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Original Article

Integrating AI and Digital Marketing to Increase Generation Z's Purchasing Interest

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Abstract

AI and digital marketing are essential components in modern marketing strategies that can enhance efficiency and personalize consumer experiences. AI is used for data analysis, content personalization, chatbots, and market trend prediction, while digital marketing involves marketing through digital platforms such as social media, email, and search engines. This study examines the influence of Artificial Intelligence (AI) and digital marketing on consumer purchase intention, particularly among Generation Z in Sukabumi City. The study utilized an associative methodology combined with a quantitative strategy, gathering information through online surveys from a sample of 100 participants. The data was then analyzed using SEM with PLS. The findings of the research indicate that AI and digital marketing play a crucial role in shaping consumer intentions to make purchases. AI enhances ad relevance and consumer satisfaction, while digital marketing enables companies to reach a wider and more diverse audience. The integration of AI in digital marketing has proven to increase personalization, sales conversion, and customer loyalty. The R-Square value for the consumer purchase intention construct is 0.821, indicating that the model used has good capability in explaining variations in consumer purchase intention. These findings confirm the importance of implementing AI and digital marketing in marketing strategies to increase consumer purchase intention and achieve optimal results.

Keywords: Artificial Intelligence, Digital Marketing, Generation Z, Purchase Intention.

1. Introduction

Advancements in technology have revolutionized many aspects of society, with marketing being one area that has seen significant transformation. The integration of Artificial Intelligence (AI) and digital marketing has emerged as key elements in contemporary marketing tactics. The use of AI in marketing encompasses various applications, ranging from consumer data analysis, content personalization, chatbot usage, to market trend prediction. Meanwhile, digital marketing relies on various promotional techniques through digital platforms, such as social media, email, and search engines, which enable companies to reach consumers more effectively and efficiently.

Due to the swift advancement of information technology, there has been a notable change in the business sector. The internet has become a key resource for marketing efforts, enabling individuals worldwide to promote products and enhance brand reputation online. This concept is known as e-marketing (Chrisulianti et al., 2024). Digital marketing enables companies to reach wider markets at more efficient costs, while product innovation helps

businesses adapt to changing consumer trends and increasingly fierce market competition (Pramesti et al., 2025).

The implementation of AI in digital marketing is believed to provide competitive advantages for companies through increased operational efficiency and personalization of consumer experiences. AI can analyze large amounts of data to generate deep insights into consumer behavior, so that marketing campaigns can be designed more relevantly and targeted. On the other hand, digital marketing provides flexibility for companies to utilize various digital channels in reaching wider and more diverse audiences. Consumer purchase intention serves as a key factor when assessing the success of marketing tactics. It mirrors the eagerness and inclination of customers to purchase goods or services from businesses. As such, grasping the impact of AI and digital marketing on consumer purchase intention is crucial.

Various studies have proven this connection. AI-based content personalization can increase ad relevance and consumer satisfaction, thereby encouraging purchase intention (Sipos, 2025). Study also showed that the use of AI-based chatbots in customer service can improve consumer experience while increasing purchase decisions (S. Khan & Iqbal, 2020). Further, the role of AI-supported consumer data analysis in designing more targeted and effective campaigns (Nugroho, 2025). Meanwhile, Shi & Wang (2023) proved that AI algorithms can increase the effectiveness of social media marketing by targeting appropriate audiences. Similar finding also revealed that AI-based sentiment analysis can provide valuable insights to improve marketing strategies (Buddula et al., 2021). Singh et al. (2020) notes that AI-based email marketing personalization can significantly increase purchase intention.

Although the foundational literature clearly links AI, digital marketing, and consumer purchase intention, more focused, regional research is required to confirm these links across various contexts and demographics. As digital natives, Generation Z has distinct consumer expectations and behaviors that could change or intensify the impact of cutting-edge marketing technologies. Hence, this study is designed to investigate delve deeper into the impact of artificial intelligence and digital marketing on consumer buying behavior, with a specific emphasis on how they can work together to enhance marketing strategies and deliver better outcomes.

