

AI in Action: Understanding Consumer Response in Cross-Channel Marketing

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Abstract: This study aims to investigate the impact of artificial intelligence (AI) on consumer responses in the realm of cross-channel marketing. As companies adopt AI technologies to provide tailored experiences on digital platforms such as email, websites, and social media, it is crucial to understand consumer perceptions and behavioural responses. This study employs a quantitative approach, using a structured questionnaire to assess seven independent variables: personalisation, transparency, cross-channel consistency, trust in AI, ease of use, AI-generated suggestions, and privacy concerns, alongside one dependent variable, consumer response. Each item was assessed utilising a five-point Likert scale. The data collection involved an online survey disseminated through social media channels, which facilitated a broad representation of demographics without geographic limitations. A total of 184 valid responses were collected from mid-January to the end of February 2025. The data analysis took place in March, utilising JMP statistical software and applying multiple linear regression to assess the impact of AI-related constructs on consumer responses. The results indicated that comprehending the functionality of AI, the simplicity of engaging with AI-driven platforms, and the perception of personalisation play crucial roles in influencing consumers' readiness to respond to AI-generated suggestions. Nevertheless, conventional marketing elements, such as message consistency and the acceptance of AI tools, demonstrated limited predictive capability. Interestingly, personalisation showed a negative correlation, indicating a potential consumer backlash against overly aggressive targeting. The findings underscore the increasing demand for transparency, usability, and the ethical application of AI in marketing. This investigation offers actionable insights for marketers and contributes to the growing conversation about consumer-AI engagement in online settings.

Keywords: Artificial Intelligence, Cross-Channel Marketing, Consumer Behaviour, Personalization, Digital Marketing

JEL Classification: M31 – Marketing, C12 – Hypothesis Testing: General, D12 – Consumer Economics: Empirical Analysis, O33 – Technological Change: Choices and Consequences, M15 – IT Management

Abbreviations:

AI: Artificial Intelligence
CRM: Customer Relationship Management
RMSE: Root Mean Square Error
ANOVA: Analysis of Variance
TAM: Technology Acceptance Model

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I. INTRODUCTION

In the contemporary, digitally interconnected landscape, businesses increasingly rely on cross-channel marketing—the strategic alignment of marketing communications across various platforms, including social media, email, mobile applications, and websites—to create a cohesive consumer experience. The emergence of artificial intelligence (AI) has significantly enhanced the effectiveness of these methods through personalised communication, predictive analytics, and automated consumer interactions. AI-driven technologies strengthen marketing initiatives and simultaneously shape customer behaviour by influencing decision-making processes instantly. As customers interact with companies through various digital channels, understanding the impact of AI on their behaviour is crucial for marketers aiming to boost engagement and conversion rates. Despite the increasing implementation of AI in cross-channel marketing, there is a paucity of empirical studies investigating consumer perceptions and responses to these intelligent systems. This study aims to address that gap by examining the impact of AI on consumer responses, emphasising characteristics such as personalisation, usability, transparency, and trust. This research is timely and crucial for formulating ethical, effective, and consumer-focused AI marketing strategies, given the rapid advancements in technology and the increasing expectations of customers.

II. REVIEW OF LITERATURE

The swift use of artificial intelligence (AI) in marketing strategies has revolutionised brand-consumer interactions on digital platforms. As AI technologies increasingly permeate cross-channel marketing strategies, it is imperative to investigate the impact of many AI-related elements on consumer perceptions, trust, and behavioural responses. This literature review analyses the theoretical and empirical foundations of eight essential constructs—seven independent variables and one dependent variable—pertinent to comprehending AI's influence on customer engagement. The review synthesises interdisciplinary sources to elucidate personalisation, transparency, usability, trust, and other factors that collectively shape the interplay between AI apps and consumer decision-making.

The incorporation of artificial intelligence (AI) into marketing tactics is widely acknowledged for its ability to customise consumer experiences. A significant variable in this scenario is perceived personalisation via AI. Research indicates that customers are more inclined to interact with marketing content when they perceive AI-generated recommendations as customised to their tastes [1] (Arora et al., 2008). Likewise, Tam and Ho [2] observed that personalisation

cultivates perceived relevance, therefore augmenting trust and happiness in online platforms. AI transparency, closely linked to personalisation, denotes the degree to which customers comprehend the decision-making or recommendation processes of AI systems. Rawool et al. [3] assert that transparency in AI algorithms enhances customer trust and acceptability, particularly when people understand the utilisation of their data. Khan A & Mishra [4] contended that algorithmic openness enhances perceived fairness, which is essential for fostering enduring consumer relationships.

