

UNDERSTANDING THE ROLE OF AI IN ENCOURAGING ORGANIC FOOD PURCHASES: INSIGHTS FROM THE THEORY OF PLANNED BEHAVIOUR

Mr. Venugopal

Research Scholar, Department Of Commerce, Srishti College Of Commerce And Management Research Centre, Mysore University Research Centre, Bangalore, Karnataka.

Dr. Gurprasad B G

Professor, Department Of Commerce, Srishti College Of Commerce And Management Research Centre, Mysore University Research Centre, Bangalore, Karnataka.

ABSTRACT:

Artificial Intelligence (AI)-powered marketing programs have changed the way businesses interrelate with consumers, providing an unparalleled degree of customization, confidence, and behavior. The Theory of Planned Behavior (TPB), Signaling Theory and Elaboration Likelihood Model (ELM) presents the guiding framework by which it is assumed that the intentions on purchasing products are molded by their attitudes, subjective norms, and their perceived behavior control. Signaling Theory has also been integrated to deal with the credibility and reliability issues related to credence products (such as organic food) implying that credible influencers, certified verification marks (blockchain traceability) and verifiable certifications are viable techniques to enhance positive attitudes. The ELM expounds how the AI-mediated messages influence the consumers through the central and peripheral route appeal and thus enhancing subjective norms and the behavioral perceived control. Based on a systematic literature review, the paper synthesizes the information presented in previous research findings on the topic of AI in marketing, sustainable consumption, and consumer psychology. The suggested framework demonstrates that AI applications like personalized recommendation, predictive analytics, sentiment, analysis, and chatbots could be potent solutions to market obstacles which include low awareness, authenticity, and perceived availability. The theoretical implications point to the importance of using both the behavioral and communication theories to gain a better insight into the technology-based, marketing communications in the organic food industry. In practice, the results indicate that marketers

may utilize AI not only to boost sales but also to make the consumers trust the company and be dedicated to the sustainable decisions in the long term.

Keywords: (minimum of three keywords, most essential for indexing, left aligned and italics)

INTRODUCTION

Organic food market in the Indian context has experienced tremendous growth over the past recent years due to the growing concerns of health awareness and environmental issues and the effects being felt by the global sustainability issues. As reported by Agricultural and Processed Food Products Export Development Authority (APEDA, 2023), India is one of the largest producers of organic food because, in addition to the growing local consumption, there is strong export potential. Customers in cities, especially in non-agricultural regions, are increasingly turning to use organic products because of associated health benefits and fears of pesticide contaminants (Kumar & Kapoor, 2020). Nonetheless, the issue of low supply, increased costs, and the lack of consumer trust in authenticity still contribute to the market forces.

At the same time, artificial intelligence (AI) is becoming an effective delivery machine of marketing in the organic food industry. Chatbots, predictive analytics and recommendation systems operated by AI are helping marketers to have enhanced capabilities when it comes to segmenting consumers, suggesting products to them and improving the promotional campaigns (Chatterjee et al., 2021). In the case of marketing, AI tools can be used to design highly targeted marketing interventions by analyzing purchase histories, browsing behavior, and interactions in social media to provide messages that can cut through to health conscious consumers. These strengths are not only effective in customer engagement but also input in fighting the obstacle of low awareness/misconceptions regarding the organic food product (Prakash & Kumar, 2022).

The Theory of Planned Behavior (TPB) can be applicable as a framework to elucidate the intentions of consumers with regards to the marketing of organic foods using AI. Figured out by Ajzen (1991), the TPB places the view that behavioral intentions depend on the attitudes towards the behavior, the subjective norms, and the perceived behavioral control. All of these elements can be modified with the help of AI interventions in the context of organic food consumption, such as information shaping positive attitudes, social proofs that would reinforce subjective norms, and an emphasis on the ease of access that would reinforce perceived control (Yadav & Pathak, 2017).

The theory of planned behaviour of TPB is quite helpful to AI-based marketing of organic foods both theoretically and practically. It enables the researchers to theorize about how marketing strategies undertaken using technology may affect the psychology of consumers, as well as, their choice of purchase. It also closes the gap between the classical theories of consumer behavior and the more contemporary field of digital marketing, and opens up the path to a more subtle comprehension of how AI can lead to the sustainable consumption of organic food in the Indian market as it continues to expand (Gupta & Arora, 2023). Such intertwined thinking is paramount to both the policymakers, marketers, and researchers seeking to enhance economic growth and at the same time, provide a long-term sustainable environment.

