INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES

Vol 15, Issue 4, (2025) E-ISSN: 2222-6990

The Role of Marketing Technology in Shaping Chinese Millennials' Purchasing Decisions: A Systematic Literature Review

Chen Yuliang, Masri Abdul Lasi

Faculty of Business and Management, City University of Malaysia

To Link this Article: http://dx.doi.org/10.6007/IJARBSS/v15-i4/25267 DOI:10.6007/IJARBSS/v15-i4/25267

Published Date: 21 April 2025

Abstract

Marketing Technology (MarTech) has revolutionized digital marketing by integrating artificial intelligence (AI), big data analytics, automation, and personalization. This paper explores how MarTech influences Chinese Millennials' purchasing behavior, focusing on AI-driven recommendations, social commerce, and influencer marketing. A systematic literature review method is adopted, synthesizing recent studies on MarTech applications and their impact on consumer decision-making. Findings indicate that MarTech significantly enhances consumer engagement, trust, and loyalty but also raises ethical concerns regarding data privacy and manipulation. Future research should address long-term brand loyalty, regulatory challenges, and cross-cultural differences in MarTech adoption.

Keywords: Marketing Technology, Chinese Millennials, Digital Consumer Behavior, AI, Social Commerce.

Introduction

Marketing Technology (MarTech) has become an essential component of digital marketing, allowing brands to optimize consumer engagement through AI, big data, and automation (Wood & Khalid, 2021). As digital consumption continues to evolve, businesses are leveraging advanced technologies to enhance customer experiences, improve brand interactions, and drive sales conversions. MarTech tools such as predictive analytics, machine learning, and automated customer segmentation have transformed how brands communicate with consumers, ensuring a more tailored and data-driven approach to marketing.

Chinese Millennials (born between 1981 and 1996) are a key demographic in the global e-commerce landscape, exhibiting strong digital engagement and a preference for personalized marketing (Tseng et al., 2021). With increasing disposable income and a tech-savvy mindset, this generation heavily relies on digital platforms to make purchasing decisions. Their strong preference for seamless digital experiences has led to the rapid integration of AI-driven marketing strategies, personalized recommendations, and automated advertising campaigns.

Unlike previous generations, Chinese Millennials expect hyper-personalization, instant gratification, and interactive shopping experiences powered by MarTech innovations.

China's digital ecosystem, dominated by platforms like Alibaba (Taobao, Tmall), JD.com, and Xiaohongshu (Little Red Book), has fostered the widespread adoption of MarTech-driven marketing strategies. These platforms utilize cutting-edge technologies such as AI-powered chatbots, real-time analytics, and dynamic pricing algorithms to enhance the online shopping experience (V. Kumar et al., 2024). Additionally, the integration of influencer marketing, social commerce, and interactive content has further strengthened the impact of MarTech on consumer behavior.

With the increasing reliance on technology-driven marketing, ethical concerns surrounding data privacy, algorithmic bias, and consumer trust have emerged (Jain & Yadav, 2017). This review examines how MarTech influences Chinese Millennials' purchasing decisions, particularly through AI-driven personalization, social commerce, and influencer marketing. Additionally, ethical concerns surrounding consumer trust and data privacy will be explored, providing insights into the challenges and opportunities associated with MarTech in the evolving digital marketplace.

Conceptual Framework & Key Theories

Technology Acceptance Model (TAM)

The TAM explains how consumers adopt new technologies, emphasizing the role of perceived usefulness and ease of use (Davis, 1989). AI-driven marketing tools are perceived as enhancing shopping experiences, making digital transactions seamless and efficient (Zhu, 2022). Within the context of Chinese Millennials, the perceived ease of use of AI-driven personalization, chatbots, and automated recommendations significantly affects their purchasing decisions. Studies indicate that Chinese consumers are more likely to engage with brands that utilize seamless, AI-powered shopping experiences. This aligns with the TAM framework, where the user-friendly nature of MarTech solutions enhances adoption and usage.

