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The Influence of Marketing Strategies and Content Marketing on Brand Awareness Among Gen Z Shopee Users

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ABSTRACT
This study aims to analyze the influence of marketing strategy and content marketing on brand awareness among Generation Z Shopee users, both partially and simultaneously. This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to respondents selected using a purposive sampling technique. Based on the analyzed SPSS output, the total number of respondents was 104. Data were analyzed using multiple linear regression with the assistance of SPSS version 26, including validity testing, reliability testing, classical assumption tests, t-tests, an F-test, and the coefficient of determination. The results showed that variable X1 had a positive regression coefficient of 0.579, with a t-value of 6.529 and a significance level of less than 0.001. Meanwhile, content marketing had a positive regression coefficient of 0.330, with a t-value of 4.206 and a significance level of less than 0.001. The F-test produced a value of 193.363 with a significance level of less than 0.001, indicating that both independent variables simultaneously had a statistically significant effect on brand awareness within the research model. The coefficient of determination (R^2) was 0.793, indicating that the model explained 79.3% of the variation in brand awareness, while the remaining 20.7% was associated with factors outside the model. Therefore, the findings indicate that both variables tested had positive and statistically significant effects on brand awareness based on the statistical model employed.

Keywords: Marketing Strategy, Content Marketing, Brand Awareness, Shopee, Gen Z.

I. Introduction

Advancements in information and communication technology have brought about significant changes in corporate marketing activities. The rapid development of digitalization has encouraged companies to adopt various technology-based marketing strategies to enhance competitiveness and maintain their bran presence amid increasingly intense competition. Companies no longer rely solely on conventional marketing media but also utilize social media, digital content, influence marketing, affiliate marketing, live streaming, and various other forms of digital communication. Digital transformation has not only changed how companies communicate with consumers but has also altered consumer behavior in searching for information, evaluating products, and making purchasing decisions. The e-commerce industry is one of the sectors experiencing rapid growth due to digital transformation. Indonesia has emerged as one of the countries with the highest e-commerce growth rates in Southeast Asia. This condition has encouraged

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marketplace platform to compete in attracting consumer attention through various digital marketing strategies, service innovations, and promotional activities. As a result, companies are required not only to focus on increasing transactions but also to build brand awareness in order to remain in consumers' minds amid the wide range of platform choices available.

According to a Snapcart survey conducted in 2026 involving 888 respondents in Indonesia, Shopee was the most widely used e-commerce platform, with a usage rate of 73%. This figure was higher than TikTok Shop (16%), Tokopedia (7%), Lazada (3%), and Blibli (1%). These findings indicate that Shopee continues to dominate the Indonesian digital marketplace.

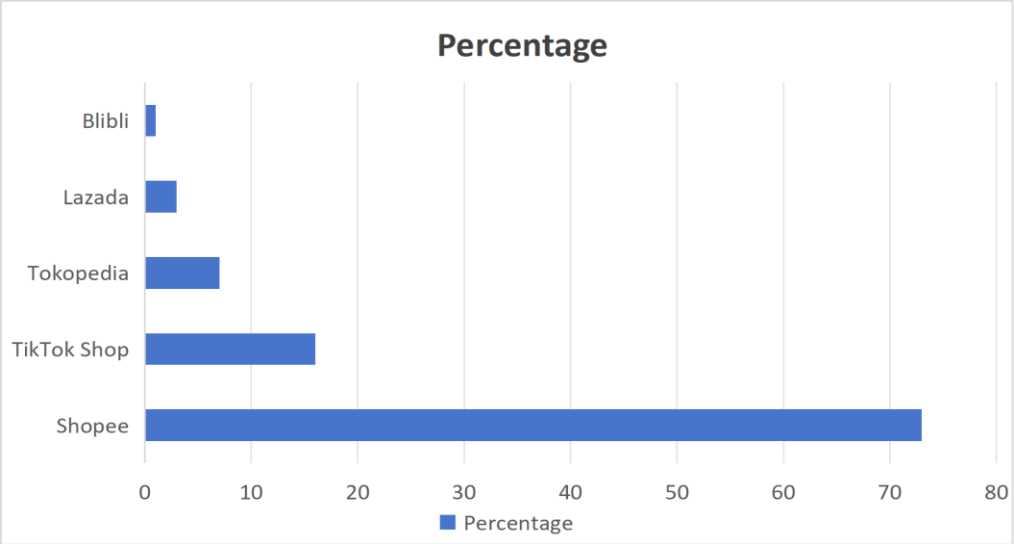


Figure 1. Most Popular E-Commerce Platforms in Indonesia

This success can be attributed to the company's ability to leverage digital marketing strategies, including social media marketing, digital advertising, influencer marketing, affiliate marketing, live streaming, and other digital communication channels. This issue becomes particulary relevant when associated with Generation Z. based on Snapchart data summarized by GoodStats, Shopee is most frequently used shopping platform across various age groups. Among respondents aged 17-24 years, 73% reported using Shopee, indicating the platform's strong penetration within the demographic largely represented by Generation Z. This makes Generation Z a highly relevant group for investigation, not only because of their high level of Shopee usage but also because they are exposed to numerous brands through various digital communication channels in their daily lives. Here's a table of Shopee users by age group illustrated in Figure 2.

