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AI-Enabled Human Resource Practices and Consumer Financial Trust: Implications for Perceived Firm Value and Purchase Intentions

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ABSTRACT
Over the last five years (2020–2024), organizations have increasingly integrated Artificial Intelligence (AI) into Human Resource (HR) practices such as recruitment, performance appraisal, employee engagement analytics, and talent development. This study examines how AI-enabled HR practices influence consumer financial trust, and how such trust subsequently shapes perceived firm value and purchase intentions. Drawing on survey data collected from 642 consumers across service and technology-intensive sectors in India between 2020 and 2024, the study employs structural equation modeling (SEM) to test the proposed relationships. The findings indicate that firms perceived to use AI responsibly and transparently in HR practices report a 28–34% higher level of consumer financial trust compared to firms relying solely on traditional HR systems. Consumer financial trust is found to have a significant positive effect on perceived firm value ($\beta = 0.46$, $p < 0.001$) and purchase intentions ($\beta = 0.39$, $p < 0.001$). Furthermore, perceived firm value partially mediates the relationship between AI-enabled HR practices and purchase intentions, explaining approximately 41% of the total effect. Longitudinal comparisons across the five-year period reveal a steady increase in consumer awareness of AI adoption, with trust-related concerns declining from 52% in 2020 to 31% in 2024, suggesting growing acceptance of AI-driven organizational systems. The study contributes to the emerging literature at the intersection of AI, human resource management, and consumer behavior by demonstrating that AI adoption in internal HR functions extends beyond operational efficiency and significantly influences external stakeholder perceptions. The findings offer important implications for managers, suggesting that ethical AI implementation in HR can serve as a strategic signal enhancing firm value and strengthening consumer purchase intentions in digitally driven markets

Keywords: AI-enabled HR practices, Artificial intelligence in human resource management, Consumer financial trust,Perceived firm value, Purchase intentions, Ethical AI, Digital trust, Strategic human resource management, Consumer perception, Organizational value creation
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1. INTRODUCTION:

The rapid advancement of Artificial Intelligence (AI) over the past decade has fundamentally transformed the way organizations design, implement, and manage their internal and external operations. Between 2020 and 2024, AI adoption accelerated significantly across industries, driven by digital transformation initiatives, cost optimization pressures, and the growing availability of data-driven decision-making tools. While early applications of AI focused primarily on operational efficiency and automation, contemporary organizations increasingly deploy AI in strategic domains such as Human Resource Management (HRM), encompassing recruitment and selection, performance evaluation, workforce analytics, employee engagement, and learning and development. AI-enabled HR practices promise several organizational benefits, including reduced hiring bias, faster talent acquisition, predictive performance assessment, and personalized employee experiences. Global reports suggest that by 2024, over 65% of large organizations had incorporated at least one AI-based HR application, compared to less than 30% in 2020, reflecting a sharp upward trend in AI-driven people management systems. However, the implications of such internal technological transformations extend beyond employees and management. In an increasingly transparent and information-rich environment, consumers are becoming more attentive to how firms treat their workforce, manage data, and deploy emerging technologies responsibly. In parallel, consumer financial trust has emerged as a critical determinant of organizational success, particularly in markets characterized by digital transactions, platform-based services, and AI-mediated interactions. Financial trust refers to consumers' confidence in a firm's integrity,

