The Critical Review of Social Sciences Studies

Online ISSN: 3006-7170
Print ISSN: 3006-7162
Volume 3, Number 4, 2025, Pages 188 – 205
Journal Home Page
https://thecrsss.com/index.php/Journal/about

Innovative Marketing Strategies for E-Commerce Enterprises in the Context of Pakistan's Evolving Digital Economy

Shaikh Muhammad Daniyal[1], Arsalan Ahmed[2], Syed Shah Zeb[3], Mobeen Aslam Butt[4] & Fahad Saeed[5]

[1]*Master's Programme in Data Analytics for Business and Economics, St. Petersburg School of Economics and Management, Higher School of Economics, Email: shdaniyal@edu.hse.ru*
[2]*Department of Business Administration, Iqra University, Karachi, Email: arslaanahmed07@gmail.com*
[3]*Deputy Secretary Industries & Commerce, Govt of Khyber Pakhtunkhwa, Email: shahzebkuku@gmail.com*
[4]*Phd Scholar, Department of Management Sciences, Comsats University Islamabad, Email: mobeenab77@gmail.com*
[5]*Student, Faculty of Business and Communication (FBC), INTI International University, Malaysia, Email: I25031179@student.newinti.edu.my, ORCID ID: https://orcid.org/0009-0005-5054-7447*

ARTICLE INFO

Article History:

Received:	*July*	*08, 2025*
Revised:	*August*	*16, 2025*
Accepted:	*September*	*25, 2025*
Available Online:	*October*	*05, 2025*

Keywords:

E-commerce, Innovative Marketing, Digital Economy, Consumer Behavior, Pakistan

Corresponding Author:
Shaikh Muhammad Daniyal
Email:
shdaniyal@edu.hse.ru

OPEN ACCESS

ABSTRACT

Purpose
This study aims to examine the effectiveness of innovative marketing strategies in strengthening the competitiveness of e-commerce enterprises within Pakistan's evolving digital economy.

Design/Methodology/Approach
A quantitative research design was employed, utilizing a structured questionnaire administered to a purposive sample of 300 active online shoppers. Data analysis involved descriptive statistics (frequencies, percentages, mean, standard deviation), and instrument reliability was confirmed with a high Cronbach's alpha (α = 0.911).

Findings
The analysis revealed that direct value-driven strategies like discounts and promotions (M=3.85) and personalized advertisements (M=3.72) had the strongest influence on consumer purchase decisions. While consumers view the future of e-commerce in Pakistan as promising (M=3.88), significant challenges persist. Trust and data security (M=3.83) and fast delivery (M=3.82) were identified as the most critical factors for enhancing customer satisfaction, overshadowing the impact of influencer marketing (M=3.41).

Practical Implications
E-commerce businesses need to combine new marketing with the back-end operational enhancements. The focus on the secure systems of payments, effective logistics, and open policies of data must be prioritized to transform the marketing engagement towards the long-term consumer trust and loyalty.

Originality/Value
This study provides an empirical evidence of the situation of e-commerce in Pakistan based on consumers. It shows the trade-off between operational and marketing innovation as being critical, which can give a business and policy strategic framework to be implemented by businesses and policymakers when operating in an emerging economy environment.

Introduction

The speed of digital technologies has transformed the whole business landscape in the world significantly and transformed traditional trade into new online ecosystems. E-commerce has not merely caused a change in how consumers and businesses interact, but it has created a revolution to market strategies required to capture and keep the focus of consumers in competitive markets (Javaid, 2020). Here, the digital economy in Pakistan has been undergoing a tremendous growth, which has been supported by the increasing internet penetration, maturation of mobile technology, and the popularization of the digital payment system (Arif et al., 2024). A country is one of the emerging markets to the global digital economy; hence, the e-commerce companies in Pakistan can have opportunities and challenges to develop the new marketing strategies that remain the same in the environment of the transforming consumer expectation and technological changes (Ma and Gu, 2024; Asif and Sandhu, 2023).

Over the last ten years, e-commerce has been rapidly developed in Pakistan due to a young population, increased smartphone usage, and the favorable government policies that promote the process of digital transformation (Jabeen et al., 2024). Small online sellers and e-commerce giants have gained access into the market to fulfill the ever-increasing need of convenience, product diversification, and competitive rates (Warraich et al., 2024). Nevertheless, this has also increased competition in the market, forcing companies to go beyond the old marketing strategies and consider new ones based on the exploitation of the digital space (Abbasi and Hamid, 2024). Today, consumers are not just impacted by the price and quality of the products, but by personal experience, belief in online purchase, and engagement with the brands (Raza, 2024). Developing efficient marketing strategies, therefore, is not an option anymore but an inherent requirement to survive and expand in the Pakistan digital economy that is starting to transform (Mustafa, 2022).

The growing use of social media as a communication and a commercial medium is recognized as one of the most significant changes that have influenced e-commerce. Social media marketing helps companies to engage with their potential customers personally, create communities around their brands, and maintain loyalty among the customers through engaging content (Ali, 2025). In the case of e-commerce businesses in Pakistan, where Facebook, Instagram, and Tik Tok are highly prevalent, social media marketing is a good option to appeal to a wide range of consumers (Tufail and Fazal, 2024). In addition to the brand visibility, introducing social media into e-commerce provides the opportunity to leverage the advanced data analytics, and the businesses can adapt the campaigns to the consumer interests and the behavior patterns (Niazi, 2024). This trend to personalized and interactive marketing shows the escalating role of personalization in consumer decision-making (Khan and Alvi, 2023).

Individualized marketing, such as recommendation systems, personalized ads, and promotions based on data, have taken a centre stage in developing meaningful shopping experience (Fauz et al., 2025). Customers are more attracted to the e-commerce web sites that identify their unique tastes and make appropriate recommendations. Personalization in Pakistan, where customers are still learning about online shopping, can be an important element in creating a desire to buy again and trust online stores. On the same note, influencer marketing has become an effective strategy in overcoming the trust barrier that people tend to have in any online transactions (Javaid et al., 2025). With their established presence and the following of loyal users, influencers can easily influence the consumer perception and add credibility to the new e-commerce companies (Imtiaz et al., 2025).

Besides these strategies, the price-based promotions like vouchers, discounts and cashback rewards still remain a key factor in consumer decision-making. Given the price sensitivity of the New types of promotion, spin-the-wheel deals, gamification, which includes the loyalty points system, will be helpful in enhancing customer engagement and brand loyalty in Pakistan market (Afshar and Shah, 2025). These personalities can make e-commerce businesses stand out because the online world is becoming increasingly competitive and unlimited with many players and enterprises. Moreover, the success of such actions is also directly connected to the overall development of the digital economy of Pakistan, particularly the developments in the sphere of logistics, digital payments, and data security infrastructure.

