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INTERPERSONAL MARKETING COMMUNICATION BY WHATSAPP: AN ANALYTICAL SURVEY AMONG CITIZENS OF KARACHI CITY

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Abstract

In the realm of business and marketing management, online business and digital marketing have emerged as pivotal approaches. Social networking sites, in particular, provide an expansive platform for conducting business activities. Social media offers diverse opportunities for marketers to engage with their target audience. This research focuses on Interpersonal Marketing Communication using the popular communication app, WhatsApp. It employs a quantitative research approach, encompassing two distinct surveys conducted among two groups: Sellers and Customers. This study not only builds upon existing theoretical foundations but also forges new paths within the field. Statistical analysis employing SPSS version 26 is utilized, employing descriptive methods to calculate frequencies, percentages, and chi-squares for hypothesis testing. The study aims to underscore the significance of WhatsApp as a cost-effective, user-friendly, and satisfying platform for both Sellers and Customers.

Keywords: Satisfaction level, Opinion leader, Business behavior, Customer behavior, Interpersonal Communication, Interpersonal marketing communication

Introduction

Interpersonal communication involves interactions between two or more individuals, often characterized by direct engagement or face-to-face meetings. This form of communication plays a vital role in conveying information and fostering relationships.

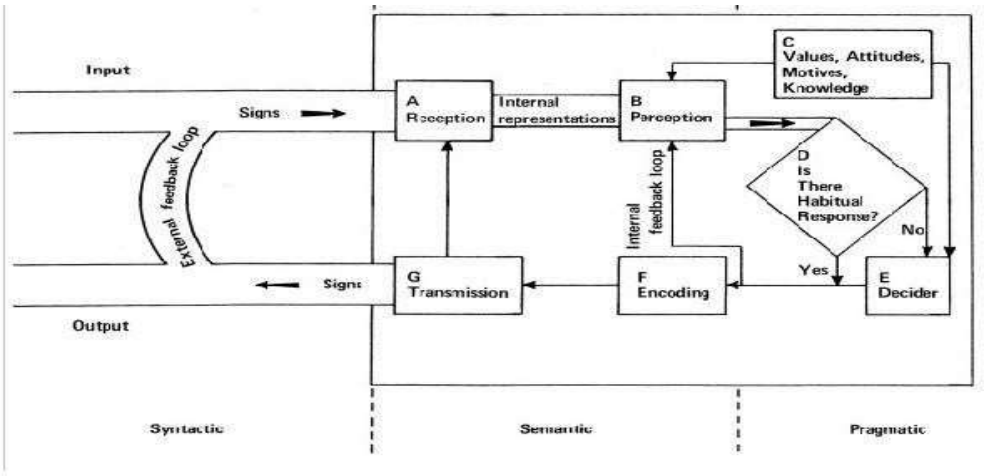
Dominic (2012) highlights that mass communication and interpersonal communication do not have clear boundaries. Mass communication typically lacks physical presence and includes mediums like television, radio, and newspapers. Feedback in mass communication tends to be one-way, but advancements in technology now allow audiences to provide input. Platforms like Twitter and email enable viewers to express their opinions and feedback. While responses may not be immediate, technology facilitates timely communication (Dominique, 2012).

Interpersonal communication serves as a conduit for various societal factors. To grasp its significance, one must delve into the philosophy of listening and responding to individuals.

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Model for Individual Communication

The concept of individual communication philosophy can be defined as "A paradigm that shapes an individual's communication approach" (James and Capin, 2791). It represents a shift from traditional thinking to a comprehensive and distinct approach in individual communication. It can also be described as follows: "When an individual hears about an event and remembers it, they form their own opinion based on that event. If they were already aware of the event, they apply their preexisting assumptions, whether positive or negative, according to their nature. Crucially, if the messaging or advertising process is clear and persuasive, the individual is likely to accept it as presented. Otherwise, the perception formed may take a negative turn" (James & Capon, 1972).



A PARADIGM OF THE INDIVIDUAL IN COMMUNICATION(J. Hulbert and Capon, N. 1972)

There is no fundamental difference between the meaning and understanding of symbols in mass communication and interpersonal communication. Instead, there is a shift in the perception of the communication process, leading to a new perception and a selective process of thinking. However, in interpersonal communication, there is usually an immediate participant response, which can be changed again, maintaining a mutual motivational process.

