



The Role of Artificial Intelligence in Customer Engagement and Purchase Intention: A Literature Review of Fashion E-Retailing.

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ABSTRACT

The fast growth of Artificial Intelligence (AI) has substantially altered user involvement and buy intent, notably in the fashion e-commerce sector. This research synthesises current literature to investigate the influence of AI across several touchpoints in consumer interactions, focussing on its role in improving personalised experiences, behavioural engagement, and decision-making processes. A systematic review technique was used to analyse 15 peer-reviewed publications, with an emphasis on AI applications such chatbots, voice assistants, and recommender systems. Key findings show that AI's perceived interaction, anthropomorphism, and personalised usefulness increase consumer engagement and impact purchase choices. This review emphasises research gaps, such as the need to investigate demographic moderators and the influence of psychological dimensions. The findings seek to help businesses use AI technology to improve customer experiences and increase purchase intent in the dynamic omni-channel retail environment.

Keywords: Artificial Intelligence, Customer Engagement, Purchase Intention, Literature Review.

Introduction

Artificial Intelligence (AI) and marketing-related research has seen a rise in interest in recent years, receiving substantial scholarly attention and emphasis within the academic community (Vlačić et al., 2021). Many new discoveries and innovations have been made as a result of the area of science and technology's rapid and ongoing growth, but artificial intelligence is regarded as the first of them (Bhagat et al., 2023). Artificial intelligence (AI) has a history spanning more than six decades since its origination in the 1950s, marked by periods of setbacks known as AI winters and phases of renewed advancements referred to as AI springs. In recent years, there has been an increase in the fabrication and application of artificial intelligence (AI) gadgets (Duan et al., 2019). The advent of practical AI is widely recognized as a transformative milestone, comparable in significance to the Industrial Revolution. Researchers have observed the progression of AI through different phases, including its initial hype cycle from 1950 to 1983, a resurgence between 1983 and 2010, and a subsequent cycle from 2011 to 2017. Now, AI is poised to revolutionize the fields of brains, minds, and machines, representing a significant advancement in the field. Artificial intelligence has been the benchmark for all emerging technologies in the 20th century and for both marketers and customers, it has shown to be a blessing in the 21st century. It is frequently hailed as "the next frontier" in technological progress (Acharya et al., 2023).

In recent years, the impact of artificial intelligence applications has experienced steady growth across diverse sectors, significantly influencing the economy. Its effectiveness is evident from the fact that the use of AI in marketing is expanding. Artificial intelligence (AI) is one of the most frequently used buzzwords in business today, and with good reason: AI has shown to be an extremely effective tool for many marketing applications (Overgoor et al., 2019) and these marketing tactics are being revolutionized by artificial intelligence profoundly altering how companies and customers connect with and interact with one another (Gao et al., 2023a). Artificial intelligence's rapid development has significantly impacted how organizations and consumers interact through the emergence of new media and the development of technology, resulting in online behavioural customer interaction engagement habits that have proliferated as a result of the expansion of consumer and company interactions in the digital domain.

The aim of this study is to synthesise research on artificial intelligence in customer engagement and gain a clear knowledge of the impact of various touchpoints on purchase intention. The goal is to address a research gap that will be useful in the business world and assist organisations become more aware of technology improvements as chances to improve the customer experience in the complicated omni-channel environment.

Methodology

There has been a small amount of study on the issue of "artificial intelligence in engaging customers." Because artificial intelligence is still a relatively new field, the majority of research in this area is either ongoing or has not yet been completed. However, research in artificial intelligence in various fields is available and helps to our understanding of AI in the workplace.

In this article, we performed a thorough examination of the function of artificial intelligence in consumer engagement and purchase intent. To better understand the impact of artificial intelligence adoption on customer engagement and purchase intention, we performed a literature analysis that compiled current studies on the issue. A literature review's primary objective is "to enable the researcher both to map and to assess the existing intellectual territory, and to specify a research question to develop the existing body of knowledge further."

