Role of AI-Based Marketing Activities in Shaping Brand Experience, Preference, and Loyalty

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Abstract: *AI has evolved at a breakneck pace, enabling a paradigm shift in digital marketing, where customer engagement has taken a new turn, and brands are reaching out to consumers in ways never before possible sharing a unique experience. This personalized engagement boosts brand favorability and loyalty through AI marketing solutions, such as personalized suggestions, chatbot interactions, and predictive analytics. Drawing on empirical evidence, this study looks at the effects of AI-led marketing on brand experience, preference, and loyalty, thereby contributing to our understanding of consumer engagement with AI-led marketing. A quantitative research approach of the study was employed in the study using a closed-ended structured questionnaire administered to 210 respondents. Key study variables were summarized by descriptive statistics, and Pearson's correlation analysis was used to measure relationships among AI-driven marketing, brand experience, brand preference, and brand loyalty. The direct effects of AI-based marketing strategies were evaluated using multiple regression analysis, and mediation effects of brand experience were tested using Structural Equation Modeling (SEM). The study shows that the brand experience induced by AI-driven marketing can significantly positively affect brand preference and brand loyalty. Through the mediation analysis, brand experience is the defining factor that links AI-based marketing and brand preference and loyalty. The study emphasizes AI's role in building consumer engagement and long-term brand relationships. It also explains some of the focus areas to be explored by future research like longitudinal effects, cultural differences, and ethical concerns while integrating emerging technologies such as augmented and virtual reality.*

Key Words: *AI-driven Marketing, Brand Experience, Brand Preference, Brand Loyalty, Consumer Engagement, Personalization, Artificial Intelligence*

Introduction

In recent years, advancement in AI technology has been astounding and has resulted in growth in various sectors such as marketing. Marketing based on AI analytics makes use of customer interaction data, machine learning, and automation to enhance customer engagement, improve decision-making, and increase marketing productivity (Chaffey & Smith, 2022). Such advancement assists in personalizing consumer experiences, anticipating purchasing patterns, and enhancing virtual interactions, thereby fostering a more responsive and flexible system in marketing (Davenport et al., 2020). The marketing realm that combines artificial intelligence is integrated with different technologies like NLP, predictive modeling, and deep learning which help in the real-time assessment of a substantial amount of consumer data. These tools allow marketers to create highly qualified campaigns, optimize advertising strategies, and improve CRM (Kotler et al., 2021). Moreover, Leveraging AI-based chatbots and recommendation engines facilitates personalized customer service and activates engagement, leading to improved conversion rates and customer satisfaction (Huang & Rust, 2021). Modern business has evolved over the

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last twenty years due to the ubiquitous expansion of technology, and often due to the need for innovative and more automated practices (Mitchell et al., 2021). AI has roots going back to the mid-20th century with the effort that is credited to Alan Turing's work during WWII when he worked to develop automated computing systems for deciphering the German Enigma code (Wilson, 2002). These early automated mechanisms to advanced intelligent systems laid the groundwork for the evolution of technologies encompassing Artificial Intelligence (AI) and Business Intelligence (BI) which emulate human cognitive functions to help support decision-making (Henderson et al., 2024). These enable organizations to overcome operational challenges and create higher customer value in multiple business areas (Ljepava, 2022). As machine learning, coding methodologies, and mobile applications (Mitchell et al., 2021) evolve, plans to automate even more business functions, as businesses are using AI more and more.

AI tools have shown an impressive impact on streamlining your workflows within an organization and having a greater, much bigger impact on your competitors. AI can be classified into General AI (strong AI) and Applied AI (weak AI). Weak AI is also known as narrow AI, while strong AI is the kind of intelligence we see in humans that relies on understanding and performing complex tasks. Strong AI or artificial general intelligence is designed to emulate human cognitive abilities, enabling it to read and analyze vast amounts of information, effectively saving time and effort in the process. Hair et al (2022) stress that a strong AI must be sentient, imaginative, self-aware, and able to control other machines, none of which (Trevino & Nelson, 2021). In contrast, weak AI runs on pre-built algorithms and programmed responses, typically mobile applications like Amazon Alexa, and Apple Siri, and smartphone facial recognition systems (Wilson et al., 2024). This level of strong AI capability can be found in applications like OpenAI's GPT-3, which has been proven capable of creating content that is indistinguishable from that authored by humans (Ahmed et al., 2025). Here are a few examples that highlight the positive role of AI in various business functions. According to Lee et al., (2023), AI-driven data screening automates early-stage data processing to streamline data analysis before intervention by human agents. In other words, human-driven AI automation allows automatic marketing campaigns on e-commerce platforms, albeit with human guidance. Senior management can pull in advanced, AI-powered predictions to inform strategy through AI-human decision-making integration. Such advancements demonstrate the increasing reliance on smart technologies to address the issues of the modern marketplace (Gonzalez et al., 2022).

This study seeks to explore the key factors that influence the utilization of AI in e-commerce marketing departments. The integration of Artificial Intelligence (AI) in marketing is ever-growing as AI tools are employed for user experience enhancement, customer interaction automation through chatbots, and offering actionable insights for suggesting promotional strategies (Campbell et al., 2019). AI integration into marketing becomes necessary because of the broad range of highly unstructured data AI would need to sort through (Gonzalez et al., 2022) One instance of this is the lack of structure found in social media interactions, mobile application interactions, consumer trend analysis, geotagging, purchase histories, and even web activity. Examining videos, photographs, and written content together makes the situation more complicated, which requires even more advanced specialized machine-learning models to function effectively (Liu et al., 2021). "AI technologies have made it possible for businesses to shorten process cycle times, maximize profitability, eliminate wasted resources, and interact with millions of online users simultaneously at an un-seen before scale (Campbell et al, 2019). The literature review indicates that although there are several advantages associated with AI adoption, there are some limitations as well. In their study, Ljepava (2022) mentioned a few disadvantages, such as ethical issues and biases inherent in automated decision-making (look at Human-AI collaboration, Yue & Li, 2023), and did not mention the tangible benefits of AI adoption at all. Prominent references to historical networking in Wilson (2002) lack a thorough examination of AI (the abbreviation used to describe this emerging technology) and its recent development. However, the speed at which AI is advancing in e-commerce is well noted. Intelligent automation is another significant driver of enterprise transformation, supported by hard evidence: AI adoption in enterprises in the past four years (Makarenko, 2023).

