

Implementation of Communication Strategies by Traditional Market Traders Based on Islamic Broadcasting Values to Enhance Interaction with Buyers

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ABSTRACT

Effective communication by traditional market traders strengthens social relationships, maintains buyer loyalty, reflects Islamic values, and serves as an adaptive strategy to face challenges from the modern and digital market. This study aims to analyze the communication strategies of traditional market traders based on Islamic broadcasting values and their influence on socio-economic interaction and buyer loyalty within a socio-cultural context. This research employs a qualitative case study approach with data collection techniques including participatory observation, in-depth interviews, and documentation, analyzed using thematic analysis. The findings indicate that traditional market traders' verbal and nonverbal communication strategies reflect Islamic broadcasting values, strengthen socio-economic relationships, build trust, and enhance buyer loyalty through friendly, ethical, and empathetic approaches. The socio-cultural context plays a crucial role in the communication strategies of traditional market traders, encouraging harmonious cross-cultural adaptation and reinforcing interactions based on Islamic values such as empathy, tolerance, and muamalah ethics (Islamic commercial ethics). Communication strategies grounded in Islamic values, such as friendliness, empathy, and ethics, prove effective in increasing buyer loyalty through emotional bonding, trust, and warm, humane shopping experiences in traditional markets. In conclusion, communication strategies based on Islamic values enhance socio-economic interactions, build loyalty, and adapt culture within multiethnic traditional markets.

Keywords:

Communication, Islam, Traditional Market, Traders, Buyers

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A. INTRODUCTION

In traditional markets, communication plays a crucial role not only in conveying information about prices and goods but also in building trust and social relationships between traders and buyers



(Khomaeni & Juliyendi, 2024). Traditional markets serve as centers of social interaction that strengthen togetherness, especially among lower-middle-class communities (Batubara, 2023). However, traditional markets face significant challenges from developing modern markets and digital technologies that offer greater convenience, cleanliness, speed, and efficiency (Efendi & Prasetyo, 2022; Lengkey et al., 2019). Factors such as inadequate facilities and pragmatic urban lifestyles have led to a decline in consumer interest (Hari et al., 2024; Faturachman et al., 2025).

Communication becomes a strategic solution for traditional market traders to maintain their existence by adapting effective, humanistic, and contextual communication models (Sundayani & Aprizal, 2025). Lubuk Pakam Market in Deli Serdang Regency demonstrates how the diversity of traders from various ages, ethnicities, and educational backgrounds creates communication practices rich in local cultural values. Traders use familiar greetings, local languages, and relaxed styles to establish relationships with buyers, making interactions not merely transactional but also social practices that strengthen community cohesion. This approach creates a comfortable and personal shopping atmosphere, distinct from the more formal and impersonal modern markets (Khomaeni & Juliyendi, 2024).

Communication based on Islamic values in traditional markets is vital for building cultural and social integration and strengthening customer relationships through trust, ethics, and mutual respect (Alaoui & Ouhna, 2024). Marketing strategies aligned with Islamic principles help small businesses compete ethically and enhance business value (Siregar & Andriansyah, 2023). These values also guide daily activities toward positive behavior and community welfare (Omar et al., 2019; Alosaimi et al., 2024). Furthermore, principles of justice and deliberation support organizational excellence (Harun, 2021; Taboli et al., 2024), while emphasis on trust and partnership ensures sustainable market practices (Javed et al., 2016). Values of balance and quality contribute to achieving business success that harmonizes material and spiritual aspects (Yasin et al., 2025).

The interpersonal communication strategies of traders in Lubuk Pakam Market are informal yet effective, employing friendly greetings, empathy, and amicable negotiation in line with Islamic values of politeness and respect (Ministry of Religious Affairs, Republic of Indonesia, 2022). Surah Al-Baqarah: 83 underscores the importance of good speech in interactions, thus traders' communication transcends mere transactions and carries spiritual significance (Nugroho & Murlianti, 2020; Andriyani, 2022). Verbal and nonverbal communication, such as polite language, humor, friendly gestures, and eye contact, create positive shopping experiences and build trust (Rachmah, 2021). Sullivan's theory highlights the importance of face-to-face interaction and emotional feedback in productive social interactions within traditional markets (Rahmi, 2024).

