

A Study on the Impact of Artificial Intelligence in Digital Marketing on Consumer Purchase Intention

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ABSTRACT

The study examines the impact of Artificial Intelligence (AI) in digital marketing on consumer purchase intention. The primary aim of the study is to analyse how AI-driven marketing tools such as personalized recommendations, chatbots, predictive analytics, and targeted advertisements influence consumers' decision-making behaviour in online purchasing environments. The research adopts a quantitative approach and collects data using a structured questionnaire from online consumers. The collected data are analyzed using percentage analysis and descriptive statistics to summarize respondent profiles and key variables. The results of the study indicate that AI-based digital marketing strategies have a significant positive impact on consumer purchase intention. Personalized recommendations and AI-powered advertisements are found to be the most influential factors in increasing consumer engagement and buying behavior. The descriptive analysis shows a high level of consumer acceptance of AI-enabled marketing tools, while the ANOVA results reveal statistically significant differences in purchase intention among different demographic segments. The study concludes that Artificial Intelligence plays a crucial role in enhancing digital marketing effectiveness by improving customer targeting, personalization, and engagement, which ultimately increases consumer purchase intention. It further suggests that businesses should integrate AI technologies strategically to improve marketing performance and customer satisfaction.

Keywords: Artificial Intelligence, Digital Marketing, Consumer Purchase Intention, Personalization.

INTRODUCTION

Artificial Intelligence (AI) has emerged as a transformative force in the field of digital marketing, significantly reshaping how businesses interact with consumers and influence their purchasing decisions. In today's highly competitive and data-driven marketplace, organizations increasingly rely on AI-powered tools such as predictive analytics, chatbots, recommendation systems, and personalized advertising to enhance customer engagement and deliver tailored marketing experiences. These technologies enable marketers to analyse vast amounts of consumer data in real time, identify patterns in behaviour, and predict future purchase intentions with greater accuracy.

Consumer purchase intention refers to the likelihood that an individual will buy a product or service based on internal motivations and external influences. With the integration of AI in digital marketing strategies, consumers are now exposed to highly personalized content, targeted advertisements, and automated interactions that can shape their attitudes and decision-making processes. As a result, AI not only improves marketing efficiency but also plays a crucial role in influencing trust, perceived value, and satisfaction among consumers.

However, the growing dependence on AI also raises important concerns regarding data privacy, transparency, and ethical usage, which may affect consumer trust and willingness to engage with digital platforms. Therefore, understanding the impact of AI-driven digital marketing on consumer purchase intention has become essential for both researchers and practitioners. This study aims to explore how AI applications in digital marketing influence consumer purchase intention by examining behavioural responses, perceived personalization, and trust in AI-enabled marketing environments.

REVIEW OF LITERATURE

Chowdhury, S., Basu, S., Ashoka, N., & Singh, P. K. (2024) examined This generation has become accustomed to utilizing technology to gather information and even make purchases. It's fascinating to learn about the aspects that influence the millennial generation's purchasing decisions. This study utilized artificial intelligence and digital

marketing to collect data on the purchasing habits of the millennial population. 97 individuals were chosen for the study by purposive sampling. SEM is a technique for analysing research data. The findings indicated that artificial intelligence and digital marketing have an effect on customer purchase intention.

Febriani, R. A., Sholahuddin, M., & Kuswati, R. (2022) examined the impact of Artificial Intelligence and digital marketing on purchase intention and perceived value in the Shopee marketplace. The research method was quantitative, the data collection method used was the questionnaire method, and the sample size for this study was equal to one hundred individuals. The use of SmartPLS 3.0 facilitated analysis throughout this research. The findings showed that Artificial intelligence does not affect perceived value. However, digital marketing's impact is positive and significant. Artificial Intelligence positively affects consumers' purchase intention. Digital marketing does not affect consumers' purchase intention. Perceived value influences purchase intent. Artificial Intelligence has no impact on purchase intention when value mediates it. Scented product or service value mediates digital marketing's positive effect on purchase intention. The results of this study and those of earlier research differ because this study includes perceived value mediation, which was not included in earlier research and was not published in any of the journals that contained earlier research.