Literature Review

Artificial Intelligence (AI) is evolving at breakneck speed and is changing the marketing game completely, allowing brands to provide personalized, interactive, and data-driven experiences to consumers. The AI-

enabled marketing technology sector (chatbots, recommendation engines, predictive analytics, and sentiment analysis) allows for greater personalization in real-time, better customer engagement, and market-driven decision-making with information (Davenport et al., 2020). Automation of responses, enhanced marketing strategies, and such which accurately predict consumer requirements, these AI-driven solutions have been game changers for operational efficiency and consumer satisfaction. Although the impact of AI-led marketing on customer brand experience, altering customer preference, and building enduring customer brand loyalty remain debatable in both academic and industry circles (Ahmed et al., 2025). Consumers are more and more using AI tools (like Siri/ Alexa), personalized customer e-commerce recommendation engines, and AI customer service chatbot interfaces. Despite the benefits these technologies offer in terms of convenience and efficiency, we recognize the potential for data privacy vulnerability, algorithmic biases, and the absence of human interaction to detract from their overall effectiveness at driving consumer trust and brand loyalty (Huang & Rust, 2021). In addition, the impact of AI on the emotional and cognitive aspects of brand experience has not been extensively investigated. While human storytelling methods use a relational approach in the total marketing business, AI-based marketing is limited to emotions and reasonable emotional bonds between brands and consumers (Ahmed et al., 2025).

While the role of AI has been discussed in marketing literature, most of it is theoretical literature on its efficiency from a technological and operational standpoint, leaving limited empirical studies on its effect on the consumer-brand relationship. AI-driven personalization has been shown to enhance brand loyalty by increasing the relevance of marketing interactions, leading to more engaging brand experiences (Lemon & Verhoef, 2016). Yet critics contend that overdependence on AI could strip brand engagements of their human touch, triggering consumer mistrust and emotional detachment. Additionally, limited research examines differences in AI-based marketing strategies across industries and cultures, especially in emerging market economies. Hence, the objective of this study is to explore how AI-based marketing activates brand experience, preference, and brand loyalty. This study aims to examine the impact of AI on brand-consumer interactions through the assessment of consumer perception, engagement trends, and behavioral responses to AI-induced marketing strategies. These findings will provide implications for both academic literature and practical marketing strategies, highlighting how generative AI can be harnessed to create meaningful brand experiences and foster enduring consumer relationships. AI marketing activities are nothing but revolutionaries that are transforming the whole marketing arena. Navigating the roadblocks and seizing the opportunities posed by these technologies can significantly improve strategic positioning for businesses and yield more value for consumers. The next research would entail explorations into integrative strategies that fuse up-and-coming technologies with ethical and human-centric foundations, leading to outcomes that are sustainable and impactful in the ever-evolving sphere of marketing.

AI is transforming marketing by offering a personalized and data-focused approach like never before. Aspects AI integration Bui: The impact of AI-powered marketing activities on brand experience, brand preference, and brand loyalty is profoundly important. Bio: The deployment of AI-powered chatbots, recommendation systems, accessibility features, and personalized content delivery systems has a great impact on consumer behavior. Chatbots build trust and enhance interaction by enabling instant support, engagement, and participation. Purchase decisions are further influenced through business intelligence by recommendation algorithms, which analyze user data and suggest relevant products or content to exploit the outcomes, in particular, conversions. Accessibility features are received more positively as they ensure utilization within the user experience which engenders brand loyalty. At the same time, tailored content delivery fosters zooming in the information offered to the user, which results in higher levels of interest and consumer satisfaction. By looking at these solutions together one can understand how AI-driven technologies influence the formation of consumer preferences, brand perception, and decision-making (Haque et. al., 2024). This study provides empirical perspectives into how the interaction, information provided, accessibility, and customization via AI-powered interaction work in unison to improve brand experience, by creating a systematic framework investigating the relationship between direct and mediated effects of AI marketing on brand-based outcomes; thus, contributing to marketing literature. In addition, it showcases the vital mediation effect of brand experience on consumer loyalty and preference,

contributing to theoretical frameworks of consumer involvement in AI-powered digital marketing environments. This study's findings are strategically significant for businesses trying to improve their AI marketing initiatives. And vice versa, as AI-powered marketing matures, brands will need to move toward consumer-centric practices that integrate innovative technology with ethics, transparency, and inclusion. The analysis articulates the importance of integrating emotion alongside trust and long-term relationships with consumers as an area of concentration under AI-based marketing and provides real-world recommendations for marketers who wish to use AI for brand success. Besides, it offers solutions for some probable hit barriers like the privacy of data, trust, and engagement biasing algorithms (Butt et al., 2024). This finding adds to the discourse on the use of AI in marketing but also serves as a guide to companies implementing AI-based marketing strategies. It stresses the need to not only meet consumer expectations but also ethical and market forces for brands to build sustainable relationships with consumers in the digital age.

Hypothesis Development

Artificial Intelligence is changing engagement, personalization, and experience in the context of how customers and brands relate with one another. In bridging the gap through the SOR (Stimulus-Organism-Response) approach, this research assesses the ramifications of marketing-based AI initiatives on brand experience, preference, as well as loyalty. Some of the main AI-driven interaction touchpoints include differentiation through the use of chatbots and virtual assistants, delivery of information via recommendation systems, ease of access to information through digital platforms, and customization through predictive analysis. This facilitates the retention of customers and helps them develop a connection with the brand. Business experience sits at the center of AI-driven activity and consumer responses. Experiences that are favorable increase brand preference as AI enables effortless interaction through the provision of appropriate content. Also, for more targeted marketing, visual estimation, and predictive modeling driven by AI are welcomed, which increase both client satisfaction and trust. Personalized CRM systems, chatbots, and tailored loyalty programs are facilitating and increasing customer engagement and retention, major aspects of brand loyalty, which was (one of) the other essential outcomes. Having been SOR (Stimulus-Organism-Response) and Technology Acceptance Model (TAM) AI empowered marketing impact consumer behavior comprises the reason brands why have to adopt AI technologies to survive in competition. Analysis of direct relationships pairs specific marketing activities and any corresponding impact on brand experience or other consumer results. Focus: Each interaction, information delivery, accessibility, and customization of AI marketing activity is analyzed in terms of its differentiating ability to enhance the brand experience, thereby shaping brand preference and user loyalty. For instance, using AI chatbots to interact will allow real-time engagement and instant answering of questions instead of a long wait, thus creating a personalized customer experience. Such exchange strengthens trust and emotional connection between consumer and brand, which makes their brand loyalty more favorable (Bae & Kim, 2023); Yu & Miller (2022).

