

Innovative Marketing Strategies for Enhancing Neighbourhood Conversational Commerce

Andriyansah¹, Maya Maria², Kurnia Endah Riana³,
Sri Lestari Pujiastuti⁴, Ledy Yolanda⁵
¹²³⁴⁵Universitas Terbuka, Indonesia

Correspondent: andri@ecampus.ut.ac.id¹

Received : July 16, 2025

Accepted : September 02, 2025

Published : October 31, 2025

Citation: Andriyansah, Maria, M., Riana, K.E., Pujiastuti, S.L., & Yolanda, L., (2025). Innovative Marketing Strategies for Enhancing Neighbourhood Conversational Commerce. *Ilomata International Journal of Management*, 6(4), 1621-1632.

<https://doi.org/10.61194/ijjm.v6i4.1882>

ABSTRACT: Conversational commerce (c-commerce) leveraging messaging platforms like WhatsApp presents new opportunities for local neighbourhood engagement in service-oriented markets. Aim: This study investigates how WhatsApp-based conversational agents influence consumer buying behaviour within a local workplace context, introducing the concept of Conversational Commerce of Neighbourhood. Methods: Employing a user-centred design approach, we collected quantitative data from 110 active employees at the Faculty of Economics and Business, Universitas Terbuka, via surveys and observations of a WhatsApp prototype, and conducted qualitative interviews to triangulate findings. Results: Quantitative results show that 73% of respondents reported higher satisfaction with WhatsApp-based local communications, and 65% indicated a higher likelihood of purchasing after personalised interactions; however, 25% expressed concerns about data privacy. Regression analysis indicates significant positive effects of WhatsApp usage on customer satisfaction ($p < 0.001$), with interaction frequency ($p < 0.01$) and tailored user satisfaction having substantial influence (coefficient for user satisfaction = 0.85). Qualitative insights highlight the value of personal touch, faster responses, and stronger branding perception in fostering loyalty. Conclusions: When designed with local cultural contexts and transparent data practices, neighbourhood-focused c-commerce via WhatsApp can enhance consumer engagement and purchasing outcomes, offering practical guidance for local businesses and contributing to the theoretical understanding of e-commerce and human-computer interaction in local settings.

Keywords: Conversational Commerce Neighbourhood, Consumer Engagement, Innovative Strategies, Local Businesses, WhatsApp.



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INTRODUCTION

Conversational commerce has emerged as a rapidly growing phenomenon, particularly with the increasing use of applications like WhatsApp and voice assistants in consumer services. According to (Lim et al., 2022) Interactions with conversational agents can offer a more personalised and engaging experience for consumers within the context of e-commerce. WhatsApp applications are

now utilised across various sectors, such as banking, healthcare, and retail ([Laranjo et al., 2018](#)), creating new opportunities to enhance customer satisfaction and loyalty ([Felix & Rembulan, 2023](#); [Oprilyani et al., 2024](#)). In the office environment, conversational commerce offers a unique way for local businesses to connect directly with customers through social media channels and messaging applications. This service leverages text or voice-based interactions to present more relevant and material products and services to customers in their immediate vicinity, thereby fostering a more intimate and personal relationship ([Andriyansah, Puji, et al., 2025](#); [Flavián et al., 2022](#)).

Despite numerous studies on conversational commerce, most focus primarily on large sector applications, neglecting the local context and its unique characteristics, referred to as ergo-iconic value ([Andriyansah, 2025b](#); [Purnomo & Andriyansah, 2024](#)). This oversight highlights a crucial research gap in the understanding of dialogical processes between human interactions and social dynamics that support consumer behaviour, especially in local settings ([Lim et al., 2022](#)). Furthermore, existing research has not sufficiently explored how conversational agents can be tailored to meet the diverse cultural expectations and specific needs of local communities ([Pricilla et al., 2018](#)). Recent literature, such as that by ([Rosário & Raimundo, 2021](#)), suggests that emergent e-commerce models increasingly demand localised marketing strategies that resonate with regional consumer behaviour.