Khandelwal, A. R., Yadav, R., Chaturvedi, A., & Kumar, A. S. (2024) examined the impact of Artificial Intelligence (AI) and Digital Marketing on Consumer Purchase Intention. Through a sample of 400 respondents from North-West India, comprising both males and females across different age groups, data was collected via an online survey questionnaire. Statistical analyses, including independent t-tests, one-way ANOVA, and regression, were employed to assess the relationships between these variables. The findings indicate that gender does not significantly influence purchase intention, while age groups exhibit slight variance. Overall, this study underscores the transformative potential of AI and Digital Marketing in shaping consumer behavior and driving purchase intention, providing insights for businesses aiming to navigate the dynamic digital landscape effectively. The practical implications of the study's findings are significant for organizations seeking to improve their digital marketing efforts.

Levianti, R. A. (2024) analyzed the influence of artificial intelligence and digital marketing on online purchase intention, with customer experience as a mediating factor among students at Al Washliyah University, Labuhanbatu, North Sumatra. This quantitative descriptive study targets a population comprising all students at Univa Labuhanbatu, from which a sample of 100 students was selected. Data were collected using a structured questionnaire designed on Google Forms and distributed via WhatsApp to ensure broad reach among participants. Structural Equation Modeling (SEM), facilitated by SmartPLS software, was employed to analyze the data. These findings underscore the critical role of customer experience as a bridge linking AI and digital marketing efforts to purchasing intentions, especially within a university student demographic in a digital context.

Ghufran, A., & Ahmad, W. (2025) investigated the impact of Artificial intelligence (AI)-powered digital marketing practices on consumer purchase intention toward lifestyle goods is the focus of this research and aims at analyzing the mediating role of consumer motivation (CM) in the relationship between consumer attitude (CA) and purchase behavior (PB) toward lifestyle products. The study used descriptive research design to understand CA, motivation, and PB. The study is based on 577 responses collected from Uttar Pradesh state (India). Structural equation modeling was carried out with the help of SmartPLS. Evidence shows a robust relationship between consumers' attitude, motivation and PB, and an optimistic outlook on AI-driven marketing campaigns is likely to inspire more action, given the robust positive correlation between customer attitude and motivation. The study also emphasized the importance of CM as a mediator in the relationship between CA and PB. It emphasizes the strategic tools for improving PB in the dynamic digital marketing landscape, which include cultivating a positive CA. The study contributes to the theory by highlighting CM as a critical mediator linking CA s to PB for lifestyle products, advancing understanding of the attitude-behavior relationship in consumer behavior models.

Dek, H., & Ibrahim, N. (2025) analysed how consumer decision-making will be revolutionized by the use of artificial intelligence in the future, as reflected in product recommendation systems, chatbots, dynamic advertising, and voice assistants on digital marketing channels. In this paper, findings are presented from a survey carried out among a sample size of 327 respondents addressing the effectiveness of CO in the consumer journey, the stage at which AI is most used in the consumer journey, emotional involvement, and perceived privacy. The findings indicated that artificial intelligence is most effective for supporting decision-making in the evaluation stage of the buying cycle.

Armutcu, B., Tan, A., Ho, S. P. S., Chow, M. Y. C., & Gleason, K. C. (2025) examined the effect of AI marketing efforts, brand experience (BE) and brand preference (BP) in light of the stimulus-organism-response (SOR) model. The data collected from 398 participants by the questionnaire method were analyzed by SEM (structural equation modeling) using Smart PLS 4.0 and IBM SPSS 26 programs. The finding incated that four SOR elements of AI marketing efforts (information, interactivity, accessibility and personalization) positively impact bank customer BE, BP and repurchase intention (RPI). Moreover, the study makes important contributions to the AI marketing and brand literature and helps banks increase customer experience with artificial intelligence activities and create longterm relationships with customers.

Mumtaz, F., Qaisar, M. N., Zahid, A., & Ahmed, N. (2025) explored how Artificial Intelligence (AI) tools such as product recommendation engines, chatbots, dynamic ads, and voice assistants influence the consumer decision-making process in digital marketing. A survey of 327 participants was analyzed using descriptive and inferential statistics to assess AI's role in different decision-making stages. Findings indicated that AI substantially enhances decision efficiency, emotional engagement, and user satisfaction, particularly during the information search and purchase decision phases. Product recommendations emerged as the most influential AI feature, impacting 59% of users' purchase decisions. Chatbots and dynamic ads also demonstrated significant positive effects, while voice assistants had mixed responses due to limited personalization. The study applies the Technology Acceptance Model (TAM) and algorithmic trust theory to explain the observed behavior, highlighting that trust and perceived usefulness are central to AI adoption.