This process of changing thinking induces selective exposure (E > F > G > A) and selective perception (C >> B) and (E >> B) so that the immediate communication process can be better constructed and convey the message more effectively to the participants. Symbolic flow is a domain of syntactic structure in communication theory, and there is a close relationship between perception, symbol, and the transformation of symbols back into messages (James & Capin, 1972).

Finally, when the receiver enters the actionable stage, i.e., when they understand the true nature of the message, the receiver is fully capable of thinking about how to use the message.

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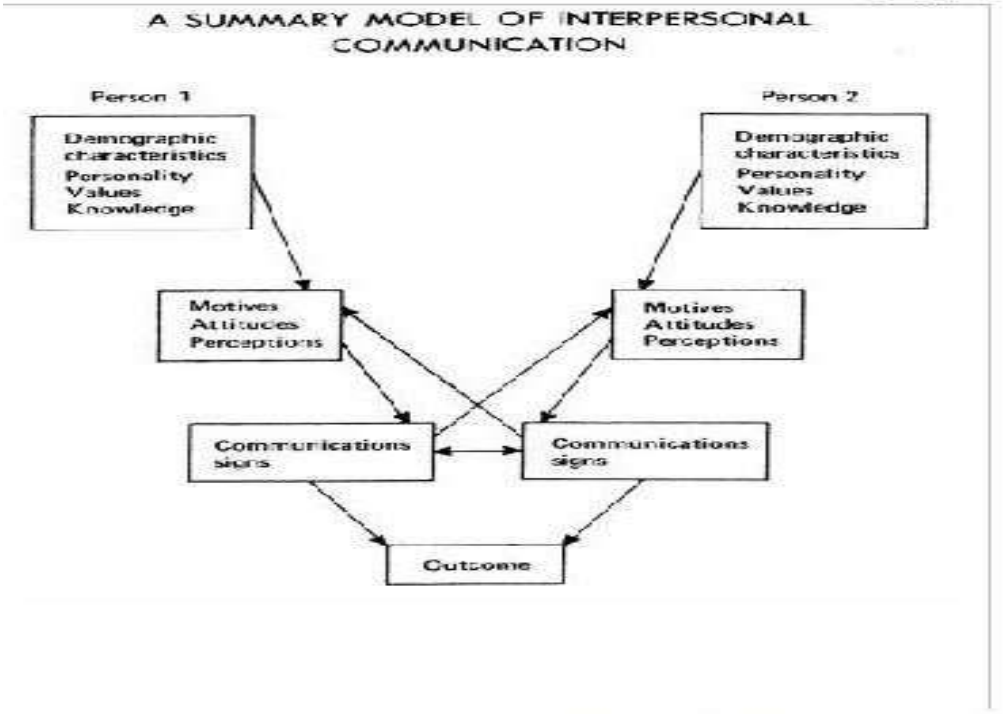
A brief model of the interpersonal advertising communication process:

Interpersonal Communication in Marketing: A Revised Foundation

The model presented in this research highlights the points of interpersonal marketing or interpersonal advertising processes, making it easy to understand the entire process and all its complexities. The communication structure has been previously described in the model. Verbal and non-verbal communication processes are crucial in marketing. In the marketing process, sometimes non-linguistic signs, symbols, and objects are better and more easily understood than linguistic messages.

In both ECA and IDA marketing processes, message receivers individually or collectively belong to specific demographic categories, which may have different values, reactions, perceptions, and intentions depending on the marketing process. Messages can be adapted in advertising campaigns based on the idea of changing thoughts. Therefore, making an experiential advertising campaign effective can lead to easier problem-solving and decision-making. Some marketing techniques also leave a lasting impression in a short period of time, depending on momentary needs or immediate attraction, which is rooted in liking.