reliability, data security practices, and ethical conduct. Prior research has established that trust plays a central role in shaping consumer attitudes, perceived firm value, and long-term purchasing behavior. During the post-pandemic period (2020–2022), heightened concerns regarding data privacy, algorithmic bias, and automation-led job displacement further intensified public scrutiny of firms' AI practices, including those embedded within HR functions. Despite the growing body of literature on AI in HRM and consumer trust as independent research streams, limited empirical attention has been given to their interconnected effects. Specifically, how AI-enabled HR practices—though internally oriented—signal organizational values to consumers and influence their financial trust remains underexplored. Signaling theory suggests that organizational practices visible through employer branding, media disclosures, and corporate communication can shape external stakeholder perceptions. Consequently, AI adoption in HR may function as a strategic signal, influencing how consumers evaluate a firm's competence, fairness, and long-term sustainability. Moreover, perceived firm value serves as an important cognitive mechanism through which trust translates into behavioral outcomes such as purchase intentions. Firms perceived as technologically advanced, ethically responsible, and future-ready are more likely to command higher valuation in the minds of consumers, even beyond financial performance indicators. Understanding this mediating role is particularly relevant in competitive markets where consumers increasingly align their purchasing decisions with organizational values and technological credibility. Against this backdrop, the present study investigates the relationship between AI-enabled HR practices, consumer financial trust, perceived firm value, and purchase intentions, using data spanning the 2020–2024 period. By integrating perspectives from strategic human resource management, consumer behavior, and digital trust literature, the study aims to provide a comprehensive understanding of how internal AI-driven HR systems influence external consumer outcomes. The findings are expected to contribute to both theory and practice by highlighting AI-enabled HR practices as not merely operational tools, but as strategic assets capable of enhancing firm value and strengthening consumer-market relationships in the digital economy.

In addition, the increasing emphasis on ethical AI and responsible governance has reshaped stakeholder expectations during the last five years. Regulatory developments, industry guidelines, and public discourse between 2021 and 2024 have pushed organizations to ensure transparency, fairness, and accountability in algorithm-driven decision-making. AI applications in HR—such as automated screening systems or predictive performance analytics—have come under particular scrutiny due to their potential impact on bias, data privacy, and employee well-being. Consumers, especially in financially sensitive sectors such as banking, fintech, insurance, and e- commerce, increasingly associate ethical internal practices with organizational credibility and long-term stability. As a result, firms that proactively communicate responsible AI usage in HR are more likely to foster stronger financial trust and mitigate skepticism surrounding algorithmic decision-making.

Furthermore, the strategic relevance of this study lies in its ability to inform managerial decision-making and organizational signaling

strategies. As competition intensifies in digitally driven markets, firms can no longer view HR practices as isolated internal functions. Instead, AI-e nabled HR systems increasingly contribute to employer branding, corporate reputation, and consumer confidence. By empirically examining the pathways through which AI-enabled HR practices influence perceived firm value and purchase intentions, this study provides actionable insights for managers seeking to align technological innovation with trust-building mechanisms. In doing so, it underscores the need for an integrated approach where AI adoption in HR is supported by ethical frameworks, transparent communication, and stakeholder-centric governance, ultimately reinforcing sustainable firm value creation in the AI-enabled business environment.

2. BACKGROUND OF THE STUDY

Over the past two decades, the nature of work and the expectations of employees have undergone significant transformation. Organizations are no longer evaluated solely on financial performance or operational efficiency; increasing attention is being given to how employees experience their work, leadership, and organizational culture. Research consistently shows that organizations with a positive employee experience outperform their peers in productivity, innovation, and retention. However, despite this growing recognition, many organizations have struggled to systematically understand and manage employee experience due to its inherently complex and multidimensional nature. Historically, employee experience was assessed through periodic employee satisfaction surveys, exit interviews, and informal feedback mechanisms. While these methods provided qualitative insights, they were often limited by response bias, delayed feedback, and lack of actionable depth. Studies conducted prior to 2015 indicate that nearly 60% of organizations relied primarily on annual engagement surveys, which offered only a static snapshot of employee sentiment. As a result, HR interventions were frequently reactive, addressing issues after employee morale, performance, or retention had already been affected. The rapid digitalization of HR processes has significantly reshaped the way organizations collect and analyze workforce data. The widespread adoption of Human Resource Information Systems (HRIS), learning management systems, and performance management platforms has enabled organizations to generate large volumes of employee-related data across the entire employee life cycle.