Furthermore, MarTech adoption among Chinese Millennials is often reinforced by social influence and perceived enjoyment, both of which are extensions of the TAM framework. Social commerce platforms such as Xiaohongshu and Douyin integrate AI-driven recommendations and influencer marketing to enhance perceived usefulness, making the technology not only convenient but also engaging. As a result, TAM provides a strong theoretical foundation for analyzing how AI-powered MarTech tools influence the digital purchasing journey of this demographic.

Consumer Decision-Making Model

This model outlines how consumers progress through stages of awareness, interest, evaluation, purchase, and post-purchase behavior (Kotler et al., 2019, 2022). MarTech tools influence each stage by delivering targeted advertising, personalized recommendations, and retargeting campaigns. For example, Chinese e-commerce platforms employ AI-driven notifications and hyper-targeted ads to enhance brand visibility and keep products at the forefront of consumer attention (Anggoro & Purba, 2020). Additionally, post-purchase

experiences, such as AI-powered customer service and loyalty programs, ensure continued consumer engagement and brand loyalty.

The Consumer Decision-Making Model is highly relevant to this study, as Chinese Millennials' purchase journeys are increasingly shaped by digital touchpoints (Luo et al., 2020). Social media-driven commerce (e.g., live-stream shopping) influences their awareness, while AI-powered recommendations facilitate the evaluation and decision-making process. By examining these digital influences, this study highlights how MarTech reshapes the traditional decision-making pathway of consumers.

Moreover, consumer psychology plays a crucial role in this framework. With AI-driven product recommendations becoming more prevalent, the decision-making process is increasingly influenced by cognitive biases such as choice overload and social proof (G. Zhang, 2023). For instance, AI algorithms leverage historical data and peer reviews to suggest products, simplifying the evaluation stage and encouraging faster purchase decisions.

Stimulus-Organism-Response (SOR) Model

The SOR model explains how marketing stimuli (e.g., AI-driven recommendations) affect consumer cognition and emotional responses, leading to behavioral changes (Mehrabian & Russell, 1974). In this study, stimuli refer to AI-powered marketing tools, targeted advertisements, and influencer content. These stimuli evoke consumer emotions such as trust, excitement, and urgency, leading to an increased likelihood of purchase.

Social commerce and influencer marketing act as strong stimuli influencing purchasing behavior among Chinese Millennials (Tang & Chan, 2017). For example, live-stream shopping on Douyin (TikTok China) generates an immediate sense of exclusivity and urgency, prompting impulse buying. Additionally, personalized AI recommendations create a perception of product relevance, increasing engagement and conversion rates.

Beyond impulse purchasing, the SOR framework also explains how brand-consumer relationships are strengthened through continuous AI-driven interactions. AI-powered content curation, chatbots, and gamified rewards systems act as reinforcing mechanisms, maintaining engagement and fostering long-term loyalty. Furthermore, through sentiment analysis and emotional recognition, AI technologies optimize how marketing stimuli are presented, making brand interactions more personalized and emotionally resonant.

This study adopts the SOR model to analyze how Chinese Millennials respond to AI-powered marketing interactions, bridging the gap between MarTech applications and consumer psychology. Understanding these behavioral shifts allows marketers to optimize their strategies and improve conversion rates through more effective digital interactions.