Pangkey, F. M., Furkan, L. M., & Mulyono, L. E. H. (2019) investigated the influence of Artificial Intelligence and Digital Marketing to Consumers Buying Intention. Artificial Intelligence development revolutionize digital marketing as well as customer buying intention and thus boost sales. This paper uses quantitative approach that rooted in the Artificial Intelligence, Digital Marketing and Customer Buying Intention Literature, that was carried out using structural equation modeling (SEM) based on partial least square (PLS), with 74 respondents. The contribution of this paper examined consumer perseption, beliefs and behaviours of buying intention of online transportation (gojek) in millenials based on artificial intellegence and digital marketing developping. And a result of this study, artificial intelligence and digital marketing have positively effects to Consumer Buying Intention. In this present research helps service organizations and their management better implications of keep up with the developments of service.

ADETUNJI, E. A. (2025) investigated how artificial intelligence (AI) and digital marketing influence purchasing decisions among undergraduate students in private universities in Southwest Nigeria. Using a quantitative survey design, data were collected from 380 students across five universities through structured questionnaires. Results revealed high reliability for both measurement scales, with Cronbach's α of 0.924 for AI-driven personalization and 0.814 for digital marketing platforms. Correlation analysis showed significant positive relationships between AI-driven personalization and purchasing decisions ($r = 0.595$, $p < 0.001$), as well as between digital marketing platforms and buying behaviour ($r = 0.477$, $p < 0.001$). The findings revealed that both AI personalization systems and digital marketing platforms significantly influence student purchasing behaviour, with implications for marketing practitioners targeting young consumers in emerging markets.

STATEMENT OF THE PROBLEM

Artificial Intelligence (AI) is rapidly transforming digital marketing by enabling personalized advertising, chatbots, predictive analytics, recommendation systems, and automated customer interactions. Businesses increasingly use AI-driven technologies to understand consumer preferences, improve customer engagement, and influence purchasing decisions through digital platforms. Recent reports show that AI has become a major part of consumer shopping behavior, with many consumers using AI tools for product discovery, recommendations, and purchase decisions. Studies also indicate that AI-powered personalization and targeted marketing significantly affect consumer attitudes and online buying behavior.

However, despite the growing adoption of AI in digital marketing, consumers still face concerns regarding privacy, transparency, trust, misleading recommendations, and excessive dependence on automated systems. While some consumers perceive AI-based marketing as convenient and useful, others remain skeptical about data security and authenticity of online information. Current research highlights that trust, personalization quality, and consumer perception play a crucial role in determining purchase intention in AI-driven environments. Therefore, there is a need

to examine how Artificial Intelligence in digital marketing influences consumer purchase intention and to identify the factors that shape consumer responses toward AI-enabled marketing strategies in the present digital era.

OBJECTIVES OF THE STUDY

-  To analyse the level of artificial intelligence integration in digital marketing practices.
-  To evaluate the effect of AI personalization in digital marketing on consumer purchase intention.
-  To identify the factors influencing consumer acceptance of Artificial Intelligence in digital marketing.
-  To investigate the consumer trust in AI-enabled digital marketing tools and their purchase intention.
-  To propose strategic suggestions for enhancing the effectiveness of artificial intelligence in digital marketing to improve consumer purchase intention.

SCOPE OF THE STUDY

This study focuses on the impact of Artificial Intelligence (AI) in digital marketing on consumer purchase intention. It examines how AI technologies are used by businesses to improve digital marketing activities and influence consumer buying behavior. The study covers AI-based tools such as personalized advertisements, chatbots, recommendation systems, predictive analytics, automated emails, and virtual customer support services. It analyzes how these AI applications affect consumers' interest, satisfaction, trust, and purchasing decisions in online shopping platforms.

The study is confined to consumers who use digital platforms such as e-commerce websites, mobile applications, and social media for purchasing products and services. It also considers factors such as personalization, convenience, engagement, responsiveness, and data privacy that may influence consumer purchase intention. The research evaluates consumers' perceptions and attitudes toward AI-enabled marketing practices in the current digital environment. In addition, demographic variables such as age, gender, educational qualification, occupation, and income level are considered to understand variations in consumer behavior.

The study provides useful insights for marketers, business organizations, researchers, and policymakers regarding the effectiveness of AI in digital marketing. The findings may help companies improve customer experience, strengthen marketing strategies, and enhance consumer engagement through AI technologies. The scope of the study is limited to digital marketing practices and consumer responses within the selected study area and sample population.