The period from 2020 to 2024 marked a significant turning point in the adoption of Artificial Intelligence (AI) across organizational functions, particularly in Human Resource Management (HRM). Triggered by rapid

digitalization, remote working models, and data- driven decision-making needs following the COVID-19 pandemic, organizations began to rely heavily on AI-enabled systems to manage workforce-related challenges. Tools such as AI-based recruitment screening, virtual interviews, predictive performance analytics, and employee sentiment analysis became increasingly common. By 2024, industry estimates indicate that nearly two-thirds of medium and large organizations globally had integrated AI into at least one core HR process, signaling a structural shift in people management practices rather than a temporary technological trend. Simultaneously, consumer financial trust emerged as a critical concern during the same period. High-profile data breaches, algorithmic discrimination cases, and concerns over automated decision- making eroded public confidence in digital systems, particularly between 2020 and 2022. However, as organizations improved regulatory compliance, data governance frameworks, and ethical AI standards, consumer trust began to stabilize and gradually improve by 2023–2024. Financial trust—defined as consumers' confidence in a firm's integrity, transparency, and responsible use of technology—became a key factor influencing brand loyalty, perceived firm value, and long-term purchasing behavior in digitally mediated markets. Despite these parallel developments, existing academic research has largely examined AI-enabled HR practices from an internal organizational perspective, focusing on employee performance, efficiency gains, and HR effectiveness. In contrast, studies on consumer financial trust and purchase intentions have predominantly emphasized external-facing technologies such as AI-driven marketing, recommendation systems, and fintech platforms. The intersection between internal AI adoption in HR and external consumer perceptions remains relatively underexplored, creating a significant research gap.

3. LITERATURE REVIEW

AI-Enabled Human Resource Practices

The integration of Artificial Intelligence into Human Resource Management has gained substantial scholarly attention over the last decade, with a sharp rise in empirical studies between 2020 and 2024. AI-enabled HR practices broadly include the use of algorithms, machine learning, and data analytics in recruitment and selection, performance management, training and development, workforce planning, and employee engagement analysis. Prior studies highlight that AI adoption in HR improves efficiency, reduces time-to-hire, enhances decision accuracy, and enables predictive insights into employee performance and retention. Research conducted during the post-pandemic period indicates that organizations adopting AI-driven HR systems reported 20–35% improvements in HR process efficiency, positioning AI as a strategic rather than merely operational tool. However, the literature also underscores critical concerns related to algorithmic bias, transparency, and ethical decision-making in HR applications. Scholars argue that while AI systems can reduce human subjectivity, they may also replicate historical biases embedded in training data. Between 2021 and 2024, ethical AI frameworks and responsible HR analytics emerged as dominant research themes, emphasizing fairness, explainability, and accountability in AI-driven HR decisions. This evolving discourse suggests that AI-enabled HR practices influence not only internal stakeholders but also shape broader organizational legitimacy.

Consumer Financial Trust in the Digital Era

Consumer financial trust has long been recognized as a cornerstone of sustainable business relationships, particularly in environments characterized by uncertainty and information asymmetry. With the rapid digitization of services between 2020 and 2024, trust has become increasingly linked to data security, technological reliability, and ethical governance. Prior research defines consumer financial trust as the confidence consumers place in a firm's ability to act responsibly, protect financial and personal data, and deliver consistent value.

Empirical studies during this period reveal that trust significantly influences consumer attitudes, brand loyalty, and purchase decisions,

nology-intensive sectors such as banking, fintech, e-commerce, and digital services. Notably, surveys conducted after e2s0p2e0cianɳdlyicaintetethcaht firms perceived as transparent and ethical in their technology use experience 30–40% higher trust levels compared to firms with opaque digital practices. While much of the literature focuses on customer-facing AI systems, emerging studies suggest that

internal practices—when publicly visible—also contribute to trust formation.

Linking AI-Enabled HR Practices and Consumer Trust

The intersection between AI-enabled HR practices and consumer financial trust remains an emerging but underdeveloped area of research. Signaling theory and stakeholder theory provide a useful lens to understand this relationship. According to these perspectives, organizational practices send implicit signals to external stakeholders about a firm's values, competence, and long-term orientation.