Generation Z is a generation that was born and raised in a digital environment, resulting in a high level of adaptation to technology and social media. In their daily activities, Generation Z tends to obtion information, interact, and engage in consumption through digital platforms. These characteristics make Generation Z and important consumer segment for companies in developing digital marketing strategies. The high level of social media usage and digital content consumption among Generation Z requires companies to create marketing communication strategies that are relevant, engaging, and capable of building strong relationship with consumers. One important aspect of marketing communication is brand awareness. According to Aaker (1991), brand awareness refers to consumers' ability to recognize and recall a brand within a particular product category. Brand awareness is an essential component of brand equity because consumers tend to choose brands that they are already familiar with or can easily remember. In the context of e-commerce, brand awareness becomes increasingly important because consumers are faced with numerous platforms offering similar services. Therefore, companies need to develop marketing strategies that enhance consumers; ability to recognize and remember their brands.

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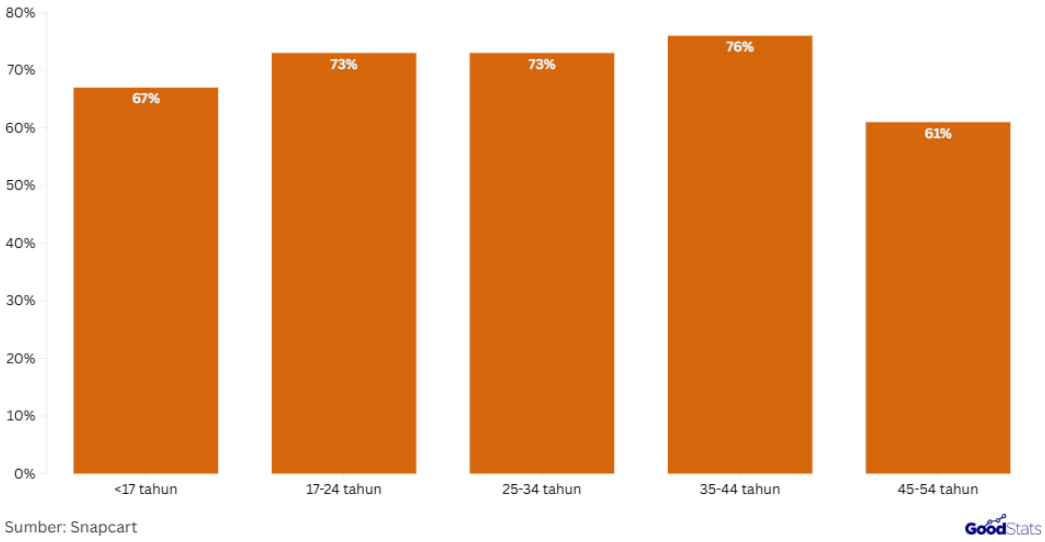


Figure 2. Shopee Users by Age Group

One of the most widely used strategies in the digital era is the utilization of social media as marketing tool. Social media enables companies to disseminate information, build interaction, increase engagement, and establish continuous communication with consumers. In addition to marketing strategies implemented through social media, content marketing has become another widely adopted approach in digital marketing. According to Pulizzi (2014), content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Through informative and engaging content, companies can build relationships with consumers while strengthening brand recognition. Therefore, content marketing is considered one of the factors that may influence consumers' brand awareness. Previous studies have shown that digital marketing activities are associated with brand awareness. Yacub and Mustajab found that Instagram and Facebook significantly influence brand awareness, whereas Twitter does not have a significant effect. Nugraha and Wahid demonstrated that the New Wave Marketing strategy is capable of fostering relationships between brands and consumers, thereby supporting campaigns can significantly increase social media engagement. Purnomo et al. reported that the consistent use of Instagram, Facebook, TikTok, and WhatsApp contributes to brand awareness development. Similarly, Permana and Izzulhaq found that attractive and market-relevant content positively influences brand awareness. Studies conducted by Lestari and El Fikri, Simmamora el al., and Hanna Haifa Purnomo also revealed that digital marketing strategies contribute to increasing brand awareness.

However, previous studies differ in terms of research objects, respondent characteristics, variables examined, and research contexts. Some studies focus on specific social media platforms such as Instagram or Facebook, while others investigate culinary SMEs, service companies, or particular product brands. Furthermore, most studies examine digital marketing and content marketing separately. Based on the literature reviewed, no previous study has specifically investigated the influence of marketing strategy and content marketing on brand awareness among Generation Z Shopee users using a quantitative approach. These differences indicate the existence of a research gap that warrants further investigation. The high level of Shopee usage among Generation Z suggests that this consumer segment is highly relevant for study. However, the large number of Shopee users does not necessarily explain whether the company's marketing strategies and content marketing efforts genuinely influence brand awareness. Generation Z consumers are exposed to a vast amount of marketing information through social media and digital content, making it important to examine the effects of these variables on brand awareness. Based on the foregoing discussion, this study aims to examine the influence of marketing strategy and content marketing on brand awareness among Generation Z Shopee user. In this study, marketing strategy serves as the independent variable (X1), content marketing as the independent variable (X2), and brand awareness as the dependent variable (Y). The

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findings are expected to contribute theoretically to the development of digital marketing literature and provide practical insights for Shopee in designing effective marketing strategies to enhance brand awareness among Generation Z consumer.