The interpersonal communication theory of Gudykunst & Ting-Toomey, which emphasizes sensitivity to cultural backgrounds, language, and social norms, is essential to understanding communication dynamics in the multicultural traditional markets of North Sumatra (Nugroho & Murlianti, 2020; Andriyani et al., 2023). Through direct face-to-face interaction and empathy, interpersonal communication builds trust and emotional closeness between traders and buyers (Taufiq et al., 2021). Additionally, Islamic values such as politeness, empathy, and honesty form the foundation of ethical communication, turning market interactions into platforms for da'wah (Islamic preaching) and social ethics (Kembang & Kalbuadi, 2024). This approach fosters an inclusive and harmonious market environment.

Beyond interpersonal communication, Ivan Boszormenyi-Nagy's contextual theory provides a significant framework for analyzing social interactions in ethnically and culturally heterogeneous traditional markets (Hamid, 2022; Telaumbanua et al., 2023). At Lubuk Pakam Market, traders' ability to understand and appreciate cultural differences allows them to adjust communication styles according to buyer expectations, creating safety and comfort (Syarifuddin, 2018). This approach positions the market as a social space that unites diversity in the spirit of togetherness, in harmony with Islamic teachings on tolerance and respect (Saudah, 2017). The contextual theory comprehensively and dynamically understands traders' communication strategies.

This study aims to analyze traders' verbal and nonverbal communication strategies at Lubuk Pakam Market in enhancing social interaction and transactions, and examine the implementation of Islamic broadcasting values in daily communication practices. Using a contextual and humanistic approach grounded in ethics, this research is expected to enrich the literature on culturally and spiritually based economic communication and provide strategic insights for market managers and local governments. Warm and polite communication forms the foundation of buyer loyalty and distinguishes traditional markets from the mechanistic nature of modern markets. This communication model is relevant to traditional markets across Indonesia, strengthening competitiveness and sustainability through Islamic values that promote politeness and honesty (Rinayanthi, 2025)

B. RESEARCH METHODS

This study was conducted at Lubuk Pakam Market, Deli Serdang Regency, North Sumatra. The location was purposefully selected as it represents an active traditional trade centre with social and cultural diversity among traders. This setting allows for a richer and deeper examination of communication dynamics within the context of a traditional market. The approach is descriptive qualitative with a case study method, focusing primarily on fish traders as the main subjects. The study aims to understand the complex and dynamic social phenomenon of communication in the interaction between traders and buyers, without employing statistical measurements, thus enabling more contextual and detailed explanations.

Data were collected through three main techniques: participatory observation conducted directly at the traders' stalls, in-depth interviews with purposively selected fish traders to explore experiences and communication strategies incorporating Islamic values, and documentation consisting of photographs, field notes, and supporting documents from market management. Data analysis in this study employed thematic analysis involving several key stages. First, data obtained from observations, interviews, and documentation were condensed by summarising and simplifying essential information to focus and facilitate analysis. Subsequently, the data were presented as structured thematic narratives based on communication themes emerging during market interactions. From these narratives, the researcher drew inductive conclusions by identifying communication patterns reflecting the application of Islamic values in daily trading practices.

To ensure data validity, this study applied source and technique triangulation. Source triangulation was conducted by combining data from various parties, such as traders, market managers, and field notes. Techniques used were triangulation, integrated observations, interviews, and documentation. This approach strengthens the validity and reliability of the



findings, ensuring that the results are trustworthy and accurately represent reality.