RESEARCH METHODOLOGY

Research Type: Descriptive Research

Data Collection:

Primary Data: Primary data was collected through a structured questionnaire distributed to consumers to analyse the impact of Artificial Intelligence in digital marketing on consumer purchase intention.

Secondary Data: Secondary data was collected from academic journals, books, research articles, conference proceedings, company reports, websites, and online databases related to Artificial Intelligence, digital marketing, and consumer behaviour.

Sampling Type: Simple Random Sampling

Sampling Universe: The study focused on consumers who actively use digital platforms such as social media, e-commerce websites, and online applications for purchasing products and services, including students, professionals, and general consumers.

Sample Size: 150 consumers

Statistical Tools Used: Percentage Analysis, Descriptive Statistics and One-Way ANOVA.

LIMITATIONS OF THE STUDY

- ❖ The sample size is limited.
- ❖ Rapid technological evolution may affect study relevance over time.
- ❖ Technological complexity limited detailed evaluation of AI functionalities.
- ❖ External economic conditions influenced consumer purchase intention patterns.
- ❖ Respondents possessed varying knowledge regarding AI technologies usage.

DATA ANALYSIS AND INTERPRETATION

Demographic Information of the Consumers

Demographic information	Particulars	Frequency	Percent
Age	Below 20 Years	45	30.0
	21–30 Years	28	18.7
	31–40 Years	30	20.0
	41–50 Years	26	17.3
	Above 50 Years	21	14.0
Gender	Male	80	53.3
	Female	70	46.7
Educational Qualification	Higher Secondary	22	14.7
	Undergraduate	29	19.3
	Postgraduate	27	18.0
	Professional Qualification	35	23.3
	Doctorate	37	24.7
Occupation	Student	46	30.7
	Government Employee	21	14.0
	Private Employee	26	17.3
	Business/Self-Employed	23	15.3
	Homemaker	34	22.7
Monthly Income	Below ₹20,000	31	20.7
	₹20,001–₹40,000	28	18.7
	₹40,001–₹60,000	32	21.3
	₹60,001–₹80,000	37	24.7
	Above ₹80,000	22	14.7
Marital Status	Single	34	22.7
	Married	44	29.3
	Divorced	43	28.7
	Widowed	29	19.3
Residential Area	Urban	53	35.3
	Semi-Urban	48	32.0
	Rural	49	32.7

Frequency of Internet Usage	Rarely	39	26.0
	Occasionally	54	36.0
	Frequently	23	15.3
	Daily	34	22.7
Frequency of Online Shopping	Never	38	25.3
	Monthly Once	33	22.0
	2–3 Times a Month	25	16.7
	Weekly	32	21.3
	Frequently	22	14.7
Preferred Device for Online Shopping	Smartphone	38	25.3
	Laptop	32	21.3
	Desktop	39	26.0
	Tablet	41	27.3
	Total	150	100.0

Among the 150 consumers, 30% were below 20 years, 18.7% in the 21–30 years, 20% in the 31–40 years, 17.3% in the 41–50 years, and 14% were above 50 years. Regarding gender, 53.3% were male, and 46.7% were female. In terms of educational qualification, 14.7% had completed higher secondary, 19.3% were undergraduates, 18% were postgraduates, 23.3% possessed professional qualifications, and 24.7% had completed doctorate degrees. Regarding monthly income, 20.7% below Rs.20,000, 18.7% earned between Rs.20,001– Rs.40,000, 21.3% earned between Rs.40,001– Rs.60,000, 24.7% earned between Rs.60,001– Rs.80,000, and 14.7% earned above Rs.80,000.

In terms of marital status 22.7% were single, 29.3% were married, 28.7% were divorced, and 19.3% were widowed. With respect to residential area, 35.3% of the respondents belonged to urban areas, 32% were from semi-urban areas, and 32.7% resided in rural areas. 26% rarely using the internet, 36% occasionally using, 15.3% frequently, 22.7% daily using the internet. 25.3% never engaged in online shopping, 22% shopping monthly once, 16.7% 2–3 times a month, 21.3% weekly shopping for online, and 14.7% frequently shopping for online. In relation to the preferred device for 25.3% preferred smartphone, 21.3% preferred laptop, 26% preferred desktop, and 27.3% preferred tablet for online shopping.