II. Literature Review and Hypothesis Development

2.1. Digital Marketing Theory

According to Kotler & Keller (2016), a marketing strategy is the marketing logic used by a company to create value for customers and build profitable relationships with them. Marketing strategy encompasses various company activities, including product planning, pricing, promotion, and distribution of products or services to consumers in order to achieve predetermined marketing objectives. In line with view, Stanton (2013) marketing is a total system of business activities designed to plan, price, promote, and distribute products or services that satisfy the needs of target consumers. Therefore, marketing strategy can be understood as an integrated plan used by a company to manage all marketing activities effectively in order to create customer value and establish a competitive advantage. The development of digital technology has significantly transformed the implementation of marketing strategies. According to Chaffey and Ellis-Chadwick (2019), marketing strategies in the digital era are no longer conducted solely through conventional media but also through various digital platforms such as social media, websites, applications, influence marketing, affiliate marketing, live streaming, and digital advertising. The utilization of digital technology enables companies to reach consumers more broadly, quickly, and interactively.

In the context of e-commerce, marketing strategy plays an important role in increasing brand awareness, consumer engagement, and purchase intention. Shopee, as on of the largest e-commerce platforms in Indonesia, implements various digital marketing strategies, including social media promotions, influence marketing, affiliate marketing, live streaming, discount programs, cashback offers, and digital advertising campaigns. These activities aim to increase brand exposure, enabling consumers to more easily recognize,remember, and differentiate Shopee form other e-commerce platforms. According to Stanton et al. (1994), marketing strategy consists of four integrated elements, namely product, price, distribution (Place), and promotion. These four elements are commonly known as the marketing mix and serve as the foundation for developing a company's marketing strategy.

a. Product Strategy

Product strategy refers to a company's comprehensive efforts to develop, manage, and deliver products or services that effectively meet consumer needs, preferences, and expectations. It involves identifying market opportunities, understanding consumer behavior, determining product features, maintaining quality standards, and creating unique value propositions that distinguish a company's offerings from those of its competitors. A well-developed product strategy ensures that products or services are not only relevant to current market demands but also adaptable to changing consumer preferences and technological developments. High-quality products that consistently meet or exceed customer expectations can increase customer satisfaction, strengthen customer loyalty, and enhance brand image in consumers' minds. Furthermore, continuous product innovation, differentiation, and quality improvement enable companies to maintain their competitive advantage, expand market opportunities, and achieve sustainable business growth.

b. Pricing Strategy

Pricing strategy refers to a company's strategic decisions regarding the determination, adjustment, and management of prices for products or services to reflect the value offered to consumers while achieving organizational objectives. It involves evaluating various factors, including production costs, market demand, consumer purchasing power, competitor pricing, perceived product quality, and overall market conditions.

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An effective pricing strategy enables companies to establish prices that are not only profitable but also attractive and acceptable to their target customers. By aligning product prices with perceived value, companies can create positive value perceptions, strengthen customer trust, and influence purchasing decisions. Furthermore, competitive and flexible pricing policies can help companies respond to market changes, attract new customers, retain existing consumers, and improve their market positioning. Appropriate pricing decisions also contribute to revenue optimization, profitability, and long-term business sustainability while ensuring that customers perceive the products or services as worthwhile investments relative to the benefits they receive.

c. Distribution Strategy

Distribution strategy refers to a company's strategic efforts to ensure that products or services are available, accessible, and delivered to consumers through appropriate, effective, and efficient distribution channels. It involves determining the most suitable distribution networks, selecting intermediaries, managing inventory, coordinating logistics activities, and ensuring timely product delivery to meet customer expectations. An effective distribution strategy enables companies to expand their market coverage, improve product accessibility, and minimize operational costs while maintaining service quality. In the context of e-commerce, distribution strategy extends beyond the physical availability of products to include the accessibility, reliability, and convenience of digital platforms through which consumers search for, select, and purchase products or services. Companies must integrate digital distribution channels, warehouse management systems, order processing, and delivery services to create a seamless purchasing experience. Furthermore, efficient distribution processes can reduce delivery delays, enhance customer satisfaction, strengthen consumer trust, and encourage repeat purchases. By optimizing both physical and digital distribution channels, companies can improve operational efficiency, increase market penetration, and establish a sustainable competitive advantage in an increasingly dynamic digital marketplace.

d. Promotion Strategy

Promotion strategy includes all marketing communication activities undertaken by a company to inform, persuade, and remind consumers about its products, services, and brands. Promotional activities may include advertising, sales promotions, public relations, digital marketing, social media marketing, and collaborations with influencers. These four elements provide a theoretical explanation of how marketing activities contribute to brand awareness. Product relates to the goods or services offered by a company to satisfy consumer needs, while price concerns the value consumers must provide in exchange for those products or services. Distribution focuses on how a company ensures that its products or services are available and delivered to consumers through effective channels. Promotion serves as communication activity designed to inform, persuade, and remind consumers about products, services, and brands. In the context of Shopee, the implementation of these four elements can be observed through the provision of various products and services, pricing strategies and promotional programs, ease of product accessibility through the platform, and a variety or marketing communication activities. Therefore, based on the theories proposed by Kotler and Keller (2016), Chaffey and Ellis-Chadwick (2019), and Stanton (2013), marketing strategy can be understood as a series of integrated activities designed to create customer value through the management of product, price, distribution and promotion. In this study, marketing strategy is represented through Shopee's digital marketing activities aimed at increasing brand awareness among Generation Z users.

