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Original Researcher Article

Exploring the role of AI based tools on strategic decision making in digital marketing and influencing the consumer intent

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ABSTRACT
The study investigate how AI-based applications are used to influence strategic decision-making in digital marketing and consumer intent with consideration to three goals connected with AI-driven personalization, predictive analytics, and AI-driven insights. A quantitative research design was applied to collect data on 200 digital marketing professionals in Delhi NCR using a structured questionnaire and then analyzed using "descriptive statistics, correlation and regression analysis". The results indicate that AI-based personalization is weak but significant in regard to consumer intent, whereas predictive analytics is stronger, as it explains 13.6% difference in consumer intent and purchase behavior. Additionally, AI-based insights appeared to have a weak positive association with digital marketing performance, which could indicate that AI-based data interpretation leads to improved campaigns and more strategic alignment. The outcomes all point towards the fact that state-of-the-art AI tools and especially predictive analytics and insights generation have a positive effect on the enhancement of marketing performance. The study finds that organizations should develop analytical and AI capacities to stay competitive, yet the use of self-reported data, regional sample, and cross-sectional design do not allow causal inferences.
Keywords: Artificial Intelligence, Strategic decision making, Consumer, Influence, Marketing
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1. INTRODUCTION:

Since the 1990s digital marketing has experienced a spectacular change since it was just a basic online advertisement and search engine optimization exercise, but it has evolved into a complex and technology-focused field. Massive proliferation of interactions between businesses and consumers began in the late 90s and early 20s with the incorporation of search engines, and with the introduction of social media platforms in the mid-20s (Bhardwaj 2025). The technological advances allowed marketers to find themselves moving away and out of the old-fashioned broadcasting and towards highly personalized and two-way interactions (Ziakis & Vlachopoulou 2023). The introduction of content marketing, cookies used to track customers, the development of sophisticated analytics tools meant that new dimensions of targeting and engagement with customers were being introduced, which resulted in the development of the modern highly interactive and personalized digital campaigns (BARQAR 2024).

Over the past years, data-driven decision making has become the focus of digital marketing tactics, enabling companies to use significantly large volumes of consumer data to make appropriate marketing decisions (Kumari & Thakur 2025). Marketers can now use analytics, predictive modeling and real-time information in order to optimize their campaign, measure their results, and deliver content to target audiences (Inamdar 2025). This kind of doing things provides an impersonal view and allows rapid modularity in that resources are maximized, and customer experience becomes more relevant (Hughes 2020). Not only data-driven marketing is more effective in increasing conversion rates and ROI but also helps to acquire and keep customers according to the comprehension of the behavioral trends and preferences, and such giants of the industry as Amazon and Southwest Airlines have already noticed the effectiveness of their own approach to marketing, which is based on personalization (Monnappa 2025).

The increasing usage of "Artificial Intelligence" (AI) in digital advertising is changing the construction, optimization and presentation of the campaigns. The marketer can request the usage of AI to analyze extensive customer data and predict their behavior, target groups and deliver personalized content in real-time (Bano et al., 2025). This allows extremely specific and efficient campaign tactics that can dynamically react to the interaction of the user. The fact that AI-based services, such as chatbots, be used, contribute to the increased involvement of customers, simply because 24/7 personalized services, predictive analytics opportunities be used to identify the most promising leads and efficiently assign advertising resources (Wilson et al., 2024). Artificial intelligence transforms marketing not into responsive but into proactive according to the demands of the customers and boosts the conversion rates and ROI by many folds (Singh and Ahmed 2024).

As far as customer journey mapping and predictive personalization is concerned, AI can be helpful regarding gathering data on different contact points and creating an overall image of the consumer behavior (Rabby et al.,

2021). It identifies the most valuable drop-off points and friction points of the customer journey, which enables marketers to tailor interventions that place users through the conversion process (Iyelolu et al., 2024). Predictive personalization goes beyond segmentation and customizes the content and offers suggestions to a customer based on real-time browsing history, purchase history, and situational data including location, and even the weather (Potwora et al., 2024). Such excessive personalization results in customer satisfaction and loyalty, and AI continues to learn and optimize marketing messages since it delivers the greatest degree of relevance and at the most opportune moment to the customer. All these advancements have made AI a critical component of developing more intelligent, more intuitive online marketing in 2025 (Jenesiszodykha et al., 2025).

