



# **The Transformation of Digital Promotion Era AI and Social Media Engagement in Shaping Consumer Purchase Intention**

**Aditya Ristanu Wijaya<sup>1</sup>, Haris Hermawan<sup>2</sup>, and Ni Nyoman Putu Martini<sup>3</sup>**

<sup>1</sup>Master of Management Study Program, Universitas Muhammadiyah Jember

<sup>2</sup>Master of Management Study Program, Universitas Muhammadiyah Jember

<sup>3</sup>Master of Management Study Program, Universitas Muhammadiyah Jember

e-mail: [adityawijaya8595@gmail.com](mailto:adityawijaya8595@gmail.com) (*corresponding author*)

## **Abstract**

The rapid advancement of Artificial Intelligence (AI) and the widespread use of social media have significantly transformed digital promotion, shifting marketing strategies from traditional approaches to data-driven and interactive systems. This transformation has changed how consumers interact with brands, where engagement through social media plays a crucial role in shaping purchase intention. However, the integration of AI and social media engagement in influencing consumer behavior remains an important area of exploration. This study aims to analyze the role of AI in digital promotion, examine the influence of social media engagement on consumer behavior, and explore their integration in shaping consumer purchase intention. The research employs a qualitative method using a literature review approach, collecting data from reputable academic sources such as journals, books, and online databases. The findings indicate that AI enhances digital promotion through personalization, predictive analytics, and automation, while social media engagement strengthens emotional connection, trust, and social influence. Furthermore, the integration of AI and social media engagement creates a dynamic feedback loop that improves marketing effectiveness and increases purchase intention. These results highlight the importance of adopting integrated digital strategies to achieve competitive advantage in the modern digital ecosystem.

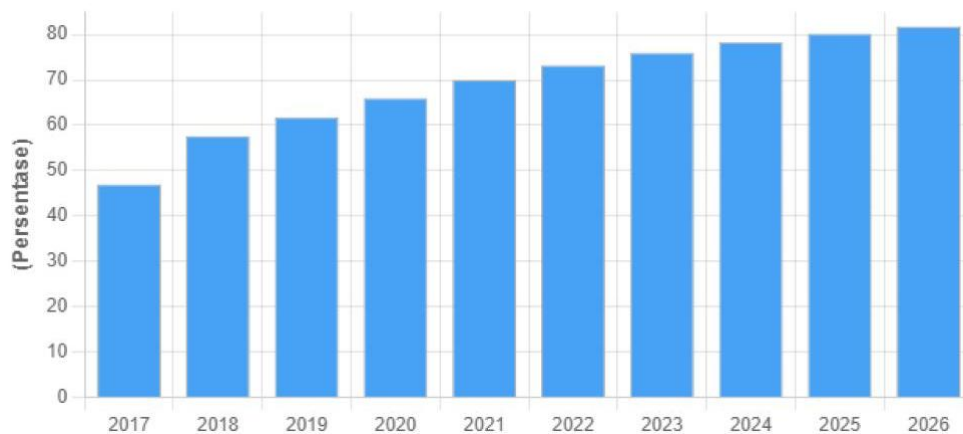
**Keywords:** Artificial Intelligence, Digital Promotion, Social Media Engagement, Consumer Behavior, Purchase Intention

## **INTRODUCTION**

The rapid advancement of digital technology has fundamentally reshaped the landscape of marketing and consumer behavior in the contemporary era. The emergence of Artificial Intelligence (AI) as a transformative force has accelerated the evolution of digital promotion strategies, enabling businesses to engage consumers in more personalized, data-driven, and interactive ways. In parallel, the widespread adoption of social media platforms has created an ecosystem where communication between brands and consumers is no longer linear but dynamic and participatory [1]. This transformation signifies a shift from traditional promotional approaches toward a more integrated and intelligent system where AI and social media engagement play a central role in influencing consumer decision-making processes. As digital

ecosystems become increasingly complex, understanding how these technologies interact to shape purchase intention has become a critical area of academic and practical inquiry [2].

