The Influence of Ad Relevance and the Frequency of Affiliate Video Ads on *Consumer Engagement* and Purchase Intentions for Somethinc Products on the Shopee Platform.

Finna Diyanti Syahira [1], Osly Usman [2]

[1] Department of Digital Business, Faculty of Economics, Universitas Negeri Jakarta, Indonesia

[2] Department of Digital Business, Faculty of Economics, Universitas Negeri Jakarta, Indonesia.

Abstract

Marketing through social media, particularly through video affiliate advertising, has become a prominent strategy in digital marketing, supported by platforms like Shopee. This study explores the impact of Ad Relevance and the Frequency of Affiliate Video Ads on Consumer Engagement and Purchase Intentions, with purchase intention also examined as a mediating variable. The research focuses on Somethinc products advertised through Shopee's video affiliate program. A quantitative research approach was adopted, involving purposive sampling of 105 respondents in North Bekasi who actively use Shopee and have experience purchasing Somethinc products. Data were collected via an online questionnaire using Google Forms and analyzed with Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS software.

The findings reveal that Video Affiliate Ad Frequency is the most influential factor, significantly affecting both Consumer Engagement (Path Coefficient: 0.741; t-statistics: 5.931) and Purchase Intention (Path Coefficient: 0.875; t-statistics: 13.243). Conversely, Ad Relevance exhibits a weaker influence and does not significantly impact either variable. Furthermore, Purchase Intention acts as a mediator, strengthening the indirect relationship between Ad Relevance and Consumer Engagement. The model demonstrates high explanatory power, with R-square values of 95.3% for Consumer Engagement and 92.1% for Purchase Intention.

This research highlights the critical role of ad frequency in shaping consumer behaviors and provides actionable insights for digital marketers to optimize video-based advertising strategies on e-commerce platforms like Shopee.

Keyword: Ad Relevance; Affiliate Video Ads; Consumer Engagement; Purchase Intentions; Shopee; Somethinc.

1. Introduction

The rapid growth of social media marketing, particularly through affiliate video advertisements, has transformed how brands engage with consumers. Platforms like Shopee enable companies to leverage the influence of content creators to deliver more personal and interactive marketing experiences compared to traditional methods. Ad Relevance plays a crucial role in capturing the attention of the right audience, influencing both consumer engagement and purchase intention. Furthermore, engaging and relevant advertising content fosters stronger digital interactions, ultimately enhancing corporate performance.

Despite the growing prevalence of affiliate video advertisements, the existing literature has not fully addressed the interplay between Ad Relevance, the frequency of these advertisements, and their impact on consumer engagement and purchase intentions in the e-commerce context. This research aims to fill this gap by exploring the effectiveness of video affiliate advertisements on Shopee, particularly for the Somethinc brand. The study investigates how the relevance and frequency of these ads influence consumer behavior, providing valuable insights for optimizing digital marketing strategies.

This study seeks to achieve the following objectives:

1. Analyze the effects of Ad Relevance on consumer engagement.
2. Assess the influence of advertisement frequency on consumer engagement.
3. Examine the impact of Ad Relevance and advertisement frequency on consumer purchase intentions.
4. Explore the relationship between consumer engagement and purchase intentions.
5. Evaluate the moderating role of advertisement frequency in the relationship between Ad Relevance and consumer engagement.

By addressing these objectives, the study contributes to the understanding of video-based marketing strategies and their effectiveness in enhancing consumer engagement and purchase decisions in the dynamic landscape of e-commerce.

2. Literature Review

2.1   Ad   Relevance

Ad Relevance is the alignment of advertisements with consumer preferences, needs, and interests, essential for effective marketing campaigns. Relevant ads enhance engagement, foster brand loyalty, and increase conversion rates by providing beneficial and contextually appropriate content.

Research highlights its importance in influencing consumer behavior. High ad relevance improves brand perception and reduces ad avoidance (Bauckhage & Klimek, 2022; Widodo & Kurniawati, 2020). Personalization and contextual alignment are key to achieving this, as they strengthen consumer-brand relationships (Hanum Ulfah Nur Baiti & Febriyanti, 2021). Integrating these strategies allows marketers to optimize engagement, enhance brand loyalty, and drive purchase decisions (Sanjaya & Juniarty, 2023).