The research questions are formulated as follows:

1. How do traditional market traders implement communication strategies to enhance socio-economic interactions based on Islamic broadcasting values?
2. What is the role of the socio-cultural context in influencing the communication strategies of traditional market traders based on Islamic broadcasting values?
3. To what extent do communication strategies based on Islamic values affect buyer loyalty in traditional markets?

The conceptual framework of this study is illustrated in the following figure:

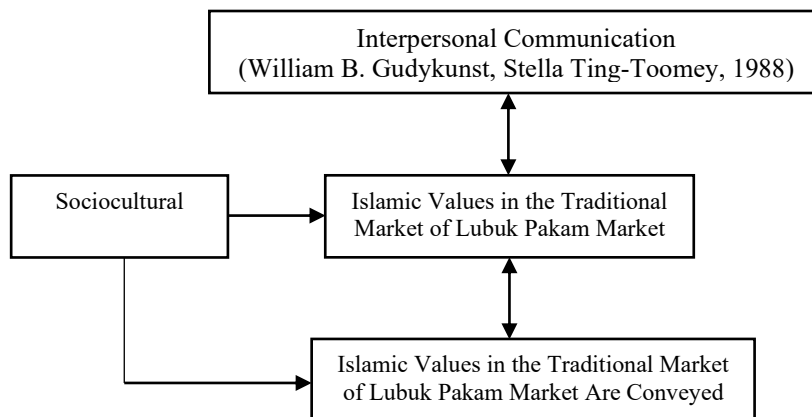


Figure 1. Conceptual Framework

C. RESULTS AND DISCUSSION

1. Communication Strategies of Traditional Market Vendors in Enhancing Socio-Economic Interaction Based on Islamic Broadcasting Values

The book *Culture and Interpersonal Communication* by Gudykunst and Ting-Toomey (1988) explores interpersonal communication theory focusing on cultural sensitivity, language, and social norms in human interactions. Vendors in Lubuk Pakam Market build buyer loyalty through friendly, empathetic, and honest verbal and non-verbal communication, aligned with Islamic values and *muamalah* (transactional ethics), which are elaborated as follows:

a. Verbal Communication Strategies

Verbal communication strategies serve as the fundamental basis for interactions between vendors in Lubuk Pakam Market and their customers. The primary language used is Indonesian; however, vendors often adapt to the customer using local languages such as Malay Deli, Javanese, and Batak. This language adaptation reflects a high level of communication flexibility and shows respect for the area's cultural diversity. Vendors commonly use friendly greetings such as *kak* (sister), *mak* (mother), *bang* (brother), or *dek* (younger sibling), creating a familial impression. This approach shortens the social distance between seller and buyer and fosters trust and comfort. Such greetings are essential in traditional markets because they reflect personal, not merely transactional, relationships. The vendors consider good communication to be part of ethical service, which aligns with Islamic teachings that emphasize speaking kindly to others (Ministry of Religious Affairs RI, 2022).

In addition to friendly greetings, light humor is an inseparable part of vendors' verbal strategies. The jokes are spontaneous yet inoffensive, helping to break the ice and attract customer interest. Humor is a social tool to strengthen bonds, build closeness, and improve the shopping atmosphere. Vendors often use humor when greeting customers, when the buyer seems hesitant, or during price negotiations. This is an effective strategy to maintain a relaxed and non-pressuring environment. In Islamic values, pleasant communication with a smile reflects the attitude of *ihsan* in transactions. As stated in the hadith of the Prophet Muhammad SAW, "Your smile to your brother is charity" (HR. Tirmidhi), polite humor becomes part of worship. Therefore, vendors consciously use humor as a form of friendliness and expression of the spiritual values they uphold.