In recent years, the integration of AI into digital marketing has enabled firms to leverage big data analytics, machine learning algorithms, and predictive modeling to better understand consumer preferences and behavior. AI-driven tools such as recommendation systems, chatbots, and personalized advertising have significantly enhanced the efficiency and effectiveness of promotional strategies [3]. These technologies allow businesses to deliver highly targeted content, optimize marketing campaigns in real time, and create seamless customer experiences across multiple digital touchpoints. Consequently, digital promotion is no longer limited to content dissemination but has evolved into a strategic process of value co-creation between brands and consumers. This transformation is particularly relevant in the context of increasing competition in digital markets, where firms must continuously innovate to maintain consumer attention and loyalty.



Source: Statista (2026)

**Figure 1.** Social Media Users in Indonesia 2017–2026

Figure 1 illustrates a consistent upward trend in the number of social media users in Indonesia from 2017 to 2026, indicating a significant expansion in digital adoption over time. The data shows a substantial increase from below 50% in 2017 to over 80% in 2026, reflecting the growing integration of social media into everyday life [4]. This trend highlights how digital platforms have become increasingly dominant as channels for communication, information exchange, and entertainment [5]. The steady growth also suggests that businesses have a progressively larger audience to engage through social media, reinforcing its strategic importance in digital marketing [6]. Consequently, the rising penetration of social media users strengthens its role as a critical driver in shaping consumer behavior and influencing purchase intention in Indonesia's evolving digital ecosystem.

Social media engagement has emerged as a powerful determinant of consumer purchase intention. Platforms such as Instagram, TikTok, and Facebook have transformed consumers from passive recipients of information into active participants in the marketing process [7]. Through likes, comments, shares, and user-generated content, consumers contribute to the dissemination and credibility of brand messages [8]. Social media engagement fosters emotional connections, trust, and perceived authenticity, which are critical factors influencing purchasing decisions.



Moreover, the rise of influencer marketing and social proof mechanisms has further amplified the role of engagement in shaping consumer perceptions and intentions [9]. In this context, the interactive nature of social media creates a feedback loop where consumer responses continuously inform and refine digital promotional strategies.

Despite the growing body of literature on digital marketing, there remains a significant research gap concerning the integrated impact of AI-driven digital promotion and social media engagement on consumer purchase intention. Many studies tend to examine these variables in isolation, without adequately addressing their synergistic effects within a unified framework. Additionally, the rapid pace of technological innovation often outpaces academic research, resulting in limited empirical evidence on how emerging AI technologies influence engagement dynamics and purchasing behavior in real-world contexts. This gap highlights the need for a comprehensive analysis that not only explores the individual contributions of AI and social media engagement but also examines their interaction in shaping consumer decision-making processes. Understanding this relationship is crucial for developing effective marketing strategies that align with the evolving digital environment.

This study aims to analyze the transformation of digital promotion in the era of Artificial Intelligence and social media engagement and its impact on shaping consumer purchase intention. Specifically, the research seeks to examine the role of AI-driven promotional strategies in enhancing marketing effectiveness, to investigate the influence of social media engagement on consumer behavior, and to explore the interaction between AI and social media in creating value-driven consumer experiences. Furthermore, this study intends to develop a comprehensive conceptual framework that integrates technological and behavioral perspectives in digital marketing, thereby providing both theoretical contributions and practical implications for businesses operating in increasingly competitive digital ecosystems.

## **METHOD**

This study employs a qualitative research design using a literature review approach to explore the transformation of digital promotion in the era of Artificial Intelligence (AI) and social media engagement in shaping consumer purchase intention [10]. The qualitative method is selected to enable an in-depth understanding of concepts, theories, and empirical findings related to digital marketing, AI integration, and consumer behavior. The literature review focuses on collecting and analyzing secondary data from various academic sources, including international journals, conference proceedings, books, and reputable online databases such as Scopus, ScienceDirect, and Google Scholar [11]. The selection of literature is based on relevance, publication credibility, and recency, primarily covering studies published within the last ten years to ensure the findings reflect current technological developments.