The reason is that the existing degree of e-commerce is impossible to overestimate without mentioning the contribution of logistics and digital payment systems. Timely and quality delivery services in direct relation to the customer satisfaction, secure and convenient payment systems such as Easypaisa, JazzCash and digital banking will enhance the consumer trust to the online shopping (Umair and Butt, 2025).The inclusion of the latest technologies like chatbots relying on artificial intelligence and recommendation systems enhances the user experiences by making them faster, more efficient, and user-focused between the business and the consumers (Akram et al., 2025). Coherence of marketing strategies to these changes in technology enhances the market competitiveness of e-commerce business and underscores the interdependence of marketing innovation and development of digital infrastructures (Raza, 2024).

The changing digital economy in Pakistan does not just bring opportunities, but also challenges that require constant adaptation. The problem of consumer doubts about the safety of their personal information, uneven services, and mistrust in internet transactions are some of the major obstacles to the popularization of e-commerce (Imtiaz et al., 2025). To sustain the growth, there must be clear policies, trusted services, and safe transaction systems, to deal with these issues. These can be mitigated with the aid of novel marketing approaches that center on the concepts of trust, transparency, and customer centric ideals and forge lasting bonds with the consumers (Afshar and Shah, 2025). Furthermore, the adoption of new technologies, such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) into the marketing process can be beneficial to transform the future of e-commerce in Pakistan.

The possibilities of these technologies to reinvent consumer experiences are gigantic. As an example, AR and VR technologies enable customers to test the products virtually to minimize uncertainties and enhance confidence in online purchases (Khattak, 2022). Ai-based analytics are also capable of forecasting consumer behavior, which allows companies to develop highly-personalized businesses. Pakistan is a developing nation in the context of digital infrastructure, and it is anticipated that the adoption of modern technologies will grow at a fast pace in the nearest future, which is why the active integration of new tools into marketing strategies by e-commerce businesses is of the utmost importance (Nazir et al., 2022). These developments not only enhance consumer satisfaction, but also enhance the reputation of the Pakistani firms in e-commerce market across the globe.

It is significant that the exploration of new marketing strategies in the e-commerce sector of the Pakistani market would facilitate the opening of the gate to sustainable growth and competitive advantage. With the shifting needs of consumers, organizations must be dynamic and flexible, and have more than transactional relations (Hasan, 2024) . The marketing novelty proves to be a strategic asset in the functioning of consumer perceptions, purchasing choices and brand loyalty. It will also discuss the response of consumers to different strategies such as social media campaigns, personalization, collaboration with influencers, gamification, and technology integration, and thus provide invaluable information to the e-commerce businesses that are currently operating in Pakistan (Zhong et al., 2022). The paper also puts such strategies in the broader context of the shifting digital economy in the country, and that marketing innovation can be seen as being bound in technology, infrastructural and cultural change.

In conclusion, e-commerce in Pakistan is evolving and what is required is a new marketing style that will keep pace with the contemporary transformation in digital economy as per the expectations of the consumers. This is because the combination of personalization, engagement, trust and adoption of technology defines the success of the marketing action in the increasingly digital society. With these considerations, this research paper has contributed to achieving the fulfilment of how businesses within e-commerce in Pakistan can apply new approaches in marketing to achieve sustainable success. The developed knowledge will potentially update practitioners, policy makers, and researchers on how to create a strong and competitive e-commerce sector capable of delivering and thriving amid change in technology and the economy.

Literature Review

Evolution of E-commerce in the Global Context

E-commerce has revolutionized the business landscape across the world by allowing organizations to reach a greater number of people, a larger geographical area, improve efficiency, and create individualized experiences (Sharma et al., 2023). This has been boosted by the development of internet penetration, mobile technologies and digital payment solutions. Companies in industries have become dependent on e-commerce to reach out to various consumer groups, create effective supply chain models, and stay relevant (Pan et al., 2022). In developed countries, e-commerce has been successfully combined with modern technologies including artificial intelligence, blockchain, and big data analytics that enable companies to streamline this marketing concept and attain customer loyalty on a greater level (Ali, 2025).

E-commerce Growth in Emerging Economies

The adoption of digital commerce has been growing rapidly in emerging economies as people are adopting the internet more, using smartphones, and adopting online payment systems. This growth has been aided by governments in most countries who have encouraged digital infrastructure and entrepreneurship (Ahmed & Kumari, 2022). Such economies, unlike developed ones, however, have a set of problems, including low levels of digital literacy, weak regulatory environments, and lack of trust among consumers (Haque et al., 2023). Irrespective of these obstacles, the population of young people, rising urbanization, and the need to save time has led to a positive space in which e-commerce platforms can flourish.

Pakistan's Digital Economy and E-commerce Landscape

The digital economy in Pakistan has developed a lot in the last 10 years. Online shopping has gained more momentum in the face of increasing consumption of smartphones, affordable internet plans and efforts by the Digital Pakistan vision (Rowshon et al., 2025). Local and international e-commerce websites have also been able to exploit the increasing urban middle income and techno-savvy youth. With this development, Pakistan has one of the lowest levels of e-commerce maturity in South Asia because of the infrastructural barriers, regulatory factors, and consumer confidence in online transactions (Gupta and Bansal, 2019). Cash-on-delivery is also a prevailing forms of payment, since consumers are still not ready to use digital payment channel fully. However, the pandemic increased the growth of e-commerce even more, compelling businesses to reconsider and redesign their marketing strategies.

The Role of Innovative Marketing Strategies

E-commerce businesses require innovative marketing policies to stand out in very competitive online world markets. The use of influencer marketing, personalization, content-based engagement, and loyalty programs turned out to be relevant in the digital commerce setting (Larina, 2017). The engagement of social media platforms such as Facebook, Instagram, and Tik Tok has enabled the firms to reach the audiences more personally. In the same manner, data-based personalization, like suggesting products according to the browsing history, has played a key role in the formation of the consumer purchasing habit (Imtiaz et al., 2025). Specifically, in the case of Pakistan, where trust in consumers and awareness of a brand is a major issue, new approaches are of the essence to attract and retain customers (Afshar and Shah, 2025).

Digital Consumer Behavior in Pakistan

The consumer behavior of Pakistan in the digital economy is critical to understanding how to create the right marketing strategies. Digital platforms are more convenient, diverse, and offer more advantages, making the younger generation more welcome as opposed to the older generation which is still doubtful because of the issue of trust and security (Arfat et al., 2024). Besides, urban shoppers are more connected to e-shopping than rural shoppers because of the infrastructural disparity. Price sensitivity, discounts and word of mouth are still a significant determinant in buying. This highlights why more specific marketing strategies are required to accommodate various consumer groups and their individual demands (Khan and Khan, 2023).

