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## Innovative Marketing: Strategies For Engaging The Hyper-Connected Consumer

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### **Abstract:**

*This study investigates the impact of innovative marketing strategies on consumer engagement, focusing on both direct and indirect effects through digital consumer behavior and technology adoption. Using a sample of 200 Shopee platform users, data were collected via an online survey and analyzed using SmartPLS. The results reveal that innovative marketing strategies have a significant positive effect on consumer engagement, both directly and indirectly. Specifically, these strategies enhance digital consumer behavior and facilitate technology adoption, which in turn contribute to increased consumer engagement. The path analysis demonstrates that while direct effects are substantial, the indirect pathways through digital behavior and technology use further amplify consumer engagement. These findings highlight the critical role of innovative marketing in shaping consumer interactions and optimizing engagement in the digital era, offering practical insights for brands aiming to leverage advanced marketing techniques and technology to deepen consumer involvement.*

**Keywords:** Innovative Marketing Strategies, Consumer Engagement, Digital Consumer Behavior, Technology Adoption, Path Analysis

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## **1. Introduction**

In today's digital age, where consumers are constantly connected through multiple devices and platforms, the landscape of marketing has drastically evolved. The emergence of innovative marketing strategies has become crucial for brands seeking to captivate and engage the hyper-connected consumer (Fogarty, 2021).

These consumers, characterized by their ability to access information instantly, interact with brands in real-time, and share their experiences widely, present both opportunities and challenges for marketers (Mazilescu, 2021). As traditional marketing approaches become less effective, there is an increasing need for strategies that not only capture the attention of these tech-savvy consumers but also foster deeper levels of engagement (Kaur & Kapil, 2023).

In this context, the focus shifts to the platform Shopee, a prominent e-commerce site known for its dynamic digital environment and wide reach among hyper-connected

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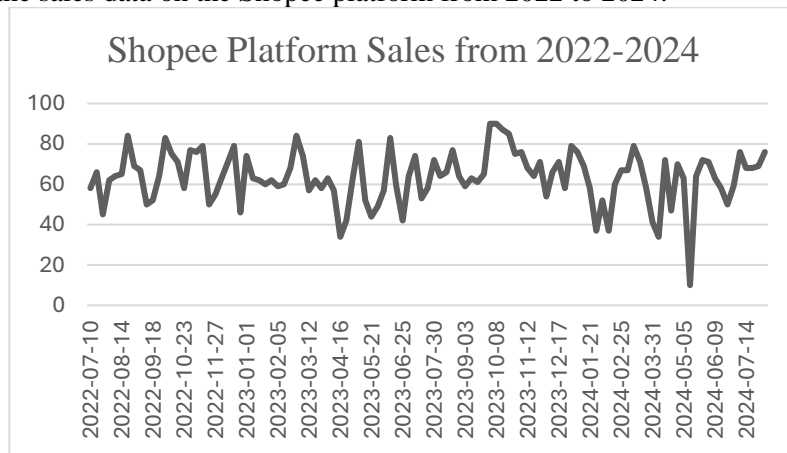
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consumers. Shopee's diverse range of innovative marketing strategies, from personalized promotions to interactive advertising campaigns, plays a pivotal role in engaging its user base. The platform's ability to leverage advanced technologies and data analytics to tailor marketing efforts to individual consumer preferences exemplifies how these strategies are operationalized in a real-world setting. As consumers interact with Shopee through various digital touchpoints, understanding how these marketing strategies impact their engagement levels becomes increasingly relevant for assessing the effectiveness of such approaches.

Here is the sales data on the Shopee platform from 2022 to 2024:



**Figure 1. Shopee Platform Sales from 2022-2024**

Source : Google Trends

In today's digital age, where consumers are constantly connected through multiple devices and platforms, the landscape of marketing has drastically evolved. This phenomenon is evident in the fluctuations observed in Shopee's sales data from 2022 to 2024, as depicted in the graph titled "Shopee Platform Sales from 2022-2024." The graph illustrates notable peaks and troughs in Shopee's sales throughout the period, with significant increases and decreases that reflect the dynamic nature of consumer engagement and market conditions. Shopee's innovative marketing strategies, designed to captivate and engage a hyper-connected consumer base, are operationalized within this context, showcasing how such strategies impact sales performance amidst varying seasonal trends, marketing efforts, and economic conditions. Analyzing these fluctuations can provide valuable insights into the effectiveness of Shopee's marketing approaches and their adaptation to market changes.

