JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

Assessing the Influence of AI-Driven Digital Marketing Practices on Shopping Experience and Loyalty Intention towards Sustainable Electronic Products among Digital Native Shoppers in Chennai

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ABSTRACT

The growing use of artificial intelligence in digital marketing has changed the way consumers search for and select products. Against this background, the present study examines how AI-Driven Digital Marketing Practices influence Shopping Experience and Loyalty Intention towards sustainable electronic products among digital native shoppers in Chennai. Data were collected from 220 respondents through a structured questionnaire and analysed using descriptive and inferential statistical techniques.

The results show that AI-Enabled Personalisation has the strongest influence on Shopping Experience, followed by AI-Driven Targeted Advertising and AI-Powered Product Recommendations. However, AI-Enabled Conversational Marketing does not have a significant influence. The analysis also reveals that a positive Shopping Experience is strongly associated with Loyalty Intention. Further, all four dimensions of AI-driven marketing practices show positive and significant relationships with Loyalty Intention. The findings highlight the value of relevant and personalised digital communication in improving shopping experiences and encouraging continued consumer preference for sustainable electronic products.

Keywords: AI-Driven Digital Marketing, Shopping Experience, Loyalty Intention, Sustainable Electronic Products, Digital Native Shoppers, AI-Enabled Personalisation

1. Introduction

The rapid development of Artificial Intelligence (AI) has brought significant changes to the way businesses communicate with consumers and promote their products through digital platforms. AI technologies are increasingly used to understand consumer preferences, predict buying behaviour and provide personalised marketing information. Practices such as personalised advertising, product recommendation systems, predictive analytics and chatbots have made digital marketing more interactive and responsive to customer needs (Hendrayati et al., 2024; Kabir et al., 2025; Acatrinei et al., 2025).

These developments enable businesses to reach potential customers with relevant product suggestions and customised promotional messages. In the sustainable consumption context, AI-driven marketing also helps electronic product marketers communicate the benefits of energy-efficient appliances and other sustainable products. However, consumer trust, data privacy and the responsible use of personal information remain important considerations in adopting these technologies (Nandhakumar & Keerthi, 2026).

Shopping experience has become an important factor in understanding consumer behaviour, particularly as more consumers use digital platforms to search, compare and purchase products. It involves convenience, product information, ease of interaction and satisfaction throughout the shopping process. Previous studies have highlighted the influence of interactive technologies and online service features on shopping experience (Atulkar & Kesari, 2016; Lecointre-Erickson et al., 2018; Izogo & Jayawardhena, 2018). Yin and Xu (2021) also established the relationship between online shopping experience and customer loyalty. A satisfying shopping experience can encourage repeat purchases and positive recommendations (Carpenter, 2003).

In this context, the present study examines the influence of AI-driven digital marketing practices, namely AI-enabled personalisation, AI-powered product recommendations, AI-driven targeted advertising and AI-enabled conversational marketing, on shopping experience and loyalty intention towards sustainable electronic products among digital native shoppers in Chennai. It also examines the role of shopping experience in developing loyalty intention among Millennials and Generation Z consumers.

2. Literature Reviews and Research Gap

2.1. Review of Literature

The growing use of Artificial Intelligence in digital marketing has changed the way businesses understand and interact with consumers. AI-based technologies help marketers analyse customer preferences, personalise promotional messages and improve communication through digital platforms. Hendrayati et al. (2024) discussed the growing role of AI in improving digital marketing activities and creating competitive advantages for businesses. Similarly, Kabir et al. (2025) highlighted how personalised content, social media and data-driven advertising influence consumer awareness, purchasing decisions and brand engagement. Acatrinei et al. (2025) also found that AI-supported personalisation and targeted communication can encourage consumer

engagement and support sustainable behaviour. These developments indicate that AI-driven marketing is becoming an important tool for businesses to connect with consumers.

