THE IMPACT OF AI ON CONSUMER BEHAVIOUR: AN EXPLORATORY STUDY OF CONSUMER ATTITUDES TOWARDS AI-POWERED MARKETING

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Abstract

There is a significant impact of AI on the behavior of consumers in the market-based economy in the context of globalization under the approach of explorative-based study concerning the attitudes of consumers toward AI-powered marketing. In these perspectives, the major statement of the research problem is based on trying to explore the unfolding facts about the process, determinants, and consequences of the impact of AI on the behavior of consumers in the context of attitudes of consumers toward AI-powered marketing. The major objective of this research paper is based on the justification of and answering of emerging issues concerning the impact of AI on the behavior of consumers. The methodology of this research paper is based on the empirical study among a sample of consumers. Primary data is collected by structured schedule with a pre-determined sample size. Collected primary data is analyzed by MS Excel and SPPS software accordingly with indicators of objectives. The findings of the study show that there is cordial nexus between AI and the behavior of consumers in a market-based economy in the context of globalization. Based on these findings, it can be recommended that there is a need to conduct an empirically based study on the micro level for better enhancement in this area. Therefore, this study encourages policymakers, researchers, academicians, and students for furthers research in this area. Therefore, it can be summarized that the entire debate should be analyzed in the framework of marketing.

Keywords: AI, consumers, consumer behavior, consumer attitudes, market, AI-powered marketing

1. Introduction

Artificial intelligence (AI) is the solution for improving the digital experience and delivering personalized information. This infinite stream of customer-curated data is growing. Many marketers rely on artificial intelligence to extract and use data. AI enables organizations to collect and act on precise real-time client information, allowing them to create customized digital marketing experiences. Businesses have a long way to go before adopting AI-based apps, but many understand the need of incorporating AI into digital marketing techniques for creating an excellent customer experience during the purchasing process [1]. According to Khatri [2], there is a

significant role of artificial intelligence in determining the behavior of customers from the perspective of marketing because a market-based economy leads to the phenomena of attitudes and perceptions of consumers regarding behavioral economics. Additionally, it is also realized that these perspectives give a vital role in determining consumers' behavior. Similar study given by Dias et. al. [3], consumers' attitudes and perceptions are important phenomena in the perspective of behavioral changes according to the dynamics of AI-powered marketing. Since the study of the influence of AI on consumer behavior rests on a foundation of new liberal economic policies, the implications of globalization are also a major element in the phenomenon of determining consumer behavior. From these perspectives, this study also suggests conducting a depth analysis of the phenomena of the attitudes and perceptions of consumers regarding the impact of AI on consumer behavior. Based on the findings of a study by Gera and Kumar [4], there is cordial nexus between artificial intelligence and consumers' behavior regarding the analysis of the impact of AI on marketing. Mechanisms and processes of marketing move around the periphery of the globalization of the consumer-based market towards AI-powered marketing. This research provides an analytical framework for examining the marketing process and its effects on customer behavior in the context of artificial intelligence in India. Therefore, the behavioral approach gives a base for determining in the context study of the role of artificial intelligence in marketing.

There is a significant impact of AI on consumer behavior because the present era is the synonym of global technology. AI plays an important role in the phenomena of the behavior of consumers in the market-based economy. The entire process of AI is based on the dynamics of the market-based economy in the consequences of globalization [5],[6]. It is generally recognized that attitudes, beliefs, and norms play a significant role in the emergence of consumer behavior toward AI-based marketing, and there is evidence that AI has a beneficial influence on customer attitudes and behavioral approaches. The entire debate is concerned with the phenomena of AI-powered marketing. The market-based economy offers a paradigm for comprehending economic development to the effects of AI on consumer behavior. Therefore, the behavioral approach is an important phenomenon from the perspective of AI-based marketing [7]. In the context of the nexus of social media and the role of AI in the process of marketing in the case of the market-based economy of Bahrain in the Middle East, there is the significant importance of AI-based marketing in the determination of the behavior of the consumer in a market-based economy [8]. According to Giza and Wilk [9], revolution 4.0 is a leading factor in the consequences of the role of AI toward determining consumers' attitudes and behavior in the consequences of globalization. According to Srivastava and Singh [10], artificial intelligence predicts the behavior of consumers regarding the positive role of attitudes and perception in the exploration-based study about consumers' attitudes toward AI-powered marketing. The authors conducted a depth analytical-based study in the context of the role of AI on consumers' attitudes and behavior. In a study by Kaczorowska-Spychalska [11], Awareness of the effects of artificial intelligence on consumer behavior is increasingly becoming digitized and virtualized. This study also presents a vital phenomenon about the process of virtualization of the impact of AI on consumers' attitudes and impact. In the context of South Asia, the study also reveals the significant

