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AI-Powered Digital Marketing and Its Impact on Customer Engagement and Purchase Intention: The Mediating Role of Brand Trust in E-Commerce Platforms

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Abstract: The rapid advancement of artificial intelligence has significantly transformed digital marketing practices, particularly in e-commerce platforms. AI-powered digital marketing enables firms to analyze consumer behavior, personalize promotional messages, and improve the effectiveness of marketing communication strategies. In highly competitive online marketplaces such as Shopee, Tokopedia, and Blibli, companies increasingly utilize artificial intelligence to enhance customer interaction and influence purchasing decisions. However, the effectiveness of AI-driven marketing strategies does not depend solely on technological capability but also on consumers' trust in the brand. Without sufficient trust, consumers may hesitate to respond to algorithm-based marketing recommendations. Therefore, understanding the role of brand trust in mediating the relationship between AI-powered digital marketing and consumer purchase intention becomes increasingly important in digital commerce environments. This study aims to analyze the influence of AI-Powered Digital Marketing on Customer Engagement and Purchase Intention with Brand Trust as a mediating variable in e-commerce platforms. The research employs a quantitative explanatory design using a survey approach. Data were collected from 200 consumers who purchased herbal medicine products through e-commerce platforms, consisting of 85 Shopee customers, 60 Tokopedia customers, and 55 Blibli customers. The data were analyzed using Structural Equation Modeling to test the direct and indirect relationships among the variables. AI-powered digital marketing significantly influences customer engagement and purchase intention, both directly and through brand trust on Customer Engagement. Customer Engagement significantly affects Purchase Intention, indicating that consumers who actively interact with digital marketing content are more likely to develop stronger purchasing intentions. The findings also reveal that AI-Powered Digital Marketing directly influences Purchase Intention. Furthermore, Brand Trust significantly mediates the relationship between AI-Powered Digital Marketing and Purchase Intention, demonstrating that trust plays an important role in strengthening the effectiveness of AI-driven marketing strategies. This study contributes to digital marketing literature by integrating artificial intelligence capability, customer engagement, and brand trust into a comprehensive model explaining purchase intention in e-commerce platforms. The findings suggest that companies should not only focus on technological sophistication but also prioritize transparency and trust building strategies to maximize the effectiveness of AI-powered marketing.

Keywords: AI Powered Digital Marketing Customer Engagement, Brand Trust, Purchase Intention E-Commerce Platforms

INTRODUCTION

Digital technology has transformed marketing practices across industries across industries. One of the most influential technological developments in recent years is the integration of artificial intelligence into digital marketing activities. AI enables firms to analyze data, personalize communication, and automate marketing, predict purchasing behavior, personalize marketing communication, and automate promotional strategies. The use of AI powered digital marketing tools allows companies to create more efficient and targeted marketing campaigns that enhance consumer interaction and influence purchasing behavior (Huang and Rust, 2021).

The global expansion of e commerce has accelerated the adoption of artificial intelligence in marketing strategies. Digital commerce platforms are increasingly using AI based algorithms to recommend products, personalize advertisements, and improve the overall customer experience. According to the global digital economy report, e commerce transactions continue to grow rapidly as consumers increasingly prefer online shopping due to convenience, product variety, and competitive pricing (Google Temasek Bain, 2023). In Indonesia, the growth of digital commerce has been particularly significant, supported by the increasing number of internet users and the widespread use of mobile devices.

Indonesia is currently one of the largest digital markets in Southeast Asia. Reports indicate that the number of internet users in Indonesia has surpassed 210 million people, representing more than seventy percent of the total population (APJII, 2023). This rapid growth of internet usage has contributed to the expansion of online shopping behavior among Indonesian consumers. Major e commerce platforms such as Shopee, Tokopedia, and Blibli dominate the market and compete intensively through advanced digital marketing technologies to attract and retain customers.