Diverse AI tools are being actively utilized in digital marketing to make it more efficient, personalized, and decision making. AI-driven content-generating platforms such as Jasper and Surfer SEO can help marketers to produce large-scale content, which is optimized and includes both copy and image, without taking any time but retaining quality (Zapier 2024). With machine learning, predictive consumer scoring models and churn prediction models predict high-value customers and also predict those at risk of leaving, allowing retention to be targeted (Tauheed et al., 2024). Journal of Business Communication & Technology, 54-65. Through automated bidding platforms, advertisement expenditure across platforms be optimized by dynamically changing the bids on a real-time basis to maximize ROI. NLP-driven chatbots and conversational AI offer 24/7 customer support and interaction, which makes them more personalized to improve customer experience and enhance customer generation (Korst et al., 2025).

Moreover, the NLP models are important in the sentiments of customers, customer service automation, and communication with user intent. Various marketing systems can be integrated through tools like Zapier that allow workflow automation to simplify the campaign management and data handling (Marketer Milk 2025). Recent platforms like Adobe Sensei and Google Marketing Platforms have incorporated the features of predictive analytics and campaign manager that operate based on the AI and help the marketer to create more advanced and effective activities (Bobro et al., 2024). Overall, these AI solutions can assist marketers to be more responsive, data-driven, and resourceful to develop smarter campaigns, which could have a more personalized customer experience and measurable business outcomes (Ghufran & Ahmad 2025).

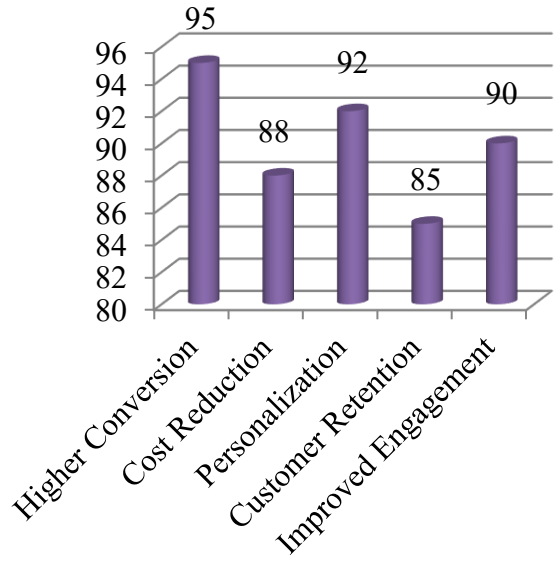

Figure 1: Importance of AI-Driven Benefits in Digital Marketing

The role of the strategic decision making in DM is also important to mark sure that the business goals are achieved effectively and efficiently. Segmentation, targeting and positioning (STP) are critical concepts that allow marketers to determine customer targets, deliver customized messages and position their products in competitive markets (ConvoBoss 2024). Budgeting makes sure that resources are spent in channels and campaigns that have the most potential to be effective, the content strategy and media planning aligns the resources on creating and sharing persuasive resources to users on their platforms (Potwora et al., 2024). These are strategic decisions to be built on unified, objective marketing with maximum effects and maximum ROI. In the absence of a well-defined strategy, the marketing campaign be unable to focus and may be ineffective in reaching the target audience (Vdovichena et al., 2024).

Artificial Intelligence (AI) optimize digital marketing by raising efficiency, accuracy, and personalization and consumer insight. AI-based analytics offer real-time information processing and can make quick and accurate changes to the campaign (Rahman et al., 2024). It is the algorithms that process very large amounts of data concerning customers trying to provide them with a customized content and promotions and make them more relevant and effective (Nandi & Subrahmanyan 2024). Besides that, AIs find the unknowns about the consumers through predictive analytics and behaviour modelling as a factor in formulating the improved segmentation, targeting, and messaging (Mumtaz et al., 2025). This increased awareness can help marketers anticipate the needs of customers and simplify the overall purchasing experience, achieving a superior marketing result and competitive advantage in an increasingly data-driven digital atmosphere (Ikeh 2025).