To support a comprehensive and unbiased search for relevant papers, the following measures were followed. (i) Identify search phrases, (ii) establish time constraints, and (iii) evaluate paper quality. Relevant keywords and search terms were identified by the authors to scope the study. We utilised the Scopus database for search. The search terms included the following keywords: (1) Artificial Intelligence, (2) Customer Engagement, and (3) Purchase Intention. The search string used are as follows: (TITLE-ABS-KEY ("artificial intelligence")) AND (TITLE-ABS-KEY ("customer engagement" OR "purchase intention")), results to 441 articles in count. After limiting to only: Business, Management and Accounting, it counts to 216 articles. We focused on publications from 2015 to 2024, which were total 207. And the search were limited to research articles only with open access and in English language with final outcomes of 33 articles. Only peer-reviewed papers were included, we included only those articles from journals enlisted in ABDC list. After manual filtering we included 15 most important articles for extensive review.

Literature Review

Reviewing the literature related to a specific research area serves several crucial purposes. Firstly, it provides a foundational understanding of the subject, encompassing historical perspectives and contemporary trends. Secondly, it aids in identifying key issues and debates within the field, enabling the researcher to position their work effectively. Additionally, a comprehensive literature review helps in justifying the chosen research approach and methodology. The sources utilized for this in-depth literature review encompass diverse scholarly materials. The assigned literature and sources used are books, articles, research papers, thesis, and annual reports of the Government. By drawing from such authoritative and varied sources, the researcher ensures a well-rounded and informed perspective on the research.

Gao *et al.*, 2023 discussed the impact of artificial intelligence (AI) stimuli on customer engagement and value co-creation, with a focus on the moderating role of customer ability readiness. This study identified three research gaps: the lack of attention to how AI stimuli affect value co-creation, the limited exploration of customer engagement as a conduit between AI stimuli and value co-creation, and the scarcity of research on customer ability readiness as a potential moderator. This study collected data from customers who had consumed intelligent service robots through a total of 426 questionnaires. These questionnaires were used to gather data on the perceived interactivity (PI) of AI stimuli, customer engagement, and value co-creation. The researchers identified the higher-order construct of AI stimuli consisting of nine items reflecting two dimensions: perceived interactivity and perceived personalization. The study found that the perceived interactivity (PI) of AI stimuli has a significant positive impact on value co-creation. Customer engagement was found to play a mediating role in the relationship between PI and value co-creation. The authors recommended further exploring the boundary conditions of AI stimuli on customer engagement.

Nazir *et al.* (2023) described how artificial intelligence (AI) technology has transformed corporate performance tools into modernised sentient computers and machines with multiple thinking capacities. AI refers to machines that replicate human intellect and perform routine jobs like problem solving, planning, and learning. The study gathered data from 308 hotel clients from various locations of Oman who made an online hotel reservation. The study used a 3-item scale to assess consumer behaviours, a 5-item scale to assess consumer satisfaction, and a 3-item scale to assess consumer repurchase intention. The findings revealed that firms' use of AI technology in social media marketing campaigns helps convert visitors to their social media campaigns, resulting in positive customer-relevant outcomes, and that various AI-based digital technologies, such as virtual reality (VR) and augmented reality (AR), improve customer engagement and convert online visitors into customers. Furthermore, it was discovered that consumer habit positively modifies the association between a pleasant customer experience and repurchase intent. The authors proposed investigating the role of other elements as moderators in the link between AI technology, customer engagement, and repurchase intentions.

Wang *et al.*, 2023 conducted an empirical study of Artificial Intelligence in E-commerce using a technology acceptance model that examines the influence of arbitrary standards, trust, perceived utility, perceived usability, attitudes toward usage, and behavioral intention to use on the actual adoption of AI technology in e-commerce. The research was conducted in Pakistan with an online survey with a sample size of 220 participants who were purchasers of e-commerce firms' products and purposive sampling was used. The findings show that Subjective norms, trust, perceived usefulness (PU), and pursued ease of use (PEU) are important factors to consider when implementing AI-based apps and web shops in e-commerce, and building trust with consumers is crucial for the acceptance of AI in e-commerce. The results, however, contradict the hypothesis that trust has a positive effect on PU and attitudes about behavioral intention to use. The study concludes that the actual usage of AI technology in e-commerce is favorably influenced by behavioral intention to use. This study serves as an incentive for young business owners to develop AI-based business models, as it combines the TAM model with AI and e-commerce perspectives. The results can be generalized to different developed and developing countries.