The data analysis process is conducted through a systematic and interpretative approach, involving the stages of identification, classification, synthesis, and critical evaluation of the selected literature. Relevant studies are grouped based on key variables such as AI-driven digital promotion, social media engagement, and consumer purchase intention to identify patterns, relationships, and research gaps [12]. Furthermore, this study applies a conceptual analysis to integrate technological and behavioral perspectives, allowing for the development of a comprehensive understanding of how AI and social media interact in influencing consumer decisions [13]. The findings from this literature review are then used to construct a conceptual framework that highlights the role of digital transformation in modern marketing strategies and provides theoretical as well as practical implications for future research and business applications.

## **RESULTS AND DISCUSSION**

### **1. The Role of Artificial Intelligence in Transforming Digital Promotion**

The role of Artificial Intelligence (AI) in transforming digital promotion represents a paradigm shift in how organizations design, implement, and evaluate their marketing strategies within increasingly complex digital ecosystems. Traditionally, digital promotion relied heavily on broad segmentation, static content delivery, and retrospective analysis of campaign performance [14]. However, the integration of AI has fundamentally altered this approach by introducing data-driven intelligence, predictive capabilities, and automation into the promotional process. AI enables firms to process massive volumes of structured and unstructured data derived from consumer interactions, browsing behavior, transaction history, and social media activity. Through advanced algorithms such as machine learning and deep learning, AI can uncover hidden patterns and generate insights that were previously unattainable using conventional analytical methods. This transformation has shifted digital promotion from a reactive activity into a proactive and adaptive system that continuously evolves based on real-time data inputs.

One of the most significant contributions of AI to digital promotion lies in its ability to deliver hyper-personalized marketing experiences. Personalization, which was once limited to basic demographic segmentation, has now evolved into a sophisticated process that considers individual preferences, behavioral patterns, and contextual factors. AI-powered recommendation systems, for instance, can analyze user behavior across multiple touchpoints to suggest products or services that align with specific consumer interests [15]. This level of personalization not only enhances the relevance of promotional messages but also increases consumer engagement and satisfaction. In the context of digital promotion, personalization is no longer a competitive advantage but a necessity, as consumers increasingly expect tailored experiences that reflect their unique needs and preferences. Consequently, AI serves as a critical enabler in meeting these expectations and fostering stronger relationships between brands and consumers.

In addition to personalization, AI has significantly improved the efficiency and effectiveness of digital advertising through programmatic advertising and real-time bidding mechanisms. Programmatic advertising utilizes AI algorithms to automate the buying and placement of advertisements across digital platforms, ensuring that promotional content reaches the right audience at the right time. By analyzing user data and contextual information in real time, AI systems can determine the optimal placement, format, and timing of advertisements to maximize their impact [16]. This not only reduces advertising costs but also enhances return on investment (ROI) by minimizing wasted impressions and increasing conversion rates. Furthermore, AI-driven advertising platforms can continuously learn from campaign performance, enabling marketers to refine their strategies and optimize outcomes over time. This iterative process underscores the dynamic nature of AI-enabled digital promotion, where continuous improvement is embedded within the system itself.

Another critical dimension of AI in digital promotion is the use of conversational technologies such as chatbots and virtual assistants. These tools have transformed the way brands interact with consumers by enabling real-time, personalized communication at scale. Chatbots, powered by natural language processing (NLP), can engage with consumers in meaningful conversations, answer inquiries, provide product recommendations, and even facilitate transactions. This level of interactivity enhances the overall customer experience and reduces response times, thereby increasing consumer satisfaction and trust [17]. Moreover, conversational AI allows businesses to maintain consistent communication with consumers across various digital channels, creating a seamless and integrated promotional experience. As consumer expectations for immediacy and convenience continue to rise, the role of conversational AI becomes increasingly vital in bridging the gap between brands and their audiences.