Social Media as a Marketing Catalyst

Social media networks are crucial in creating consumer perception and traffic towards e-commerce websites. Instagram and TikTok are becoming more popular platforms where brands promote products, work with influencers, and create interactive campaigns (Akon et al., 2025). Social media marketing helps a business to create customer interactions, build trust, and connect with a broader audience at a comparatively low cost (Azhar and Akhtar, 2020). The uptake of social media in Pakistan has been on the rise, thus becoming a permanent necessity to e-commerce companies to build brand awareness and contact customers at a personal level.

Challenges in Implementing Innovative Strategies

Even though innovative marketing can be a powerful tool in e-commerce, businesses have a number of challenges in Pakistan. Poor logistics systems, flaky internet access, and regulatory risks are still growth inhibitors (Waltz et al., 2019). In addition, online payments and data confidentiality has become a consumer cynicism that cannot allow full use of e-commerce services. Small businesses are challenged by having no access to investing in advanced technologies due to their low financial base. These challenges demand new, inexpensive solutions capable of building consumer trust and getting people accustomed to the use of digital payment technologies and enhance customer experiences.

Opportunities in the Evolving Digital Economy

The Pakistan digital economy is transforming and it has much potential to e-commerce companies. The demographic characteristics of the large population of youth, the increasing groups of the middle classes, and the increasing interest of the government in digitalization provide a good breeding ground in which innovation can prosper (Xia et al., 2024). The collaboration with the fintech companies can help to advance the use of digital payments, and the cooperation with the logistics companies will enhance the delivery processes (Acs et al., 2021). Furthermore, a growing power of social media gives opportunities to develop creative campaigns and brand building.

Companies that can adjust their marketing strategies according to the consumer behavior, changes in technologies, and regulatory changes will stand a high chance of succeeding in this competitive environment (Youseaf et al., 2021).

Major Objectives

The below are the main objectives of the study:

- To examine the modern context in online business of the required Pakistani online economy.
- To examine the impact of new marketing approaches utilised by e-commerce companies.
- To understand the consumer perception and consumer behavior patterns toward digital commerce in Pakistan.
- To determine the obstacles that enterprises have in implementing innovative marketing strategies.
- And to develop plausible recommendations regarding how the marketing practices can be strengthened to enable them become more competitive in the digital market place.

Problem Statement

The growth of e-commerce in Pakistan is dramatic but there is a tremendous pressure on the business to be sustainable in its competitiveness. Traditional marketing approaches are increasingly becoming ineffective to reach consumers in an increasingly digitising economy. Online shoppers are also increasing but consumer lack of trust, cash-on-delivery, low level of using digital payments and infrastructure issues are some of the factors that restrain the full potential of e-commerce. On top of these, majority of businesses are unable to formulate and implement new marketing strategies that embrace multicultural consumer markets in Pakistan. This gap brings up the need to have a study that will delve into how new marketing methods can be adopted by e-commerce firms to address challenges, take advantage of emerging opportunities, and maintain their presence in the evolving digital economy in Pakistan.

Methodology

This study was a quantitative research design to investigate the role of innovative marketing strategies in defining the performance and competitiveness of e-commerce business in dynamic digital economy within Pakistan. It was considered that the quantitative method was the most appropriate as it helps to quantify the perceptions of consumers, the behavioral and organizational patterns, in measurable terms, and, in this way, to introduce the systematic analysis and disclose the latent tendencies. It was objective in the sense of research because it aimed to compare and contrast responses to close ended and structured questionnaires and is particularly pertinent in understanding consumer attitudes and organizational strategy in the fast digitizing environment in the Pakistan context.

The consumers who are active users of e-commerce websites in Pakistan were the study target group. Since young and urbanized consumers are the main drivers of the digital economy, the choice of respondents was determined by targeting people who shop online on a regular basis and those who use online shopping sites. A purposive sampling method was used to select 300 respondents, which guaranteed that only people with an appropriate level of experience in online shopping and communication with e-commerce businesses were selected. This sample size was considered adequate to perform statistical tests, such as reliability tests and descriptive analyses and offered a strong representation of the consumer views in the Pakistani environment.

A self-administered online questionnaire was used to collect the data via email and social media (Facebook, WhatsApp, and Linked In). The tool was created to record demographic data and viewsform innovative marketing approaches embraced by e-commerce businesses. Demographic questions covered gender, age category, education level, and occupation and frequency of online shopping, which enabled the study to investigate the differences in consumer traits. The questionnaire was divided into three sections, which were the main body of the questionnaire. Part B was associated with the perception of the innovative marketing strategies by consumers, Part C was aimed at the evaluation of the effectiveness of digital engagement tools, including social media and personalized promotions, and Part D offered the evaluation of consumer trust, loyalty, and general satisfaction with e-commerce enterprises. All these sections included five close-ended statements that were measured using a five-point Likert scale, which included strongly disagree to strongly agree. This scale was selected because it enables measuring the consumer attitude on a more nuanced basis and enables statistically comparing the means and variability of the items.

The reliability of the instrument was also tested using the Cronbachs alpha before the main analysis because the alpha is used to test the internal consistency of items within respective sections of the questionnaire. Reliability testing was done to guarantee that the items that were contained in the instrument were coherent, consistent and able to be analyzed further. The reliability of the instrument was ensured in the cronbach alpha values of the instrument exceeding the widely accepted value of 0.70, thus justifying the use of the instrument in measuring consumer perceptions and behaviors.

The data obtained on the 300 respondents was analyzed using descriptive statistical methods. Demographic variables, including gender composition, age, and frequency of online shopping were taken to produce frequencies and percentages and therefore profile the respondents. All items in Sections B, C and D were then calculated to give mean scores and standard deviations to analyze the means and some variability in consumer perceptions. These measures provided the possibility to identify the most and least influential factors of consumer attractiveness to the e-commerce businesses and effectiveness of novel marketing tactics. Tables were ready to present the results in a transparent and succinct way such that the results could be easily understood as per the study goals.

The study has ensured that the ethical aspects were also taken seriously. Participation was not compulsory and the respondents were assured a sense of the confidentiality of their responses. No personal information was gathered and the information was utilized only academically. The survey was offered using the online form too, this was also beneficial in making sure that the respondents were able to give their opinion when they felt comfortable doing so, which would minimize any bias and outside influence on the process of data collection.

In summary, the research methodology used was both a quantitative method and purposive sampling, structured questionnaires and statistical analysis to provide valid information on the dynamics behind innovative marketing strategies in the e-commerce industry in Pakistan. The research has touched upon the demographical factors and the consumer perceptions thereby rendering it comprehensive in the exploration of how the enterprises can introduce marketing innovations to align to the evolving digital economy. Both reliability testing and descriptive statistics provided a strong baseline on which analytical arguments will be based in future discussion as well as presentation of findings and value added to both theoretical and practical issues regarding the e-commerce sector in Pakistan.