2.2. Content Marketing Theory (X2)

Pulizzi (2014) explains that content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract a specific audience. Its primary objective is not merely to sell products or services but also Its primary goal is not merely to sell, but to build a relationship. Content marketing is not just about promotion; it is an effort to build trust and long-term relationships through useful

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information. From a theoretical perspective, content marketing can contribute to brand awareness because valuable, relevant, and consistent content provides consumers with opportunities to discover, understand, recognize, and remember a brand. Content marketing emphasizes the quality, relevance, value, and consistency of information delivered to consumer awareness of a brand.

2.3. Brand Awareness Theory

a. Hierarchy of Effects Model

The Hierarchy of Effects Model developed by Lavidge and Steiner explains the stages consumers may experience during the communication process. In the context of digital marketing, initial stages-such as awareness ans knowledge-are formed through communication activities on social media, for instance, via visual content and online interactions. The Hierarchy of Effects Model provides additional theoretical explanation regarding how marketing communication influence consumers. At the initial stage, consumers become aware of a brand through exposure to marketing massages. Digital marketing strategies can provide repeated exposure and interaction, while content marketing can provide information that helps consumers understand and remember a brand. In this study, brand awareness represents one of the initial outcomes of marketing communication because consumers must first be able to recognize or recall a brand before proceeding to evaluation and behavioral intention stages.

b. Brand Awareness Theory (Aaker, 1991; Keller, 2013)

Brand awareness is a key dimension of brand equity, according to Aaker (1991), brand awareness is the consumer's ability to recognize and recall a brand within a specific product category. Keller (2013) adds that brand awareness forms the foundation of brand equity, as higher brand awareness increases the likelihood that consumers will choose and recommend the product. In this study, brand awareness is positioned as the outcome of marketing communication activities. Digital marketing strategies can provide repeated exposure to brand-related information and opportunities for interaction, while content marketing can deliver relevant and valuable information that facilitates brand recognition and recall. Therefore, brand awareness is used as the dependent variable to examine the influence of digital marketing strategy and content marketing.

2.4. The Relationshio between Digital Marketing, Content Marketing, and Brand Awareness

Marketing strategy and content marketing are two complementary activities in building brand awareness. Marketing strategy helps companies reach consumers through various marketing activities, such as product planing, pricing, promotion, and distribution, while content marketing focuses on creating and distributing valuable, relevant, and consistent content to target audiences (Pulizi, 2014). Through the combination of these activities, companies can increase brand exposure, build consumer engagement, and strengthen consumers' ability to recognize and remember a brand. According to Tuten and Solomon (2018), digital marketing activities that are implemented consistently can increase consumers' exposure to brand-related information, thereby supporting the processes of brand recognition and brand recall. In line with this view, Yacub and Mustajab (2020) found that digital marketing activities positively influence brand awareness because they create more interactive brand experiences for consumers. Based on the theoretical foundation and previous empirical findings, marketing strategy and content marketing are expected to influence brand awareness, both individually and simultaneously. Therefore, the following hypotheses are proposed:

H1: Marketing strategy has a significant effect on brand awareness among Shopee Generation Z users.
H2: Content marketing has a significant effect on brand awareness among Shopee Generation Z users.
H3: Marketing strategy and content marketing simultaneously hav a significant effect on brand awareness among Shopee Generation Z users.

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2.5. Theoretical Framework

Based on the theoretical foundation and empirical findings discussed above, this study proposes that digital marketing strategy and content marketing are two activities capable of influencing brand awareness. Digital marketing strategy (X1) focuses on product, price, distribution, and promotion, while content marketing (X2) focuses on creating and distribute consumers' ability to recognize and remember Shopee as a brand. Therefore, the theoretical of this study positions digital marketing strategy (X1) and content marketing (X2) as independent variables and brand awareness (Y) as the dependent variable. The theoretical framework for this study is illustrated in the diagram below in Fivure 3. The theoretical framework in figure 3 illustrates the proposed relationships between the independent and dependent variables.

H1 : Digital marketing strategy has a positive effect on brand awareness
H2 : Content marketing has a positive effect on brand awareness
H3 : Digital marketing strategy and content marketing simultaneously have a positive effect on brand awareness among Shopee Generation Z users