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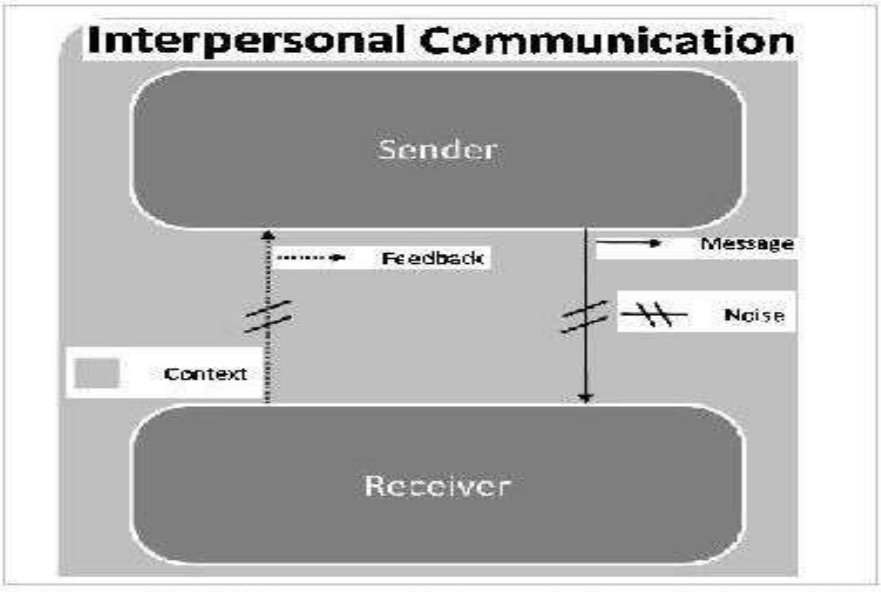
Rosenthal, Robert(1966)

This process can also be described as follows: an individual who belongs to a certain demographic level communicates with another person who is also in the same demographic level through linguistic and non-linguistic signs. Effective communication can only occur when both parties share uniformity in their appearance, values, and information. Without this uniformity, the communication process may break down. Positive symbols play a crucial role in shaping and facilitating successful communication. However, if there is a lack of alignment or conflicting values, demographic levels, personalities, and information, the communication process is likely to become distorted. The success of any communication process depends on both the sender and the receiver, utilizing both linguistic and non-linguistic methods.

There is no fundamental difference between the symbol and its understanding in mass communication (mass media) and interpersonal communication. Both involve a new perception and a selective process of thinking, rather than cognitive thinking, within a communication process. However, in interpersonal communication, there is typically an immediate participant response, which can be subject to change. The mutual motivational process is sustained.

Effective communication occurs when individuals of the same demographic level communicate with one another, sharing uniformity in appearance, values, and information. Positive symbols are essential for successful communication, while discrepancies in these factors can disrupt the process. Both mass communication and interpersonal communication involve a new perception and selective thinking within the communication process, with interpersonal communication often featuring immediate participant responses.

Interpersonal Communication simple model,Cleary (2008)



Cleary (2008),"Interpersonal Communication simple model",

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Communication

Communication refers to the interaction between a sender and a receiver. The sender is the individual who transmits a message, while the receiver is the one who receives it. In interpersonal communication, there must be at least two individuals involved in sending and receiving messages.

Message

A message represents an idea conveyed through various means, including speech, facial expressions, body language, vocal cues, gestures, and both verbal and nonverbal methods. Nonverbal sources can convey additional information, such as a person's attitudes and interests.

Noise

Noise refers to any interference or distortion that occurs during the transmission of a message. Noise can impact the clarity of the message and affect how it is received.

Opinions

Feedback is the response provided by the receiver, which includes the message they send back. Feedback allows the sender to gauge how accurately their message is being received and interpreted by the receiver. Feedback can be intentional or unintentional and may also manifest through gestures.

Idea and Context

The interpretation of a message is heavily influenced by the context in which it is received. The communication process is shaped by its context, including the emotional climate, people's expectations, social, political, cultural, and environmental conditions.

Channel

A channel serves as the medium through which communication occurs. It facilitates the transmission of messages from sender to receiver. Channels can vary, with face-to-face communication involving speech and vision, while communication by telephone relies on cables or electromagnetic waves.

Rationale of study

The rationale for conducting this research is grounded in the evolving landscape of digital communication and its impact on business practices. WhatsApp has emerged as a prominent platform for interpersonal communication and has witnessed increasing utilization for business-related activities. Understanding the dynamics of WhatsApp usage in the context of business and customer services is essential for several reasons:

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1. **Emerging Business Trends:** WhatsApp has become a critical tool for businesses, particularly in reaching customers, conducting transactions, and providing customer support. Studying its role helps in adapting to evolving business trends.