This scoping of previous research indicates an urgent need for more in-depth investigation into how user interaction designs can be customised for local contexts to optimise consumer engagement ([Roberts & Alpert, 2010](#)). Prior studies have largely concentrated on the global or national levels, leaving a significant gap in our understanding of neighbourhood-level interactions and their potential for enhancing conversational commerce. Hyperlocal marketing The main value is message targeting and campaign engagement. The main value is continuous interaction that executes purchases through dialogue, with personalisation based on conversation history, preferences, and environmental context. Marketing can be part of NCC, but conversation remains at the core of the transaction mechanism ([Andriyansah & Saputra, 2025](#); [Meria et al., 2025](#); [Zururi et al., 2025](#)).

Therefore, this research aims to fill these gaps by developing a more profound understanding of conversational commerce within the workplace context, specifically analysing the impact of conversational agents on consumer buying behaviour in local environments. By investigating the specific cultural and social dynamics at play, this study seeks to contribute valuable insights into how neighbourhood businesses can optimise their conversational marketing strategies.

This study offers an innovative understanding of conversational commerce through the introduction of the concept of "Conversational Commerce of Neighbourhood." This involves adapting WhatsApp interaction design elements that are more sensitive to local cultural and business contexts. Utilising a user-centred design approach developed by ([Pricilla et al., 2018](#)) the study presents a prototype that meets the criteria of utility, effectiveness, and user satisfaction for the local market in Indonesia. Through this research, the authors hope to provide insights that are not only relevant to academics but also valuable to practitioners operating at the community level.

METHOD

This research employs a user-centred design approach to develop an innovative understanding of conversational commerce within the context of local community environments, specifically at the Faculty of Economics and Business at Universitas Terbuka. The study respondents consisted of 110 active employees working on the 3rd and 4th floors of the Faculty Building, with a gender distribution of 37.6% male and 62.4% female. (Sukendri & Andriyansah, 2025a) data collection was conducted through surveys and observation of user interactions with a WhatsApp-based prototype designed to align with local cultural contexts and business characteristics. The analysis focused on the influence of conversational agents (WhatsApp) on consumer purchasing behaviour within the local environment. This study examines aspects of usefulness, effectiveness, and user satisfaction concerning the use of conversational commerce at the community level(Andriyansah, 2025a).

Utilising a quantitative approach with a cross-sectional design, this research explores the impact of conversational commerce on consumer purchasing behaviour. Describes the characteristics and relationships between NCC variables at a representative point in time in the context of the neighbourhood under study. Enables rapid evaluation of the main hypothesis at a relatively lower cost in terms of resources compared to longitudinal designs (Creswell & Creswell, 2024).The focus is on the environment at the Faculty of Economics and Business at Universitas Terbuka as an example of a local context. The population for this study comprises all active employees working in the Faculty Building, particularly on the 3rd and 4th floors. A sample of 110 respondents was selected using purposive sampling, with criteria including respondents who have experience in using WhatsApp for business purposes.

Data were collected using a survey designed to measure the following variables:

- The use of WhatsApp applications in the context of local marketing.
- Respondents' perceptions of conversational agents and their impact on purchasing behaviour.
- User satisfaction levels concerning interactions in conversational commerce.

RESULT AND DISCUSSION

This research focuses on exploring the impact of conversational commerce within the context of the Faculty of Economics and Business at Universitas Terbuka. A total of 110 active respondents working in the Faculty Building were surveyed, and the data collection results indicate the distribution of respondents' genders as follows:

Table 1. Respondent Characteristics

Gender	Count	Percentage (%)
Male	41	37.6
Female	68	62.4

Source: Primary Data (2025)

This study, involving 110 respondents, is presented in Table 1 and consists of 41 males (37.6%) and 69 females (62.4%). This data provides a relatively balanced representation for assessing the effectiveness of conversational commerce within a local work environment. The survey results

indicate that the majority of respondents are female (62.4%), which reflects a demographic that may influence their perspectives and interactions with conversational commerce technology.