Artificial intelligence has become an essential component in the development of modern digital marketing strategies. AI driven marketing systems allow companies to analyze consumer preferences and deliver personalized marketing messages in real time. Research indicates that artificial intelligence improves marketing efficiency by enabling companies to target consumers more accurately and deliver relevant product recommendations (Dwivedi et al., 2021). Through predictive analytics and machine learning, companies can better understand consumer needs and provide tailored marketing experiences that enhance customer engagement.

Customer engagement has emerged as a critical concept in digital marketing because it reflects the level of interaction, emotional connection, and cognitive involvement between consumers and brands. Engaged customers tend to develop stronger relationships with brands and are more likely to demonstrate higher purchase intention. Studies in digital marketing suggest that interactive technologies and personalized communication significantly enhance consumer engagement in online platforms (Hollebeek et al., 2022). When consumers frequently interact with marketing content, they become more familiar with the brand and more likely to develop positive attitudes toward its products.

Despite the advantages of artificial intelligence in marketing, the effectiveness of AI driven marketing strategies depends largely on consumers' trust in the brand. In online environments, consumers often rely on digital information and algorithm based recommendations when making purchasing decisions. However, concerns related to privacy, data usage, and the reliability of automated systems may influence consumer trust. Brand trust

therefore becomes a key factor that determines whether consumers accept and respond positively to AI powered marketing communication (Chatterjee et al., 2022).

Brand trust refers to consumers' confidence that a brand is reliable, credible, and capable of fulfilling its promises. When consumers trust a brand, they are more likely to rely on the information provided by the brand and develop stronger purchase intentions. In digital commerce environments, trust becomes particularly important because consumers cannot physically evaluate products before purchasing them. Research in online consumer behavior indicates that trust significantly reduces perceived risk and increases consumers' willingness to engage in online transactions (Lemon and Verhoef, 2022).

Although previous studies have examined digital marketing strategies and consumer purchasing behavior, relatively few studies have specifically investigated the role of artificial intelligence powered marketing in influencing customer engagement and purchase intention simultaneously. Furthermore, the mediating role of brand trust in this relationship remains underexplored in the context of e commerce platforms. Therefore, this study aims to analyze the influence of AI Powered Digital Marketing on Customer Engagement and Purchase Intention with Brand Trust as a mediating variable among consumers purchasing herbal medicine products in e commerce platforms.

By integrating artificial intelligence marketing capability, customer engagement, and brand trust into a comprehensive framework, this research is expected to contribute to the development of digital marketing literature and provide practical insights for companies seeking to improve the effectiveness of AI driven marketing strategies in e commerce environments.

METHOD

This study employed a quantitative explanatory research design to analyze the relationships between AI Powered Digital Marketing, Customer Engagement, Brand Trust, and Purchase Intention in e commerce platforms. The quantitative approach was chosen because it allows the researcher to examine causal relationships among variables using statistical techniques. Structural Equation Modeling was used as the primary analytical method because it is suitable for analyzing complex relationships between latent variables and testing mediation models (Hair et al., 2021).

The population of this research consisted of consumers who purchased herbal medicine products through e commerce platforms. Because the exact population size is unknown, purposive sampling was applied. Respondents were selected based on specific criteria, namely consumers who had purchased herbal medicine products through e commerce platforms and had interacted with digital marketing content before making purchasing decisions.

The total number of respondents in this study was 200 consumers. Respondents were distributed across three major e commerce platforms where herbal medicine products were purchased. The distribution of respondents based on e commerce platform is presented in Table 1.

Table 1 Distribution of Respondents Based on E Commerce Platform

Platform	Frequency	Percentage
Shopee	85	42.5
Tokopedia	60	30.0
Blibli	55	27.5
Total	200	100

The demographic characteristics of respondents were also analyzed to understand the profile of consumers purchasing herbal medicine products. The distribution of respondents based on gender is shown in Table 2.

Table 2 Distribution of Respondents Based on Gender

Gender	Frequency	Percentage
Female	150	75
Male	50	25
Total	200	100

The occupational background of respondents was also examined to provide insight into the consumer profile involved in herbal product purchases. The distribution is presented in Table 3.