2. **Customer Satisfaction:** Assessing the satisfaction levels of both customers and sellers using WhatsApp is crucial for improving the quality of services. Higher satisfaction often leads to increased customer loyalty.

3. **Interpersonal Communication:** WhatsApp's interpersonal communication features, such as group chats and direct messaging, have transformed how businesses interact with customers. Investigating these factors can provide insights into effective communication strategies.

4. **Gender-Based Differences:** Understanding whether there are variations in satisfaction levels between female WhatsApp business service sellers and female customers can inform targeted marketing and customer relationship strategies.

5. **Advertising Effectiveness:** Evaluating the impact of interpersonal marketing through WhatsApp on the purchase ratio is essential for businesses seeking to optimize their advertising strategies.

6. **Practical Implications:** The findings of this research can offer practical recommendations for businesses, helping them make informed decisions regarding WhatsApp usage in their operations.

Statement of Problem

The problem under investigation pertains to the assessment of satisfaction levels among users of WhatsApp for business, encompassing both customers and sellers. Additionally, this study aims to comprehensively examine the advantages and disadvantages of utilizing WhatsApp as a platform for conducting business and providing customer services. Furthermore, it seeks to delve into the interpersonal communication factors within WhatsApp business groups and their impact on the dynamics of buying and selling. This research intends to shed light on the role of interpersonal marketing (IPM) advertising through interpersonal communication or the Interpersonal System (IPS) in influencing the purchase ratio. Additionally, it aims to explore potential variations in product/service satisfaction levels between female WhatsApp business service sellers and female customers.

Research Questions

1. What are the satisfaction levels of customers and sellers using WhatsApp for business purposes, and what are the advantages and disadvantages associated with its use?

2. How do interpersonal communication factors within WhatsApp business groups influence the buying and selling processes?

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Research Objectives

- Assess the satisfaction levels of both customers and sellers, along with the pros and cons of using WhatsApp for business and customer services.
- Examine the interpersonal communication factors within WhatsApp business groups and their impact on buying and selling.

Hypotheses

H_1: The Product/Service Satisfaction Level (PSL) is higher among female WhatsApp business service sellers and female customers.

H_2: Interpersonal Marketing (IPM) advertising through interpersonal communication or the Interpersonal System (IPS) increases the purchase ratio.

Abbreviations

- Interpersonal Communication (IC): Refers to interpersonal communication or interpersonal communication.
- WhatsApp: A mobile phone application that serves as a messaging platform, enabling the exchange of text, images, videos, voice messages, and technical messages, including live camera conferences and one-on-one calls.
- Satisfaction: To assess the satisfaction levels regarding WhatsApp services in both customer and seller groups.

Significance of the Research

The research explores numerous methods for marketing and advertising campaigns through interpersonal communication, as outlined in the preceding sections. Advertising through interpersonal communication holds immense significance in the field of marketing, a fact substantiated by various references and research materials. Earlier paragraphs extensively discussed online marketing through Facebook, word of mouth, electronic word of mouth, and social media. However, beyond these, the research delves into interpersonal communication based on personal relationships, which has revolutionized marketing in different eras. WhatsApp, initially seen as a limited messaging platform, has emancipated small-scale businesses from numerous constraints. This new model of marketing communication has proven highly beneficial to millions of homemakers and individuals with limited resources. The research aims to uncover the methods, resources, challenges, sources, and effectiveness of businesses that utilize WhatsApp for advertising. Additionally, a survey seeks to gauge the satisfaction of these advertisers with this mode of promotion.

Literature Review

Interpersonal communication takes various forms and plays diverse roles across different fields. This review provides insights into the fields and methods of interpersonal communication.

The research focuses on marketing and advertising through interpersonal communication. To contextualize this research, previous studies in this area are reviewed:

Social Media

Social media serves as a prominent platform for interpersonal communication and advertising. Studies explore the role of social media in retail businesses' advertising campaigns and its impact on retailers and customers.

WhatsApp and Retail Business Promotion

WhatsApp's role in retail business promotion is examined, emphasizing its effectiveness and expansion.

Web-Based Networking Media Advertising

Research investigates the impact of web-based networking media advertising, focusing on the use of specific mediums for creating and presenting promotional messages. It explores the importance and tendencies related to advertising.