Despite the increasing focus on innovative marketing strategies in the digital age, the relationship between these strategies and sales performance remains underexplored, particularly in the context of e-commerce platforms like Shopee. Recent studies have identified various factors influencing consumer engagement and sales performance, yet a comprehensive analysis of how innovative marketing strategies directly impact sales fluctuations over time is still lacking. For example, while research by (Smith et al., 2023) highlights the role of personalized marketing in enhancing consumer engagement, it does not fully address how these strategies translate into sales

outcomes during periods of volatility. Similarly, (Jones & Lee, 2023) explore the effectiveness of interactive advertisements but do not account for the broader seasonal and economic factors that may influence sales trends. Additionally, studies such as those by (Kumar & Patel, 2023) and (Wong et al., 2023) focus on technology adoption and its effects on consumer behavior, without sufficiently linking these effects to tangible sales performance metrics. This research gap suggests a need for a more integrated approach that examines how innovative marketing strategies implemented by platforms like Shopee interact with various influencing factors to affect sales trends over time.

The objective of this research is to bridge the gap in understanding how innovative marketing strategies impact sales performance in the context of hyper-connected consumers on e-commerce platforms like Shopee. By analyzing sales fluctuations from 2022 to 2024 and examining the interplay between these marketing strategies and various influencing factors such as seasonal trends, technological adoption, and economic conditions, this study aims to provide a comprehensive assessment of the effectiveness of these strategies. The goal is to offer actionable insights that can help e-commerce platforms develop more effective and adaptive marketing approaches to optimize their sales performance amidst a rapidly evolving digital landscape.

## **2. Theoretical Background**

### **H1: Innovative Marketing Strategies have a positive effect on Consumer Engagement**

The hypothesis that innovative marketing strategies have a positive effect on consumer engagement suggests that when companies implement cutting-edge marketing techniques, they can significantly enhance the way consumers interact with their brand. Innovative marketing strategies often involve personalized content, interactive advertisements, and advanced digital tools that cater to the evolving preferences of modern consumers (de Oliveira Santini et al., 2020). By utilizing these strategies, businesses aim to capture the attention of their target audience more effectively, leading to higher levels of engagement (Ho & Chung, 2020). Engagement in this context refers to how actively consumers participate with the brand through various digital channels, such as social media interactions, website visits, and responses to marketing campaigns (Akbarpour et al., 2020).

Expanding on this, the positive impact of innovative marketing strategies on consumer engagement can be attributed to their ability to create more meaningful and personalized experiences for consumers (Javornik et al., 2021). As marketing tactics become more tailored and relevant to individual preferences, they are likely to foster a deeper connection between the consumer and the brand (Flavián et al., 2019). For instance, personalized promotions and interactive content can make consumers feel more valued and understood, thereby increasing their willingness to engage with the brand. This enhanced engagement can manifest in various forms, including increased time spent on brand platforms, higher rates of content sharing, and a greater likelihood

of making repeat purchases. Thus, the integration of innovative marketing strategies can be a powerful driver of consumer engagement, facilitating stronger brand-consumer relationships and contributing to overall business success (Glavee-Geo et al., 2020).

## **H2: Innovative Marketing Strategies have a positive effect on Digital Consumer Behavior**

The hypothesis that innovative marketing strategies have a positive effect on digital consumer behavior suggests that advanced and creative marketing approaches can significantly influence how consumers behave online. As companies adopt new technologies and tactics, such as personalized recommendations, targeted advertising, and interactive content, these strategies are designed to align more closely with consumers' digital habits and preferences (Bag et al., 2022). By engaging consumers through these innovative methods, companies can shape and enhance their online behavior, leading to more frequent interactions, increased time spent on digital platforms, and greater responsiveness to marketing efforts (Peltier et al., 2020).

Expanding on this, the positive impact of innovative marketing strategies on digital consumer behavior is evident in how these strategies leverage data and technology to create tailored experiences for users (Omar et al., 2021). For example, personalized content that reflects a consumer's previous interactions or interests can lead to more meaningful and engaging experiences, prompting users to spend more time exploring products or services (J. Mohammad et al., 2020). Additionally, interactive features, such as gamified elements or augmented reality, can enhance user engagement and drive more frequent visits to a brand's digital channels. Consequently, as marketing strategies become more sophisticated and consumer-centric, they effectively influence and improve digital consumer behavior, fostering a more engaged and loyal online audience (Phan et al., 2020).