Bhagat *et al.*, 2023 the study sought to identify the variables influencing customers' decisions to shop online as well as the impact of artificial intelligence. 920 respondents were surveyed in the Indian states of Jammu and Kashmir, Punjab, Haryana, Himachal Pradesh, and Delhi. A designed questionnaire with both closed-ended and open-ended items was used in the study, which combined convenient sample techniques with purposive and random sampling techniques. The results show that artificial intelligence positively influences consumers' buying behavior and enhances their purchase intention in e-retailing. The integration of artificial intelligence in retailing helps businesses understand customer needs and improve online purchase intention. An increase in consciousness towards e-retailing has made consumers more inclined to analyze and purchase products based on their merit and usefulness

and further. The correlation analysis revealed positive relationships between subjective norms, faith, consciousness, artificial intelligence, and purchase intention.

Acharya et al., 2023 the research aimed to determine the effect of the dimensions of cognitive absorption (curiosity, focused immersion, and temporal dissociation) on the continuous use intention of AI-driven recommender systems (RSs) in e-commerce. The research used a quantitative research design and gathered data from 452 active users of Amazon through an online cross-sectional survey. The findings indicated that curiosity and focused immersion had a direct positive effect on the continuous use intention of AI-driven RSs. However, temporal dissociation did not have a significant effect on continuous use intention. The findings suggest that focusing on curiosity and focused immersion can be effective strategies for improving the continuous use intention of RSs in e-commerce. The study can be expanded to encompass various e-commerce platforms utilizing AI-driven Recommendation Systems, enhancing the applicability of findings across multiple platforms.

Khare et al., 2023 used the stimulus-organism-response (S-O-R) paradigm to examine the impact of flow components on AI-enabled e-commerce services in evoking an awe experience in the online fashion clothing setting. Amazon Mechanical Turk (MTurk) was used to collect data from 739 active online fashion retail buyers. The study also examined the impact of three flow elements: perceived control, concentration, cognitive enjoyment, and awe experience on electronic word-of-mouth (e WOM) and purchase intentions in the context of online fashion retail, and the variables have significant effect enhancing the overall online shopping experience and evoking awe in customers, and also highlighted the importance of using stimuli that evoke feelings of vastness, novelty, and mysticism in AI-enabled shopping. Control variables, including gender, age, education, and income, were considered. The findings of the study can help fashion retailers improve the technological elements of their websites and enhance consumer experiences, leading to increased e-commerce and purchase intentions.

Kautish et al., 2023 examined the four dimensions of motivated consumer innovativeness MCI - functional, hedonic, social, and cognitive motivations regarding the consumer motivations to use digital voice assistants for fashion shopping significantly affect purchase intention and awe experience of online fashion shoppers. Additionally, the study found that the awe experience mediates the relationship between motivated consumer innovativeness and purchase intention. The study used data collected from 538 users of digital voice assistants for online shopping of fashion products. The study utilizes a theoretical model grounded in the consumer innovativeness concept, broaden-and-build theory (BBT), and stimulus-organism-response (SOR) model to examine the role of consumer motivations and also incorporates Roger's diffusion of innovation theory to highlight the importance of consumer innovativeness in the adoption of AI-enabled voice assistants for fashion shopping.