AI also plays a pivotal role in content creation and optimization, which are essential components of digital promotion. With the help of AI-powered tools, marketers can generate, curate, and optimize content that resonates with target audiences. These tools can analyze engagement metrics, identify trending topics, and suggest content strategies that are more likely to capture consumer attention. For instance, AI can determine the optimal length, tone, and format of content based on user preferences and platform characteristics. Additionally, AI-driven A/B testing allows marketers to experiment with different versions of promotional content and identify the most effective variations. This data-driven approach to content optimization ensures that promotional efforts are not only creative but also strategically aligned with consumer behavior. As a result, AI enhances both the efficiency and impact of content-driven digital promotion.

Beyond operational efficiency, AI contributes to the strategic dimension of digital promotion by enabling predictive analytics and decision-making. Predictive analytics allows marketers to anticipate future consumer behavior based on historical data and current trends. This capability is particularly valuable in identifying potential customers, forecasting demand, and designing targeted promotional campaigns [18]. By leveraging predictive models, businesses can allocate resources more effectively and focus on high-value opportunities. Furthermore, AI-driven decision support systems provide actionable insights that guide marketing strategies and reduce uncertainty in decision-making processes. In this context, AI not only enhances the execution of digital promotion but also informs strategic planning and long-term marketing objectives.



The integration of AI into digital promotion also facilitates the development of omnichannel marketing strategies, where promotional activities are seamlessly coordinated across multiple digital platforms. Consumers today interact with brands through various channels, including websites, mobile applications, and social media platforms. AI enables the synchronization of these channels by providing a unified view of the customer journey and ensuring consistent messaging across touchpoints. Through data integration and real-time analytics, AI can track consumer interactions across channels and deliver personalized experiences that are coherent and contextually relevant. This holistic approach to digital promotion enhances customer engagement and strengthens brand loyalty, as consumers perceive a more cohesive and responsive brand presence.

Despite its numerous advantages, the adoption of AI in digital promotion also presents several challenges and ethical considerations. Issues related to data privacy, algorithmic bias, and transparency have become increasingly important as AI systems rely heavily on consumer data. The use of personal data for targeted advertising raises concerns about consumer consent and data security, necessitating the implementation of robust data governance frameworks. Additionally, algorithmic bias may result in unintended discrimination or exclusion of certain consumer groups, highlighting the need for ethical AI practices. Transparency in AI decision-making processes is also crucial to maintaining consumer trust and ensuring accountability. Therefore, while AI offers significant opportunities for transforming digital promotion, its implementation must be guided by ethical principles and regulatory compliance.

In conclusion, Artificial Intelligence has emerged as a transformative force in digital promotion, reshaping both the operational and strategic dimensions of marketing. Through its capabilities in data analysis, personalization, automation, and predictive analytics, AI enables businesses to create more effective, efficient, and engaging promotional strategies. The integration of AI not only enhances marketing performance but also redefines the relationship between brands and consumers in the digital age. As technology continues to evolve, the role of AI in digital promotion is expected to become even more prominent, driving innovation and shaping the future of marketing practices. Consequently, understanding and leveraging AI is essential for organizations seeking to remain competitive in an increasingly digital and data-driven marketplace.

## **2. The Influence of Social Media Engagement on Consumer Behavior**

The influence of social media engagement on consumer behavior has become increasingly significant in the digital era, where interactive communication and user participation redefine traditional marketing dynamics. Social media platforms such as Instagram, TikTok, and Facebook have transformed the role of consumers from passive recipients of promotional messages into active participants in the creation and dissemination of brand-related content [19]. Engagement in this context refers to various forms of user interaction, including likes, comments, shares, views, and content creation. These interactions reflect not only the level of consumer interest but also the depth of their emotional and cognitive involvement with a brand. As a result, social media engagement becomes a critical mechanism through which marketing messages are amplified, interpreted, and validated within digital communities.