2. Literature Review

2.1. Artificial Intelligence

Artificial Intelligence (AI) consists of various technological elements that have the ability to gather, analyze, and respond to information in a manner that resembles human thinking. Similar to humans, AI can follow certain principles, improve its knowledge through the integration of new data, and adjust to shifts in its surroundings (Russell et al., 2010). Sterner (2017) in Mogaji et al. (2021) affirms that AI plays a crucial role in assisting companies in providing value across different customer engagement platforms, while also aiding in making suitable and pertinent choices. The integration of AI has now become crucial in business operations, especially in the realm of digital marketing, owing to the necessity for extensive data and growing computing capabilities. This empowers companies to gain profound insights into their customers and efficiently reach out to them through personalized digital communications (Kaplan & Haenlein, 2019; Mogaji et al., 2021).

AI has extensive uses in different business operations throughout various functional departments. Marketing, regarded as the heart of business operations, stands out as one of the primary areas where AI has a significant impact. The application of AI in marketing has expanded its scope and will continue to transform in the future. In fact, marketing has become

one of the main applications of AI today because it can be used to create value (Bughin in Shahid & Gang Li (2019)). The rise of AI is seen as machines showing human-like intelligence and is being utilized across multiple sectors, serving as a driving force for modern innovation (Huang & Rust, 2018). Thus, it is clear that AI contributes significantly to improving marketing performance, accelerating innovation, and supporting customer-oriented business strategies (Shahid & Gang Li, 2019).

According to Maulida & Jaya (2024), content personalization and product recommendations have been proven to have a significant positive influence on customer loyalty. The use of artificial intelligence such as chatbots and virtual assistants also contributes to increased loyalty, although with smaller influence compared to content personalization. Meanwhile, customer interaction through social media shows the lowest impact on customer loyalty. In conclusion, personalization and AI can be vital factors in building and maintaining customer loyalty in the industry 6.0 era, particularly in e-commerce platforms in Sukabumi.

2.2. Digital Marketing and Consumer Strategy

Digital marketing can be used as one of the tools to increase consumer interest in purchasing a product (Az-Zahra & Sukmalengkawati, 2022). Digital marketing has revolutionized how brands and companies harness technology and digital platforms for their marketing efforts. The prevalence of digital campaigns is on the rise, as these campaigns are becoming more seamlessly integrated into marketing strategies and everyday life. Society's reliance on digital devices like smartphones, computers, TVs, and social media is also expanding (Ponde, 2019).

One form of digital marketing is through social media, which is used as a means to market products or services of a brand (Ramadhani & Zaini, 2023). Digital marketing itself is basically a sales activity or effort to introduce products to the public by utilizing social media, with the main goal of attracting customer attention (Y. Maulana, 2020). Digital marketing indicators include several important aspects, namely cost, incentive program, site design, and interactivity (Sukmawati & Negara, 2022). These four indicators become the basis for companies in developing effective digital marketing strategies, so as to improve consumer experience while strengthening product appeal. With increased utilization of digital media by customers, companies have greater opportunities to reach target markets. Research has shown a strong correlation between digital marketing and the intention of consumers to make a purchase (Hasmalarita, 2022; Pangkey et al., 2019). Therefore, the role of digital marketing becomes increasingly crucial in supporting the success of company marketing strategies.

2.3. Consumer Purchase Intention

According to Kotler (2012), purchase intention is a manifestation of an individual's desire or recommendation from others to make a purchase of a product or service with a particular brand (R. Maulana & Kurniawati, 2015). This definition confirms that purchasing decisions not only come from consumers' internal drives but can also be influenced by external factors such as opinions or social recommendations from the surrounding environment. Purchase intention itself becomes one of the important elements in consumer behavior, as it describes a person's tendency to act before finally making a final purchase decision (Nurdin & Sulastri, 2018). This drive usually arises from interest and desire to own a product or service with a particular brand, which is often triggered by advertisements through both online and offline platforms (Nurdin & Sulastri, 2018).

