Hyper-Personalization For Customer Innovativeness, Customer Involvement and Adoption Intention

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Abstract - In the context of smartphone product uptake, this study attempts to investigate how hyper-personalization can affect customer innovativeness and customer involvement. Businesses can offer features and information that are customized to each customer's tastes by using a hyper-personalization strategy, which can raise customer engagement and interest in using the product. Taking samples with 100 responders is possible using the purposeful sampling technique. Smartphone users in South Jakarta between the ages of 17 and 50 met the requirements to participate in this study. July 5–6, 2024, was the date of data gathering. Primary data sources are the source of the data. Google Form serves as an intermediary in the distribution of primary data in the form of a questionnaire. Smart PLS version 4.1.0.0 is a data processing program that may be used to analyze data using the partial least squares technique. The outcomes of the research support the first hypothesis, which holds that adopt intention is influenced by consumer innovation. The impact of consumer innovativeness on customer involvement is demonstrated by the second hypothesis. The research's managerial implications include the possibility for businesses in the smartphone sector to keep introducing innovative items to market as a result of the public's approval of new products. Consumers anticipate new products since they are accustomed to using smartphones.

Keywords: Customer Innovativeness, Customer Involvement and Adopt Intention, Hyper-Personalization.

1. Introduction

The smartphone industry is one of the many industries that have seen substantial change as a result of the advancement of digital technology. Hyper-personalization is an emerging marketing strategy on social media that involves analyzing user data, such as search history, content preferences, and interaction behavior, to deliver a more relevant and engaging user experience. Subsequently is one of the creative approaches that is expanding quickly (Nurhayati et al., 2024). Hyper-personalization has become evident in the context of smartphone devices as a framework providing a personalized and tailored method of client interaction (Rane et al., 2023). Businesses are reaching a tipping point when adopting hyper-personalization tactics can become a critical differentiation as customers expect experiences that are more individualized and catered to their tastes.

By offering more relevant and customized experiences, hyperpersonalization plays a significant role in promoting customer innovation, customer engagement, and adoption intention. Personalized marketing boosts engagement by fortifying interactions and emotional bonds with the brand, and experiences that cater to individual preferences boost adoption intention by increasing the likelihood that customers will accept and use products or services that meet their needs (Pandiyan, 2024; Digital Marketing School, 2023).

When someone chooses to purchase new and distinct brands and items rather than sticking to their past consumption and preferences, this is referred to as customer innovativeness (Reyvina & Tunjungsari, 2022). Customers' acceptance of new products and their purchase decisions have a significant influence on their success, hence Salim (2024) claims that one of the important factors in the success of innovation is consumer resistance. By creating experiences that inspire customers to actively engage in product and technology innovation, hyper-personalization can enhance customer innovativeness in addition to improving the relevance and efficacy of brand-consumer communication (Jain et al., 2021).

According to Dewarani & Alversia (2023), customer involvement is a measure of how enthusiastic and involved customers are in a range of local activities, including sharing experiences, offering advice, answering queries, and exchanging information. Brand loyalty and consumer satisfaction are frequently linked to this degree of engagement (Cheung & To, 2021). Customer involvement can take many different forms in the smartphone market, including using the features available, contributing to user communities, and providing feedback on the products (Sassanelli & Pacheco, 2024). Adoption intent, or the consumer's intention to buy and use the product sustainably, is typically directly correlated

with a high level of engagement (Horrich et al., 2024).

Currently, a significant part of the innovation process that businesses undertake involves consumer input (Ajmal et al., 2023); Heidenreich et al., 2024.). The co-creation of innovative services by customers is emphasized heavily, and this research also takes into account the involvement and interest of customers (Ghali et al., 2024). Customer adoption intentions have also been significantly impacted by their participation in the service innovation process, with particular attention paid to hyperpersonalization through digital clients (Morton et al., 2024).

While customer engagement measures how much a customer actively seeks information and participates in the decision-making process, customer innovativeness measures a person's willingness to try new things. Innovative customers are more likely to be engaged because they are interested in learning more about the features and advantages of new products, which helps them better understand the innovation and increases the likelihood that they will adopt it (Chao et al., 2022).