Malhotra and Ramalingam (2023) developed a theoretical framework based on media-richness theory and examined how consumers' intentions to use artificial intelligence (AI) technology in the retail industry are influenced by perceived anthropomorphism, perceived animacy, and perceived intelligence. The results show that consumers are motivated to purchase AI-powered products and desire anthropomorphised products to enhance their shopping experiences. Purchase intention and perceived anthropomorphism are mediated by perceived animacy and cognition. As a result, perceived animacy, perceived intelligence, and confidence in AI may all boost the urge to make a purchase. Furthermore, confidence in artificial intelligence moderates the relationship between perceived anthropomorphism and perceived animacy. Between October 2021 and the third week of December 2021, 236 responses were collected using a quantitative tool. The study included control variables such as gender, educational background, age, occupation, and usage experience in purchasing and ordering through AI products of target customers with prior shopping experience.

Kelly et al., 2023 present a systematic review of user acceptance of AI technology, highlighting the use of the extended Technology Acceptance Model (TAM) and the factors that predict behavioral intention, willingness, and use behavior of AI across multiple industries. The authors conducted a systematic review following the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) guidelines. They searched five databases (EBSCO host, Embase, Inspec, Scopus, and Web of Science) using a search strategy developed by the authors. A total of 7,912 articles were identified, and after removing duplicates, 5,552 records remained for screening and selection. Factors such as perceived usefulness, performance expectancy, attitudes, trust, and effort expectancy significantly and positively predicted behavioral intention, willingness, and use behavior of AI across multiple industries.

Le, 2023 highlights the significance of chatbot adoption in influencing purchase intention, with information credibility, technology-related factors, attitude toward AI, and perceived usefulness playing important roles. The findings provide insights for practitioners to understand the importance of chatbot use for customer purchase and shape customer engagement in chatbots. The data for this study was collected from a sample of 492 users in Vietnam who are potential customers of Facebook chatbots for purchase. The study also recognizes the need for further research to explore the impact of psychological constructs such as enjoyment and technology anxiety on behavioral intentions toward chatbots.

Shah et al. (2023) investigate how four factors of technological readiness—optimism, innovativeness, discomfort, and insecurity—affect consumer engagement and intention to buy while utilizing AI voice assistants for online shopping. This study found that customer involvement with AI voice assistants during online purchasing is significantly influenced by technological readiness factors including optimism, innovativeness, discomfort, and insecurity. Using AI voice assistants for online shopping, it was found that customer engagement positively affected the intention to buy. Future research might examine customer engagement as a complex term in the context of online shopping with AI voice assistants, as well as how it influences actual purchase behaviour. More study should include more characteristics in order to better identify consumer involvement and buying behaviour. It should also investigate the interaction between online shopping platforms and consumer engagement behaviour, as well as the potential implications of situational, behavioural, psychographic, and demographic aspects on the technological readiness, customer engagement, and purchase intention model.

Adwan & Aladwan, 2022 examined the Stimulus-Organism-Response (SOR) model to explore the use of AI technology in e-commerce examination, specifically online enterprises, and evaluated its different effects with approximately 230 participants in Jordan. The results indicated that AI technology accuracy, interactive experience, and insight significantly affected customers' perceived hedonic and utilitarian values. However, it is important to note

that satisfaction with the AI virtual assistant is lower compared to insight and accuracy satisfaction. While text retrieval by AI technology leads to greater customer satisfaction than voice and image recognition, perceived hedonic value intensifies purchase intentions, driven by curiosity and enjoyment. Customers' purchase intention based on the perceived hedonic value is likely to be more intense than the perceived utilitarian value.

Ayse, 2022 highlighted how the use of artificial intelligence tools during online shopping leads to customer satisfaction and loyalty in the Indian retail industry. The study employed an empirical, quantitative, and descriptive research methodology deploying a total of 270 online surveys completed in Urban India during the months of February to March 2021. Convenience sampling supported with a snowball technique was used to select respondents who were between the ages of 18-40 and regular users of online shopping tools and platforms. This research examined the usage and awareness of AI tools for online retail, with 90% of respondents indicating awareness and 64.7% reporting previous usage of AI tools while shopping online with 90% moderate users of AI tools. The study also explored the usage of different AI applications, such as chatbots and voice assistants, with Google Assistant being the most used virtual assistant, and found that AI applications in online shopping platforms significantly increased customer satisfaction and loyalty but Privacy and security concerns were identified as potential barriers to the continued usage of AI-enabled online shopping.

