

**AI-DRIVEN CONTENT STRATEGIES:
ENHANCING CONSUMER ENGAGEMENT AND LOYALTY**

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ABSTRACT

This study investigates the impact of Self-Brand Connection, AI-Driven Personalization, Content Relevance, and Content Effectiveness on Online Brand Customer Engagement (OBCE), and how OBCE influences Purchase Intention and Brand Advocacy. Using quantitative methods and a questionnaire survey, data is collected from online consumers. The findings intends to validate the proposed conceptual model, highlighting the critical role of AI-enhanced content in shaping consumer behaviors and enhancing marketing strategies. The study underscores the transformative potential of AI in digital marketing.

Introduction

The belief that only humans can perform artistic and creative tasks has been challenged by recent advancements in Artificial Intelligence (AI). AI is now capable of producing content that requires human-like artistry and intelligence (Guzman & Lewis, 2019). This shift is particularly evident in marketing, where AI integration has revolutionized campaign strategies. Marketers increasingly use AI to streamline campaign management, enhance content strategies, and create innovative interactions with audiences (Yang et al., 2021). The concept of "AI-enhanced Content in Marketing Campaigns" is central to this transformation. This study explores how AI is reshaping marketing campaigns and content production.

Marketing campaigns are strategic methods for delivering consistent messages across various channels. These campaigns are meticulously planned to ensure consistency, expand reach, and engage audiences effectively (Whitbeck, 2023). The integration of AI into content strategy is crucial in an era of rapid technological advancement and data-driven decision-making.

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AI enables marketers to produce highly personalized, data-driven content optimized for multiple digital platforms (Paschen et al., 2020).

This research aims to uncover the transformative potential of AI in marketing campaigns. It examines how AI tools enhance content relevance, effectiveness, and personalization, improving online customer engagement, establishing a consistent brand message, and fostering

purchase intention and brand advocacy. The study highlights the dynamic nature of marketing techniques and the future potential of AI in revolutionizing company-audience interactions..

Literature Review

Artificial Intelligence (AI) in Marketing

Artificial Intelligence (AI) is revolutionizing daily life by performing tasks that traditionally required human intelligence (Gao & Liu, 2022). Defined by Guzman & Lewis (2019), AI's ability to interpret data, learn from it, and adapt to achieve specific goals is reshaping personal and business operations. Haenlein and Kaplan (2019) emphasize AI's capacity for flexible adaptation, opening new avenues for innovation.

AI's diverse applications, including natural language processing, image and speech recognition, robotics, and machine learning, highlight its versatility (Paschen et al., 2020). These technologies enable AI to understand human language, recognize visual content, make autonomous decisions, and generate creative content.

In the business world, AI is transforming operations by automating tasks and processes, thereby enhancing efficiency (Davenport et al., 2019). This shift is particularly evident in marketing, where AI is driving rapid changes in consumer behavior and marketing strategies (Gao & Liu, 2022). AI's integration into marketing is not just an option but a necessity for modern businesses.

AI's ability to analyze vast amounts of data allows marketers to identify customer needs accurately, fostering positive relationships (Yang et al., 2021). Despite the challenges posed by the volume of data, AI's potential to enhance the accuracy and personalization of marketing efforts is clear. This capability enables the creation of more effective and personalized marketing strategies, transforming the marketing landscape.

Generative AI in Content Creation

Generative AI refers to computational methods that create original, meaningful content such as text, images, or audio from training data (Feuerriegel et al., 2023). This technology has revolutionized content creation, offering creative and functional outputs. The introduction of ChatGPT and subsequent models like GPT-4 sparked a competitive race among tech giants, leading to rapid advancements in AI capabilities (Sætra, 2023). Generative AI models, including Meta's LLaMA, DeepMind's Chinchilla, and Google's Bard, have expanded the field, enhancing natural language processing and content generation.

Generative AI also employs techniques like Generative Adversarial Networks (GANs) and diffusion models to create images, as seen with OpenAI's Dall-E, Midjourney, and Stable Diffusion (Sætra, 2023). These models enable the creation of visually stunning and contextually relevant images. Additionally, generative AI can produce voice, music, and multi-modal media, offering versatile solutions for various forms of content. In practice, generative AI aids in market customization, ad generation, content personalization, and data analysis, ultimately enhancing employee productivity and decision-making (Caetano, 2023).