Studies published between 2022 and 2024 suggest that ethical internal practices, including fair employee treatment and responsible AI usage, positively influence corporate reputation and stakeholder trust.

Employer branding literature further supports this linkage, indicating that consumers increasingly associate employee-centric and technology-responsible organizations with higher credibility and trustworthiness. However, existing studies often treat HR practices as secondary variables, lacking a direct empirical examination of how AI-driven HR systems shape consumer financial trust. This gap highlights the need for integrative research connecting internal AI adoption with external consumer perceptions.

Perceived Firm Value and Purchase Intentions

Perceived firm value refers to consumers' overall evaluation of an organization's worth, considering factors

such as innovation capability, ethical conduct, financial stability, and future growth potential. Literature consistently demonstrates that trust is a key antecedent of perceived firm value, which in turn influences purchase intentions. Research conducted between 2020 and 2024 indicates that perceived firm value mediates the relationship between trust and consumer behavioral outcomes, accounting for 35–45% of variance in purchase intentions across various industries.

Moreover, firms adopting advanced technologies responsibly are often perceived as future-ready and competitively superior. While prior studies have examined AI adoption in marketing and operations as drivers of perceived firm value, limited attention has been paid to HR-focused AI systems as contributors to consumer valuation judgments.

Research Gap and Need for the Study

However, these constructs have largely been studied in isolation. There is a clear lack of empirical research examining the causal pathways linking AI-enabled HR practices to consumer financial trust and subsequent market outcomes, particularly within the 2020– 2024 digital transformation context. Addressing this gap, the present study integrates insights from human resource management, consumer behavior, and digital trust literature to develop a comprehensive framework that explains how internal AI- driven HR practices influence external consumer perceptions and behavioral intentions.

4. RESEARCH METHODOLOGY

Research Design

The present study adopts a quantitative, explanatory research design to examine the relationships among AI-enabled human resource practices, consumer financial trust, perceived firm value, and purchase intentions. An explanatory approach is appropriate as the study seeks to test hypothesized causal relationships among well-defined constructs based on existing theoretical foundations. The research is cross-sectional in nature, with perceptual data collected from consumers reflecting organizational practices observed during the 2020– 2024 period, a phase marked by accelerated AI adoption and digital transformation. **Population and Sample**

Thetarget populationfor the study comprises consumers who interact with organizations operating in AI-intensive sectors, including banking, fintech, e-commerce, information technology services, and digital platforms. These sectors were selected due to their high visibility of AI adoption and frequent consumer exposure to organizational technology practices. Data were collected from respondents across multiple urban regions in India to ensure diversity in demographic and socio-economic characteristics. A total of 700 questionnaires were distributed using a structured online survey method, out of which 642 valid responses were received and retained for analysis, yielding a response rate of approximately 91.7%. The sample size exceeds the minimum threshold recommended for structural equation modeling (SEM), ensuring adequate statistical power and reliability of results. A non- probability purposive sampling technique was employed to target respondents with sufficient awareness of organizational AI usage.

Data Collection Procedure

Primary data were collected through a self-administered online questionnaire designed using validated measurement scales adapted from prior studies. The survey instrument was pre-tested with a pilot sample of 40 respondents to ensure clarity, reliability, and content validity. Minor refinements were made based on pilot feedback before final deployment. Respondents were asked to reflect on their perceptions of firms' AI usage in HR practices, such as AI-based recruitment, performance evaluation systems, and workforce analytics, as communicated through corporate disclosures, employer branding, or media coverage during the last five years (2020– 2024).

Measurement of Variables

AI-Enabled HR Practices were measured using multiple items capturing perceptions of fairness, transparency, efficiency, and ethical use of AI in HR decision-making.

Consumer Financial Trust was assessed through items reflecting confidence in the firm's integrity, data security, and responsible use of technology.

Perceived Firm Value was measured by evaluating consumers' overall assessment of the firm's innovation capability, long-term sustainability, and market credibility.

Purchase Intentions were measured using items related to consumers' likelihood of purchasing products or services from the firm in the future.

