

Impact of Artificial Intelligence-Enabled Digital Marketing Strategies on Consumer Purchase Behaviour

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Abstract: AI is transforming digital marketing and consumer buying behaviour. When examining how AI-powered digital marketing methods affect customers' buying behaviour, this research was concerned. Twenty 2023–2025 academic studies were selected. A qualitative, descriptive, and conceptual method is used in this research, including secondary data analysis employing peer-reviewed publications and conference proceedings from major academic databases. Thematic content analysis identified the main ways AI affects consumer purchases in selected studies. The results show that AI-enhanced digital marketing affects consumer purchase behaviour in three areas: customer experience, service quality or operational efficiency, or consumer trust. customer relationship management, predictive analytics, recommendation systems, as well as personalised marketing improve customer engagement by personalising experiences, improving service and support, and guiding customers. The analysis also finds data privacy, security, transparency, or trust issues that could impact AI-powered marketing. To better understand the impact of AI on digital marketing and customer purchasing behaviour, the research recommends developing a theoretical framework. A conceptual framework describing the effects of AI on consumer purchasing behaviour should be developed, according to the study. Researchers, marketers, and businesses can use the results to better understand their customers and create marketing strategies that cater to their needs.

Keywords: Digital Marketing, Consumer Purchase Behaviour, Artificial Intelligence, Customer Experience, Consumer Trust, Service Quality, Personalization, Predictive Analytics.

INTRODUCTION

One of the most influential technologies on online shopping habits and advertising is artificial intelligence (AI). Artificial intelligence allows businesses to sift through mountains of client data in search of purchasing patterns, which in turn allows for more precise marketing that boosts engagement and purchases (Ransbotham et al., 2017). In contrast to human intuition, artificial intelligence (AI) uses data-driven algorithms as well as smart systems to draw conclusions that could impact marketing strategies and consumer behaviour (Haenlein & Kaplan, 2019). Thus, digital marketing strategies driven by artificial intelligence are becoming

increasingly important for companies as a means to better meet customer needs, improve efficiency, and solidify relationships.

Chatbots, recommendation systems, CRM, predictive analytics, and personalised advertising are just a few examples of the AI-powered digital marketing apps that help businesses reach their ideal customers at just the perfect moment. With the help of these technological advancements, consumers are now able to have more personalised shopping experiences, have better interactions with businesses, and make more educated purchasing decisions. Businesses that use AI-powered marketing techniques outperform those that rely just on conventional marketing approaches, demonstrating the effectiveness of AI's strategic applications in today's digital world. In an ever-changing consumer landscape, the success of businesses relies on providing consumers with digital experiences that are both tailored to their needs and seamlessly integrated into their workflow.

As AI becoming increasingly commonplace in digital marketing, it has raised questions around customer trust, privacy, transparency, and data security, despite its many advantages. People are becoming increasingly wary of using AI-powered systems to gather, analyse, and use personal data, so they are being more selective with their purchases (Singh et al., 2019). More and more, customers in AI-driven digital environments are demanding accountability and transparency, which means they need to do their research and weigh their options before making a purchase (Yussaivi et al., 2019). Although digital marketing campaigns could be substantially enhanced with the help of artificial intelligence (AI), there are several organisational and technical considerations to bear in mind before implementing this strategy. A decline in consumer confidence and, by extension, the company's profitability, may result from poorly executed digital marketing campaigns driven by artificial intelligence (Roggeveen et al., 2021). According to Aceto, Persico, and Pescapé (2018), in order for organisations to fully use AI, they need a robust technology infrastructure as well as high-quality consumer data. Building attractive brands and providing meaningful customer experiences still requires knowing how people perceive AI technology. Research by Nagy & Hajdu (2021), Chopra (2020), and Guha et al. (2021) among others has demonstrated that the increasing prevalence of self-service and automation technologies causes AI service quality to differ substantially from traditional service quality.

Research on digital marketing's use of artificial intelligence (AI) is growing, although most studies have focused on specific AI uses, such recommendation systems, chatbots, customer service automation, or targeted advertising. A small number of studies have sought to synthesise the many digital marketing strategies powered by AI into a unified framework that elucidates the combined effect of these strategies on consumers' final purchase decisions. Furthermore, the results of published studies on the topic of artificial intelligence's potential to enhance customer experience, service quality, and consumer trust while simultaneously addressing privacy and transparency concerns have been mixed. Consequently, in order to ascertain the effect of digital marketing tactics driven by artificial intelligence on customer buying behaviour, this study compiles the relevant research articles published in the years 2023–2025. To explain how artificial intelligence (AI) influences consumers' purchase decisions in digital marketing settings, the study suggests a theoretical framework that incorporates literature and three critical dimensions: consumer trust, service quality and operational efficiency. In addition to adding to our theoretical understanding of AI in digital marketing, the study's findings provide useful information for researchers and industry professionals working to boost customer engagement and conversion rates.