2.2 Frequency of Affiliate Video Ads

Frequency in affiliate marketing refers to how often video ads from affiliate programs are shown to an audience within a specific timeframe. Appropriate frequency helps boost brand recognition and conversion potential while avoiding audience fatigue. Dasmansyah & Khairani (2019) highlighted that repeated exposure enhances consumer attention and purchase intent but noted that excessive frequency can reduce effectiveness. Fitriani & Christin (2019) emphasized integrating frequency with strong messaging and engaging content for optimal results, while Yeni et al. (2024) stressed the role of AI in personalizing and targeting ads to minimize overexposure.

The frequency of affiliate video ads significantly impacts consumer recall and decision-making. Effective repetition reinforces messaging and drives conversions (Ginting, 2020), but marketers must balance exposure to prevent annoyance or negative perceptions. Factors like exposure intervals, consistency, and channel diversity (Suryani, 2019), combined with AI-driven strategies, can ensure optimal ad delivery, enhancing engagement and overall campaign success.

2.3 *Consumer Engagement*

Consumer Engagement refers to the level of interaction and involvement between consumers and a brand, encompassing activities such as commenting, liking, sharing content, purchasing, or recommending products. High consumer engagement reflects a strong relationship between consumers and brands, driving loyalty, brand awareness, and sales. Strategically, it plays a pivotal role in strengthening brand positioning and creating long-term value for companies.

Research highlights the shift from passive to active consumers who now create content, participate in affiliate programs, and act as brand ambassadors (Rachmad, 2020). This active role enhances trust, loyalty, and brand growth. Hollebeek et al. (2023) describe consumer engagement as a multidimensional concept involving cognitive, emotional, and behavioral aspects, with proper measurement scales critical for accurate evaluation. Engagement also significantly impacts eco-friendly product purchase intentions, as higher involvement correlates with increased enthusiasm and participation (Matos et al., 2023). Furthermore, in online brand communities (OBC), consumer engagement fosters emotional connections and loyalty through interactive and creative exchanges (Sohail, 2021). Lastly, short-form videos on platforms like Shopee Video have emerged as an effective digital marketing tool to enhance consumer engagement by leveraging emotionally resonant and shareable content (Manic, 2024).

2.4 Purchase Intention

Reflects the tendency of consumers to buy a product after evaluating factors like quality, price, and marketing strategies. Video advertisements play a crucial role in enhancing purchase intent by delivering visually and emotionally engaging messages. By combining imagery and sound, video ads create an emotional connection with consumers, increasing their interest and influencing their purchasing decisions. Platforms like TikTok, Shopee, and Facebook further amplify this effect through trusted social interactions and community

recommendations, where consumer trust acts as a critical mediator in driving purchase intentions (Manzoor et al., 2020).

Additionally, factors such as intuitive user interfaces, diverse product offerings, and strong brand image significantly enhance purchase intentions. Positive brand perceptions and viral marketing campaigns strengthen consumer interest, while short-form videos on platforms like Shopee Video attract attention through real-time, interactive elements. These videos not only deliver product information swiftly but also build trust and engagement, boosting purchase likelihood (Mindiasari et al., 2023). Complementing these, discounts and consistent advertising also play key roles in driving purchase decisions, emphasizing the importance of a comprehensive approach in marketing strategies (Muklis & Rusdianto, 2023).

3. Material and Method

This study utilized a quantitative research method, chosen to measure the relationships between variables including Ad Relevance, video affiliate ad frequency, consumer engagement, and purchase intention of Somethinc products via affiliate videos on the Shopee platform. The quantitative approach enables the collection of numerical data for statistical analysis, providing a clear depiction of consumer response patterns and trends. Data were collected through a survey using a questionnaire distributed via Google Forms, which facilitated efficient and standardized data collection online.

The research was conducted over three months, from September to November 2024, to capture comprehensive and accurate data on consumer behavior. This period was considered sufficient to observe variations in purchase intentions and engagement levels toward Somethinc products advertised through affiliate videos. The study took place in North Bekasi, a region with significant e-commerce activity, particularly on Shopee, where the Shopee Video feature is popular among local consumers. The focus on this location ensured relevance to the context of digital video marketing.

The population targeted in this study included residents of North Bekasi who actively use the Shopee application and its Shopee Video feature, specifically those who had purchased Somethinc products at least twice and frequently used the video feature for discounts. Respondents were between 16 and 30 years old, a demographic known for its active engagement with video-based marketing content.

A purposive sampling technique was employed to select 100 respondents meeting specific criteria, ensuring the inclusion of individuals with relevant experiences and knowledge. This non-random sampling method allowed the researchers to focus on participants with characteristics aligning with the study objectives, thereby obtaining detailed and meaningful data. The sample size was determined to ensure representativeness and capture significant patterns of consumer engagement and purchase intention in response to affiliate video ads on Shopee.