A crucial element is cross-channel consistency, which refers to the uniformity of marketing communications across several channels, including email, websites, and social media. Consistency reinforces brand identity and message retention [5] (Keller, 2013). Kannan and Li [6] discovered that regular delivery of integrated marketing communication across channels improves consumer perceptions of brand reliability and professionalism. The notion of consumer trust in AI systems has garnered heightened interest in marketing literature. Trust often serves as a prerequisite for the adoption of AI-enabled technology, particularly in purchasing decisions. Ghazizadeh et al. [7] assert that users are more inclined to engage with intelligent systems they regard as capable and compassionate. Paluch and Wunderlich [8] also asserted that diminishing ambiguity via consistent system behaviour enhances consumer trust. A crucial, yet sometimes disregarded, aspect is the simplicity of engagement with AI tools. Intuitive interfaces and user-friendly design are associated with increased satisfaction and sustained usage. Davis [9] developed the notion of perceived ease of use inside the Technology Acceptance Model (TAM), demonstrating its direct influence on user intention. Huang and Rust [10] discovered that AI systems developed with human-centred usability principles yield higher positive consumer assessments. The impact of AI-generated recommendations on purchasing decisions is another significant factor. Customised recommendations have had a substantial influence on customer purchasing behaviour. Schafer et al. [11] shown that recommender systems enhance sales by aligning product offerings with user preferences. In a recent study, Abdurrahman [12] highlighted that AI-generated recommendations, when regarded as pertinent, can function as persuasive stimuli in digital contexts. Data privacy issues serve as a moderating variable that can either enhance or impede the uptake of AI in marketing. Martin and Murphy [13] discovered that although customers value personalised content, they are cautious regarding the collection and utilisation of their data. Binns et al. [14] posited that transparency and user control regarding data utilisation can alleviate privacy apprehensions and cultivate confidence in AI-driven solutions. The consumer response to AI-driven marketing, the dependent variable in this study, encompasses behaviours including engagement, purchase intention, and overall satisfaction. Belanche et al. [15] discovered that favourable emotional reactions to AI interactions markedly enhance customer readiness to respond to marketing stimuli. Furthermore, Grewal et al. [16] contend that AI's contribution to improving customer experience via personalisation and responsiveness fosters more favourable consumer behaviour, thereby affirming AI's function as a revolutionary marketing instrument.

III. OBJECTIVES OF THE STUDY

This study aims to investigate the impact of artificial intelligence (AI) on consumer responses within the context of cross-channel marketing. The study specifically aims to:

- Evaluate the connection between consumers' comprehension of AI and their readiness to engage with AI-driven product recommendations.
- Investigate how the usability and transparency of AI influence consumer purchase intentions.
- Examine how perceived personalisation and marketing consistency influence consumer trust and engagement.
- Investigate the extent to which apprehensions regarding data privacy influence consumer actions about AI-driven marketing platforms.
- Assess the comprehensive predictive capability of AI-related elements on customer decisions within digital contexts.

IV. HYPOTHESES OF THE STUDY

Drawing from existing studies, the subsequent hypotheses have been brought forward:

H1: There is a significant positive relationship between a consumer's understanding of AI and their likelihood to purchase products recommended by AI.

H2: Ease of interaction with AI tools positively influences consumer purchase intent.

H3: Perceived personalization through AI significantly affects consumer response.

H4: Consistency of marketing messages across channels has a positive influence on consumer response.

H5: Consumer acceptance of AI tools is positively associated with their likelihood of acting on AI-driven recommendations.

H6: The influence of AI-generated suggestions significantly predicts consumer purchase decisions.

H7: Data privacy concerns have a significant effect on consumer behaviour in AI-based marketing environments.

