Impact of AI Based Marketing Assistance and Consumer Decision Making and Brand Perception

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ABSTRACT

The rapid advancement of artificial intelligence (AI) has significantly transformed modern marketing practices, particularly through AI-based marketing assistants such as ChatGPT and Jasper AI. These tools enable brands to deliver personalized, data-driven, and real-time interactions that enhance customer engagement. This study explores the impact of AI-powered marketing assistants on consumer decision-making processes and brand perception. By analyzing consumer responses to AI-generated content, recommendations, and conversational interfaces, the research identifies how automation influences trust, satisfaction, and purchase intentions. AI-driven personalization improves information accessibility and reduces decision fatigue, thereby accelerating buying behavior. However, concerns regarding authenticity, transparency, and data privacy may moderate consumer trust. The study also examines how perceived intelligence and responsiveness of AI tools shape brand credibility and emotional connection. Findings suggest that brands leveraging AI assistants strategically can strengthen brand image and competitive advantage. The research highlights the importance of ethical AI use and human–AI balance in marketing communication. Overall, AI-based marketing assistants are reshaping consumer-brand relationships in the digital era.

KEYWORDS: Artificial Intelligence (AI), ChatGPT, Jasper AI, AI-based Marketing Assistants, Consumer Decision-Making, Brand Perception, Personalization, Customer Engagement, Purchase Intention.

1. INTRODUCTION

1.1 Introduction to AI

The rapid evolution of Artificial Intelligence (AI) has transformed the landscape of modern marketing, redefining how brands communicate, engage, and build relationships with consumers. Among the most influential developments are AI-based marketing assistants such as ChatGPT and Jasper AI, which enable businesses to automate content creation, personalize communication, and deliver real-time customer support. These technologies leverage machine learning, natural language processing, and big data analytics to generate tailored messages that align with individual consumer preferences and behaviours. In today's highly competitive digital marketplace, consumers are exposed to vast amounts of information, making decision-making increasingly complex. AI-powered marketing assistants help simplify this process by providing relevant recommendations, instant responses, and customized product suggestions. As a result, they play a crucial role in influencing consumer decision-making by reducing information overload, enhancing convenience, and improving the overall customer experience. The ability of AI tools to analyze browsing patterns, purchase history, and engagement metrics allows brands to anticipate consumer needs more accurately than traditional marketing approaches. Beyond influencing purchasing behavior, AI-based marketing assistants significantly impact brand perception. The speed, accuracy, and personalization offered by AI systems can enhance a brand's image as innovative, responsive, and customer-centric. However, the growing reliance on automated communication also raises concerns regarding authenticity, transparency, data privacy, and ethical considerations. Consumers may question whether AI-generated interactions lack the human touch necessary to build emotional trust and loyalty. This study aims to examine the dual impact of AI-driven marketing assistants on consumer decision-making processes and brand perception.

1.2   Objectives of the Study

- To study the level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.
- To examine the impact of AI-generated marketing content on consumer purchase decisions.
- To analyze how AI-based marketing assistants influence brand perception among consumers.

1.3 Scope of the Study

- The study examines the role of AI-based marketing assistants such as ChatGPT and Jasper AI in influencing consumer decision-making processes.
- It analyzes how AI-driven personalization, content generation, and automated responses affect purchase intentions and buying behavior.
- The research evaluates the impact of AI-assisted marketing communication on brand perception, including brand trust, credibility, and loyalty.

1.4 Need for the study

- The rapid adoption of AI-based marketing assistants such as ChatGPT and Jasper AI has transformed digital marketing practices, creating a need to understand their influence on consumer behavior.
- As businesses increasingly rely on AI-generated content and automated interactions, it is essential to examine how these technologies impact consumer decision-making processes.
- There is a growing need to assess whether AI-driven personalization enhances customer satisfaction, trust, and purchase intentions.