3.1 Design Study

This study is designed to explore the effects of Ad Relevance and the frequency of affiliate video advertisements on consumer engagement and purchase intentions for Somethinc products on the Shopee platform. The research focuses on active Shopee users aged 16 to 30 years residing in North Bekasi, Indonesia, who frequently utilize Shopee's video features and

have prior purchase experience with Somethinc products. Eligible participants were required to have shopped for Somethinc products on Shopee at least twice and leveraged the Shopee Video feature to access discounts or promotional offers.

Through a purposive sampling technique, data was collected from 105 respondents using online questionnaires distributed via Google Forms. This methodology ensured the inclusion of participants with relevant experiences, allowing the study to obtain insights into consumer responses toward affiliate video advertisements in the context of digital marketing on e-commerce platforms.

3.2 Data Analysis

After developing the research instrument, the questionnaire was distributed online through Google Forms, leveraging social media platforms to reach respondents efficiently. Upon collecting the required 105 samples, the data was analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. Validity and reliability testing will be conducted to ensure that the instruments used in this study are of high quality. Validity testing will be performed using the Outer Model, which assesses how well the indicators measure the intended constructs. Reliability testing will be carried out using Cronbach's Alpha and Composite Reliability to ensure the internal consistency of the constructs. Subsequently, the Inner Model will be tested to analyze the relationships between constructs in the model and evaluate the effects between variables.

This approach enabled the researchers to examine the relationships between Ad Relevance, frequency of affiliate video advertisements, consumer engagement, and purchase intentions, ensuring robust and comprehensive analysis of the research hypotheses.
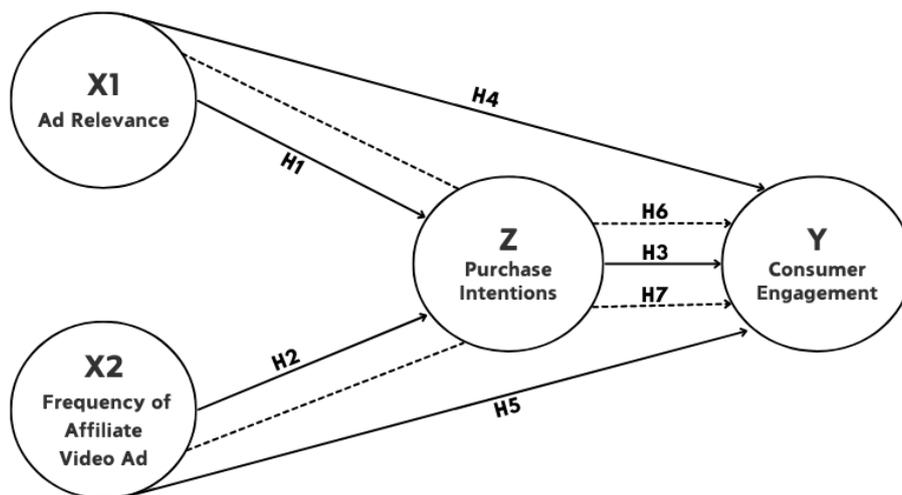

Figure 1. Research Model

4. Result

This study was conducted to assess the relationships between **Ad Relevance (X1)**, **Video Affiliate Ad Frequency (X2)**, Consumer Engagement (Y), and Purchase Intention (Z). Three stages of analysis were performed for the measurement model. Firstly, internal consistency was evaluated through Cronbach's Alpha (CA) and Composite Reliability (CR), both of which

