



The Impact of Artificial Intelligence Marketing on Consumer Purchase Intention: An Empirical Study

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Abstract

Artificial intelligence has become an important part of modern marketing and is now shaping the way consumers search, compare and decide in online markets. This study examines how Artificial Intelligence Marketing affects consumers' purchase intention. The research follows a quantitative approach and uses primary data collected from 143 respondents through a structured five-point Likert scale questionnaire. The responses were analysed in SPSS version 27 by applying simple linear regression and Pearson correlation. The regression findings show that Artificial Intelligence Marketing has a positive and statistically significant effect on Consumer Purchase Intention. The correlation result also confirms a strong positive association between AI marketing and consumers' willingness to purchase. Overall, the study suggests that AI-based marketing improves purchase intention by making brand communication more personalised, relevant and responsive in the digital marketplace.

Keywords: *Artificial Intelligence Marketing; consumer purchase intention; digital marketing; personalised communication*

Introduction

The field of digital marketing has been significantly altered as a result of the use of artificial intelligence. The method in which businesses interact with customers and influence their purchasing decisions was completely transformed as a result. With e-commerce growing rapidly, companies are now turning to technologies based on AI such as personalised recommendations, chatbots, and predictive analytics to improve their customer experience and boost sales. These tools allow marketers to better understand preferences, previous behaviour and purchase patterns of consumers. As a result, marketing content delivered by businesses can seem more relevant and up to date to consumers (Arum et al., 2026).

Artificial Intelligence has also made personalisation much stronger in marketing today. Companies are now able to process huge amounts of consumer data and predict what customers may like in the future. This has opened up new

opportunities for personalised offers, product recommendations and digital advertisements. Research has indicated that Artificial intelligence-based personalisation can improve consumer engagement, satisfaction, and purchase intention through the convenience and meaningfulness of marketing messages (Alsaffarini et al., 2026; Frimpong-Manso et al., 2025). However, the success of Artificial intelligence marketing is not only about technology. It also depends on the extent to which consumers find the information useful, trustworthy and respects their privacy (Dar et al., 2025).

The term "consumer purchase intention" refers to the likelihood or willingness of a customer to make a purchase. In the current digital environment, it has become important for both researchers and marketers to understand how artificial intelligence marketing affects purchase intention. Many studies have also shown that AI can affect purchase decisions through factors like consumer trust, perceived personalisation, and engagement (Batool & Sanwal, 2025). This process also has a



significant role to play for brand trust. Consumers tend to respond more positively and make purchase decisions when they believe a brand is using AI in a transparent and ethical way (Swetha & Dhanalakshmi, 2026).

At the same time, there are some challenges with AI marketing as well. Some consumers may feel uncomfortable from AI-based recommendations. Some people may be concerned about data privacy, online tracking, and manipulation by highly personalised content. Therefore, algorithmic transparency, ethics in data use are very important (Pierre et al., 2026). Responses from consumers may also differ based on age, digital literacy, privacy concerns, and personal attitudes towards technology. This proves that AI marketing is not a universal approach. Instead, it should be based on different needs and expectations of consumers (Frimpong-Manso et al., 2025).

Therefore, the purpose of this study is to investigate the impact that artificial intelligence marketing has on the intention of consumers to make a purchase. This aims to contribute to the expanding body of research by investigating the influence that artificial intelligence has on marketing and customer intention to purchase.

Review of Literature

Agila et al. (2025) reviewed AI-based personalization in e-commerce. They came to the conclusion that the influence of personalisation on purchasing behaviour is mediated by beliefs on perceived relevance and trust. While privacy concerns and perceived intrusiveness can moderate or reduce its positive effect on purchase intention.

Ahmed et al. (2025) examined AI and Machine learning-based personalization which includes targeted ads, recommendation systems, personalized email. They analysed the data with regression and SEM and found that personalized ads and recommendations are the strongest drivers of purchase intention. Along with consumer trust as a key mediator. Personalization had both direct and indirect positive effects on purchase intention, though privacy concerns require transparent, ethical data practices.

Bantam et al. (2025) analysed millennials on TikTok Shop. Their findings showed that AI applications like chatbots, personalized recommendations and digital marketing strategies increase e-WOM. This in turn improves the intention to buy, utilising electronic word of mouth acting as a crucial mediator.

Hao (2025) used the S-O-R model to test AI-based precision marketing on social media. The findings revealed that AI precision marketing showed a significant and positive impact on the intention to make a purchase which partially mediated by perceived value and privacy concerns did not significantly weaken this effect.