The ability to negotiate prices is also a crucial aspect of verbal communication strategies. Vendors do not announce prices in a harsh tone or with forceful behavior; instead, they maintain a relaxed style and use friendly language. The bargaining process is conducted with understanding and flexibility, thus avoiding conflict between vendors and buyers. In practice, vendors often balance prices with light discussion that shows empathy for the buyer's financial situation. They often say things like, "For you, I will give it cheap," or "For a regular customer, I can lower the price." These phrases represent a persuasive approach that appeals to the buyer's emotions. In Islamic communication, this approach falls under *qawl ma'ruf* (kind and benevolent speech), drawing economic actors closer to commendable character. This strategy not only smooths the transaction but also strengthens long-term relationships.

Vendors also use verbal compliments as a positive approach to customers. For example, a vendor might say, "Ma'am, you look even brighter today," or "Haven't seen you in a while, missed you!" These compliments are a strategy to gain attention and a form of appreciation and acknowledgment. This technique builds emotional attachment, especially for respected and recognized customers. Verbal compliments also enhance customer loyalty by creating a pleasant shopping experience. From an Islamic perspective, sincere praise is a form of positive communication that is encouraged as long as it is not excessive or manipulative. This verbal strategy creates a psychological effect that makes customers feel valued and noticed. Thus, verbal communication plays a strategic economic, social, and spiritual role.

All findings related to verbal communication strategies show that vendors at Lubuk Pakam Market are not merely selling goods but also offering a social experience. Their communication style is rich with familial nuance, humor, empathy, and compliments, all blending into daily interactions. This strategy indirectly strengthens the traditional market's role as a more humanistic social space than modern markets. This verbal communication approach has helped increase the frequency of customer visits, strengthen trust, and create sustainable social relationships. From the perspective of Islamic broadcasting, good, gentle, and pleasant communication is part of *muamalah* ethics that brings blessings. Vendors' consistent verbal communication becomes a key strength in sustaining the traditional market's existence and serves as a viable model for revitalization in other regions (Arif, 2023).

Verbal communication of Islamic values can also be effectively carried out through digital media, especially in the modern era via platforms such as YouTube. The effectiveness of *dakwah* (Islamic preaching) communication on YouTube is a strategic tool for broadly disseminating Islamic teachings (Muharrifah & Sikumbang, 2025). In this context, Stuart Hall's encoding-decoding approach helps analyze how *dakwah* messages are received by audiences (Inun et al., 2025). The messages delivered via YouTube reinforce the spread of Islamic values (Fadhli & Nashrillah, 2025), as seen in the digital media use by institutions such as mosques (Kholifah & Hikmah, 2024). Social media and interpersonal communication both play vital roles in Islamic *dakwah* (Jalaluddin et al., 2024; Nurmala & Prasongko, 2024)

b. Nonverbal Communication Strategies

Nonverbal communication strategies are vital in building harmonious interactions between vendors and buyers. Vendors in Lubuk Pakam Market naturally use facial expressions, eye contact, body movements, and voice intonation in their interactions. For instance, a sincere smile when serving customers creates a friendly impression that enhances the buyer's comfort. Respectful eye contact signals that the vendor is giving full attention to the customer, reflecting honesty and openness. Gestures such as pointing to the quality of fish with an open hand or slightly bowing while speaking indicate a respectful attitude. A soft tone of voice also helps foster a positive atmosphere during transactions.

Vendors also use nonverbal communication to show empathy for the buyer's situation. For example, when seeing a customer carrying a child or heavy items, vendors often spontaneously offer a chair or help carry their belongings. These small, silent gestures carry deep meaning as they demonstrate attentiveness and care. This behavior creates strong emotional value in the relationship between vendor and buyer. Such forms of empathy align with the Islamic principle of *rahmatan lil 'alamin* (mercy to all creation), which emphasizes compassion in social interaction. Many customers feel appreciated not because of low prices, but because the vendors show genuine kindness and warmth. This reinforces the idea that transactions are not merely about goods and money but also human relationships in traditional markets. Nonverbal communication becomes an inseparable aspect of building ethical and heartfelt interactions.