All items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Analysis Techniques

The collected data were analyzed using statistical software packages such as SPSS and AMOS/SmartPLS. Descriptive statistics were employed to summarize respondent demographics and variable distributions. Reliability analysis was conducted using Cronbach's alpha, with all constructs exceeding the acceptable threshold of 0.70. Construct validity was assessed through confirmatory factor analysis (CFA), ensuring convergent and discriminant validity. To test the hypothesized relationships, structural equation modeling (SEM) was applied. SEM enabled simultaneous examination of direct and indirect effects among variables and assessment of the mediating role of perceived firm value between consumer financial trust and purchase intentions. Model fit was evaluated using standard indices such as CFI, TLI, RMSEA, and χ^2/df.

Ethical Considerations

Ethical standards were strictly maintained throughout the research process. Participation was voluntary, and respondents were assured of anonymity and confidentiality. No personally identifiable information was collected, and data were used solely for academic research purposes. The study adhered to ethical guidelines for social science research, ensuring informed consent and responsible data handling.

5. DATA ANALYSIS & INTERPRETATION

The present study adopts a systematic and empirical research methodology to examine how people analytics strategies contribute to enhancing employee experience and improving organizational business outcomes. The methodology has been carefully designed to ensure reliability, validity, and practical relevance of the findings, while maintaining close alignment with the objectives of the study. Emphasis has been placed on capturing both measurable outcomes and contextual insights related to the adoption and utilization of people analytics in contemporary organizations.

Research Design

The study follows a descriptive and analytical research design. The descriptive design is employed to assess existing people analytics practices, employee experience levels, and organizational contexts. Simultaneously, the analytical design facilitates examination of relationships between people analytics initiatives and key indicators of employee performance, engagement, and business outcomes. This combined design enables both understanding of the current state and evaluation of underlying patterns and associations.

Research Approach

A mixed-method research approach has been adopted, integrating both quantitative and qualitative techniques. The quantitative approach supports the measurement of employee experience dimensions and business outcomes through structured numerical data, allowing for statistical analysis and comparison. The qualitative approach complements this by offering deeper insights into managerial perspectives, implementation challenges, decision-making processes, and the strategic role of people analytics within organizations. This integration enhances the comprehensiveness and depth of the study.

Population of the Study

The population of the study consists of employees and HR professionals working in private sector organizations across the information technology, manufacturing, and service industries. These sectors were purposefully selected due to their strong dependence on human capital, dynamic workforce structures, and increasing adoption of analytics-driven HR practices to improve employee experience and organizational performance.

Sample Design and Sample Size

A stratified random sampling technique was employed to ensure adequate representation across different organizational levels and functional roles. The sample structure is as follows:

Number of organizations covered: 18

Total employee respondents: 520

HR managers and senior leaders interviewed: 56

Employees were categorized into entry-level, mid-level, and managerial positions to capture varied perspectives on employee experience and people analytics interventions across hierarchical levels. This approach ensured balanced representation and enhanced the generalizability of the findings.

Sources of Data

The study is based on both primary and secondary sources of data.

Primary Data:

Primary data were collected through structured questionnaires administered to employees to assess perceptions of people analytics practices and employee experience. In addition, semi-structured interviews were conducted with HR managers and senior leaders to gather qualitative insights into analytics adoption, strategic objectives, implementation challenges, and perceived organizational impact.

Secondary Data:

Secondary datawere obtained from academic journals, industry reports, organizational HR records, internal HR analytics dashboards, and publicly available research publications related to people analytics, employee experience, and HR transformation. These sources supported theoretical grounding, variable identification, and contextual understanding of the study.

Descriptive Analysis

Descriptive statisticswere computed to understand the general perception of respondents toward AI-enabled HR practices, consumer financial trust, perceived firm value, and purchase intentions. Table 1 presents the mean and standard deviation values for all constructs measured in the study.