Ferdinand (2014) highlight that there are various ways to gauge purchase intention, such as through indicators like transactional interest, referential interest, preferential interest, and explorative interest. Transactional interest shows an individual's drive to immediately acquire

a product (Nurdin & Sulastri, 2018). Meanwhile, referential interest reflects consumers' tendency to share experiences or provide positive reviews to others (Nurdin & Sulastri, 2018). Preferential interest shows consumer behavior that greatly prioritizes a product so that it is difficult to replace with other products, while explorative interest describes consumers' tendency to always seek additional information and positive reviews that support the product (Nurdin & Sulastri, 2018). Thus, purchase intention can be understood as an important psychological factor that connects initial interest in a product with the final purchase decision.

3. Methods

3.1. Research Type and Approach

This research employs an associative methodology utilizing a quantitative approach to examine the connections and impacts among the variables under study. The reason for selecting the associative method is its focus on investigating the connections or effects between the variables being analyzed. The quantitative approach is used to obtain objective results through numerical data processing and statistical analysis, as explained by Creswell (2018) that quantitative research is oriented toward variable measurement and hypothesis testing.

3.2. Population and Sample

The research population is Generation Z in Sukabumi City. The sample was determined to be 100 respondents, with the following criteria:

1) Aged between 23-27 years
2) Actively using social media

The method of sampling employed is purposive sampling, where samples are carefully chosen based on specific criteria that align with the goals of the research.

3.3. Data Collection Technique

Primary data were obtained using online questionnaires distributed to respondents through digital media. The questionnaire was designed using a five-point Likert scale, with answer choices: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. This research instrument was compiled based on variable indicators formulated from theory and previous research, so as to accurately measure research constructs.

3.4. Research Instrument

The research instrument is in the form of a questionnaire consisting of several indicators according to research variables. This instrument was tested for validity and reliability using Outer Model analysis in SEM-PLS, so that only valid and reliable indicators were used in structural model testing.

3.5. Data Analysis Technique

The analysis of the data was carried out utilizing Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach using SmartPLS version 3.0 software. SEM-PLS was selected for its ability to manage intricate models with limited sample sizes and evaluate causal connections among latent variables. Analysis stages include:

1) Measurement Model Evaluation (Outer Model), which includes convergent validity testing, discriminant validity, and construct reliability.

2) Structural Model Evaluation (Inner Model), which aims to test hypotheses, assess the strength of relationships between latent variables, and explain the contribution of independent variables to dependent variables (Hair Jr et al., 2021).

4. Results and Discussion

4.1. Research Results

4.1.1. Research Instrument Testing

Table 1. Results of Research Instruments

Item	R-value	Remark
X1.1	0.687	Valid
X1.2	0.665	Valid
X1.3	0.667	Valid
X1.4	0.673	Valid
X1.5	0.671	Valid
X2.1	0.771	Valid
X2.2	0.913	Valid
X2.3	0.945	Valid
X2.4	0.878	Valid
Y.1	0.836	Valid
Y.2	0.760	Valid
Y.3	0.910	Valid
Y.4	0.812	Valid
Y.5	0.820	Valid

Source: Primary data processed in 2025

Based on the instrument validity test results, it can be seen that all items in the research variables have r-value greater than the required minimum limit, so they are declared valid. For variable X1, the r-value of each item is in the range of 0.665 to 0.687. This range of values is relatively consistent and shows that all indicators used are able to adequately represent variable X1. For variable X2, the variation in r-value is more diverse, with the highest value achieved by item X2.3 at 0.945 and the lowest value on other items remaining above the validity standard. This indicates that the indicators in variable X2 have high strength in explaining the measured construct. Meanwhile, for variable Y, r-value range from 0.760 to 0.910, with item Y.3 being the most dominant in explaining the variable. Overall, these results indicate that all research instruments have met validity criteria and can be used for further data collection. The high correlation value between items and total variable scores shows that the instrument is able to accurately measure the intended concept. Thus, this research instrument can be considered to have good quality and support the reliability of data obtained in research in 2024.