Research Objectives

- To develop a multi-theoretical framework, where the Theory of Planned Behaviour, signalling theory, and elaboration likelihood theory are integrated to explain the effect of AI marketing on the intention to buy organic foods.
- To find out the most significant AI applications (e.g., personalized recommendations, authenticity verification, predictive analytics, chatbots) which could overcome barriers in the market (e.g., organic food).
- To discuss the theoretical and practical overtones of adopting AI in the context of organic food marketing strategies, to build consumer trust and support sustainable consumption trends in developing markets.

The present paper has six key parts to develop a logical flow between theory and implications. Introduction includes the description of the emergence of the organic food market in India, the effect of the artificial intelligence (AI) in marketing, and the applicability of the Theory of Planned Behavior (TPB) as theory to be used in the study. Rooted in previous studies on organic food consumer behavior, AI-enabled marketing approaches, and TPB uses in the context of sustainable consumption, the Review of Literature has been designed to compound the existing knowledge. The section of Research Methods explains the conceptual research design, the sources of secondary data, and the theoretical integrating approach applied to build up the framework. The Results and Discussion outlines the proposed conceptual model on how AI can affect attitudes and subjective norms and the perceived behavioral control to influence the purchase intentions by drawing on scholarly knowledge. The Conclusion includes the overview of the central contributions, theoretical and practical significance to marketers and policymakers. Lastly, the Scope of Further

Research isolates possible realms of possible empirical grounding, cross-cultural analysis, and extrapolations of the study to other categories of sustainable products.

LITERATURE REVIEW:

As per the recent reviews, the re-shaping marketing along the funnel by AI through audience discovery, hyper-personalization, price dynamics, and conversational front ends can be summarized by stating the assumption that the magnitude of existing data-driven systems now mediates value creation and relationship building (Jain, 2024; Labib et al., 2024; Haleem et al., 2022). In an empirical study conducted since 2022, all of the studies consistently indicate increasing perceived relevance and intention to purchase with AI-driven personalization and/or recommendations depending on context and perceived intrusiveness (Jain, 2024; Labib et al., 2024). Analyses and practitioner commentary on news also discuss this trend towards predictive merchandising and what has come to be known as being able to be in continuous personalization, albeit with execution risks in cases where consumer attitude towards “AI” is negative, and where consumer-facing narratives are not framed with human human benefit connotations.

In organic food, which is generally considered a credence category, recent research studies apply models of Theory of Planned Behavior (TPB), in India and other developing economies, where they find that attitude (health, safety), subjective norms (peer/influencer reference), and perceived behavioral control (access, price transparency) are strong predictors of intention (Kaur & Kaur, 2023; Selvaraj, 2024; Naseer et al., 2025). The 2022 literature emphasises the potential of AI in overcoming identified impediments (doubts about authenticity, scarcity of information, accessibility) through certification exposition, customised learning, and inventory-sensitive recommendation this is theoretically mitigates TPB factors and subsequent intention. The social and creator ecosystems are also significant: influencer credibility and relatability, which is to an ever-greater extent curated and amplified by AI, has been demonstrated to increase purchase intentions and well-being outcomes, consistent with ELM-consistent persuasion effects.

Complementary streams also emphasize trust and traceability. Several 2024 2025 articles document how blockchain-enabled food traceability- typically presented using AI-based interfaces increases perceived authenticity and trust, which subsequently benefits intention to purchase organic; technology anxiety may undermine this performance and requires

eminently explainable and consumer-friendly designs (Duong et al., 2024a; Duong et al., 2024b; “Blockchain Technology...,” 2025). Parallel experimental studies based on the Elaboration Likelihood Model identified social proof or indeed platform cues may nominate central or peripheral processing on both high and low involvement products, in other words, platform cues may induce central/peripheral routes, and as a result, it is conceivable that AI systems that modify depth of message and cues are likely to maximize the effectiveness of organic products. Collectively, the 20222025 literatures support a multi-theoretical perspective: AI tools have the potential to (1) enhance attitudes by means of credible signal and education, (2) reinforce the subjective norms by means of socially validated cues, and (3) raise the perceived control by means of frictionless discovery and access-each stream leading to higher organic purchase intentions.