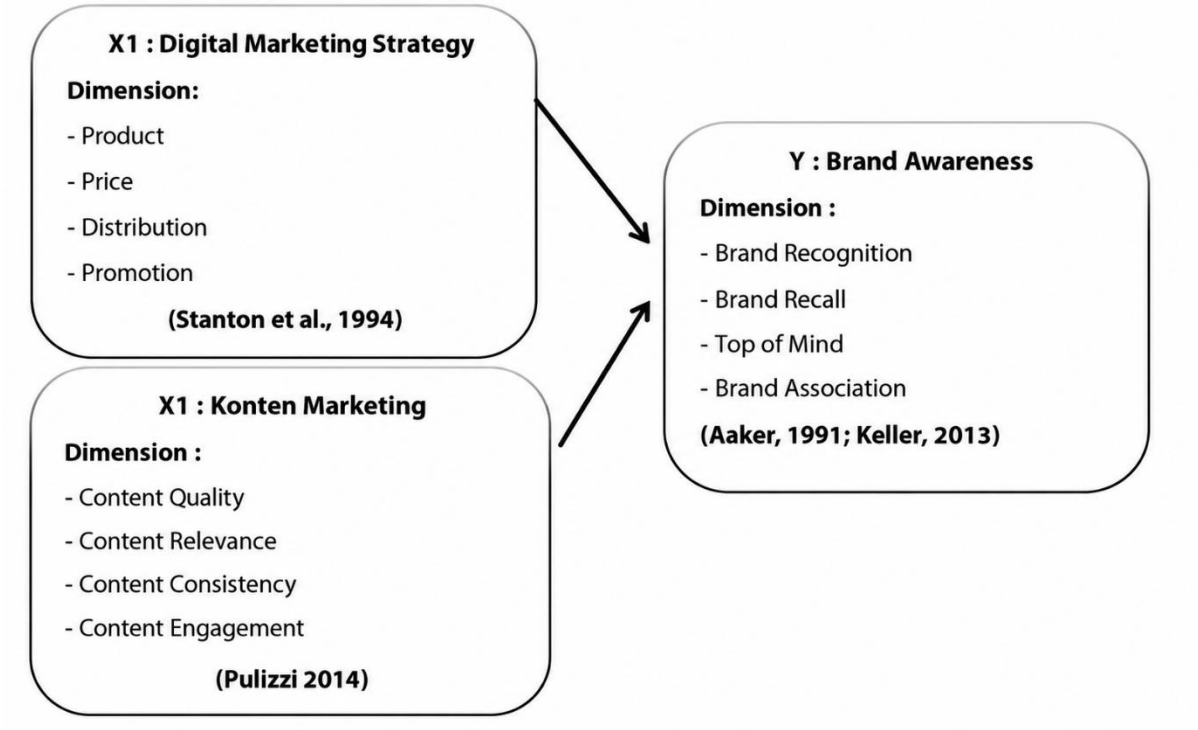


Figure 3. Theoretical Framework

III. Research Method

This study employs a quantitative approach with an explanatory research design, as the data collected are numerical and analyzed using statistical methods. This approach is appropriate for examining the influence of Digital Marketing Strategy (X1) and Content Marketing (X2) on Brand Awareness (Y) among Shopee Generation Z users in a structured manner, thereby enabling statistical hypothesis testing. In this study, the independent variables are Digital Marketing Strategy (X1) and Content Marketing (X2), while the dependent variable is Brand Awareness (Y). According to Ismiyanto (cited in Siyoto, 2015:55), a population consists of the entire set of research subjects-whether individuals, objects, or entities-capable of providing

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research information or data. Therefore, the population of this study comprises all Shopee users, particularly those belonging to Generation Z. According to Arikunto (cited in Siyoto, 2015:56), a sample is a portion or representative of the population being studied. In this research, the Lemeshow formula for an unknown population wa used to determine the minimum sample size because the exact number of Shopee Generation Z users is not known. The formula uses the following parameters:

$$n = Z^2 \text{ x } P\ (1 - P) / E^2$$

Where:

Z = 1.96 (5% significance level)
P = 0,5
E = 0,1

Based on the calculation, the minimum sample size required was 96 respondents. However, to improve data representative and anticipate the possibility of unusable responses during the analysis process, the final sample size was increased to 100 respondents. The sampling technique employed in this study is purposive sampling. This method was selected because the study requires respondents who meet specific characteristics relevant to the research objectives. The criteria for respondents are as follows: 1). Belong to Generation Z, 2) Have a Shopee account, 3) Have used the Shopee application within the last six months. 4) Have been exposed to Shopee promotions or content through social media or other digital media platforms. 5) Are willing to complete the questionnaire in full.

This study uses both primary and secondary data. Primary data were obtained directly form respondents through the distribution of questionnaires to Shopee Generation Z users who met the predetermined research criteria. Meanwhile, secondary data were obtained form various relevant sources, including books, scientific journals, research articles, industry reports, and official publications that support the theoretical framework and literature review. The questionnaire was distributed online using Google Forms through various social media platforms, such as WhatsApp, Instagram, and Telegram. Data collection was conducted from September to October 2026. before completing the questionnaire, respondents were informed about the purpose of the study and asked to provide their consent to participate voluntarily. The research instrument used was a structured questionnaire, and all research variables were measured using a five-point Likert scale : 1= Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A), and 5 = (Strongly Agree (SA).

The questionnaire items were developed based on indicators adapted from relevant theories. The Digital Marketing Strategy variable was measured based on the dimensions proposed by Stanton et al. (1994), the Content Marketing variable was measured using indicators derived from Pulizzi (2014), and the Brand Awareness variable was measured based on the framework developed by Aaker (1991). Each research variable was operationalized through several indicators, which were subsequently translated into questionnaire items. Data analysis was conducted systematically to ensure data quality and the suitability of the research model. The initial stage involved validity and reability testing to assess the quality of the research instrument. Subsequently, a normality test was performed to ensure that the data mer the assumptions required for regression analysis. Furthermore, multiple linear regression analysis was employed to examine the influence of Digital Marketing Strategy and Content Marketing on Brand Awareness. In addition, correlation analysis and the coefficient of determination (R2) were used to evaluate the strength of the relationships among variables and to determine the extent to which the independent variables explain variations in the dependent variable.