Body gestures used by vendors when offering goods also convey highly effective nonverbal messages. For instance, open hands when pointing at fish or vegetables, a slight bow when greeting, or helpful gestures communicate without words, yet they enhance the meaning of verbal messages. In this study, such gestures are perceived by customers as signs of honesty, openness, and service-mindedness. Additionally, vendors tend to adjust their facial expressions according to the situation, smiling when welcoming, serious when explaining product quality, and nodding to indicate understanding. These behaviors help customers feel respected and prioritized. Nonverbal communication indirectly builds emotional trust more effectively than words alone and serves as a powerful strategy to win customers' hearts and build long-term relationships (Gultom, 2023).

Effective nonverbal communication also reflects vendors' understanding of local culture and the social context of buyers. They know when to keep their distance, when

to be closer, or when to act more formally. This reflects contextual communication intelligence, where interaction styles are adapted to fit the social situation. This sensitivity is essential in a multicultural traditional market like North Sumatra to prevent misunderstandings and maintain harmonious social relationships. Cultural and social awareness is a key factor in communication effectiveness, as discussed by Gudykunst & Ting-Toomey in their contextual communication theory (Alisya, 2022). Vendors who can adapt their gestures and demeanor to the backgrounds of their customers are more easily accepted. Thus, nonverbal communication is not merely a communication aid but also a reflection of deep social adaptation. This shows that nonverbal strategies carry both cultural and spiritual dimensions that are closely intertwined.

The nonverbal communication strategies employed by vendors in Lubuk Pakam Market have shown significant contributions in building quality interactions with customers. Warm facial expressions, body language, and intonation create a friendly atmosphere and emotionally engage customers. This nonverbal communication reinforces verbal messages and creates a positive and memorable shopping experience. From the perspective of Islamic broadcasting values, such behavior reflects commendable morals (*akhlak*) in *muamalah* (transactional dealings), shown through friendliness and politeness. Appropriate communication strategies enhance the effectiveness of messages and positively impact customer satisfaction (Maruf, 2021). Implementing nonverbal communication strategies is crucial in vendors' success in maintaining social and economic relationships in traditional markets. This success demonstrates that traditional markets can remain competitive with ethical and human-centered communication approaches. These nonverbal strategies must continue to be preserved and developed as valuable social capital.

Nonverbal communication of Islamic values represents a powerful way of conveying messages through facial expressions, eye contact, touch, and personal space, reflecting emotion, intention, and social norms (Hess, 2023; Heitzman et al., 2023). In the Islamic context, nonverbal behavior is greatly influenced by culture and religious teachings, such as modest dress, respectful body posture, and controlled movements to show politeness and humility (Patterson, 2016; Darginaviciene & Sliogeriene, 2019). This form of communication also strengthens community solidarity, especially in congregational worship. Understanding nonverbal cues plays a vital role in maintaining social harmony and resolving conflict (Rahmalia & Zulyadi, 2019; Rahman & Rahim, 2025).

2. The Role of Sociocultural Context in the Communication Strategies of Traditional Market Vendors Based on Islamic Broadcasting Values

The sociocultural context plays a crucial role in shaping the communication patterns of vendors in Lubuk Pakam Market. This market is inhabited by vendors from various ethnic backgrounds, such as Malay, Javanese, Batak, Minangkabau, as well as Chinese and Indian communities. This diversity creates a complex social dynamic in which communication cannot be applied uniformly. Each ethnic group has distinct speech styles, etiquette, and cultural expressions, requiring vendors to develop adaptive communication skills. In daily interactions, Malay vendors use gentle language filled with polite greetings, while Batak

vendors are known to be more direct and expressive. Vendors who can adjust their communication style to buyers from different cultural backgrounds are more likely to be accepted and appreciated. This shows that effective communication depends not only on technique but also on cultural sensitivity. Understanding social diversity is an inseparable aspect of communication strategies in traditional markets.