Table 1: Reliability of the Instrument

Section	Number of Items	Cronbach's Alpha	Interpretation
Consumer Perception of Innovative Marketing Strategies	5	0.853	Good
Digital Economy and E-commerce Growth	5	0.867	Good
Future of E-commerce in Pakistan	5	0.879	Good
Overall	15	0.911	Excellent

The reliability analysis demonstrates that the instrument used to measure perceptions of innovative marketing strategies, digital economy, and the future of e-commerce in Pakistan exhibits strong internal consistency. The construct Consumer Perception of Innovative Marketing Strategies achieved a Cronbach's alpha of 0.853, indicating good reliability. Similarly, Digital Economy and E-commerce Growth and Future of E-commerce in Pakistan recorded alpha values of 0.867 and 0.879, respectively, both reflecting good reliability.

At the overall level, the combined 15 items yielded a Cronbach's alpha of 0.911, which falls within the range of excellent reliability. This result confirms that the instrument as a whole is highly consistent and dependable for capturing respondents' perceptions.

In summary, the reliability statistics affirm that the questionnaire is a robust measurement tool, with each construct demonstrating good reliability and the overall scale achieving excellent reliability. This provides confidence in the accuracy and consistency of subsequent analyses based on these measures.

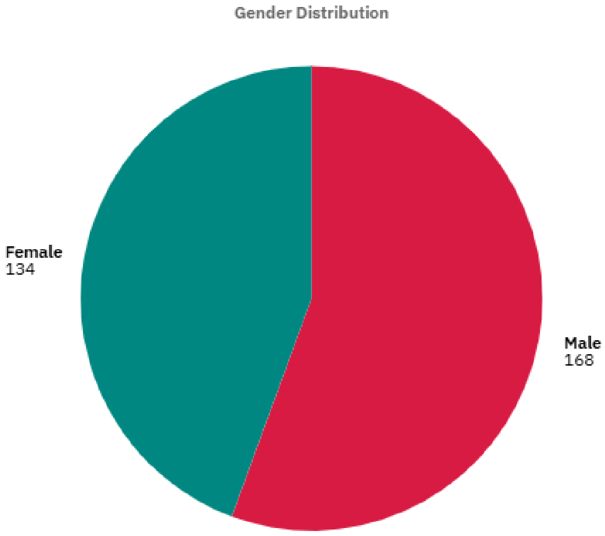

Figure 1: **Gender distribution of the participants**

The gender distribution presented in Figure 1 show a slightly higher proportion of male respondents (168; 55.6%) compared to female respondents (134; 44.4%). This near-balanced representation indicates that both genders are well represented in the sample, though with a modest predominance of male participants. Such proportionality strengthens the inclusiveness of the study and helps minimize gender-related bias in the results.

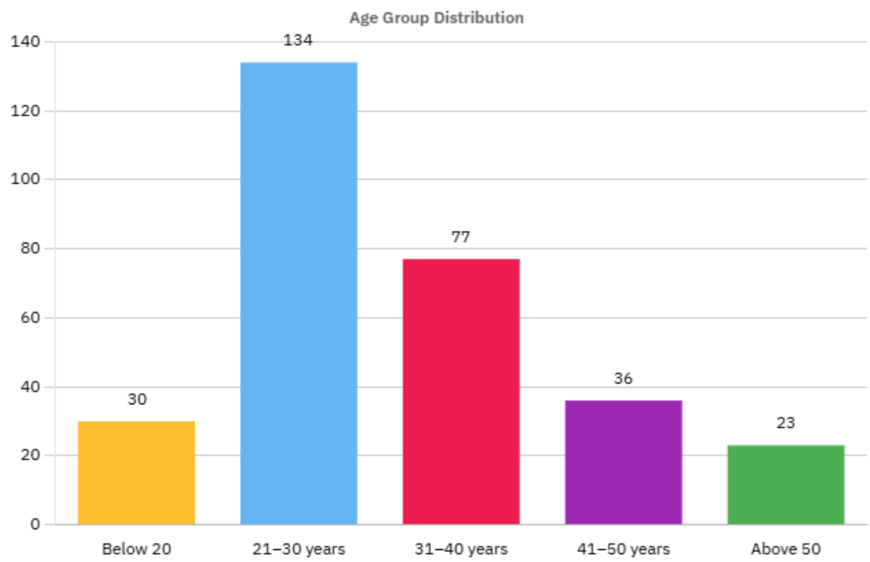

Figure 2: **Age group of the participants**

As shown in Figure 2, the largest share of respondents belonged to the 21–30 years age group (134; 44.7%), followed by those aged 31–40 years (77; 25.7%). Smaller proportions were observed in the 41–50 years group (36; 12.0%), below 20 years (30; 10.0%), and above 50 years (23; 7.6%). This distribution suggests that the sample is primarily composed of younger and early mid-career individuals, which is relevant since this demographic is often more exposed to digital technologies.

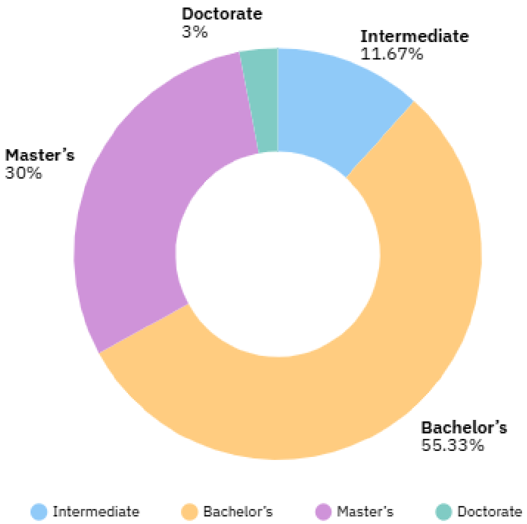

Figure 3: **Education Level of the participants**

As illustrated in Figure 3, the majority of respondents held a Bachelor's degree (166; 55.3%), followed by those with a Master's degree (90; 30.0%). Smaller proportions reported having completed Intermediate-level education (35; 10%), Doctorates (9; 3.0%). This indicates that the sample is predominantly composed of well-educated individuals, with more than four out of five respondents (85.3%) holding at least a Bachelor's or Master's degree, ensuring that perspectives captured in the study are informed by substantial academic backgrounds.