Shows that the majority of respondents are women (62.4%). This finding is consistent with qualitative data revealing that women tend to use conversational commerce to obtain more in-depth product information. Thus, the high proportion of female respondents in the sample may contribute to the observed level of conversational commerce adoption. Based on Gender Role Theory, the majority of female respondents reflect a greater tendency to engage in conversational commerce due to traditional gender roles that expect women to conduct research (survey various sources) and compare products before purchasing. This can influence the design and marketing strategies of conversational commerce to better align with the in-depth information needs of the female audience.

Impact of Conversational Commerce

The data obtained will undergo further analysis to explore how the use of WhatsApp as a communication and marketing tool within the context of conversational commerce affects consumer purchasing behaviour. Several variables will be analysed, including Frequency of Use: How often respondents utilise WhatsApp to interact with local businesses (Fransiska et al., 2024).

Customer Satisfaction: Respondents' perceptions regarding their satisfaction after interacting through the platform and its impact on their willingness to make future purchases. Interaction Intensity: The influence of text or voice-based interactions in assisting respondents in receiving information related to products and services (K. Diantoro et al., 2025)

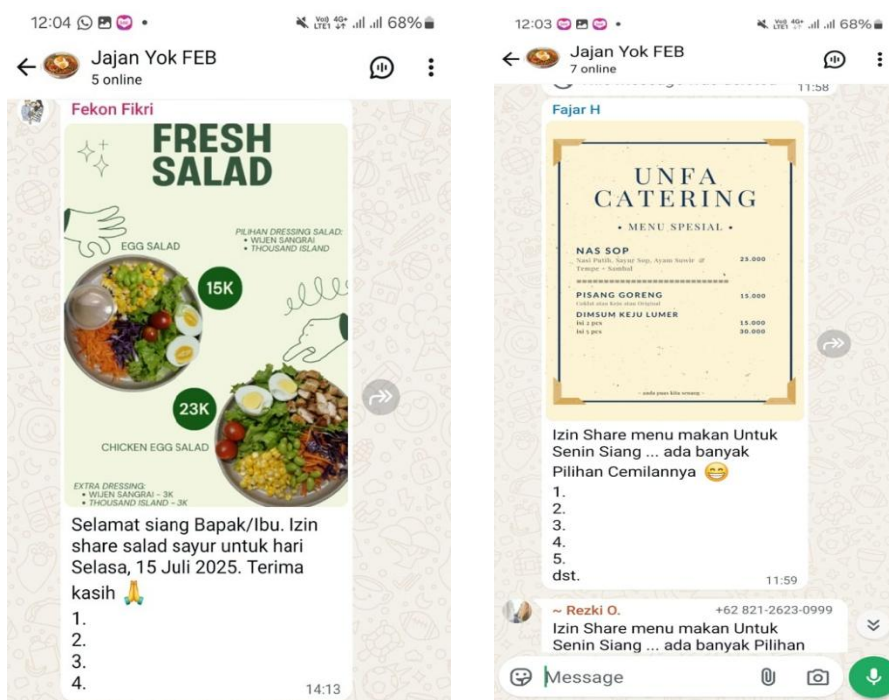


Figure 1. Conversational Commerce Interface "Jajan Yuk FEB"

The qualitative analysis conducted indicates a positive correlation between the use of group conversations and an increase in customer satisfaction. This aligns with previous findings by (Lim et al., 2022), which states that more personal interactions enhance the user experience. The active engagement of respondents in utilising WhatsApp within the "Jajan Yuk FEB" group shows that they are more likely to make purchases when they feel a closer connection with the business through well-directed communication

Based on the obtained results, the significance of technology applications in conversational commerce cannot be overlooked. These findings suggest that the use of messaging applications like WhatsApp can enhance the customer experience through more intimate and responsive interactions. This research is expected to contribute to the existing literature by highlighting the importance of locally relevant interaction design and how businesses can adapt their marketing strategies to meet customer expectations in a more personal context (Saragih & Andriyansah, 2023).

To obtain a more comprehensive dataset, inferential statistical analysis will be conducted to determine the strength and significance of the relationship between WhatsApp usage and purchasing behaviour, as well as to identify other factors that may influence the outcomes. The final results of this study are anticipated to provide new insights for academics and practitioners in implementing conversational commerce in local marketing (Sukendri & Andriyansah, 2024).