exceeded the recommended threshold of 0.7, indicating strong reliability. Secondly, construct validity was assessed by examining factor loadings, which all surpassed 0.7, confirming valid indicators. Lastly, discriminant validity was determined, with the results showing that all variables were distinguishable and significant within the model. The R-square values indicated that the model explained 95.3% of the variability in Consumer Engagement (Y) and 92.1% in Purchase Intention (Z), demonstrating the robustness of the structural equation modeling (SEM) approach used.
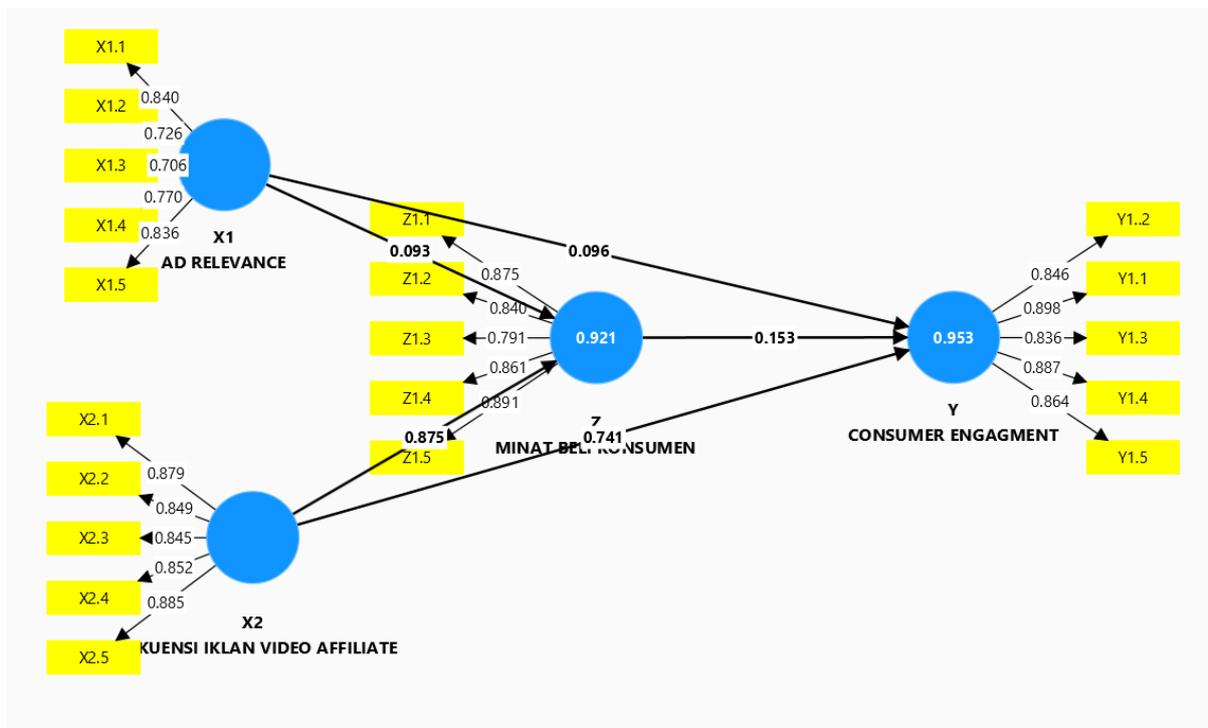

Figure 2. Convergent Validity

Based on the analysis of the model shown in the diagram, the factor loadings for all variables, including Ad Relevance (X1), Video Affiliate Ad Frequency (X2), Consumer Engagement (Y), and Purchase Intention (Z), are all above 0.7, indicating that all variables in the model are valid. This study adheres to the generally accepted guidelines in Structural Equation Modeling (SEM) analysis, which state that factor loadings of 0.7 or higher are considered strong indicators of validity

According to Hair et al. (2019) in their study *"A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)"*, factor loadings greater than 0.7 suggest that indicators are strongly correlated with their respective constructs, deeming them valid for further analysis. Conversely, factor loadings below 0.7 indicate low validity and may require revision or removal from the model. In this study, since all factor loadings exceed 0.7, the 20 variables used in the model are confirmed to be valid. Therefore, it can be concluded that the measurement model employed in this research demonstrates good validity and can be used for further analysis of the influence of Ad Relevance, Video Affiliate Ad Frequency, Consumer Engagement, and Purchase Intention.

Table 1. Validity Test

Var	X1 AD RELEVANCE	X2 Video Affiliate Ad Frequency	Y CONSUMER ENGAGEMENT	Z PURCHASE INTENTION	RATA-RATA
X1.1	0.840				0,776
X1.2	0.726				
X1.3	0.706				
X1.4	0.770				
X1.5	0.836				
X2.1		0.879			0.862
X2.2		0.849			
X2.3		0.845			
X2.4		0.852			
X2.5		0.885			
Y1..2			0.846		0.866
Y1.1			0.898		
Y1.3			0.836		
Y1.4			0.887		
Y1.5			0.864		
Z1.1				0.875	0,852
Z1.2				0.840	
Z1.3				0.791	
Z1.4				0.861	
Z1.5				0.891	

The validity and reliability tests conducted in this study confirm that all indicators used for the variables are valid. Validity testing evaluates how well the indicators measure their respective constructs, with a factor loading threshold of 0.7 or higher being the benchmark for strong validity, as outlined by Hair et al. (2019). The analysis using SmartPLS revealed that all factor loadings for the variables exceeded this threshold, establishing the validity of the measurement model.