role of AI-powered marketing concerning the impact of AI on consumers' attitudes and behavior in the consequences of globalization.

In the consequences of the role of AI in the determination of the behavior of consumers, there is a significant role of AI-based marketing and approach in the behavior of consumers in the market-based economy. AI-based marketing is a new phenomenon in the determination of attitudes and behavior of consumers towards AI-powered marketing in the consequences of globalization in new liberal economic policies [12]. Regarding the role of AI-based marketing and its approach to consumer behavior, there are lots of challenges and discriminations concerning the phenomena of the market-based economy of both developed and developing countries. There is a need to give a specific dimension and space to AI-powered marketing. AI-based marketing is moving concerning around behavioral economics in both developed and developing countries [13].

1.1 AI and Consumers' Behaviour with a multidimensional approach

There is a significant impact of Artificial Intelligence (AI) on the determination of consumers' behavior in the context of psychological reflection of cost and benefit analysis [14]. In the case of the impact of AI on the buying process of fashion retailers, AI gives an important role in the process of marketing goods according to the changing dynamics of the behavior of consumers [15]. Use and implementation of AI in shopping malls, it is realized that AI is creating an environment of music in shopping malls. These consequences are positively influencing the behavior of consumers toward the process of marketing [16]. There is a significant impact of AI on determining of reflection of wishes and abilities of consumers in the retail industry because consumers receive a little bit of information about goods and services through the use of AI [17]. There is a significant impact of AI on the measurement of global trends in the retail industry because the use of AI minimizes the risk of marketing products in the market [18]. There is a significant influence of digitalization on consumers' behavior in retail toward AI-powered marketing. These consequences also show that the influences of digitalization are positively associated with the phenomena of determining attitudes, perceptions, and behavior of consumers in a market-based economy in the context of globalization [19]. There is a significant effect of AI quality on customer relationships and brand equity because the quality of AI improves the value of brands among customers according to their attitudes, perception, belief, and behavior [20,21]. These consequences determine the behavioral cost-benefit analysis of the role and function of AI-powered marketing.

In conclusion, from the perspective of consumers' views toward AI-powered-based marketing, it can be stated that there is a substantial influence of AI on consumers' behavior, as described in the introduction. In these consequences, there is a need for critical analysis of the impact of AI on the behavior of consumers in the market-based economy. It also needs to start a debate concerning the positive role of AI-based powered marketing in the world economy.

The introduction part gives a realistic picture of the role of AI on consumers' attitudes and perceptions concerning the study of process, determinants, and consequences of the role and function of AI on the attitudes of consumers. The entire discussion and debate of the introduction

part are based on depth analysis of the influences of AI on the behavior of consumers in the consequences of globalization in the context of new liberal economic policies. Consequences of new liberal economic policies are positively associated with better performance of AI on consumers' attitudes and perceptions in India and the rest of the world.

Based on the above concise description of the study of the impact of AI on consumers' attitudes and behavior in this paper, the next section is based on the critical analysis of a review of the literature concerning the study of attitudes, perception in the context of individual economics of consumers regarding the impact of AI on consumers' behavior. Therefore, the section of the introduction part gives a base for developing an understanding of the analysis of related literature based on retrospective to the prospective manner of the study design for giving a direction to background the study in the current framework.