OBJECTIVES

- To examine how customer purchase decisions are impacted by digital marketing using artificial intelligence.
- To identify the aspects of consumer purchasing behaviour that artificial intelligence primarily affects, such as service quality, customer experience, or operational efficiency, and customer trust.

RESEARCH METHODOLOGY

Examining how Digital Marketing using Artificial Intelligence (AI) affects customers' buying habits, the study employs a qualitative, descriptive, & conceptual research approach. Rather of collecting first-hand accounts, this study synthesises and analyses previously published academic works. Customers' buying choices, experience, service quality, and trust are studied in connection to artificial intelligence (AI) technologies such predictive analytics, recommendation systems, CRM, chatbots, personalisation, and automated customer services.

A thematic approach was used to detect the common themes and proposition the conceptual ones.

Sources of Data Collection

Papers presented at conferences, peer-reviewed journals, and other academic venues provided the secondary data used in the research. For this purpose, we searched a number of academic databases for applicable research:

- Scopus
- Web of Science
- Google Scholar
- ScienceDirect
- SpringerLink
- Emerald Insight
- IEEE Xplore

Key words used in the search strategy were:

- Artificial Intelligence
- AI-enabled Digital Marketing
- Consumer Behaviour
- Consumer Purchase Behaviour
- Purchase Intention
- Customer Experience
- Digital Marketing
- Artificial Intelligence Marketing
- Chatbots

- Recommendation Systems
- Personalization
- Customer Trust
- E-commerce
- AI in Marketing

Boolean operators (AND, OR, NOT) were used to narrow and fine-tune the search.

Sample Selection Criteria

To make sure the studies that were chosen were high-quality and relevant, we utilised predetermined criteria for inclusion and exclusion.

Inclusion Criteria

- Articles put out during the last twelve months.
- Peer-reviewed journal articles
- Research papers from conferences and conferences with high impact and quality
- Conducting research on AI applications in digital marketing
- Research on consumer behaviour, consumer intention to purchase, customer experience, service quality or consumer trust

Exclusion Criteria

- Duplicate publications
- The present tense is appropriate for both reviews of books and news pieces.
- Research related to digital marketing but not necessarily AI-related.
- Oral publications that are not available in full text.
- Research that does not include an analysis of the behaviour of consumers

Study Selection Process

Four stages of selection of relevant studies were undertaken:

- **Identification:** The relevant publications were identified by using the keywords in selected academic databases.
- **Screening:** Duplicate and irrelevant studies were eliminated after titles abstracts were reviewed.
- **Eligibility:** In order to ensure that all studies met the inclusion/exclusion criteria, the remaining papers' whole texts were reviewed.
- **Final Selection:** 20 studies published in the past 3 years (2023-2025) were chosen for detailed analysis.

These studies are the latest advancements in artificial intelligence-powered digital marketing and consumer behaviour.

Data Extraction

Information from each selected study was systematically extracted using a structured data extraction framework. The following information was recorded:

Variables Extracted

- Author(s)
- Year of Publication
- Research Title
- Journal
- AI Technology/Application
- Digital Marketing Strategy
- Consumer Behaviour Variable
- Key Findings

- Research Limitations

This standardized framework ensured consistency in data collection and facilitated comparative analysis across the selected studies.

Data Analysis Technique

The studies were subsequently subjected to thematic content analysis, that helped to uncover shared ideas and connections among them and to identify overarching themes that might explain the connection between digital marketing campaigns driven by artificial intelligence and the actions of consumers.

The following procedures were followed to conduct the analysis:

- Fully Reading each selected study.
- Recognition of patterns and ideas.
- Compiling the same discoveries into larger class themes.
- Comparative analysis of similarities/differences between studies.
- Identification of gaps in current research and opportunities for new research.

The thematic analysis revealed three key dimensions to affect consumer purchasing behaviour:

- The use of AI to improve the client service experience.AI and the satisfaction of customers.
- Prioritizing operational efficiency, service quality, and artificial intelligence.
- Emphasizing operational efficiencies, service quality, and AI.
- Consumer trust poses a challenge to AI technology.Consumer trust is a concern for AI technology.
- The dimensions were used as a conceptual basis for the research framework that was proposed.

Development of Research Propositions

Based on the synthesis of the analysed studies, three conceptual propositions were formulated:

H1: Artificial Intelligence enhances customer experience and positively influences consumer purchase behaviour.

H2: The use of AI in digital marketing boosts efficiency and the quality of services provided.