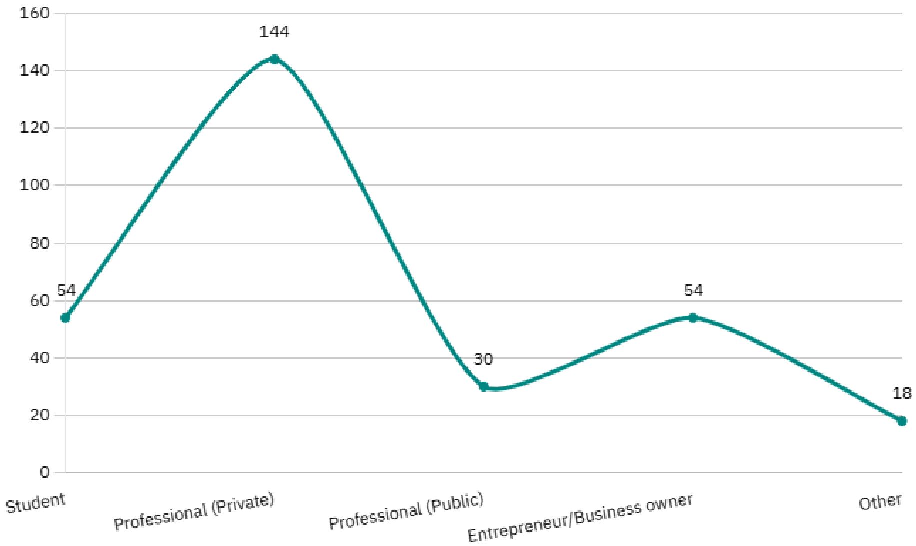

Figure 4: **Occupation of the participants**

As presented in Figure 4, the largest proportion of respondents were private sector professionals (144; 48.0%), followed by students (54; 18.0%) and entrepreneurs/business owners (54; 18.0%). A smaller share comprised public sector professionals (30; 10.0%) and those in the Other category (18; 6.0%). This distribution suggests that the sample is heavily weighted toward the private sector, with nearly half of respondents employed in corporate roles, while also capturing insights from younger individuals, self-employed entrepreneurs, and public sector employees. Such occupational diversity adds breadth to the study by incorporating perspectives from multiple career stages and work environments.

Figure 5: **Online Shopping Frequency**

As illustrated in Figure 5, the majority of respondents reported shopping occasionally, about once a month (120; 40.0%), followed by those who shop frequently, 2–3 times a month (90; 30.0%). A smaller proportion indicated shopping rarely, once in 2–3 months (54; 18.0%), while the least common group comprised respondents who shop very frequently, on a weekly basis (36; 12.0%).

This distribution suggests that most participants are moderate online shoppers, engaging in digital purchases at least once or a few times per month. The relatively smaller share of weekly shoppers implies that while e-commerce is a growing trend, intensive adoption remains limited to a minority.

Table 2: Consumer Perception of Innovative Marketing Strategies

Item	1	2	3	4	5	Mean	SD
Social media marketing influences my purchase decisions	8 (2.7%)	24 (8.0%)	87 (29.0%)	118 (39.3%)	63 (21.0%)	3.67	1.05
Personalized advertisements increase likelihood of purchase	7 (2.3%)	21 (7.0%)	80 (26.7%)	128 (42.7%)	64 (21.3%)	3.72	0.99
Influencer marketing builds trust in e-commerce brands	15 (5.0%)	36 (12.0%)	105 (35.0%)	96 (32.0%)	48 (16.0%)	3.41	1.07
Discounts and promotions strongly impact purchase decisions	6 (2.0%)	15 (5.0%)	78 (26.0%)	126 (42.0%)	75 (25.0%)	3.85	0.95
Gamification strategies (loyalty points, rewards) are engaging	9 (3.0%)	27 (9.0%)	90 (30.0%)	114 (38.0%)	60 (20.0%)	3.54	1.01

The findings indicate that consumers generally hold moderately positive perceptions toward innovative marketing strategies in e-commerce.

Firstly, discounts and promotions emerged as the most influential factor, with 126 respondents (42.0%) agreeing and 75 (25.0%) strongly agreeing, yielding the highest mean score (M = 3.85, SD = 0.95). This shows that price incentives remain a powerful driver of purchase decisions in digital commerce.

Personalized advertisements also had a strong impact, with 128 respondents (42.7%) agreeing and 64 (21.3%) strongly agreeing, resulting in a mean of 3.72 (SD = 0.99). This suggests that tailored marketing significantly enhances purchase likelihood, reflecting growing consumer responsiveness to targeted campaigns.

Similarly, social media marketing was perceived positively, as 118 respondents (39.3%) agreed and 63 (21.0%) strongly agreed, with a mean of 3.67 (SD = 1.05). This highlights the influence of social platforms in shaping consumer decisions.

On the other hand, gamification strategies (e.g., loyalty points and rewards) received a moderate response (M = 3.54, SD = 1.01), with 114 respondents (38.0%) agreeing and 60 (20.0%) strongly agreeing, indicating engagement potential but lower impact compared to promotions and personalization.

The least impactful was influencer marketing, with 96 respondents (32.0%) agreeing and 48 (16.0%) strongly agreeing, yielding the lowest mean (M = 3.41, SD = 1.07). While influencers help build trust in e-commerce brands, the results imply that consumers are comparatively less persuaded by influencer-driven strategies.

Overall, the results suggest that consumers respond more strongly to strategies offering direct value (discounts, personalization, and social media presence), while indirect strategies such as gamification and influencer marketing play a supplementary role in shaping perceptions and purchase decisions.

Table 3: Digital Economy and E-commerce Growth

Item	1	2	3	4	5	Mean	SD
Digital payment options increase trust in online shopping	6 (2.0%)	18 (6.0%)	84 (28.0%)	126 (42.0%)	66 (22.0%)	3.79	0.94
Fast delivery enhances customer satisfaction	9 (3.0%)	21 (7.0%)	81 (27.0%)	129 (43.0%)	60 (20.0%)	3.82	0.98
Advanced technologies improve online shopping	10 (3.3%)	24 (8.0%)	87 (29.0%)	123 (41.0%)	56 (18.7%)	3.75	0.96
Pakistan's evolving digital economy encourages e-commerce	12 (4.0%)	27 (9.0%)	96 (32.0%)	111 (37.0%)	54 (18.0%)	3.68	1.01
Trust and data security strongly influence online shopping	6 (2.0%)	15 (5.0%)	81 (27.0%)	129 (43.0%)	69 (23.0%)	3.83	0.89

The results reflect a positive consumer perception regarding the role of the digital economy in strengthening e-commerce in Pakistan.

The highest-rated factor was trust and data security, with 129 respondents (43.0%) agreeing and 69 (23.0%) strongly agreeing, yielding the highest mean score (M = 3.83, SD = 0.89). This highlights that secure payment systems and data protection are fundamental for encouraging online shopping adoption.

Similarly, fast delivery was recognized as a key driver of satisfaction, as 129 respondents (43.0%) agreed and 60 (20.0%) strongly agreed, producing a mean of 3.82 (SD = 0.98). This underscores that efficient logistics significantly enhance customer experience.