Table 1: Role of AI-Based Tools in Strategic Decision-Making and Consumer Intent

AI-Based Tool	Role in Strategic Decision-Making	Influence on Consumer Intent
Recommendation Engines	Help marketers decide personalized product placements, segmentation, and targeting strategies based on user behavior patterns.	Increases purchase likelihood through personalized suggestions tailored to individual preferences.
Predictive Consumer Scoring	Assists in forecasting high-value customers, optimizing resource allocation, and prioritizing marketing campaigns.	Build trust and relevance, motivating consumers to engage or purchase due to perceived personalization.
AI-Based Content Creation	Enables data-driven decisions on content type, timing, and platform selection for maximum engagement.	Enhances consumer attraction and interest through relevant, appealing, and timely content.
Churn Prediction Models	Supports decision-making to retain customers by identifying at-risk users and designing proactive retention strategies.	Reduces negative intent by addressing dissatisfaction early and improving user experience.
Automated Bidding Systems	Utilizes real-time data to optimize ad spend decisions and maximize ROI in digital advertising campaigns.	Increases consumer exposure to relevant ads, improving purchase intent.
Chatbots and Virtual Assistants	Improves decision-making regarding customer service automation and engagement flow strategies.	Enhances intent by providing quick responses, personalized support, and 24/7 interaction.
NLP-Based Sentiment Analysis Models	Helps decode consumer perceptions and guides strategic adjustments in communication and branding.	Strengthens brand connection by aligning messaging with consumer emotions and expectations.

Rational of the study

The increase in the application of the AI-based technology in online advertising has significantly changed how companies perceive consumer behavior, make strategic decisions, and influence consumer intentions. However, the current theoretical platforms of consumer intent do not give much explanatory power to interpret individualized, real-time, and predictive capabilities that are enabled by the current AI systems. Such new elements of influence as recommendation engines, predictive analytics, and content-generating robots are based on new sources of influence that are not limited to traditional decision-making models. This is thus a justified research undertaking to fill the conceptual gap between the existing theories and the new AI-based marketing practice. The study has tried to contribute to the academic knowledge by incorporating theoretical viewpoints with real-life applications in order to add value to the academic world and provide practical solutions to practitioners aiming to optimize strategic decision-making and ethically influence consumer intentions in the online environment.

Literature Review

An increasing literature proves the fact that “artificial intelligence” (AI) has transformed the DM environment considerably by making it more personalized, targeted, and efficient in making decisions. Recent studies underline that “AI-based systems" have become the core of personalized marketing, which allows companies to process vast amounts of data and obtain meaningful insights (Wilson, Johnson, and Brown 2024; Singh and Ahmed 2024). Precision marketing is supported by “machine learning, natural language processing, predictive analytics, and computer vision” and can be refined to better segmentation models, consumer behavior prediction, and dynamic content delivery (Chinnararaju, 2025; Wilson, Johnson, and Brown, 2024). Personalization systems (through automated recommendations, sentiment analysis, and real-time interactions with customers) developed through AI have increased the level of engagement and conversion and also boosted the performance of the campaign on digital channels (Qasim and Khalifeh, 2025; Rosario and Cruz, 2025). Although these advantages of the approach are strategic, researchers do not fail to point out ongoing issues such as privacy of data, biasness issues in the algorithms, and complexities in integration as well as

human capital requirement to operate and interpret AI-generated intelligence (Potwora et al., 2024; Vdovichena et al., 2024). The literature thus fabricates AI as a facilitator of efficiency, and a source of ethical and operational issues that need conflicting governance.