V. METHODOLOGY

This study employs a quantitative research design to investigate the impact of artificial intelligence (AI) on consumer responses in cross-channel marketing contexts. The data collection was conducted through a structured questionnaire (Appendix 1), which was distributed via an online survey across multiple social media platforms, facilitating a wide and varied engagement with respondents. The study utilised a research instrument consisting of eight items: seven independent variables, and one dependent variable, all assessed through a five-point Likert scale that ranged from "Strongly Disagree" to "Strongly Agree." The data collection took place over six weeks, spanning from mid-January to the end of February 2025, and focused on respondents with diverse personal and demographic characteristics. A total of 184 valid responses were collected. The sampling method employed was non-probabilistic, utilising voluntary participation via online platforms. The demographic profile of the respondents indicates that a significant portion were male (65.2%) and predominantly aged between 25 and 34 years (64.1%), highlighting a youthful and



male-centric participant group. Regarding educational attainment, more than half of the participants (52.2%) possessed a diploma or undergraduate degree, while 31.5% had achieved a postgraduate qualification. Most participants were engaged in professional occupations, comprising 52.7% of the sample, while the remainder included students, homemakers, and entrepreneurs. This composition suggests that the study primarily gathers insights from a knowledgeable, professionally active, and digitally engaged demographic. A statistical analysis was performed utilising JMP statistical software. Multiple linear regression was employed to evaluate the impact of AI-related constructs on the dependent variable, accompanied by reliability testing and correlation analysis to validate the reliability of the measurement scale and the interrelationships among variables.

VI. DATA ANALYSIS

This section presents an analysis of the data collected to examine the effect of artificial intelligence on consumer responses in cross-channel marketing. Responses from 184 participants were analysed using statistical tests via JMP software to determine the reliability of the scale [17], investigate relationships between variables, and assess the predictive capabilities of significant AI-related factors.

Table-I: Result of Cronbach's Alpha

If Item Excluded	α
Product ideas based on AI feel like they are tailored to my tastes-(IV)	0.8506
I understand how AI tells me what to do-(IV)	0.8615
Marketing statements are the same on all channels (email, social media, etc.) -(IV)	0.8600
I accept the AI tools that are used in tech marketing -(IV)	0.8607
It is simple to use online services that are built on AI -(IV)	0.8426
The ideas AI makes affect what I buy-(IV)	0.8690
I am worried about how AI systems use the information they have about me-(IV)	0.8788
I am likely to buy a product that an AI-powered app tells me to (DV)	0.8994
Entire set	0.8814

(IV) – Independent Variable; -(DV) – Dependent Variable

A. Reliability Analysis: Cronbach's Alpha

The Cronbach's Alpha test was performed to evaluate the internal consistency of the eight items utilised to assess AI-driven marketing influences on consumer response. The overall Cronbach's Alpha value was determined to be 0.8814, reflecting a strong level of reliability among the items. This indicates that the scale demonstrates internal consistency and is appropriate for subsequent analysis. Upon analysing the alpha values with the exclusion of each item, it was observed that all resulting values consistently exceeded the 0.84 threshold, thereby affirming that each item plays a beneficial role in the overall scale. The minimum alpha if an item was removed was 0.8426 for the statement "It's simple to use online services that are built on AI," whereas the maximum was 0.8994 for "I'm likely to buy a product that an AI-powered app tells me to." The results confirm that all items are effectively measuring a cohesive construct associated with AI influence in cross-channel marketing, indicating that no items should be removed from the scale.