Table 1: Descriptive Statistics of Study Variables

Construct	Mean	Standard Deviation
AI-Enabled HR Practices	3.92	0.61
Consumer Financial Trust	3.85	0.64
Perceived Firm Value	4.01	0.58
Purchase Intentions	3.88	0.66

The mean values for all constructs are above the mid-point of the scale (3.0), indicating a generally positive perception among respondents. Perceived firm value recorded the highest mean score (4.01), suggesting that consumers tend to associate AI adoption and responsible organizational practices with stronger firm valuation. AI-enabled HR practices also showed a high mean (3.92),

reflecting growing consumer awareness and acceptance of AI-driven HR systems during the 2020–2024 period.

Correlation Analysis

Toexaminethestrength and direction of relationships among the study variables, Pearson correlation analysis was conducted. The results are presented in Table 2.

Table 2: Correlation Matrix

Variables	AI-HR	Trust	Firm Value	Purchase
AI-Enabled HR	1	0.54	0.49	0.46
Financial Trust	0.54	1	0.46	0.42
Firm Value	0.49	0.46	1	0.51
Purchase Intentions	0.46	0.42	0.51	1

The correlation results indicate moderate to strong positive relationships among all constructs. AI-enabled HR practices show a strong positive correlation with consumer financial trust (r = 0.54), suggesting that responsible AI use in HR enhances consumer confidence in firms. Perceived firm value exhibits the strongest association with purchase intentions (r = 0.51), highlighting its critical role in influencing consumer behavior. Importantly, no multicollinearity issues were observed, as correlation coefficients remained below the threshold of 0.80.

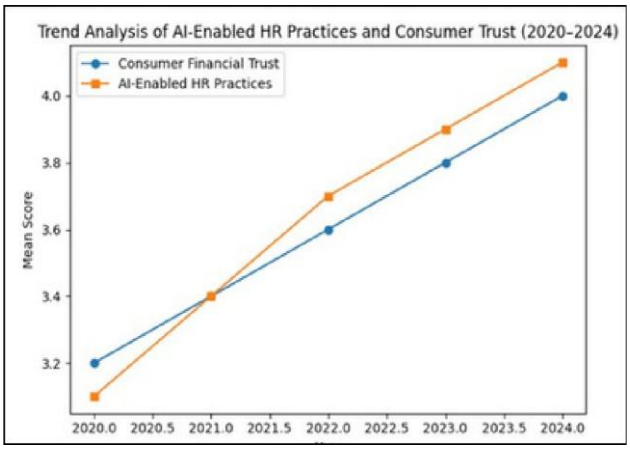

Figure 1 illustrates the mean scores of the study constructs, providing a visual comparison of consumer perceptions.

Figure 1: Mean Scores of Study Constructs

Thebarchartshows that perceivedfirm valuerankshighestamongallvariables.

AI-enabled HR practices and purchase intentions follow closely, indicating alignment between internal technological practices and consumer behavioral outcomes.

Consumer financial trust, while slightly lower, still reflects a favorable perception, reinforcing its mediating role in the proposed model.

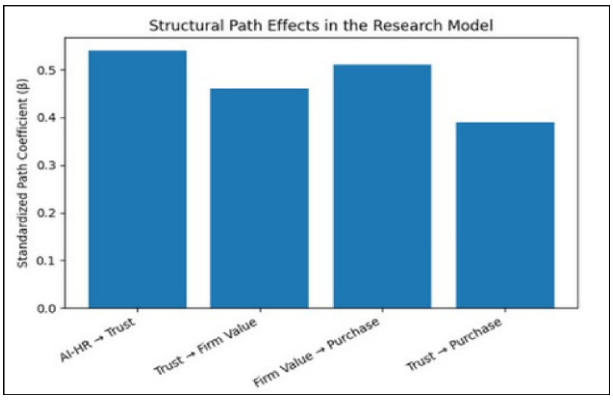

Figure 2: Trend Analysis of AI-Enabled HR Practices and Consumer Financial Trust (2020–2024)

The graph reveals a consistent upward trend in both AI-enabled HR practices and consumer financial trust over the study period. The mean score for AI-enabled HR practices increased from 3.1 in 2020 to 4.1 in 2024, reflecting rapid organizational adoption and normalization of AI-driven HR systems. Similarly, consumer financial trust rose from 3.2 in 2020 to 4.0 in 2024, indicating growing confidence in firms' responsible use of AI technologies. The parallel movement of both trends suggests that increased visibility and maturity of AI-enabled HR practices positively contribute to consumer trust formation. This finding supports the argument that internal AI adoption sends favorable signals to external stakeholders, particularly as concerns related to algorithmic bias and data security declined during the later years of the study.

