can significantly influence purchasing behavior through enhanced customer engagement. Another important finding concerns the role of service quality in shaping consumer perceptions and purchase intentions. Customers reported feeling comfortable when employees proactively approached them, explained product information, and offered assistance. One customer commented:

"The staff were friendly. As soon as I entered, they asked what I was looking for and recommended unique products." (Respondent K)

Such interactions create positive emotional experiences, which are known to strengthen customer-brand relationships and increase purchase intentions (Hollebeek et al., 2021).

Finally, the study highlights the importance of continuous evaluation in maintaining marketing communication effectiveness. Showme Store conducts weekly evaluations to monitor product movement, identify best-selling items, and prevent dead stock. These evaluations enable management to refine communication strategies and optimize product placement. Consequently, communication effectiveness is not solely determined by message delivery but also by the organization's ability to adapt its strategies based on consumer responses and sales performance.

The findings demonstrate that Showme Store's marketing communication strategy successfully shapes consumer responses through a combination of personalized recommendations, employee competency, upselling practices, attractive visual merchandising, affordable pricing, social media utilization, and quality customer service. Viewed through the ELM framework, consumer responses are predominantly influenced by peripheral-route processing, where visual cues, interpersonal interactions, and emotional experiences play a more significant role than extensive cognitive evaluation. These findings suggest that effective retail communication should focus not only on providing information but also on creating engaging and memorable customer experiences that encourage purchase intentions and purchasing decisions.

Table 1. Summary of Study Findings

Category	Summary
Recommendation Strategy	Store staff provide product recommendations to customers, enabling them to obtain clearer information regarding product features, benefits, and promotional discounts offered by Showme Store.
Employee Training	Store employees receive regular training to develop comprehensive knowledge of all products sold by the store.
Employee Role	Employees are responsible for delivering quality service, maintaining a professional appearance, and demonstrating appropriate etiquette when interacting with customers.
Upselling	Store staff implement upselling strategies to achieve sales targets and encourage customers to purchase additional products rather than a single item.
Affordable Pricing	The products offered by Showme Store are competitively priced and affordable for customers.
Social Media Utilization	Showme Store utilizes a WhatsApp community as its primary social media channel to disseminate promotional information and engage with customers.
Customer Response	Customers generally demonstrate positive responses when receiving product recommendations and assistance from store staff.
Evaluation	Regular evaluations are conducted on a weekly basis to identify best-selling products and monitor product performance.
Service Quality	The store provides a comfortable service experience by offering useful information and addressing customer inquiries effectively.
Purchase Intention	Customers exhibit a high level of purchase intention, which is influenced by the comfortable shopping experience and supportive assistance provided by store staff.

Based on the analysis, recommendations for improving marketing communication strategies and demonstrating customer response include maintaining and enhancing staff service. The quality of customer service is a key factor that will increase customer confidence and encourage repeat purchases. Furthermore, Showme Store should consider offering more varied and differentiated discounts to encourage repeat visits. To garner customer feedback, direct selling and persuasive communication are essential to persuade customers to make a purchase. Another strategy Showme Store can employ is building trust and strong engagement. Showme Store staff can collect each customer's contact information. This information is used to track customer data and disseminate information online. By collecting customer contacts, Showme Store staff can build connections by providing information through broadcasts. This also makes it easier for customers to ask questions using social media.

Product Recommendation Strategy

The research results show that the product recommendation strategy is one of the main forms of marketing communication implemented by Showme Store. This strategy is implemented by tailoring recommendations based on consumer needs, current viral trends, and customer characteristics. The Showme Store Store Manager stated:

"We look for what they need, what they're looking for here, and we recommend it."

Furthermore, the recommendation strategy is also influenced by emerging trends on social media. Informants explained that viral products, such as popular character blind boxes, are frequently recommended to customers.

"Showme Store follows existing trends."