4.1.2. Convergent Validity

Based on convergent validity testing results, it can be seen that all items in the research constructs have excellent outer loading values, namely above the 0.70 threshold as recommended criteria. In the Artificial Intelligence (X1) construct, the five indicators used, namely Expert System, Natural Language System, Robotics and Sensoric, Computer Vision, and Intelligent Computer, show outer loading values above 0.87 with the highest value of 0.978. This indicates that all these items are able to consistently represent the artificial intelligence variable.

Table 2. Convergent Validity

Constructs	Items		Outer Loadings
Artificial Intelligence (X1)	Expert System	X1.1	0.971
	Natural Language System	X1.2	0.878
	Robotics and Sensoric	X1.3	0.920
	Computer Vision	X1.4	0.925
	Intelligent Computer	X1.5	0.978
Digital Marketing (x2)	Website	X3.1	0.951
	Sosial Media	X3.2	0.934
	Email	X3.3	0.915
	Adwords	X3.4	0.936
Consumer Purchase Interest (Y)	Attention	Y.1	0.968
	Consumer Attention	Y.2	0.916
	Desire to Own	Y.3	0.915
	Final Stage	Y.4	0.909
	Decision	Y.5	0.975

Source: Primary data processed in 2025

In the Digital Marketing (X2) construct, four indicators consisting of Website, Social Media, Email, and Adwords also show high outer loading values, ranging from 0.915 to 0.951. These results confirm that each indicator contributes significantly in explaining the digital marketing variable, so that the construct can be reliably measured. Meanwhile, in the Consumer Purchase Intention (Y) construct, the five indicators used, namely Attention, Consumer Attention, Desire to Own, Final Stage, and Decision, show excellent outer loading values, ranging from 0.909 to 0.975. This finding indicates that all indicators are able to comprehensively and consistently describe consumer purchase intention. Overall, these convergent validity test results confirm that all research constructs meet the required criteria. Thus, the research instrument can be stated to have good convergent validity and can be relied upon to measure the variables studied in the context of 2024 research.

4.1.3. Discriminant Validity

Table 3. The Square Roots Value of AVE

Constructs	AVE
X1	0.874
X2	0.870
Y	0.875

Source: Primary data processed in 2025

Based on the Average Variance Extracted (AVE) test results displayed in Table 3, all research constructs have met convergent validity criteria. The Artificial Intelligence (X1) construct obtained an AVE value of 0.874. This figure is far above the minimum limit of 0.50, so it can be concluded that the indicators composing X1 are able to strongly represent the construct. The same is seen in the Digital Marketing (X2) construct with an AVE value of 0.870. This value shows that items in variable X2 have high consistency in explaining the digital marketing construct.

The Consumer Purchase Intention (Y) construct also shows an AVE value of 0.875. This value indicates that the indicators used to measure consumer purchase intention are able to capture more than 87% of the construct variance, so that the convergent validity of construct Y can be said to be very good.

Overall, the three constructs in this study show high AVE values, each above 0.87. These results confirm that all constructs have strong convergent validity, meaning the indicators used can explain the studied constructs well. Thus, this research instrument can be trusted in measuring the proposed variables and supporting the reliability of the research model.

4.1.4. Composite Reliability

Table 4. Composite Reliability

Constructs	Composite Reliability
X1	0.974
X2	0.965
Y	0.975

Source: Primary data processed in 2025

Based on the Composite Reliability (CR) test results displayed in Table 4, it can be confirmed that all constructs in this study have met very good reliability criteria. The Artificial Intelligence (X1) construct has a CR value of 0.974. This value shows that the indicators composing construct X1 have very high internal consistency, far exceeding the minimum reliability limit of 0.70 recommended in quantitative research. Thus, construct X1 can be trusted as a stable and reliable instrument for measuring artificial intelligence.