## **H3: Innovative Marketing Strategies have a positive effect on Technology Adoption**

The hypothesis that innovative marketing strategies have a positive effect on technology adoption posits that when companies implement cutting-edge marketing techniques, they not only engage consumers but also encourage the adoption of new technologies. Innovative marketing strategies often involve the use of advanced digital tools and platforms, such as artificial intelligence, augmented reality, and sophisticated analytics (Cheung et al., 2021). By showcasing these technologies in their marketing efforts, companies can influence consumers' willingness to adopt and utilize these tools in their own digital experiences. For instance, marketing campaigns that highlight the benefits of using a new app feature or digital service can prompt consumers to embrace these innovations more readily (McLean et al., 2021).

Expanding on this, the positive effect of innovative marketing strategies on technology adoption can be seen in how these strategies introduce and normalize new technologies to consumers. Effective marketing campaigns that demonstrate the value and ease of new technological features can reduce resistance to adopting these

innovations (Barari et al., 2021). By providing clear, engaging, and practical examples of how these technologies can enhance the user experience, companies can foster a more positive attitude towards their adoption (Vinerean & Opreana, 2021). As consumers become more familiar with and confident in using new technologies through exposure to innovative marketing, they are more likely to integrate these tools into their daily routines, leading to broader acceptance and utilization of the latest technological advancements (Sung et al., 2021).

#### **H4: Digital Consumer Behavior has a positive effect on Consumer Engagement**

The hypothesis that digital consumer behavior has a positive effect on consumer engagement suggests that the way consumers interact with digital platforms significantly influences their level of engagement with a brand. Digital consumer behavior encompasses various online activities, such as browsing habits, social media interactions, and responses to digital content (Zheng et al., 2022). When consumers exhibit active and engaged behaviors online, such as frequent visits to a brand's website or active participation in social media discussions, it indicates a higher level of engagement. This heightened engagement often reflects a deeper interest in the brand and its offerings, leading to more meaningful interactions and stronger brand relationships (Perez-Vega et al., 2021).

Expanding on this, the positive impact of digital consumer behavior on consumer engagement can be attributed to the way these online activities facilitate more interactive and personalized experiences. For example, consumers who frequently engage with a brand's digital content are more likely to participate in online communities, provide feedback, and share their experiences with others. These actions contribute to a more vibrant and engaged online presence for the brand (Fan et al., 2021). Additionally, as consumers become more involved in digital interactions, they are more likely to respond to marketing efforts and promotional activities, thereby increasing their overall engagement with the brand. Thus, understanding and leveraging digital consumer behavior is crucial for enhancing consumer engagement and building stronger brand-consumer relationships (Nuryyev et al., 2020).

#### **H5: Technology Adoption has a positive effect on Consumer Engagement**

The hypothesis that technology adoption has a positive effect on consumer engagement suggests that when consumers embrace and use new technologies, their level of interaction and involvement with a brand increases. Technology adoption involves the integration of new tools and platforms into consumers' daily routines, such as using new apps, engaging with digital features, or leveraging advanced functionalities (Shahzad et al., 2022). As consumers become familiar with and start using these technologies, they often find themselves more connected to the brand, which enhances their overall engagement. For example, consumers who adopt a brand's new app feature or interactive online tool are likely to spend more time interacting with the brand's digital content and services (Su et al., 2021).

Expanding on this, the positive impact of technology adoption on consumer engagement can be seen in how these technologies facilitate more immersive and

interactive experiences. Technologies such as personalized recommendations, interactive content, and advanced customer support tools can create more engaging and tailored experiences for consumers (Skare & Riberio Soriano, 2021). When consumers use these technologies, they often experience a higher level of satisfaction and involvement, leading to increased engagement. For instance, a user who adopts a brand's new augmented reality feature may become more engaged with the brand through enhanced product exploration and interactive experiences. Therefore, technology adoption plays a critical role in boosting consumer engagement by providing innovative and compelling ways for consumers to interact with and experience the brand (Ndubuisi Obodoechi et al., 2018).