For Ad Relevance (X1), the factor loadings ranged between 0.706 and 0.840, with an average of 0.776, indicating good validity for the indicators. Similarly, Video Affiliate Ad Frequency (X2) had factor loadings ranging from 0.845 to 0.885, with an average of 0.862, demonstrating that all indicators in this variable are robustly aligned with the construct they represent. Consumer Engagement (Y), which plays a critical role in the model, displayed factor loadings between 0.836 and 0.898, with an average of 0.866, further confirming the strength of its indicators. Lastly, for Purchase Intention (Z), factor loadings ranged from 0.791 to 0.891, averaging 0.852, showing that the indicators are well-suited to measuring this construct.

In conclusion, all variables in this study—Ad Relevance, Video Affiliate Ad Frequency, Consumer Engagement, and Purchase Intention—exhibit factor loadings above the 0.7 threshold, meeting the standard criteria for validity in SEM-PLS analysis. These findings confirm that the measurement model used in this research is valid and reliable, ensuring that

the instrument can effectively measure the intended constructs and be used for further analysis. This robust validation supports the credibility of subsequent findings and interpretations based on these constructs.

Table 2. Reliability Test

Indikator	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
(X1) AD RELEVANCE	0.835	0.839	0.884	0.605
(X2) Video Affiliate Ad Frequency	0.913	0.914	0.935	0.743
(Y)CONSUMER ENGAGEMENT	0.917	0.917	0.938	0.751
(Z) PURCHASE INTENTION	0.905	0.906	0.930	0.727

Based on the reliability analysis conducted, it can be concluded that all variables used in this study demonstrate good reliability. For the Ad Relevance (X1) variable, Cronbach's Alpha of 0.835 and Composite Reliability of 0.839 indicate strong internal consistency. Although the Average Variance Extracted (AVE) for Ad Relevance is slightly lower at 0.605, which suggests room for improvement in measurement quality, the variable is still considered reliable. For Video Affiliate Ad Frequency (X2), Cronbach's Alpha (0.913), Composite Reliability (0.914), and AVE (0.743) reflect excellent reliability, indicating that the measurement of this variable is highly consistent and valid.

Similarly, Consumer Engagement (Y) demonstrates strong reliability with Cronbach's Alpha of 0.917, Composite Reliability of 0.917, and AVE of 0.751, confirming the high quality of its measurement. Finally, Purchase Intention (Z) also shows excellent reliability with Cronbach's Alpha of 0.905, Composite Reliability of 0.906, and AVE of 0.727, all of which exceed the recommended thresholds. Overall, all variables in this study exhibit adequate reliability, with most Composite Reliability and Cronbach's Alpha values significantly surpassing the minimum recommended threshold of 0.7. Additionally, the AVE values generally meet the standards for acceptable measurement validity, ensuring the robustness of the instrument used in this research.

Table 3. Discrimination Validity

	X1 AD RELEVANCE	X2 Video Affiliate Ad Frequency	Y CONSUMER ENGAGEMENT	Z PURCHASE INTENTION
(X1) AD RELEVANCE				
(X2) Video Affiliate Ad Frequency	1.030			
(Y) CONSUMER ENGAGEMENT	1.026	1.065		

(Z) PURCHASE INTENTION	1.012	1.054	1.040	

Overall, the relationships between variables indicate that Ad Relevance and Video Affiliate Ad Frequency significantly impact Consumer Engagement and Purchase Intention, suggesting that relevant advertising strategies and high ad frequency can strengthen consumer engagement and enhance purchase intentions.

Table 4. R Square

	R-square	**R-square adjusted**
(Y) CONSUMER ENGAGEMENT	0.953	0.952
(Z) PURCHASE INTENTION	0.921	0.920

Based on the R-square analysis, it can be concluded that the model demonstrates excellent quality in explaining the variations within the studied variables. The R-square value for Consumer Engagement (Y) is 0.953, indicating that the model accounts for approximately 95.3% of the variability in consumer engagement. Similarly, the R-square value for Purchase Intention (Z) is 0.921, meaning the model explains about 92.1% of the variability in purchase intention. These high R-square values confirm that the model used in this study is highly effective in capturing the relationships among the variables.