H3: Artificial intelligence has a favourable impact on purchasing choices by helping to increase customer confidence in digital platforms.

These propositions are conceptual in nature and are supported by evidence derived from previously published empirical and theoretical studies.

Conceptual Framework

A conceptual framework was developed to explain the link among AI-driven digital marketing that customer purchasing behaviour after the chosen research were analysed. The model identifies three ways in which AI influences consumers' purchase choices:

- Customer Experience
- Service Quality and Operational Efficiency
- Consumer Trust

These dimensions all influence consumers' attitudes, purchase intentions, and actual purchase in digital marketing environments. The framework offers a theoretical lens to comprehend the processes by which AI-driven digital marketing strategies influence consumer behavior.

RESULT

We looked at twenty academic papers that were published between 2023 and 2025 to see how digital marketing methods that included artificial intelligence (AI) affected customer behaviour. Personalised marketing, chatbots, recommendation systems, CRM, customer relationship management, automated customer service, & predictive analytics are some of the AI application cases included in the report. A review of the relevant research reveals that AI is now integral to successful digital marketing campaigns. Attention is drawn to the function

of AI in producing engaging and tailored consumer experiences by Hary Firmansyah & Nurna Yuni (2025), who evaluated the influence of anthropomorphic AI & advertising appeal on customer choice and buy intention. The utilisation of (AI) in marketing campaigns, along with changes in consumer lifestyle, significantly influences the purchase choices of Samsung Galaxy Flip5 smartphones, according to Dayang Dea Dwi Sari et al. (2025). In a similar spirit, Wira Yudha Alam et al. (2025) emphasised AI's value in digital marketing and CRM optimisation, while Mitha Diah Rosanti et al. (2025) demonstrated that e-commerce applications like Lazada gain from automated customer support powered by AI.

According to research by Nurul Fadilah Aswar et al. (2025), GrabFood customers' repurchase intention is favourably impacted by AI actions that enhance their customer experience. Similar to how Dadang Irawan et al. (2025) found that AI is crucial in customising consumer experience, Lidya Azizah et al. (2025) emphasised that data analytics and AI enhance marketing performance via message personalisation. Digital marketing strategies that use AI also contribute to building a stronger brand (Rinaldy Achmad Roberthn Fathoni & Achmad Mohyi, 2025).

Papers analysed beginning in 2024 provide credence to the idea that AI is playing an increasingly important role in influencing consumer behaviour. In 2024, Aflah Malik Alghaniy discovered that Shopee's AI-powered chatbot services increase customer happiness, while in 2024, Sudarsono and Azis Rachman showed that artificial neural networks, content marketing, and big data had a favourable effect on purchase choices via buy intents. Digital marketing with AI has a substantial impact on Shopee users' purchasing decisions, according to research by Zhensen and Dedy Lazuardi (2024). Digital product marketing using AI technology favourably affects client repurchase intention, according to Ratnawati Lang et al. (2024). Among members of Generation Z, Erika Meirin Bawinto et al. (2024) found that higher levels of e-service quality and artificial intelligence increase the likelihood that a customer would buy Netflix. In a study conducted by Indah Cahyati et al. (2024), the implementation of Intelligence-integrated business intelligence was emphasised in the context of e-commerce. On the other hand, Arief Zikry as al. (2024) demonstrated that the application of AI significantly improves the customer experience for Shopee users. Consumer behaviour towards artificial intelligence influences Tokopedia repurchase intention, according to Rafli Dwi Naufal et al. (2024). The research conducted by Viki Ahmad Badri & Miftahul Huda (2024) reveals that integrating AI with content marketing leads to an uptick in both buy

intention and actual purchase behaviour. Also, as Muhamad Aditya Yulianto et al. (2024) pointed out, AI algorithms work wonders when it comes to providing e-commerce platforms with tailored consumer experiences.

Adoption of AI has been shown to have mostly favourable results in most studies, however a few have also highlighted serious issues. According to Andika M. Soemarno (2023), consumer trust is still a crucial component in AI adoption, as the author highlighted the difficulties associated with privacy and personal data security in AI implementation. Also, according to Pradana Jati Kusuma et al. (2023), if customers view AI-driven interactions as trustworthy and helpful, it can increase their purchase intention in social media marketing. Taking a look at the chosen studies as a whole reveals how AI is now integral to every successful digital marketing campaign. Improvements in customer experience, service quality, operational efficiency, and consumer trust may all be achieved via the use of AI technology by organisations. Despite numerous studies demonstrating that AI positively affects consumer behaviour, some have raised concerns regarding data security, transparency, customer acceptability or privacy. This investigation uncovered three main factors that explain how AI affects consumer purchasing behaviour.

