


Chapter 9


Mind, Machines, and Marketing: The AI–Powered Science of Influence and Ethical Engagement

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ABSTRACT

As technology advances, companies continue to investigate its application in day-to-day business, particularly in marketing communication, where it automates processes and makes use of data analysis. This research investigates the impact of consumer acceptance of marketing communication generated using AI on purchase intentions, based on the Theory of Planned Behavior. In a quantitative survey conducted through Facebook and Instagram, 30 valid responses were examined using SPSS. Research indicates that acceptance of AI has little effect on purchase intention, contradicting past literature and underpinning the necessity for more studies in this new area.

INTRODUCTION

Artificial Intelligence (AI) has opened up exciting new possibilities for businesses, particularly in the field of marketing. It's become a powerful tool that allows companies to reduce costs and streamline their communication with customers

DOI: 10.4018/979-8-3373-2502-6.ch009

(Wamba-Taguimdje et al., 2020)(Jitta et al., 2024). With the rise in computational power, big data availability, and continuous advancements in machine learning algorithms, marketing professionals are increasingly embracing AI to stay competitive and efficient (Huang & Rust, 2021). These technological advancements are not only transforming marketing practices but are also showing tremendous potential to reshape the industry (Haleem et al., 2022).(Kanagasundaram & Kathirvel, 2019).

Marketing communication refers to how businesses connect with both existing and potential customers. It plays a vital role in conveying value, influencing, building trust, and buying decisions (Keller, 2001) (Kanagasundaram et al., 2019). However, marketing activities often require significant time and resources—this is where AI proves to be immensely helpful. By supporting automation, customer segmentation, and personalized messaging, AI enhances both efficiency and impact (Davenport et al., 2020; Haleem, 2022). As digital trends evolve, companies are now better equipped to engage with customers and collect actionable data for analysis (Rust, 2020).

Rust (2020) highlights the evolving balance between AI and human intelligence (HI) in marketing communication. He suggests that AI is increasingly capable of performing tasks previously handled by humans, particularly those involving data collection and pattern recognition. This shift allows human marketers to focus more on creativity and strategic thinking, pointing toward a future where AI complements, rather than replaces, human insight.

A central aim of marketing communication is to influence purchase intention—the likelihood that a customer will buy a product or service (Martins et al., 2019). Research has consistently shown that well-crafted communication can significantly impact this intention (Kim & Ko, 2010; Ahmed et al., 2023). However, a consumer's emotions, personal values, and prior experiences also play a role in how marketing messages are perceived. These psychological factors can either enhance or moderate the effectiveness of campaigns (Spears & Singh, 2004; Grimmer & Woolley, 2014) (Kathirvel & Srinivasan, 2010). It is therefore essential for marketers to be aware of emotional cues and consumer sensitivities when developing communication strategies.

To assess consumer acceptance of Artificial Intelligence technologies in the context of marketing communication, this study employs the Theory of Planned Behavior (TPB). TPB is structured around three core elements: attitude, subjective norm, and perceived behavioral control.(Kathirvel et al., 2021) The theory, originally proposed to explain and predict human behavior (Ajzen, 1991), serves as an appropriate foundation for this research. TPB has been effectively applied in previous studies focusing on customer acceptance of AI technologies, as well as in the broader area of marketing communication (Shown and Kwon, 2020; Eickhoff and Zhevak, 2023).

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