Brand Advocacy and Purchase Intention

Brand advocacy is a key element in digital marketing, where consumers actively recommend and defend a brand due to a strong emotional connection (Bilro et al., 2018). Online platforms and social media have amplified its importance, allowing consumers to share positive

experiences widely. Critical factors driving brand advocacy include online customer engagement, which involves cognitive, emotional, and behavioral interactions with a brand (Hollebeek et al., 2014). Positive emotions and the quality of content provided by the brand also play significant roles in fostering brand advocacy, highlighting the importance of engaging and reliable content (Bilro et al., 2018).

Purchase intention refers to a consumer's likelihood to buy a specific product or brand, influenced by attitudes, preferences, and experiences (Ajzen, 1991). Strong correlations exist between brand engagement, loyalty, and overall brand equity in driving purchase intention (Goyal & Verma, 2024). Engaged consumers develop emotional and cognitive connections, enhancing their commitment and loyalty to the brand (Hollebeek et al., 2014). Brand loyalty, resulting from positive experiences, significantly increases purchase intention (Souiden & Pons, 2009). Overall brand equity, representing a brand's perceived value, further solidifies consumers' intention to purchase (Aaker, 1991).

Hypothesis and conceptual model

The conceptual model aims to explore how various factors influence Online Brand Customer Engagement (OBCE) and subsequent consumer behaviors like Purchase Intention and Brand Advocacy. The study focuses on Content Relevance, Content Effectiveness, Self-Brand Connection, and AI-Driven Personalization in shaping online customer engagement. With the conceptual model established, the following hypotheses are formulated:

H1: Self-Brand Connection positively influences Online Brand Customer Engagement.

H2: AI-Driven Personalization positively influences Online Brand Customer Engagement.

H3: Content Relevance positively influences Online Brand Customer Engagement.

H4: Content Effectiveness positively influences Online Brand Customer Engagement.

H5a: Online Brand Customer Engagement positively influences Purchase Intention.

H5b: Online Brand Customer Engagement positively influences Brand Advocacy.

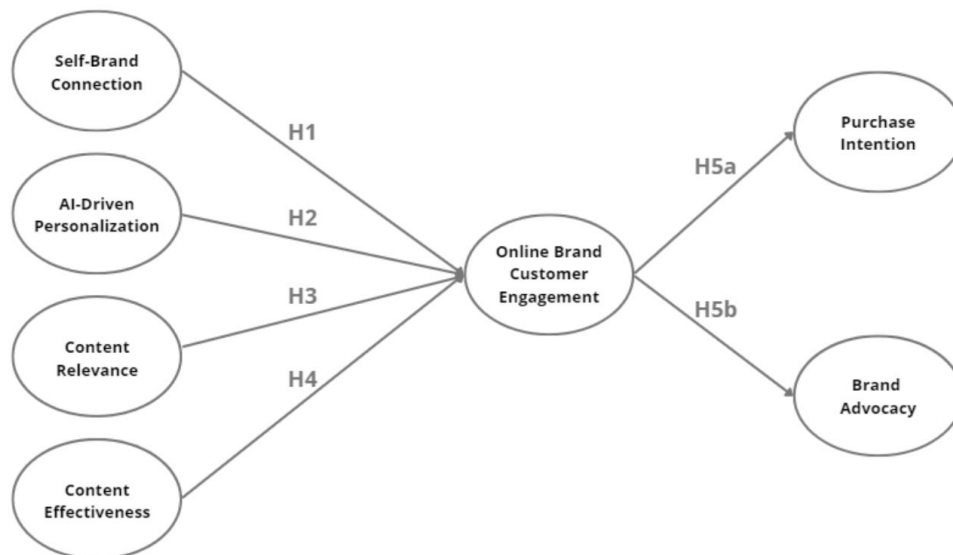


Figure 1. Conceptual Model

Methodology

Quantitative research methods, specifically a questionnaire survey, will be used to gather data for hypothesis testing. This method ensures consistency and broad reach. The study follows a

descriptive structure with validated research questions and hypotheses, using a single cross-sectional format. Data will be collected from online consumers via social media and email, and analyzed using SPSS to draw conclusions based on the proposed model. This research will allow us to explore the relationships between Self-Brand Connection, AI-Driven Personalization, Content Relevance, and Content Effectiveness, and their impact on Online Brand Customer Engagement. It also examines how this engagement influences Purchase Intention and Brand Advocacy.

The present research is still ongoing, and further developments will be presented at the 2025 GAMMA conference in Hong-Kong.

Keywords: AI-enhanced content; AI-driven personalization; Marketing campaigns; Purchase intention; Brand Advocacy;

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