Several studies have examined the role of personalisation, digital advertising and AI-enabled communication in influencing consumer responses. Baskaran et al. (2021) found that personalisation, informativeness and electronic word-of-mouth have positive associations with consumer trust in digital advertising. Panggati et al. (2023) also established that personalisation, entertainment and information influence consumers' attitudes towards digital advertising. Nandhakumar and Keerthi (2026) observed that consumers appreciate the convenience, speed and personalised services provided by AI-based marketing tools, including chatbots and recommendation systems. However, they also highlighted concerns relating to data privacy and the responsible use of personal information. These findings suggest that consumers' responses to AI-driven marketing depend not only on the usefulness of the technology but also on the quality and relevance of the interaction.

Shopping experience has been examined from different perspectives, including convenience, enjoyment, product information, service quality and digital interaction. Atulkar and Kesari (2016) identified enjoyment, emotional attachment, comfort and uniqueness as important elements of the shopping experience. Lecointre-Erickson et al. (2018) reported that interactive technology influences consumers' emotional responses and expected shopping experience. Izogo and Jayawardhena (2018) also highlighted the importance of trust, customer interaction and complaint handling in online shopping. More recently, Zhu et al. (2023) found that virtual agents and their communication features improve consumers' perceptions of warmth, comfort, trust and satisfaction. These studies indicate that consumers evaluate their shopping experience through several factors rather than simply the convenience of purchasing a product.

The relationship between shopping experience and customer loyalty has also received considerable attention in marketing research. Yin and Xu (2021) identified product, brand, service, emotional and website experiences as important dimensions influencing online customer loyalty. Chen et al. (2022) found that the omni-channel shopping experience plays a mediating role between collaborative marketing practices and customer loyalty. Similarly, Mofokeng (2023) established that customer trust significantly influences loyalty in online shopping, while shopping experience also affects certain relationships within the model. These findings highlight that a positive shopping experience can help businesses retain customers and encourage continued purchasing behaviour.

Customer loyalty and loyalty intention are particularly important in competitive digital markets, where consumers have access to several brands and product alternatives. Carpenter (2003) explained that customer satisfaction contributes to attitudinal loyalty, which can further encourage positive word-of-mouth communication. Damaschi et al. (2025) observed a positive relationship between brand loyalty and consumers' willingness to pay. Duong and Tung (2026) also found that brand loyalty has a stronger influence on purchase decisions than brand switching in their study of online consumers. Further, Nisrina et al. (2026) reported that initial trust in chatbots influences customer loyalty and engagement among Generation Z TikTok Shop users.

These studies suggest that trust, satisfaction and meaningful digital interactions are important in developing lasting customer relationships.

2.2. Research Gap

The review of earlier studies indicates that AI-driven digital marketing, shopping experience and customer loyalty have been examined from different perspectives. However, there is scope to examine these factors together in the context of sustainable electronic products. Several existing studies have focused on general digital marketing, online retailing, apparel, grocery shopping and other product categories, while limited attention has been given to the combined influence of AI-enabled personalisation, AI-powered product recommendations, AI-driven targeted advertising and AI-enabled conversational marketing on shopping experience and loyalty intention. Further, the mediating role of shopping experience in the relationship between AI-driven digital marketing practices and loyalty intention requires greater empirical examination. The present study therefore attempts to address these gaps by examining digital native shoppers, comprising Millennials and Generation Z consumers, in Chennai, with specific reference to sustainable electronic products. It aims to provide a better understanding of how AI-driven marketing practices shape consumers' shopping experiences and their intention to maintain relationships with sustainable electronic product brands.

3. Conceptual Framework and Development of Hypothesis

3.1. AI-Driven Digital Marketing Practices and Shopping Experience

Artificial Intelligence has transformed digital marketing by making promotional activities more personalised, relevant and interactive. AI-driven practices help businesses understand consumer interests, recommend suitable products and provide information through targeted advertisements and automated support (Hendrayati et al., 2024; Kabir et al., 2025). Acatrinei et al. (2025) highlighted the role of AI-based personalisation in improving consumer engagement, while Benchekroun et al. (2024) found that digital marketing practices positively influence customer experience. For sustainable electronic products, these practices may help consumers understand product features, energy efficiency and sustainability benefits. Thus, AI-driven digital marketing practices are expected to improve consumers' shopping experience.

