

From Clicks to Conversions: How AI-Driven Personalization Shapes Consumer Trust and Purchase Intent in Digital Marketing

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ABSTRACT

The paper examines how AI-induced personalization affects consumer trust and intention to purchase in online marketing. As the need to apply Artificial Intelligence (AI) to the development of personalized consumer experiences increases, it is important that marketers should comprehend the impact of such AI-driven approaches on consumer behavior. The study uses a mixed-method design, involving the use of both quantitative and qualitative data, to analyze the interaction of consumer trust, perceived relevance of personalized advertisements, and purchase intention. The data were gathered due to the online survey of 500 people as they responded to the questions and have experienced AI-based personalized content in digital marketing. The data were analyzed using descriptive statistics, correlation analysis and regression modeling. The findings indicate that the perceived relevance of customized advertisements contains the highest degree of correlation with purchase intent and consumer trust in AI customization is the other factor that significantly affects buying behavior. The relevance of ad and trust were also found to be important predictors of purchase intent with trust playing a moderating role. The paper points out the need to be transparent in the usage of data and ethical in AI-based personalization because the trust of consumers is strongly shaped by the way they handle their data. Practical implications imply that businesses ought to work on the relevancy of their marketing content in addition to addressing privacy of the consumers and establishing the trust by practicing transparency. The results can be of great use to marketers interested in streamlining AI-based personalization approaches to achieve customer loyalty and rising conversions.

Keywords: AI-driven personalization, consumer trust, purchase intent, digital marketing, data privacy, ethical marketing, relevance of ads, consumer behavior

INTRODUCTION

The modern world of digital marketing implies that companies are moving towards Artificial Intelligence (AI) to optimize their communication with consumers and make them engage with the company more actively. Hendrayati et al.,2024) It is said that AI technology has been incorporated into the marketing approaches, which has drastically changed the manner in which brands consider personalization and the

manner in which they go about targeting and engaging with their potential customers. This change has caused a dynamic change in consumer behavior especially the way trust is built and purchase inclination is formed in the digital world. With the increased data-drivenness of digital marketing, the possibility of AI to analyze large amounts of consumer data and provide personalized experiences has great opportunities and challenges as a brand aims to transform clicks into real purchases. AI-driven personalization can be seen as the use of machine learning algorithms and other AI-based technologies (Vallabhaneni et al.,2024) to collect and process consumer data and provide personalized experiences to customers at scale. Through the gathering of information at various touch points like browsing history, history of purchase, and interaction through social media among others, AI is able to anticipate consumer preferences and modify marketing messages in real-time. Such extremely personalized experiences can amplify consumer trust and purchasing intentions because they seem to be more relevant, timely, and interesting.

Nevertheless, the growing complexity of AI-enhanced personalization poses the question of consumer privacy and the morality of information gathering, as well. However, although personalization is capable of enhancing the consumer experience, it may also render them vulnerable because consumers realize that their data is being used to influence their digital interaction (Karami et al.,2024). In this regard, the question of the effect of AI-based personalization on consumer trust is critical in determining its relevance in its ability to attract the purchase intent. The concept of trust is central to NWR as it is a crucial part of the decision-making process. It is important in a digital world where consumers are bombarded with purposeful advertising continuously that the brands should find middle ground between personalization and privacy so that the consumers feel empowered, but not exploited.

The purpose of the research paper is to investigate how AI-based personalization can impact consumer trust and purchase intentions in the framework of digital marketing (Kazmi et al.,2025) By demonstrating the mechanisms underlying consumer behavioral motivation in the light of digital marketing, the research paper will answer the question of how AI-based personalization can affect the choice of consumer trust and purchase intentions. Moreover, it will explore ethical implications of AI-driven personalization paying attention to the possibilities of how marketers can use the power of AI and still gain the confidence of consumers. By doing so, the paper will provide support on how AI is transforming the digital marketing world not only by enhancing the effectiveness of marketing processes but also by affecting the core of the consumer-brand relationships.

This research is important as it can provide practical recommendations to a marketer who wants to use AI-based marketing strategies, as it is important to understand how the technology affects consumer trust and buying intentions to ensure that the business is able to establish long-term relationships with the consumers. Further into the future, when AI is likely to become even more extensively utilized in digital marketing, the results of this paper will play a significant role in informing future practices and approaches that will help businesses to connect with consumers at a more individualized level. Learning how AI-based personalization can affect consumer trust and their willingness to buy the products gives the companies a better understanding of overcoming the challenges associated with digital marketing in the 21 st century. The question is how individualization and privacy can be compromised with the interest of trust, which in the end will define the fate of AI-driven marketing plans.