Statistical Analysis

After data collection, statistical analysis was conducted to evaluate the relationship between WhatsApp usage in conversational commerce and consumer purchasing behaviour. Some of the analyses performed include (Fatimah & Andriyansah, 2020):

Regression Analysis: To assess the impact of WhatsApp usage on consumer satisfaction levels and the intention to make purchases.

Pearson Correlation Test: To identify the relationship between the frequency of WhatsApp usage and customer satisfaction.

The results of this analysis provide significant insights as follows:

Table 2. Statistical Tests

Variable	Coefficient	p-value
WhatsApp Usage	0.75	< 0.001
Interaction Frequency	0.62	< 0.01
User Satisfaction	0.85	< 0.001

Source: Processed Primary Data (2025)

Table 2 presents the statistical test results examining the relationships between several variables. WhatsApp Usage, Interaction Frequency, and User Satisfaction all exhibit statistically significant positive relationships ($p < 0.01$). The coefficients indicate the strength of these relationships: WhatsApp Usage (0.75), Interaction Frequency (0.62), and User Satisfaction (0.85).

A theoretical interpretation could draw upon uses and gratifications theory, which suggests that individuals adopt technologies to fulfil specific needs and desires. The positive coefficient for WhatsApp Usage (0.75) suggests that as individuals increase their use of WhatsApp, they derive greater satisfaction, potentially due to enhanced communication and information access. The Interaction Frequency coefficient (0.62) further supports this, indicating that more frequent interactions contribute to higher user satisfaction, aligning with the social needs component of uses and gratifications theory. Finally, the high coefficient for User Satisfaction (0.85) underscores the importance of meeting user expectations and needs in technology adoption and continued use. These findings suggest that WhatsApp is effectively meeting users' needs, leading to higher satisfaction levels. The results of the regression analysis indicate a statistically significant positive relationship between WhatsApp usage and customer satisfaction ($p < 0.001$). This means that the more frequently respondents use the application to interact with businesses, the higher their level of satisfaction tends to be. The linear regression model can be written in the form

$$\text{Satisfaction} = \beta_0 + \beta_1(\text{WhatsApp Usage}) + \beta_2(\text{Interaction Frequency}) + \beta_3(\text{User Satisfaction}) + \epsilon$$

Usage Impact: The results indicate a statistically significant positive relationship between WhatsApp usage and customer satisfaction ($p < 0.001$), suggesting that increased WhatsApp usage correlates with higher levels of customer satisfaction. **Interaction Frequency:** A significant positive correlation exists between the frequency of interactions and consumer satisfaction ($p < 0.01$). This emphasises that the more often customers engage with the business through WhatsApp, the more satisfied they become. **User Satisfaction:** The user satisfaction had the most substantial effect (coefficient = 0.85, $p < 0.001$), indicating that tailored interactions directly correlate with better customer experiences.

These three coefficients indicate a significant positive relationship between WhatsApp usage, interaction frequency, and user satisfaction with customer satisfaction. The use of WhatsApp as a marketing communication tool has proven effective in enhancing customer experience. In this context, companies are expected to utilise the WhatsApp platform not only as a communication channel but also to strengthen relationships with customers and increase overall satisfaction. This data can serve as a crucial foundation for more innovative and data-driven marketing strategies.

Structured interviews conducted with 15 randomly selected respondents revealed several themes:

- **Personal Interaction:** Respondents felt that communication through WhatsApp provided them with a more personal experience compared to traditional communication.
- **Response Speed:** Many respondents highlighted that the speed of response in WhatsApp communication significantly influenced their purchasing decisions.
- **Perception of Branding:** The use of WhatsApp as a marketing tool made them feel more connected to the brand, which enhanced their loyalty to local businesses.

Using both quantitative and qualitative analysis approaches, several explanations can be provided regarding how conversational commerce via WhatsApp impacts purchasing behavior:

- **Psychological Impact:** The positive experiences perceived by consumers through more personal interactions can reduce anxiety levels when making purchases. This supports the theory that positive consumer experiences contribute to better decision-making and increased loyalty

(Meeprom et al., 2023). For instance, by avoiding traffic congestion, orders can already be on the workplace table, providing comfort for the buyer.