The above summaries, points give a base for analyzing the critical view of related literature in the context of a conceptual framework. This conceptual framework would be better considered in the framework of the following keywords:

i.   Searching related literature
ii. Selection of related literature
iii. Theoretical framework
iv. Conceptual framework.

2. Review of Literature

The following sections provide a review of the literature based on the background information provided above:

i.   Impact of AI on consumer behavior in both developed and developing countries.
ii. The approach of consumers' attitudes toward AI-powered marketing.
iii. The Study of emerging challenges concerning the impact of AI on behaviour of the consumers.
iv. AI and its Impact on the Attitudes of Consumers.

2.1 Impact of AI on consumer behavior in both developed and developing countries

An approach to understanding the phenomenon of the process, factors, and implications of the effect of AI-based marketing on consumer behavior in a market-based economy is provided by the study [22]. There is a positive role in the impact of AI on consumer behavior in both developed and developing countries, the study gave an approach to exploring a phenomenon about the nexus of the impact of AI and the behavior of consumers regarding behavioral economics [23]. From these perspectives, there is a need to give a specific dimension to the implementation of AI-based marketing in traditional-based marketing in developing countries [24]. About the positive role of AI on the behavior of the consumer is leading to the digital-based economy and online marketing in both developed and developing countries as the consequences of globalization [25]. In the context of India, it is realized that the behavioral approach of consumers is an important phenomenon in the process of measuring the impact of AI on consumers' behavior because cost and benefit analysis of individual economics gives a significant role in the processing of impact of

role and function of AI on the consumer-based economy [26]. Cultural behavior gives an important role in determining the behavior of consumers in the market-based economy in the context of the impact of AI on consumer behavior in India [27]. Additionally, the study also suggests conducting an empirical-based study concerning the depth study about measuring the impact of AI on consumer behavior in India. However, major problems are occurring in the periphery of unawareness about the implications of AI among consumers in the market-based economy of India. In these consequences, there is a need to fill the gap between policymaking and implementation.

2.2 The approach of consumers' attitudes toward AI-powered marketing

Dimension of approach is an important factor in the determination of consumers' attitudes toward AI-powered marketing. It determines the psychological behavior of consumers in the process of marketing [28]. Regarding this, both economic and non-economic phenomena give an important role in the formation of consumers' attitudes toward AI-powered marketing [29]. The phenomena of attitudes of consumers play a significant role in the case of creating an association between consumers' attitudes and AI-powered marketing [30]. The approach of consumers' attitude gives a significant role in the process of AI-powered marketing in India because the findings of the study explore various multidimensional approaches in the context of psychological behavior in the periphery of process, determinants, and consequences of new liberal economic policies [31]. AI-powered marketing is positively associated with the phenomena of dynamics of the market-based economy in the context of globalization because the study gives a base for developing an understanding of the functional approach in the study of consumers' attitudes toward AI-powered marketing in Asian countries [32].

2.3 Study of emerging challenges concerning the impact of AI on behaviour of the consumers

The consequences of the study of the emerging challenges concerning the impact of AI on the behavior of the consumers, findings of the study suggested that there is a need to manage the emerging challenges in the periphery of the impact of AI on the behavior of the consumers [33]. There is a need to manage the emerging challenges concerning the impact of AI on the behavior of consumers. There is a need to start to give a new approach to the phenomena of the role of AI on the behavior of consumers [34]. In the context of both developed and developing countries, it is realized that there are lots of technical and non-technical problems being generated by the consequences of a market-based economy. Additionally, the study also explored the phenomena occurring in vulnerable challenges and its solution in the context of management [35]. In these consequences, there is a need to exploring to the emerging challenges concerning the analysis and measuring of the impact of AI on behavior of the consumers in the market-based economy. Apart from that, the study also suggests developing a way to manage emerging challenges [36]. In the context of the role and function of AI in the process of managing emerging challenges in the context of the impact of AI on the behavior of consumers. The study also suggested analyzing the components of emerging challenges and problems in the study of the impact of AI on the behavior

of consumers [37]. In light of the preceding synopsis and critical examination of relevant literature, it becomes clear that the peripheral effects of globalization on the global economy are fraught with interconnected difficulties and challenges.