This indicates that Showme Store utilizes trends as part of its marketing strategy to attract consumers, particularly teenagers and young adults. This finding aligns with previous research that suggests social media trends can influence consumer purchasing interest through exposure to popular products. The recommendation strategy is also implemented through upselling techniques, offering additional products related to the main product.

"We recommend other products continuously."

Researchers interpret that the upselling strategy is used to increase consumer purchase value while still considering customer needs. This approach is included in the form of persuasive communication because the staff not only offers the main product, but also provides alternative products in a communicative manner.

The Role of Staff in Marketing Communication

Based on interviews, staff play a crucial role in shaping the consumer shopping experience at Showme Store. The interpersonal communication demonstrated by staff includes friendly service, actively greeting customers, and assisting them in selecting products. One customer stated:

"They're friendly, even when they walk in, they're immediately greeted."

This statement demonstrates that interpersonal communication is a crucial factor in creating customer satisfaction. In interpersonal communication theory, direct interaction between a communicator and a recipient can build closer relationships and generate positive responses from recipients. Furthermore, the store emphasizes the importance of service in its staff work procedures.

"We want to provide the best service."

These findings indicate that the quality of staff communication serves not only as a service function but also as a marketing communication strategy to increase consumer purchasing interest. Staff also employ a persuasive approach without appearing pushy to customers.

"Choices but not pushy."

Researchers interpret that the persuasive communication approach employed aims to maintain customer comfort throughout the purchasing process. This aligns with the concept of soft selling in marketing communications, which is a technique of subtly offering products through a more personal and communicative approach.

Utilization of Social-Media

Research results show that social media is one of the marketing communication tools used by Showme Store to support its product promotion strategy. Showme Store staff explained:

"Using social media is very necessary and important these days."

Social media is used to post daily promotions, the latest product information, and to build a customer community through WhatsApp.

"We have an online community."

These findings indicate that social media functions as a two-way communication medium between companies and consumers. This aligns with the concept of digital marketing, which explains that social media can be used to increase engagement, expand promotional reach, and build relationships with customers. Furthermore, social media is also considered to influence consumer behavior, particularly among the younger generation.

"Gen Z tends to be more social media-oriented."

Researchers interpret social media as a primary reference source for consumers before making a purchase. Therefore, Showme Store's use of social media is an important strategy in building consumer awareness and interest in products.

Consumer Response to Communication Strategy

Researchers interpret social media as a primary reference source for consumers before making a purchase. Therefore, Showme Store's use of social media is a crucial strategy in building consumer awareness and interest in products. One consumer stated:

"The items are unique and affordable."

Furthermore, product recommendations from staff also influence consumer purchasing decisions.

"So I keep buying more."

This statement indicates that the marketing communications implemented successfully encourage consumers to make additional purchases. This aligns with the concept of consumer behavior, which explains that purchasing decisions can be influenced by communication, recommendations, and experiences during shopping. Consumers also reported feeling more confident after receiving product recommendations from staff.

"If they've been recommended, it becomes part of our choices."

Researchers interpret that interpersonal communication by staff can increase consumer trust in the products offered. Furthermore, positive shopping experiences also foster consumer interest in returning to Showme Store.

"I'm really interested because it's rare to find a store like this."

This demonstrates that the marketing communications strategy implemented not only influences purchasing decisions but also fosters consumer loyalty and repeat visits. Based on research results, Showme Store consumers tend to use the peripheral route more than the central route. This is evident in purchasing decisions influenced by staff recommendations, promotions, product displays, trending products, and an attractive store atmosphere. Although some consumers consider product quality and benefits before purchasing, most purchasing decisions are driven by external stimuli that attract consumers' attention.

Store Displays as a Visual Communication Strategy

Based on research results, Showme Store consumers tend to use the peripheral route more than the central route. This is evident in purchasing decisions influenced by staff recommendations, promotions, product displays, and unique product appeal. Farah revealed that she purchased additional products after receiving recommendations from staff, stating,

"I ended up buying more."