Kumar (2025) developed an AI Engagement Score and found a strong positive linear link between engagement in artificial intelligence and buying intent ($CPII = 2.47 \cdot AES + 0.15$). This showed sharp conversion increases as personalization deepens.

Zafar et al. (2025) investigated e-commerce sector in Pakistan and identified that AI chatbots significantly influence purchase intention, especially through perceived trust, responsiveness, and usability. Along with customer satisfaction mediating the relationship between chatbot features, digital marketing, and purchase intent.

Chowdhury et al. (2024) performed research on artificial intelligence-based digital marketing with a total of 227 respondents. Personalised suggestions, behavioural targeting, chatbots and virtual assistants, and predictive analytics were cited as the driving forces behind the success of the company. The results indicated that AI tools significantly increase which led to conversion and positively shape customer behavioural intentions and purchase intention.

Dai & Liu (2024) showed that personalisation through artificial intelligence, efficacy of chatbots, predictive analytics, and participation on social media all considerably increase the intention to make a purchase. Along with personalization having the largest effect, especially when AI use is ethical and transparent.



Febriani et al. (2022) studied Shopee users and found that AI positively and significantly affects purchase intention, while digital marketing alone did not. Perceived value strongly influenced purchase intention, and influence of digital marketing on purchase intention was only observed when perceived value was used as a mediator.

Research Gap

Although previous studies have examined the role of AI marketing in influencing buying intention of consumers but most of them have focused on specific tools such as chatbots, recommendation systems, or targeted advertisements separately. Limited studies have examined AI marketing as a combined construct and its direct effect on consumer purchase intention. Moreover, many existing studies are based on international contexts, while consumer responses may differ across regions due to differences in digital literacy, trust, and privacy concerns. There is also a need for more empirical evidence using primary data to understand how consumers actually respond to AI-based marketing practices. Therefore, this study attempts to address this gap by investigating the influence of artificial intelligence marketing and its relationship with the intention of consumers to make a purchase.

Objectives of the Study

The main objectives of the study are identified based on research gap:

1. To examine the influence of artificial intelligence marketing on consumer buying intention in the digital world.
2. To evaluate the association between artificial intelligence marketing and consumer buying intention in the digital world.

Hypotheses of the Study

H01: Artificial intelligence marketing has no significant effect on buying intention of consumers.

H1: Artificial intelligence marketing has a significant effect on buying intention of consumers.

H02: There is no significant relationship between artificial intelligence marketing and buying intention of consumers.

H2: There is a significant relationship between artificial intelligence marketing and buying intention of consumers.

Research Methodology

The present study is descriptive and quantitative in nature and simple random sampling technique was used to collect data. Its main aim is to analyse how Artificial Intelligence Marketing influences consumer purchase intention and how both variables are associated with each other. Primary data were collected from 143 respondents with the help of a structured questionnaire. The questionnaire included close-ended statements related to AI marketing and purchase intention. A five-point Likert scale was used to record the responses, ranging from strongly disagree to strongly agree. After data collection, the responses were coded and analysed using SPSS version 27. Simple linear regression was applied to test the effect of AI Marketing on Purchase Intention, while Pearson correlation was used to examine the strength and direction of the relationship between the two variables.

Data Analysis and Interpretation

The present section deals with the analysis and interpretation of data collected from 143 respondents. The study mainly focuses on examining whether AI Marketing significantly influences Consumer Purchase Intention. To test the proposed hypotheses regression analysis and Pearson correlation were applied, and the findings are discussed

The influence of AI marketing on buying intention of consumer in the digital world

The first hypothesis was tested through simple linear regression to examine whether Artificial Intelligence Marketing significantly affects Consumer Purchase Intention.

H01: Artificial Intelligence Marketing has no significant effect on buying intention of consumers



H1: Artificial Intelligence Marketing has a significant effect on buying intention of consumers

Table 1 Regression Model Fit for AI Marketing and Purchase Intention

Model	R	R Square	Adjusted R Square	Standard Error	Durbin-Watson
1	0.773	0.598	0.595	0.41911	1.693

Note: Predictor: Artificial Intelligence Marketing; Dependent Variable: Consumer Purchase Intention

Source: Computed Data

The regression model indicates a strong positive link between AI Marketing and Purchase Intention, as the correlation value is 0.773. The explained variance value of 0.598 shows that AI Marketing accounts for 59.8% variation in Purchase Intention. The adjusted value of 0.595 further indicates that

the model remains stable after adjustment. The standard error value is 0.41911, which reflects the average difference between observed and predicted scores. The Durbin-Watson value is 1.693, which falls within the acceptable range and suggests that there is no serious autocorrelation issue in the data.