Table 5. F Square
F SQUARE

	X1 AD RELEVANCE	**X2 Video Affiliate Ad Frequency**	**Y CONSUMER ENGAGEMENT**	**Z PURCHASE INTENTION**
(X1) AD RELEVANCE			0.037	0.021
(X2) Video Affiliate Ad Frequency			0.787	1.853
(Y) CONSUMER ENGAGEMENT				
(Z) PURCHASE INTENTION			0.039	

Based on the analysis, Video Affiliate Ad Frequency has a significant impact on Consumer Engagement (Y) and Purchase Intention (Z), as indicated by its high F-square values (0.787 for Y and 1.853 for Z), demonstrating a strong effect. In contrast, Ad Relevance shows a smaller influence on both variables, with F-square values of 0.037 for Y and 0.021 for Z. This suggests that while ad relevance remains important, its impact is notably less compared to the stronger influence of video affiliate ad frequency.

Table 6. SPECIFIC INDIRECT

	Specific indirect effects
(X1) AD RELEVANCE -> (Z) PURCHASE INTENTION -> (Y) CONSUMER ENGAGEMENT	0.014
(X2) Video Affiliate Ad Frequency -> (Z) PURCHASE INTENTION -> (Y) CONSUMER ENGAGEMENT	0.134

Based on the analysis of specific indirect effects, the impact of Ad Relevance (X1) on Consumer Engagement (Y) through Purchase Intention (Z) is relatively small, with a value of 0.014, indicating a weak indirect effect. In contrast, Video Affiliate Ad Frequency (X2) shows a significant indirect effect, with a value of 0.134. This highlights that video affiliate ad frequency has a stronger influence on consumer engagement through purchase intention compared to ad relevance.

Table 7. Hipotesist Test (Path Coefficient)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1_AD RELEVANCE -> Y_CONSUMER ENGAGEMENT	0.096	0.100	0.049	1.943	0.052
X1_AD RELEVANCE -> Z_PURCHASE INTENTIONS	0.093	0.095	0.068	1.367	0.172
X2_ Video Affiliate Ad Frequency-> Y_CONSUMER ENGAGEMENT	0.741	0.732	0.125	5.931	0.000
X2_ Video Affiliate Ad Frequency -> Z_PURCHASE INTENTIONS	0.875	0.873	0.066	13.243	0.000
Z_PURCHASE INTENTIONS -> Y_CONSUMER ENGAGEMENT	0.153	0.157	0.127	1.207	0.227

The analysis results show that Video Affiliate Ad Frequency (X2) has a significant impact on Consumer Engagement (Y) with a Path Coefficient of 0.741 and on Purchase Intention (Z) with a Path Coefficient of 0.875. Both effects are highly significant, with t-statistics of 5.931 and 13.243, respectively, and p-values of 0.000, indicating a very strong and significant relationship. In contrast, Ad Relevance (X1) does not significantly influence Consumer Engagement (Y) (t-statistics 1.943; p-value 0.052) or Purchase Intention (Z) (t-statistics 1.367; p-value 0.172). Furthermore, the relationship between Purchase Intention (Z) and Consumer Engagement (Y) is also not significant (t-statistics 1.207; p-value 0.227). Therefore, it can be concluded that Video Affiliate Ad Frequency (X2) is the primary factor contributing significantly to enhancing both consumer engagement and purchase intention.

Table 8. Multikolinearitas Test (VIF)

	VIF
X1.1	4.096
X1.2	2.000
X1.3	1.659
X1.4	3.034
X1.5	2.453
X2.1	3.447
X2.2	2.831
X2.3	2.573
X2.4	2.714
X2.5	3.199
Y1..2	2.439
Y1.1	4.275
Y1.3	2.427
Y1.4	3.821
Y1.5	2.771
Z1.1	3.773
Z1.2	2.279
Z1.3	1.936
Z1.4	2.548
Z1.5	3.865

Based on the VIF results in the table, it is evident that Ad Relevance (X1) and Video Affiliate Ad Frequency (X2) influence Consumer Engagement (Y), which ultimately contributes to Purchase Intention (Z). The VIF values indicate no significant multicollinearity, as they are all below the critical threshold of 5, ensuring that the independent variables provide relevant and distinct contributions. The combination of ad relevance and frequency with consumer engagement serves as a key factor in shaping purchase intention. Previous research highlights that VIF values exceeding 5 warrant caution, as they may indicate serious multicollinearity issues, and additional testing is recommended to maintain the accuracy of model analysis and interpretation.