Online Branding

The importance of online branding and its impact on advertising are discussed, highlighting the transition from traditional to digital media.

Business Relationships and Networks

Studies analyze the role of communication in business relationships and networks, emphasizing the importance of interpersonal communication processes.

Word of Mouth

The influence of electronic word of mouth on consumers' purchase intentions for fashion products on social networking websites is explored, emphasizing the importance of word of mouth in marketing.

Persuasion

Effective persuasion involves not only linguistic communication but also gestural and non-linguistic communication. Social media plays a crucial role in marketing by employing various linguistic and non-linguistic methods.

Polymedia

Polymedia theory explores the impact of digital media on interpersonal communication, highlighting the role of various media in shaping modern communication.

These studies collectively contribute to the understanding of interpersonal communication's role in marketing and advertising.

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Development of Polymedia Theory

The theory of polymedia illustrates how users embrace new media as more than self-contained, discrete technologies. Instead, it portrays polymedia as a central concept that transcends the limitations of individual platforms. This theory delves into how users harness the potential of various media channels, emphasizing the social, emotional, and ethical implications of their choices.

Research Methodology

Research Type and Method

Primarily, this research highlights the role of WhatsApp and social media in interpersonal communication campaigns, contributing to the evolving model of modern interpersonal communication. This quantitative research evaluates the satisfaction levels of customers and sellers utilizing social media and WhatsApp for marketing in various cities of Pakistan. The sample consists of 2 sellers from Karachi engaged in online businesses employing social media and WhatsApp as marketing tools, as well as 200 customers engaged in online shopping and employing these platforms to some extent. The study includes members of business groups aged 18 to 60 and above, with an examination of gender distribution among sellers and buyers.

The Need for Research

In the realm of online business, where all fundamental aspects must be not only present but also offer satisfactory and fulfilling services, trust plays a pivotal role. WhatsApp serves as a medium for advertising campaigns through personal mobile or phone numbers, facilitated within controlled groups. In contrast to other social media platforms, WhatsApp exhibits unique characteristics that make it a valuable medium within the aforementioned framework. This research aims to shed light on the following aspects:

1. **Effectiveness of WhatsApp Advertising Campaign:** Determining the percentage of effectiveness versus ineffectiveness.

2. **Prospective Adoption:** Exploring the possibility of establishing clear criteria and percentage benchmarks for prospective adopters or researchers to decide whether to utilize or reject this medium.

Tabulation and Content Analysis

The questions are categorized into three sections based on the assumptions to be tested:

H_1: Threat Level (THL) and Product/Service Satisfaction Level (PSL): Assessing whether the Product/Service Satisfaction Level is more favorable among female WhatsApp business service sellers and female customers due to the source.

1. **Fear Threat Level (THL):** Analyzing the level of perceived threat.

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2. **Product/Service Satisfaction Level (PSL):** Evaluating the satisfaction level among female WhatsApp business service sellers and female customers attributed to the source.

H_2: Interpersonal Marketing (IPM): Investigating whether advertising through interpersonal communication or the Interpersonal System (IPS) enhances the purchase ratio.

3. **Interpersonal Marketing (IPM):** Studying the impact of interpersonal marketing through interpersonal communication or the Interpersonal System (IPS) on the purchase rate.

Analysis

Table No. 1 presents the demographic percentage data and average data pertaining to business professionals and buyers in both groups associated with WhatsApp businesses.

Table No. 1: Analysis of Demographics

Age	Sellers		Customers	
	Females	Males	Females	Males
21 -25	31%	24.90%	14.70%	23.20%
26 - 30	31%		55.60%	44.10%
31 - 35	15.40%	14.30%	6.70%	8.50%
36 - 40	15.40%	14.30%	6.80%	5.10%
Total	92%	53.50%	83.80%	80.90%

Frequency for Sellers

In terms of gender, there are 31 females, accounting for 56% of the total, and 7 males, representing 53%. Regarding age groups, the highest frequency (7) is observed among individuals aged 12 to 52, constituting 53% of the total. Conversely, the lowest frequency (1) is found among individuals aged 61 to 02. When considering marital status, the highest frequency (01) is attributed to married individuals, accounting for 5% of those engaged in business through WhatsApp. The frequency for unmarried individuals is lower, making up a significant portion at 54% of the total. Among those involved in business, the highest frequency (8) is among those with a monthly income ranging from 00051 to 00052 thousand.