Table-II: Pairwise Correlations

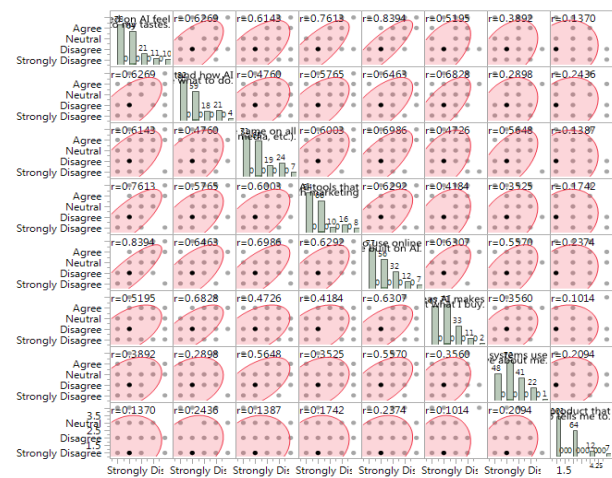
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob
I understand how AI tells me what to do.	Product ideas based on AI seem tailored to my tastes.	0.6269	184	0.5304	0.7074	<.0001*
Marketing statements are consistent across all channels (email, social media, etc.).	Product ideas based on AI seem tailored to my tastes.	0.6143	184	0.5155	0.6970	<.0001*
Marketing statements are consistent across all channels (email, social media, etc.).	I understand how AI tells me what to do.	0.4760	184	0.3559	0.5807	<.0001*
I accept the AI tools that are used in tech marketing	Product ideas based on AI seem tailored to my tastes.	0.7613	184	0.6930	0.8161	<.0001*
I accept the AI tools that are used in tech marketing	I understand how AI tells me what to do.	0.5765	184	0.4711	0.6656	<.0001*
I accept the AI tools that are used in tech marketing	Marketing statements are consistent across all channels (email, social media, etc.).	0.6003	184	0.4990	0.6855	<.0001*
It is simple to use online services that are built on AI.	Product ideas based on AI seem tailored to my tastes.	0.8394	184	0.7908	0.8775	<.0001*
It is simple to use online services that are built on AI.	I understand how AI tells me what to do.	0.6463	184	0.5533	0.7233	<.0001*
It is simple to use online services that are built on AI.	Marketing statements are consistent across all channels (email, social media, etc.).	0.6986	184	0.6163	0.7659	<.0001*
It is simple to use online services that are built on AI.	I accept the AI tools that are used in tech marketing	0.6292	184	0.5331	0.7093	<.0001*
The ideas AI makes affect what I buy.	Product ideas based on AI seem tailored to my tastes.	0.5195	184	0.4053	0.6177	<.0001*
The ideas AI makes affect what I buy.	I understand how AI tells me what to do.	0.6828	184	0.5972	0.7531	<.0001*
The ideas AI makes affect what I buy.	Marketing statements are consistent across all channels (email, social media, etc.).	0.4726	184	0.3520	0.5777	<.0001*
The ideas AI makes affect what I buy.	I accept the AI tools that are used in tech marketing	0.4184	184	0.2914	0.5310	<.0001*
The ideas AI makes affect what I buy.	It's simple to use online services that are built on AI.	0.6307	184	0.5349	0.7106	<.0001*
I'm worried about how AI systems use the information they have about me.	Product ideas based on AI seem tailored to my tastes.	0.3892	184	0.2591	0.5054	<.0001*

I'm worried about how AI systems use the information they have about me.	I understand how AI tells me what to do.	0.2898	184	0.1515	0.4170	<.0001*
I'm worried about how AI systems use the information they have about me.	Marketing statements are consistent across all channels (email, social media, etc.).	0.5648	184	0.4576	0.6559	<.0001*
I'm worried about how AI systems use the information they have about me.	I accept the AI tools that are used in tech marketing	0.3525	184	0.2190	0.4730	<.0001*
I'm worried about how AI systems use the information they have about me.	It's simple to use online services that are built on AI.	0.5570	184	0.4484	0.6493	<.0001*
I'm worried about how AI systems use the information they have about me.	The ideas AI makes affect what I buy.	0.3560	184	0.2229	0.4762	<.0001*
I'm likely to buy a product that an AI-powered app recommends.	Product ideas based on AI seem tailored to my tastes.	0.1370	184	0.0079	0.2761	0.0638
I'm likely to buy a product that an AI-powered app recommends.	I understand how AI tells me what to do.	0.2436	184	0.1026	0.3751	0.0009*
I'm likely to buy a product that an AI-powered app recommends.	Marketing statements are consistent across all channels (email, social media, etc.).	0.1387	184	0.0061	0.2778	0.0604
I'm likely to buy a product that an AI-powered app recommends.	I accept the AI tools that are used in tech marketing	0.1742	184	0.0303	0.3111	0.0180*
I'm likely to buy a product that an AI-powered app recommends.	It's simple to use online services that are built on AI.	0.2374	184	0.0960	0.3694	0.0012*
I'm likely to buy a product that an AI-powered app recommends.	The ideas AI makes affect what I buy.	0.1014	184	0.0439	0.2425	0.1708
I'm likely to buy a product that an AI-powered app recommends.	I'm worried about how AI systems use the information they have about me.	0.2094	184	0.0668	0.3437	0.0043*

B. Pairwise Correlation Analysis

The pairwise correlation matrix examined the connections between the independent variables associated with AI and the outcome variable, which reflects consumer response. The analysis demonstrated that most variable pairs showed statistically significant positive correlations at the 0.01 level. A notable correlation was identified between the statement "It's simple to use online services that are built on AI" and "Product ideas based on AI feel like they are tailored to my

tastes," yielding a correlation coefficient of 0.8394. This suggests that the simplicity of engaging with AI plays a significant role in shaping perceptions of its personalisation capabilities. In a similar vein, significant correlations were noted among various pairs of variables, including the relationship between the acceptance of AI tools and the comprehension of AI functions, as well as the connection between consistent marketing messages and AI transparency. The results indicate a significant level of conceptual overlap, reinforcing the theoretical connections between the constructs. Nonetheless, the variable "I'm likely to buy a product that an AI-powered app tells me to" exhibited relatively weaker correlations with other items, especially with "Product ideas based on AI feel like they are tailored to my tastes" ($r = 0.1370$, $p = 0.0638$) and "Marketing statements are the same on all channels" ($r = 0.1387$, $p = 0.0604$), both of which did not reach statistical significance. Nonetheless, most relationships indicate the combined impact of AI-driven personalisation, usability, and trust on consumer behaviour.