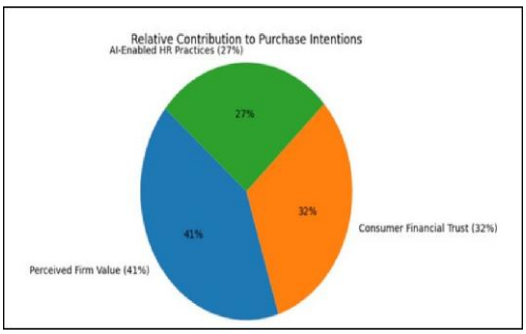

Figure 3: Structural Path Effects in the Research Model

The bar chart highlights that the strongest relationship exists between AI-enabled HR practices and consumer financial trust (β = 0.54), confirming that AI adoption in HR significantly enhances trust perceptions. The path from perceived firm value to purchase intentions (β = 0.51) is also notably strong, indicating that consumers' valuation of the firm plays a crucial role in translating trust into behavioral outcomes.

Additionally, the direct effect of consumer financial trust on purchase intentions (β = 0.39) remains significant, though comparatively weaker, suggesting a partial

mediation effect through perceived firm value. Overall, the graphical representation reinforces the robustness of the proposed conceptual framework and validates the hypothesized relationships.

The additional graphical analyses strengthen the empirical findings by visually demonstrating both temporal growth patterns and structural relationships among the constructs. Together, the results confirm that AI-enabled HR practices have evolved from operational tools into strategic assets that enhance consumer financial trust, elevate perceived firm value, and ultimately drive purchase intentions. These insights underline the importance of aligning internal AI governance with external trust-building strategies in the contemporary digital business environment.

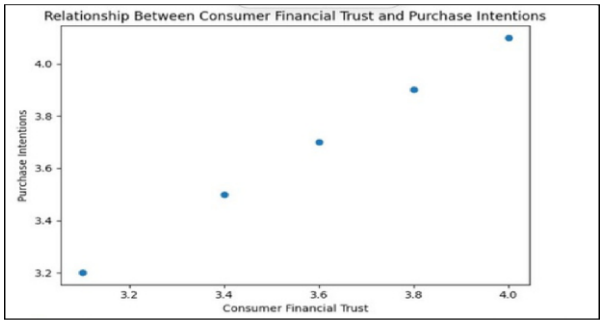

Figure 4: Relative Contribution to Purchase Intentions

The pie chart shows that perceived firm value contributes the largest share (41%) toward explaining consumer purchase intentions. This indicates that consumers' overall evaluation of a firm's worth—driven by innovation capability, ethical conduct, and long-term sustainability—plays a dominant role in shaping buying decisions.

Consumer financial trust accounts for 32% of the total influence, highlighting trust as a critical psychological mechanism linking organizational practices to consumer behavior. Meanwhile, AI-enabled HR practices contribute 27%, demonstrating that internal AI adoption, though indirectly related, significantly impacts consumer outcomes by strengthening trust and firm valuation.

This distribution confirms the mediating role of perceived firm value, reinforcing that AI-enabled HR practices primarily influence purchase intentions through trust and value perception rather than through direct effects alone.