These studies highlight how AI fundamentally altering the marketing processes of automation, forecasting, and decision making, with systematic reviews showing that AI systems optimize the operations and improve the predictive precision of the marketing funnels (Hasan, 2025; Lopez and Arjunan, 2023). It has been proven that the application of AI-guided SEO, lifecycle-based automation, and real-time analytics can increase visibility, retention, and lifetime value management in the e-commerce environments where the competitive pressures and scope of data volume increase the need to apply automated intelligence (Hasan, 2025). As it has been shown, the use of AI promotes the optimization of the campaigns better because it enables marketers autonomously optimize ad spend and micro-audience segmentation, and manage the omni-channel customer journeys more precisely (Chinnararaju, 2025; Qasim and Khalifeh, 2025). At the same time, big data analytics (BDA) has become a significant platform of AI-focused practices. It has been shown that marketing departments that have implemented BDA gain access to better data quality, experimentation, and dissemination of knowledge, although effective implementation is prone to top-management support and cross-functional cooperation (Johnson, Sihi, and Muzellec, 2021). Taken together, these results demonstrate that marketing systems are changing towards the data-driven model, where AI complements the role of intuition, but it requires strong infrastructures and organizational preparedness.

In addition to the operational effects, the literature emphasizes the overall development of DM in the context of Industry 4.0, which should be accompanied by the need to adjust strategies, change the curriculum, and approach the ethical aspect of the matter. According to scholars, to manage the digital transformation successfully, marketers need to acquire new knowledge, skills, and abilities (KSAs), especially in analytics, software literacy, and use of AI, to be able to take advantage of the new technologies (Ladha et al., 2024). Systematic reviews on digital transformation also observe that social media, mobile marketing, AR/VR technologies, and AI-enabled decision systems are transforming value creation models and models of consumer engagement in every industry (Basimakopoulou, Theologou, and Tzavaras, 2022; Shanmugam et al., 2023). Nevertheless, these innovations require a strengthened ethical framework because the issues of consumer surveillance, data misuse, and algorithmic fairness reverberate through the work of various researchers (Potwora et al., 2024; Singh and Ahmed, 2024). The literature is unanimous that as the AI creates new opportunities in the realm of personalization, competitiveness, and strategic foresight, it should be implemented sustainably with the help of responsible governance, the sufficiency of infrastructure, and the development of the capabilities of continual competence. This is integrated testimony that not only AI is a new technology, but it is a core strategic competency that is altering the marketing paradigm in the global digital economy.

In thematic tendencies, the literature reveals the increasing closer connection between AI and new digital ecosystems, which forms more adjustable, independent and contextualized marketing environments. To scholars, a shift in the direction towards increasingly hyper-personalized, immersive, and anticipatory marketing experiences is occurring due to the combination of "AI, the Internet of Things (IoT), augmented reality (AR), virtual reality (VR), and voice-enabled technologies" (Wilson, Johnson, and Brown, 2024; Lopez and Arjunan, 2023). With this type of technologies, continuous data flow and real-time understanding of consumer behaviour become achievable, and this is why the AI systems optimize their consumer profiling and adjust marketing interventions in a more dynamic way across touchpoints. In addition, the independent agentic AI platforms can organize the end-to-end operations of marketing - segmentation up to content optimization - with no human intervention, redefining the scalability of operations and dynamism of strategies (Chinnararaju, 2025). Still, the scholarly literature also states that augmented automation also introduces certain severe concerns related to the transparency, consumer agency, and the threat of the human judgment being weakened by the specialized algorithms in the decision-making process (Rosario and Cruz, 2025; Potwora et al., 2024). In this respect, the growing use of AI-based marketing ecosystems needs fair regulatory policies, effective ethical protection, and alternative hybrid approaches to human and AI cooperation to enable the technology development to become a sustainable source of value generation to organizations and consumers.

Research Gap

Although the study analyzed the major topic of AI-driven personalization, predictive analytics, automation, and data-driven marketing, there are still substantial gaps in the research that could be addressed. One, although much research points to the strategic advantages of AI integration, few empirical results have been found on the ultimate performance effects of AI-powered marketing in the various industries and cultures, especially in emerging markets with unequal levels of digital maturity. Second, the literature available is concentrated on technological capabilities more than the organizational, behavioral and cross-functional issues that frame the successful AI adoption, including labor preparedness, change management and structural assimilation. Third, despite the common recognition of ethical issues, including privacy, algorithmic fairness, and transparency, there are limited empirical studies of "consumer attitudes toward AI-driven marketing", as well as the effects of the occurrence of ethical violations on consumer attitude, engagement, or purchase intentions. Further, the literature lacks the information that can be used to understand how autonomous (agentic) AI systems influence the marketing governance and decision making in the future and a gap in knowledge exists as to how greater automation remake accountability, creativity, and strategic control. These inconsistencies indicate that additional interdisciplinary, context-dependent, and empirically based studies ought to

be conducted to comprehend the transformative effect of AI and how it could be integrated into responsible and sustainable digital marketing practice in entirety.