The Digital Marketing (X2) construct obtained a CR value of 0.965. Although slightly lower than X1, this value still remains in the very good reliability category. This indicates that items in construct X2 work consistently in explaining the digital marketing variable, so they can be relied upon in interpreting research results.

The Consumer Purchase Intention (Y) construct shows a CR value of 0.975. This value is the highest among the three constructs, indicating that the indicators in variable Y have very strong measurement consistency. With such high reliability, consumer purchase intention measurement results can be considered very stable and accurate. Overall, reliability test results with CR above 0.95 for all constructs confirm that this research instrument has very high internal reliability.

4.1.5. Inner Model

Table 5. R-Square and R-Square Adjusted

Constructs	R-Square
Y	0.821
Z	0.5943

Source: Primary data processed in 2025

Based on the R-Square (R^2) test results listed in Table 5, it can be seen that the research model has quite strong capability in explaining variations in dependent constructs. For construct Y, the R^2 value of 0.821 shows that 82.1% of variation in construct Y can be explained by independent variables in the model. This figure is very high, so it can be concluded that predictor variables make substantial contributions to changes occurring in construct Y. Thus, the model has a very good level of clarity in describing the relationship between independent variables and construct Y.

In the meantime, construct Z shows an R^2 value of 0.5943, indicating that approximately 59.43% of the change in construct Z can be clarified by the variables in the model, with the remainder being impacted by external factors not accounted for in the study. This value is in the moderate to strong category, so it can be said that the research model still has quite

significant explanatory power for construct Z, although not as strong as for construct Y. Overall, these results show that the model used in the research is able to explain construct Y very well and construct Z quite well.

4.1.6. Hypothesis Testing

Table 6. Hypothesis Test Results

Hypothesis	Coefficient	STDEV	T Statistics	P Value	Remark
Artificial Intelligence → Digital Marketing	0.906	0.039	23.053	0.000	Positive and Significant
Artificial Intelligence → Customer Buying Intention	0.269	0.108	2.478	0,014	Positive and Significant
Digital Marketing → Customer Buying Intention	0.721	0.108	6.706	0.000	Positive and Significant

Source: Primary data processed in 2025

Hypothesis test results show that all tested relationships are positive and significant. First, Artificial Intelligence (AI) is proven to have a very strong positive influence on Digital Marketing, with a coefficient of 0.906, T statistic 23.053, and P value 0.000. This finding confirms that increased AI implementation directly increases Digital Marketing strategy effectiveness. Furthermore, AI also provides a positive influence on Customer Buying Intention, although with a more moderate coefficient of 0.269, T statistic 2.478, and P value 0.014. These results show that AI also drives consumer purchase intention, although its effect is lower compared to its impact on Digital Marketing.

In addition, Digital Marketing has a significant positive influence on Customer Buying Intention, with a coefficient of 0.721, T statistic 6.706, and P value 0.000. This confirms that effective digital marketing strategies can significantly increase consumer purchase intention. Overall, these findings show that AI implementation not only strengthens Digital Marketing practices but also directly and indirectly influences consumer behavior.

4.2. Discussion

4.2.1. The Influence of Artificial Intelligence on Digital Marketing

Study indicate that Artificial Intelligence (AI) plays a crucial role in boosting the effectiveness of digital marketing, highlighting its strategic importance. This finding is consistent with the Resource-Based View (RBV) theory, which suggests that innovative technological capabilities like AI can give companies a competitive edge (Barney, 1991). AI enables more precise market segmentation, consumer trend prediction, and marketing campaign automation, so companies are able to target audiences with more relevant and personal messages (P. Singh et al., 2023).

In addition, AI implementation through chatbots, recommendation systems, and consumer behavior analysis increases real-time customer interaction and experience, which has implications for increased consumer loyalty and retention (Oktavia & Arifin, 2024). Using artificial intelligence to interpret large sets of data enables businesses to modify their marketing tactics according to consumer behaviors and preferences, resulting in more effective and impactful advertising campaigns.