1.5 Hypothesis of the study

Objective 1: To study the level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Null Hypothesis (H_0):
There is no significant level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Alternative Hypothesis (H_1):
There is a significant level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Objective 2: To examine the impact of AI-generated marketing content on consumer purchase decisions.

Null Hypothesis (H_{02}):
AI-generated marketing content has no significant impact on consumer purchase decisions.

Alternative Hypothesis (H_{12}):
AI-generated marketing content has a significant impact on consumer purchase decisions, particularly through tools such as ChatGPT and Jasper AI.

Objective 3: To analyse how AI-based marketing assistants influence brand perception among consumers.

Null Hypothesis (H_{03}):
AI-based marketing assistants have no significant influence on brand perception among consumers.

Alternative Hypothesis (H₁₃):

AI-based marketing assistants have a significant influence on brand perception among consumers, including factors such as brand trust, credibility, and loyalty, through platforms like ChatGPT and Jasper AI.

2. REVIEW OF LITERATURE

1. Adam Homola (2024) The reviewed literature emphasizes the increasing importance of AI-based marketing assistants such as ChatGPT and Jasper AI in modern marketing practices, highlighting their role in improving productivity, creativity, and personalization. The introduction of the study positions generative AI as a key driver in the evolution of digital marketing and consumer-focused strategies. The primary objective of the research is to identify relevant use cases of generative AI in marketing and to evaluate their strategic contribution to organizational performance. Data for the study were collected through an extensive review of existing literature along with qualitative interviews conducted with marketing professionals, ensuring both academic depth and practical insight. The methodology follows an exploratory qualitative approach, suitable for examining emerging technologies in real business contexts.

2. Aditya Basu (2025) The reviewed study discusses how artificial intelligence is increasingly shaping marketing practices by enhancing personalization and consumer engagement. The abstract emphasizes AI's ability to support data-driven marketing decisions and improve brand communication effectiveness. The introduction highlights the shift from traditional marketing to AI-supported tools that enable interactive and personalized consumer experiences. The main objective of the study is to understand the role of AI technologies in influencing marketing performance and customer relationships. It also aims to assess how AI tools contribute to brand perception and customer satisfaction. The study reveals that consistent AI-driven communication enhances brand credibility and recall. However, AI is viewed as a complementary support system rather than a replacement for human judgment. Concerns related to data privacy, algorithmic bias, and ethical marketing practices are highlighted. A major research gap identified is the lack of empirical evidence on consumer trust in AI-generated marketing content. Limited attention is given to comparative analysis of specific tools like ChatGPT and Jasper AI

3. Albine grordeyiva (2025) The reviewed study focuses on the growing use of artificial intelligence in marketing and its influence on consumer behavior and brand-related outcomes. The abstract highlights that AI-driven marketing tools enable personalized, interactive, and data-driven communication, which plays a significant role in shaping consumer decisions. The introduction explains how advancements in AI have transformed traditional marketing practices into more consumer-centric approaches. The main objective of the study is to examine how AI-based marketing tools affect consumer attitudes, purchase intentions, and brand perception. Data for the study were collected from consumers through structured questionnaires, ensuring direct insight into consumer experiences with AI-supported marketing. The conclusion states that AI-based marketing assistants significantly impact consumer decision making and brand perception when used responsibly. Overall, the study emphasizes balancing AI efficiency with ethical practices to build sustainable consumer trust and strong brand relationships.

4. Brooke porter (2024) The reviewed literature provides a comprehensive overview of how artificial intelligence is becoming increasingly integrated into modern marketing practices and reshaping the way brands communicate with consumers. The abstract highlights AI's growing role in areas such as hyper-segmentation, customer experience, branding, advertising, and content creation. The introduction explains that rapid advancements in generative AI tools like ChatGPT and Jasper AI have accelerated the transformation of marketing by enabling faster data processing and personalized communication. The primary objective of the study is to examine how AI technologies enhance marketing efficiency and consumer engagement across different marketing functions. Data for the study were collected through a combination of secondary sources, published case studies, and qualitative interviews with marketing professionals. The methodology follows an exploratory and descriptive approach, using literature review and real-world examples to understand AI applications in marketing. The findings indicate that AI-based marketing assistants improve content creation speed, personalization, and customer interaction, which can positively influence consumer decision making.

3. RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design to examine the impact of AI-based marketing assistants such as ChatGPT and Jasper AI on consumer decision-making and brand perception. A quantitative research approach is used to collect measurable data regarding consumer awareness, the influence of AI-generated marketing content on purchase decisions, and its effect on brand image. Primary data is collected through a structured questionnaire distributed to consumers who actively engage with digital platforms such as social media and e-commerce websites, while secondary data is gathered from journals, research articles, books, and credible online sources related to artificial intelligence in marketing. The study employs a convenience or simple random sampling technique, targeting consumers exposed to AI-driven marketing communication. The questionnaire includes multiple-choice questions to assess awareness levels, Likert scale statements to measure purchase intention and brand perception, and demographic questions for classification purposes. The collected data is analyzed using statistical tools such as percentage analysis, mean, chi-square test, correlation, and regression analysis to test the formulated hypotheses. Ethical considerations, including voluntary participation, confidentiality, and proper data handling, are strictly maintained throughout the research process.

4. DATA ANALYSIS AND FINDINGS

4.1 Frequency Analysis

Frequency analysis is a statistical method used to study how often different values occur in a dataset. It helps in organizing raw data into a meaningful form by counting the number of times each value appears. It is mainly used in statistics to summarize data, identify patterns, and make comparisons.

Table - 4.1.1

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
below 20	28	25.5	25.5	25.5
21-30	60	54.5	54.5	80.0
31-40	7	6.4	6.4	86.4
above 40	15	13.6	13.6	100.0
Total	110	100.0	100.0	

INFERENCE:

- From the above table, we inferred that the age **below 20 years** respondents is **28** and the percentage is **25.5%**
- From the above table, we inferred that the age from **21-30 years** respondents is **60** and the percentage is **54.5%**
- From the above table, we inferred that the age from **31-40 years** respondents is **7** and the percentage is **6.4%**
- From the above table, we inferred that the age from **above 40 years** respondents is **15** and the percentage is **13.6%**

Table – 4.1.2

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	40	36.4	36.4	36.4
Female	70	63.6	63.6	100.0

Total	110	100.0	100.0	

INFERENCE:

- From the above table, we inferred that the **Male** respondents are **40** and the percentage is **36.4%**
- From the above table, we inferred that the **Female** respondents are **70** and the percentage is **63.6%**

Table – 4.1.3

Educational qualification	Frequency	Percent	Valid Percent	Cumulative Percent
school level	9	8.2	8.2	8.2
undergraduate	26	23.6	23.6	31.8
Postgraduate	45	40.9	40.9	72.7
professional degree	27	24.5	24.5	97.3
Others	3	2.7	2.7	100.0
Total	110	100.0	100.0	

INFERENCE:

- From the above table, we inferred that the **school level** respondents are **9** and the percentage is **8.2%**
- From the above table, we inferred that the **Undergraduate** respondents are **26** and the percentage is **23.6%**
- From the above table, we inferred that the **Postgraduate** respondents are **45** and the percentage is **40.9%**
- From the above table, we inferred that the **Professional Degree** respondents are **27** and the percentage is **24.5%**
- From the above table, we inferred that the **others** respondents are **3** and the percentage is **2.7%**

Table – 4.1.4

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	62	56.4	56.4	56.4
Employed	16	14.5	14.5	70.9
self-employed	23	20.9	20.9	91.8
Homemakers	9	8.2	8.2	100.0
Total	110	100.0	100.0	

INFERENCE:

- From the above table, we inferred that the **student** respondents are **62** and the percentage is **56.4%**
- From the above table, we inferred that the **Employed** respondents are **16** and the percentage is **14.5%**
- From the above table, we inferred that the **self-employed** respondents are **23** and the percentage is **20.9%**
- From the above table, we inferred that the **Homemaker** respondents are **9** and the percentage is **8.2%**

4.2 Inferential Statistics

Inferential statistics is a branch of statistics that uses data from a sample to make conclusions, predictions, or generalizations about a larger population. Since studying an entire population is often difficult or expensive, researchers collect data from a smaller group (sample) and use inferential methods to estimate or test conclusions about the whole population.