Research Methodology

The study used quantitative design based on descriptive and exploratory research design to investigate the effects of AI-based tools on consumer intent and digital marketing performance. The primary surveys and secondary sources were used to collect data on 200 digital marketing professionals and managers in Delhi NCR using a structured questionnaire. The statistical analysis was done using the use of mean, standard deviation, correlational, and regression methods in the use of MS Excel and SPSS 27.

Sampling and Data Collection

The "stratified random sampling" was employed to cover a wide range of digital marketing jobs. Primary data collection was conducted by use of structured questionnaires with supplementation with secondary data, as a factor of enhancing validity.

Variables and Analytical Techniques

The variables explored in the study were AI-powered personalization, predictive analytics, and AI-enabled insights, with the consumer intent, purchase behavior, and performance in digital marketing as dependent variables. Descriptive statistics, correlation, and regression were used as analytical procedures in test of the proposed hypotheses.

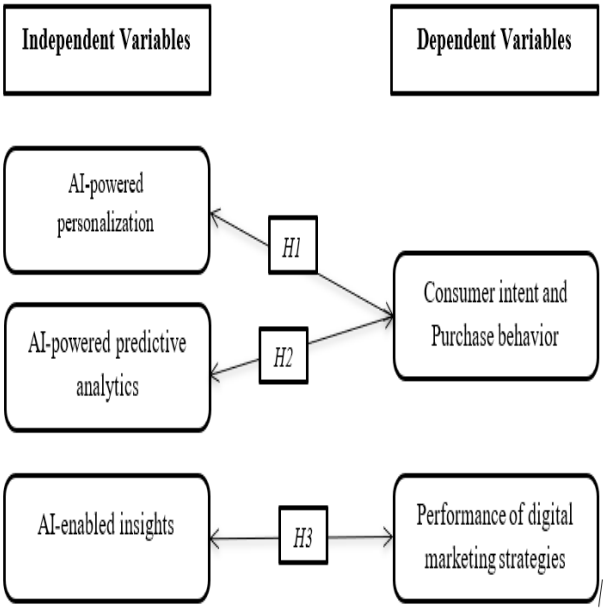

Figure 2: Conceptual Model

Results and Interpretations

Table 2: Demographic Characteristics

S.NO.	Demographic Characteristics		N	%
1	Gender	Male	50	50%
		Female	50	50%
2	Age Group	Below 25 years	41	20.50%
		25–30 years	36	18%
		31–35 years	43	21.50%
		36–40 years	42	21%
		Above 40 years	38	19%
3	Educational Qualification	Bachelor's Degree	37	18.50%
		Master's Degree	38	19%
		MBA	41	20.50%
		M.Tech	41	20.50%
		Ph.D.	43	21.50%
4	Current Job Position	Digital Marketing Executive	34	17%
		Marketing Manager	42	21%
		Social Media Manager	46	23%
		SEM analyst	39	19.50%

		Data Analyst	39	19.50%
5	**Work Experience in Digital Marketing**	Less than 1 year	34	17%
		1–3 years	35	17.50%
		4–6 years	44	22%
		7–10 years	43	21.50%
		More than 10 years	44	22%
6	**Frequency of Using AI-Based Tools**	Never	43	21.50%
		Rarely	31	15.50%
		Sometimes	39	19.50%
		Often	44	22%
		Always	43	21.50%