Its practical implication is that companies integrating AI in digital marketing strategies not only gain operational efficiency but are also able to utilize data for product innovation, service personalization, and information-based decision-making. This confirms that AI plays

a dual role as an operational tool and strategic innovation driver, making it an important element in building sustainable competitive advantage.

4.2.2. The Influence of Artificial Intelligence on Consumer Purchase Intention

This research shows that Artificial Intelligence (AI) has a positive and significant influence on consumer purchase intention, although its influence is more moderate compared to its effect on digital marketing effectiveness. Theoretically, this finding can be explained through the Theory of Planned Behavior (Ajzen, 1991), which states that a person's intention to perform an action, including purchasing, is influenced by attitude, subjective norms, and perceived behavioral control. AI can influence all three components through product personalization, smart recommendations, and responsive communication, so consumers feel more cared for and more confident in decision-making (Shiddieqy & Widarmanti, 2025).

This finding aligns with literature showing that AI technology, particularly in e-commerce, can increase consumer satisfaction, reduce uncertainty in product selection, and shorten decision-making time. AI streamlines e-commerce by accelerating and simplifying the shopping experience.

The evidence implies that companies utilizing AI strategically can form positive perceptions, stronger preferences, and increased purchase motivation, thereby strengthening loyalty and sales conversion. This shows that AI not only functions as an operational tool to support marketing but also serves as a main driver in influencing consumer behavior and building more personal and interactive customer experiences. In other words, AI not only affects marketing strategies but also directly shapes consumer perceptions, preferences, and motivations to buy certain products or services.

4.2.3. The Influence of Digital Marketing on Consumer Purchase Intention

According to studies, digital marketing greatly impacts consumer purchase intention, emphasizing the importance of digital marketing strategies in influencing purchase choices (Astoriano et al., 2022; A. S. Khan et al., 2020; Khandelwal et al., 2024). Theoretically, this can be explained through Customer Engagement Theory, which emphasizes the importance of active interaction between consumers and brands to form loyalty and purchase intention (Brodie et al., 2013). Digital marketing, through social media, interactive content, and data-based campaigns, is able to increase consumer awareness and engagement, thereby strengthening motivation to buy products or services (Az-Zahra & Sukmalengkawati, 2022).

Digital marketing enables companies to reach wider audiences efficiently and adjust messages according to target segment characteristics. High interactivity, such as comments, reviews, and content sharing, also builds consumer trust and influences their perceptions of brands. Its practical implication is that companies can utilize digital marketing not only as a promotional channel but also as a mechanism to strengthen consumer-brand relationships, increase loyalty, and drive higher sales conversion. Thus, digital marketing functions as a strategic tool that unites operational efficiency and long-term customer value creation.

5. Conclusion

This study examines the influence of Artificial Intelligence (AI) and digital marketing on consumer purchase intention of Generation Z in Sukabumi City. The findings show that AI significantly increases digital marketing effectiveness through targeting accuracy, content personalization, and consumer interaction, while digital marketing strategies such as SEO, SEM, and content personalization are proven to positively influence purchase decisions. The

integration of AI and digital marketing creates more personal consumer experiences, accelerates sales cycles, and increases customer loyalty, with the research model showing good validity and reliability. All tested hypotheses confirm positive and significant relationships between AI, digital marketing, and consumer purchase intention.

Based on the discoveries, companies are advised to implement AI in digital marketing strategies, optimize chatbot usage, utilize big data analysis, and develop adaptive digital marketing strategies to increase consumer interaction and satisfaction. This study has limitations, such as limited location in Sukabumi City, focus on Generation Z, relatively small sample size, and not considering other external factors. Therefore, further studies need to widen the geographical range, include a wider range of people, and take into account more factors in order to gain a deeper understanding of how AI and digital marketing impact consumer purchase decisions.

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