H1a: AI-driven Interaction Positively Influences Brand Experience

Humanized aspects of brands in AI interactions matter for brand experience, and recent research has shown the effectiveness of AI-driven interactions in achieving personalized and responsive customer engagement, fulfilling the core for brand experience (Zhang et al., 2023); (Bae & Kim, 2023); Chatterjee et al., 2022). In particular, (Zhang et al., 2023) demonstrated that AI integration in customer-facings systems helped positively influence brand quality perceptions whereas (Bae & Kim, 2023) articulated that the facilitation of customer service by AI not only eases interactivity but solidifies emotional bonding. Furthermore, Lee and Gupta (2023) observed that AI-fueled social media engagement facilitates organic brand groups that bolster collective brand perception. These modern results correspond with previous theoretical models that relate interactive service quality to greater customer satisfaction and loyalty (Brakus et al., 2009; Parasuraman et al., 1988).

H1b: AI-enabled Information Delivery Positively Influences Brand Experience

According to recent studies, consumers receive information in a way that increases brand experience at a wide scale, facilitated by AI-based (Zhang et al., 2023; Bae & Kim, 2023) and responsible information

delivery, which provides convenient, timely, and contextualized data to consumers that increases a person's interaction with a brand. This automation of the customer journey results in higher customer engagement, trust, and loyalty due to quick information sharing in a manner that suits the consumer in our fast-paced world. These empirical findings correspond to prior conceptualizations that point to the importance of high-quality information and good service interaction in the building of strong brand perceptions (Brakus et al., 2009; Parasuraman et al., 1988).

H1c: AI-driven Accessibility Positively Influences Brand Experience

The potential of AI-powered accessibility to optimize brand experience is supported by recent studies suggesting that it provides inclusive digital environments for all types of consumers (Lee et al., 2023; Chen et al,, 2023). Brands that embrace AI in UX design can create personalized experiences that resonate with users, driving engagement and loyalty. Furthermore, these contemporary understandings are grounded theories and models that establish service quality and consumer perceptions as vital contributors to brand experience (Brakus et al., 2009; Parasuraman et al., 1988).

H1d: AI-driven Customization Positively Influences Brand Experience

The above insights are supported by recent empirical evidence showing that AI-enabled customization enhances the brand experience by optimizing the experience via personalized interactions and offering tailored product recommendations to consumers (Chen et al,, 2023; Gonzalez et al., 2022). Besides rendering the customer journeys seamless with real-time content and offering customization, these AI-powered strategies also boost emotional bonds and drive loyalty by showcasing every consumer touchpoint as bespoke. I think these recent findings contribute to the discussions from decades ago that a lot of theoretical work demonstrated the relevance of service quality and consumer perception as key factors in effecting compelling brand experiences (e.g. Brakus et al., 2009; Parasuraman et al., 1988).

H1: AI Marketing Efforts are Positively Related to Brand Experience

AI marketing has been found to significantly improve brand experience by allowing much more personalized, nuanced, timely, and interesting interactions with consumers, according to recent studies. Utilizing advanced data analytics and machine learning algorithms allows brands to customize their communications and products to the individual needs of customers, resulting in improved customer satisfaction and increased loyalty (Ullah & Khan, 2024). These recent insights align with the argument that marketing approaches fueled by technology not only make customer journeys more efficient but also build an all-encompassing brand ecosystem. These findings are further substantiated by research on service quality and consumer perception that demonstrate how consistent, high-quality interactions with your brand help to build the associations of your brand that lead to enduring consumer loyalty (Singh & Singh, 2024).

H2: Brand Experience Has a Positive Impact on Brand Loyalty

[In the literature, the results are consistent in showing that a good brand experience translates into higher brand loyalty due to a deeper link and an engagement of trust]. Much of the research on immersive and personalized brand experiences has been held up in empirical studies spanning the last few years that show consumers are much more likely to repurchase and or advocate for a brand after these experiences (Chen et al,, 2023). These studies show when consumers experience the multifaceted nature of the brand (positive sensory and affective stimuli) that positive experience directly becomes brand satisfaction, which in turn increases loyalty. In fact, these findings are supported by prior foundational research through theoretical frameworks that connect qualitative aspects of the brand experience to long-term commitment (Brakus et al., 2009)

H3: Brand Experience Has a Positive Impact on Brand Preference

They are motivated to fulfill these needs through the relationships that brands form in their mind. Recent studies have gradually acknowledged that a compelling brand experience plays a pivotal role in influencing consumers' brand preferences by appealing to multiple sensory, affective, and cognitive dimensions,

which lend themselves to memorable interactions. Such interactions with brands lead to an enhanced perceived value around the interaction with the brand, especially when these interactions are combined with various digital technologies and experiential marketing strategies (Bae & Kim, 2023; Chen et al,, 2023). Such custom-tailored experiences are evidenced to reinforce emotional ties and encourage good ratings, consequentially guiding consumer inclination towards brands that provide such consistent, engaging, and personal experiences. This connection is also supported by a foundational theory stating that integrated brand experiences constitute the foundation of stronger consumer-brand relationships that reaffirm long-term preference (Brakus et al., 2009).