One of the primary ways in which social media engagement influences consumer behavior is through the formation of emotional connections and brand attachment. When consumers actively engage with content, they develop a sense of familiarity and closeness with the brand, which contributes to the development of trust and loyalty. Emotional engagement is particularly important in the digital environment, where physical interaction with products is limited [20]. Through consistent and meaningful engagement, brands can create narratives and experiences that resonate with consumers on a personal level. This emotional connection not only enhances brand perception but also increases the likelihood of favorable behavioral outcomes, such as positive word-of-mouth and repeat purchases. Therefore, engagement serves as a bridge between brand communication and consumer response, facilitating deeper relationships that extend beyond transactional interactions.

In addition to emotional factors, social media engagement significantly shapes consumer behavior through the mechanism of social influence and social proof. Consumers often rely on the opinions and actions of others when making purchasing decisions, especially in online environments characterized by information abundance and uncertainty. Engagement metrics such as likes, shares, and comments act as indicators of popularity and credibility, influencing how consumers perceive the value and reliability of a product or service [21]. User-generated content, including reviews, testimonials, and unboxing videos, further strengthens this effect by providing authentic and relatable information. Influencers also play a crucial role in this process by leveraging their credibility and reach to shape consumer perceptions. As a result, social media engagement creates a network of influence where individual interactions collectively contribute to broader behavioral trends.

Another important dimension of social media engagement is its role in enhancing consumer awareness and information processing. Engaging content captures attention and encourages users to spend more time interacting with brand messages, which increases information retention and comprehension. Interactive features such as polls, live streams, and Q&A sessions enable consumers to actively participate in the communication process, making the experience more immersive and memorable [22]. This active involvement leads to higher levels of cognitive engagement, where consumers not only receive information but also evaluate and internalize it. Consequently, engagement improves the effectiveness of marketing communication by ensuring that promotional messages are not only seen but also understood and appreciated by the target audience.

Furthermore, social media engagement contributes to the development of perceived value and consumer satisfaction, which are key determinants of behavioral intention. When consumers engage with content that is informative, entertaining, or emotionally appealing, they perceive greater value in the brand's offerings. This perceived value enhances satisfaction, which in turn influences attitudes and intentions toward purchasing [23]. Engagement also provides opportunities for brands to respond to consumer feedback, address concerns, and personalize interactions, thereby improving the overall customer experience. In this context, engagement acts as a dynamic feedback mechanism that allows brands to continuously refine their strategies based on consumer input. This iterative process strengthens the alignment between brand offerings and consumer expectations, ultimately leading to more favorable behavioral outcomes.



The role of social media engagement in influencing consumer behavior is further amplified by its integration with digital marketing technologies and data analytics. By analyzing engagement data, businesses can gain insights into consumer preferences, behaviors, and trends, which can be used to optimize marketing strategies. Engagement metrics provide valuable indicators of campaign performance, enabling marketers to identify which types of content resonate most with their audience. This data-driven approach allows for more precise targeting and more effective communication, enhancing the overall impact of digital promotion. Moreover, the integration of engagement data with AI technologies enables predictive analysis, where future consumer behavior can be anticipated and addressed proactively. This synergy between engagement and technology underscores the evolving nature of digital marketing, where data and interaction are closely intertwined.

Despite its numerous benefits, social media engagement also presents challenges that must be carefully managed. The highly dynamic and unpredictable nature of social media can lead to rapid shifts in consumer sentiment, which may pose risks to brand reputation. Negative engagement, such as criticism or unfavorable reviews, can spread quickly and influence public perception. Additionally, the overemphasis on engagement metrics may lead to superficial interactions that do not necessarily translate into meaningful relationships or actual purchase behavior. Therefore, it is essential for businesses to adopt a balanced approach that prioritizes quality over quantity in engagement strategies. Ethical considerations, including transparency, authenticity, and respect for consumer privacy, must also be addressed to ensure sustainable and responsible marketing practices.