Fashion innovation appears to be a consumer trait that influences clothes purchasing behavior, according to Choo et al., (2014) who conducted research on the fashion sector and found that the usage of innovation is demonstrated to be a variable associated to the habit of utilizing products like clothing. Purchasing seems to be the first usage behavior based on this sequential relationship. Customer Innovativeness and Customer Involvement have a positive and significant influence on each other, as demonstrated by Jain et al. (2021) research using a similar case study fashion.

H1 = There is an influence between Customer Innovativeness and Customer Involvement

According to research by Hassan (2017) and Nasution & Astuti (2021), customer innovation significantly influences the intentions of consumers to adopt new products. According to Hassan (2017), risk perception and customer involvement operate as mediating variables, increasing the likelihood that innovative customers will embrace new products. In the meantime, Nasution & Astuti (2021) highlighted that the relationship between adoption intentions and general personality innovation is mediated by domain-specific innovation, with hedonic-idea shopping and subjective knowledge serving as the primary variables. According to both research, consumers are more inclined to embrace new products when they are more innovative, particularly when that innovation is backed by user interaction and favorable subjective experiences.

Customers that are inventive are compelled to add new elements to their experiences, and this characteristic has a big influence on what they buy (Zhao et al., 2023). Domain Specific Innovation and General Innovation are the two main methods used to quantify consumer innovation accurately. Generate intent to adopt and drive consumer purchases through both domain specific and general innovation. Due to their inventive nature, consumers accept new fashions earlier than other consumers (Rahman et al., 2014). Intention to adopt and frequency of adoption can affect estimates by Domain Specific Innovation, General Innovation, and Involvement, as demonstrated by Goldsmith (2000) research. A substantial influence has been shown by earlier research on the relationship between innovation and customer shopping behavior.

In order to improve consumer innovation in terms of both Domain Specific Innovation and General Innovation, marketers are currently working hard to find solutions (Behl et al., 2024; Molloy et al., 2024). Consumer innovation will inevitably lead to a rise in their intention to adopt new styles, which will raise the demand for new products (Fürst et al., 2024). In terms of consumers' purchase intentions toward trendy new products and their propensity to buy them in the future, innovation has a favorable impact, according to Tiwari et al. (2023), Domain-specific innovations, according to Bertl et al. (2023), boost actual adoption. The quality of consumers that advances them to the point of intending to purchase a product is known as consumer innovation (Petcharat et al., 2023). Bhukya & Paul (2023) asserts that various customer attributes have various effects on their behavior. Similarly, Acikgoz et al., (2023) suggest that users' inventiveness can be a valuable indicator of how they would adopt new products. Products and services demonstrate how consumers' intentions to accept any product are developed by their extrinsic and intrinsic motivations, which include novelty and utility, respectively Nohutlu et al., (2023). A relationship between customer involvement and adopt intention has not been discovered in any prior studies. Therefore, this hypothesis is novel in the field of study.

H2: There is an influence between Customer Innovativeness and Adoption Intention
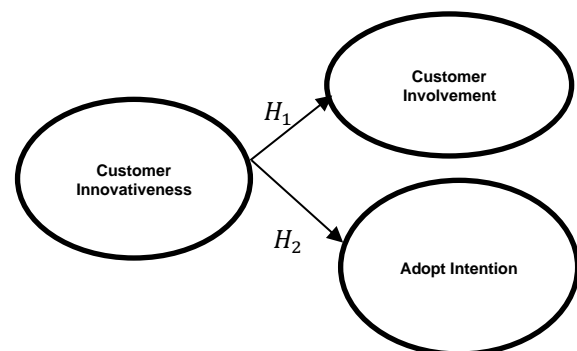

Figure 1. Research Hypothesis

The study hypothesis formulation in Figure 1 partially and concurrently describes the relationship

between the independent variable (customer innovativeness) and the dependent variable (customer involvement and adopt intention). Customer innovativeness has an impact on customer involvement in this model, as demonstrated by hypothesis 1, and on adoption intention by hypothesis 2.

Examining the effects of hyper-personalization on customer involvement and innovativeness in the context of smartphone product uptake is the goal of this study. Using a hyper-personalization strategy, businesses can offer features and information that are customized to each customer's tastes, increasing customer engagement and interest in using the product. The success of hyper-personalization in various circumstances may be influenced by particular elements, which require further investigation.