Studies on the role of AI in marketing abound, although little research has been conducted to understand how AI can be applied to credence goods such as organic foods, where authenticity and confidence are of the essence. Very little has been done to incorporate behavioral (TPB), credibility (Signalling Theory), and persuasion (ELM) approaches to explain how the application of AI may change consumer attitudes, Social norms, and perceived control within the context of sustainable consumption. This segment is particularly so in new economy such as India where the organic food industry is expanding, but has to manage the consistent challenges of trust and accessibility.

METHODS

The research design used in this study is conceptual research design where this researcher attempts to establish a theory that incorporates the Theory of Planned behaviour (TPB) and artificial intelligence-based marketing strategies toward organic food product in India. Conceptual studies use the available theories and literature to generate new knowledge, however, they do not necessitate a gathering of primary empirical advice (Sekaran & Bougie, 2020). It deals with the synthesis of knowledge on three streams to relate the attitude, subjective norms, and perceived behavioural control and hence purchase intentions: Organic food marketing, artificial intelligence in consumer engagement, and applications of TPB in sustainable consumption.

The identification, assessment, and synthesis of scholarly works pertinent to the objectives of the research were performed attributing to a systematic review of literature. The databases searched were Scopus, Web of Science, and Google Scholar by combinations of keywords; the combinations of keywords were all as follows; AI in marketing, organic food consumer

behavior, Theory of Planned Behavior, purchase intention, and sustainable consumption. Peer-reviewed journal articles, conference papers, and authoritative reports published consisting of 2000-2024 were included and a preference towards more recent works was favored to avoid the irrelevance of the studies in question to the present marketing schemes (Snyder, 2019).

The literature identified was then thematically analysed to draw back to the absence of any recurring constructs, theoretical connections, and gaps in the literature. This was done by coding the results of the earlier research to be categorized under the various aspects of TPB (attitudes, subjective norms, perceived behavioral control) and the various AI marketing uses (personalization, predictive analytics, recommendation systems and chatbots). Integration of these insights made it possible to develop propositions connecting the parts of TPB with AI-enabled marketing activities when it comes to buying organic foods.

To supplement the theoretical richness of the proposed model, the conceptual triangulation approach was used involving the borrowing of the related theories in terms of authenticity cues and persuasion mechanisms used in AI-mediated marketing Signaling Theory and Elaboration Likelihood Model (ELM) as examples (Webster & Watson, 2002). Methodological integrity of this conceptual approach validates that the proposed framework does not only have the theoretical support but the similarity between them are in regard to the fact that the proposed framework exploits what the current theory has to offer and represents the theory to expansive a contemporary, technology-based marketing environment.

RESULTS AND DISCUSSION

Applications of AI in marketing

The concept of Artificial Intelligence (AI) has become a great revolution in marketing and it can provide tools and different methods that can assist in enhancing personalization, efficiency, and consumer engagement. Some common AI-based approaches used in marketing include facilitating personalized suggestions, forecasting, chatbots, social media sentiment impression, image recognition, price optimization and content automation (Chatterjee et al., 2021; Kumar et al., 2023). Using big data on consumers, AI can target markets with audience segmentation possibilities, predictive tastes and real-time customisation of messages. It is a data-informed strategy that helps to make marketing less focused on specific events; one that is more engaging and compelling and then also streamlines the operation on the side of inventory and pricing decisions. Theoretically, AI in marketing resonates with the ideas under relationship marketing and theories of consumer

behavior in terms of viewing trust-building, customization, and value creation as promoting the purchase intention (Gupta & Arora, 2023).