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IV. Result and Discussion

4.1. Research Result

a. Validity Test

The validity test was conducted to determine the extent to which the questionnaire items were able to measure the research variables, namely Marketing Strategy (X1), Content Marketing (X2), and Brand Awareness (Y). The validity test was performed using the Pearson Product-Moment correlation by comparing the calculated r-value (r-count) with the critical r-value (r-table) and examining the significance value (Sig.). The decision-making criterion was that an item was considered valid if its calculated r-value was greater than the critical r-value and its significance value was below 0.05. The critical r-value was determined based on the number of valid respondents (104), with degrees of freedom calculated as df = 104 – 2 = 102, at the specified significance level.

Table 1. Summary of Validity Test Results

Variable	Number of Items	Range of Calculated r	Critical r Value	Conclusion
Marketing Strategy (X1)	10	0.715–0.878	0.193	All items are valid
Content Marketing (X2)	10	0.802–0.892	0.193	All items are valid
Brand Awareness (Y)	10	0.771–0.869	0.193	All items are valid

Based on Table IV.1, the item correlation values for Marketing Strategy (X1) ranged from 0.715 to 0.878. For Content Marketing (X2), the correlation values ranged from 0.802 to 0.892, while those for Brand Awareness (Y) ranged from 0.771 to 0.869. All the reported correlation values exceeded the critical r-value of 0.193. Therefore, based on the available results, all questionnaire items for the three research variables can be considered valid. This indicates that the items meet the correlation criteria applied in the validity test.

b. Reliability Test

The reliability test was conducted to assess the internal consistency of the questionnaire items for each research variable. The test employed Cronbach's Alpha. An instrument was considered reliable if its Cronbach's Alpha value met the predetermined threshold, such as 0.70, in accordance with the methodological references adopted in the study.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reference Threshold	Conclusion
Marketing Strategy (X1)	0.940	> 0.70	Reliable
Content Marketing (X2)	0.956	> 0.70	Reliable
Brand Awareness (Y)	0.951	> 0.70	Reliable

Based on the table, the Cronbach's Alpha value for Marketing Strategy (X1) was 0.940, while Content Marketing (X2) had a value of 0.956 and Brand Awareness (Y) had a value of 0.951. All values exceeded the threshold of 0.70. Therefore, the instruments used to measure all three variables were considered reliable according to the criteria applied in this study. Based on the table, Cronbach's Alpha was 0.940 for Marketing Strategy (X1), 0.956 for Content Marketing (X2), and 0.951 for Brand Awareness (Y). All values exceeded the threshold of 0.70. Therefore, the instruments used to measure all three variables were considered reliable according to the criteria applied in this study.

c. Normality Test

The normality test aimed to determine whether the residuals in the regression model followed or approximately followed a normal distribution. The test can be conducted using the One-Sample Kolmogorov–Smirnov test or another appropriate method, supported by an examination of the Normal P–P Plot when

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necessary. Normality assessment focuses on the model residuals rather than solely on the individual research variables.

Table 3. Normality Test Results

Component	Value
Number of cases	104
Kolmogorov–Smirnov statistic	0.078
Asymp. Sig. (2-tailed)	0.120
Significance level	0.05

Based on the normality test results, the significance value was 0.120. Since this value exceeded the significance level of 0.05, the results indicate that the residuals met the normality assumption according to the criterion applied in this study.

d. Multicollinearity Test

The multicollinearity test was conducted to determine whether a high degree of correlation existed between the independent variables in the regression model. The test was performed by examining the Tolerance and Variance Inflation Factor (VIF) values. In general, a Tolerance value above 0.10 and a VIF value below 10 can be used as guidelines for assessing whether serious multicollinearity problems are present.

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Marketing Strategy (X1)	0.277	3.614	No indication of serious multicollinearity
Content Marketing (X2)	0.277	3.614	No indication of serious multicollinearity

Based on Table IV.6, the Tolerance and VIF values for Marketing Strategy (X1) were 0.277 and 3.614, respectively. The same values were obtained for Content Marketing (X2). The Tolerance values exceeded 0.10, while the VIF values were below 10. Therefore, based on these general thresholds, the regression model did not indicate serious multicollinearity. Both independent variables could be included simultaneously in the multiple linear regression analysis.

e. Heteroscedasticity Test (Glejser Method)

The heteroscedasticity test was conducted to determine whether the variance of the residuals differed across predicted values in the regression model. The test was performed using a scatterplot of the Regression Standardized Predicted Value and Regression Standardized Residual. The scatterplot shows that the residual points are randomly distributed above and below the X-axis without forming a particular pattern, such as a funnel shape that narrows or widens. This indicates that there is no apparent evidence of heteroscedasticity in the regression model.