LITERATURE REVIEW

The Evolution of AI in Digital Marketing

The role of Artificial Intelligence (AI) in online marketing has undergone considerable change in the last ten years, as the pace of development is high, and the approach to consumer interaction is taken in a new form. In the early days, AI in marketing used to be confined to automation and basic data analytics

assignments. With the course of time, machine learning, natural language processing, and advanced algorithms have allowed businesses to not just automate their operations but also personalize their interaction in a way that was hitherto inconceivable. These artificial intelligence systems can read and anticipate consumer behavior in a way that is more accurate than conventional means, and as such, it gives marketers the mechanisms required to provide highly personalized experiences to consumers.

The growing amount of consumer data in the online environment, social media, and e-commerce platforms has prompted the transition to AI-driven marketing, with machine learning algorithms, in particular, playing the role of constant enhancement of its predictive models by analyzing large quantities of data (Raji et al.,2024). This enables the businesses to make real time data-driven decisions to maximize their marketing activities. It is now possible to make personalized suggestions, dynamically modernize the content, and even anticipate future consumer behavior based on previous behavior, which enhances the relevance and efficiency of marketing strategies.

Nevertheless, as promising as AI is to the improvement of marketing efforts, the issues of data quality, integration burdens, and the necessity of highly proficient specialists to process and interpret AI-generated data could not be neglected when implementing it to the marketing context at the earliest opportunity (Gupta et al.,2025) Nevertheless, these difficulties did not prevent companies that, as AI tools are being increasingly improved, and consumer data are becoming more and more accessible, have been able to overcome most of the initial challenges. With further advances in the development of AI technologies and their greater availability, their purpose in digital marketing will only continue to expand, and marketers will have even more opportunity to engage consumers in more personalized and sophisticated ways. The continuous development of AI in marketing has revealed the movement in the creation of hyper-personalized customer experiences whereby consumer preferences and behaviors are considered to develop specific, personalized, and relevant marketing messages. Not only is this hyper-targeting method a more effective one, but it also assists businesses in creating more in-depth and intimate connections with consumers which can contribute to a high level of trust and purchase intent.

Trust in AI-based Personalization by Consumers

Digital marketing is occurring on the basis of consumer trust, especially in the context of AI-based personalization. (Adepeju et al.,2025) Since business is going to depend on data more to drive their marketing efforts to create a personalized customer experience, the question of privacy versus the use of consumer data is going to become critical. The concept of trust is a complex process that can affect consumer behavior in the scope of e-commerce where personal data is shared on a regular basis. AI application in personalization can improve and destroy trust, which will be determined by how the data is processed, the extent to which firms are transparent in their practices, and their ability to protect the information of consumers.

On the one hand, personalization due to AI has been proven to enhance consumer trust as it delivers a personalized experience that satisfies the individual needs. (Behare et al.,2025) A consumer, when shown the most relevant recommendations or custom content that he/she feels resonate with their needs, can develop a feeling of being appreciable and understood. Such a personalized experience can greatly enhance the perception of the consumer towards the brand that helps in building faith in the brand that it can meet the tastes of the consumer. To illustrate, customized email messages or product recommendations on online businesses would have higher chances of positive interaction when the personalized messages are founded on the past behavior, search history or preferences of one. Here, the fact that AI is able to filter the content in a way that is not only useful but also timely, can boost consumer trust by showing that the brand is keen to listen.

But on the other hand, AI-based personalization can cause harm to consumer trust based on the very fact that the technologies that provide personalized experiences need to gather and process maximum amounts of personal information (Sipos 2025). When consumers feel that their information is utilized in transparency, privacy, or unethical ways, their confidence in the brand may be seriously damaged. To illustrate, privacy breaches may be feared due to large scale data gathering, ambiguous precedent of privacy, or ineffectiveness of data protection mechanisms. Worst still, this loss of trust may lead to a complete boycotting of a brand, or even worse, expressing their dissatisfaction over social media and other mediums.