When it comes to organic food products, it is rather strategic to utilize AI to meet the market challenges connected with the lack of awareness of organic food, questions of authenticity, and the perception of price being an obstacle. AI-based recommendation engines may provide recommendations of organic products in accordance with their dietary needs, health objectives, or sustainability preferences, therefore, establishing positive attitude toward the consumption of organic products. The method of predictive analytics has the potential to anticipate demand in season products, which leads to the optimal control of the supply chain and the minimization of wastes. Chatbots may be used to inform users on certification norms and supply procedures, whereas AI writing may tell the story about why organic products are environmentally friendly and healthy in a sustainable way (Prakash & Kumar, 2022). In addition, the AI-enhanced traceability in block chain can be used as an authenticity cue, which will guarantee the consumers that a product is not corrupted, a very important feature when it comes to buying credence products such as organic food (Connelly et al., 2011). Coupled together, these applications not only facilitate the effectiveness of the marketing but also facilitating the consumer trust and sustainable consumption patterns.

Table 1 – Use of AI in marketing of organic food products

AI Marketing	Application in Organic Products	Application to Organic Food	Example
Personalized Recommendations	Suggest organic products based on consumer purchase history, dietary needs, and lifestyle preferences.	BigBasket's AI-based recommendations for organic vegetables and staples in India.	
Predictive Analytics	Forecast demand for seasonal organic produce and plan inventory to avoid shortages.	Farmizen predicts crop availability for local organic farm deliveries.	
Chatbots & Virtual Assistants	Provide instant answers about organic certification, sourcing, and nutritional benefits.	Haptik chatbot integrated into organic grocery sites to guide purchases.	
Social Media Sentiment Analysis	Track consumer opinions about organic brands and adjust marketing campaigns accordingly.	Brandwatch monitors Instagram sentiment for organic product launches.	
Visual Search &	Allow users to find similar organic	Google Lens to find matching	

Recognition	products by uploading images.	organic pantry items from a product photo.
Dynamic Pricing	Adjust prices based on demand, competition, and inventory for organic SKUs.	Amazon's AI-driven pricing for organic packaged products.
Content Generation & Storytelling	Create engaging sustainability stories and product descriptions to enhance brand trust.	Jasper AI generates eco-focused marketing copy for organic farms.
Authenticity Verification (Blockchain)	Track and display farm-to-table journey for transparency in organic certification.	Provenance blockchain platform ensuring traceability of organic coffee beans.
Geo-Targeted Campaigns	Deliver localized offers for organic food in high-demand regions.	Whole Foods' AI-driven regional promotions for organic produce in urban markets.

Theoretical underpinning

The combination of literature review findings on insights and the identification of the thematic analysis has led to the creation of a conceptual framework explaining how the artificial intelligence (AI) marketing tools affect consumer purchase decisions about organic food in India based on theory of planned behaviour (theory of planned behaviour (TPB)). The framework ranks AI marketing intercessions of customized proposals, predictive inference, chatbots, and social affirmation methods as essential factors spurring attitudinal, subjective norm, and sense of control conduct changes, which eventually influences behavioural determination to acquire organic products.

Theory of Planned behaviour – AI and organic food products marketing

Future research recommends relying on AI-based recommendation systems and personalization of content that would shape positive consumer attitudes towards organic food by referring to the health-related, environmental, and ethical advantages of organic foods (Chatterjee et al., 2021). Through browsing history, dietary preferences, and previous purchases, AI may display the products related information, price comparisons, and sustainability certifications and, thus, strengthen the positive judgments (Prakash & Kumar, 2022). Such personal interactions minimize the information overload and enhance the relevance of the message which is in line with the TPB hypothesis which states that, positive attitude promotes the likelihood to behave (Ajzen, 1991).

Organic Food Subjective Norms Buying

The influence of others is also an important element in the organic food market and it is more important when individuals live in a collectivist community such as India (Yadav & Pathak, 2017). Subjective norms can be enhanced through the use of AI algorithms that appear on social media and e-commerce websites to show their endorsements by their peers, influencer critiques, and notifications at the time of purchase. These forms of social proof form the impression that eating organic food is a socially desirable action, which is in line with TPB concept of subjective norms. Marketers can reinforce normative beliefs and perceived social pressure to change eating habit by strategically curating content demonstrating community trends and recommendations with the help of AI.