In conclusion, social media engagement plays a pivotal role in shaping consumer behavior by influencing emotional connections, social perceptions, information processing, and perceived value. Through interactive and participatory communication, engagement transforms the way consumers interact with brands and make purchasing decisions. As digital environments continue to evolve, the importance of social media engagement is expected to grow, making it a central component of effective marketing strategies. Businesses that successfully leverage engagement will be better positioned to build strong relationships with consumers, enhance brand loyalty, and drive purchase intention in an increasingly competitive digital marketplace.

### **3. The Integration of AI and Social Media Engagement in Shaping Purchase Intention**

The integration of Artificial Intelligence (AI) and social media engagement represents a transformative synergy that significantly reshapes consumer purchase intention in the contemporary digital landscape. In isolation, both AI and social media have demonstrated strong influences on marketing effectiveness; however, their combined application creates a more dynamic, adaptive, and consumer-centric promotional ecosystem [24]. AI enhances the capability of social media platforms to process vast volumes of user-generated data, enabling marketers to understand not only what consumers do, but also why they behave in certain ways. At the same time, social media engagement provides the behavioral signals such as likes, comments, shares, and viewing patterns that feed AI systems with real-time insights. This reciprocal relationship establishes a continuous cycle of data generation and intelligent analysis, ultimately allowing businesses to design highly responsive and personalized marketing strategies that directly influence consumer decision-making processes.



One of the most critical contributions of this integration lies in the ability to deliver hyper-personalized content that aligns with individual consumer preferences and behavioral patterns. AI-driven algorithms analyze engagement data collected from platforms such as Instagram, TikTok, and Facebook to determine which types of content resonate most effectively with specific audience segments. Based on this analysis, AI can automatically tailor promotional messages, recommend products, and optimize content delivery in real time. This level of personalization significantly enhances user experience by making interactions more relevant, engaging, and meaningful. As consumers are exposed to content that closely matches their interests and needs, their level of engagement increases, which in turn strengthens their intention to purchase. The integration of AI and social media engagement not only improves communication effectiveness but also reinforces the psychological connection between consumers and brands.

The integration of AI and social media engagement facilitates the development of predictive and proactive marketing strategies. By leveraging historical engagement data and real-time behavioral inputs, AI systems can forecast future consumer actions, including purchase intentions. Predictive analytics enables businesses to identify potential customers, anticipate their needs, and deliver targeted promotions at the most opportune moments [25]. For example, AI can detect patterns in user engagement that indicate a high likelihood of purchase, such as repeated interactions with specific product categories or increased time spent viewing certain content. Based on these insights, marketers can implement strategic interventions, such as personalized offers or limited-time promotions, to encourage conversion. This proactive approach shifts digital promotion from a reactive model to a forward-looking strategy that anticipates and influences consumer behavior before purchase decisions are fully formed.

In addition to predictive capabilities, the integration of AI and social media engagement enhances the effectiveness of influencer marketing and social proof mechanisms. Social media platforms are characterized by strong peer influence, where consumer decisions are often shaped by the opinions and actions of others. AI can analyze engagement patterns related to influencer content, identifying which influencers generate the highest levels of trust, interaction, and conversion. By leveraging these insights, businesses can collaborate with influencers who are most aligned with their target audience and marketing objectives. Moreover, AI can optimize the dissemination of user-generated content by identifying high-performing posts and amplifying their reach through algorithmic promotion. This process strengthens the impact of social proof, where consumers are more likely to trust and purchase products that are widely endorsed and positively reviewed by others. As a result, the integration of AI enhances the credibility and persuasive power of social media engagement in shaping purchase intention.

Another important aspect of this integration is the creation of a continuous feedback loop that drives ongoing optimization and improvement of marketing strategies. Social media engagement generates real-time data on consumer responses to promotional content, which is then analyzed by AI systems to extract actionable insights. These insights are used to refine and adjust marketing strategies, ensuring that promotional efforts remain relevant and effective. This iterative process allows businesses to respond quickly to changes in consumer preferences and market conditions, maintaining a competitive edge in a rapidly evolving digital environment. The feedback loop also enables continuous learning, where AI systems become more accurate and effective over time as they accumulate more data. Consequently, the integration of AI and social media engagement supports a sustainable model of digital promotion that is both adaptive and resilient.