5. Discussion

This study demonstrates that the frequency of video affiliate advertisements significantly enhances consumer engagement and purchase intentions. The findings indicate that frequent ad exposure is a key driver of consumer behavior, with strong and consistent effects on both engagement and purchasing decisions. The results also highlight the comparatively weaker influence of ad relevance, suggesting that while aligning ads with consumer preferences remains important, the frequency of exposure plays a more substantial role in influencing consumer actions. These insights are consistent with previous research that

emphasizes the importance of repeated exposure in strengthening brand recall and driving conversions in digital marketing.

Moreover, the study underscores the mediating role of purchase intention in the relationship between ad relevance and consumer engagement. This indicates that effective advertising strategies that prioritize frequency and relevance can indirectly enhance consumer interaction by first influencing their intent to purchase. These findings align with broader trends in digital marketing, where personalization and repetition are leveraged to maximize engagement and sales outcomes.

6. Conclusion, Implication, and Recommendation

This study highlights the pivotal role of Video Affiliate Ad Frequency in driving Consumer Engagement and Purchase Intention within the context of digital marketing on the Shopee platform. The results indicate that ad frequency significantly impacts both engagement and intention, with the highest Path Coefficient values and statistical significance observed in the model. This demonstrates that repeated exposure to video advertisements effectively reinforces consumer awareness and influences decision-making processes, making frequency a critical factor in digital advertising strategies.

Conversely, while Ad Relevance positively impacts consumer engagement and purchase intention, its effect is weaker compared to ad frequency. This suggests that while aligning advertisements with consumer preferences and needs remains important, the frequency of exposure exerts a more dominant influence in shaping consumer behaviors. The mediating role of purchase intention further supports the argument that effective ad frequency can indirectly enhance consumer engagement by first solidifying the consumer's intent to purchase.

The study also confirms the reliability and validity of the measurement model, with high R-square values indicating that the model effectively explains the variability in consumer engagement (95.3%) and purchase intention (92.1%). This robust model underscores the importance of combining frequency and relevance in advertising strategies to optimize consumer responses.

From a managerial perspective, this study provides actionable insights for marketers aiming to improve the effectiveness of their campaigns. High-frequency video ads should be combined with contextually relevant content to maximize their impact while avoiding potential consumer fatigue. The findings also emphasize the importance of understanding the mediating role of purchase intention, which serves as a critical bridge between advertising efforts and consumer engagement.

Recommendation To further enhance the impact of video affiliate ads, marketers are advised to:

1. Optimize Frequency: Determine the ideal ad frequency to balance visibility and consumer receptiveness, avoiding excessive exposure that could lead to negative perceptions.

2. Enhance Relevance: Tailor ad content to align more closely with consumer preferences using AI and data-driven targeting strategies.
3. Leverage Analytics: Regularly evaluate campaign performance through metrics such as engagement rates and purchase conversions to refine strategies and improve outcomes.
4. Explore Ad Formats: Consider combining video ads with other formats, such as interactive content or live streams, to diversify the consumer experience and maintain engagement.

Future research could explore additional variables, such as consumer demographics, ad placement, and platform-specific features, to gain a deeper understanding of the dynamics influencing engagement and purchase decisions in digital marketing.

7. References

Cheng, X., Zhang, Y., & Li, J. (2023). Relationship between advertising disclosure, influencer credibility, and purchase intention. *Journal of Risk and Financial Management, 15*(7), 276. https://doi.org/10.3390/jrfm15070276

Orazi, R., Ranjan, K., & Cheng, A. (2023). Non-face emojis in digital marketing: Effects, contingencies, and strategic recommendations. *ResearchGate*. https://www.researchgate.net/publication/366822511_Non-face_emojis_in_digital_marketing_Effects_contingencies_and_strategic_recommendations

O'Neill, M. (2020). How 5-year-old startup Shopee is leading e-commerce growth in Southeast Asia. *Business Insider*. https://www.businessinsider.com/shopee-digital-strategy-ecommerce-growth-southeast-asia-2020

Business Insider. (2020). Shopee's digital inclusion strategy driving e-commerce growth in Southeast Asia. *Business Insider*. https://www.businessinsider.com/shopees-digital-inclusion-strategy-e-commerce-growth-in-southeast-asia-2020-11

Katadata. (2023). Indonesia jadi penyumbang kunjungan terbanyak ke Shopee pada 2023. *Databoks*. https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/06cce6d6b6735c8/indonesia-jadi-penyumbang-kunjungan-terbanyak-ke-shopee-pada-2023