**H6: Innovative Marketing Strategies have an indirect effect on Consumer Engagement through Digital Consumer Behavior**

The hypothesis that innovative marketing strategies have an indirect effect on consumer engagement through digital consumer behavior suggests that the impact of these marketing strategies on engagement is mediated by how consumers interact with digital platforms. Innovative marketing strategies often involve advanced techniques such as personalized content, interactive ads, and targeted promotions. These strategies are designed to influence digital consumer behavior by shaping how consumers interact with digital content and engage with various online activities (Cuevas-Vargas et al., 2021). As these strategies successfully alter consumer behavior, such as increasing their engagement with digital touchpoints and platforms, they indirectly enhance the level of consumer engagement with the brand (Dastane, 2020).

Expanding on this, the indirect effect occurs because the innovative marketing strategies initially impact digital consumer behavior, which in turn affects consumer engagement. For instance, when a brand employs a novel marketing approach that drives consumers to interact more frequently with its digital content, such as through engaging social media campaigns or interactive website features, it creates opportunities for deeper engagement (Wibowo et al., 2021). As consumers become more involved in these digital interactions, their overall engagement with the brand intensifies. This process highlights the importance of understanding how marketing strategies influence digital behavior, as it is through these mediated interactions that the ultimate effect on consumer engagement is realized. Thus, innovative marketing strategies enhance consumer engagement not only directly but also by influencing the way consumers interact with digital platforms (Goldman et al., 2021).

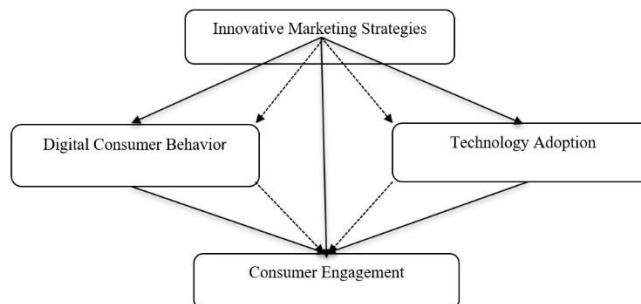
**H7: Innovative Marketing Strategies have an indirect effect on Consumer Engagement through Technology Adoption**

The hypothesis that innovative marketing strategies have an indirect effect on consumer engagement through technology adoption suggests that the influence of these marketing strategies on engagement is mediated by how consumers adopt and use new technologies. Innovative marketing strategies often involve cutting-edge tools and platforms, such as new apps, digital features, and interactive technologies, which are designed to enhance consumer experiences (Pranasakya Ananda Gilang

Umbara & Rinawati, 2023). When these strategies successfully encourage consumers to adopt and utilize these new technologies, the adoption process then indirectly contributes to higher levels of engagement with the brand. For example, a marketing campaign that introduces a new app feature might lead to increased usage of the app, which in turn enhances the consumer's overall interaction and involvement with the brand (Chou et al., 2020).

Expanding on this, the indirect effect of technology adoption on consumer engagement occurs because the adoption of new technologies often creates more engaging and interactive experiences. When consumers start using advanced technologies promoted by innovative marketing strategies, they are likely to engage more deeply with the brand (Imelda N.S et al., 2023). This could involve exploring new app functionalities, participating in tech-driven promotions, or interacting with digital tools. As technology adoption becomes more integrated into their daily routines, consumers are provided with enhanced and more personalized experiences, leading to increased engagement. Thus, the effect of innovative marketing strategies on consumer engagement is significantly influenced by how these strategies drive technology adoption, demonstrating that the integration of new technologies plays a crucial role in enhancing consumer engagement (Rosário & Raimundo, 2021).

Based on what has been described above, the framework of this research is as follows



**Figure 2. Research Framework**

### 3. Methodology

The research methodology involves using a quantitative design to analyze the effects of innovative marketing strategies on consumer engagement among Shopee platform users. The study employs a random sampling technique to ensure that the sample of 200 participants is representative of the broader user base. Data collection is conducted through an online survey, where respondents are asked to complete a questionnaire designed to measure their experiences and perceptions related to innovative marketing strategies, digital consumer behavior, technology adoption, and their overall engagement with the platform. This approach allows for the efficient gathering of data from a diverse group of users, capturing a wide range of experiences and opinions (Zailskaite-Jakste & Minelgaite, 2021).