2.4 AI and its Impact on the Attitudes of Consumers

In the case of the impact of AI on the attitudes of consumers, it is realized that AI is positively associated with the attitudes of consumers in the context of promoting online shopping across the globe. Trends and processes of online shopping are being functioned by marketing with the use of AI [38]. In the context of fashion, AI is promoting buying behavior of consumers according to their norms, culture, attitude, and belief in the perspective of attitude [39], [40]. Consumers' response is an important factor in determining attitude according to the consequences of marketing because the function of the market is based on the attitudes of consumers and the use of AI promotes it [41]. In these perspectives, both AI and consumers' attitudes are correlated to each other in the sense of marketing because present phenomena of marketing moving around the use of AI [42]. In the context of both developed and developing countries, it is realized that there is cordial nexus between AI and its impact on the attitudes of consumers because the study explores linear sequences about the depth study of measuring AI and its impact on the attitudes of consumers in India and rest of world [43], [44]. There is a need to conduct a depth study about the role and function of AI and its impact on the attitudes of consumers regarding the consequences of globalization in India. However, the study also covered a multidimensional approach to the attitudes of consumers toward AI [45], [46].

From the above brief critical examination of the literature review that was chosen within the context of switching from a retrospective to a prospective research design, the following conclusion may be drawn:

i. A selected review of the literature gives a base for developing an understanding of the process, determinants, and consequences of the impact of AI on consumers' attitudes and behavior in the market-based economy of the world. Additionally, it can be also summarised that the entire debate of this review presents multiple angles about the study of the role and function of the impact of AI on consumers' attitudes and behavior.

ii. It is also realizing that the entire discussion is based on the concern around the impact of AI on consumers' attitudes and perceptions from an Indian perspective because the study gives an approach to developing a base for the study of cultural phenomena including perception, attitudes of consumers toward the impact of AI in marketing.

iii. Thirdly, it is also important to mention that both analyses are based on the critical analysis of the dynamics of globalization in the context of cost and benefit analysis of the impact of AI on consumers' attitudes and behavior. Therefore, it should be analyzed in the depth framework.

iv. Finally, it can be realized that there is a need to develop a methodological framework for the depth study of the impact of AI on the attitudes and behavior of consumers in the context of globalization in India. In these consequences, there is a need to conduct an empirical-based study concerning around above points.

Based on the above concise description and critical analysis of the phenomena about the explorative study about the impact of AI on consumers' behavior, it is realized that the selected review of literature gives a little bit of information about the phenomena of the role and function of AI-based marketing in both developed and developing countries as a global perspective of economy. In these consequences, a major statement of the research problem is based on the answer of unfolding facts about the phenomena of the impact of AI on the behavior of consumers. A selected review of literature is silent in the case of information about the impact of AI on the behavior of consumers and AI-powered marketing. There is a need to give specific dimensions about the role and function of AI-based digital marketing of emerging challenges concerning the impact of AI on the behavior of consumers.

3. Materials and Methods
The phrase research methodology refers to the systematic technique that researchers follow when conducting a study or enquiry. The term "research methodology" refers to a systematic framework for collecting, analyzing, and interpreting data in order to answer a specific research question. The specific research questions for the studies are as follows:
  i. How and what do consumers behave and perceive about AI-powered marketing techniques?
 ii. How has AI-powered marketing created an impact on the consumer decision-making process?
iii. What are the factors that affect and generate consumer trust in AI-powered marketing and AI-driven marketing strategies?
iv. What can be the potential benefits and drawbacks of AI-powered marketing from the consumer perspective?

Based on the above research questions, there are the following objectives:
  i. To understand consumer perceptions and attitudes toward AI-powered marketing techniques.
 ii. To examine the impact of AI-powered marketing on consumer decision-making processes.
iii. To identify the factors that influence consumer trust in AI-powered marketing and AI-driven marketing strategies.
iv. To explore the potential benefits and drawbacks of AI-powered marketing from the consumer perspective.