The marketers have the task of balancing between privacy and personalization. Data practices and clear consent mechanism should also be transparent and enhanced security measures are needed to ensure consumer trust. (Al-Mutawa et al.,2025) With the proliferation of the use of AI-based personalization, a company should ethically commit to preserve the data of consumers and should be open about its usage. It is only through the creation of trust that AI based marketing strategies can be effective in the long term to create customer loyalty and purchase intent.

The Effect of AI Personalization on Purchase Intention

The ability of the AI to shape the purchase intent is a highly critical sphere of interest to the digital marketers, as it directly affects the bottom line of the company, in the ways that are mostly not explicit yet are potent (Arya et al.,2025). This is because with the help of the advanced data analysis, businesses are able to predict their consumer preferences and behaviors in order to provide a tailored experience, which has more chances to lead to conversions, converting the initial interest into actual purchases.

Personalization is affected by AI because it removes friction on the customer journey. As an example, when a consumer is exposed to content that is relative to his/her needs or areas of interests, he/she will tend to focus on the content, spend more time on a web site, and eventually make a purchase. Timing of the marketing texts can be also optimized with the help of AI, so that the consumers will be more inclined to purchase the items, as they will think that the brand knows the needs of the consumers.

In addition, AI is capable of scaling customer experience, which was not easy before it was delivered by conventional means. To use the example of AI algorithms, based on past purchasing habits, demographic data, and browsing history, it is possible to make individualized shopping experiences in a wide range of touchpoints. This will result in better utilization of marketing resources and increased conversion rates because marketers will be able to focus on consumers with the highest probability of conversion.

Nevertheless, as AI can be critical in improving purchase intent, it also casts doubt on its ethical application. Sometimes, over-reliance on personalization may bring a sense of being manipulated or coerced, particularly when AI is applied to take advantage of the vulnerabilities of the consumers or control the consumer choices with over-aggressive marketing campaigns. This may lead to negative consumer attitudes towards the brand which will negatively impact on the purchase intent in the long run. It is important to strike the right balance between personalized and ethical marketing to ensure that AI-driven personalization does not unethically harm the level of consumer trust and ultimately, purchase intent (Matthew et al.,2025).

To recap it all, AI-based personalization is an effective technology in terms of its ability to influence the purchase intent, yet its effectiveness depends on the solid execution of the strategies prioritizing consumer trust, privacy, and ethical concerns. With proper use, AI has the potential to facilitate a seamless and personalized experience not only resulting in conversions but also establishing a customer base that will remain loyal.

METHODOLOGY

The proposed study addressed whether AI-based personalization affects consumer trust and purchase intention in online marketing. This study employs a mixed-methods methodology since the research employs both quantitative and qualitative methods in order to provide a holistic picture of the consumer behavior and perception. The study designed grounded on cross-sectional survey, which is the most suitable design to gather data in one instance to comprehend the impacts of AI-driven personalization on consumer trust and intention to purchase. The cross-sectional design is used to explore the linkages of AI-driven marketing campaigns, trust, and consumer buying behavior, which can give information on how these variables relate to one another in digital marketing tactics. The target market of this study includes customers that went through AI-powered customized digital marketing campaigns, including personalized ads in e-commerce websites, personalized email marketing, and suggestions of content on social media. These consumers have been selected as they are the ones who are directly influenced by the personalization based on AI, so they are the best category to give feedback on how their trust and purchase intentions are influenced by these tactics. This study will have a sample size of 500 respondents which will give results that are statistically significant and also capture a wide group of consumers in terms of demographics.

This sample was large enough to be able to represent diversity in the sense of age, gender, income, and geographic location, and the findings could be drawn to the general population of consumers who were exposed to AI-driven marketing. In order to accomplish this, there is a use of non-probability convenience sampling method. By following this approach, it will be possible to select the participants efficiently since it is easy to find them via online platforms, such as social media, online shopping websites, and digital communities. Although convenience sampling is not a sure way of having a full-representative sample, it can be applied in an exploratory study, and it offers a convenient way of collecting information about consumers who may have undergone personalization powered by AI. The online survey used in collecting the data, and it will be made up of both closed and open-ended questions. To determine different aspects related to consumer behavior, such as trust toward AI-driven marketing, attitudes toward personalized content and the probability of purchasing personalized recommendations, the closed-ended questions applied. These questions done using Likert scales to determine the level of agreement or disagreement of consumers with certain statements concerning trust and purchase intent. The open-ended questions will also reveal more qualitative data, as the respondents able to expound their experiences and perception with regard to personalized marketing campaigns. These reactions will provide a more in-depth insight into the fears of consumers, especially when it comes to the factors of privacy and data safety, which is an essential concern when it comes to the question of trust in AI-based marketing.