Literature Review

Evolution of Marketing Technology (MarTech) and Consumer Behavior

MarTech encompasses a range of tools, including AI, big data analytics, and automation, to optimize digital marketing strategies (S. Kumar & Permatasari, 2021). The adoption of AI-powered marketing solutions has revolutionized the e-commerce landscape, enabling brands to predict customer behavior, automate engagement, and create more personalized shopping

experiences. Chinese consumers, particularly Millennials, display a strong preference for AI-enhanced interactions such as product recommendations, chatbot consultations, and predictive analytics-driven shopping experiences (Abdul Lasi et al., 2023)
To provide a clearer view of the evolution of MarTech, the following table 3.1 outlines key developments and their timeframe:

Timeframe	MarTech Development	Impact on Consumer Behavior
2000-2010	Introduction of SEO, email marketing, and early analytics tools	Basic online consumer targeting and content-driven marketing strategies
2010-2015	Rise of social media marketing and programmatic advertising	Shift towards user-generated content, social engagement, and automated ad targeting
2015-2020	Growth of AI-powered chatbots, personalization, and influencer marketing	Enhanced customer interactions, real-time engagement, and data-driven marketing insights
2020-Present	Integration of machine learning, predictive analytics, and immersive technologies (AR/VR)	Highly personalized, predictive consumer engagement and immersive digital experiences

AI-driven customer relationship management (CRM) systems help companies analyze consumer data in real time, allowing for hyper-personalized product recommendations and strategic campaign planning (Arumugam et al., 2021). Machine learning algorithms enable marketers to tailor content dynamically, enhancing brand engagement and fostering long-term relationships with consumers (Lasi et al., 2024). These technological advancements contribute to an efficient and engaging digital shopping journey for Chinese Millennials, significantly influencing their purchasing decisions.

Digital Consumer Behavior of Chinese Millennials
Chinese Millennials exhibit high engagement with digital platforms, using social commerce and mobile applications for purchasing (J. Zhang et al., 2020). Nearly 97% of them rely on AI-driven recommendations on platforms like Douyin (TikTok China) and Xiaohongshu (Little Red Book) for purchase decisions. The strong presence of AI-integrated platforms ensures seamless navigation, efficient product discovery, and tailored shopping suggestions.

Furthermore, mobile commerce has grown significantly among this demographic, with over 85% of transactions completed via smartphones (Xu et al., 2021). Digital payment platforms such as WeChat Pay and Alipay have further facilitated seamless transactions, reinforcing the role of digital convenience in shaping purchasing behavior.

Chinese Millennials are also highly influenced by digital content, peer reviews, influencer endorsements, and social proof mechanisms, which are amplified through AI-powered recommendation systems. Live-streaming commerce has become a dominant trend, with platforms such as Taobao Live and Kuaishou integrating real-time engagement features that drive impulse purchases. Consumers are more likely to purchase products that receive high engagement from peers or influencers, illustrating the strong role of digital communities in modern consumer behavior.

Additionally, brand loyalty among Chinese Millennials is often linked to personalized engagement rather than traditional loyalty programs. Brands that leverage AI-driven customer service, chatbots, and predictive analytics to anticipate consumer needs tend to build stronger customer relationships. The continuous evolution of MarTech ensures that consumers are exposed to real-time, data-driven marketing strategies, increasing their likelihood of making informed purchases.

MarTech's Influence on Purchasing Decisions

AI-Powered Personalization & Recommendation Systems

AI-based recommendation engines help tailor product suggestions based on consumer behavior Platforms like Taobao leverage machine learning to increase conversion rates by delivering highly relevant product listings. These AI-powered recommendations enhance the shopping experience by analyzing user preferences, browsing history, and purchasing behavior in real-time.

Moreover, AI-driven algorithms utilize sentiment analysis to predict consumer preferences and intent, providing dynamic suggestions that lead to higher engagement and conversion rates. Studies show that AI-powered recommendation systems improve customer retention by 35% and sales by 25% (Zhang et al., 2020).

Social Commerce & Influencer Marketing

Live-stream shopping on Douyin and Xiaohongshu has significantly boosted impulse buying behavior (Xiao et al., 2023). Influencer endorsements have become a key driver in consumer decision-making, with studies showing that consumers trust influencers more than traditional advertisements. AI-driven tools help brands identify the most effective influencers based on engagement rates, audience demographics, and conversion performance.

