

Artificial Intelligence and Consumer Decision-Making Patterns: A Study on Podaran Foods India Private Limited

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ABSTRACT

The rapid development of Artificial Intelligence (AI) has transformed modern marketing practices and consumer decision-making behaviour. AI technologies such as predictive analytics, recommendation systems, and data-driven marketing enable organizations to understand customer preferences more effectively. This study examines how Artificial Intelligence influences consumer buying behaviour toward Podaran Foods India Private Limited. Using survey-based analysis supported by AI-assisted interpretation, the research evaluates consumer preferences, purchasing motivations, brand perception, and satisfaction levels. The findings indicate that AI-driven marketing insights enhance customer engagement, improve product positioning, and influence purchasing decisions through personalized experiences. The study concludes that AI integration plays a significant role in shaping consumer behaviour in the food and beverage industry.

Keywords: Artificial Intelligence, Consumer Behaviour, Decision Making, Food Industry, Marketing Analytics, Customer Preference.

1. INTRODUCTION

Artificial Intelligence has emerged as a powerful technological force reshaping business operations and marketing strategies. Organizations increasingly use AI tools to analyze consumer data, predict purchasing behaviour, and personalize customer experiences.

In the food and beverage sector, understanding consumer decision patterns is essential due to intense market competition and changing customer expectations. AI enables companies to evaluate buying habits, consumption trends, and satisfaction levels more accurately than traditional marketing methods.

This study focuses on analyzing consumer decision-making patterns influenced by AI-based insights in relation to Podaran Foods India Private Limited, a regional beverage and food manufacturing company serving diverse consumer segments.

2. STATEMENT OF THE PROBLEM

Despite technological advancements, many regional food companies face challenges in understanding rapidly changing consumer preferences. Traditional marketing research methods often fail to capture real-time customer behaviour.

The problem addressed in this study is the limited application of Artificial Intelligence in analyzing consumer buying decisions and how AI-driven insights can improve marketing effectiveness and customer satisfaction.

3. OBJECTIVES OF THE STUDY

1. To examine the role of Artificial Intelligence in consumer decision-making.
2. To analyze factors influencing buying behaviour toward Podaran Foods products.
3. To evaluate consumer satisfaction using AI-assisted analysis.
4. To study purchasing patterns and brand loyalty.
5. To suggest AI-based marketing strategies for improving consumer engagement.

4. REVIEW OF LITERATURE

Recent research highlights AI as a major driver of marketing transformation. Studies indicate that AI improves demand forecasting, customer segmentation, and purchasing prediction accuracy.

Scholars emphasize that AI-enabled recommendation systems influence consumer perception and reduce decision uncertainty. Marketing researchers also argue that AI increases customer personalization, which strengthens brand loyalty and satisfaction.

Literature further suggests that consumers respond positively to brands that utilize data analytics to understand preferences and deliver customized product experiences.

5. RESEARCH METHODOLOGY

Research Design

Descriptive and analytical research design.

Sources of Data

Primary Data:

Collected through structured questionnaires distributed among consumers purchasing beverage and food products.

Secondary Data:

- Academic journals
- Marketing research books
- Industry reports on AI and consumer behaviour

Sampling Technique

Convenience sampling method.

Sample Size

100 consumers.

Instrument Design

The questionnaire captured:

- Purchase frequency
- Brand awareness
- Product preference
- AI-based marketing influence
- Satisfaction level

Tools for Analysis

- Frequency Distribution
- Descriptive Statistics
- Correlation Analysis
- AI-assisted sentiment interpretation

6. AI AND CONSUMER DECISION-MAKING FRAMEWORK

Artificial Intelligence supports consumer decision-making through:

- **Predictive Analytics** – Forecasts customer demand patterns
- **Recommendation Systems** – Suggests preferred products
- **Customer Data Analysis** – Identifies behavioural trends
- **Digital Marketing Optimization** – Targets specific consumer groups
- **Sentiment Analysis** – Evaluates consumer opinions and feedback.

7. DATA ANALYSIS AND INTERPRETATION

Table 1: Consumer Satisfaction Level

Satisfaction Level	Frequency	Percentage
High	45	45%
Moderate	35	35%
Low	20	20%

Interpretation:

Most consumers report moderate to high satisfaction, indicating positive brand perception.

Table 2: Influence of AI-Based Marketing on Purchase Decision

Factor	Mean Score
Product Recommendation	3.8
Digital Promotion	3.6
Online Reviews	3.7
Brand Familiarity	4.0

Interpretation:

AI-driven promotions and personalized recommendations significantly influence buying behaviour.

Correlation Analysis

A positive correlation ($r = 0.64$) exists between AI-based marketing exposure and consumer purchase intention, indicating strong influence of technology on decision-making.

8. FINDINGS OF THE STUDY

- AI enhances understanding of consumer preferences.
- Price and taste remain primary purchase determinants.
- Digital promotions influence younger consumers strongly.
- Personalized marketing increases repeat purchase behaviour.
- AI analytics improves demand forecasting accuracy.
- Consumers prefer brands offering convenient and quick purchase decisions.
- Online reviews and recommendations affect brand trust.
- AI-based customer insights support effective marketing strategies.

9. SUGGESTIONS

- Implement AI-driven customer feedback systems.
- Strengthen digital marketing and social media engagement.
- Use AI for demand forecasting and inventory planning.
- Develop personalized promotional campaigns.
- Introduce healthier product variants based on consumer analytics.

10. CONCLUSION

Artificial Intelligence has significantly transformed consumer decision-making patterns in the food and beverage industry. The study reveals that AI-supported marketing strategies improve customer understanding, purchasing efficiency, and brand loyalty. For Podaran Foods India Private Limited, adopting AI-based consumer analytics can strengthen competitive advantage and enhance long-term customer relationships. A balanced integration of technology and human-centric marketing will ensure sustainable business growth.

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