Table 3 Distribution of Respondents Based on Occupation

Occupation	Frequency	Percentage
Housewife	80	40
Civil Servant	60	30
Private Employee	50	25
Others	10	5
Total	200	100

Primary data were collected through a structured questionnaire distributed online. All questionnaire items were measured using a five point Likert scale ranging from strongly disagree to strongly agree.

The variables measured in this research consisted of AI Powered Digital Marketing as the independent variable, Customer Engagement as an intervening behavioral variable, Brand Trust as a mediating variable, and Purchase Intention as the final dependent variable. AI Powered Digital Marketing was measured through indicators including personalized recommendations, automated digital promotions, algorithm based marketing targeting, and predictive customer analytics. Customer Engagement was measured through indicators such as interaction with digital marketing content, attention to marketing communication, participation in online promotional activities, and emotional involvement with brands. Brand Trust was measured through perceived reliability, credibility, and consumer confidence in the brand. Purchase Intention was measured through indicators including willingness to purchase, likelihood of purchasing, and preference for the product.

Data analysis was conducted using Structural Equation Modeling. The analysis was carried out in two stages. The first stage involved evaluating the measurement model to ensure reliability and validity of the constructs. This evaluation included examining factor loadings, composite reliability, and average variance extracted. The second stage involved testing the structural model to examine the direct and indirect relationships among variables. Hypothesis testing was conducted by evaluating the significance of path coefficients to determine whether the proposed relationships among AI Powered Digital Marketing, Customer Engagement, Brand Trust, and Purchase Intention were supported.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive analysis was conducted to examine respondents' perceptions of AI Powered Digital Marketing, Customer Engagement, Brand Trust, and Purchase Intention. The results indicate that respondents generally perceived AI powered marketing activities positively. Consumers also demonstrated relatively high levels of engagement with digital marketing content and trust toward the brands they purchased from. The descriptive statistics of the research variables are presented in Table 4.

Table 4 Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
AI Powered Digital Marketing	3.91	0.62
Customer Engagement	3.87	0.59
Brand Trust	3.85	0.61
Purchase Intention	3.93	0.57

Purchase intention has the highest mean score among variables among the variables, indicating that respondents generally have a strong intention to purchase herbal medicine products through e-commerce platforms. AI Powered Digital Marketing also has a relatively high mean value, suggesting that consumers perceive AI-based marketing activities such as personalized recommendations and automated promotions as effective. Customer Engagement and Brand Trust also show positive perceptions, indicating that consumers interact actively with marketing content and have confidence in the brands they purchase.

Structural Model and Hypothesis Testing

The structural model was tested using Structural Equation Modeling to examine the relationships between AI Powered Digital Marketing, Customer Engagement, Brand Trust, and Purchase Intention. The hypothesis testing results are presented in Table 5.

Table 5 Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	t Value	p Value	Result
H1	AI Powered Digital Marketing → Customer Engagement	0.68	10.91	0.000	Supported
H2	Customer Engagement → Purchase Intention	0.54	8.73	0.000	Supported
H3	AI Powered Digital Marketing → Purchase Intention	0.29	4.12	0.000	Supported
H4	AI Powered Digital Marketing → Brand Trust	0.63	9.44	0.000	Supported
H5	Brand Trust → Purchase Intention	0.47	7.26	0.000	Supported

The results in Table 5 show that all proposed hypotheses are supported. The relationship between AI Powered Digital Marketing and Customer Engagement shows a path coefficient of 0.68 with a t value of 10.91 and a significance level below 0.05. This indicates that AI-driven marketing activities significantly increase the level of consumer engagement in e-commerce platforms. Personalized product recommendations, automated promotional messages, and predictive marketing systems encourage consumers to interact more actively with digital marketing content.

The relationship between Customer Engagement and Purchase Intention also shows a significant effect with a path coefficient of 0.54 and a t value of 8.73. This finding suggests that consumers who frequently interact with marketing content and participate in digital marketing activities are more likely to develop a stronger intention to purchase products. Customer engagement therefore plays an important role in translating digital marketing exposure into purchasing decisions.