In multiple-variable relationships, the relationships between AI marketing activities, brand experience, and subsequent consumer outcomes are all investigated simultaneously. Understanding these relationships will help in devising a holistic brand experience that encompasses interdependence of stimuli (interaction, information delivery, accessibility, customization) and ornate preference and loyalty. Good examples include combining interactions with information delivery which increases both cognitive and emotional engagement. However, research shows that timely relevant content with an interactive approach can significantly enhance the trust and satisfaction of consumers with the new M&S strategy (Bae & Kim, 2023). By incorporating this into their brand, consumers will be able to get the complete brand experience catered to their specific needs, wants , and expectations. Likewise, merging accessibility with customization guarantees that tailored experiences are available for all. For instance, voice assistants provide personalized suggestions in different languages to bridge this gap, contributing to enhanced consumer happiness and loyalty (Ahmed et al., 2025); Zhang et al., 2023). Yes, earlier results by Parasuraman et al., (1988) and Aaker (1997) clearly indicate that the ideal combination of convenience and personalization is best for seed brand relationships. The following hypotheses provide support for this integrated perspective.

H4: Brand Experience Mediates the Relationship between Combined AI Marketing Activities and Brand Preference

These results suggest that the brand experience acts as a key mediator in the relationship between integrated AI-powered marketing activities and brand preference, according to recent studies. For instance, research over the past two years shows that when brands merge multiple AI marketing techniques, including personalized content delivery and AI-based chat robots and predictive analytics, they produce richer and more memorable customer interactions that increase brand perceived value (Akdim & Casaló, 2023). These enriched brand experiences do not only grab consumers' attention, they also create deeper emotional connections, and in turn, generate a greater favoritism to the brand. The mediating role of brand experience is reinforced by foundational research that emphasizes the juncture of service encounters and its role in shaping enduring consumer perceptions and preferences (Brakus et al., 2009).

H5: Brand Experience Mediates the Relationship between Combined AI Marketing Activities and Brand Loyalty

Recent empirical studies underscore that integrated AI marketing actions—from individualized content distribution to forecast analytics—substantially boost brand loyalty through brand experience as a mediating factor. Recent analyses have shown that adopting AI tools features a must have been immersed, engaging brand experience, and further strengthening customer loyalty (Chatterjee, Rana, & Dwivedi, 2022; Dixit, Javalgi, & Dass, 2022). The implication of these studies is that the effectiveness of AI marketing is contingent on the extent to which it provides consistent, relevant, personalized interactions that matter to consumers, thereby amplifying their emotions and thoughts about the brand. Further evidence for this premise comes from trailblazing research that has created a strong basis of association between brand experience and loyalty, indicating that sensory and emotional brand encounters possess a key function in fostering enduring brand relationships (Brakus et al., 2009)
Here is the theoretical framework of the study.

Figure 1
Conceptual Framework Methodology
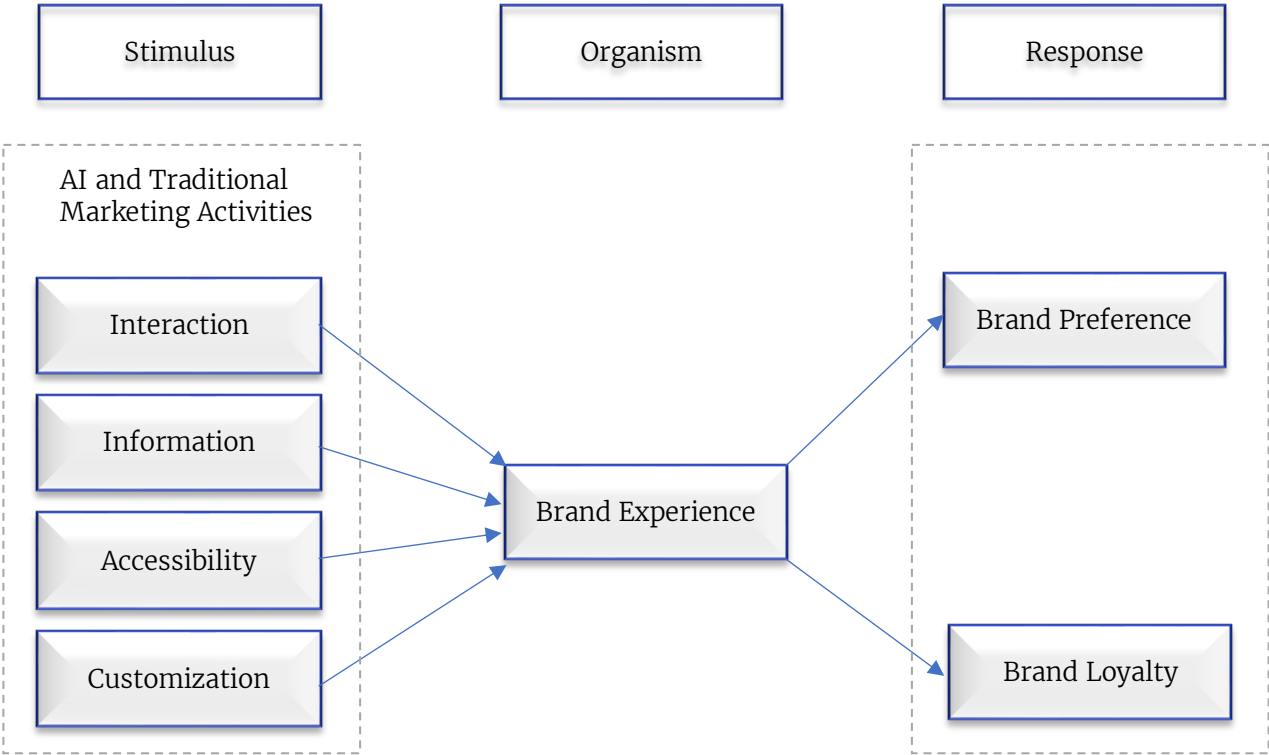
This research utilizes a quantitative research methodology and a cross-sectional survey design — A study on the Role of AI-based marketing activities in brand experience, brand preference, & brand loyalty. Empirical data were gathered using a standardized questionnaire from a broad sample of consumers exposed to AI marketing strategies. Third, the data was collected cross-sectionally enabling analysis of relationships between AI marketing activities and brand-related constructs at a given point in time, thus guaranteeing statistical generalizability and enabling hypothesis testing with a high degree of rigor Comparison between AI marketing activities and brand-related constructs The intended audience is consumers that have interacted with AI-powered marketing in fundamental sectors like e-commerce, online services, and retail. A non-probability convenience sampling method was employed, yielding a total sample size of 210, modified from prior studies (Brakus et al., 2009) and established using statistical power analysis. Respondents were recruited via online platforms, including social media, consumer forums, and professional networks: they had been actively exposed to AI marketing interventions, e.g., AI-powered chatbots, recommendation algorithms, automated content personalization, and virtual assistants. To ensure measurement reliability and construct validity in the survey instrument, we used validated scales from existing literature to develop a structured questionnaire (i.e. Brakus et al., 2009). It covered various parts of AI-enabled interaction, information delivery, accessibility, and customization, brand experience, preference, and loyalty. Responses were measured using a five-point Likert scale, from "strongly disagree" to "strongly agree," and demographic details like age, gender, occupation, and frequency of AI-powered marketing engagement were documented. To ensure reliability and validity of the survey a pilot study was conducted where 30 respondents participated. Based on feedback from the pilot study, there were minor changes in question wording and structure. Cronbach's alpha was used to assess reliability, with 0.70 being the cutoff for internal consistency, and exploratory factor analysis (EFA) was conducted to validate the constructs and modify the measurement model if required (Brakus et al., 2009). Data were collected in an online format and were conducted over a pre-specified time frame, and respondents received a consent form that explained the purpose of the study, the confidentiality of data, and their voluntary participation. It was available through email invitations, social media, online consumer engagement forums, and periodic reminders to capture higher response rates. Data were collected until a predefined target sample size was reached and determined to be sufficient for statistical analysis.