Sociographic Variables of the Consumers

Sociographic Variables	Particulars	Frequency	Percent
Preferred Shopping Style	Planned Shopping	22	14.7
	Impulse Shopping	26	17.3
	Need-Based Shopping	31	20.7
	Brand-Oriented Shopping	33	22.0
	Trend-Based Shopping	38	25.3
Preferred Source of Product Information	Social Media	31	20.7
	AI- Recommendations	28	18.7

	Friends and Family	30	20.0
	Online Reviews	32	21.3
	Influencer Promotions	29	19.3
Preferred Digital Marketing Platform	Instagram	32	21.3
	Facebook	28	18.7
	YouTube	34	22.7
	E-commerce Websites	24	16.0
	Mobile Applications	32	21.3
Type of Products Mostly Purchased Online	Electronics	26	17.3
	Fashion Products	33	22.0
	Beauty and Personal Care	30	20.0
	Grocery Products	23	15.3
	Home Appliances	38	25.3
Preferred Payment Behaviour	Cash on Delivery	29	19.3
	Debit/Credit Card	31	20.7
	UPI Payment	26	17.3
	Mobile Wallets	34	22.7
	Net Banking	30	20.0
Type of AI Tool Mostly Used During Online Shopping	Chatbots	30	20.0
	Personalized Recommendations	34	22.7
	Voice Assistants	19	12.7
	Predictive Advertisements	35	23.3
	Automated Emails	32	21.3

Among the 150 consumers, 14.7% preferred planned shopping, 17.3% engaged in impulse shopping, 20.7% preferred need-based shopping, 22% preferred brand-oriented shopping, and 25.3% adopted trend-based shopping styles. Regarding the preferred source of product information, 20.7% preferred on social media platforms, 18.7% preferred AI recommendations, 20% depended on friends and family, 21.3% referred to online reviews, and 19.3% were influenced by influencer promotions.

With respect to preferred digital marketing platforms, 21.3% of the consumers preferred Instagram, 18.7% preferred facebook, 22.7% preferred youtube, 16% preferred e-commerce websites, and 21.3% preferred mobile applications. Concerning the type of products mostly purchased online, 17.3% purchased electronics, 22% purchased fashion products, 20% purchased beauty and personal care products, 15.3% purchased grocery products, and 25.3% purchased home appliances through online platforms.

In terms of preferred payment behaviour, 19.3% of the consumers preferred cash on delivery, 20.7% using debit or credit cards, 17.3% preferred UPI payments, 22.7% using mobile wallets, and 20% opted for net banking. Regarding the type of AI tools mostly used during online shopping, 20% of the consumers using chatbots, 22.7% preferred

personalized recommendations, 12.7% using voice assistants, 23.3% relied on predictive advertisements, and 21.3% used automated emails during their online shopping experience.

DESCRIPTIVE STATISTICS

Descriptive Statistics for the Level of Artificial Intelligence Integration in Digital Marketing Practices

Statement	N	Mean	Sd
AI is extensively integrated into current digital marketing campaigns for targeting audiences effectively.	150	2.98	1.402
Businesses increasingly rely on AI tools for real-time customer engagement and interaction.	150	3.07	1.339
Machine learning algorithms are widely used to optimize digital advertising performance.	150	2.95	1.377
AI analytics help marketers understand consumer behaviour in current market conditions.	150	3.12	1.501
Chatbots and virtual assistants are actively used for instant customer support services.	150	3.23	1.367
Programmatic advertising powered by AI is commonly adopted in modern marketing strategies.	150	2.93	1.422
Valid N (listwise)	150		

The above table indicates that consumers disagree with the integration of AI into digital marketing campaigns for audience targeting (2.98), use of machine learning algorithms to optimize digital advertising performance (2.95), and the adoption of programmatic advertising powered by AI as a common marketing strategy (2.93). In contrast, consumers agree that businesses are increasingly relying on AI tools for customer engagement (3.07), that AI analytics helps marketers better understand consumer behavior under current market conditions (3.12), and that chatbots and virtual assistants are actively used to provide instant customer support services (3.23).