The direct relationship between AI Powered Digital Marketing and Purchase Intention also shows a positive and significant effect with a path coefficient of 0.29 and a t value of 4.12. Although the effect size is smaller compared with the engagement pathway, the result indicates that artificial intelligence-based marketing strategies can directly influence consumer purchase intentions by delivering relevant product information and personalized promotional content.

The results further show that AI Powered Digital Marketing has a strong influence on Brand Trust with a path coefficient of 0.63 and a t value of 9.44. This finding indicates that consumers tend to trust brands that use intelligent and personalized digital marketing systems. AI based marketing communication enhances perceptions of professionalism and credibility, which contributes to the development of brand trust.

Finally, Brand Trust significantly influences Purchase Intention with a path coefficient of 0.47 and a t value of 7.26. This result indicates that trust plays a crucial role in online purchasing behavior. Consumers who trust a brand are more likely to rely on digital information and recommendations provided by the platform, which increases their willingness to purchase herbal medicine products.

Overall, the results confirm that AI Powered Digital Marketing influences consumer purchase intention both directly and indirectly through Customer Engagement and Brand Trust. These findings demonstrate that artificial intelligence based marketing strategies strengthen consumer interaction and trust, which ultimately encourage purchasing behavior in e commerce platforms.

Discussion

The findings of this study demonstrate that AI Powered Digital Marketing has a strong and significant influence on Customer Engagement. This result indicates that artificial intelligence technologies enhance consumers' interaction with digital marketing content in e commerce platforms. AI driven systems such as personalized product recommendations, automated promotional campaigns, and predictive marketing analytics enable companies to deliver more relevant and targeted marketing messages to consumers. This finding is consistent with the concept of artificial intelligence marketing capability, which explains that AI technologies allow firms to analyze consumer behavior patterns and create personalized experiences that strengthen customer interaction (Huang and Rust, 2021). Customer engagement theory also explains that interactive and personalized digital experiences stimulate cognitive and emotional involvement between consumers and brands (Hollebeek et al., 2022). Studies in digital marketing transformation further indicate that artificial intelligence improves the effectiveness of digital communication by increasing content relevance and personalization (Dwivedi et al., 2021). Research on algorithm driven marketing strategies also highlights that AI based recommendation systems significantly increase online consumer engagement (Chatterjee et al., 2022). In addition, digital consumer behavior studies emphasize that personalization technology strengthens the relationship between brands and consumers in online environments (Verhoef et al., 2021). These theoretical perspectives confirm that AI Powered Digital Marketing significantly improves Customer Engagement by delivering more personalized and interactive marketing experiences.

The results also show that Customer Engagement significantly influences Purchase Intention. This finding indicates that consumers who frequently interact with marketing content and participate in digital marketing activities are more likely to develop stronger purchasing intentions. Customer engagement theory explains that engagement reflects consumers' emotional and behavioral connection with a brand, which increases their willingness to purchase products (Hollebeek et al., 2022). The Stimulus Organism Response model also explains that digital marketing stimuli influence consumers' internal psychological states which subsequently shape behavioral responses such as purchase intention (Islam and Rahman, 2021). Relationship marketing theory suggests that consistent interaction between brands and consumers strengthens long term relationships and influences purchasing decisions (Rather et al., 2022). Customer experience theory also indicates that positive interaction experiences during digital marketing exposure increase consumers' intention to buy products (Lemon and Verhoef, 2022). Research on online consumer engagement further demonstrates that

consumers who actively interact with brands in digital platforms are more likely to become loyal buyers and develop stronger purchase intentions (Dwivedi et al., 2021). Therefore, the findings confirm that customer engagement functions as an important mechanism that transforms digital marketing communication into purchasing behavior.