Hyper-personalization could be one of the best ways to win the competition in the smartphone market, though, if done correctly (Natanshon, 2023). The reason this study is novel is that prior research on case studies of smartphone products using comparable variable testing has not been discovered. In addition, previous research did not reveal customer involvement towards adoption intention in partial or simultaneous correlations.

2. Research Methods

The research design that the researcher will use is described in the research flow (Yuliana, 2020). Research methods involve quantitative approaches. Taking samples with 100 responders is possible using the purposeful sampling technique (Henseler et al, 2024).. On July 5–6, 2024, data was gathered. Smartphone users in South Jakarta between the ages of 17 and 50 met the requirements to participate in this study. Primary data sources are the source of the data. Through Google Form, which acts as a middleman, primary data is dispersed in the form of a survey or data collected directly from the first source by researchers for specific research purposes (Watford et al., 2025). In this study, closed statements with Likert scale responses of strongly disagree, disagree, agree, and highly agree were submitted. Smart PLS version 4.1.0.0 is a data processing program that may be used to analyze data using the partial least squares technique.

Customer Innovativeness, Customer Involvement, and Adopt Intention variables, along with their measurement indicators modified from earlier research, make up the research construction displayed in Table 1.

Table 1. Research Constructs

Variable	Indicator	Reference
Customer Innovativeness	CS1 = In general, I am the last person in my circle of friends to know about the latest smartphone models.	Choo et al., (2014);
	CS2= In general, I am the last person in my circle of friends to buy a new smartphone when it comes out.	Rahman et al., (2014)
	CS3=Compared to my friends, I have little experience buying smartphones.	
	CS4= I know the names of smartphone founders before anyone else does.	
	CS5= If I hear that a new smartphone product is available in a store, I will be quite interested in buying it.	
	CS6= I will buy a new smartphone product even if I have never seen it before.	
	CS7= I prefer to shop at stores that sell new smartphones.	
	CS8= I am open to buying any new and trendy smartphone products from brands that have never been seen before.	
Customer Involvement	CI1= Smartphones are an important part of my life.	Choo et al., (2014);
	CI2=I am very interested in smartphones.	Rahman et al., (2014);
	CI3=I am very active in using smartphones	Jain et al., (2021)
	CI4=I pay a lot of attention to smartphone products	
	CI5=Purchasing decisions about smartphones are important to me.	
	CI6=I think a lot about my choices when it comes to smartphones.	
	CI7=Smartphones are a very important product for me to buy.	
	CI8=I feel personal satisfaction when I use a smartphone	
	CI9=Using a smartphone is one of the most satisfying and enjoyable things I do.	
	CI10=Using a smartphone means a lot to me.	
	CI11=In general, I am one of the last people in my circle of friends to adopt new products.	
	CI12=If I hear that a new product is available, I will be quite interested in buying it.	
	CI13=Compared to my friends, I look for a lot of information about new smartphone products.	
	CI14=In general, I am the first person in my circle of friends to know about a new smartphone.	
	CI15=I will try a new smartphone product even if no one in my circle of friends has followed the product.	
	CI16=I know about smartphone innovations before most people in my circle do.	

Variable	Indicator	Reference
Adopt Intention	AI1= I have high intentions to buy a new smartphone.	Rahman et al., (2014);
	AI2=I have a big possibility to buy a newly launched smartphone.	Jain et al., (2021)
	AI3= I tend to buy a new smartphone.	

Source: Processed data (2024)

3. Result and Discussion

Respondents in this research are people who live in South Jakarta and are familiar with smartphone products from various brands, especially smartphones that use hyper-personalization strategies in their marketing, with an age range of 17-50 years. The author's reachability with respondents guided the selection of South Jakartan respondent demographics. The questionnaire data was distributed in Google Forms and obtained data from 100 respondents. General characteristics of respondents based on gender, age, educational background, occupation, smartphone operating system used, budget for purchasing a smartphone, and desired smartphone features.