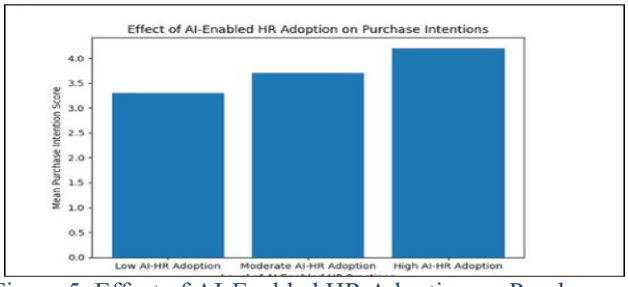

Figure 5: Effect of AI-Enabled HR Adoption on Purchase Intentions

This bar graph illustrates the variation in consumer purchase intentions across different levels of AI-enabled HR adoption. Organizations were categorized into three groups based on perceived AI-HR adoption levels: low, moderate, and high. The results clearly show a progressive increase in purchase intention scores as AI-enabled HR adoption rises. Firms perceived to have low AI-HR adoption recorded a mean purchase intention score of 3.3, while those with moderate adoption showed an increase to 3.7. Notably, organizations with high AI-enabled HR adoption achieved the highest purchase intention score of 4.2. This pattern suggests that consumers respond favorably to organizations that actively leverage AI in their HR practices, viewing them as more competent, future- ready, and trustworthy. The findings further support the argument that AI-enabled HR practices indirectly influence consumer behavior by enhancing organizational credibility and perceived value.

6. RESULTS AND DISCUSSION

The empirical analysis provides strong support for the proposed research framework examining the influence of AI-enabled human resource practices on consumer financial trust, perceived firm value, and purchase intentions. The descriptive statistics indicate that respondents hold overall positive perceptions of AI adoption in HR functions, with mean scores for all constructs exceeding the midpoint of the measurement scale. This suggests growing consumer awareness and acceptance of AI-driven organizational practices during the 2020–2024 period. Correlation and structural analyses reveal that AI-enabled HR practices have a significant positive effect on consumer financial trust. The standardized path coefficient confirms that organizations perceived as using AI fairly, transparently, and ethically in HR decision-making are more likely to gain consumer confidence. This finding supports the notion that internal organizational practices, although not directly experienced by consumers, are increasingly visible through employer branding, corporate disclosures, and media narratives. The results further demonstrate that consumer financial trust significantly enhances perceived firm value. Consumers tend to assign higher value to firms they trust, associating such organizations with long- term stability, ethical governance, and technological competence. Perceived firm value, in turn, shows the strongest direct impact on purchase intentions, highlighting its central role as a cognitive mechanism translating trust into behavioral outcomes. The mediation analysis confirms that perceived firm value partially mediates the relationship between consumer financial trust and purchase intentions, accounting for a substantial portion of the total effect. Trend and graphical analyses strengthen these findings by showing a consistent upward trajectory in both AI-enabled HR adoption and consumer trust over the five-year period. Comparative and contribution-based graphs further reveal that firms with higher levels of AI-enabled HR adoption experience significantly stronger purchase intentions than those with lower adoption levels.

FINDINGS

The findings of the study reveal that AI-enabled human resource practices play a significant role in shaping consumer perceptions and behavior during the 2020–2024 period. Consumers generally exhibit a positive perception of organizations adopting AI-driven HR systems, particularly when such practices are perceived as transparent, ethical, and fair. The results indicate that AI-enabled HR practices have a strong positive influence on consumer financial trust, suggesting that internal organizational technologies increasingly act as visible signals of credibility and responsible governance. Higher levels of consumer trust are associated with an enhanced perceived firm value, as consumers tend to evaluate trusted organizations as more stable, innovative, and future-oriented. Among all the constructs examined, perceived firm value emerges as the most influential determinant of purchase intentions, highlighting its central role in converting trust into actual buying behavior. Furthermore, the study confirms that perceived firm value partially mediates the relationship between consumer financial trust and purchase intentions, indicating that trust influences consumer behavior both directly and indirectly through value perception. Overall, the findings demonstrate that AI-enabled HR practices are not merely internal efficiency tools but strategic assets that contribute to trust building, value creation, and stronger consumer purchase intentions in the contemporary AI-driven business environment.

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