Objective 1: To study the level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Null Hypothesis (H$_0$):
There is no significant level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Alternative Hypothesis (H$_1$):
There is a significant level of consumer awareness about AI-based marketing assistants such as ChatGPT and Jasper AI.

Table 4.2.1

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
social media	40	2.05	.815	.129	1.79	2.31
friends/family	40	2.15	.802	.127	1.89	2.41
online articles	20	2.60	.821	.184	2.22	2.98
Advertisement	8	2.88	.641	.227	2.34	3.41
Others	2	1.50	.707	.500	-4.85	7.85
Total	110	2.24	.834	.080	2.08	2.39

INFERENCE:

• From the above table, the descriptive statistics show the respondents' level of awareness of AI-based marketing tools through different sources such as social media, friends/family, online articles, advertisements, and others.

• The total number of respondents is 110, with an overall mean value of 2.24 and a standard deviation of 0.834, which indicates a moderate level of awareness among the respondents.

• Among the different sources, advertisements recorded the highest mean value (2.88), showing that advertisements play a major role in creating awareness about AI-based marketing tools.

• Online articles have a mean value of 2.60, indicating that digital articles and informational content also contribute significantly to awareness.

• Friends and family (mean = 2.15) and social media (mean = 2.05) show a moderate level of influence in spreading awareness among respondents.

• The 'others' category has the lowest mean value (1.50), indicating that it contributes very little to awareness of AI-based marketing tools.

Table 4.2.2

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.680	4	2.170	3.392	.012
Within Groups	67.175	105	.640		
Total	75.855	109			

INFERENCE:

• A One-Way ANOVA was conducted to determine if there were statistically significant differences in [Insert Dependent Variable] between the five groups (N=110). The ANOVA revealed a statistically significant difference between the group means, $F_{(4,105)} = 3.392$, p=.012.

• Since the p-value (0.012) is less than the alpha level of 0.05, the null hypothesis of equal means is **rejected.**

4.2 Regression Analysis

Regression Analysis is a statistical method used to examine the relationship between one dependent variable and one or more independent variables. It helps researchers understand how changes in independent variables affect the dependent variable.

Objective 2: To examine the impact of AI-generated marketing content on consumer purchase decisions.

Null Hypothesis (H_{02}):
AI-generated marketing content has no significant impact on consumer purchase decisions.

Alternative Hypothesis (H_{12}):
AI-generated marketing content has a significant impact on consumer purchase decisions, particularly through tools such as ChatGPT and Jasper AI.

Table 4.2.1

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.271[a]	.073	.038	.647

INFERENCE

- From the above table, **R (0.271)** there is a weak positive relationship between the independent and dependent variables.
- From the above table, **R Square (0.073)** the model explains 7.3% of the variation in the dependent variable.
- From the above table, **Adjusted R Square (0.038)** After adjustment, the model explains **3.8%** of the variance, indicating a low explanatory power.
- From the above table, **Standard Error of the Estimate (0.647)** .The standard error value of **0.647** indicates the average prediction error of the regression model.