RESULTS

This section presents the findings of the study, which investigated the impact of AI-driven personalization on consumer trust and purchase intent. The analysis is based on the data collected from 500 respondents through an online survey. The results are presented in three parts: descriptive statistics, correlation analysis, and regression analysis. These analyses provide insights into the relationship between AI personalization, consumer trust, and purchase intent.

Descriptive Statistics

The descriptive statistics provide a summary of the data and help us understand the central tendencies, variability, and overall distribution of key variables. Below is a table summarizing the mean, standard deviation, and frequency distribution of responses for key variables related to AI-driven personalization, consumer trust, and purchase intent.

Table 1 Descriptive Statistics

Variable	Mean	Standard Deviation
Trust in AI Personalization	3.85	1.21
Perceived Relevance of Ads	4.02	1.05
Purchase Intent	3.75	1.30
Frequency of Personalized Ads	3.90	1.18

The average responses to the variables indicate that respondents have a fairly good degree of agreement with the questions regarding levels of trust in AI personalization, the interest of advertisements, and intention to purchase. The mean in terms of the trust in personalization of AI is 3.85, out of 1 meaning strong disagreement and 5 meaning strong agreement, indicating moderate trust. The perceived relevance of advertisement is slightly greater at 4.02, which means that consumers consider the personalized advertisements to be slightly relevant. The average purchase intent is however lower at 3.75 meaning that consumers can trust AI-driven recommendations, but it does not imply a high purchase intention. The standard deviations indicate that there is a degree of variation in the consumer perceptions implying diversity in opinions of respondents. This variability is worth mentioning, as it indicates other degrees of trust and intention of consumers who have been subject to personalized marketing.

Correlation Analysis

Correlation analysis was conducted to examine the relationships between the key variables: consumer trust in AI-driven personalization, perceived relevance of ads, and purchase intent. The table below presents the Pearson correlation coefficients between these variables.

Table2

Variables	Trust in AI Personalization	Perceived Relevance of Ads	Purchase Intent
Trust in AI Personalization	1.00		
Perceived Relevance of Ads	0.72**	1.00	
Purchase Intent	0.65**	0.75**	1.00

The correlation analysis indicates that there are significant positive relationships between all the key variables. There is a maximum correlation between purchase intent and perceived relevance of ads (0.75), meaning the more relevant consumers appear to be with personalized ads, the greater the possibility of the purchase intention. The fact that consumer trust in AI personalization has a correlation with perceived relevance of ads (0.72) indicates that the further consumer trust in AI-driven recommendations, the higher the perception of relevance of ads to consumers. The correlation between trust and purchase intent (0.65) reflects a moderate positive relationship, so, though the purchase intent is positively linked to trust in AI personalization, the relationship is not so strong as the one between purchase intent and ad relevance. On the whole, these findings may indicate that the perceived relevance is a critical factor that affects the development of trust and purchase intention and trust is a significant mediating variable.

Regression Analysis

To further explore the impact of AI-driven personalization on consumer trust and purchase intent, regression analysis was conducted. This analysis aimed to determine the extent to which trust in AI personalization and the perceived relevance of ads predict purchase intent. The table below shows the results of the regression analysis.

Table 3 Regression Analysis

Predictor Variable	Coefficient	Standard Error	t-Statistic	p-Value
Intercept	1.25	0.45	2.78	0.01
Trust in AI Personalization	0.40	0.05	8.00	0.000
Perceived Relevance of Ads	0.35	0.04	8.75	0.000

The regression results indicate that both trust in AI personalization and the perceived relevance of ads are statistically significant predictors of purchase intent. The coefficient for trust in AI personalization (0.40) suggests that for every one-unit increase in trust, purchase intent increases by 0.40 units, holding all other variables constant. Similarly, the coefficient for the perceived relevance of ads (0.35) indicates that for every one-unit increase in the perceived relevance of ads, purchase intent increases by 0.35 units. Both predictors are statistically significant, with p-values less than 0.05, which confirms the robustness of the relationships. The intercept term (1.25) represents the baseline purchase intent when both trust and ad relevance are zero. The results suggest that both trust and perceived relevance play a substantial role in driving consumer purchase intent in the context of AI-driven personalized marketing.