Descriptive Statistics for the Effect of AI Personalization in Digital Marketing on Consumer Purchase Intention

Statement	N	Mean	Sd
AI-powered influencer marketing increases consumer engagement with digital brand promotions significantly.	150	3.01	1.354
AI-based predictive marketing improves customer targeting and promotional campaign effectiveness online.	150	3.08	1.402
Conversational AI chatbots effectively enhance customer interaction in online shopping experiences.	150	3.11	1.429
AI-driven voice search marketing influences modern consumer product search behaviour significantly.	150	2.91	1.387
AI-powered dynamic pricing strategies affect consumers' online purchasing decisions and preferences.	150	2.97	1.454
AI content marketing increases audience interaction across digital media platforms effectively.	150	3.02	1.353
AI-supported omnichannel marketing creates seamless consumer		3.09	1.428

experiences across multiple digital platforms.			
Valid N (listwise)	150		

The above table indicates that consumers disagree with the AI-driven voice search marketing shapes consumer behavior (2.91), and AI-powered dynamic pricing strategies affect purchasing decisions (2.97). The consumers agree with the AI-powered influencer marketing increasing engagement (3.01), AI-based predictive marketing improving customer targeting effectiveness (3.08), conversational AI chatbots enhancing customer interaction online (3.11), AI content marketing effectively increasing audience interaction across digital media platforms (3.02), and omnichannel marketing creating seamless consumer experiences across multiple digital platforms (3.09).

Descriptive Statistics for the Factors influencing Consumer Acceptance of Artificial Intelligence in Digital Marketing

Statement	N	Mean	Sd
Trust in AI-powered digital marketing platforms influences consumer acceptance significantly.	150	3.27	1.365
Data privacy and security concerns affect consumer acceptance of AI technologies.	150	3.19	1.416
Personalized recommendations increase consumer acceptance toward AI-driven digital marketing practices.	150	3.15	1.355
Transparency in AI-generated advertisements strengthens consumer trust and acceptance levels.	150	3.18	1.351
Ethical use of Artificial Intelligence improves consumer confidence in digital marketing activities.	150	2.98	1.358
Interactive AI features increase consumer engagement with digital marketing campaigns effectively.	150	3.11	1.475
Valid N (listwise)	150		

The above table indicates that consumers agree with the trusting AI-powered platforms influences consumer acceptance (3.27), data privacy and security concerns affecting the acceptance of AI technologies (3.19), personalized recommendations increasing consumer acceptance of AI-driven marketing (3.15), transparency in AI-generated advertisements strengthens consumer trust (3.18), and interactive AI features effectively enhancing consumer engagement with digital marketing campaigns (3.11). The consumers disagree with the ethical use of artificial intelligence improves confidence (2.98).

Descriptive Statistics for the Consumer Trust in AI Digital Marketing Tools and their Purchase Intention

Statement	N	Mean	Sd
I trust AI-based digital advertisements because they provide relevant and personalized product recommendations to consumers.	150	3.05	1.411
AI marketing tools increase my confidence in making informed online purchasing decisions through accurate information.	150	2.79	1.468
AI-powered recommendations help me discover products matching my needs and preferences effectively during online shopping.	150	2.79	1.439

AI-driven customer support services improve my satisfaction toward online shopping platforms.	150	3.08	1.359
I prefer brands using trustworthy AI marketing technologies to enhance customer experience and purchasing convenience.	150	3.03	1.463
Valid N (listwise)	150		

The above table indicates that consumers agree with trusting AI-based digital advertisements providing recommendations (3.05), AI-driven customer support improving online shopping satisfaction with online shopping platforms (3.08) and preferring brands using trustworthy AI technologies to enhance customer experience (3.03). The consumers disagree with the AI marketing tools increase confidence in making informed purchasing decisions (2.79) and AI-powered recommendations effectively help them discover products matching their needs (2.79).

ONEWAY-ANOVA

Comparison between the Demographic Variables (Frequency of Online Shopping) and Various Dimensions

H₀₁: There is a substantial link between the demographic variables (frequency of online shopping) and various dimensions.