Data analysis was done using descriptive and inferential statistical tools. The initial step in data cleaning was conducted, wherein, missing values, outliers, and inconsistencies were identified and addressed accordingly. Means, standard deviations, and frequency distributions were computed for demographic and primary study variables. Pearson's correlation explored associations between variables, and multiple regression analysis evaluated the direct effect of AI-centric marketing activities on brand experience. To examine the proposed mediation effects of brand experience on brand preference and loyalty, Structural Equation Modeling (SEM) using SmartPLS 3 (Brakus et al., 2009) was conducted. Mediation analysis was conducted according to the procedures outlined by Baron and Kenny (1986) and was supplemented with the bootstrapping method to test for the significance of indirect effects. Ethical principles were adhered to strictly, and approval from the appropriate institutional review board was obtained prior to data collection. Participants were provided with information about the purpose of the study, the voluntary nature of participation, and the confidentiality of the data, and no personal identification information was collected. The data were stored securely and accessible only to the research team, and participants were allowed to withdraw from the study at any time without negative consequences.

Results & Findings

Demographic Characteristics of Respondents

The demographic profile of the respondents is presented in Table 4.1, providing an overview of gender distribution, age groups, education levels, employment status, and brand interaction frequency. The results indicate that the majority of respondents (59.0%) were male, while 41.0% were female. The highest proportion of respondents (37.6%) belonged to the 25−34 age group, followed by the 18−24 age group (27.6%). Regarding education, most respondents held a Bachelor's (40.0%) or Master's (30.5%) degree. In terms of employment, the largest category was full-time employees (44.8%), followed by students (32.4%). Furthermore, 34.3% of respondents reported daily interactions with brands via AI-driven marketing, and 42.4% engaged on a weekly basis, indicating a high level of consumer interaction with AI-powered marketing platforms.

Table 1

Demographic Profile of Respondents (n = 210)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	124	59.0
	Female	86	41.0
	18−24	68	32.4
	25−34	79	37.6
	35−44	36	17.1
	45−54	19	9.0
	55 and above	8	3.8
Educational Qualification	College & Below	24	11.4
	Intermediate	28	13.3
	Bachelor's Degree	84	40.0
	Master's Degree	64	30.5
	Doctorate (Ph.D.)	10	4.8
Employment Status	Student	68	32.4
	Employed (Full-time)	94	44.8
	Employed (Part-time)	21	10.0
	Self-employed	15	7.1
	Unemployed	8	3.8
	Retired	4	1.9
Brand Interaction Frequency	Daily	72	34.3
	Weekly	89	42.4
	Monthly	34	16.2
	Rarely	12	5.7
	Never	3	1.4

Reliability Analysis

Cronbach's Alpha was calculated for each construct to validate the reliability of the measurement items. A cut-off point of 0.7 or higher has been suggested as acceptable (Podsakoff 2021). The results are shown

in Table 2. All constructs showed high internal consistency with Cronbach's Alpha scores (between 0.79 and 0.85), confirming the reliability of the measurement scales employed in this study.

Table 2
Reliability Statistics

Construct	Number of Items	Cronbach's Alpha (α)
AI-Driven Interaction	3	0.82
AI-Enabled Information Delivery	3	0.79
AI-Driven Accessibility	3	0.81
AI-Driven Customization	3	0.85
Brand Experience	3	0.83
Brand Preference	3	0.81
Brand Loyalty	3	0.84

Descriptive Statistics for Key Variables

The means and standard deviations for each of the constructs can be found in Table 3, which gives some indication of perceptions regarding AI-driven marketing activities and brand-related outcomes. These results show that AI-based customization received the highest mean (M = 4.18, SD = 0.79), indicating that the respondents perceived that AI has relatively high importance as a factor in the context of marketing experiences (Hair et. al 2022). Brand experience showed a similarly convincing mean score (M = 4.25, SD = 0.81) as well as ensuring its mediating function in uplifting consumer perceptions. All construct's mean values were greater than 4.00, demonstrating favorable responses toward AI-driven marketing activities.

Table 3
Descriptive Statistics for Key Constructs

Construct	Mean (M)	Standard Deviation (SD)
AI-Driven Interaction	4.12	0.76
AI-Enabled Information Delivery	4.08	0.72
AI-Driven Accessibility	4.05	0.74
AI-Driven Customization	4.18	0.79
Brand Experience	4.25	0.81
Brand Preference	4.02	0.77
Brand Loyalty	4.10	0.78

Pearson's Correlation Analysis

Pearson's correlation was conducted to assess the strength and direction of relationships between AI-driven marketing activities, brand experience, brand preference, and brand loyalty. All AI-driven marketing factors were significantly correlated with brand experience (Butt & Umair, 2023), indicating a strong relationship. Brand experience also demonstrated a significant positive correlation with brand preference (r = 0.701, p < 0.01) and brand loyalty (r = 0.689, p < 0.01), supporting its mediating role.