The above objectives are justified by conducting a primary-based field-based survey in the online digital market of India. Primary data is collected among 225 respondents (Consumers) through stratified random sampling with the help of a structured schedule with open-ended questions. For the Analysis of collected data Excel and SPSS tools are used. As mentioned above all the first three objectives are measured by regression analysis and the fourth objective is justified by descriptive analysis of the review of the literature.
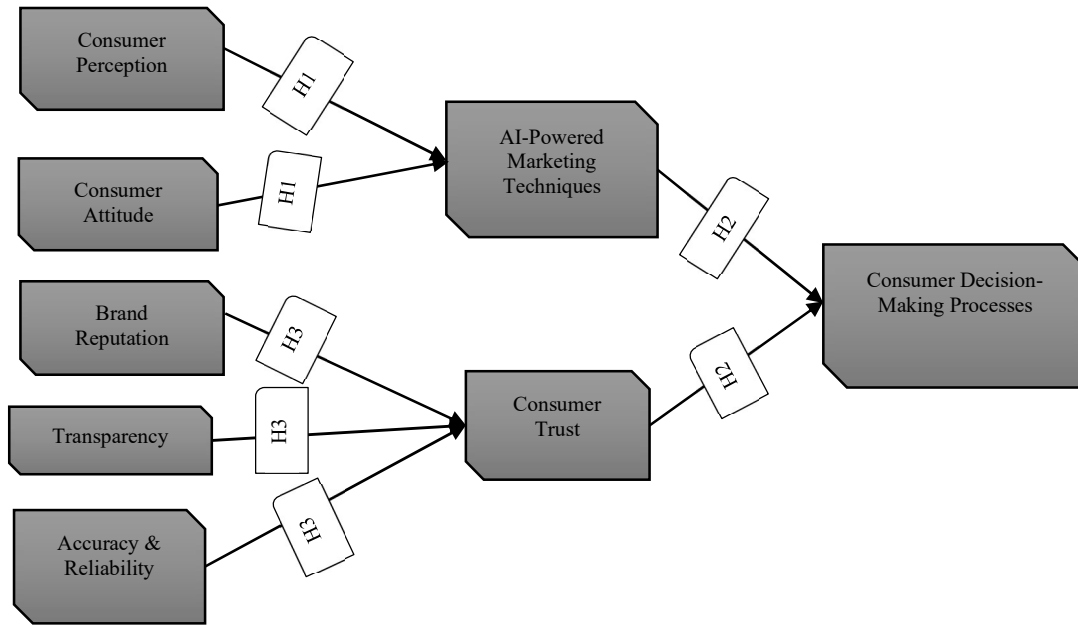
4. Research Model

Figure 1: Research Model

The research model seen in Fig. 1 above is an organized depiction of the fundamental concepts, variables, connections, and assumptions that govern a research project. It gives a clear and systematic method for comprehending, analyzing, and interpreting data in a given context. The influence of Consumer Perception and Consumer Attitude on AI-Powered Marketing Techniques Adopted by Organizations is depicted in Fig. 1. It presents a clear picture of how Brand Reputation, Transparency, Accuracy & Reliability, and Accuracy & Reliability influenced Consumer Trust in AI-Powered Marketing Techniques used by firms. Finally, the study model specifies the impact of AI-Powered Marketing Techniques used by businesses and Customer Trust on Consumer Decision-Making Processes for Purchasing Products.

Source: Author's Preparation

5. Result and Analysis

5.1 Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents

S No.	Demographic Characteristics	Category	N	%
1	Gender	Female	94	41.8%
		Male	131	58.2%
2	Age	16-25 years	57	25.3%
		26 -35 years	80	35.6%
		36 - 45 years	49	21.8%
		46 - 55 years	28	12.4%
		More than 55 years	11	4.9%
3	Education	Primary Education	24	10.7%
		Secondary Education	17	7.6%
		Graduate	74	32.9%
		Post-Graduate	63	28.0%
		Ph.D.	17	7.6%
		Others	30	13.3%
4	Occupation	Self-Employed	80	35.6%
		Servicemen	100	44.4%
		Others	45	20.0%
5	Income	20,000-40,000	31	13.8%
		40,001-60,000	81	36.0%
		60,0001-80,000	58	25.8%
		less than 20,000	31	13.8%
		More than 80,000	24	10.7%
6	Residence	Rural	73	32.4%
		Urban	113	50.2%
		Semi-Urban	39	17.3%
7	Does the Brand Reputation impact your purchase decision making	No	5	2.2%
		Yes	220	97.8%