H1: AI-Driven Digital Marketing Practices have a significant positive influence on Shopping Experience.

3.1.1. AI-Enabled Personalisation and Shopping Experience

AI-enabled personalisation uses artificial intelligence to tailor marketing messages, product information and offers to individual consumer preferences. It makes digital communication more relevant to consumers. Baskaran et al. (2021) highlighted its role in developing trust towards digital advertising, while Panggati et al. (2023) found that personalisation positively influences consumer attitudes towards digital advertising. Acatrinei et al. (2025) also explained its contribution to consumer engagement through digital and social media platforms. When consumers receive information that matches their interests, they may find shopping more

convenient and satisfying. Hence, AI-enabled personalisation is expected to positively influence shopping experience.

H1a: AI-Enabled Personalisation has a significant positive influence on Shopping Experience.

3.1.2. AI-Powered Product Recommendations and Shopping Experience

AI-powered product recommendations use artificial intelligence to suggest products based on consumers' browsing behaviour, previous purchases and preferences. These suggestions help consumers identify suitable products more easily. Nandhakumar and Keerthi (2026) highlighted the role of AI-based recommendation engines in improving customer interactions and shopping convenience. Similarly, Kabir et al. (2025) discussed how data-driven personalisation influences consumer decision-making. For sustainable electronic products, such recommendations may help shoppers find appliances that match their needs and preferences. Hence, AI-powered product recommendations are expected to positively influence shopping experience.

H1b: AI-Powered Product Recommendations have a significant positive influence on Shopping Experience.

3.1.3. AI-Driven Targeted Advertising and Shopping Experience

AI-driven targeted advertising uses artificial intelligence to display advertisements based on consumers' interests, online activities and purchasing preferences. It enables businesses to reach consumers with more relevant product information. Alamsyah et al. (2021) highlighted the role of consumer needs in shaping digital advertising preferences, while Acatrinei et al. (2025) discussed how AI-supported targeting and personalised communication improve consumer engagement with sustainability-related content. Relevant advertisements may help consumers explore sustainable electronic products and understand their benefits. Hence, AI-driven targeted advertising is expected to positively influence shopping experience.

H1c: AI-Driven Targeted Advertising has a significant positive influence on Shopping Experience.

3.1.4. AI-Enabled Conversational Marketing and Shopping Experience

AI-enabled conversational marketing uses chatbots and virtual assistants to answer consumer queries and provide shopping assistance. These tools help consumers obtain product information and clarify doubts more easily. Zhu et al. (2023) found that virtual agents can improve communication, trust and satisfaction in virtual shopping environments. Similarly, Nisrina et al. (2026) highlighted the role of initial trust in chatbots in developing customer engagement and loyalty among Generation Z shoppers. For sustainable electronic products, chatbots can provide information about product specifications, energy-saving features and other benefits. Hence, AI-enabled conversational marketing is expected to positively influence shopping experience.

H1d: AI-Enabled Conversational Marketing has a significant positive influence on Shopping Experience.

3.2. Shopping Experience and Loyalty Intention

Shopping experience influences consumers' future relationships with brands and retailers. Convenience, satisfactory service, relevant product information and smooth interactions may encourage consumers to purchase from the same brand again. Yin and Xu (2021) identified a positive relationship between online shopping experience and customer loyalty, highlighting the importance of product, brand, service, emotional and website experiences. Chen et al. (2022) also found that shopping experience contributes to customer loyalty in omni-channel marketing. Similarly, Mofokeng (2023) highlighted the importance of online shopping experience in building customer loyalty. These findings indicate that a positive shopping experience can strengthen consumers' willingness to maintain their relationship with a brand. Hence, shopping experience is expected to positively influence loyalty intention towards sustainable electronic products.

H2: Shopping Experience has a significant positive influence on Loyalty Intention.