Perceived Behavior Control

The number of times this happens depends on whether a consumer feels that he or she is able to give a certain behavior or not (Ajzen, 1991). This feeling is called perceived behavioral control. The AI will be able to augment this perception through reduced barriers to entry of organic foods by means of improving search filters, delivery services and automatic subscription services. Furthermore, AI chatbots have the capability to answer customer questions in real time where any concerns with regard to availability, originality and price are eliminated. These interventions minimize the factors that hinder buying organic products due to their display uncertainty and inconvenience, thus making consumers feel better able to buy the organic product, hence, enhancing their intents to buy the organic products (Gupta & Arora, 2023).

The Signaling Theory and its relation to the Study

The Signaling Theory is a theory initially used in economics and subsequently in marketing and focuses on credible information which is passed to a party (the signals) to a party (the receiver) to decrease information asymmetry (Spence, 1973). In consumer markets, particularly in the case of products whose qualities cannot be readily known such as the authenticity of organic food signals make consumers make deductions about quality and trustworthiness (Connelly et al., 2011).

When it comes to the discussion of AI-mediated marketing of organic food, the Signaling Theory is relevant as people need organic products to be credence goods, which means that they cannot check whether the products are organic even after they buy them. The use of AI technology can serve as signalers because it points to trust indicators like certified organic production, blockchain-based supply chain accountability, and verified reviews of customers and recommendations by credible influencers. For instance:

- AI will assist people in basing product preferences on official certificates indicating their authenticity.
- Predictive algorithm can also filter sellers with no verified information in their supply chains and ease the perception of risk to the consumer.

This is related to this aspect of attitudes in the Theory of Planned Behavior (TPB) because credible cues through AI-based platforms would help develop the action towards positive attitudes of buying organic food because it provides lesser uncertainty and develops a sense of surety.

ELM and Elaboration Likelihood Model (ELM) and Its Relation to the Study

Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986) concerns the two way of processing persuasion messages where people attain the persuasion messages by two processes:

- Central route-the involvement and motivation are high and people are in deep thoughtful processing on the content of the message.
- Peripheral route – in case people are not that highly motivated or are less able to process information, they depend on some easy signals like attractiveness of the source, repetition, or the social affirmation.

The ELM assists in understanding how consumers perceive the AI produced promotional messages in marketing of organic foods:

Central route processing: The AI personalization provides more comprehensive and relevant information on nutritional benefits, farm of origin, and environmental impact report to the very interested consumer who requires some logical explanation to purchase organic.

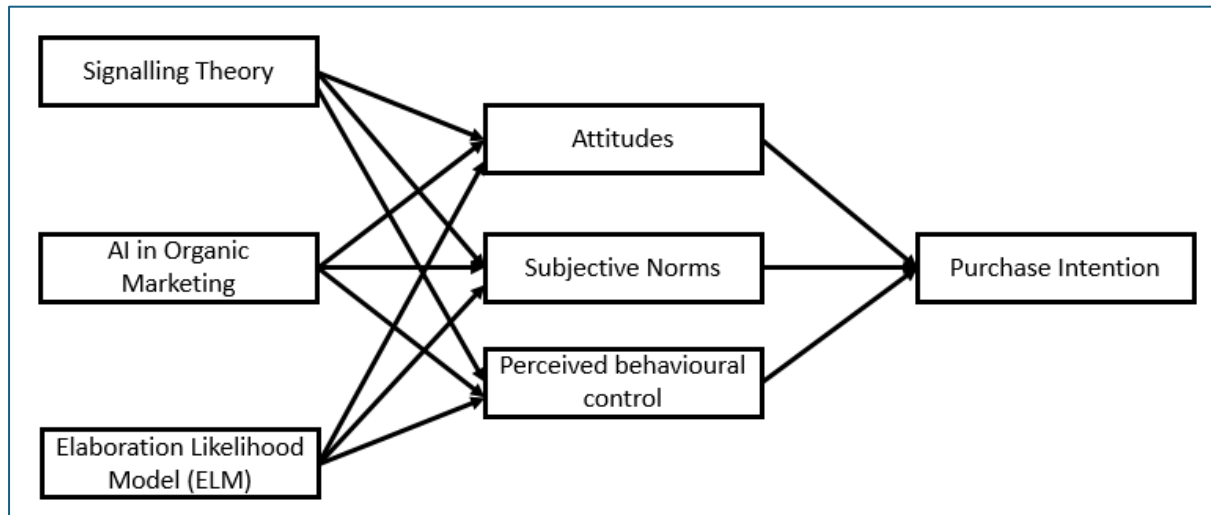
Peripheral route processing: And AI can provide visual stimulation (of the high quality product photos), social witnessing (e.g. “200 people have purchased this today”), or opinion leader authenticators- those are good for less-involved consumers.