Frequency for Customers

In the customer group, comprising 202 respondents, there are 341 females, representing 57% of the total, and 95 males, constituting 43%. In terms of age, the age group with the highest frequency is 62 to 03, totaling 501 respondents and accounting for 25% of the total. Conversely, the lowest frequency is 5 respondents, making up 2% of those aged 04 or older. Additional age groups are also included in the WhatsApp group.

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Level of Profit and Loss

Table No. 2 presents information on Marketing (Advertising) Monthly Cost (MC), Delivery and Advertising Monthly Cost (AC), as well as the reasons provided by sellers for considering WhatsApp as beneficial or disadvantageous.

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What cost do you bear on marketing per month? * How much cost do you bear for showcasing or delivering your products? Crosstabulation

% of Total

		How much cost do you bear for showcasing or delivering your products?			
		Low Cost	High Cost	Middle/Normal Market value	Total
What cost do you bear on marketing per month?	0-0	20.0%		5.0%	25.0%
	0-1000	15.0%		10.0%	25.0%
	1100-1500	5.0%	5.0%	5.0%	15.0%
	1500-2000			20.0%	20.0%
	2000-4000		5.0%		5.0%
	15000- above	5.0%	5.0%		10.0%
Total		45.0%	15.0%	40.0%	100.0%

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Table No. 2: Advantages and Disadvantages

5% of people spend between zero to zero and zero to 0001 monthly on marketing costs for WhatsApp business, while 1% spend above 00051 monthly.

Regarding the cost of delivery and showcasing on WhatsApp, 54% of people consider it low-cost, 51% find it high-cost, and 4% compare it to the normal market.

In terms of time, 53% of people state that they spend 1 to 2 hours a week, while 5% spend 1 to 6 hours and 6 to 01 hours, and 51% spend 4 or more hours.

Hypothesis Testing

In this study, WhatsApp was evaluated on the scale of interpersonal communication and interpersonal advertising communication as marketing tools (marcom) in marketing communication. It was analyzed and synthesized using descriptive, frequency, and chi-square methods with the statistical tool SPSS.

H_1: Threat level (THL) and Product/Service Satisfaction Level (PSL) Product/Service Satisfaction Level are more satisfactory among female WhatsApp business service sellers and female customers due to the source.

Satisfaction of Both Groups

1. Fear Scale (THL)

2. Product/Service Satisfaction Scale (PSL)

Table No. 3(A): Level of satisfaction of both groups

The above numerical figure illustrates the satisfaction level between the seller group and the buyer group.

Product Satisfication Level C * Product Satisfication Level S Crosstabulation

Count

		Product Satisfication Level S		
		Yes	No	Total
Product Satisfication Level C	Yes	4	2	6
	No	0	14	14
Total		4	16	20

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.667[a]	1	.001		
Continuity Correction[b]	7.872	1	.005		
Likelihood Ratio	12.378	1	.000		
Fisher's Exact Test				.003	.003
Linear-by-Linear Association	11.083	1	.001		
N of Valid Cases	20				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is 1.20.

b. Computed only for a 2x2 table

In this measurement, where p-Value = 0.001 is less than 0.05, the product/service satisfaction scale is statistically observed to be higher than the conceptual scale of bilateral satisfaction, confirming the hypothesis in the obtained results. The analysis of the percentage of satisfaction with the quality of goods and its delivery services shows that 94.5% are neutral, 3.2% are satisfied, and 21.9% are very satisfied. In contrast, 3% are very dissatisfied.

Another important aspect highlighted regarding WhatsApp is the issue of adding individuals to a group without permission, to which 52.2% answered yes, 72.2% answered no, and 74.5% answered many times. Similarly, when asked to compare good and bad

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experiences, 41.9% answered very good, 56.3% said neither good nor bad, 51.8% answered both good and bad, while 4% had a very bad experience.