Additionally, AI-powered chatbots facilitate real-time interactions during live-stream events, allowing consumers to ask questions, receive personalized responses, and complete purchases instantly. This integration of AI and influencer marketing has led to a 45% increase in engagement and a 30% rise in impulse purchases (JD.com Marketing Report, 2022).

Loyalty & Retargeting Strategies

E-commerce platforms use predictive analytics to offer personalized discounts and incentives, increasing repeat purchases. AI-driven retargeting strategies employ machine learning to analyze abandoned carts, identify high-intent buyers, and deliver customized promotions. This results in a 20% increase in conversion rates and higher customer lifetime value (Alibaba Market Insights, 2023).

Ethical Concerns and Challenges in MarTech Adoption

Despite its transformative benefits, the adoption of Marketing Technology (MarTech) presents significant ethical concerns and challenges that businesses must navigate. One of the most pressing issues is data privacy, particularly in a highly digitalized economy like China, where consumer data is heavily utilized for targeted marketing strategies (Hanna et al., 2024). With the rise of AI-driven personalization and behavioral tracking, consumers are increasingly concerned about how their data is being collected, stored, and used. The Personal Information Protection Law (PIPL) in China, which came into effect in 2021, has introduced

strict regulations to protect consumer privacy by requiring companies to obtain explicit consent before processing personal information. While these measures enhance consumer protection, they also pose challenges for companies that rely on data-driven marketing strategies, as obtaining consent may reduce the efficiency of targeted advertising and limit the effectiveness of AI-driven recommendations (Ungerer & Slade, 2022).

Another significant ethical concern is AI-driven manipulation, where machine learning algorithms analyze consumer behavior to create hyper-personalized advertisements that can subtly influence purchasing decisions (Rao & Zhang, 2021; Xueming Luo et al., 2019). Dynamic pricing, for instance, adjusts prices based on an individual's browsing history, purchasing behavior, and location, which can sometimes lead to price discrimination. This raises questions about fairness and transparency, as consumers may not be aware that different users are offered varying prices for the same product. Furthermore, AI-driven marketing strategies often employ psychological triggers such as urgency tactics and scarcity cues, which can lead to impulsive buying behaviors that consumers may later regret. Brands must ensure that they use AI ethically, striking a balance between personalized marketing and responsible consumer engagement (CHA et al., 2019; Lee & Trim, 2022).

Algorithmic bias is another challenge associated with MarTech adoption. AI-driven recommendation systems are trained on historical data, which can lead to biases in product suggestions, advertisement placements, and even hiring decisions in marketing campaigns. If not carefully monitored, these biases can reinforce stereotypes, exclude certain demographic groups, and create an uneven playing field for businesses that rely on digital marketing strategies (Bisdorff, 2022; Rao & Zhang, 2021). Companies must implement fairness and transparency mechanisms in AI development, ensuring that algorithms are regularly audited and refined to eliminate discriminatory biases.

Consumer trust is an essential factor in the ethical adoption of MarTech. As digital consumers become more aware of data privacy concerns, brands must prioritize transparency in their marketing practices (Guo et al., 2023). Providing clear information on how data is collected, stored, and used can foster trust and encourage consumers to willingly engage with personalized marketing strategies. Additionally, offering consumers greater control over their data, such as the ability to customize privacy settings and opt out of targeted advertising, can enhance brand credibility and strengthen customer relationships.

To navigate these ethical challenges, businesses must adopt responsible AI governance frameworks, ensuring compliance with regulatory requirements while maintaining ethical marketing practices. Implementing stringent data protection measures, developing unbiased AI algorithms, and promoting transparency in advertising will be crucial in fostering sustainable consumer relationships (JiaYing & Abdul Lasi, 2024). Brands that successfully integrate ethical MarTech adoption into their marketing strategies will not only mitigate risks but also enhance their reputation and long-term consumer loyalty in an increasingly digital world.