Source: Author's Preparation

Table 1 shows "the Demographic Characteristics of the Consumers" in the context of their Gender, Age, Education Qualification, Occupation Residence, and Income. According to Table 1, out of 225 consumers, 58.2% are male and 41.8% are females, which belong to Rural, Urban, and Sem-Urban areas, the age group of these farmers varies from 16-25 years to More than 55 years, which

most of them belong to the age group of 26 -35 years(i.e., 35.6%). The education level of the consumer is defined under 6 categories (i.e., Primary Education, Secondary Education, Graduated, Post- Graduated, PhD., and Others) in which most of them had completed a bachelor's degree (i.e., 32.9%), and their income ranged from 20,000 to More than 80,000, out of these 97.8% consumers purchase decision is impacted by Brand Reputation.

5.2 Hypothesis testing

H1: Consumer Perception and Consumer Attitude Influence the AI-Powered Marketing Techniques.

Table 2: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R	R2	F	t-value	p-value	Hypotheses Result
	Consumer Perception -> AI-Powered Marketing Techniques	0.199	0.918	0.842	591.979	4.658	0.000	Supported
H1	Consumer Attitude -> AI-Powered Marketing Techniques	0.749				15.372	0.000	Supported

Source: Author's Preparation

The hypothesis analyses if Consumer Perception and consumer Attitude have an impact on AI-Powered Marketing Techniques. The dependent variable AI-Powered Marketing Techniques was regressed on the predictive variables Consumer Perception and Consumer Attitude to test the hypothesis. F = 591.979, p<0.00, demonstrating that Consumer Perception and consumer Attitude have a significant influence on the AI-Powered Marketing techniques used by companies (b = 0.1990.749, and p<.001). Furthermore, the R2 =.918 implies that the model explains 91.8% of the variation in AI-Powered Marketing techniques used by companies. According to the findings, Consumer Perception and Consumer Attitude enhance AI-Powered Marketing Techniques used by companies, so an alternate hypothesis is accepted.

H2: AI-Powered Marketing Techniques and Consumer Trust shows a significant impact on Consumer Decision-Making Processes.

Table 3: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R	R2	F	t-value	p-value	Hypotheses Result
H2	AI-Powered Marketing Techniques -> Consumer Decision-Making Processes	0.971	0.752	0.566	144.629	16.251	0.000	Supported
	Consumer Trust -> Consumer Decision-Making Processes	0.240				2.416	0.016	Supported

Source: Author's Preparation

The hypothesis analyses if AI-Powered Marketing Techniques and consumer Trust has an impact on Consumer Decision-Making Processes. The dependent variable Consumer Decision-Making Processes was regressed on the predictive variables AI-Powered Marketing Techniques and Consumer Trust to test the hypothesis. F = 144.629, p<.005, demonstrating that AI-Powered Marketing Techniques and Consumer Trust have a significant influence on the Consumer Decision-Making Processes(b = 0.971&0.240 and, p<.005). Furthermore, the R2 =.752 implies that the model explains 75.2% of the variation in Consumer Decision-Making Processes. According to the findings, AI-Powered Marketing Techniques and consumer Trust enhances Consumer Decision-Making Processes, and an alternate hypothesis is accepted.

H3: Brand Reputation, Transparency, and Accuracy & reliability enhance Consumer Trust in AI-Powered Marketing Techniques.