If we assume the previously discussed hypothesis to be true, the data in Table No. 3(b) shows the satisfaction scale for fear in both groups.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.667[a]	1	.001		
Continuity Correction[b]	7.872	1	.005		
Likelihood Ratio	12.378	1	.000		
Fisher's Exact Test				.003	.003
Linear-by-Linear Association	11.083	1	.001		
N of Valid Cases	20				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is 1.20.

b. Computed only for a 2x2 table

According to the Mandir Jah Ba La table, we found that the p-value is 0.047, which is less than 0.05. Statistically, the scale of fear satisfaction is higher than the conceptual scale of bilateral satisfaction, confirming the hypothesis based on the obtained results. In terms of percentages, as shown in Table No. 3(b), 7% of people never felt fear or anxiety from the WhatsApp business group, while 2.8% of people often encountered a problem.

H_2: Interpersonal Marketing (IPM) advertising through interpersonal communication or Interpersonal System (IPS) increases the purchase ratio.

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Do you feel recommendations regarding buyer activities? * Do you discuss your WhatsApp group to your friends/ Family Crosstabulation

Count

		Do you discuss your WhatsApp group to your friends/ Family			
		Yes	No	Sometime	Total
Do you feel recommendations regarding buyer activities?	Yes	56	5	2	63
	No	10	12	3	25
	Sometime	75	7	32	114
Total		141	24	37	202

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.521[a]	4	.000
Likelihood Ratio	45.064	4	.000
Linear-by-Linear Association	13.660	1	.000
N of Valid Cases	202		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.97.

According to the information presented in the table above, it is evident that two-level interpersonal communication within the interpersonal advertising campaign between both bilateral groups has been thoroughly analyzed. This implies that advertising through interpersonal communication or interpersonal communication effectively boosts the purchase ratio.

Discussion

A statistical comparison between the obtained results and the hypotheses reveals that the results align closely with the first hypothesis H_1. This hypothesis suggests that WhatsApp serves as a medium for interpersonal communication and is associated with satisfaction in terms of both product/service and fear satisfaction. Additionally, the satisfaction rate is higher among women. This finding is consistent with previous research indicating the significance of WhatsApp in retail business advertising (Shankar, Bangalore, and Johnson, 1910).

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The discussion can be divided into two parts. First, the demographic analysis indicates that women represent about 7% of the total 202 participants, whereas men make up approximately 3%. This disparity is primarily due to WhatsApp's promotion through personal connections, which appears to be more satisfactory and considered a safe medium for women.

The second part of the hypothesis measures the extent of product/service patronage among all participants. This aligns with the concept of business communication highlighted through networking media advertising. The study references three categories of immediate adopters in advertising: those who are already supporters, those who accept after seeing and using the product, and those who are not influenced. Advertisers play a crucial role in the success of an advertising campaign, as confirmed by the results supporting H1a. The p-Value=.001<0.05 suggests that satisfaction with WhatsApp's business group services is expressed among both groups.

These findings challenge the results of previous research (Sadia, Prakash, and Hafsa, 2012), which primarily emphasized linguistic communication in persuasion. The present research emphasizes the importance of both linguistic and non-linguistic methods in advertising campaigns. Traditional word-of-mouth advertising methods and social media are explored in the context of shopping trends and preferences among 002 women in Lahore. However, word-of-mouth advertising is considered more enduring and reliable.

Regarding hypothesis H1b, the research suggests that online sources elicit lower levels of fear in WhatsApp compared to other sources. Fear related to online shopping, particularly concerns about personal and financial loss, is dispelled based on the interpersonal relationships between buyers and sellers. The statistical results of the second hypothesis, with a P-Value of 0.047<0.05, substantiate this statement. For instance, research conducted by Rami, Heinzki, and Technion in 2002 reinforces the idea that communication through business relationships and networks plays a significant role in marketing. The network approach, which emphasizes communication behavior in marketing, tends to yield negative and low-level results if interpersonal communication processes are not improved.

These discussions demonstrate the importance of interpersonal communication and advertising in WhatsApp and its role in influencing purchase trends and fear levels among users. The study's results contribute to our understanding of the dynamics of interpersonal communication in modern advertising and the significance of WhatsApp as a marketing tool.

In the second hypothesis of the research, H2, the sequential advertising campaign through WhatsApp, as well as interpersonal communication processes, received the highest ranking.