Bag et al., 2022 examined the impact of satisfying user experiences during online shopping on repurchase intention. It empirically tests and establishes a positive relationship between deploying AI technologies and user engagement and conversion. This study uses a total of 347 responses from those who are active users of social media. To test the proposed model and research hypotheses, the researchers used structural equation modeling (SEM). It found that there is a significant relationship between satisfying user experience and repurchase intention. This study highlighted the potential of AI and digital technologies in increasing repurchase intentions by engaging consumers through personalized ads on social media. This study focuses on the role of AI technologies in user engagement and conversion, but it does not explore other potential factors or variables that may influence these outcomes.

Sharma et al., 2022 examined the impact of Digital Assistant (DA) attributes on the purchasing intention (PUI) of millennials, using a combined approach of PLS-SEM, Artificial Neural Network (ANN), and Fuzzy-set Qualitative Comparative Analysis (FSQCA). The findings suggest that DA attributes, particularly perceived interactivity and anthropomorphism, can enhance purchasing intention among millennials. Additionally, the study reveals the significant moderating role of gender on the relationship between perceived interactivity and PUI. Future work should incorporate studies for specific product categories and develop industry-specific strategies. This will help in identifying trends of customer purchases using Digital Assistants (DA) and AI-powered chatbots.

Ameen et al., 2021 investigated through a research paper titled "Customer Experiences in the Age of Artificial Intelligence" and examined the integration of AI in shopping and its influence on AI-enabled customer experience using a theoretical model based on trust-commitment theory and service quality model. The study employed purposive sampling to choose consumers who had used an AI-enabled service to circulate an online survey to customers of a well-known European business that specializes in selling personal care and beauty products. Partial least squares-structural equation modeling was used to examine a total of 434 answers. The study discovered that perceptions of trust and sacrifice moderate the impacts of perceived personalization, convenience, and service quality on AI-enabled customer experience. Relationship commitment was also discovered to have a strong direct impact on AI-enabled customer experience. The study contributes to the existing literature by revealing these effects and has practical implications for retailers deploying AI in their services. Retailers can focus on building trust with customers and ensuring that the AI-enabled services provided are convenient, personalized, and of high quality, as these factors significantly impact the overall customer experience.

Yin & Qiu, 2021 examined the impact of AI technology on online purchase intention, focusing on the dimensions of accuracy, insight, and interaction experience. It also explores the mediating role of perceived value in this relationship. The study uses empirical research methods, including a questionnaire survey and structural equation modeling (SEM), to analyze the influence mechanism of consumers' purchase intention. The findings reveal that the accuracy, insight, and interaction experience of AI marketing technology positively affects consumers' perceived utility value and hedonic value. Both perceived utility value and perceived hedonic value contribute to the formation of consumers' purchase intention, with perceived hedonic value having a stronger influence. The results showed that the improvement of the interactive experience of AI marketing technology in online shopping platforms is beneficial in promoting consumers' perceived hedonic value and purchase intention. Research gap of the study as Future studies can explore the impact of other internal influencing factors such as perceived risk, flow experience, and consumer attitude on consumers' purchase intention in the context of AI technology in online shopping platforms

Vazquez et al., 2020 investigated through an empirical study that adopts a quantitative approach to examine fashion consumers' experiential responses to user-generated content (UGC) in social commerce fashion online shopping environments S-O-R framework (Stimulus-Organism-Response). The study examines the relationships between experiential responses (aesthetic, emotional, flow, relational) and purchase intention. The target 555 respondents were females who have shopped with ASOS.com in the last three months and live in the UK between 18-35 age. The results show that Aesthetic experiences were found to drive relational experiences, which in turn drive flow experience and emotional experience that affect interactive behavior, as well as purchase intention. Positive emotions were also identified as powerful drivers of purchase intention and connectedness, flow, and interactive behavior. The results of this study reveal that, despite the existence of social aspects like online communities and social media, fashion online buying is an individual activity. It also strongly represents the customers' real selves as opposed to their ideal selves.