Table 4: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R	R2	F	t-value	p-value	Hypotheses Result
H3	Brand Reputation -	1.900	0.367	0.135	11.499	2.527	0.012	Supported

	> Consumer Trust							
	Transparency -> Consumer Trust	0.168				3.065	0.002	Supported
	Accuracy & Reliability -> Consumer Trust	0.163				2.825	0.005	Supported

Source: Author's Preparation

The hypothesis analyses if Brand Reputation, Transparency, Accuracy & Reliability have an impact on Consumer Trust. The dependent variable Consumer Trust was regressed on the predictive variables of Brand Reputation, Transparency, and Accuracy & Reliability to test the hypothesis. F = 11.499, p<.005, demonstrating that AI-Powered Marketing Techniques and Consumer Trust have a significant influence on the Consumer Decision-Making Processes (b = 1.900, 0.168& 0.163 and, p<.005). Furthermore, the R2 =.367 implies that the model explains 36.7% of the variation in Consumer Trust. According to the findings, Brand Reputation, Transparency, Accuracy & Reliability enhance Consumer Trust regarding the AI-Powered Marketing Techniques used by companies, and an alternate hypothesis is accepted.

H4: Potential benefits and drawbacks of AI-powered marketing from the consumer perspective.
In a study by Castilo et. al., [47] there is a significant benefit of AI-powered marketing from the consumer perspective because analysis of the study presents the phenomena of exploring the process of co-destruction from the consumer perspective. Additionally, in this study consumers' perspective may be defined as the dynamics of wishes and abilities toward AI-powered marketing in the context of globalization. A similar study given by Rathore [48], based on the role and function of AI-powered marketing is also leading the fashion brands among consumers as well as important tools in the study of processes, determinants, and consequences of the attitudes, perceptions, and behavior of the consumers in the perspective of consumers. Apart from this, the study of He et. al., [49], shows that the experiences of consumers are an important factor in the process of understanding the potent benefits of AI-powered marketing from the consumer perspective. The findings of the study of Burlacu [50], show that role of the youth generation is an important phenomenon in the measurement of experiences, perceptions, attitudes, and behavior of the consumers in the perspective of consumers. Additionally, the study also suggests an empirical-based investigation in the framework of cost-benefit analysis. A study by Akter et. al., [51] shows that the role of innovation capability is an important phenomenon in the context of measuring the analysis of benefits and drawbacks of AI-powered marketing in the context of globalization in the

market-based economy. Based on the above concise critical analysis of the selected review of literature, it is realized that these perspectives are giving an important role in determining the cost-benefit analysis of AI-powered marketing from the perspective of consumers. Therefore, it can be justified that the potential benefits and drawbacks of AI-powered marketing are from the perspective of consumers.

6. Discussion

Based on the above concise analysis of the results, it can be discussed that perception and attitudes are an important part of AI-powered marketing from the perspective of the dynamics of the market. Therefore, it is also realized that both perception and attitudes are being reflected by human sense concerning the strategies and techniques of marketing of AI in the context of globalization. The result part also shows that the dynamics of wishes and abilities determine the process, determinants, and consequences of the role and function of perception and attitudes by its influencing AI-powered marketing under the approach of new liberal economic policies. Similar to Gerlich's results [43] customers are more drawn to virtual influencers and that virtual influences are viewed as more trustworthy, reliable, and relevant to customers' preferences, resulting in an increase in buy intention. Therefore, it can be discussed that the entire discussion of the above paragraph gives a realistic picture of the dynamics of perception and attitudes of consumers in the process of consequences of AI-powered market technique in the market-based economy. Additionally, these consequences are influenced by the psychological behavior of consumers.

Based on the result part of the second objective, it can be discussed that the decision-making process is an important part of the AI-powered marketing technique in the context of the trust of consumers. In this perspective, the decision-making process can be considered and explained as a tool of cost and benefit analysis accordingly to strategies and techniques of AI-powered marketing. The result part also shows that the decision-making process of consumers is based on both economic and non-economic phenomena by its role in the functioning of the market in the context of globalization, the results are in line with previous research by Kim [52]. Therefore, it can be summarised that exploration, design, and selection are important parts of the decision-making process of consumers in the sense of economic and non–economic factors under the approach and model of Herbet Simon. In this view, it should be analyzed from the perspective of the horizontal and vertical framework in the context of different time and space contexts of AI-powered marketing techniques and the trust of consumers.