The integration of AI and social media engagement contributes to the enhancement of customer experience, which is a key determinant of purchase intention. AI-powered tools such as chatbots and virtual assistants can interact with consumers directly on social media platforms, providing instant responses, personalized recommendations, and seamless transactional support. These interactions reduce friction in the customer journey, making it easier for consumers to move from awareness to consideration and ultimately to purchase [26]. At the same time, social media engagement allows consumers to express their preferences, provide feedback, and participate in brand-related conversations. This two-way communication fosters a sense of involvement and empowerment, which enhances satisfaction and loyalty. In this context, the integration of AI and engagement creates a holistic customer experience that not only meets but exceeds consumer expectations, thereby increasing the likelihood of purchase.

Despite the numerous advantages, the integration of AI and social media engagement also presents several challenges that must be addressed to ensure its effectiveness and sustainability. Issues related to data privacy, ethical use of AI, and transparency in algorithmic decision-making are becoming increasingly important in the digital marketing landscape. Consumers are becoming more aware of how their data is used, and concerns about privacy can negatively impact trust and engagement if not properly managed. Additionally, over-reliance on AI-driven automation may lead to a loss of human touch in brand communication, which can reduce authenticity and emotional connection. Therefore, it is essential for businesses to strike a balance between technological efficiency and human-centered communication, ensuring that AI is used to enhance rather than replace meaningful interactions.

In conclusion, the integration of Artificial Intelligence and social media engagement plays a crucial role in shaping consumer purchase intention by creating a more personalized, predictive, and interactive marketing environment. This integration enables businesses to leverage data-driven insights and real-time engagement to design more effective promotional strategies that align with consumer needs and preferences. By combining the analytical power of AI with the interactive nature of social media, organizations can build stronger relationships with consumers, enhance customer experience, and ultimately drive purchase behavior. As digital technologies continue to evolve, the synergy between AI and social media engagement will become increasingly central to the success of modern marketing strategies, making it an essential area of focus for both researchers and practitioners.



## **CONCLUSION**

The transformation of digital promotion in the era of Artificial Intelligence (AI) and social media engagement has fundamentally reshaped how businesses influence consumer purchase intention. AI enables data-driven, personalized, and predictive marketing strategies, allowing firms to deliver relevant content and optimize promotional performance in real time. At the same time, social media engagement strengthens the relationship between brands and consumers by fostering interaction, trust, emotional connection, and social influence. The integration of AI and social media engagement creates a synergistic effect, where data analytics and user interactions continuously inform and refine marketing strategies through a dynamic feedback loop. As a result, digital promotion becomes more adaptive, interactive, and consumer-centric, ultimately enhancing marketing effectiveness and increasing purchase intention in an increasingly competitive digital environment.

Businesses are encouraged to adopt an integrated digital promotion strategy that combines AI capabilities with strong social media engagement to maximize marketing outcomes. Companies should invest in AI technologies such as data analytics, personalization systems, and automation tools while simultaneously developing engaging, authentic, and interactive content that resonates with target audiences. It is also important to maintain ethical standards, particularly in data privacy and transparency, to build long-term consumer trust. Future research is recommended to explore empirical validation using quantitative approaches, expand the scope across different industries and regions, and examine additional variables such as trust, perceived value, and customer experience to provide a more comprehensive understanding of digital consumer behavior.

## **DECLARATION OF GENERATIVE AI**

The author affirms that the development of this manuscript was carried out independently without utilizing any generative artificial intelligence (AI) tools at any stage of the research or writing process. All activities, including the identification of literature, critical analysis, synthesis of findings, and preparation of the manuscript, were conducted solely by the author. The author bears full responsibility for the originality, accuracy, and academic integrity of the work presented in this study.

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