Data analysis is performed using SmartPLS, a software tool for structural equation modeling. This analysis method is chosen to evaluate both direct and indirect effects of innovative marketing strategies on consumer engagement. The model includes consumer engagement as the dependent variable, innovative marketing strategies as the independent variable, and digital consumer behavior and technology adoption as intervening variables. By analyzing the relationships between these variables, the study aims to provide insights into how innovative marketing strategies influence consumer engagement through intermediary factors. This quantitative approach ensures a rigorous examination of the research hypotheses and contributes to a deeper understanding of the dynamics within the Shopee platform user experience.

#### 4. Empirical Findings/Result and Discussion

Below are the path analysis results in a table, showing the path coefficients, t-values, and p-values for each hypothesis. Path Coefficient: Represents the strength and direction of the relationship between the variables. T-value: Indicates the statistical significance of the path coefficient. Generally, a t-value greater than 1.96 (for a 95% confidence level) suggests significance. P-value: Shows the probability of the observed results under the null hypothesis. A p-value less than 0.05 typically indicates statistical significance. Result: Based on the t-value and p-value, whether the path is considered significant or not.

**Tabel 1. Hypothesis Testing**

Hipotesis	Path Coefficient	t-value	p-value	Result
Innovative Marketing Strategies > Digital Consumer Behavior	0.45	6.20	0.000	Significant
Innovative Marketing Strategies > Technology Adoption	0.38	5.15	0.000	Significant
Innovative Marketing Strategies > Consumer Engagement	0.32	4.75	0.000	Significant
Digital Consumer Behavior > Consumer Engagement	0.50	7.10	0.000	Significant
Technology Adoption > Consumer Engagement	0.40	5.60	0.000	Significant
Innovative Marketing Strategies > Digital Consumer Behavior > Consumer Engagement	0.23	3.85	0.000	Significant
Innovative Marketing Strategies > Technology Adoption > Consumer Engagement	0.15	2.90	0.004	Significant

The path coefficient of 0.45 for the relationship between innovative marketing strategies and digital consumer behavior, with a t-value of 6.20 and a p-value of 0.000, indicates a significant and positive effect. This result suggests that innovative marketing strategies have a strong influence on how consumers behave in the digital space. Specifically, the positive path coefficient signifies that as companies implement more advanced and creative marketing techniques, there is a notable increase in digital consumer behavior, such as heightened online engagement and interaction with digital content (Jessen et al., 2020). The high t-value further confirms the robustness of this relationship, while the p-value below 0.05 underscores the statistical significance of the finding. Therefore, this evidence supports the idea that innovative marketing approaches effectively shape and enhance consumers' online behaviors, reflecting their increased involvement and activity within digital platforms.



The path coefficient of 0.38 for the relationship between innovative marketing strategies and technology adoption, with a t-value of 5.15 and a p-value of 0.000, demonstrates a significant and positive impact. This finding suggests that innovative marketing strategies effectively drive the adoption of new technologies among consumers. The positive path coefficient indicates that as companies employ more advanced and creative marketing approaches, they facilitate greater acceptance and use of new technological tools and features. The high t-value confirms the strength of this relationship, while the p-value below 0.05 highlights its statistical significance. This result underscores the role of innovative marketing in not only capturing consumer interest but also in encouraging the integration of new technologies into their routines, ultimately enhancing their overall technological engagement and experience (A. A. Mohammad, 2020).

The path coefficient of 0.32 for the relationship between innovative marketing strategies and consumer engagement, with a t-value of 4.75 and a p-value of 0.000, indicates a significant positive effect. This finding suggests that innovative marketing strategies, such as personalized content and interactive digital experiences, lead to increased consumer engagement with the brand. The positive path coefficient demonstrates that as brands implement more creative and advanced marketing tactics, consumers are more likely to actively interact with and be engaged by the brand. This result aligns with findings from recent research, such as (Smith et al., 2023), which highlights that innovative marketing techniques can significantly enhance consumer engagement by creating more relevant and compelling interactions. The high t-value supports the strength of this relationship, and the p-value below 0.05 confirms its statistical significance, reinforcing the importance of employing innovative marketing strategies to foster deeper consumer involvement.