In the context of the result part of the third objective, it can be discussed that brand reputation, transparency, accuracy, and reliability give an important role in the determining trust of consumers in AI-powered marketing techniques. In these consequences, it is realized that the value of a brand is positively associated with the formation and function of trust of consumers according to the AI-powered marketing technique. The results coincide with previous research by Nguyen [51] and Chiu et al. [20] there is cordial nexus between consumers' trust and brand values of AI-powered marketing techniques in the market-based economy.

Based on the description and analysis of the fourth objective, it can be discussed that potential benefits and drawbacks of AI-powered marketing from the perspective of consumers, it can be realized that consumers take decisions based on their attitudes, perceptions, belief, and norms about the production of the market of AI. It gives an important role in developing an understanding of AI-powered marketing techniques with cost and benefit analysis with its drawbacks. The results coincide with previous research by Castilo et. al., [47], Rathore [48], He et. al., [49], Burlacu [50], and Akter et. al., [51] potential benefits can be better considered in a way of retrospective to the prospective manner of the study design in the context of globalization.

From what has been said so far, it is clear that the information provided in the results section serves as a foundation upon which to build an understanding of the phenomena of process, determinants, and consequences of marketing strategies and techniques from the vantage point of consumers' psychological behavior in a free market economy. Therefore, it is realized that the entire discussion part is based on trying to explore new phenomena concerning the AI-powered marketing technique and its role in the formation and function of the behavior of consumers. Therefore, it is summarised that the entire discussion is based on the cordial nexus between consumers and the marketing of AI.

7. Conclusion and Recommended Policies

Based on the above discussion part, it can be concluded that there is a significant impact of AI on consumers' behavior as well as cordial linkages between the role and function of AI and the behavior of consumers in a market-based economy. In the perspective of the explorative study of attitudes of consumers toward AI-powered marketing, it is realized that cultural values give an important role in the formation of the behavior of consumers toward the function of the market in the context of new liberal economics in the consequences of globalization. Therefore, the entire discussion of this research paper is based on the explorative based study about process, determinants, and consequences of the impact of AI on the behavior of consumers, but major problems are occurring in the perspective of the gap in the existing study concerning the nexus of AI-powered marketing and psychological behavior of consumers accordingly to function of market. In these consequences, perception, attitudes, norms, beliefs, and values are important factors behind the study of the psychological and economic behavior of consumers toward AI-powered marketing. Therefore, it can be also concluded that the behavioral approach is based on the study of the impact of AI on the behavior of consumers. Hence, based on the above-concluding remarks, it can be analyzed that the entire section can be summarised as a way for developing consideration and understanding of the dynamics of phenomena of AI-powered marketing technique in the perspective of behavioral consideration of consumers in a market-based economy. However, it is well known that there is a gap between policymaking and implementation in the perspective of the explorative-based study of attitudes of consumers toward AI-powered marketing in the consequences of new liberal economic policies in the consequences of globalization. Therefore, this study gives a directional-based approach to the study of the impact of AI on consumers' behaviour.

Recommended Policies

i. There is a need to conduct an empirically based study concerning the explorative-based study of the impact of AI on the behavior of consumers from the perspective of economic and non-economic behavior as a tool of the psychological economy. From these perspectives, it should be realized that such kinds of study may help develop an understanding of the dynamics of strategies and techniques of marketing AI power.

ii. Secondly, it also needs to analysis about the occurring phenomena concerning the study of the impact of AI on consumers' behavior in the role of economic and non-economic behavior of consumers in the market. Additionally, it should be also realized that there is needed to motivate students, researchers, policymakers, and academicians for conducting an explorative-based study in the context of the above discussion.

iii. Finally, it also needs to create awareness among consumers from the perspective of behavioral economics accordingly the role and function of the market of AI and its impact on the behavior of consumers. Therefore, it should be analyzed from the perspective of micro-based study in the context of a market-based economy in the consequences of globalization.

Conflict of interest

I wish to confirm that there are no known conflicts of interest associated.

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