3.3. AI-Driven Digital Marketing Practices and Loyalty Intention

AI-driven digital marketing practices can strengthen consumer relationships through relevant information, personalised communication and continuous interaction. Useful product recommendations, targeted advertisements and timely assistance may encourage consumers to consider purchasing from the same brand again. Kabir et al. (2025) highlighted the influence of digital marketing strategies on consumer decision-making and loyalty-related behaviour. Acatrinei et al. (2025) also explained how AI-based personalisation and interactive marketing support consumer engagement. Similarly, Nisrina et al. (2026) found that trust in AI-based chatbots positively influences and relates customer loyalty and engagement among Generation Z shoppers. These findings suggest that AI-driven marketing can encourage continued purchasing and stronger brand relationships. Hence, AI-driven digital marketing practices are expected to positively relates loyalty intention towards sustainable electronic products.

H3: AI-Driven Digital Marketing Practices have a significant positive relationship with Loyalty Intention.

3.4. Conceptual Framework Model and its Explanation

The conceptual framework of the present study examines the influence of AI-Driven Digital Marketing Practices on Shopping Experience and Loyalty Intention towards Sustainable Electronic Products among Digital Native Shoppers in Chennai. AI-Driven Digital Marketing Practices represent the independent construct and comprise four dimensions: AI-Enabled Personalisation, AI-Powered Product Recommendations, AI-Driven Targeted Advertising and AI-Enabled Conversational Marketing. These dimensions explain how businesses use artificial intelligence to provide personalised information, suggest suitable products, display relevant advertisements and interact with consumers through chatbots and virtual assistants.

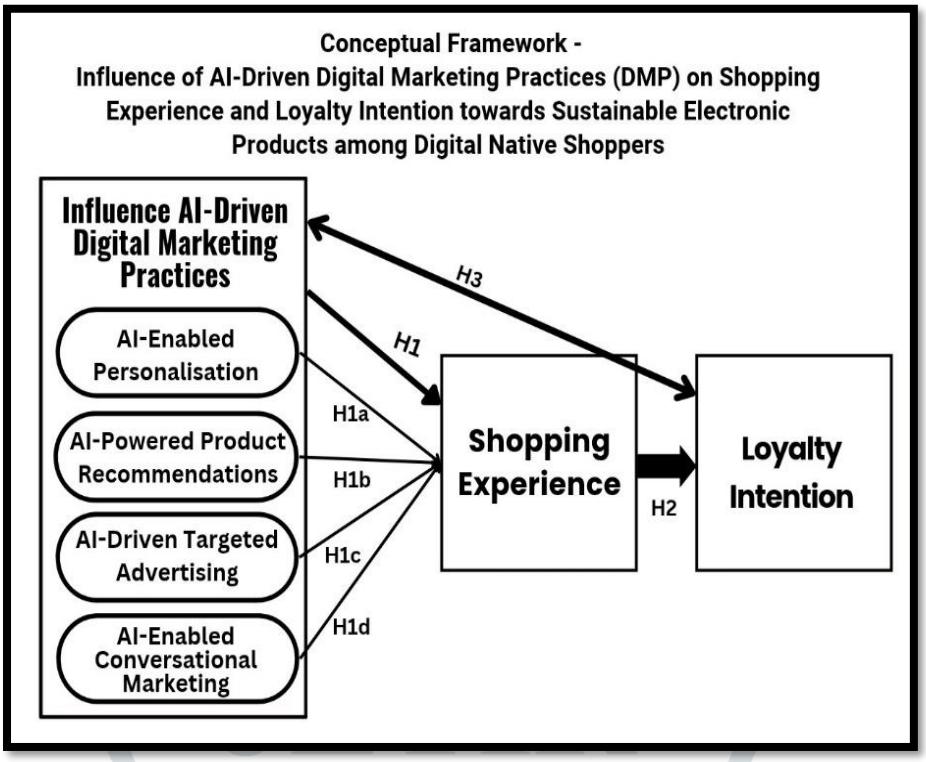


Figure 1: Conceptual Framework Model of the Research

The framework proposes that AI-Driven Digital Marketing Practices positively influence consumers' Shopping Experience (H1). Each of the four dimensions: AI-Enabled Personalisation (H1a), AI-Powered Product Recommendations (H1b), AI-Driven Targeted Advertising (H1c) and AI-Enabled Conversational Marketing (H1d), is also expected to have a positive influence on Shopping Experience. These practices may make product searches easier, provide relevant information and improve interaction during the shopping process.