Research Gaps & Future Directions

Long-Term Effects of MarTech on Brand Loyalty

Most existing studies on MarTech primarily focus on short-term sales impact, rather than long-term consumer engagement and brand loyalty. Given the rapid evolution of AI-driven marketing tools, there is a need for further research on how personalized marketing strategies contribute to sustained brand-consumer relationships (JiaYing & Abdul Lasi, 2024). Future research should investigate how AI-powered customer relationship management (CRM) systems and automated marketing campaigns influence customer retention over extended periods. Additionally, an in-depth examination of how AI-driven loyalty programs enhance repeat purchase behavior and consumer trust would provide valuable insights for businesses aiming to build sustainable marketing strategies.

Ethical and Privacy Concerns in AI-Driven Marketing

With increasing regulations such as China's Personal Information Protection Law (PIPL) and the EU's General Data Protection Regulation (GDPR), there is a pressing need to evaluate the effectiveness of AI marketing tools in compliance-driven environments (Lee Ling et al., 2024). Future studies should explore how these regulations shape consumer trust in AI-powered marketing strategies and whether compliance impacts MarTech efficiency in targeted advertising and personalized recommendations. Moreover, researchers should analyze the extent to which companies are adopting ethical AI governance frameworks to mitigate bias and privacy risks while still maintaining consumer engagement.

Effectiveness of Emerging MarTech Innovations

Emerging MarTech innovations, such as Metaverse Marketing, AR/VR shopping experiences, and AI-powered chatbots, are gaining traction in the digital commerce landscape. However, empirical research on their effectiveness in influencing purchase decisions, consumer engagement, and brand perception remains limited (Luo et al., 2020). Future research should focus on how these immersive technologies enhance online shopping experiences and whether they contribute to higher conversion rates and long-term consumer satisfaction (Tseng et al., 2021). Furthermore, comparative studies should assess whether traditional AI-driven marketing approaches remain more effective than these newer interactive digital solutions.

Cross-Cultural Differences in MarTech Adoption

As global e-commerce expands, it is crucial to analyze cultural differences in MarTech adoption. Comparative research between Chinese Millennials and Western Millennials could offer valuable insights into how localized marketing strategies shape consumer perceptions and purchasing behaviors (Handoyo, 2024). Studies should examine whether AI-powered personalization, influencer marketing, and social commerce resonate differently across various cultural contexts and whether global brands need distinct marketing strategies for different consumer segments. Additionally, research should assess whether Western regulations, such as the California Consumer Privacy Act (CCPA), influence digital consumer behavior in a similar manner to China's PIPL.

This literature review highlights the profound impact of MarTech on Chinese Millennials' purchasing behavior. AI-driven personalization, social commerce, and influencer marketing have redefined digital engagement and consumer decision-making. However, ethical

concerns, particularly regarding data privacy and AI-driven manipulation, require further exploration. Future research should focus on long-term consumer loyalty, regulatory compliance, and emerging MarTech innovations. Understanding these dynamics will enable marketers to refine their strategies and create trustworthy, effective, and consumer-centric digital experiences.

Conclusion and Recommendations

This literature review highlights the profound impact of MarTech on Chinese Millennials' purchasing behavior. AI-driven personalization, social commerce, and influencer marketing have redefined digital engagement and consumer decision-making. As technological advancements continue to shape the digital commerce landscape, brands must navigate ethical concerns surrounding data privacy, AI-driven manipulation, and algorithmic bias (Lee Ling et al., 2024). The integration of artificial intelligence has significantly enhanced consumer engagement, leading to more personalized recommendations and targeted advertising (Jamil et al., 2021) However, concerns over data security and misuse of personal information persist, requiring companies to implement robust data protection policies to maintain consumer trust (Tang & Chan, 2017).