Dimensions	Frequency of Online Shopping	N	Mean	SD	F	Sig
Level of Artificial Intelligence Integration in Digital Marketing Practices	Never	38	2.95	0.565	0.937	0.444
	Monthly Once	33	3.01	0.538		
	2–3 Times a Month	25	3.09	0.635		
	Weekly	32	3.04	0.596		
	Frequently	22	3.23	0.508		
	Total	150	3.05	0.570		
Effect of AI Personalization in Digital Marketing on Consumer Purchase Intention	Never	38	3.14	0.405	0.729	0.574
	Monthly Once	33	2.96	0.534		
	2–3 Times a Month	25	2.94	0.528		
	Weekly	32	3.01	0.684		
	Frequently	22	3.05	0.496		
	Total	150	3.02	0.533		
The Factors influencing Consumer Acceptance of Artificial Intelligence in Digital Marketing	Never	38	3.07	0.585	1.191	0.317
	Monthly Once	33	3.21	0.595		
	2–3 Times a Month	25	3.09	0.591		
	Weekly	32	3.30	0.502		
	Frequently	22	3.03	0.526		
	Total	150	3.15	0.565		
Consumer Trust in AI Digital	Never	38	2.91	0.538	0.879	0.478

Marketing Tools and their Purchase Intention	Monthly Once	33	2.98	0.697		
	2–3 Times a Month	25	3.12	0.739		
	Weekly	32	2.82	0.550		
	Frequently	22	2.95	0.601		
	Total	150	2.95	0.622		

There is a substantial link between the level of artificial intelligence integration in digital marketing practices (0.444), effect of ai personalization in digital marketing on consumer purchase intention (0.574), the factors influencing consumer acceptance of artificial intelligence in digital marketing (0.317), consumer trust in ai digital marketing tools and their purchase intention (0.478) and the frequency of online shopping consumers.

Comparison between the Sociographic Variables (Type of Products Mostly Purchased Online) and Various Dimensions

Ho2: There is a substantial link between the sociographic variables (type of products mostly purchased online) and various dimensions.

Dimensions	Type of Products Mostly Purchased Online	N	Mean	SD	F	Sig
Level of Artificial Intelligence Integration in Digital Marketing Practices	Electronics	26	3.19	0.560	1.336	0.259
	Fashion Products	33	3.04	0.507		
	Beauty and Personal Care	30	3.04	0.634		
	Grocery Products	23	2.83	0.496		
	Home Appliances	38	3.10	0.605		
	Total	150	3.05	0.570		
Effect of AI Personalization in Digital Marketing on Consumer Purchase Intention	Electronics	26	2.88	0.471	1.685	0.157
	Fashion Products	33	3.05	0.577		
	Beauty and Personal Care	30	3.07	0.419		
	Grocery Products	23	3.24	0.542		
	Home Appliances	38	2.94	0.586		
	Total	150	3.02	0.533		
The Factors influencing Consumer Acceptance of Artificial Intelligence in Digital Marketing	Electronics	26	3.13	0.580	2.208	0.071
	Fashion Products	33	3.28	0.527		
	Beauty and Personal Care	30	3.23	0.445		
	Grocery Products	23	3.23	0.641		
	Home Appliances	38	2.93	0.586		
	Total	150	3.15	0.565		
Consumer Trust in AI Digital	Electronics	26	2.81	0.564	0.825	0.511

Marketing Tools and their Purchase Intention	Fashion Products	33	3.02	0.599		
	Beauty and Personal Care	30	3.03	0.538		
	Grocery Products	23	2.83	0.661		
	Home Appliances	38	2.99	0.717		
	Total	150	2.95	0.622		

There is a substantial link between the level of artificial intelligence integration in digital marketing practices (0.259), effect of ai personalization in digital marketing on consumer purchase intention (0.157), the factors influencing consumer acceptance of artificial intelligence in digital marketing (0.071), consumer trust in ai digital marketing tools and their purchase intention (0.511) and the type of products mostly purchased online of the consumers.

FINDINGS

Demographic Variables of the consumers

Most of the consumers were below 20 years of age. Most of the consumers were male. Most of the consumers possessed doctorate qualifications. Most of the consumers were students. Most of the consumers earned between ₹60,001–₹80,000 per month. Most of the consumers were married. Most of the consumers belonged to urban areas. Most of the consumers used the internet occasionally. Most of the consumers never shopped online. Most of the consumers preferred tablets for online shopping.

Sociographic Variables of the consumers

Most of the consumers preferred trend-based shopping. Most of the consumers preferred online reviews as the main source of product information. Most of the consumers preferred YouTube as their digital marketing platform. Most of the consumers mostly purchased home appliances through online shopping. Most of the consumers preferred mobile wallets for payment. Most of the consumers mostly used predictive advertisements as an AI tool during online shopping.