In this survey, out of 100 respondents, 55 were men and 45 were women. Eighty-two people in the 17–30 age range, twelve in the 31–40 age range, and five in the 41–50 age range make up the largest age demographic. 47 respondents had completed high school, followed by 40 D4/S1 grads, 6 D3 graduates, and 7 Masters graduates, according to their educational backgrounds. 65 students made up the majority of responses, with 23 working as private employees, 5 as entrepreneurs, 3 as freelancers, 3 as teachers/lecturers, and 1 as a housewife.

Android was the most popular smartphone operating system among respondents, with 65 using it, and iOS was used by the remaining 35, according to the demographic findings of a study comprising 100 respondents. The amount of money respondents spent on smartphones may then be seen. To purchase a smartphone, 36 respondents paid between IDR 3,000,000 and IDR 5,000,000, and 27 more respondents paid between IDR 5,000,000 and IDR 10,000,000. Twenty out of the respondents allotted between IDR 1,500,000 and IDR 3,000,000 to purchase a smartphone; the remaining 17 respondents paid more than IDR 10,000,000. The most desired smartphone characteristics, according to respondents, are a huge memory capacity, a good camera, a high battery capacity, a small body, a clear screen, finger print recognition, and modern colors.

3.1. Validity Test Results

The customer innovativeness (CS), customer involvement (CT), and adopt intention (AI) variables in this study underwent validity, hypothesis, and reliability testing. To make sure a questionnaire is valid for each variable, validity testing is necessary, as Justiana & Yuliana, (2024); Alfian et al., (2024) explained. According to Yuliana et al., (2023); Saputri et al., (2024) convergent validity testing is performed by employing alternative measures to observe measures that exhibit a positive association from similar constructs. Validity must be satisfied by the loading factor values and Average Variance Extracted (Fauzan et al., 2023); Saksono & Yuliana, (2024).

Table 2. Validity Test

Variables	Indicators	Loading Factor
Adopt Intention	AI1	0.810
	AI2	0.832
	AI3	0.853
Customer Innovativeness	CS5	0.794
	CS6	0.824
	CS8	0.767
Customer Involvement	CT1	0.736
	CT2	0.840
	CT3	0.808
	CT4	0.787
	CT5	0.702
	CT6	0.730
	CT7	0.812
	CT8	0.838
	CT9	0.768
	CT10	0.821

Source: Processed Data (2024)

According to Saputri et al., (2024) and Hamdani & Yuliana (2024) the building with the highest exterior loading value may exhibit notable parallels with other associated indicators. Additionally, it is anticipated that the latent variable will account for at least 5% of the variance indicators for each (Utoyo et al., 2023); Sherlyta et al., (2024). The optimum value, according to Yuliana et al., (2023); Alfian et al., (2024), is 0.7 or more, so the predicted standard outer loading value is 0.5 or more. Indicators can be utilized as the foundation for research information because, as Table 2 above demonstrates, all of them satisfy the feasibility requirement of research variables, where all outer loadings are over 0.7.

The square of the average factor loadings of indicators associated with a construct is called Average Variance Extracted (AVE). The construct can successfully explain more than half of the variation in its indicators, as demonstrated by the minimum expected value of 0.50 Mustikasari et al., (2022); Khoiroh et al., (2023). As indicated in Table 3, The customer innovativeness variable is declared invalid based on the obtained AVE value, but other

indicators indicate that it still has sufficient validity and reliability to be used in research, even though the customer innovativeness variable's AVE value is low. The adopt intention and customer involvement variables are declared valid based on their values being above 0.5. The Adopt Intention variable has the highest AVE value, measuring 0.692. At 0.404, the Customer Innovativeness measure has the lowest AVE value among the variables.

Table 3 . Average Variance Extracted and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average variance extracted (AVE)
Adopt Intention	0.778	0.785	0.871	0.692
Customer Innovativeness	0.796	0.849	0.834	0.404
Customer Involvement	0.931	0.953	0.941	0.617

Source: Processed data (2024)

3.2. Reliability Test Results

In the subsequent test, PL-Algorithm methods and SmartPLS 4.1.0.0 are used. As indicated in Table 3, the reliability of each variable is evaluated using the findings of the Cronbach Alpha and composite reliability values. According to the findings of the reliability test, the Composite Reliability value is higher than the baseline, which is set at 0.7. The consistent responses provided by the respondents demonstrate the reliability of each and every statement in the variable questionnaire (Marianti et al., 2023); Ningsih et al., (2023).