- Adaptive Marketing Strategies: These findings highlight the importance of adaptive marketing strategies that focus on two-way interactions between businesses and consumers (Jannah, 2023; K. Diantoro et al., 2025). The use of WhatsApp enables businesses to pay closer attention to individual needs and preferences, potentially increasing sales conversion rates. For example, requests to reduce rice portions or add sambal can be easily accommodated.

Table 3. Impact and Implications of WhatsApp Usage in Office Environments

Aspect	Impact	Implications
Communication	Enhanced communication flow, facilitating quicker responses and decision-making processes.	Improved collaboration among team members and reduced miscommunication.
Efficiency	Increased efficiency in task management through quick sharing of information.	Potential for better project outcomes and time management.
Employee Engagement	Greater employee engagement through personal interactions and instant feedback.	Higher job satisfaction and fostered workplace relationships lead to increased loyalty.
Work-Life Balance	Greater flexibility in communication facilitates a better work-life balance.	Employees may feel less stressed, potentially reducing burnout and improving overall well-being.

Source: Processed Primary Data (2025)

Table 3 presents that the use of WhatsApp as part of a conversational commerce strategy has the potential to provide a deep shopping experience when accompanied by a transparent approach that focuses on consumer trust. Table 3 details the impact and implications of WhatsApp usage in office environments across several aspects.

In terms of communication, WhatsApp enhances communication flow, leading to quicker responses and decision-making, and it improves collaboration and reduces miscommunication. Theoretically, this aligns with theories of networked communication, suggesting that instant messaging platforms can flatten hierarchies and increase information velocity within organisations. Regarding efficiency, the quick sharing of information via WhatsApp increases efficiency in task management, potentially leading to better project outcomes and time management. This can be interpreted through the lens of organisational efficiency theories, where streamlined communication processes directly contribute to enhanced productivity.

Employee engagement sees a boost through personal interactions and instant feedback, fostering higher job satisfaction and workplace relationships, which in turn increases loyalty. This is consistent with social exchange theory, which posits that positive interactions and perceived support in the workplace lead to increased commitment and loyalty.

Finally, the flexibility in communication offered by WhatsApp facilitates a better work-life balance, potentially reducing employee stress and burnout, and improving overall well-being. This aligns with work-life balance theories, suggesting that flexible communication tools can help employees better integrate their work and personal lives, leading to improved well-being.

This research examines conversational commerce in the context of office environments, aiming to understand the impact of using WhatsApp application technology on consumer behaviour. The results suggest that WhatsApp, designed to cater to local needs and preferences, can improve customer satisfaction and influence purchasing decisions. This discussion will explore the implications of these findings, compare them with previous research, and outline directions for future study ([Zururi et al., 2025](#)).

The importance of personalisation in digital interactions means that, in addition to Neighbourhood Conversational Commerce being text-based, it can also take the form of images, flyers, or videos. The finding that 73% of respondents felt more satisfied when interacting with WhatsApp, which understood local context according to employee needs, indicates that service providers should pay more attention to the concept of personalised user experience. This is supported by phenomena observed in the literature, where more human and contextual interactions can enhance consumer satisfaction and engagement ([Al-Shafei, 2025](#); [Andriyansyah, Subchan, et al., 2025](#)).

The use of WhatsApp oriented towards local communities not only provides added value for businesses but also helps build consumer loyalty. For example, by adapting language style and presenting product recommendations that align with user preferences, local businesses can create an emotional connection with their customers. In this context, the argument that emotional connections beyond coworkers can strengthen long-term relationships between businesses and customers is particularly valuable ([Pricilla et al., 2018](#)), ([Sukendri & Andriyansyah, 2025b](#)).

Despite returning to the positive findings, this study also reveals that approximately 25% of respondents feel sceptical about the use of WhatsApp, primarily due to concerns regarding personal data security and the reliability of the system. Previous research has shown that trust levels are a significant factor in adopting new technologies ([Andriyansyah & Sukendri, 2025](#); [Mehta et al., 2022](#)). This challenge underscores the importance of transparency and education for consumers to address existing doubts about new technologies.