Business Insider. (2021). Shopee exec explains how mobile-first platforms are helping businesses in Southeast Asia optimize. *Business Insider*. https://www.businessinsider.com/shopee-exec-explains-how-mobile-first-platforms-are-helping-businesses-in-southeast-asia-optimize-2021-5

Putri, S. L., & Astuti, B. (2023). Pengaruh interaksi media sosial terhadap niat beli dan keterlibatan perilaku: Faktor sumber dan konten sebagai peran mediasi. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(1), 250-267. https://journal.uii.ac.id/selma/index

Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147-155. https://e-journals.unmul.ac.id/index.php/psikoneo/article/view/4870

Widodo, M. S., & Kurniawati, M. (2020). Pengaruh ad relevance, ad salience, ad engagement, perceived goal impediment terhadap advertising avoidance dengan motivasi sebagai variabel moderasi. *Jurnal Manajemen Teori dan Terapan*, 13(2), 178–197. https://doi.org/10.20473/jmtt.v13i2.14483

Tafesse, W., & Wien, A. (2018). Advertising content and consumer engagement on social media: Evidence from Facebook. *International Journal of Advertising*, 37(1), 165–182. https://doi.org/10.1080/02650487.2017.1348035

Giombi, K., Viator, C., Hoover, J., Tzeng, J., Sullivan, H. W., O'Donoghue, A. C., Southwell, B. G., & Kahwati, L. C. (2022). The impact of interactive advertising on consumer engagement, recall, and understanding: A scoping systematic review for informing regulatory science. *PLOS ONE, 17*(2), e0263339. https://doi.org/10.1371/journal.pone.0263339

Kim, T., Barasz, K., & John, L. K. (2019). Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness. *Journal of Consumer Research*, 45(5), 906–932. https://doi.org/10.1093/jcr/ucy039

Msallati, A. (2021). Investigating the Nexus Between the Types of Advertising Messages and Customer Engagement: Do Customer Involvement and Generations Matter? *Journal of Innovations in Digital Marketing*, 2(1), 1–18. https://doi.org/10.51300/jidm-2021-31

Nugroho, B. A., Pattiata, D. N., & Hellyani, C. A. (2024). Pengaruh Affiliate Marketing Terhadap Keputusan Pembelian: Studi Kasus pada Tokopedia. *Prosiding SENAM 2024: Seminar Nasional Ekonomi & Bisnis Universitas Ma Chung*, 4, 109-118. Malang: Ma Chung Press.

Sahilah, S., Sukoco, I., Achmawati, N. J., & Barkah, C. S. (2023). Pengaruh Afiliasi dalam Pemasaran Digital dan Dampaknya terhadap Penjualan pada PT Shopee International Indonesia. *Forum Bisnis dan Kewirausahaan: Jurnal Ilmiah Ekonomi dan Bisnis Universitas Multi Data Palembang*, 13(1), 228–233.

Mulia, C. P. A., & Ulfa, N. S. (2023). Pengaruh Perceived Content Entertainment, Perceived Product Informativeness, dan Perceived Source Credibility dalam Konten TikTok Affiliate terhadap Minat Beli di Social Commerce TikTok Shop. *Interaksi Online*. Retrieved from https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/47419/32179.

Subagio, G. I., Jawhar, R., Wibowo, A. J. I., & Yudianto, B. R. (2020). Hubungan Personalisasi Iklan, Keterlibatan Konsumen, dan Manfaat Strategis Terhadap Nilai dalam Konteks: Studi Empiris dari Perspektif Ekosistem Layanan. *Jurnal Ekonomi dan Bisnis Universitas Prasetiya Mulya*, 2(1), 35-59.

Aulia, R. N., & Harto, B. (2024). Membangun Keterlibatan Konsumen Melalui Strategi Konten Marketing dalam Live Streaming: Analisis Kualitatif Terhadap Brand yang Berhasil di Shopee. *Innovative: Journal of Social Science Research*, 4(2), 5721-5736. https://doi.org/10.xxxx/j-innovative.2024.4.2.5721

Izumi, C. F., & Nengsih, M. K. (2024). Pengaruh Live Streaming Shopping dan Affiliate Marketing terhadap Keputusan Pembelian Produk pada Aplikasi TikTok Shop. *Jurnal Manajemen Modal Insani dan Bisnis*, 5(1), 47-59.