The framework further proposes that Shopping Experience positively influences Loyalty Intention towards sustainable electronic products (H2). Consumers who have a convenient and satisfactory shopping experience may be more willing to purchase from the same brand or retailer in the future. In addition, AI-Driven Digital Marketing Practices are expected to have a positive relationship with Loyalty Intention (H3), as personalised communication, relevant recommendations and timely assistance may encourage continued purchasing. Thus, the proposed framework examines the direct influence of AI-Driven Digital Marketing Practices on Shopping Experience and Loyalty Intention, along with the influence of Shopping Experience on Loyalty Intention among digital native shoppers in Chennai.

4. Methodology Adopted

The present study employed a quantitative research approach with a descriptive and analytical research design to examine the influence of AI-Driven Digital Marketing Practices on Shopping Experience and Loyalty Intention towards sustainable electronic products among digital native shoppers in Chennai. The study considered four dimensions of AI-driven digital marketing practices, namely AI-Enabled Personalisation, AI-Powered Product Recommendations, AI-Driven Targeted Advertising and AI-Enabled Conversational

Marketing. These dimensions were examined to understand their influence on consumers' shopping experience and loyalty intention. A systematic research design was adopted to facilitate data collection and evaluate the proposed relationships (Kothari, 2004).

A cross-sectional survey method was followed, with data collected from respondents at a single point in time. The study targeted digital native shoppers, including Millennials and Generation Z consumers residing in Chennai, who use digital platforms for information and shopping related to sustainable electronic products. A structured questionnaire was developed based on measurement items from previous studies and adapted to the objectives of the present research. The questionnaire consisted of three sections covering respondents' demographic and shopping profiles, AI-Driven Digital Marketing Practices, Shopping Experience and Loyalty Intention. Responses were recorded on a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). A total of 220 valid responses were finalised for the analysis.

The collected data were analysed using descriptive and inferential statistical techniques. Frequency and percentage analysis were used to present the demographic and shopping profiles of the respondents. Pearson's Correlation Analysis and Multiple Regression Analysis (MRA) were employed to examine the relationships among the study variables and test the proposed hypotheses. These methods provide a basis for understanding how AI-driven digital marketing practices influence shopping experience and loyalty intention towards sustainable electronic products among digital native shoppers in Chennai.

5. Data Analysis and Results

5.1. Demographic Profile and Purchasing Pattern of Digital Native Shoppers with respect to Electronic Sustainable Products

The demographic and purchasing pattern of the 220 respondents were analysed based on their generation, gender, type of sustainable electronic product brands purchased and period of online shopping as shown in (Table 1).

Table 1
Demographic Profile and Purchasing Pattern of Respondents (N = 220)

Particulars	Category	Frequency	Percentage
Generation of Digital Native Shoppers	Millennials (Gen-Y)	106	48.2
	Zoomers (Gen-Z)	114	51.8
Gender of Digital Native Shoppers	Male	127	57.7
	Female	93	42.3
Type of Brand Purchased	Indian Brands	133	60.5
	Foreign Brands	87	39.5
Period of Online Shopping	Past 3 Years	65	29.5
	4–6 Years	112	50.9

	Above 6 Years	43	19.5
	Total	**220**	**100.0**

Source: Primary Data

The generational distribution shows that Zoomers (Gen-Z) constitute 51.8% of the respondents, while Millennials (Gen-Y) account for 48.2%. In terms of gender, male respondents represent 57.7%, compared to 42.3% female respondents. Regarding the type of sustainable electronic product brands purchased, 60.5% prefer Indian brands, whereas 39.5% purchase foreign brands. The online shopping pattern indicates that 50.9% of respondents have been shopping online for 4–6 years, followed by 29.5% for the past three years and 19.5% for more than six years. Overall, the respondents are fairly distributed between Millennials and Gen-Z, with a higher representation of male shoppers. Indian brands account for a larger share of purchases, while most respondents have between four and six years of online shopping experience.