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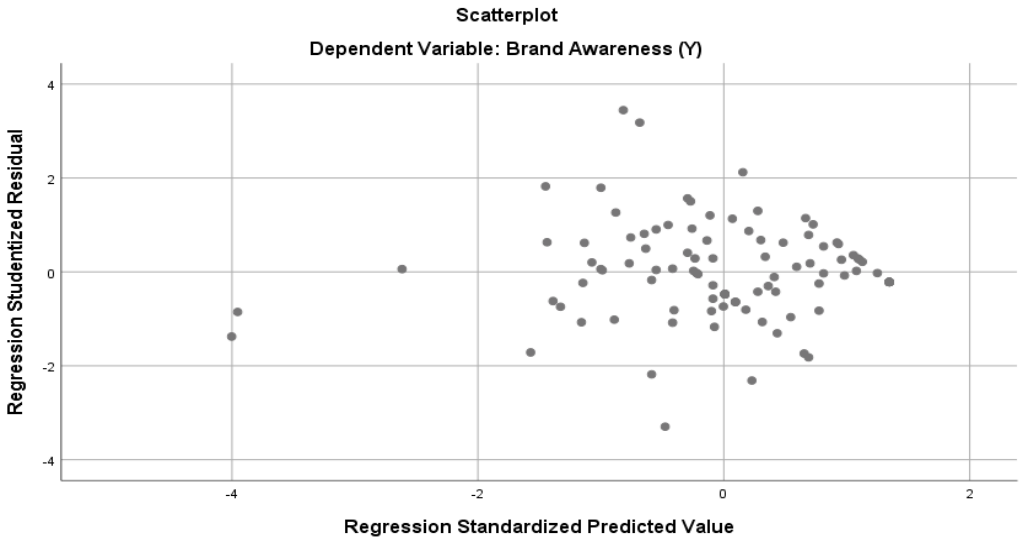


Figure 4. Heteroscedasticity Test (Glejser Method)

f. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the relationships between Marketing Strategy (X1), Content Marketing (X2), and Brand Awareness (Y). The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Brand Awareness
- a = Constant
- b_1 = Regression coefficient of Marketing Strategy
- X_1 = Marketing Strategy
- b_2 = Regression coefficient of Content Marketing
- X_2 = Content Marketing

Y represents Brand Awareness; a is the constant; b_1 is the regression coefficient of Marketing Strategy; X_1 represents Marketing Strategy; b_2 is the regression coefficient of Content Marketing; X_2 represents Content Marketing; and e is the error term.

Table 5. Multiple Linear Regression Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	5.289	1.938	—	2.729	0.007
Marketing Strategy (X1)	0.579	0.089	0.562	6.529	<0.001
Content Marketing (X2)	0.330	0.079	0.362	4.206	<0.001

Based on the regression results, the model equation using the SPSS values is $Y = 5.289 + 0.579X_1 + 0.330X_2 + e$. The regression coefficients indicate the change in the predicted value of Brand Awareness associated with a one-unit increase in the relevant independent variable, assuming the other independent variable remains constant

The constant of 5.289 indicates the predicted value of Brand Awareness when both independent variables equal zero. The Marketing Strategy coefficient of 0.579 indicates that a one-unit increase in Marketing Strategy is associated with a 0.579-unit increase in predicted Brand Awareness, holding Content

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Marketing constant. Similarly, the Content Marketing coefficient of 0.330 indicates that a one-unit increase in Content Marketing is associated with a 0.330-unit increase in predicted Brand Awareness, holding Marketing Strategy constant. Both regression coefficients are positive, indicating positive relationships between the independent variables and Brand Awareness within the estimated model. The coefficients represent changes in predicted Brand Awareness for each one-unit increase in the relevant independent variable, holding the other independent variable constant.

g. t-Test (Partial Test)

Table 6. Partial Test

Variable	t-value	Sig.	Decision
Marketing Strategy (X1)	6.529	<0.001	Positive and statistically significant
Content Marketing (X2)	4.206	<0.001	Positive and statistically significant

1) The Effect of Marketing Strategy on Brand Awareness

Based on the partial test results, Marketing Strategy (X1) obtained a t-value of 6.529 and a significance value of $p < 0.001$. These results indicate that Marketing Strategy has a statistically significant relationship with Brand Awareness according to the criteria applied in this study. The positive direction of the relationship is indicated by the positive regression coefficient of 0.579. Therefore, the first hypothesis (H1) is supported by the statistical results.

2) The Effect of Content Marketing on Brand Awareness

Based on the partial test results, Content Marketing (X2) obtained a t-value of 4.206 and a significance value of $p < 0.001$. These results indicate that Content Marketing has a statistically significant relationship with Brand Awareness according to the criteria applied in this study. The positive direction of the relationship is indicated by the positive regression coefficient of 0.330. Therefore, the second hypothesis (H2) is supported by the statistical results.

h. F-Test (Simultaneous Test)

The F-test was used to determine whether Marketing Strategy and Content Marketing jointly had a statistically significant relationship with Brand Awareness in the regression model. The decision was based on a significance level of 0.05 or a comparison between the calculated F-value and the critical F-value using the appropriate degrees of freedom.