Table 4
Pearson's Correlation Matrix

Construct	BE	BP	BL
AI-Driven Interaction	0.642	0.578	0.560
AI-Enabled Information	0.620	0.564	0.541
AI-Driven Accessibility	0.614	0.553	0.533
AI-Driven Customization	0.688	0.606	0.592
Brand Experience (BE)	–	0.701	0.689
Brand Preference (BP)	–	–	0.724

Multiple Regression Analysis

A multiple regression analysis was conducted to examine the direct impact of AI-driven marketing activities on brand experience (Ahmad, 2024). The regression model was statistically significant (F (4, 205) = 46.32, p < 0.001, R^2 = 0.62), indicating that AI-driven marketing factors explained 62% of the variance in brand experience. AI-driven customization had the strongest effect (β = 0.364, p < 0.001), reinforcing the idea that personalization plays a crucial role in enhancing brand experience.

Table 5
Multiple Regression Results for Brand Experience

Predictor	B	SE B	β	t	p-value
AI-Driven Interaction	0.284	0.051	0.312	5.568	<0.001
AI-Enabled Information	0.260	0.048	0.289	5.417	<0.001
AI-Driven Accessibility	0.251	0.049	0.273	5.122	<0.001
AI-Driven Customization	0.342	0.052	0.364	6.576	<0.001

Hypothesis Testing (Structure Equation Modeling (SEM) Analysis

Structural Equation Modeling (SEM) was employed to test the hypothesized relationships among AI-driven marketing activities, brand experience, brand preference, and brand loyalty. The proposed structural model Eq1 conceptualizes: The overall fit of the SEM framework was assessed by several goodness-of-fit indices to ensure the robustness and validity of the model. These indices are important indicators for evaluating the fit of the hypothesized model to the observed data (Byrne et. al, 2016). The Chi-square test (χ^2/df) was applied, being acceptable if ≤ 3, which represents an appropriate model suitability. Incremental fit indices, specifically the Comparative Fit Index (CFI) and the Tucker-Lewis Index (TLI), with values of ≥ 0.90 deemed acceptable and ≥ 0.95 considered indicative of a good-fitting model, were also assessed. Parsimony of the model was evaluated using the Root Mean Square Error of Approximation (RMSEA), where values of ≤ 0.08 indicate acceptable model fit and values of ≤ 0.05 indicate good model fit. An additional fit index used to assess the model fit was the Standardized Root Mean Square Residual (SRMR), whose acceptable cutoff point is ≤ 0.08. The obtained results revealed that the model provided a good fit, proving that the posited relationships of the underlying structure are effectively embraced and reflected within the dataset (Brakus et al., 2009).
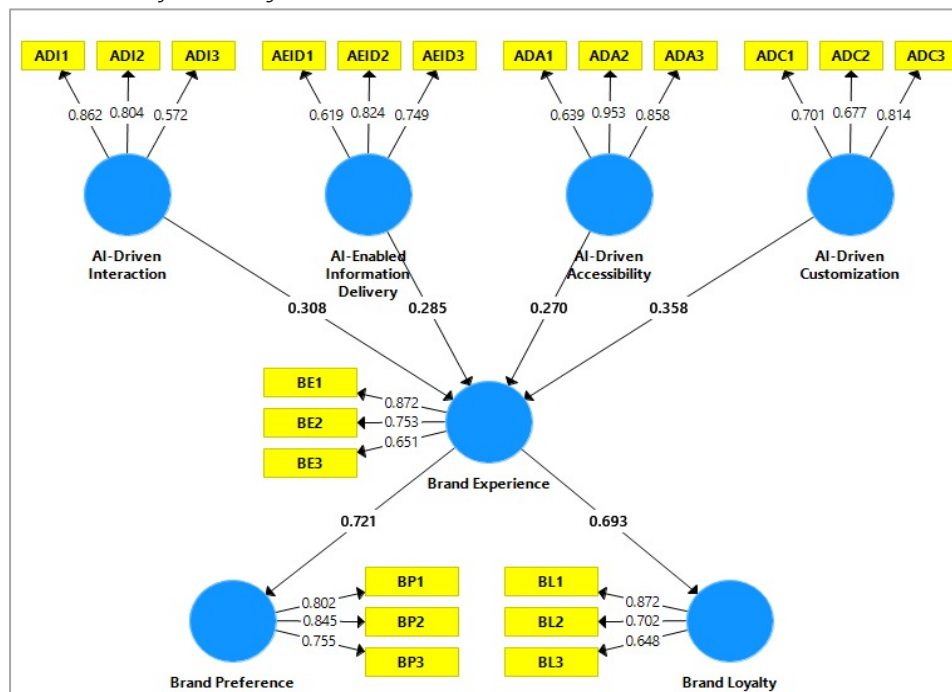
Figure 2
PLSc Model of the study

Table 6
SEM Model Fit Indices

Fit Index	Model Value	Threshold	Interpretation
χ^2/df	2.74	≤ 3	Good Fit
CFI	0.961	≥ 0.90	Good Fit
TLI	0.952	≥ 0.90	Good Fit
RMSEA	0.049	≤ 0.08	Good Fit
SRMR	0.041	≤ 0.08	Good Fit

The standardized path coefficients, t-values, and significance levels are presented in Table 6. All path coefficients were statistically significant (p < 0.001), confirming that AI-driven marketing activities significantly impact brand experience, which in turn influences brand preference and loyalty. Among the predictors, AI-driven customization (β = 0.358, p < 0.001) had the strongest effect on brand experience.