[Fig.1: Frequency Distribution Scatter Plot Matrix]

C. Regression Analysis

Regression analysis was utilised to investigate the influence of various AI-related factors on consumer response. This approach helps identify the variables that play a crucial role in determining the likelihood of consumers responding to AI-driven marketing recommendations.

Table-III: Model Summary of Fit

RSquare	0.133115
RSquare Adj	0.098636
Root Mean Square Error	0.737508
Mean of Response	1.592391
Observations (or Sum Wgts)	184

The model summary provides insights into the overall goodness-of-fit for the multiple linear regression model employed to forecast the dependent variable, "I'm likely to buy a product that an AI-powered app tells me to." The R-squared value is 0.1331, indicating that approximately 13.3% of the variance in consumer response can be explained by the seven independent variables incorporated into the model. Although this value might appear modest, it is frequently observed in studies of consumer behaviour, particularly in exploratory research



that examines human perceptions. The adjusted R-squared value, which considers the number of predictors about the sample size, is marginally lower at 0.0986. This reinforces the notion that the model, despite its statistical significance, accounts for only a small fraction of the variance in consumer purchasing behaviour, suggesting that other psychological or contextual factors could influence decision-making in practical scenarios. The Root Mean Square Error (RMSE) of 0.7375 signifies the typical discrepancy between the predicted values and the actual responses.

Table-IV: Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	7	14.69978	2.09997	3.8608
Error	176	95.72957	0.54392	Prob > F
C. Total	183	110.42935		0.0006*

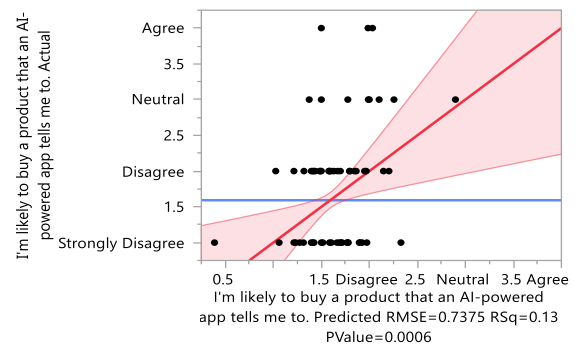
The ANOVA results indicate the statistical significance of the overall model. The F-ratio of 3.8608, accompanied by a p-value of 0.0006, suggests that the regression model is statistically significant at the 1% level. This suggests that, collectively, the seven predictor variables account for a statistically significant portion of the variability in consumer reactions to AI-driven product recommendations. The overall model demonstrates a markedly improved ability to predict the outcome variable when compared to a model that lacks predictors. This discovery reinforces the overall value of AI-driven elements in comprehending consumer reactions across various marketing channels.

Table-V: Effect Summary

Source	LogWorth	PValue
I understand how AI tells me what to do.	2.047	0.00896
It is simple to use online services that are built on AI.	1.906	0.01241
Product ideas based on AI seem tailored to my tastes.	1.645	0.02263
The ideas AI makes affect what I buy.	1.447	0.03569
I am worried about how AI systems use the information they have about me.	0.833	0.14702
I accept the AI tools that are used in tech marketing	0.638	0.23009
Marketing statements are consistent across all channels (email, social media, etc.).	0.591	0.25649

Table-VI: Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	1.2050818	0.160216	7.52	<.0001*
Product ideas based on AI seem tailored to my tastes.	-0.25201	0.109574	-2.30	0.0226*
I understand how AI tells me what to do.	0.206927	0.078299	2.64	0.0090*
Marketing statements are consistent across all channels (email, social media, etc.).	-0.082135	0.072147	-1.14	0.2565
I accept the AI tools that are used in tech marketing	0.0977048	0.081129	1.20	0.2301
It's simple to use online services that are built on AI.	0.2961881	0.11724	2.53	0.0124*
The ideas AI makes affect what I buy.	-0.181081	0.085551	-2.12	0.0357*
I'm worried about how AI systems use the information they have about me.	0.1045204	0.071758	1.46	0.1470