The success of intercultural communication displayed by vendors in Lubuk Pakam Market aligns with the contextual communication theory of Gudykunst and Ting-Toomey (Fatimah & Afrizal, 2023). This theory emphasizes that communication effectiveness is heavily influenced by an individual's ability to understand the social, cultural, and psychological background of others. In a multicultural traditional market context, vendors must possess intercultural communication competence the ability to read situations and quickly adapt. For example, vendors often adopt a more formal and respectful approach when interacting with Chinese buyers. Meanwhile, communication with Batak customers may be more open and direct. The ability to adjust communication styles reflects high social intelligence and is essential in such a pluralistic environment. This also illustrates that vendors are not merely selling goods but are actively engaging in cross-cultural social relations. This strategy is vital for maintaining long-term interactions and customer loyalty from diverse backgrounds.

Sociocultural factors are also reflected in the rhythm of daily activities and how vendors interact based on local customs and traditions (Sutarso, 2017). For example, Minangkabau vendors tend to start trading earlier in the morning and have a polite yet firm negotiation style. On the other hand, Javanese vendors often begin conversations with small talk as a form of respect toward the customer. These differences require other vendors to learn and adapt their communication patterns to remain relevant in cross-ethnic interactions. Additionally, the use of the local language becomes a symbol of emotional closeness, strengthening the bond between vendors and buyers. A Malay vendor, for instance, may feel more accepted when a buyer greets them in their native tongue and vice versa. Effective communication strategies in traditional markets are closely tied to mastering local cultural symbols. Islamic broadcasting values such as *ta'awun* (mutual help) and *ukhuwah* (brotherhood) serve as a moral framework that unites this diversity in respectful economic interaction.

Islamic values further reinforce the sociocultural harmony that forms within this traditional market. Principles such as speaking kindly, maintaining etiquette, and mutual respect are ethical guidelines that apply across ethnicities and religions. For example, Muslim vendors maintain respectful communication when serving non-Muslim customers, avoiding topics that may be sensitive in terms of religion or culture. These values are aligned with the teachings of Surah Al-Hujurat 13, which states that humankind was created in diverse nations and tribes to know one another (Ministry of Religious Affairs RI, 2022). This verse provides a theological foundation that diversity is not meant to cause division but to be a source of social strength. Vendors demonstrate tolerant and open attitudes toward differences, often helping each other across stalls regardless of background. These interactions reveal that traditional markets serve as economic spaces and arenas of harmonious social integration. The communication strategies they develop are deeply rooted in Islamic moral values while remaining inclusive and adaptive to local contexts.

In conclusion, the sociocultural context plays a significant role in shaping the communication strategies of vendors in Lubuk Pakam Market. Vendors do not merely buy and sell but also build cross-ethnic social networks based on empathy, tolerance, and cultural adaptation. Their communication strategies result from a long, dynamic process of social learning. This highlights that the quality of social interactions within them largely influences the success of traditional markets. Furthermore, reinforcing Islamic broadcasting values in communication helps create ethical, courteous, and just relationships. A communication approach sensitive to sociocultural context and rooted in Islamic values is worth adopting as a model for the future development of traditional markets. Markets are places for economic activity and spaces for learning and living values and culture in everyday life.

3. The Influence of Communication Strategies Based on Islamic Values on Buyer Loyalty in Traditional Markets

The communication strategies employed by traditional market vendors in Lubuk Pakam Market significantly influence buyer loyalty. Based on observations and in-depth interviews, many customers expressed that friendly, warm, and familiar interactions made them feel more comfortable while shopping. Feeling valued and personally attended to by the vendors emerged as the primary factor motivating buyers to return. These interactions transcend mere transactions; customers rarely experience meaningful social relationships in modern markets or large shopping centers. Effective communication between vendors and customers positively impacts consumer satisfaction and loyalty (Batubara, 2023). Simple language and warm greetings help create an emotional bond between sellers and buyers. This familiarity strengthens trust and builds long-term loyalty. Therefore, communication strategy is not only about delivering information but also about fostering strong interpersonal relationships.