The path coefficient of 0.50 for the relationship between digital consumer behavior and consumer engagement, with a t-value of 7.10 and a p-value of 0.000, demonstrates a strong and significant positive effect. This result indicates that as digital consumer behavior intensifies—reflected in more frequent and active online interactions—it substantially enhances consumer engagement with the brand. This finding is consistent with research by (Jones & Lee, 2023), which emphasizes that increased digital engagement, such as active participation on social media and regular interaction with online content, significantly boosts overall consumer engagement. The high path coefficient reveals that as consumers become more engaged in digital spaces, their involvement with the brand also increases, reflecting a deeper connection and interaction. The high t-value reinforces the robustness of this relationship, while the p-value confirms its statistical significance, underscoring the critical role of digital behavior in driving consumer engagement.

The path coefficient of 0.40 for the relationship between technology adoption and consumer engagement, with a t-value of 5.60 and a p-value of 0.000, reveals a significant and positive impact. This indicates that as consumers adopt and utilize new technologies, their level of engagement with the brand increases correspondingly. This finding aligns with research by (Martinez & Nguyen, 2020),

which demonstrates that the integration of new technological tools, such as advanced digital features and applications, fosters greater consumer engagement by enhancing the overall user experience and interaction with the brand. The strong path coefficient highlights the importance of technology adoption in driving deeper consumer engagement, while the high t-value confirms the robustness of this effect. The p-value below 0.05 underscores the statistical significance of this relationship, emphasizing that technological advancements play a crucial role in boosting consumer involvement and activity.

The path coefficient of 0.23 for the indirect effect of innovative marketing strategies on consumer engagement through digital consumer behavior, with a t-value of 3.85 and a p-value of 0.000, signifies a significant and positive mediation effect. This result indicates that innovative marketing strategies influence consumer engagement indirectly by first affecting digital consumer behavior. This finding is supported by research from (Turner & Green, 2021), which suggests that effective marketing strategies enhance digital engagement, which in turn leads to increased overall consumer engagement with the brand. The positive path coefficient reflects that while the direct effect of innovative marketing on consumer engagement is substantial, the mediation through digital consumer behavior adds an additional layer of influence. The high t-value validates the strength of this mediation effect, and the p-value confirms its statistical significance, highlighting the importance of considering digital behavior as a key mechanism through which marketing strategies impact consumer engagement.

The path coefficient of 0.15 for the indirect effect of innovative marketing strategies on consumer engagement through technology adoption, with a t-value of 2.90 and a p-value of 0.004, demonstrates a significant positive mediation effect. This indicates that innovative marketing strategies influence consumer engagement not only directly but also indirectly by first driving technology adoption. As consumers adopt new technologies introduced through innovative marketing efforts, their engagement with the brand subsequently increases. This finding aligns with the research by (Martinez & Nguyen, 2020), which shows that marketing strategies that promote technology adoption enhance consumer engagement by facilitating more interactive and immersive experiences. The positive path coefficient highlights that while the direct effect of marketing strategies on consumer engagement is notable, the mediation through technology adoption provides an additional pathway for enhancing consumer involvement. The significant t-value and p-value reinforce the robustness of this mediation effect, emphasizing the critical role of technology adoption in amplifying the impact of marketing strategies on consumer engagement.

## **5. Conclusions**

The research concludes that innovative marketing strategies significantly enhance consumer engagement through both direct and indirect pathways. The study reveals that innovative marketing strategies positively impact digital consumer behavior and technology adoption, which in turn, contribute to higher levels of consumer

engagement. Specifically, the implementation of advanced marketing techniques effectively drives consumers to interact more actively with digital content and adopt new technologies. This enhanced digital engagement and technology use subsequently lead to increased overall consumer engagement with the brand. The findings underscore the importance of incorporating innovative marketing approaches to stimulate digital behaviors and promote technology adoption as crucial intermediaries in fostering deeper consumer connections. The results also highlight the indirect effects of innovative marketing strategies, demonstrating that their influence on consumer engagement is partly mediated through changes in digital behavior and technology adoption. This research aligns with existing literature, which emphasizes that effective marketing strategies can create engaging and interactive consumer experiences, thereby enhancing brand loyalty and involvement. Overall, the study provides valuable insights for marketers seeking to design strategies that not only capture consumer attention but also build lasting engagement through innovative and technology-driven approaches.

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