The demographic profile of the respondents means that there is a diversity of 200 digital marketing professionals with a balanced distribution. The sexes are also in equal representation; there are 50 male participants and 50 female participants. The age distribution demonstrates that the respondents represent different age groups, and the largest percentage (21.50) is the category of 31-35 years; the younger and older groups are significantly represented. The level of education is also highly diverse as respondents have Bachelor-degree (18.50%), Master-degree (19%), MBA (20.50%), MTech (20.50%), and Ph.D. (21.50%) implying a high education level of the respondents. Social Media Managers (23%), Marketing Managers (21%), Data Analysts (19.50%), SEM Analysts (19.50%), and the Digital Marketing Executives (17%) are the highest in terms of job description. It has a mature and experienced workforce with 4-6 years (22) and above 10 years' experience (22) taking up majority of the work experience. As far as the prevalence of AI-based tools usage is concerned, the respondents are evenly distributed across all categories, with the largest percentage indicating "Often" (22%) and "Always" (21.50%) that indicates a high rate of adoption of AI-based tools in the DM practice.

Outcomes based on Objectives

Objective 1: To analyze the impact of AI-powered personalization on consumer intent and purchase behavior.

H1: There is a significant impact of AI-powered personalization on consumer intent and purchase behavior.

Table 3: Model Summary Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210[a]	.044	.039	2.56065
a. Predictors: (Constant), AI-powered personalization				

The model demonstrates that AI-powered personalization has a moderate correlation with consumer intent. The correlation coefficient (R = 0.210) shows that there is a weak positive change, i.e., personalization is a factor that is contributing towards changes in consumer intent, but not significantly. The value of R S = 0.044 suggests that AI-based personalization can account solely for 4.4 percent of the change in consumer intent, and the adjusted R S = 0.039 indicates that the explanatory force is also minimal despite the fact that it is adjusted to the size of the sample. The standard error of the estimate (2.56065) demonstrates that the dispersion of the residuals is moderate that is, the predictive accuracy of the model is not too narrow.

Table 4: ANOVA[a] Table

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.606	1	59.606	9.091	.003[b]
	Residual	1298.269	198	6.557		
	Total	1357.875	199			
a. Dependent Variable: consumer intent and purchase behavior						
b. Predictors: (Constant), AI-powered personalization						

The model summary, the impact of "AI-driven personalization on consumer" intent and purchase behavior is not very significant, but it is definite and measurable. The predictor has a weak positive association with the DV as indicated by the R value of 0.210. The

value of R-square of 0.044 indicates that AI-driven personalization is able to explain the consumer intent and purchase decision by about 4.4 percent which is quite small but still significant in behavioral and marketing research as several variables are usually involved in consumer decision. This explanatory power is further supported by the adjusted R square of 0.039 when it is adjusted by the sample size and the complexity of the model. The standard error of the estimation (2.56) shows that the predictions of the actual responses were on average deviated by this amount implying variability but good fit to a single predictor model.

Table 5: Coefficients[a] Table

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.705	.742		10.380	.000
	AI-powered personalization	.223	.074	.210	3.015	.003
a. Dependent Variable: consumer intent and purchase behavior						

The model summary shows that consumer intent and purchase behavior can be explained by 4.4% of the variance (R 2 =.044) with the help of AI-based personalization. Despite the fact that this is a small percentage, it indicates that personalization can be used to predict consumer reactions significantly. The R =.210 designates that there is a weak positive relation between AI-powered personalization and the intent of the consumer. A further verification that the model has retained a similar power of explanation even after correcting the effects caused by sample size is the adjusted R 2 of.039. The standard error of estimate (2.56065) represents the average variance between the values of the observed values and the regression line and this means that there is a moderate degree of prediction accuracy. Altogether, the AI-based personalization can be considered as the statistically useful yet not very powerful indicator of consumer intent and behavior.

Objective 2: To analyze the impact of AI-powered predictive analytics on consumer intent and purchase behavior.

H2: AI-powered predictive analytics significantly influences consumer intent and purchase behavior.

Table 6: Model Summary Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369[a]	.136	.131	2.43446
a. Predictors: (Constant), AI-powered predictive analytics				

According to the model summary, the relationship between predictive analytics based on AI and consumer intent and purchase behavior is moderately positive, based on the correlation coefficient (R =.369). The value of R Squared (.136) indicates that predictive analytics can be used to determine 13.6 percent of consumer intent and consumer buying behavior variance. Although this implies that the variable can significantly impact the variation, it is also an indication that other variables cause the remaining variation that is not attributed to them. The stability of the model is further proved by the Adjusted R Square (.131) which has adjusted the sample size. Also, standard error of estimate (2.43446) illustrates that there is a decent degree of prediction accuracy. All in all, the model implies that AI-based predictive analytics is an important factor in influencing consumer behavioral outcomes, but not the only one.