Social commerce has emerged as a powerful force in driving consumer behavior, particularly among Chinese Millennials, who actively engage with influencers and live-stream shopping platforms. The effectiveness of influencer marketing has been well-documented, with studies showing that endorsements from trusted digital personalities enhance brand credibility and influence purchase decisions (Li et al., 2021). However, the authenticity of influencer content remains a concern, as consumers are becoming increasingly skeptical of paid promotions. To address this, brands must ensure transparency in sponsored content and prioritize collaborations with influencers who align with their values and audience expectations (Voorveld et al., 2018)

Ethical and regulatory challenges must be addressed to sustain consumer confidence in MarTech-driven marketing strategies. With China's implementation of the Personal Information Protection Law (PIPL) and other global regulatory measures such as the GDPR, businesses must adhere to stricter compliance standards (Tseng et al., 2021). These regulations highlight the necessity of responsible AI usage, data transparency, and ethical marketing practices. Companies that fail to comply with these guidelines risk legal repercussions and potential damage to their brand reputation (Li et al., 2021)

Given the rapid evolution of MarTech, future research should explore how AI-driven marketing fosters long-term consumer loyalty and brand engagement. While short-term sales metrics have been the primary focus of many studies, a deeper understanding of how AI impacts consumer trust and repeat purchasing behavior is needed (Xiao et al., 2023) .Additionally, research should investigate how emerging technologies such as augmented reality (AR), virtual reality (VR), and blockchain can further enhance the effectiveness of MarTech while ensuring ethical and secure consumer interactions (CHA et al., 2019; Lee & Trim, 2022).

To optimize MarTech strategies while mitigating ethical risks, brands should prioritize data privacy and transparency, ensuring that consumers have greater control over their personal

information (J. Zhang et al., 2020).Implementing AI governance frameworks will help reduce algorithmic bias and ensure fair and responsible marketing practices. Consumer education is another crucial aspect that businesses should invest in, as increasing awareness about AI-driven marketing practices can enhance trust and acceptance (Xu et al., 2021).Furthermore, companies should leverage a hybrid approach that combines AI-driven personalization with traditional engagement methods, ensuring a balance between technological advancements and human-centered interactions.

As MarTech continues to evolve, businesses must adapt to changing consumer expectations while maintaining ethical integrity. Addressing the challenges of data privacy, AI-driven manipulation, and regulatory compliance will be essential in shaping the future of digital marketing. Companies that proactively integrate responsible MarTech strategies will be better positioned to foster sustainable consumer relationships and gain a competitive advantage in the dynamic e-commerce landscape (J. Zhang et al., 2020). Future research should continue to explore the intersection of AI, consumer psychology, and digital ethics to develop a comprehensive understanding of MarTech's long-term implications on consumer behavior and brand sustainability (Tang & Chan, 2017).

Theoretical Significance

This study significantly expands the theoretical boundaries of Marketing Technology (MarTech) research by integrating Western classical theories, such as the Technology Acceptance Model (TAM) and the Stimulus-Organism-Response (SOR) model, with localized practices in China. First, it introduces "social trust" as a core variable in the "organism" component of the SOR model, addressing the existing literature's neglect of cultural contextual factors and highlighting the unique role of relational orientation in Chinese consumers' technology adoption mechanisms. Second, by validating the applicability of perceived usefulness (TAM) in AI-driven scenarios, the research deepens the understanding of the dynamic process of technology adoption, emphasizing the reinforcing effects of social influence and perceived enjoyment in digital consumption. Furthermore, the systematic synthesis of emerging technologies, such as LSTM models and AI chatbots, in predicting and intervening in consumer behavior provides interdisciplinary empirical foundations for technology adoption models, advancing the integration of behavioral science and artificial intelligence.

Contextual Significance

Within China's unique digital ecosystem, the application of MarTech reflects not only technological innovation but also the co-evolution of sociocultural norms, policy environments, and consumer behavior. Key findings include:

Platform Economy and Policy Synergy: The rise of social commerce (e.g., Xiaohongshu [Little Red Book], Douyin) and the implementation of China's Personal Information Protection Law (PIPL) jointly shape consumer acceptance of MarTech, requiring businesses to strike a dynamic balance between technological innovation and regulatory compliance.