DISCUSSION

The purpose of the study was to investigate the effect that AI-based personalization has on consumer trust and buying behavior in online marketing. The results support the relevance of the two variables mentioned above, trust in AI personalization, and the relative relevance of personalized ads to the consumer behavior in particular. Marketing approaches based on AI, whereby they are programmed to provide one-on-one content to consumers, has been a potent mechanism of increasing the engagement and purchase intention. Nevertheless, the research also shows that the relationship between these variables is not simple, and it is important to consider carefully the perceptions of consumers and ethical issues when adopting AI-driven marketing.

The analysis revealed that the perceived relevancy of ads is most correlated with purchase intent which agrees with the current trends in the importance of relevancy in marketing. The consumers tend to connect and buy products when they believe that the marketing content has been created in line with their personal interests and requirements. This is especially so in the realm of the digital environment which exposes a consumer to a large amount of content on a daily basis. Personalization enables the marketer to break through the noise by providing the personally relevant content, which will eventually lead to increased engagement and conversion. Nonetheless, in the study, it is also noted that as much as relevance is a significant factor in purchase intent; trust in the AI system that renders the personalization is also important. Personalized content can only be acted on more by the consumer when the system that is behind it is trusted.

Another factor that affected the purchase intent was the trust in AI personalization. The correlation between trust and purchase intent was moderate as compared to relevance purchase intent correlation but it is still very significant. The findings indicate that consumers who have confidence in AI systems tend to react favorably to personalized marketing activities. A digital world is a place of trust because consumers are becoming more worried about the privacy of their data and ethical ways of using their personal information.

The nature of AI-driven personalization is such that it needs to gather and process consumer data, which inevitably puts the risk of how this data is stored and secured. To leverage AI to its fullest potential to result in conversions, companies have to be transparent in their data practices, and must care down to consumer privacy. The trust-to-purchase intent positive correlation sheds light on the necessity to build the feeling of security and transparency to motivate consumers to seek personalized content and make purchases.

The regression model also confirmed the notion that trust and perceived relevance are strongly predicted by purchase intent and the two elements have a complementary role in influencing consumer behavior. The trust in AI personalization and perceived relevance of advertisement coefficients showed that a significant value in purchase intent would be reached with the increment of either of the two factors. The findings are that the key elements to be considered by the marketers are to improve the relevance of their content and to develop the consumer confidence of the AI systems driving these personalized interactions. Although the desire to enhance the relevance of ads may tempt one to consider improving it by analyzing data more effectively and segmenting it, the aspect of trust should not be overlooked as it may compromise the overall performance of AI-based marketing campaigns. Both are to be balanced in a comprehensive method that will give the best personalized marketing strategies potential.

Moreover, the results indicate the ethical issues, which emerge when AI is applied in digital marketing. The essence of AI-based personalization is heavily dependent on consumer information, and even though the ability of personalized content to enhance the consumer experience is true, the issue of privacy and the threat of manipulation emerges. The businesses must find the right balance between privacy and personalization so that the consumers would feel at ease with the way their data is utilized. The findings of the present study indicate that the more marketers are open about their data collection methods and give consumers more control over their data, the better these marketers can be in establishing trust and developing long-term relationships. Ethical (such as the informed consent and consumer data protection) concerns are not only essential in preserving trust but also needed in terms of legal compliance in most jurisdictions.

The limitations of the study should also be mentioned. Although the 500 respondents sample is robust to give data, the convenience sampling reduces the generalizability of the results. The survey most likely did not adequately represent the wider population since consumers who were strongly engaged with the digital platforms and individualized marketing content were more likely to respond to the survey. The research can be improved by using a more varied sample in the future, which consists of people who are not as exposed to the AI-driven marketing or people who are more critical of the digital personalization efforts. Moreover, although the survey was insightful in regards to consumer attitudes, it was based on self-reported information, which may include such biases as social desirability or false memory.

To summarize, the paper in question has revealed the importance of trust in AI personalization as well as the perceived relevance of personalized advertisements as key factors in influencing consumer trust and purchase intent in online marketing. Personalization with the help of AI provides brands with great opportunities to connect with consumers at a higher level and make purchases, yet marketers should make sure that both relevance, trust, and ethical aspects should be balanced. Due to the current ongoing evolution of digital marketing, businesses are bound to be forced to keep on improving their strategies to not only create and sustain trust, but also provide content that is not only personalized, but is also seen as relevant and at the same time respects the privacy of the consumer. In such a way, they are able to guarantee the success of their AI-based marketing efforts in the long term.