Furthermore, Pia stated that staff recommendations aided the decision-making process because,

"If they recommend something, it becomes part of our choices."

Meanwhile, Kevin admitted that he was attracted to the store because of the uniqueness of the store and the products it offered, stating,

"I was really attracted because it's rare to find a store like this."

These findings indicate that most consumer purchasing decisions are driven by external stimuli that capture their attention, such as staff recommendations, promotions, and the store's visual appeal. Although some consumers consider product quality and benefits before purchasing, consumer responses in this study were more influenced by peripheral route

elements. Therefore, it can be concluded that Showme Store's marketing communications strategy successfully shaped consumer responses through visual, emotional, and persuasive approaches. One of the most influential forms of visual stimuli is the store display, which is designed to capture customers' attention from the moment they first enter the sales area.

Staff Training and Product Knowledge

Based on research findings, Showme Store provides regular training to staff to improve their marketing communication skills and product understanding. Training is conducted periodically so staff can explain products in detail to consumers.

The Store Manager stated:

"We definitely do training for all products A, B, and C, so we have to understand everything."

Furthermore, training is conducted monthly, especially when new products are introduced.

"At Showme Store, we do it monthly."

Researchers interpret product knowledge training as a crucial part of supporting effective marketing communications. By understanding product strengths and weaknesses, staff can provide more accurate recommendations to consumers. This finding aligns with the concept of personal selling, which explains that a salesperson's ability to understand a product significantly influences successful communication with consumers. Good product knowledge can increase consumer trust in staff recommendations.

Barriers to Communication Strategy

In implementing its marketing communication strategy, Showme Store also faced several obstacles when interacting with consumers. One major obstacle was consumers being in a hurry and unwilling to listen to staff explanations. The Area Manager stated:

"Customers rush when we explain things and don't want to chat."

Furthermore, another obstacle encountered was the availability of products that were out of stock when they were in high demand.

"The recommendation I wanted to make was out of stock."

Researchers interpreted that limited stock could impact the effectiveness of product recommendation strategies because staff had to offer consumers alternative products. Differences in consumer preferences also presented a challenge in the marketing communication process.

"We gave them 2 to 3 options."

This suggests that staff need to tailor communications to each consumer's preferences. This finding aligns with the concept of consumer behavior, which explains that each consumer has different needs, interests, and preferences, so marketing communication strategies must be flexible and personalized.

CONCLUSION

Marketing communication strategies are crucial for generating positive customer responses. Interview findings included recommendation strategies, employee training, employee roles, upselling, affordable pricing, social media use, customer response, evaluation, service, and purchase intention. The conclusion is that the use of recommendation strategies for customers results in positive behavioral responses. The majority of customers demonstrated a peripheral pathway for processing information conveyed by store staff. This is evident in their interest in making multiple purchases. Furthermore, customers were also willing to visit Showme Store more than once due to the attractive items and affordable prices. Several customers found

Showme Store's service excellent. Customers were able to make purchases directly based on their needs through the information and recommendations provided by store staff. The recommendation marketing strategy, a form of upselling employed by Showme Store staff, encourages customers to make impulse purchases. Therefore, Showme Store employees need to undergo training and regular evaluations to improve customer service. Furthermore, utilizing social media for marketing can also be a marketing strategy for building connections with customers.

SUGGESTION

Based on the research results, it is recommended that Showme Store provide monthly employee training to improve their communication and sales skills. Showme Store requires employees to ensure a satisfying customer experience during their in-store visit. Furthermore, upselling skills can also impact customer experience when making a purchase. Therefore, Showme Store needs to ensure every employee can upsell customers. Further research can conduct more in-depth research by analyzing other aspects of marketing communication strategies to increase sales. Marketing communication strategies are broad strategies in marketing and therefore can be explored in depth. Future researchers can use quantitative or mixed methods approaches to obtain more accurate results. Further research can also analyze ELM theory in more detail by considering the central and peripheral channels as comparison channels.

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