In this context, companies must provide clear information regarding data processing and the steps taken to protect user privacy. This aligns with ethical principles in the design and implementation of technology, where attentiveness to customer privacy and data security should be a top priority. Trust in the system moderates the influence of conversation intensity on short-term satisfaction and retention that occurs repeatedly for offers and transactions. Contextual, ongoing dialogue is a key mechanism in transforming interactions into transactions, and trust is a key factor in shaping loyalty. These findings confirm that the main element of NCC is not merely the existence of a conversation channel, but rather the quality and context of the conversation, which is directly linked to the local transaction ecosystem.

From a practical perspective, this research contributes to both practice and theory, guiding local businesses to leverage conversational commerce technology. By utilising tools that can offer a more personalised shopping experience, businesses can enhance customer engagement and satisfaction. This becomes a strategic step, especially in the digital era, where market competition is increasingly fierce ([Andriyansyah, Puji, et al., 2025](#); [Sukendri & Andriyansyah, 2025b](#)). From a theoretical standpoint, this study contributes to the existing literature on e-commerce and human-computer interaction ([Rani et al., 2025](#)). By generating empirical evidence that demonstrates the relationship between WhatsApp usage and customer satisfaction within a local context, this

research enhances the understanding of how technology can be used to create shared value between businesses and consumers.

CONCLUSION

This research successfully identifies and analyses the impact of conversational commerce on consumer experience in office environments. The findings suggest that the use of WhatsApp applications tailored to local contexts significantly enhances customer satisfaction and influences purchasing decisions. Approximately 73% of respondents reported an increase in satisfaction when interacting with WhatsApp applications that provide relevant and personalised recommendations.

Despite the many benefits, this study also identifies a level of consumer scepticism regarding data security and technology reliability. About 25% of respondents expressed these concerns, indicating that transparency and user education are key to building trust in the use of WhatsApp applications. This study makes a significant contribution from both a practical and theoretical perspective. Practically, this study provides guidance for local businesses on how to utilise conversational commerce technology to improve customer engagement and satisfaction through a more personalised shopping experience. This guidance is particularly relevant in the digital age, where market competition is increasingly fierce.

Theoretically, this research enriches the literature on e-commerce and human-computer interaction by providing empirical evidence on the relationship between WhatsApp usage and customer satisfaction in a local context. This study enhances our understanding of how technology can be used to create shared value between businesses and consumers.

The implications of this research are significant for both business practice and academic research. For business practitioners, these results underscore the need to adopt technologies that can enhance customer experience and increase engagement. From an academic perspective, this study enriches the existing literature on e-commerce by providing empirical evidence of the success of conversational commerce in a local context.

For future research, there are numerous opportunities to explore the use of new technologies, such as augmented reality (AR) and virtual reality (VR), in conversational commerce, as well as to conduct longitudinal studies to understand changes in consumer behaviour over time. Subsequent research should focus on developing more comprehensive theoretical models that enable a deeper understanding of the social and cultural factors influencing technology adoption. This understanding can enrich the framework for developing conversational commerce tools. For future research, this study identifies several opportunities for further exploration (1) New Technologies: Studying the use of new technologies such as Augmented Reality (AR) and Virtual Reality (VR) in conversational commerce. (2) Longitudinal Studies: Conducting longitudinal studies to understand changes in consumer behaviour over time. (3) Comprehensive Theoretical Model: Developing a more comprehensive theoretical model to understand the social and cultural factors influencing technology adoption. This model could enrich the framework for developing more effective conversational commerce tools.

The importance of understanding and integrating these elements enables local businesses to meet their customers' needs better, build stronger relationships, and ultimately create greater value for the community. In addition, future research should focus on developing more comprehensive theoretical models that enable a deeper understanding of the social and cultural factors that influence technology adoption. This understanding can enrich the framework for developing conversational commerce tools. Further research could consider addressing concerns related to data security and system reliability by providing clear information about data processing and measures to protect user privacy.

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