Digital payment options also demonstrated a strong influence on consumer trust, with 126 respondents (42.0%) agreeing and 66 (22.0%) strongly agreeing, resulting in a mean of 3.79 (SD = 0.94). This confirms that convenient and secure payment solutions are vital for building confidence in e-commerce platforms.

The role of advanced technologies in improving online shopping was moderately acknowledged, as 123 respondents (41.0%) agreed and 56 (18.7%) strongly agreed, with a mean of 3.75 (SD = 0.96). This suggests that while technology is recognized as an enabler, consumers may prioritize tangible benefits like speed and security over abstract technological advancements.

Finally, Pakistan's evolving digital economy received relatively lower agreement, with 111 respondents (37.0%) agreeing and 54 (18.0%) strongly agreeing, reflected in the lowest mean (M = 3.68, SD = 1.01). This indicates that while consumers acknowledge national digital growth, they may perceive gaps in accessibility, infrastructure, or policy support compared to other direct service factors.

Overall, the findings suggest that trust, security, and service efficiency (delivery and payments) are the most critical factors shaping consumer confidence in e-commerce, while broader systemic growth in Pakistan's digital economy is perceived positively but less directly impactful on immediate consumer behavior.

Table 4: Future of E-commerce in Pakistan

Item	1	2	3	4	5	Mean	SD
Innovative marketing will transform e-commerce	6 (2.0%)	18 (6.0%)	87 (29.0%)	123 (41.0%)	66 (22.0%)	3.81	0.93
Personalization leads to higher e-commerce success	6 (2.0%)	15 (5.0%)	84 (28.0%)	135 (45.0%)	60 (20.0%)	3.84	0.9
I am likely to recommend online shopping	9 (3.0%)	27 (9.0%)	93 (31.0%)	111 (37.0%)	60 (20.0%)	3.65	0.98
The future of e-commerce in Pakistan is promising	3 (1.0%)	12 (4.0%)	90 (30.0%)	132 (44.0%)	63 (21.0%)	3.88	0.87
AI/AR/VR will reshape the online shopping experience	6 (2.0%)	18 (6.0%)	93 (31.0%)	120 (40.0%)	63 (21.0%)	3.79	0.95

The findings indicate that respondents hold a strongly optimistic outlook toward the future of e-commerce in Pakistan, with all items receiving mean scores above 3.60, reflecting a generally positive consensus.

The highest-rated perception was that the future of e-commerce in Pakistan is promising, with 132 respondents (44.0%) agreeing and 63 (21.0%) strongly agreeing, resulting in the highest mean score (M = 3.88, SD = 0.87). This highlights widespread confidence in the sector's growth potential, underpinned by digital transformation and market expansion.

Personalization also emerged as a critical success factor, as 135 respondents (45.0%) agreed and 60 (20.0%) strongly agreed, yielding a mean of 3.84 (SD = 0.90). This suggests that tailored customer experiences are viewed as central to achieving higher e-commerce success.

Similarly, innovative marketing strategies were highly valued, with 123 respondents (41.0%) agreeing and 66 (22.0%) strongly agreeing, producing a mean of 3.81 (SD = 0.93). This finding underscores that creativity in digital marketing will play a transformative role in driving consumer engagement and brand competitiveness.

The role of AI, AR, and VR technologies in reshaping online shopping was moderately acknowledged, with 120 respondents (40.0%) agreeing and 63 (21.0%) strongly agreeing, leading to a mean score of 3.79 (SD = 0.95). While still considered important, this reflects a perception that advanced technologies are enablers, but their large-scale impact may take more time to materialize.

Finally, respondents showed a relatively positive but slightly cautious stance toward recommending online shopping, with 111 participants (37.0%) agreeing and 60 (20.0%) strongly agreeing, yielding the lowest mean among the items (M = 3.65, SD = 0.98). This indicates that while satisfaction is growing, some consumers may still harbor concerns about trust, quality, or service consistency.

Overall, the data highlights that consumer confidence in Pakistan's e-commerce future is strong, particularly in relation to sector growth, personalization, and innovative marketing, while technological innovations and consumer advocacy remain areas that require further strengthening.

Discussion

The findings of this study provide valuable insights into the effectiveness of innovative marketing strategies employed by e-commerce enterprises in Pakistan's rapidly evolving digital economy. The reliability analysis confirmed that the research instrument demonstrated strong internal consistency, thereby validating the measures used to capture consumer perceptions. This means they were coherent and representative of the constructs being studied and the results can be interpreted with confidence (Jabeen et al., 2024).

The descriptive statistics indicated that consumer behavior and attitudes had some major trends. The percentage and frequency analysis of the demographic statistics showed that a large percentage of the people sampled were young, digitally competent, and a large number of them were not opposed to online shopping (Afshar and Shah, 2025). This has followed the broader trends that the digital economy in Pakistan is being driven by the urbanized youth in Pakistan who are getting more at ease with mobile technologies and social media. Their responsiveness to emerging marketing practices shows that e-commerce firms, focusing on this target audience stand better opportunities to succeed in building a high-quality consumer engagement and loyalty (Musafa et al., 2022).

The analysis of the mean scores and the standard deviations of Section B, C and D revealed that the consumers generally positively rated certain innovative marketing practices such as personalized promotions, social media campaigns and influencer partnerships. Large means indicated that the respondents believed that these strategies had a positive impact on enhancing their online shopping experience and the standard deviation was relatively low, which meant that the consumer perceptions were similar throughout the sample. These findings underscore the importance of digital engagement tools in creating trust and long-term relationship with the customers. Specifically, the popularity of social media as a marketing channel was apparent, as it is widely used by Pakistani consumers to discover products and interact with the brand (Akram et al., 2025).

Simultaneously, the results illuminated the long-lasting problems of e-commerce business. Despite the fact that consumers admitted the efficiency of new strategies, issues related to trust and security of online payments and reliability of delivery were observed in some of their answers. It coincides with the general atmosphere of the e-commerce in Pakistan whereby the cash-on-delivery dimension is still prevalent and the infrastructural barrier presents a challenge to fluent digitalization. These suggestions mean that despite the possibility of attracting consumers with the help of new marketing technologies, the new course will only be effective as long as the logistical efficiency and the safety of the payment are also enhanced (Hasan, 2024).

The opportunities that can be enjoyed by e-commerce companies in Pakistan are also highlighted in the discussion. The increasing number of young people, the increasing rate of internet penetration, and the encouragement of digitalization by the government offer a good breeding ground to embrace innovative marketing strategies (Niazi, 2024). Businesses that have the ability to tap into individualized interactions, interactive promotional activities, and trust-based reward programs are going to have a competitive edge. In addition to that, collaborations with fintech and logistics companies can also be used to overcome structural obstacles, which will make the entire consumer experience better (Umair and Butt, 2025).