H1: AI can deliver better customer experiences and drive consumer behavior to buy products and services.

The psychological, emotional, physiological, and social components of the customer journey have all been previously identified (Pires, et al. 2015). Social variables also shape how a client perceives the world and the views they have toward certain groups (Keiningham et al. 2017). According to Jarrahi (2018), advances in artificial intelligence and general understanding of how to handle language might lead customers to a conclusion or translate their input into human language at a real-life and fantastical speed.

Consequently, AI is a vital digital marketing tool for companies to keep improving customer capacity (Haenlein & Kaplan 2019). Artificial intelligence (AI) is often associated with a number of digital marketing tools used by internet companies, including AR/VR, vision-driven photography, and inventory prediction systems. Improving the customer service experience requires knowledge about the consumer, their preferences, and their prior interactions. In the realm of digital marketing, (AI) devices have the potential to decrease understanding time by providing consumers with communication suggestions based on data as well as customer

profiles (Ransbotham et al. 2019). In order to increase the likelihood that consumers would actually buy a product, artificial intelligence (AI) may study their purchasing patterns and provide more informed recommendations.

H2: AI improves corporate procedures and service quality when used in digital marketing.

An indication of a brand's efficacy and quality may be seen in the degree to which its service offerings are valued by customers. According to Ransbotham et al. (2019), these metrics are defined precisely in relation to the difference between acquired or intended service contributions. The anticipatory dis-affirmation hypothesis supports this idea of service quality. According to Haenlein and Kaplan (2019), operational efficiency and service quality assess how well a service meets the needs of its consumers. Very little is known about how people respond to machine-run social services, especially those that use AI (Montes & Goertzel 2019). This is in contrast to the mountain of literature on social service quality. One possible explanation for the gap between service quality and efficiency is that social services are not typically designed to facilitate self-management, in contrast to AI-enabled services. Improving quality assessment is made simpler and more pleasurable with the use of artificial intelligence-driven customer experience, which makes tracking the client's dynamic journey a breeze.

H3: Artificial intelligence contributes to the development of digital platform trust.

When it comes to digital marketing, building a relationship between retailers and customers requires trust and accountability (Jarrahi, 2018). Recently, the hypothesis has been refined to focus on specific situations such online delivery behaviour, digital marketing, search engines, complete links in online networks, web media fan sites, and full linkages (Bag et al. 2021). When looking at the many ways in which consumers and merchants work together, every inquiry must include the importance of trust and partnership obligations. The self-assurance that comes from taking charge is one of the most important factors. A key variable that corresponds to the confidence-responsibility theory is trust. Additionally, the achievement of machine-controlled administrations has been greatly influenced by trust, which symbolises the relationship between humans and robotization (Wirth, 2018). If customers are serious about preventing merchants from disclosing their private information, then security is fundamental to trust, according to Hoff and Bashir (2015). Xu et al. (2020) and other studies have demonstrated that confidence can change the relationships between different parts of AI,

which can improve things like quality and accommodation. Digital marketers may look to AI to build trust and customise experiences for their customers in the future.

The study identified three factors—consumer trust, service quality& operational efficiency, or consumer experience—that significantly affect consumers' purchasing habits in relation to artificial intelligence. Businesses can strengthen customer relationships, improve service quality, and create personalised experiences by utilising AI-driven technologies. At the same time, customers' worries about security, privacy, and transparency are still factors that influence how they see things. Taken together, these findings demonstrate how AI has the ability to revolutionise digital marketing and impact customer decisions in the modern digital world.

CONCLUSION

Modern digital marketing tools like artificial intelligence (AI) have revolutionised how organisations connect with consumers and influence their purchases. This study of twenty academic studies found that AI-powered digital marketing methods improve customer purchase choices. Trust, service quality and cost, or customer experience affect these effects. AI solutions like predictive analytics, chatbots, recommendation systems, CRM, and personalised marketing help improve business-customer relationships. The report lists these benefits, but it also notes certain drawbacks that may diminish the effectiveness of AI-powered marketing efforts. Consumers' attitudes or adoption of AI technologies are still influenced by factors such as faith in AI, privacy and data security concerns, transparency, algorithmic bias, and effectiveness. Thus, organisations must follow ethical standards, prioritise data privacy, or be transparent when implementing AI to build long-term consumer trust. The recommended conceptual framework is needed to understand how AI-based digital marketing affects consumers' buying behaviour. This study greatly influences digital marketing AI theory and practice. The framework blends customer experience, service quality, and consumer trust and provides real marketing solutions. Empirical research in various industries, regions, and consumer segments can validate the proposed framework for AI-driven consumer behaviour.

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