Table 2: ANOVA

Source	Sum of Squares	df	Mean Square	F-Value	Significance
Regression	36.871	1	36.871	209.911	0.000
Residual	24.767	141	0.176		
Total	61.638	142			

Note: Predictor: Artificial Intelligence Marketing; Dependent Variable: Consumer Purchase Intention

Source: Computed Data

The ANOVA result confirms that the regression model is statistically significant. The F-value is 209.911 and the significance value is below 0.001, which is lower than the standard 0.05 level. This

means that AI Marketing is a meaningful predictor of Purchase Intention. Therefore, the model is suitable for explaining the effect of AI Marketing on consumers' purchase-related intention.

Table 3: Regression Coefficients

Variable	B	Standard Error	Beta	T	Significance	Lower Bound	Upper Bound
Constant	0.285	0.230		1.236	0.218	-0.171	0.741
Artificial Intelligence Marketing	0.896	0.62	0.773	14.488	0.000	0.773	1.018

Note: Dependent Variable: Consumer Purchase Intention

Source: Computed Data

The coefficient result explains the direction and strength of the impact of AI Marketing on Purchase Intention. The constant value is 0.285, while the coefficient value for AI Marketing is 0.896. This means that when AI Marketing increases by one unit, Purchase Intention is expected to increase by 0.896 units. The positive coefficient shows that the effect is favourable. The t-value for AI Marketing is 14.488 and the significance value is below 0.001. Since this value is lower than 0.05, the effect of AI Marketing on Purchase Intention is statistically significant. The standardized beta value of 0.773

also indicates a strong positive influence. The confidence interval ranges from 0.773 to 1.018, which does not include zero. Therefore, the null hypothesis is rejected, and it is concluded that AI Marketing has a significant effect on Consumer Purchase Intention.

The association between AI marketing and consumer purchase intention in the digital world.

The second hypothesis of the study was tested by using Pearson Correlation.



H02: There is no significant relationship between artificial intelligence marketing and buying intention of consumers

H2: There is a significant relationship between artificial intelligence marketing and buying intention of consumers

Table 4: Correlation between AI Marketing and Consumer Purchase Intention

Variables	AI Marketing	Consumer Purchase Intention
AI Marketing	1	0.773**
Consumer Purchase Intention	0.773**	1
N	143	143

****Correlation is significant at the 0.01 level (2-tailed)**

Source: Computed Data

Pearson correlation was used to examine the relationship between AI Marketing and Consumer Purchase Intention. The correlation coefficient is 0.773, which shows a strong positive relationship between the two variables. The significance value is below 0.001, which is less than 0.05. This confirms that the relationship is statistically significant. Since the correlation is positive, it can be said that better AI-based marketing practices are associated with higher consumer purchase intention. Therefore, the null hypothesis is rejected.

Conclusion

The present study concludes that Artificial Intelligence Marketing has a significant influence on consumer purchase intention in the digital environment. The findings clearly show that there is a significant relationship and effect of AI marketing on consumer purchase intention. The regression result indicates that AI Marketing explains 59.8% variation in Consumer Purchase Intention, which reflects a strong predictive power of the model. Similarly, the Pearson correlation value of $r = 0.773$ which confirms a strong and positive relationship between AI Marketing and Purchase Intention. This means that when consumers experience relevant, useful and personalised AI-based marketing, their willingness to purchase also increases. However, the role of trust, transparency and privacy cannot be ignored. Consumers respond positively only when AI practices appear ethical and reliable. Therefore, businesses should use AI Marketing carefully to improve consumer engagement and strengthen purchase intention.

Limitation and Future Directions of Study

The present study has some limitations. First, the study is based on a sample size of 143 respondents, so the findings may not fully represent all consumers. Second, the research focuses only on AI Marketing and Consumer Purchase Intention, while other important factors such as consumer trust, privacy concern, brand loyalty and perceived usefulness were not deeply examined. Third, the study is quantitative in nature, so it may not capture the personal experiences and feelings of consumers in detail. Future researchers can use a larger sample size and include respondents from different regions. They may also apply mixed-method research to understand consumer opinions more deeply. Future studies can examine the mediating role of trust and privacy concern in AI-based marketing.

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