Table 4.2.2

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	3.488	4	.872	2.082	.088[b]
	Residual	43.976	105	.419		
	Total	47.464	109			

INFERENCE:

- The overall regression model is **not statistically significant** at the conventional α = 0.05 level (p = 0.088 > 0.05). There is only **weak/marginal evidence** that the set of four AI-related attitude/perception variables, taken together, explains variation in the dependent variable (presumably something like purchase intention, attitude toward AI marketing, or overall influence on buying behavior).
- The four AI-related beliefs/experiences do **not jointly** show a convincing relationship with the outcome variable. Any apparent relationship could reasonably be due to chance (sampling error) under the null hypothesis.
- R² is low (calculated from sums of squares): $R^2 = 3.488 / 47.464 \approx$ **0.0735** (7.35%)

Table 4.2.3

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Purchase decision	.678	.291		2.331	.022
AI-generated product descriptions influence my purchase decisions	.054	.078	.072	.702	.484
Have you ever purchased a product after interacting with AI-based recommendations or chatbots	.168	.140	.125	1.202	.232
AI-based marketing assistants help me faster purchase decisions	.084	.078	.106	1.075	.285
Compared to traditional marketing content, AI-generated content is more informative	.092	.087	.108	1.057	.293

INFERENCE:

- The variable "Have you ever purchased a product after interacting with AI-based recommendations or chatbots" has the highest beta value ($\beta = 0.125$), indicating it has the strongest influence on purchase decisions.
- "Compared to traditional marketing content, AI-generated content is more informative" shows a moderate influence on purchase decisions with a beta value of $\beta = 0.108$.
- "AI-based marketing assistants help me make faster purchase decisions" also has a moderate impact with a beta value of $\beta = 0.106$.
- "AI-generated product descriptions influence my purchase decisions" has the lowest beta value ($\beta = 0.072$), indicating a comparatively weaker influence on purchase decisions.

4.3. Inferential statistics

Inferential statistics is a branch of statistics that uses data from a sample to make conclusions, predictions, or generalizations about a larger population. Since studying an entire population is often difficult or expensive, researchers collect data from a smaller group (sample) and use inferential methods to estimate or test conclusions about the whole population.

Objective 3: To analyze how AI-based marketing assistants influence brand perception among consumers.

Null Hypothesis (H₀₃):
AI-based marketing assistants have no significant influence on brand perception among consumers.

Alternative Hypothesis (H₁₃):
AI-based marketing assistants have a significant influence on brand perception among consumers, including factors such as brand trust, credibility, and loyalty, through platforms like ChatGPT and Jasper AI.

Table 4.3.1

ANOVA					
brand_perception					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.961	4	.240	.849	.497
Within Groups	29.723	105	.283		
Total	30.685	109			

INFERENCE

- The One-Way ANOVA revealed no statistically significant difference in brand perception across the five groups, $F(4,105)=.849, p=.497$.
- Decision: Since the p-value (0.497) is greater than the standard significance level of **0.05**, we fail to **reject the null hypothesis**.

V. RECOMMENDAATION AND CONCLUSION

5.1 Recommendations

- Businesses should strategically integrate AI-based marketing assistants such as ChatGPT and Jasper AI to deliver personalized and timely marketing communication that enhances consumer engagement.
- Companies must maintain a balance between AI automation and human interaction to preserve authenticity and emotional connection with customers.
- Organizations should ensure transparency in the use of AI-generated content, clearly informing consumers when interactions are automated to build trust and credibility.

5.2 Conclusion

The study highlights that AI-based marketing assistants are significantly transforming the digital marketing landscape by influencing consumer decision-making and shaping brand perception. Tools like ChatGPT and Jasper AI enable brands to provide personalized, efficient, and data-driven communication that reduces information overload and enhances purchase intentions. The findings suggest that AI-generated marketing content can positively impact brand image by portraying companies as innovative and customer-centric. However, the effectiveness of AI in marketing largely depends on how responsibly and strategically it is implemented. Concerns regarding transparency, authenticity, and data privacy may affect consumer trust if not properly managed. Therefore, while AI marketing assistants offer substantial opportunities for improving engagement and competitive advantage, organizations must adopt a balanced approach that integrates technological efficiency with human values. Overall, AI-driven marketing represents a powerful tool that, when used ethically and strategically, can strengthen consumer relationships and enhance brand perception in the evolving digital marketplace.

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