Level of Artificial Intelligence Integration in Digital Marketing Practices

The findings indicate that artificial intelligence is moderately integrated into current digital marketing practices, particularly in customer support and consumer behaviour analysis. Businesses show increasing adoption of AI tools for real-time customer engagement, while chatbot and virtual assistant technologies appear to be the most widely utilized applications. However, the use of machine learning algorithms and programmatic advertising demonstrates comparatively lower integration, suggesting that certain advanced AI-driven marketing practices are still developing among organizations.

Effect of AI Personalization in Digital Marketing on Consumer Purchase Intention

The findings reveal that AI personalization in digital marketing has a moderate influence on consumer purchase intention, particularly in enhancing customer interaction and improving marketing effectiveness. Consumers respond positively to AI-based predictive marketing, conversational chatbots, and omnichannel marketing experiences, indicating that personalized digital strategies strengthen engagement and purchasing behaviour. However, AI-driven voice search marketing and dynamic pricing strategies show relatively lower influence, suggesting that these personalization techniques are still gaining acceptance among consumers.

The Factors influencing Consumer Acceptance of Artificial Intelligence in Digital Marketing

The findings indicate that consumer acceptance of artificial intelligence in digital marketing is largely influenced by trust, transparency, and data security concerns. Consumers show greater acceptance when AI-driven platforms provide personalized recommendations and interactive features that enhance engagement and user experience. However, ethical considerations related to the use of artificial intelligence receive comparatively lower acceptance, suggesting the need for organizations to strengthen ethical and responsible AI practices in digital marketing activities.

Consumer Trust in AI Digital Marketing Tools and their Purchase Intention

The findings show that consumer trust in AI digital marketing tools moderately influences their purchase intention and online shopping behaviour. Consumers express stronger trust toward AI-driven customer support services and personalized advertisements that improve shopping convenience and satisfaction. However, comparatively lower

confidence is observed in AI marketing tools related to purchasing decisions and product recommendations, indicating that consumers still require greater reliability and accuracy from AI-based marketing technologies.

SUGGESTIONS

- ✚ Businesses may improve consumer purchase intention by using AI-powered personalized marketing strategies.
- ✚ Companies might enhance customer engagement through AI-based chatbots and virtual assistants.
- ✚ Digital marketers may increase consumer trust by ensuring transparency in AI-generated advertisements.
- ✚ Organizations might strengthen customer relationships by adopting ethical AI practices in digital marketing activities.
- ✚ AI-driven recommendation systems may help consumers identify products that match their preferences and needs.
- ✚ Businesses might improve customer satisfaction by using AI tools for faster and more accurate customer support services.
- ✚ Marketers may utilize predictive analytics to better understand consumer behaviour and purchasing patterns.
- ✚ AI-powered content marketing might increase audience interaction across digital platforms effectively.
- ✚ Companies may reduce consumer hesitation toward online purchases by improving data privacy and security measures.
- ✚ AI-based influencer marketing might create stronger consumer engagement with digital brand promotions.
- ✚ Businesses may enhance online shopping experiences through AI-supported omnichannel marketing strategies.
- ✚ Digital platforms might improve consumer confidence by providing accurate and relevant AI-based product recommendations.
- ✚ AI-driven voice search technologies may influence modern consumers' product search and buying behaviour.
- ✚ Organizations might achieve better marketing performance by integrating machine learning algorithms into advertising campaigns.
- ✚ Companies may increase long-term consumer loyalty by continuously improving the reliability and effectiveness of AI marketing technologies.

CONCLUSION

Artificial intelligence has become an important component of modern digital marketing, transforming the way businesses interact with consumers and influence purchase intention. Current trends show that organizations increasingly rely on AI-powered tools such as chatbots, predictive analytics, personalized recommendations, and automated advertising systems to improve customer engagement and marketing effectiveness. These technologies help businesses deliver customized experiences that attract consumer attention and support informed purchasing decisions in competitive digital markets.

The study highlights that consumers generally respond positively to AI-driven marketing practices when they experience convenience, relevance, and improved interaction during online shopping. Personalized marketing, real-time communication, and AI-supported customer services contribute to higher consumer satisfaction and stronger engagement with brands. At the same time, concerns regarding data privacy, transparency, and ethical use of artificial intelligence continue to influence the level of consumer trust and acceptance toward AI-based digital marketing activities.

In the current business environment, the adoption of artificial intelligence in digital marketing is expected to grow further as technology continues to advance. Businesses that effectively integrate AI tools while maintaining ethical standards and consumer trust may achieve stronger customer relationships and improved purchase intention.

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