The study also confirms that AI Powered Digital Marketing directly influences Purchase Intention. This finding indicates that artificial intelligence based marketing strategies can stimulate consumer purchasing decisions even without the mediation of engagement. Artificial intelligence marketing theory suggests that algorithm driven marketing strategies improve the relevance of promotional content and enhance consumer decision making processes (Huang and Rust, 2021). Digital marketing strategy research also indicates that predictive analytics enables firms to identify consumer preferences and deliver targeted promotions that directly influence purchase decisions (Chatterjee et al., 2022). Marketing analytics studies show that artificial intelligence enhances marketing effectiveness by enabling firms to optimize product recommendations and promotional strategies (Vrontis et al., 2022). Consumer behavior research further demonstrates that personalized marketing communication increases consumers' interest in products and encourages purchasing behavior (Verhoef et al., 2021). Studies on artificial intelligence in digital commerce also confirm that AI based recommendation systems significantly increase purchase conversion rates in online marketplaces (Dwivedi et al., 2021). These findings indicate that AI Powered Digital Marketing has a direct influence on consumer purchasing intentions by providing relevant information and personalized promotional experiences.

The results also reveal that AI Powered Digital Marketing significantly influences Brand Trust. This finding suggests that consumers tend to trust brands that use advanced digital technologies to provide accurate product recommendations and personalized communication. Brand trust theory explains that consumers develop trust when brands demonstrate reliability, transparency, and competence in delivering value (Chaudhuri and Holbrook, 2021). Research on artificial intelligence transparency indicates that algorithm based systems increase trust when consumers perceive them as reliable and unbiased (Shin and Park, 2021). Digital marketing credibility research also shows that advanced technologies enhance brand credibility and strengthen consumer confidence (Chatterjee et al., 2022). Trust formation studies in digital commerce environments emphasize that personalized and consistent marketing communication improves brand credibility (Lemon and Verhoef, 2022). In addition, online consumer trust research indicates that technological innovation plays a significant role in building trust in digital platforms (Verhoef et al., 2021). These theoretical perspectives confirm that AI Powered Digital Marketing enhances Brand Trust by increasing the perceived credibility and professionalism of digital marketing communication.

Finally, the findings indicate that Brand Trust significantly influences Purchase Intention. This result highlights the critical role of trust in online purchasing environments. Trust theory explains that consumers are more willing to purchase products when they believe that the brand is reliable and capable of delivering promised value (Chaudhuri and Holbrook, 2021). Perceived risk theory also indicates that trust reduces consumers' uncertainty in online transactions and increases their willingness to purchase products (Pappas et al., 2020). Electronic commerce research further suggests that brand trust significantly influences consumers' decision making processes in digital marketplaces (Lemon and Verhoef, 2022). Relationship marketing theory emphasizes that trust strengthens long term relationships between consumers and brands and encourages repeat purchases (Rather et al., 2022). Additionally, digital consumer trust studies confirm that consumers who trust brands are more likely to rely on digital marketing information and develop stronger purchase intentions (Dwivedi et al., 2021). These findings demonstrate that Brand Trust plays a critical role in

strengthening the influence of AI Powered Digital Marketing on consumer purchasing behavior.

Overall, the discussion indicates that AI Powered Digital Marketing influences Purchase Intention through two major mechanisms. First, it increases Customer Engagement by providing personalized and interactive marketing experiences. Second, it strengthens Brand Trust by enhancing the credibility and reliability of marketing communication. These two mechanisms collectively explain how artificial intelligence driven marketing strategies influence consumer purchasing decisions in e commerce platforms.

Novelty

The novelty of this study lies in the integration of artificial intelligence based digital marketing capability with behavioral and trust mechanisms in explaining consumer purchase intention in e commerce platforms. Previous studies on digital marketing generally focused on traditional digital marketing strategies such as social media marketing, electronic word of mouth, or online advertising without specifically examining the role of artificial intelligence as the core driver of marketing effectiveness. Recent studies emphasize that artificial intelligence has transformed marketing practices by enabling predictive analytics, personalized marketing communication, and automated promotional strategies (Huang and Rust, 2021; Dwivedi et al., 2021). However, limited research has examined how these AI driven marketing capabilities influence consumer purchasing behavior through psychological and relational factors.