Table 7. F-Test Results

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	4,761.492	2	2,380.746	193.363	<0.001
Residual	1,243.546	101	12.312	—	—
Total	6,005.038	103	—	—	—

Based on the F-test results, the calculated F-value was 193.363, with a significance value of $p < 0.001$. Since the significance value was below 0.05, the regression model was statistically significant. These results indicate that Marketing Strategy and Content Marketing jointly have a statistically significant relationship with Brand Awareness. Therefore, the third hypothesis (H3) is supported.

i. Coefficient of Determination (R2)

The coefficient of determination was used to determine the proportion of variation in Brand Awareness explained by Marketing Strategy and Content Marketing in the regression model. The R Square value represents the proportion of variation explained by the model, while Adjusted R Square accounts for the number of predictors and the sample size.

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Table 8. Coefficient of Determination (R^2) Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.890	0.793	0.789	3.509

Based on Table 8, the R Square value was 0.793. This indicates that Marketing Strategy and Content Marketing jointly explained 79.3% of the variation in Brand Awareness within the analyzed sample. The remaining 20.7% was not explained by these two independent variables in the model and may be associated with other factors or unexplained variation.

4.2. Discussion

a. The Effect of Marketing Strategy on Brand Awareness

Conceptually, marketing strategy involves the planning and implementation of marketing activities intended to deliver value to target consumers. In the context of Shopee, these activities may include pricing strategies, discounts, cashback offers, affiliate programs, live streaming, promotional campaigns, and other marketing communications. Such activities may increase consumers' exposure to the brand and help them recognize and remember Shopee. Based on the t-test results, Marketing Strategy obtained a t-value of 6.529, a significance value of $p < 0.001$, and a positive regression coefficient of 0.579. These findings indicate that Marketing Strategy has a positive and statistically significant relationship with Brand Awareness among Gen Z Shopee users.

b. The Effect of Content Marketing on Brand Awareness

Content Marketing focuses on creating and delivering relevant, valuable content that meets the needs of a target audience. On Shopee, such content may include product information, promotional videos, reviews, product demonstrations, live-streaming content, and other forms of marketing communication. Conceptually, informative and easy-to-understand content can help consumers understand a brand's identity and remember the information presented. Based on the t-test results, Content Marketing obtained a t-value of 4.206, a significance value of $p < 0.001$, and a positive regression coefficient of 0.330. These results indicate that Content Marketing has a positive and statistically significant relationship with Brand Awareness among Gen Z Shopee users.

c. The Simultaneous Effect of Marketing Strategy and Content Marketing on Brand Awareness

Marketing Strategy and Content Marketing may complement each other in supporting Brand Awareness. Marketing Strategy helps determine how a company reaches its target consumers, while Content Marketing communicates information and value that may help consumers understand and remember the brand. In the context of Shopee, combining promotional activities with relevant content may increase consumers' opportunities to recognize the brand. Based on the F-test results, the calculated F-value was 193.363, with a significance value of $p < 0.001$. These findings indicate that Marketing Strategy and Content Marketing jointly have a statistically significant relationship with Brand Awareness. Therefore, the third hypothesis is supported.

V. Conclusion

Based on the research objective of examining the effects of Marketing Strategy and Content Marketing on Brand Awareness among Gen Z Shopee users, the multiple linear regression results support all three research hypotheses.

1. The effect of Marketing Strategy on Brand Awareness. Based on the t-test results, Marketing Strategy obtained a regression coefficient of 0.579, a t-value of 6.529, and a significance value of $p < 0.001$.

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These results indicate that Marketing Strategy has a positive and statistically significant relationship with Brand Awareness. Therefore, the first hypothesis is supported by the research findings.

2. The effect of Content Marketing on Brand Awareness. Based on the t-test results, Content Marketing obtained a regression coefficient of 0.330, a t-value of 4.206, and a significance value of $p < 0.001$. These results indicate that Content Marketing has a positive and statistically significant relationship with Brand Awareness. Therefore, the second hypothesis is supported by the research findings.
3. The simultaneous effect of Marketing Strategy and Content Marketing on Brand Awareness. The F-test produced a calculated F-value of 193.363, with a significance value of $p < 0.001$. These results indicate that the two independent variables jointly have a statistically significant relationship with Brand Awareness. Therefore, the third hypothesis is supported by the research findings.
4. The explanatory power of the model. The coefficient of determination produced an R Square value of 0.793, indicating that Marketing Strategy and Content Marketing jointly explained 79.3% of the variation in Brand Awareness within the analyzed sample. The remaining 20.7% was not explained by these two variables in the model and may be associated with other factors or unexplained variation.

From a practical perspective, Shopee may continue to develop marketing strategies that align with consumer needs through the management of products, prices, distribution, and promotions. At the same time, Shopee should consider the quality, relevance, consistency, and audience engagement of its marketing content. Integrating these two aspects may help inform marketing activities intended to support consumer recognition and recall of the brand. This study has several limitations. Data were collected through an online questionnaire using purposive sampling, so the generalizability of the findings should be considered carefully. In addition, the study examined only two independent variables and did not include other factors that may be associated with Brand Awareness. Future research could consider variables such as brand trust, brand image, user experience, or service quality. It could also employ a broader sample to obtain a more comprehensive understanding of Brand Awareness among e-commerce users. In conclusion, the findings indicate that Marketing Strategy and Content Marketing are statistically significant predictors of Brand Awareness within the tested model. These results highlight the importance of considering marketing activities comprehensively, alongside the value of marketing content, when examining Brand Awareness among Gen Z Shopee users.

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