[Fig.2: Whole Model - Response: I'm Likely to Buy a Product That an AI-Powered app Tells me to]

D. Actual by Predicted Plot

The summary table of effects emphasises the significance and statistical impact of each independent variable. The variable “I understand how AI tells me what to do” exhibited the highest importance, with a p-value of 0.00896 and a Log Odds Ratio of 2.047. This suggests that the way consumers comprehend AI mechanisms significantly impacts their propensity to make purchases via AI-driven platforms. In a similar vein, the statements “It’s simple to use online services that are built on AI” and “Product ideas based on AI feel like they are tailored to my tastes” also showed significance, with p-values of 0.0124 and 0.0226 respectively. Interestingly, the finding that “The ideas AI makes affect what I buy” was also significant (p = 0.0357). Yet, the direction of its estimate was negative, indicating a potential inverse relationship when all other variables are controlled.

In contrast, variables such as “Marketing statements are the same on all channels,” “I accept the AI tools that are used in tech marketing,” and “I’m worried about how AI systems use the information they have about me” were not statistically significant predictors in the model. The p-values exceeded the 0.05 threshold, suggesting a minimal independent effect on consumers' purchasing intentions via AI platforms. Based on the parameter estimates, the standardised coefficients indicate that “Ease of use” and “Understanding AI” are positively correlated with consumer response. In contrast, it is noteworthy that perceived personalisation and AI-generated purchase suggestions exhibit negative coefficients, which may be attributed to over-targeting or a sense of intrusiveness.

Table-VII: Effect Test

Source	DF	Sum of Squares	F Ratio	Prob > F
Product ideas based on AI seem tailored to my tastes.	1	2.8771279	5.2896	0.0226*
I understand how AI tells me what to do.	1	3.7989227	6.9844	0.0090*
Marketing statements are consistent across all channels (email, social media, etc.).	1	0.7049305	1.2960	0.2565
I accept the AI tools that are used in tech marketing	1	0.7888831	1.4504	0.2301
It's simple to use online services that are built on AI.	1	3.4714931	6.3824	0.0124*
The ideas AI makes affect what I buy.	1	2.4368731	4.4802	0.0357*
I'm worried about how AI systems use the information they have about me.	1	1.1539645	2.1216	0.1470

The effect tests confirm the importance of individual variables. “Understanding how AI informs decision-making,” “Usability of online AI services,” and “Perceived personalization” demonstrated statistically significant F-ratios with p-values below 0.05, thereby reinforcing their importance as key predictors in influencing consumer response. Additionally, no other variables achieved statistical significance on an individual basis, aligning with the regression outcomes. The leverage plots (Appendix 2) illustrate the impact of each predictor on the response variable, controlling for all other variables in the model. The leverage plot for “I understand how AI tells me what to do” indicates a positive linear relationship with the likelihood of purchasing from AI-powered platforms. Conversely, “Product ideas based on AI feel like they are tailored to my tastes” exhibits a negative slope, suggesting a complex interaction between personalisation and perceived decision autonomy. These plots assist in diagnosing model influence and align with the direction and significance of parameter estimates.

VII. DISCUSSION

This study's findings provide significant insights into how artificial intelligence (AI) influences consumer responses in the realm of cross-channel marketing. The regression analysis demonstrated that various AI-related constructs have a crucial predictive power over consumer behaviour, validating specific hypotheses and refuting others. The hypothesis H1, which suggested that a consumer's comprehension of AI operations positively affects their propensity to buy AI-recommended products, received support, as this variable proved to be one of the most significant predictors in the model. In a similar vein, H2, which proposed that the usability of online services powered by AI boosts consumer purchase intention, received support, highlighting that accessible AI interactions promote increased engagement. The analysis of perceived personalisation via AI, as discussed in H3, revealed a statistically significant yet negative correlation with purchase intention when controlling for other variables. This surprising outcome suggests that overly customised advice could diminish the sense of autonomy or heighten privacy concerns, partially aligning with H3, while necessitating a more detailed understanding of AI-based personalisation approaches. Overall, the model was statistically significant, indicating that AI-related constructs collectively influence consumer response to cross-channel marketing. However, the relatively modest R-squared value implies that other psychological, emotional, or situational factors likely play important roles in shaping consumer decision-making. These results emphasize the importance of building AI systems that are not only functional and intelligent but also transparent, user-friendly, and ethically aligned with consumer expectations. Future research should consider incorporating deeper dimensions, such as trust-building, emotional resonance, and cross-cultural sensitivity, into the design of AI-enabled marketing strategies.