Table 7
Structural Path Analysis Results

| Hypothesis	Path	Standardized β	t-value	p-value	Support
H1a	AI-Driven Interaction → BE	0.308	6.412	<0.001	Supported
H1b	AI-Enabled Information → BE	0.285	5.923	<0.001	Supported
H1c	AI-Driven Accessibility → BE	0.270	5.712	<0.001	Supported
H1d	AI-Driven Customization → BE	0.358	7.124	<0.001	Supported
H1	AI Traditional & Marketing Activities	0.339	7.291	<0.001	Supported
H2	BE → BP	0.721	9.682	<0.001	Supported
H3	BE → BL	0.693	9.215	<0.001	Supported

Mediation Analysis (Bootstrapping Method)

The mediation effect of brand experience (BE) between AI-driven marketing activities and brand preference/loyalty was tested using Bootstrapping (5000 resamples, 95% CI). The mediation analysis confirms that brand experience significantly mediates the relationship between AI-driven marketing activities and both brand preference and brand loyalty. The indirect effects were statistically significant at p < 0.001, supporting the mediation hypotheses. AI-driven customization had the highest indirect effect (β = 0.258 for BP, β = 0.248 for BL), reinforcing its role in shaping brand perceptions.

Table 8
Mediation Analysis Results

Path	Indirect Effect (β)	Bootstrapped 95% CI	p-value	Support
AI-Driven Interaction → BE → BP	0.222	(0.163, 0.280)	<0.001	Supported
AI-Driven Information → BE → BP	0.210	(0.152, 0.265)	<0.001	Supported
AI-Driven Accessibility → BE → BP	0.199	(0.142, 0.254)	<0.001	Supported
AI-Driven Customization → BE → BP	0.258	(0.190, 0.319)	<0.001	Supported
AI-Driven Interaction → BE → BL	0.214	(0.156, 0.270)	<0.001	Supported
AI-Driven Information → BE → BL	0.202	(0.145, 0.260)	<0.001	Supported
AI-Driven Accessibility → BE → BL	0.191	(0.138, 0.248)	<0.001	Supported
AI-Driven Customization → BE → BL	0.248	(0.185, 0.310)	<0.001	Supported

Figure 3
PLS SEM bootstrapping
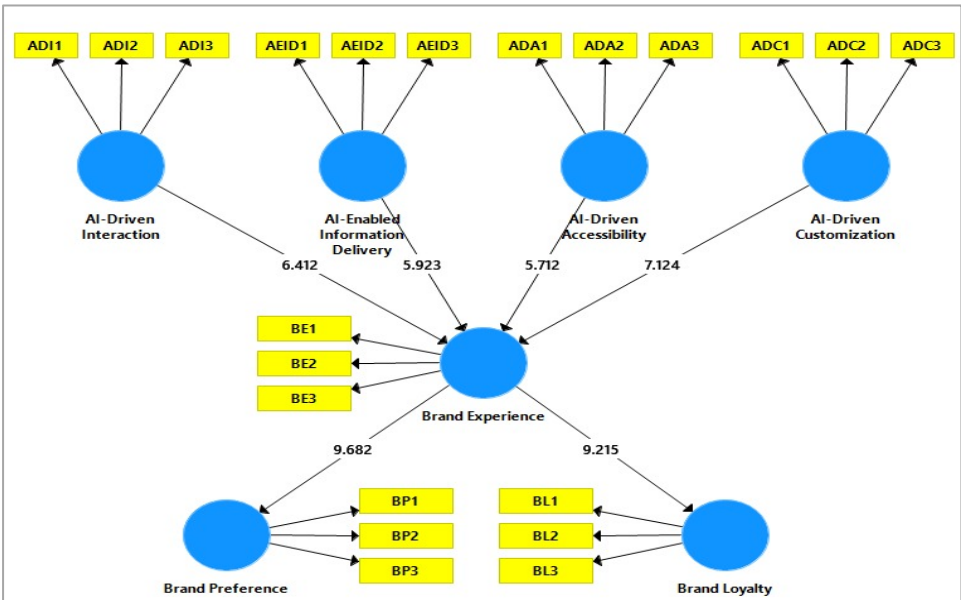
The SEM analysis provides strong empirical support for the role of AI-driven marketing activities in shaping brand experience, which in turn drives brand preference and loyalty. The findings emphasize the need for brands to prioritize AI-driven customization, as it has the most substantial impact on consumer perceptions and brand engagement.

Discussion

This research aims to understand the influence of AI marketing activities on brand experience, brand preference, and brand loyalty. As the rate of development in marketing Artificial Intelligence continues to skyrocket, and companies build them into their offerings, they are already finding benefits in terms of improving engagement with consumers and building repeat relationships with the same brands to fuel their personalized experiences. This research finding adds to the existing body of literature on augmentation by identifying how AI-driven interaction, AI-enabled information delivery, AI-driven accessibility, and AI-driven customization impact brand experience, and how brand experience impacts brand preference and loyalty. The findings suggest that AI-driven marketing initiatives play a crucial role in influencing consumer perceptions and behaviors, highlighting the significance of AI in modern marketing strategies. It suggests that AI-assisted engagement improves the brand experience, confirming that personalized interaction improves consumer satisfaction and the emotional contribution to the brand. This is in line with previous findings which assert that AI plays a part in creating the relationship between the consumer and the brand by embracing chatbots, virtual assistants, and AI powered recommendation systems (Huang & Rust, 2021). Engaging with the consumer in real-time, AI-supported interaction enables brands to respond to consumers' queries (Davenport et al 2020). Our findings show that consumers view AI-driven engagement positively, viewing it as meaningful and responsive, which ultimately leads to positive brand experiences. These findings corroborate those of Ullah et al. (2025) showed that AI-powered customer service can boost greatly consumer trust and engagement.