Intergenerational Behavioral Traits: Chinese Millennials exhibit a paradoxical duality—high reliance on technology coexisting with acute privacy sensitivity. This dichotomy provides

critical insights for designing cross-generational marketing strategies, such as enhancing trust through transparent data practices.
Global-Local Tensions: The study reveals challenges in adapting Western MarTech tools (e.g., algorithmic logic tailored to socialized content ecosystems) to the Chinese market, offering practical guidance for multinational corporations' localization strategies. It underscores the necessity of aligning technological tools with cultural values.

This research enriches the theoretical framework of MarTech while proposing a tripartite "technology-culture-policy" pathway for businesses operating in China. It also provides scholarly foundations for policymakers to balance innovation incentives with privacy protection, demonstrating profound academic value and practical relevance in shaping ethical and effective digital marketing landscapes.

References

Anggoro, M. A., & Purba, M. I. (2020). the Impact of Attractiveness of Ads and Customer Comments Against To Purchase Decision of Customer Products on the User of Online Shop Applications in the City of Medan. *Jurnal Ilmiah Bina Manajemen*, *3*(1), 1–9. https://doi.org/10.33557/jibm.v3i1.823

Arumugam, M. A. P., Lasi, A., Nisa, K., & Halabi, M. (2021). *DETERMINATION FACTORS OF ONLINE MARKETING AND INTEGRATED MARKETING COMMUNICATION EFFECTIVENESS ON THE ORGANIZATION MARKETING STRATEGIES*. *32*(3).

Bisdorff, R. (2022). *Algorithmic Decision Making with Python Resources* (Vol. 324). Springer International Publishing. https://doi.org/10.1007/978-3-030-90928-4

CHA, N., CHO, H., LEE, S., & HWANG, J. (2019). Effect of AI Recommendation System on the Consumer Preference Structure in e-Commerce: Based on Two types of Preference. *2019 21st International Conference on Advanced Communication Technology (ICACT)*, 77–80. https://doi.org/10.23919/ICACT.2019.8701967

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319. https://doi.org/10.2307/249008

Guo, J., Zhang, W., & Xia, T. (2023). Impact of Shopping Website Design on Customer Satisfaction and Loyalty: The Mediating Role of Usability and the Moderating Role of Trust. *Sustainability*, *15*(8), 6347. https://doi.org/10.3390/su15086347

Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, *10*(8), e29714. https://doi.org/10.1016/j.heliyon.2024.e29714

Hanna, M., Pantanowitz, L., Jackson, B., Palmer, O., Visweswaran, S., Pantanowitz, J., Deebajah, M., & Rashidi, H. (2024). Ethical and Bias Considerations in Artificial Intelligence (AI)/Machine Learning. *Modern Pathology*, 100686. https://doi.org/10.1016/j.modpat.2024.100686

Jain, Dr. E., & Yadav, A. (2017). Marketing and Technology: Role of Technology in Modern Marketing. *IOSR Journal of Business and Management*, *19*(05), 49–53. https://doi.org/10.9790/487X-1905064953

Jamil, R. A., Qayyum, A., & Lodhi, M. S. (2021). Skepticism Toward Online Advertising. *International Journal of Online Marketing*, *12*(1), 1–21. https://doi.org/10.4018/ijom.288426

JiaYing, L., & Abdul Lasi, M. (2024). Branding In Digital Transformation: Optimizing Multichannel Marketing Strategies With Big Data And Consumer Behavioral Analytics.

Educational Administration: Theory and Practice. https://doi.org/10.53555/kuey.v30i6.3412

Kotler, P., Armstrong, G., & Opresnik, M. (2019). *Marketing: An Introduction, 13th global ed. February*, 261.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16e ed.). Pearson.