5.2. Influence of AI-Driven Digital Marketing Practices on Shopping Experience of Digital Native Shoppers

Multiple Regression Analysis (MRA) was performed to examine the influence of AI-Driven Digital Marketing Practices on Shopping Experience among digital native shoppers towards sustainable electronic products. Shopping Experience was considered the dependent variable, while AI-Enabled Personalisation, AI-Powered Product Recommendations, AI-Driven Targeted Advertising and AI-Enabled Conversational Marketing were treated as independent variables. The analysis was undertaken to assess the individual contribution of each dimension to consumers' shopping experience.

Table 2
Influence of AI-Driven Digital Marketing Practices on Shopping Experience of Digital Native Shoppers – Multiple Regression Analysis

Variables	B	SE	β	t-value	p-value
Constant	.625	1.017		.615	0.539
AI-Enabled Personalisation	.547	.106	.393	5.136	< 0.001**
AI-Powered Product Recommendations	.213	.098	.150	2.175	< 0.031*
AI-Driven Targeted Advertising	.309	.106	.202	2.908	< 0.004**
AI-Enabled Conversational Marketing	.152	.085	.114	1.793	0.074NS

Source: Primary Data; Dependent Variable: Shopping Experience
(p < 0.01; * p < 0.05; NS = Not Significant.)**

The regression model explains 56.9% or 57% of the variation in Shopping Experience (Adj. R^2 = 0.56.9), while the remaining 43% is explained by other factors not included in the model. The overall model is statistically significant (F = 73.368, p < 0.001), indicating that the four dimensions of AI-Driven Digital

Marketing Practices collectively have a significant influence on Shopping Experience. Therefore, the main hypothesis (H1) is accepted.

The coefficient results indicate that AI-Enabled Personalisation ($\beta = 0.393$, $p < 0.001$) has the strongest positive influence on Shopping Experience, followed by AI-Driven Targeted Advertising ($\beta = 0.202$, $p = 0.004$) and AI-Powered Product Recommendations ($\beta = 0.150$, $p = 0.031$). These findings suggest that personalised marketing communication, relevant advertisements and suitable product suggestions contribute to a better shopping experience. Hence, H1a, H1b and H1c are accepted.

However, AI-Enabled Conversational Marketing ($\beta = 0.114$, $p = 0.074$) does not have a statistically significant influence on Shopping Experience at the 5% significance level. This indicates that chatbot-based communication and virtual assistance alone may not substantially improve consumers' overall shopping experience. Therefore, H1d is not supported. Overall, the findings establish that AI-Enabled Personalisation is the most influential dimension, followed by AI-Driven Targeted Advertising and AI-Powered Product Recommendations. The results highlight the importance of relevant and personalised digital marketing practices in improving the shopping experience of digital native shoppers.

5.3. Influence of Shopping Experience of Digital Native Shoppers on Loyalty Intention towards Sustainable Electronic Products – Simple Regression Analysis

A Simple Regression Analysis was performed to examine the influence of Shopping Experience on Loyalty Intention among digital native shoppers towards sustainable electronic products. Shopping Experience was considered the independent variable, while Loyalty Intention served as the dependent variable. The analysis was undertaken to determine whether a satisfactory shopping experience encourages consumers to maintain their preference for sustainable electronic product brands.

The regression model (Table 3) is statistically significant, as indicated by the F-value of 338.671 ($p < 0.001$). The Adjusted R^2 value of 0.607 indicates that Shopping Experience explains approximately 60.7% of the variation in Loyalty Intention among digital native shoppers towards sustainable electronic products. The remaining 39.3% may be explained by other factors not included in the model.