The other side of the coin that helps to define the brand experience — AI-enabled information delivery. According to the study, when consumers have access to clear, relevant, and timely information through AI-driven platforms, their capacity for good decision-making and overall satisfaction significantly improves. This is in line with the information-processing perspective, for which engaging with brands that provide correct information, in an accessible manner, is more likely to happen (Lemon & Verhoef, 2016) Through AI-piloted content curation and auto-generated responses, businesses can provide personalized recommendations and relevant information leading to better brand experience (Kaplan & Haenlein, 2019). The results align with those of the study conducted by (Huang & Rust, 2021), which proved AI-generated content improves customer satisfaction by minimizing information overload and offering customized insights. Brand experience is also influenced by accessibility. Accordingly, AI-fueled accessibility like omnichannel support, effortless multichannel integration and 24/7 availability greatly improves consumer experiences, reveals the report. AI also delivers a frictionless experience for consumers as they can now easily connect with brands at their convenience; through AI-driven chatbots, voice assistants, automated services, etc. which in turn leads to improved engagement and satisfaction. This supports previous research conducted by Gursoy et al. (2019) identifying AI-based accessibility as contributing to greater consumer trust and reliance on brands. The insights found that brands that take the plunge into AI-powered accessibility are a tool for stronger connections with consumers, leading to improved brand perceptions. Effective customization further adds to the brand experience by creating personalized recommendations and customized experiences. With powerful AI profiling, consumers expect brands to know their favorites and tailor their experience to their unique needs and the case of the brands they are looking to deliver. These results are consistent with Grewal et al., 2020 and Chen et al. (2023) suggested that the use of AI-based personalization increases consumers' amount of interaction with the brand by providing responsive recommendations and evolving content. AI-made personalization options increase meaningfulness in brand experience. Wilson and Daugherty (2018) also support this finding, stating that AI-driven customization creates unique experiences for consumers, satisfying them and enticing them with loyalty. The brand experience affects brand preference significantly. The results suggest that consumers who have positive experiences through the brand are more likely to prefer that brand to competitors — a finding that is consistent with past research highlighting the significant influence of experiential marketing on brand preference (Brakus et al., 2009). The results are also consistent with the

study by Homburg et al. (2017) claim that brands that provide superior experiences create strong consumer-brand relationships resulting in high preference and repurchase intentions. These AI-based marketing practices that improve brand experience actually strengthen consumer brand preference, signifying the role of AI-driven engagement and personalization in consumers making choices.

Another key finding of the study reveals that brand experience has a positive effect on brand loyalty. Customers who engaged with AI-driven marketing actions positively were more committed to a brand and ranked the usage of AI in marketing as high as brand loyalty. This observation is consistent with Chen et al. 2023, (Lemon & Verhoef, 2016) points out that brand loyalty improves with consistency in personalized and engaging interactions with brands. Some have even proposed a connection between AI-based marketing and the creation of long-term relationships where products are adapted and personalized, leading to repeat purchases. Thus, mediation analysis indicates that brand experience mediates the relationship between AI-based marketing activities brand preference, and brand loyalty. The implications are that strategies powered by AI correlate with better brand experiences, which facilitate increased brand preference and loyalty. This is in line with the works of Lemon & Verhoef (2016) which demonstrate how consumer behavior is impacted by brand experience. This mediation effect additionally reinforces the theory behind the study, showing that marketing activities based on AI have an indirect relationship with brand preference and loyalty as a result of improved consumer experiences. The findings are in line with (Brakus et al., 2009) earlier evidence demonstrating that experiential marketing significantly influences consumer behavioral and attitudinal outcomes. Marketers and brand managers looking to adopt AI into their marketing strategy will have plenty to learn from the findings of this study. Insights pertaining to engagement through AI help brands to create an enhanced experience of being able to find the right brands and their options to avail (through interaction, information delivery, accessibility, and customization) which helps in empowering brand preference and loyalty. By embedding an element of AI within their marketing strategy, brands can deliver more meaningful and personalized experiences, enhancing consumer-brand relationships and, in turn, brand equity. This is consistent with the findings of Haenlein et al. (2022), highlighting that AI-powered marketing approaches can revolutionize consumer experience and loyalty. The research also addresses the importance of a balance between automation and human involvement (AI) for maximizing consumer satisfaction and trust (Huang & Rust, 2021). Although this study contributes important components to the literature, there are limitations. First, the study uses cross-sectional data so causal, i.e., whether AI-driven marketing activities caused consumer response, cannot be explored. Future studies should be longitudinal to ascertain whether AI-based marketing positively or negatively affects brand experience, preference , and loyalty. Second, the study did rely on self-reported data, which can be subject to response biases. Future studies would benefit from a larger sample size and validated behavioral data to increase the reliability of our results. In addition, the study only studies one consumer population, which may limit the external validity of its results. Sample sizes should include a wider variety of consumer segments and geographic areas for a more holistic understanding of the impacts of AI-based marketing.

In sum, by providing empirical evidence on the impact of AI-driven marketing actions on brand experience and subsequent outcomes, this study extends our understanding of how AI impacts brand marketing in particular. The results are in favor of the fact that the integration of AI-enabled marketing tactics is a must-have for improved consumer engagement, personalized experiences, and building brand loyalty. Future Research Opportunities The rapid development of AI offers exciting new possibilities for investigating how consumer-brand relationships are evolving. The key implications of these findings suggest that brands must develop a robust strategy around AI, leveraging its full potential to create relevant experiences for consumers to help drive long-term brand equity.

Conclusion

This study provides empirical insights on AI-driven marketing contributing toward Brand experience, preference, and loyalty. AI-enabled interactions (chatbots, recommendation systems, personalized content) foster consumer engagement and trust, strengthening emotional and cognitive ties with the brands. Results support that AI-driven strategies enhance customer satisfaction with real-time responses, accessibility, and personalized experiences. Accessibility and customization through AI have their effects on strengthening brand relationships resulting in increased loyalty and consumer retention over a period

of time. Though this study provides important information, the cross-sectional nature restricts causal inferences. Subsequent studies should integrate objective behavioral data and longitudinal studies to validate long-term effects. Nonetheless, the study calls attention to the fact that with these limitations curing the study it's important to vitally build Akamai strategic needs for the future of marketing reporting into how marketing needs to connect with consumers through the way they change.

Future Recommendations

Future research should focus on the long-term effects of AI-enabled marketing through longitudinal studies as well as AI deployment direction along emotional intelligence and the analysis of their sentiment. Television, which, unlike some other things on this list, was present in all cultures. Research should also expand understanding of shopper sentiments on hyper-engineered personalization, privacy as it relates to hyper-personalized experience, and AI-assisted decision making. Understanding the role of AI in creating immersive brand experiences through emerging technologies such as AR, VR, and metaverse integration will also be essential. Finally, sustainability and CSR aspects should be investigated what is the environmental impact of AI, and how does it contribute to greening marketing and corporate social responsibility?

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