VIII. CONCLUSION

This study highlights the changing impact of artificial intelligence on consumer behaviour in cross-channel marketing strategies. The findings indicate that individuals who grasp the functioning of AI and perceive it as user-friendly tend to have a favourable reaction to product recommendations generated by AI. The results highlight the importance of marketers prioritising the integration of AI technologies while also improving consumer awareness and streamlining user interfaces. The ongoing promise of AI marketing lies in personalisation; however, its unforeseen negative correlation with purchase intention indicates a necessity for a more refined strategy that harmonises customisation with consumer comfort and perceived control. The overall significance of the regression model suggests that constructs related to AI play a Role in predicting consumer responses. However, the model's modest explanatory power indicates a need for further exploration of additional variables that could influence digital purchasing behaviour. Future investigations could explore elements such as emotional engagement, cultural perspectives on automation, and immediate user feedback to develop a more comprehensive understanding of these issues. In summary, the thoughtful and people-focused application of AI in marketing will be crucial for building meaningful consumer connections in a world that is becoming increasingly automated.

MANAGERIAL IMPLICATION

The results of this study offer practical recommendations for marketing managers looking to integrate AI into their cross-channel marketing strategies. It is clear that improving user comprehension and streamlining interaction with AI tools can significantly enhance consumer engagement and increase the likelihood of purchasing. It is essential for managers to prioritise clear communication regarding the functionality of AI systems and to create intuitive, user-friendly platforms that foster trust. Although personalisation holds significant value, it is essential to implement it with care to prevent any impressions of intrusion. Finding the optimal equilibrium between automation and user independence can enhance the effectiveness of AI marketing strategies that prioritise consumer needs.

DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

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- **Funding Support:** This article has not been funded by any organizations or agencies. This independence ensures that the research is conducted with objectivity and without any external influence.
- **Ethical Approval and Consent to Participate:** The content of this article does

not necessitate ethical approval

or consent to participate with supporting documentation.

- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Author's Contributions:** The authorship of this article is contributed equally to all participating individuals.

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Appendix – 1 Questionnaire

Dear Participant, I am conducting academic research to understand how artificial intelligence (AI) influences marketing strategies and how consumers respond to them across various channels (e.g., email, social media, websites). Your valuable insights will help enhance our understanding of AI in marketing. The survey will take less than 5 minutes. **All responses are anonymous and will be used for academic purposes only.**

Section A: Demographic Information

1. Age Group:

- 18-24
- 25-34
- 35-44
- 45-54

2. Gender:

- Male
- Female
- Prefer not to say

3. Educational Qualification:

- School Level
- Diploma/UG Degree
- Postgraduate

4. Occupation:

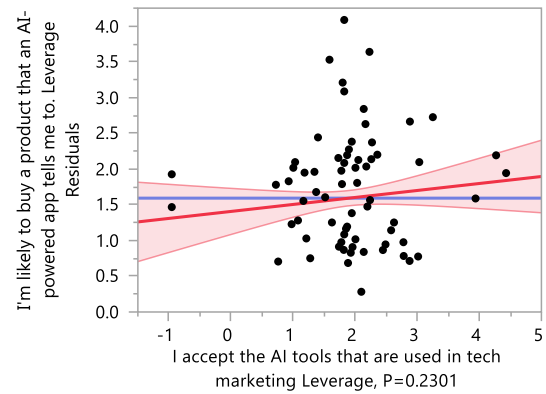
- Student
- Working Professional
- Entrepreneur
- Homemaker

Section B: AI in Cross-Channel Marketing

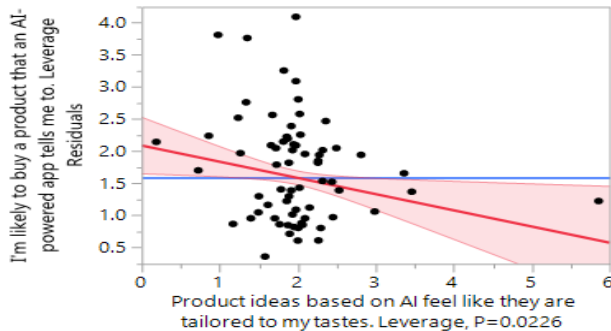
Please indicate how much you agree or disagree with the following statements. (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)