In addition to verbal aspects, nonverbal communication approaches demonstrated by vendors reinforce customer loyalty in traditional markets. Genuine smiles, eye contact, and friendly body gestures signal warmth and attentiveness, creating a shopping environment that feels comfortable and enjoyable. Such behaviors align with Islamic broadcasting values, emphasizing the importance of noble character in every interaction as mentioned in Surah Al-Baqarah: 83, which encourages speaking kindly to others (Ministry of Religious Affairs RI, 2022). Vendors' empathetic responses to customers' conditions, such as when a customer is carrying a child or needs assistance, further deepen the emotional value of the relationship. This leads to stronger feelings of loyalty from buyers, as they feel served not merely as consumers but as respected human beings. Communication rooted in ethical values and courtesy enhances the effectiveness of message delivery and social interaction (Khomaeni & Juliyendi, 2024). Combining verbal and nonverbal communication based on Islamic values forms the core foundation for building customer loyalty. This communication approach positions the traditional market as an economic space and a harmonious social environment.

Furthermore, the buyer loyalty cultivated through effective communication strategies directly impacts the sustainability of traditional market vendors' businesses. Positive interactions and warm customer relationships lead to repeat transactions and word-of-mouth

referrals, which are vital assets in a competitive market setting. The success of interpersonal communication also motivates vendors to maintain the quality of their service and products. As a result, traditional markets can remain competitive with modern markets that offer the convenience of technology. This aligns with the research's objective to explore how Islamic broadcasting values can be applied to daily business communication, thereby contributing meaningfully to local economic development. Such an approach not only helps preserve the existence of traditional markets but also strengthens the social and cultural fabric of the surrounding community. Thus, communication strategies grounded in Islamic values and sociocultural sensitivity are proven effective in sustainably enhancing customer loyalty. These findings offer vendors and market managers valuable insights in formulating more responsive and human-centered communication strategies.

D. CONCLUSION

The communication strategies of vendors at Lubuk Pakam Traditional Market reflect a humanistic and Islamic interpersonal approach. Their verbal communication, such as familiar greetings, humor, friendly negotiation, and compliments, helps build strong emotional relationships with buyers. Meanwhile, nonverbal strategies like sincere smiles, body gestures, gentle intonation, and spontaneous empathy further strengthen social closeness and trust. This approach facilitates economic transactions and creates a pleasant and meaningful shopping experience. Overall, these strategies align with Islamic ethics of *muamalah* (social transactions) and maintain the relevance of traditional markets amid modern competition. The area's diverse sociocultural context strongly influences the vendors' communication strategies. Vendors from various ethnic backgrounds adjust their communication styles according to the cultural backgrounds of their customers, demonstrating a high level of intercultural competence. Islamic broadcasting values such as tolerance, empathy, and respectful behavior provide the moral foundation, harmonizing these interactions. This strategy reinforces the traditional market as a space for social integration and economic activity. Communication strategies rooted in Islamic values have proven effective in building buyer loyalty. Warm and familiar verbal interactions and nonverbal elements like smiles, eye contact, and empathy foster emotionally rich and humane relationships. This approach makes customers feel appreciated not merely as consumers, but as individuals. Islamic values such as speaking kindly and upholding noble character enhance the quality of communication. As a result, customer loyalty increases, repeat transactions occur, and vendors benefit from natural word-of-mouth promotion from satisfied buyers. This strategy forms a critical foundation for the long-term sustainability of traditional markets.

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research contribute meaningfully to the development of ethical and value-based communication practices and academic knowledge.

AUTHOR CONTRIBUTIONS

- Author 1 : Designed a systematic and valid research framework to ensure accurate data collection and scientifically accountable findings.
- Author 2 : Developed accurate and valid statistical data analysis techniques to test hypotheses and enhance the quality and reliability of the research findings.

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