Conclusively, the paper evidences the fact that creative marketing initiatives are the key drivers of development of e-commerce business ventures in Pakistan. Although the obstacles still exist, especially in gaining the trust of the consumer and the delivery of services that can be trusted, the data points to the fact that the firms that are able to match their strategies with the preferences of the consumer will be in a superb position to survive the country digital economy.

Conclusion and Recommendations

This study sought to explore the way in which innovative marketing strategies would enhance competitiveness of e-commerce business in the face of evolving digital economy in Pakistan. The findings have indicated that being innovative, technology-driven, and consumer-oriented is no longer an option, but a requirement to the firms that aspire to expand in a sustainable way. The research has confirmed that new marketing strategies such as personalized promotion, social media engagement, collaboration with influencers, and reward schemes are very influential in consumer perceptions and generate greater satisfaction. Unity of the answers of the consumers and the quality of the instrument helps to confirm the soundness of the findings once again and allows concluding that the innovative practice in marketing can restructure the consumer interaction and help an e-commerce business to obtain a competitive advantage.

The demographics showed that the young digitally informed consumers are driving the e-commerce growth in Pakistan. Convenience, product mix and interactivity are valued by such cohort and therefore it is more receptive to the innovations of digital marketing. Their preferences focus on the strategic importance of relying on social media and customized information to attract attention and establish lasting relationships. At the same time, the descriptive analysis revealed that, although the consumers are sensitive to innovative campaigns, there are still significant barriers in terms of such aspects, as trust, the security of payment, and the reliability of delivery. These barriers limit the potential of the digital economy and the challenge of making a long-term commitment on the side of the enterprises.

What emerges is that marketing innovation, though as effective as it can be in its capacity to attract and engage the consumers, needs to be strengthened by an improvement in infrastructure, payments and service delivery so that it can be sustained to generate long term effects. Promotional strategies cannot be applied by businesses individually and they ought to adopt a comprehensive strategy that includes technological innovation as well as consistency in operations and creating confidence in consumers. In this way, they will be able to leverage the potential of the growing number of young people in Pakistan, the growing rate of internet connectivity, and the government initiatives to encourage the practice of digitalization.

Some of these findings have led to a number of suggestions. To begin with, e-commerce companies need to focus on personalized and data-driven marketing campaigns. Through customer analytics and purchase-history, companies can create specific campaigns that appeal to the needs of a particular customer, thus increasing the engagement and conversion rates. Second, more attention should be given to the social media as a marketing trigger. Facebook, Instagram, Tik Tok, and other platforms offer affordable possibilities to reach a wide variety of people, and partnering with influencers can be used to expand brand awareness and credibility further.

Third, companies need to respond to consumer issues of trust and safety of payments. With the support of fintech companies and secure and convenient interfaces, it is possible to decrease the use of cash-on-delivery and increase the efficiency of transactions. Fourth, logistics infrastructure and reliability of delivery are critical to be invested in. On time, transparent and efficient delivery services increase customer satisfaction and confidence in online shopping as a reliable option to traditional retail.

Finally, e-commerce ecosystem can be facilitated by policymakers and regulators, as well. Clear information about the character of digital transactions, consumer protection and dispute resolution can miracles to increase confidence and encourage more individuals to participate more in the digital economy. The concerted actions of the government, corporate companies, and technology vendors may also ensure that the process of digital adoption can be even quicker and will not infringe the rights and interests of consumers.

In conclusion, the paper concludes that creative marketing is a significant tool in the future of e-commerce businesses in Pakistan. They can, nevertheless, only be functional when they address the structural and trust related questions which continue to hold back consumer confidence. By introducing a combination of creative marketing, technology, operational effectiveness, e-commerce companies can not only emerge as a more competitive environment, but also contribute greatly to the evolution of the digital economy in Pakistan.

References

1. Abbasi, M. U., & Hamid, F. (2024). Impact of digital marketing strategies on marketing performance: Role of social media performance and e-commerce. *International Journal of Management Research and Emerging Sciences*, *14*(3), 161-181.
2. Acs, Z. J., Song, A. K., Szerb, L., Audretsch, D. B., & Komlósi, É. (2021). The evolution of the global digital platform economy: 1971–2021. *Small Business Economics*, *57*(4), 1629-1659.
3. Afshar, M. Z., & Shah, M. H. (2025). A Narrative Review for Revisiting BCG Matrix Application in Performance Evaluation of Public Sector Entities. *The Journal of Research Review*, *2*(02), 325-337.
4. Afshar, M. Z., & Shah, M. H. (2025). Examining Vision Sharing as a Driver of Organizational Resilience: Evidence from Public Sector Contexts in Developing Economies. *Indus Journal of Social Sciences*, *3*(2), 971-985.
5. Ahmed, N., & Kumari, A. (2022). The implication of e-commerce emerging markets in post-COVID era. *International Journal of Entrepreneurship and Business Management*, *1*(1), 21-31.
6. Akon, T., Hossain, S., & Akter, F. (2025). Harnessing Social Media Trends as a Catalyst for Small Business Growth. *American Journal of Economics and Business Innovation*, *4*(1), 157-168.
7. Akram, M. S., ul ain Ahmed, Q., Butt, S., Hafeez, R., & Ashraf, T. (2025). Enhancing Sustainable Corporate Performance: The Role of Green Training, Employee Behavior, and Responsible Leadership. *The Critical Review of Social Sciences Studies*, *3*(1), 1676-1696.
8. Ali, A. (2025). Advancements and Transformative Applications of Blockchain Technology. *Journal of Engineering and Computational Intelligence Review*, *3*(1), 36-51.
9. Arfat, Y., Hussain, N., & Mukhtar, U. (2024). Consumer protection in digital environment in Pakistan. *Dialogue Social Science Review (DSSR)*, *2*(5), 386-399.
10. Arif, S. R., Bhatti, M. U., Ali, M., & Malik, A. M. (2024). Impact Of Digital Economy on Pakistan's Economic Growth. *Pakistan Research Journal of Social Sciences*, *3*(4).
11. Asif, M., & Sandhu, M. S. (2023). Social media marketing revolution in Pakistan: A study of its adoption and impact on business performance. *Journal of Business Insight and Innovation*, *2*(2), 67-77.
12. Azhar, M., & Akhtar, M. J. (2020). Social media: A catalyst for entrepreneurship and marketing. *South Asian Journal of Marketing & Management Research*, *10*(11), 62-70.