Table 3

Influence of Shopping Experience of Digital Native Shoppers on Loyalty Intention towards Sustainable Electronic Products – Simple Regression Analysis

Variables	B	SE	β	t-value	p-value
Constant	5.712	0.653	–	8.743	0.000
Shopping Experience	0.682	0.037	0.780	18.403	< 0.001**

Source: Primary Data; (Sign. at 1% level)**

(Dependent Variable: Loyalty Intention of Digital Native Shoppers)

The regression results (Table 3) reveal that Shopping Experience has a significant positive influence on Loyalty Intention ($\beta = 0.780$, $t = 18.403$, $p < 0.001$). The positive unstandardised coefficient ($B = 0.682$) indicates that an improvement in Shopping Experience is associated with an increase in Loyalty Intention. Therefore, H2: Shopping Experience has a significant positive influence on Loyalty Intention is accepted.

The findings suggest that digital native shoppers who experience convenience, relevant product information and satisfactory interactions are more likely to continue purchasing sustainable electronic products from their preferred brands. This highlights the importance of providing a positive shopping experience in developing consumer loyalty intention.

5.4. Relationship between AI-Driven Digital Marketing Practices and Loyalty Intention of Digital Native Shoppers towards Sustainable Electronic Products – Correlation Analysis

Pearson's Product-Moment Correlation Analysis was performed to examine the relationship between the four dimensions of AI-Driven Digital Marketing Practices and Loyalty Intention towards sustainable electronic products. The analysis assessed the strength and direction of the association between each dimension and consumers' willingness to continue purchasing from their preferred brands.

Table 4

Relationship between AI-Driven Digital Marketing Practices and Loyalty Intention of Digital Native Shoppers towards Sustainable Electronic Products – Correlation Analysis

Variables	Mean	SD	(r)	p-value
AI-Enabled Personalisation	14.52	1.910	0.678	< 0.001**
AI-Powered Product Recommendations	13.57	1.870	0.648	< 0.001**
AI-Driven Targeted Advertising	13.75	1.743	0.622	< 0.001**
AI-Enabled Conversational Marketing	11.41	1.992	0.571	< 0.001**

Source: Primary Data; (Sign. at 1% level)**

The correlation results (Table 4) indicate that all four dimensions of AI-Driven Digital Marketing Practices have positive and statistically significant relationships with Loyalty Intention. Among them, AI-Enabled Personalisation exhibits the strongest positive relationship ($r = 0.678$, $p < 0.001$), followed by AI-Powered Product Recommendations ($r = 0.648$, $p < 0.001$) and AI-Driven Targeted Advertising ($r = 0.622$, $p < 0.001$). AI-Enabled Conversational Marketing also shows a positive and significant relationship ($r = 0.571$, $p < 0.001$), although its association is comparatively weaker.

Overall, the findings indicate that consumers who receive personalised information, relevant product recommendations, targeted advertisements and conversational assistance tend to report higher Loyalty Intention towards sustainable electronic products. Therefore, H3: AI-Driven Digital Marketing Practices have a significant positive relationship with Loyalty Intention is supported in terms of the positive and significant associations observed.

5.5. Summary of Hypotheses Testing

The proposed hypotheses were examined using the results of regression and correlation analyses. The decisions reached for each hypothesis are presented in Table 6. The statistical results provide support for six of the seven hypotheses (major and sub-hypotheses) formulated for the study. The individual effects of AI-Enabled Personalisation, AI-Powered Product Recommendations and AI-Driven Targeted Advertising on Shopping Experience were found to be statistically significant. Among these dimensions, personalisation recorded the strongest contribution. However, AI-Enabled Conversational Marketing did not demonstrate a significant effect (Table 6). This indicates that chatbot-based interaction and virtual assistance may not have the same level of influence on consumers' shopping experience as personalised information, product suggestions and targeted advertisements.