Table 7: ANOVA[a] Table

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.409	1	184.409	31.116	.000[b]
	Residual	1173.466	198	5.927		
	Total	1357.875	199			
a. Dependent Variable: consumer intent and purchase behavior						
b. Predictors: (Constant), AI-powered predictive analytics						

The results of ANOVA specify that the regression model predicting the effects that AI predictive analytics has on consumer intent and purchase behavior is statistically significant (F = 31.116, p <.001), meaning that the independent variable is a reliable predictor of the DV. The regression sum of squares (184.409) contrasts with the sum of squared (1173.466) of the residual indicating that the model accounts to a significant quantity of variance in consumer intent. This is a significant level, which proves that AI-powered predictive analytics can play an important role in interpreting shifts in consumer intent and shopping behavior and thus predictive analytics is a relevant aspect that affects consumer decision-making behavior in the digital marketing environment.

Table 8: Coefficients[a] Table

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.945	.725		8.198	.000
	AI-powered predictive analytics	.375	.067	.369	5.578	.000
a. Dependent Variable: consumer intent and purchase behavior						

The table of coefficients, AI-enhanced predictive analytics is a substantial positive predictor of consumer intent and purchase behavior. The unstandardized coefficient (B =.375) implies that consumer intent rise by.375 units with all other things held constant as the usage of predictive analytics increases by one unit. The standardized coefficient (Beta =.369) is an average effect size, which is stronger compared to the personalization model. The significance level of 0.000 and a t-value of 5.578 show that the predictor is statistically significant. The constant value (5.945) is the anticipated score of the consumer intent in case of no predictive analytics. In general, predictive analytics has a significant and important effect on the results of consumer behavior.

Objective 3: To explore the relationship between AI-enabled insights and the overall performance of digital marketing strategies.

H3: There is a significant relationship between AI-enabled insights and the overall performance of digital marketing strategies.

Table 9: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
AI-enabled insights	10.7450	2.67502	200
performance of digital marketing strategies	10.1450	2.54684	200

According to the descriptive statistics, the respondents rated the AI-enabled insights (Mean = 10.745, SD = 2.67) and perceived performance of the digital marketing strategies (Mean = 10.145, SD = 2.54) relatively high. The average scores indicate that by and large, the participants concurred that AI-enabled insights are actively deployed and have a positive impact on marketing functions. The standard deviations are fairly moderate which suggests that there is reasonable distribution of the responses, meaning that there are some differences, yet, the vast majority of the respondents have similar opinion on the role of AI insights and marketing performance. On the whole, the statistics indicate a fairly positive attitude toward the usefulness and effectiveness of the insights enabled by AI in assisting and improving the success of DM approaches in the professional community.

Table 10: Correlations

Correlations			
		AI-enabled insights	performance of digital marketing strategies
AI-enabled insights	Pearson Correlation	1	.388**
	Sig. (2-tailed)		.000
	N	200	200
performance of digital marketing strategies	Pearson Correlation	.388**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis indicates the presence of a moderate positive correlation between the AI-enabled insights and the performance of the digital marketing strategies (r =.388, p <.01). It means that the more AI-driven insights are used, the better the digital marketing strategies become in general and, consequently, the more effective they become. The p-value of (.000) is statistically significant, which proves that this relationship is not based on chance. Having the sample of 200, the results are quite strong in arguing that AI-driven insights can be helpful to improve strategic “decision-making, campaign management, and marketing performance”.