13. Fauz, F., Baloch, S. K., Al Prince, A., Raza, A., & Alim, I. (2025). Enhancing Power System Stability Through The Implementation Of Advanced Control Strategies. *Spectrum of Engineering Sciences*, *3*(8), 307-329.
14. Gupta, T., & Bansal, S. (2019). Cross-border E-commerce growth: Challenges and opportunities in emerging markets. *European Journal of Advances in Engineering and Technology*, *6*(2), 74-82.
15. Haque, M. R., Hossain, M. I., Ankhi, R. B., Nishan, A., & Twaha, U. (2023). Liquidity traps, digital currencies and inflation targeting: A comparative analysis of policy effectiveness in advanced and emerging economies. Inverge Journal of Social Sciences, 2(3), 148–165. https://doi.org/10.63544/ijss.v2i3.115
16. Hasan, M. (2024). Challenges and Opportunities for E-Commerce in Pakistan. *Qlantic Journal of Social Sciences*, *5*(3), 200-209.
17. Imtiaz, N., Zannat, F., Ahmed, S., Hasan, M. A., & Mahmud, S. (2025). Leveraging AI for Data-Driven Decision Making and Automation in the USA Education Sector. *Journal of Economics, Management & Business Administration*, *4*(1), 87-106.
18. Imtiaz, N., Zannat, F., Vengaladas, M. K., Mahmud, S., & Hasan, M. A. (2025). Transforming Business Analytics: The Impact of Machine Learning on Performance Prediction in US financial sectors. *Journal of Business Insight and Innovation*, *4*(1), 61-72.
19. Jabeen, M., Aakif, Z., & Afridi, H. A. (2024). Unlocking Pakistan's digital potential: A roadmap for workforce digitalization and economic transformation. *Journal of Information Technology Teaching Cases*, 20438869241280980.
20. Javaid, A., Alim, I., Khan, A. H., & Arif, N. (2025). Strategic Innovations and Transformative Impact of Blockchain Technology. *The Asian Bulletin of Big Data Management*, *5*(2), 87-103.
21. Javed, A. (2020). Prospects and Problems for E-commerce in Pakistan. *Asian Journal of Economics, Finance and Management*, *2*(4), 131-139.
22. Khan, F., & Khan, R. (2023). Impact Of Digital Marketing On Consumer Purchase Behavior In Pakistan's Retail Sector. *Advance Journal of Econometrics and Finance*, *1*(1), 79-85.
23. Khan, K., & Alvi, S. (2023). A Comprehensive Review of Blockchain Applications across Diverse Domains. *Journal of Engineering and Computational Intelligence Review*, *1*(1), 23-38.
24. Khattak, A. (2022). Hegemony of digital platforms, innovation culture, and e-commerce marketing capabilities: The innovation performance perspective. *Sustainability*, *14*(1), 463.
25. Larina, Y. (2017). Innovation and marketing strategies of enterprises on the innovative food products market. *Annals of Marketing Management & Economics*, *3*(1), 33-47.
26. Ma, X., & Gu, X. (2024). New marketing strategy model of E-commerce enterprises in the era of digital economy. *Heliyon*, *10*(8).
27. Mustafa, S., Hao, T., Qiao, Y., Kifayat Shah, S., & Sun, R. (2022). How a successful implementation and sustainable growth of e-commerce can be achieved in developing countries; a pathway towards green economy. *Frontiers in Environmental Science*, *10*, 940659.
28. Nazir, M. A., Roomi, M. A., & Khan, M. R. (2022). Challenges of E-commerce adoption experienced by Pakistani SMEs: a qualitative analysis. *International Review of Entrepreneurship*, *20*(3), 447-476.
29. Niazi, S. (2024). Big Data Analytics with Machine Learning: Challenges, Innovations, and Applications. *Journal of Engineering and Computational Intelligence Review*, *2*(1), 38-48.
30. Pan, C. L., Liu, Y., & Pan, Y. C. (2022). Research on the status of e-commerce development based on big data and Internet technology. *International Journal of Electronic Commerce Studies*, *13*(2), 27-47.

31. Raza, A. (2024). The Effect of E-Commerce and Digital Marketing Adoption on Financial Performance and Sustainability in MSMEs During the COVID-19 Pandemic: An Empirical Analysis. *International Journal of Sustainable Management*, *1*(1), 16-30.
32. Raza, A. (2024). The Effect of E-Commerce and Digital Marketing Adoption on Financial Performance and Sustainability in MSMEs During the COVID-19 Pandemic: An Empirical Analysis. *International Journal of Sustainable Management*, *1*(1), 16-30.
33. Rowshon, M., Mosaddeque, A., Ahmed, T., & Twaha, U. (2025). Exploring the Impact of Generative AI and Virtual Reality on Mental Health: Opportunities, Challenges, and Implications for Well-being. https://doi.org/10.54660/.IJMRGE.2022.3.1.784-796
34. Shah, K. J., Pan, S. Y., Lee, I., Kim, H., You, Z., Zheng, J. M., & Chiang, P. C. (2021). Green transportation for sustainability: Review of current barriers, strategies, and innovative technologies. *Journal of Cleaner Production*, *326*, 129392.
35. Sharma, A., Mishra, S. K., & Srivastav, V. K. (2023). The Evolution And Impact Of E-Commerce. *Journal of Namibian Studies*, *33*.
36. Tufail, M., & Fazal, F. (2024). Challenges of Online Business In Pakistan; Buyer's Perspective. *Journal of Excellence in Business Administration*, *2*(1), 41-58.
37. Umair, T., & Butt, S. (2025). Adoption of Mobile Banking Apps and their Behavioral Impacts on Millennials in Digital Age: Evidence from Developing Country Perspective. *Indus Journal of Social Sciences*, *3*(1), 404-419.
38. Waltz, T. J., Powell, B. J., Fernández, M. E., Abadie, B., & Damschroder, L. J. (2019). Choosing implementation strategies to address contextual barriers: diversity in recommendations and future directions. *Implementation science*, *14*(1), 42.
39. Warraich, A., Jamil, M. S., Umar, M., & Rafique, M. Z. (2024). Consumer Protection in Pakistan's Digital Economy: Assessing the Legal Framework for Safeguarding Consumers in E-commerce, Ensuring Product Safety, and Combating Online Scams. *Pakistan Journal of Humanities and Social Sciences*, *12*(1), 756-762.
40. Xia, L., Baghaie, S., & Sajadi, S. M. (2024). The digital economy: Challenges and opportunities in the new era of technology and electronic communications. *Ain Shams Engineering Journal*, *15*(2), 102411.
41. Yousaf, Z., Radulescu, M., Sinisi, C. I., Serbanescu, L., & Păunescu, L. M. (2021). Towards sustainable digital innovation of SMEs from the developing countries in the context of the digital economy and frugal environment. *Sustainability*, *13*(10), 5715.
42. Zhong, M., Ali, M., Faqir, K., Begum, S., Haider, B., Shahzad, K., & Nosheen, N. (2022). China Pakistan economic corridor digital transformation. *Frontiers in Psychology*, *13*, 887848.