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AI-Enabled Digital Marketing and Consumer Purchase Intention: The Moderating Role of Trust in Artificial Intelligence

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ABSTRACT

This study examined the effects of AI-driven personalized advertising, AI chatbot service quality, and social media advertising relevance on consumer purchase intention, with particular emphasis on the moderating role of consumer trust in artificial intelligence within the United Kingdom's online retail sector. A quantitative, cross-sectional research design was employed, and primary data were collected through an online questionnaire administered to consumers in the United Kingdom who had experience with online shopping and AI-enabled digital marketing interactions. Partial least squares structural equation modeling (PLS-SEM) was employed to examine the direct relationships and moderating effects through interaction terms. The findings demonstrated that AI-driven personalized advertising, AI chatbot service quality, and social media advertising relevance were positively and significantly associated with consumer purchase intention. Consumer trust in artificial intelligence also demonstrated a significant positive association with purchase intention. Furthermore, trust in artificial intelligence significantly and positively moderated the relationships between all three digital marketing practices and purchase intention, suggesting stronger positive associations among consumers reporting higher levels of AI trust. The reliance on cross-sectional, self-reported data and participants' perceptions of AI-enabled marketing restricted causal inference and generalizability beyond the United Kingdom's online consumer market. Online retailers should improve personalized advertising relevance, strengthen AI chatbot service quality, and develop transparent and trustworthy AI-enabled marketing practices to encourage consumer purchase intention. This study extended AI-driven consumer behavior research by examining consumer trust in artificial intelligence as a boundary condition shaping the effectiveness of three digital marketing practices.

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