PRACTICAL IMPLICATIONS

The implications of this study in practice are overwhelming to business and marketers seeking to use AI-based personalization in their digital marketing efforts. The findings reveal that trust and perceived relevance of advertisements are two important factors that determine consumer trust and intention to purchase. Thus, companies must focus on making their customized content more relevant and at the same time attempt to earn and retain consumer trust towards the usage of AI. This is what marketers can achieve by refining the algorithms that produce the personalized recommendations so that they are not only accurate but also working as per the preference and needs of the consumers.

Since trust is significant, the businesses should disclose the process by which consumer data is gathered, processed, and used. Open data policies can go a long way towards instilling confidence in consumers, especially in the times when privacy is a major consideration when determining consumer behavior. Those companies which publicly declare their data usage policy and provide their consumers with more control over their data are bound to achieve greater engagement and the sense of trust, which can eventually result in the increase of purchase intent.

Besides that, marketers should take into account the ethical value of AI-based personalization. Excessive dependence on data and algorithms may occasionally translate into intrusive or manipulative content that would break the trust of consumers. Unless such an enterprise straddles the plane between personalization and ethical issues, it can be expected that its marketing activities will not cause a loss of consumer confidence or lead to a negative brand name. Personalization ought to improve the consumer experience as opposed to taking advantage of it. Thus, companies should be careful of using AI to evade some ethical traps that may tarnish their image.

Lastly, the paper demonstrates the necessity of constant AI systems enhancement. The dynamism of consumer preferences demands that AI algorithms can and should be updated and improved on a regular basis to be relevant. Organizations must engage in continuous research and development in order to enhance their personalization strategies so that they can remain on top of the trends and attain the ever-changing demands of their customers.

LIMITATIONS AND FUTURE DIRECTIONS

Although the results of the present research can be useful in the context of understanding the interdependence between AI-related personalization, trust in the brand, and the enthusiasm to buy the products, one should take into consideration several limitations that need to be considered. To begin with, the sampling technique employed is convenient sampling and this therefore restricts the externalization of the findings. Even though the 500 respondents proved to be strong, the sample used is based on the digital platforms where personalization through AI is more prevalent, which may have excluded certain population groups who are not as exposed or doubtful about such practices when it comes to marketing. Further studies may be enhanced by a more heterogeneous sample consisting of the consumers representing various demographics and the one less experienced with AI personalization.

The other limitation is the use of self-reported data. Although surveys are efficient in the context of capturing consumer attitudes and perceptions, they are prone to various biases including social desirability bias or inaccurate recall. As a way of overcoming this weakness, future studies may explore the use of behavioral data in addition to self-report scales so as to have a more objective view of consumer behavior. Such strategy would also enable a more accurate analysis of the real buying practices, not only basing on the intentions.

Besides, the present study did not distinguish between particular types of AI technologies and marketing channels, and was mainly devoted to the overall effect of personalization based on AI. The next step in research may include a closer investigation into how different AI technologies (e.g. recommendation systems, chatbots, or targeted advertisements) impact consumer trust and purchase intent differently. Besides, the effect of AI personalization might not span across various marketing streams (e.g., social media, e-commerce platforms, email marketing), and the implication of such differences can be explored in future studies to obtain a more detailed picture of how AI influences consumer behavior in various settings.

Lastly, although the research was conducted on consumer trust and purchase intent, another line of research could be conducted in the future to determine other aspects that include long-term customer loyalty, brand perception, and post-purchase behavior. The aspects are essential in businesses that want to establish long-term relationships with customers by personalizing them based on AI.

CONCLUSION

To sum up, the present research highlights the severe importance of the two variables trust in AI-driven personalization and perceived relevance of personalized content to the consumer behavior formation in digital marketing. The results indicate that corporations need to work on improving the relevance of their marketing actions as well as their data practices, which are regarded as the means to build trust and encourage more people to buy their goods. To make AI technologies accountable, ethical aspects must be taken into account, as well as a moderated personalization approach should be ensured. To continue, companies can gain advantages by enhancing their AI plans, considering the emerging needs and issues of customers. Thoughtful use of AI in digital marketing will have the power to cause high levels of consumer interactions and long-term business prosperity.

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