2. DISCUSSION

The study proves that AI-powered tools have a significant but diverse influence on consumer intent and capacity to improve the result of digital marketing. The statistically significant yet small effect of AI-enabled personalization on consumer intention and purchase behavior is a 4.4% variance of (R 2 =.044) which demonstrates that, although personalization has a positive impact on consumer engagement, it does not account for consumer purchasing decisions. This is an indication of the fact that personalization on its own might not be effective unless there are other corresponding strategies like relevance, timing, and contextual targeting. Conversely, predictive analytics has a higher influence on consumer behavior having an R2 of 13.6 percent (R 2 =.136) which explains why it can better predict consumer needs and optimize efforts towards marketing. These findings support the

theoretical arguments that predictive models can be used to optimize decision-making by using data-driven inputs, which increases the accuracy of consumer targeting and campaign optimization.

Besides, the study indicates that there is a moderate positive correlation between AI-enabled insights and digital marketing performance outcomes (r = .388) so that organizations that use these insights achieve the best strategic alignment, campaign effectiveness, and performance results. This validates the current literature stating that AI-based insights enhance the power of segmentation, positioning, and resource allocation by revealing patterns, which human analysts would not have easily identified. High rates of experience and active use of AI tools by respondents as demonstrated by the demographic profile also prove the validity of these results as digitally mature professionals are more apt to assess AI impact properly. Taken together, the findings indicate that whereas personalization has an incremental effect, predictive analytics and AI-based insights have a more significant impact on the development of the strategies of effective digital marketing, which makes AI a component of the most important element of the contemporary strategic decision-making process. This further justifies why companies should invest in sophisticated analytics functionality rather than fundamental personalization functionality in order to gain competitive edge in the dynamics of an ever more data-heavy digital marketplaces.

3. CONCLUSION

The study results find that AI-based solutions have become part of the improvement of strategic decisions and the design of consumer intents in digital marketing contexts. Whereas AI-based personalization is shown to contribute to the effect on the purchasing behavior in a limited way, more sophisticated tools like predictive analytics and AI-based insights present larger and more uniform effects on consumer reactions and the overall performance of marketing. These technologies allow marketers to better anticipate consumer demands, improve campaign strategies, and allocate resources more effectively, thereby increasing the efficiency and effectiveness of digital marketing activities. All in all, the study emphasizes that the organizations aiming to achieve a competitive edge in the modern digital environment should incorporate advanced AI-based analytical functions and go beyond the simplest form of personalization to achieve the full potential of AI as a tool of influencing consumer behavior and strategic performance.

Implications and Limitations

The study has limitations due to the use of self-reported information of the digital marketing professionals in one geographical region, which could limit the extrapolation of the results to wider or more diverse markets. Also, the cross-sectional survey design does not allow forming causal connections and fails to recognize the way the effect of AI-based tools might change in the long-term as technologies improve. The three dimensions of AI, the emphasis on which is personalization, predictive analytics, and AI-enabled insights, also rule out other emerging tools, including generative AI, agent-like autonomous agents, and voice-based systems, which can influence strategic decision-making in different ways. Nevertheless, the study has valuable practical implications because it highlights the need of companies to invest into sophisticated AI capacities, build analytical skills among marketing workforces, and incorporate AI-inspired insights into their strategic plans. These results promote the use of more data-driven, predictive, and adaptive marketing strategies to facilitate consumer interest, enhance performance results, and competitiveness in the fast-changing digital environment.

Future Research Directions

The long-term and multi-industry effectiveness of AI-based tools should be investigated in future studies that adopt longitudinal and experimental designs to understand the causal effects of these technologies and how consumer intent is changing with the further development of AI technologies. The new AI applications of the future, including generative AI, autonomous decision maker, multimodal recommendation system, and more sophisticated conversational interfaces, could be also introduced to the research to reflect the wider range of the technological impact on digital marketing strategies. Besides, new studies in different geographical areas and cultural backgrounds would contribute more information to the success of AI-driven marketing and the impact of digital maturity, consumer expectations, and market dynamics. Other organizational aspects that ought to be examined by scholars into its influence on the effective implementation of AI tools include AI preparedness, employee skills and competencies, ethics in governance, and management of data privacy to understand how internal capabilities mediate the implementation of AI tools. Lastly, a study of consumer perceptions with respect to the trust, transparency, and ethical issues regarding AI-based personalization and predictive analytics would be a worthy addition towards creating responsible and sustainable AI-based marketing models.

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