The subjective norms are supported by the creation of social proof that is created by AI, indicating adoption at the community level.

In simplified terms, persuasive communication via AI chatbots or voice assistants can lead to increased perceived behavioral control in the way the purchase decisions become less cognitively effortful.

Proposed Conceptual model

Figure 1 – Proposed conceptual model



The proposed conceptual model integrates Artificial Intelligence (AI) in organic food marketing, the Theory of Planned Behavior (TPB), Signaling Theory, and the Elaboration Likelihood Model (ELM) to explain consumers' purchase intentions toward organic food. At the core of the model, AI-powered marketing acts as a catalyst influencing the three TPB constructs—attitudes, subjective norms, and perceived behavioral control—which in turn predict purchase intentions (Ajzen, 1991). AI applications such as personalized recommendations, targeted advertising, and predictive analytics can deliver relevant information, enhance consumer engagement, and reduce decision-making complexity, thereby increasing the likelihood of purchase (Chatterjee et al., 2021; Gupta & Arora, 2023). Signaling Theory contributes to the model by explaining how AI can transmit credibility cues to shape consumer attitudes. Organic food is a credence good, meaning consumers cannot easily verify its authenticity even after purchase (Connelly et al., 2011). AI systems can address this uncertainty by highlighting verified certifications, blockchain-based traceability, and credible influencer endorsements, which serve as quality signals. These signals help consumers form favorable evaluations of organic products, strengthening the attitude-intention link. By reducing perceived risks and reinforcing trust, Signaling Theory aligns with the TPB's premise that positive attitudes increase behavioral intentions (Prakash & Kumar, 2022; Yadav & Pathak, 2017).

The Elaboration Likelihood Model (ELM) complements the framework by explaining how AI-mediated persuasive messages influence subjective norms and perceived behavioral

control. Through the central route, AI tools can deliver detailed sustainability reports, health benefits, and origin stories that appeal to highly involved consumers. Through the peripheral route, AI can leverage social proof, influencer popularity, and visually appealing content to influence consumers with lower motivation or ability to process detailed information (Petty & Cacioppo, 1986). Both persuasion routes can enhance social pressures (subjective norms) and perceptions of ease and accessibility (perceived behavioral control), thereby strengthening purchase intentions. This integration of TPB, Signaling Theory, and ELM provides a multi-theoretical perspective on how AI can effectively drive sustainable consumption in the organic food sector (Snyder, 2019).

CONCLUSION

This research paper combines the Theory of Planned Behavior (TPB) and Signaling Theory and the Elaboration Likelihood Model (ELM) to suggest a model of the processes guiding the understanding of how AI in organic food marketing may yield a purchase intention. Aligning AI applications that include personalized recommendations, predictive analytics, authenticity verification, and AI-driven storytelling to the TPB concepts of attitudes, subjective norms, and perceived behavioral control, the model proposes new theoretical insights into how technology can influence consumer-decision making in relation to sustainable consumption. Adding Signaling Theory augments how attitude is formed with the credible implication of authenticity cues, whereas ELM offers predictions of the dual paths of persuasion that moderates the normative beliefs and facilitating ease of purchase. The framework proposed provides a strong, multi-theoretical approach that will take into consideration the various challenges that are peculiar in marketing credence products such as organic food.

On a practical level, this study can offer practical advice to marketers, policymakers, and supply chain players in the organic food industry in terms of practical measures that they can take. AI tools can be used by the marketers to provide more relevant, credibility-building and interactive campaigns, and the policymakers can utilise the insights gained to formulate supporting policies to promote AI adoption in favour of promoting sustainable consumption. Also, trust mechanism in terms of verification of the authenticity of goods like traceability using AI-enabled blockchain technology can reduce the lack of trust between manufacturers and consumers hence increasing market penetration. With this technological innovation and using behavioral theory, this paper highlights how AI can not only increase sales volumes but also help generate consumer commitment over the long-term to making eco-friendly purchasing decisions, part of the broader sustainability agenda.