Table 6
Summary of Hypotheses Testing

Hypothesis	Relationship between Variables	p-value	Decision
H1a	AI-Enabled Personalisation → Shopping Experience	< 0.001**	Supported
H1b	AI-Powered Product Recommendations → Shopping Experience	0.031*	Supported
H1c	AI-Driven Targeted Advertising → Shopping Experience	0.004**	Supported
H1d	AI-Enabled Conversational Marketing → Shopping Experience	0.074 NS	Not Supported
H1	AI-Driven Digital Marketing Practices → Shopping Experience	< 0.001**	Supported

H2	Shopping Experience → Loyalty Intention	< 0.001**	Supported
H3	AI-Driven Digital Marketing Practices ↔ Loyalty Intention	< 0.001**	Supported

The overall analysis also confirms a significant relationship between AI-Driven Digital Marketing Practices and Shopping Experience. Further, the regression results establish that a better Shopping Experience is associated with stronger Loyalty Intention towards sustainable electronic products. The correlation findings also show that all four dimensions of AI-Driven Digital Marketing Practices are positively associated with Loyalty Intention. Taken together, the results indicate that personalised marketing, suitable product recommendations and relevant advertisements are important aspects of digital engagement, while a satisfactory shopping experience is closely associated with consumers' willingness to maintain their preference for sustainable electronic product brands.

6. Suggestions and Recommendations

Electronic product manufacturers and digital marketers should prioritise AI-enabled personalisation by providing product information and offers that match consumer preferences. Product recommendations and targeted advertisements should clearly communicate product specifications, energy efficiency and sustainability benefits. Businesses should also improve chatbot services by providing clear and useful responses to customer enquiries, even though conversational marketing did not show a significant influence on Shopping Experience.

The findings further highlight the importance of maintaining a satisfactory shopping experience through convenient product searches, reliable information and effective customer support. Since Shopping Experience significantly influences Loyalty Intention, businesses should focus not only on attracting consumers but also on maintaining their interest through consistent engagement and clear product communication. These efforts may strengthen customer relationships and encourage repeat purchases of sustainable electronic products.

7. Implications, Limitations, Directions for further research and Conclusion

The present study examined the influence of AI-Driven Digital Marketing Practices on Shopping Experience and Loyalty Intention towards sustainable electronic products among digital native shoppers in Chennai. The findings reveal that AI-driven marketing practices play an important role in shaping consumers' shopping experience. Among the four dimensions, AI-Enabled Personalisation showed the strongest influence, followed by AI-Driven Targeted Advertising and AI-Powered Product Recommendations. However, AI-Enabled Conversational Marketing did not demonstrate a statistically significant influence on Shopping Experience. The study also established that Shopping Experience has a significant positive influence on Loyalty Intention.

Further, all four dimensions of AI-Driven Digital Marketing Practices showed positive and significant correlations with Loyalty Intention.

The findings provide useful insights for electronic product manufacturers, marketers and retailers seeking to improve their digital marketing activities. Businesses should give priority to personalised communication, relevant product suggestions and targeted advertisements while ensuring that consumers receive a satisfactory shopping experience. The results also indicate that digital marketing strategies should focus not only on attracting shoppers but also on maintaining their interest and encouraging continued relationships with brands. In this way, AI-supported marketing can contribute to improving consumer engagement and loyalty intention towards sustainable electronic products.

The study is limited to 220 digital native shoppers in Chennai and follows a cross-sectional research design. Therefore, the findings represent respondents' perceptions at the time of data collection and may not fully reflect the behaviour of consumers in other geographical locations or age groups. Future studies may include respondents from different cities and regions to examine whether similar patterns exist across consumer groups. Researchers may also consider additional factors such as consumer trust, perceived sustainability, purchase intention and customer satisfaction to gain a broader understanding of AI-driven marketing in the sustainable electronics market. Longitudinal research could further examine whether positive shopping experiences translate into continued purchasing behaviour over time. Overall, the study highlights the importance of personalised and relevant AI-driven marketing practices in improving shopping experience and strengthening loyalty intention among digital native shoppers towards sustainable electronic products.

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