The statistical findings support the interactions between two groups, sellers and buyers, as well as buyer-to-buyer interactions, in line with the two-level communication theory and advanced concepts from the polymedia theory. The statistical results, with a P-Value of 0.000<0.05, strongly affirm the significance of electronic word-of-mouth marketing, particularly in the context of fashion products on social networking websites, in terms of influencing purchase tendencies. When observing Facebook (as indicated by

Anam and Abida, 1992), it was observed that users' interactions within the platform led to an increased inclination to make purchases and become opinion leaders.

These users progress through a process from seeking opinions to leading opinions. They quickly understand (decode) messages and express their opinions on feedback pages after using a product. They may also post introductions and praise for products on their social networking profiles or WhatsApp statuses. Based on the research results, this entire process has been termed "Two-Step Interpersonal Marketing" within the framework of "Two-Step Interpersonal Communication," highlighting the popularity of this two-way communication approach.

Ramage's research, which categorizes marketing into three sources: ethos, pathos, and logos, suggests that ethos represents a trustworthy personal reference that others can rely on through sight, hearing, and reading. Pathos involves emotional and self-interested advertising, avoiding feelings of powerlessness, while logos persuade through logic and reason (Ramage, Ben 1891).

The research findings support the idea that interpersonal communication marketing (Interpersonal communication marketing) and the two-step flow theory (Two-step flow theory) occur sequentially in WhatsApp marketing, leading to an increased trend in purchasing. For instance, within WhatsApp groups, when someone seeks an opinion, they also provide opinions to other seekers, effectively acting as opinion leaders. For example, consider online product reviews for online shopping. While customer transaction data can provide information on volume, it may not capture attitudes, trends, or the level of satisfaction with a product or service (Weir, Pulcol, 7102).

Interpersonal communication theory and the two-level interpersonal communication theory validate the hypothesis H2 and also support the polymedia theory (Madiano, Merca, 2012), affirming WhatsApp as an advertising medium that discusses interpersonal communication and interpersonal communication in modern media, as indicated by the statement:

"One aspect is that polymedia is emerging at varying rates, through diverse means, and under various constraints. The second point is that the implications of polymedia encompass general trends, such as heightened concerns about moral responsibility, broader media resocialization, and increased media diversity, which may impact broader issues related to media ecology or the formation of new social groups. In essence, polymedia is developing worldwide, albeit at different rates" (Madianou, Mirca, 2012).

The polymedia is a widely recognized tool for development available at various price points (Madiano, Merca, 2012).

In the context of contemporary media, it can be seen as supporting the second hypothesis (H_2) of the ongoing research. It implies that many challenges and issues are common across different media platforms due to factors such as cost, reach, connectivity, research capabilities, and satisfaction scales. What used to be inaccessible or limited to the public is now accessible through various media sources at different price levels. This verification process has become faster and easier thanks to interpersonal communication and advertising.

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Conclusion

The study highlights the significance of polymedia in today's communication and advertising landscape. It suggests that various media sources are converging and becoming more accessible, potentially influencing a wide range of social issues and even the formation of new social groups.

Moreover, in digital marketing, the internet is a vital component of marketing, with social media marketing as one of its sub-components. It is worth noting that Facebook and WhatsApp are important tools for interpersonal communication, each with its unique qualities such as quality, reason, reach, value, and likability. Opinions, results, statistics, and comments also indicate that while social media advertising may have some negative perceptions, the scale of positive outcomes is often underestimated.

Limitations

All research conducted prior to this study focused solely on analyzing social media. While there have been studies that examined WhatsApp, they primarily consisted of reviews and lacked comprehensive surveys. The survey method was chosen for this study to address this gap.

Unfortunately, certain factors that were intended to be implemented were not realized due to unfavorable circumstances:

1. **Impact of Covid-19**: The ongoing Covid-19 pandemic led to the indefinite closure of educational institutions. Consequently, the original plan to conduct the survey within educational institutions became unfeasible.

2. **Online Form Delivery**: The above-mentioned situation also resulted in delays in the online form delivery and completion process.

Recommendations

For future research, the following recommendations are proposed:

1. **Consider the Pandemic**: Future research should take into account the ongoing impact of the pandemic and explore emerging trends that may arise as a result.

2. **Class-by-Class Analysis**: Conducting research on a class-by-class basis could provide valuable insights into average penetration rates and variations within different groups.

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