No.	Statement	1	2	3	4	5
1.	Product ideas based on AI seem tailored to my tastes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	I understand how AI tells me what to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Marketing statements are consistent across all channels (email, social media, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	I accept the use of AI tools in tech marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	It's simple to use online services that are built on AI.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	The ideas AI makes affect what I buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	I'm worried about how AI systems use the information they have about me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	I'm likely to buy a product that an AI-powered app recommends to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

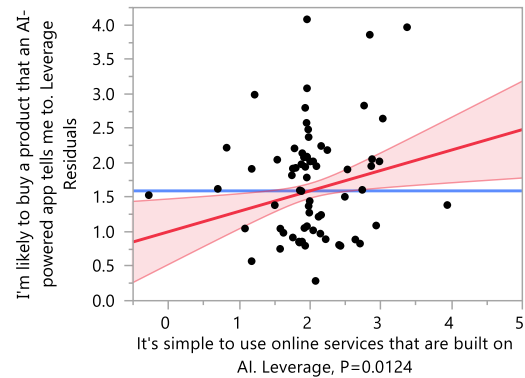


Appendix – 2 Leverage Plot for Seven Predictor Variables

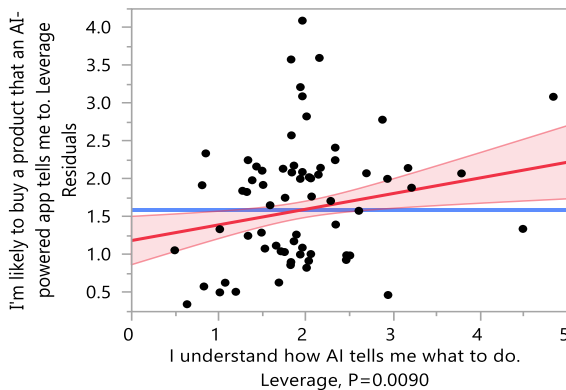


[1: Product Ideas Based on AI Feel Like They Are Tailored to My Tastes]

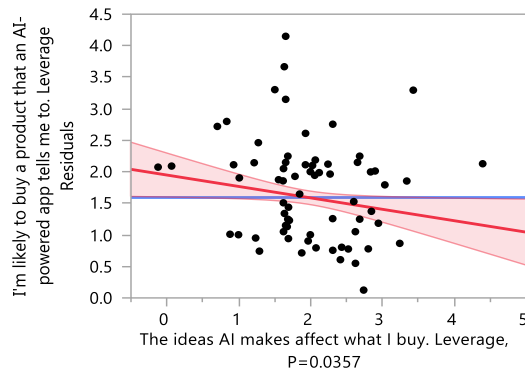
[4: I Accept the AI Tools That Are Used in Tech Marketing]



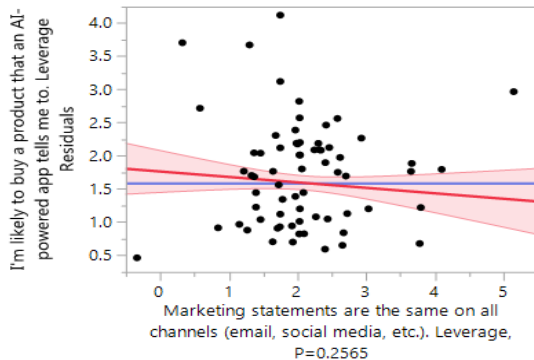
[5: It's Simple to Use Online Services That Are Built on AI]



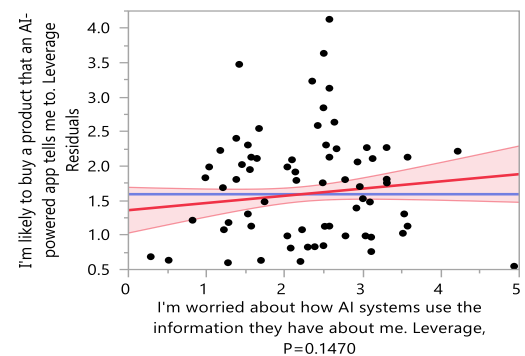
[2: I Understand How AI Tells Me What to Do]



[6: The Ideas AI Makes Affect What I Buy]



[3: Marketing Statements are the Same on all Channels (Email, social media, etc.)]



[F7: I am Worried About How AI Systems use the Information they Have About me]

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