Liang et al., 2020 emphasized the importance of considering consumers' attitudes toward technology in the development and implementation of AI devices in the fashion industry using the technology acceptance model. The research was conducted in the top 10 metropolitan areas in the United States. A total of 313 valid responses were obtained with 61% female participants, aged between 18 and 65 years old through an online self-administered questionnaire designed to assess consumers' attitudes and purchase intention towards an AI device called Echo Look, which is a combination of fashion and digital innovation. The results indicated that perceived usefulness, perceived ease of use, and performance risk were significant factors influencing

consumers' attitudes toward AI. Positive attitudes towards technology positively influenced purchase intention. Future research should compare perceptions across different fashion AI applications, extend the model to different fashion AI products, and explore attitudes and purchase intentions in consumers from urban and rural areas. Limited representativeness due to recruitment from the top 10 US metropolitan areas, focus on a single product (Echo Look), and hindering generalization. Future studies should broaden participant recruitment beyond the top 10 US metropolitan areas and explore diverse fashion AI products for more generalized insights.

Gursoy et al., 2019 outlined the Consumer's acceptance of artificially intelligent (AI) device use in service delivery. The study suggests a theoretical framework termed AI device usage acceptance (AIDUA) that clarifies customers' readiness to embrace the use of AI devices in customer interactions. The proposed model consists of three acceptance generation stages (primary appraisal, secondary appraisal, and outcome stage) and six antecedents (social influence, hedonic motivation, anthropomorphism, performance expectancy, effort expectancy, and emotion). An online consumer panel made available by the Amazon Mechanical Turk platform with the final sample size for analysis of 439 samples. The findings suggest that customers go through a three-step acceptance generation process in determining whether to accept the use of AI devices during their service interactions. Social influence, hedonic motivation, and anthropomorphism are positively related to performance and effort expectancy, which in turn influence customer emotions and acceptance of AI device use. The results can be generalized in other service sectors such as retail, hospitals, and tourism.

Connell et al., 2019 explored customer engagement (CE) in the context of transactional retailing websites, focusing on the drivers, manifestations, and dimensionality of CE. The study employed exploratory research, utilizing in-depth interviews to explore customer engagement on transactional fashion retail websites. Participants were purposively sampled, specifically women over 55 with online fashion shopping experience. Customer engagement with a retail website happens at the level of specific environmental cues, as indicated and empirically supported by this study. This finding emphasizes the significance of these individual cues in the engagement process. Engagement involves a triadic relationship between the customer, product, and website, impacting behavioral responses and emotional states. Positive engagement leads to return intention, while disengagement results in negative emotions. The results depict that Customer engagement with transactional retail websites is part of a broader engagement ecosystem that includes online and offline touchpoints, such as physical stores, direct marketing, social media, and loyalty programs.

Table 1

Synthesis of Literature

| Year | Title | Author(s) | Journal | Theory used | Country |
|------|--|---|---|--|---------------|
| 2023 | Investigating the impact of artificial intelligence on consumer's purchase intention in e-retailing | R Bhagat, V Chauhan , P Bhagat | Foresight | Technology Adoption Model | India |
| 2023 | The impact of artificial intelligence on customer engagement and value co-creation: the moderating role of customer ability readiness | L Gao, G Li, F Tsai , C Gao, M Zhu, X Qu | Journal of Research in Interactive Marketing | SOR Theory | China |
| 2022 | Journey of customers in this digital era: Understanding the role of artificial intelligence technologies in user engagement and conversion | S Bag , G Srivastava , MMA Bashir , S Kumari , M Giannakis , AH Chowdhury | Benchmarking: An International Journal | SOR Theory | Africa, India |
| 2023 | Emerging digital technologies and consumer decision-making in retail sector: towards an integrative conceptual framework | P Sharma , A Ueno , C Dennis , CP Turan | Computers in Human Behaviors | AISAS (Awareness, Interest, Search, Action, and Sharing model) | US |
| 2020 | Linking AI quality performance and customer engagement: The moderating effect of AI preference | C Prentice , S Weaven , IKA Wong | International Journal of Hospitality Management | Theory of planned behaviour, rational theory | Australia |
| 2024 | Artificial intelligence is the magic wand making customer-centric a reality: An investigation into the relationship between | M Bilal, Y Zhang, S Cai, U Akram, A Halibas | Journal of Retailing and Consumer Services | Social support theory | China |