This research contributes by developing an integrated model that explains how AI Powered Digital Marketing influences Purchase Intention through two important mechanisms, namely Customer Engagement and Brand Trust. While earlier studies often analyzed customer engagement or trust separately, this study simultaneously integrates both constructs to explain how AI driven marketing strategies affect consumer purchasing decisions. The inclusion of Brand Trust as a mediating variable provides a deeper understanding of how technological sophistication alone is insufficient to influence consumer behavior without the presence of trust in the brand (Chatterjee et al., 2022; Lemon and Verhoef, 2022).

Another novelty of this research is the empirical context of herbal medicine products in e commerce platforms. Most previous research on artificial intelligence marketing focuses on technology products, financial services, or online retail in general. By focusing on herbal medicine products, this study expands the application of AI driven marketing research into the health related consumer goods sector, which involves higher levels of perceived risk and trust considerations. Consumers purchasing health related products such as herbal medicine tend to rely heavily on credible information and trustworthy brands before making purchasing decisions.

In addition, this study contributes methodologically by applying Structural Equation Modeling to examine the simultaneous relationships among AI Powered Digital Marketing, Customer Engagement, Brand Trust, and Purchase Intention. This approach provides a comprehensive understanding of the direct and indirect relationships among the variables. The findings demonstrate that AI driven marketing strategies not only influence purchasing decisions directly but also strengthen consumer engagement and trust, which ultimately lead to stronger purchase intentions.

Therefore, the novelty of this research can be summarized in three main aspects. First, it introduces AI Powered Digital Marketing as a key strategic capability in digital commerce. Second, it integrates Customer Engagement and Brand Trust simultaneously as mechanisms that explain how AI driven marketing strategies influence consumer purchase intention. Third, it provides empirical evidence from the herbal medicine sector in e commerce platforms, offering new insights into consumer behavior in health related online markets.

CONCLUSION

This study concludes that AI Powered Digital Marketing plays a significant role in influencing consumer behavior in e-commerce platforms, particularly in enhancing Customer Engagement, strengthening Brand Trust, and increasing Purchase Intention. The findings demonstrate that artificial intelligence based marketing strategies enable companies to deliver more personalized, relevant, and interactive marketing communication. These capabilities improve consumers' interaction with digital marketing content and encourage them to engage more actively with brands.

The results also show that Customer Engagement has a strong influence on Purchase Intention. Consumers who frequently interact with marketing content, product recommendations, and promotional campaigns are more likely to develop stronger purchasing intentions. Engagement therefore acts as an important behavioral mechanism that translates digital marketing exposure into actual purchasing decisions.

Furthermore, the study reveals that AI Powered Digital Marketing directly influences Purchase Intention. This finding indicates that advanced marketing technologies can effectively stimulate consumers' interest in products by providing personalized recommendations and relevant promotional information. Artificial intelligence enables firms to better understand consumer preferences and deliver targeted marketing communication that supports the purchasing decision process.

Another important finding is the significant role of Brand Trust in influencing Purchase Intention. Consumers are more willing to purchase products from brands that they perceive as reliable and credible. In online purchasing environments where consumers cannot physically evaluate products, trust becomes a crucial factor that reduces perceived risk and increases consumers' confidence in their purchasing decisions.

Overall, the study demonstrates that AI Powered Digital Marketing influences Purchase Intention through both direct and indirect mechanisms. Customer Engagement and Brand Trust function as important pathways that strengthen the effectiveness of AI driven marketing strategies. These findings suggest that companies should not only focus on implementing advanced marketing technologies but also prioritize strategies that enhance consumer interaction and build trust in the brand.

Practically, the results imply that firms operating in e-commerce platforms should optimize artificial intelligence technologies in their marketing strategies while maintaining transparency and credibility in digital communication. By combining technological capability with trust building strategies, companies can strengthen customer relationships and improve purchasing outcomes in digital markets.

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