Future studies may build on this conceptual framework to empirically test the suggested relationship with consumers in different segments and across several cultural contexts and thus confirm the adequacy of the concept to be applied to any other market. The answer is longitudinal examination of the extent to which persistence in exposure to AI-driven marketing affects changes in the attitudes, subjective norms and perceived control over behavior that occurs over time. Further insights on the incremental value of AI in sustainable consumption would be gained by comparing the use of AI-enabled marketing strategies and the traditional ones. Also, investigating possible ethics issues, i.e., data privacy and algorithm bias might be of benefit in order to gain insight into responsible AI adoption in the field of organic food.

REFERENCES

- Agricultural and Processed Food Products Export Development Authority. (2023). *APEDA annual report 2022–23*. Ministry of Commerce and Industry, Government of India. <https://apeda.gov.in>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Bobro, N. (2024). Exploring the role of AI in shaping future marketing strategies: Evaluations and outlooks. *Amazonia Investigata*. [https://doi.org/ ...amazoniainvestiga.info](https://doi.org/...amazoniainvestiga.info)
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The effect of AI-based personalization on consumers' purchase intentions in e-commerce: A study in the Indian context. *Journal of Business Research*, 131, 799–814. <https://doi.org/10.1016/j.jbusres.2020.10.048>
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67. <https://doi.org/10.1177/0149206310388419>
- Duong, C. D., (2025). How does blockchain-based food traceability system drive consumer trust in organic food? Applying the stimulus-organism-behavior-consequence

framework. *Asia Pacific Journal of Marketing and Logistics*. [https://doi.org/ ...](https://doi.org/...)
[Emerald](#)

- Duong, C. D., Dao, T. T., Vu, T. N., Ngo, T. V. N., & Nguyen, M. H. (2024). Blockchain-enabled food traceability system and consumers' organic food consumption: A moderated mediation model of blockchain knowledge and trust in the organic food chain. *Journal of Asia Business Studies*.
- Duong, C. D.(2024). Blockchain-based food traceability system and ... consumer behavior in organic food: Technology anxiety as a moderator. *Sustainable Futures, Volume.**
- Gupta, V., & Arora, N. (2023). Digital transformation and consumer behavior: The role of AI in sustainable consumption. *Sustainable Development, 31*(1), 55–67.
<https://doi.org/10.1002/sd.2324>
- Jain, R. (2024). Artificial intelligence in marketing: Two decades review. *Journal of ...*
journals.sagepub.com
- Kumar, B., & Kapoor, S. (2020). Purchase intention toward organic food: A study in the Indian context. *Journal of Cleaner Production, 267*, 122053.
<https://doi.org/10.1016/j.jclepro.2020.122053>
- Kumar, V., Dixit, A., Javalgi, R., Dass, M., & Sharma, A. (2023). Artificial intelligence in marketing: Review, trends and future directions. *Journal of Business Research, 154*, 113334. <https://doi.org/10.1016/j.jbusres.2022.113334>
- Marvi, R. (2024). Past, present, and future of AI in marketing and knowledge management. *Journal of Knowledge Management*. [https://doi.org/ ...](https://doi.org/...) [Emerald](#)
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Prakash, G., & Kumar, A. (2022). Consumer acceptance of AI-enabled marketing: An application to the food retail sector. *Technological Forecasting and Social Change, 176*, 121448. <https://doi.org/10.1016/j.techfore.2021.121448>

Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Wiley.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.
<https://doi.org/10.1016/j.jbusres.2019.07.039>

Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, 87(3), 355–374. <https://doi.org/10.2307/1882010>

Stremersch, S., Hoffman, D., Moreau, P., & Wedel, M. (2022). The rise of new technologies in marketing: A framework and outlook. *Journal of Marketing*, 86(1), 1–6. [e](#)

V. Kumar. (2024). AI-powered marketing: What, where, and how? *Industrial Marketing ...*

Webster, J., & Watson, R. T. (2002). Analyzing the past to prepare for the future: Writing a literature review. *MIS Quarterly*, 26(2), xiii–xxiii.

Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>