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|------|---|--|---|---|--------------|
| | consumer purchase intention and consumer engagement through affective attachment | | | | |
| 2023 | Do customers exhibit engagement behaviours in AI environments? The role of psychological benefits and technology readiness | D Yin, M Li , H Qiu | Tourism Management | Affordance Theory | - |
| 2022 | Examining the psychological process of developing consumer-brand relationships through strategic use of social media brand chatbots | JSE Lin , L Wu | Computers in Human Behavior | - | Tiwan, China |
| 2023 | Bridging artificial intelligence-based services and online impulse buying in E-retailing context | Y Zhu, H Shi, HBA Hashmi , Q Wu | Electronic Commerce Research and Applications | SOR Theory | China |
| 2024 | Linking technology readiness and customer engagement: an AI-enabled voice assistants investigation | TR Shah , P Kautish, S Walia | Foresight | CASA model of Nass <i>et al.</i> (1995) | India |
| 2020 | Customer experience in the age of artificial intelligence | N Ameen , A Tarhini , A Reppel, A Anand | Computers in Human Behaviors | Trust-commitment Theory | London, UK |
| 2019 | Implementation of Artificial Intelligence in Fashion: Are consumers ready? | Y Liang , SH Lee , JE Workman | Clothing and Textile Research Journal | Technology Acceptance Model | US |
| 2019 | Consumer acceptance of artificially intelligent (AI) device use in service delivery | D Gursoy , OH Chi , L Lu , R Nunkoo | International Journal of Information Management | Artificially Intelligent (AI) Device Use Acceptance (AIDUA) | US |
| 2021 | Predictors of consumers' willingness to share personal information with fashion sales robots | CS Song , YK Kim | Journal of Retailing and Consumer | - | US |
| 2022 | Examining the psychological process of developing consumer-brand relationship through strategic use of social media brand chatbots | JSE Lin , L Wu | Computers in Human Behavior | - | US |
| 2023 | An empirical evaluation of technology acceptance model for Artificial Intelligence in E-commerce | C Wang, SF Ahmad , AYABA Ayassrah , EM Awwad, M Irshad , YA Ali , M Al-Razgan , Y Khan | Heliyon | Technology Acceptance Model (TAM) | Pakistan |

Source(s): Authors' own work

Conclusion & Discussion

Our detailed review of the literature demonstrates how artificial intelligence (AI) has a major impact on customer engagement and purchase intent, offering valuable information for both academics and businesses. The findings suggest that AI technologies redefine engagement metrics and alter traditional customer interactions, leading in more personalised experiences and higher conversion rates. To maintain competitive advantages, firms must prioritise adopting and integrating AI-driven solutions. The rapid advancement of AI emphasises the need of organisations maintaining agility, making frequent plan revisions, and investing in AI literacy for their workforce.

For researchers, the implications are as important. Beyond preexisting paradigms, research on how AI affects consumer behaviour needs to focus on understudied subjects including the dynamics of cross-cultural interaction, ethical AI applications, and AI's role in sustainable marketing tactics. The creation of measurement tools to document intricate consumer responses to AI interventions is a crucial field of research.

Furthermore, diverse relationships spanning technology, marketing, and behavioural sciences are critical to realising AI's promise. Future research must consider the implications of AI for entrepreneurship, innovation, and societal transformation as it continues to challenge traditional industrial boundaries. Filling these knowledge gaps will enable AI to be used more effectively, encouraging both academic research and real-world value production in the rapidly changing business context.

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