3.3. Hypothesis Test Results

Based on the hypothesis results contained in table 3, it states that the hypothesis of Customer Innovativeness towards Adopt Intention is accepted and Customer Innovativeness towards Customer Involvement is also accepted. A detailed discussion of each hypothesis based on the table above is explained as follows:

The findings of this study support the first hypothesis. According to the study's findings, customer innovativeness has a significant and positive impact on customer involvement (β = 0.354; p = 0.000), meaning that customers who are more innovative are more likely to explore and use personalized products. The results of this test are presented in Table 4. This is consistent with earlier research that found innovative customers are more likely to be proactive in interacting with new technologies and seeking information (Kamboj & Gupta, 2018). Furthermore, in line with the second hypothesis, Adoption Intention is positively and significantly impacted by Customer Innovativeness (β = 0.681; p = 0.000).

Table 4 displays the outcomes of this test.. According to these findings, creative consumers are more likely to choose personalized products without requiring extensive engagement. According to earlier studies, consumers that exhibit high levels of innovation are more likely to embrace and utilize new technology (Heidenreich & Handrich, 2015).

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Results
Customer Innovativeness -> Customer Involvement	0.354	0.374	0.074	4,757	0,000	Accepted
Customer Innovativeness -> Adopt Intention	0.681	0.695	0.041	16,570	0,000	Accepted

Source: Processed data (2024)

According to the first hypothesis, customer innovativeness and adopt intention are influenced (β = 0.354, p = 0.000). Research by Jain et al., (2021) demonstrates a comparable impact, which is consistent with this. Choo et al., (2014) found that innovation use is a variable that is demonstrated to be associated to product consumption behavior, and this research confirms their findings. The ability to accept something new faster than existing systems is known as innovation. In the event that someone adopts a system, this indicates that the implementation time is comparatively shorter than other implementation periods. Someone has a predisposition to accept new items, services, or technologies more frequently than others.

Numerous individuals possess smartphones as a means of facilitating their daily routines and embracing technology. Telephones were first available as cables, and later on, they became cell phones. Smartphones emerged quickly and gained popularity among the general people. People always wait for the features and the selling price of a new smartphone device to match when it is introduced. As far as innovation and the uptake of new smartphone devices are concerned, society appears to be running out of time. This gives the impression that the person wants to blend in with their surroundings and be modern.

The second hypothesis shows that there is an influence between Customer Innovativeness and Adoption Intention (β = 0.681, p = 0.000). This hypothesis is new, because no similar research, either partial or simultaneous, has been found. Consumer innovation is a characteristic of consumers that brings

them to the stage of developing intentions to adopt a product.

The adoption of new smartphones is influenced by technological innovation, which is a key component in adoption intentions. A correlation between involvement and innovation has been demonstrated by earlier research, including Chang et al., (2016) and Ketelaar & van Balen (2018), which shows that people with innovative behavior in the smartphone industry are likely to use new technologies. Moreover, an individual exhibits high involvement when their innovation is high. People's propensity to adopt new features is made easier by innovating smartphone goods. in order for a product's adoption process to meet both customer and business objectives.

4. Conclusion

The first hypothesis—that is, the innovativeness of the customer—has an impact on adoption intention, according to the findings and the preceding discussion. The second hypothesis indicates that consumer involvement is influenced by customer innovativeness. The managerial implication of this research is that businesses in the smartphone industry have a chance to present innovative items in the market as long as the public accepts new smartphone devices. Consumers anticipate new products since they are accustomed to using cellphones. Every time a consumer purchases a new smartphone, they also anticipate slim smartphone features combined with a huge memory capacity. A crisp camera with large pixels is something that buyers hope will not be overlooked since it will allow them to record every moment with one hand. Since, essentially, buyers will make their payment based on the attributes that the product offers. Due to its exclusive focus on three variables—customer innovativeness, customer involvement, and adoption intention—that are representative of hyper-personalization, this study has limitations. More factors, like behavior intention and subject standards for related studies, are suggested for future research.

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