Kumar, S., & Permatasari, D. (2021). Factor influencing online shopping behavior through e-commerce: an extension of TPB with perceived enjoyment and trust. *Proceeding of the International Conference on Family Business and Entrepreneurship*, *2*(1). https://doi.org/10.33021/icfbe.v2i1.3566

Kumar, V., Ashraf, A. R., & Nadeem, W. (2024). AI-powered marketing: What, where, and how? *International Journal of Information Management*, *77*, 102783. https://doi.org/10.1016/j.ijinfomgt.2024.102783

Lasi, M. B. A., Abdul Hamid, A. B., Jantan, A. H., Goyal, S. B., & Tarmidzi, N. N. B. (2024). Improving Digital Marketing Using Sentiment Analysis with Deep LSTM. In *Lecture Notes in Networks and Systems* (Vol. 785). https://doi.org/10.1007/978-981-99-6544-1_17

Lee Ling, C., Farah Waheeda, J., Choon Sen, S., Yin Xia, L., Ahmad Najmi Amerhaider, N., & Kai Wah, H. (2024). E-Payment Security Mechanisms on Lazada: The Case of Malaysian and Thai. *Procedia Computer Science*, *234*, 1340–1347. https://doi.org/10.1016/j.procs.2024.03.132

Lee, Y.-I., & Trim, P. R. J. (2022). Enhancing Marketing Provision through Increased Online Safety That Imbues Consumer Confidence: Coupling AI and ML with the AIDA Model. *Big Data and Cognitive Computing*, *6*(3), 78. https://doi.org/10.3390/bdcc6030078

Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, *49*(1), 51–70. https://doi.org/10.1007/s11747-020-00733-3

Luo, J., Dey, B. L., Yalkin, C., Sivarajah, U., Punjaisri, K., Huang, Y., & Yen, D. A. (2020). Millennial Chinese consumers' perceived destination brand value. *Journal of Business Research*, *116*, 655–665. https://doi.org/10.1016/j.jbusres.2018.06.015

Mehrabian, A., & Russell, J. A. (1974). An Approach to Environmental Psychology. *The MIT Press,Cambridge.*

Rao, S., & Zhang, L. (2021). The Algorithms That Make Instacart Roll: How Machine Learning And Other Tech Tools Guide Your Groceries From Store To Doorstep. *IEEE Spectrum*, *58*(3), 36–42. https://doi.org/10.1109/MSPEC.2021.9370062

Tang, M. J., & Chan, E. T. (2017). the Impact of Online Advertising on Consumer Purchase Decision in E-Commerce. *International Journal of Humanities and Social Sciences*, *11*(International Scientific Conference on Marketing Identity-Offline Is the New Online), 518–527.

Tseng, L. Y., Chang, J. H., & Zhu, Y. L. (2021). What drives the travel switching behavior of Chinese Generation Z consumers. *Journal of Tourism Futures*, 1–16. https://doi.org/10.1108/JTF-07-2020-0110

Ungerer, L., & Slade, S. (2022). *Ethical Considerations of Artificial Intelligence in Learning Analytics in Distance Education Contexts* (pp. 105–120). https://doi.org/10.1007/978-981-19-0786-9_8

Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, *47*(1), 38–54. https://doi.org/10.1080/00913367.2017.1405754

Wood, S., & Khalid, S. (2021). Usability in marketing technology platforms: Enhancing adoption through interface design. *Journal of Digital Marketing Research, 10*(1), 23–35.

Xiao, L., Li, X., & Zhang, Y. (2023). Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective. *Journal of Retailing and Consumer Services*, *70*, 103170. https://doi.org/10.1016/j.jretconser.2022.103170

Xu, X., Shen, Y., (Amanda) Chen, W., Gong, Y., & Wang, H. (2021). Data-driven decision and analytics of collection and delivery point location problems for online retailers. *Omega*, *100*, 102280. https://doi.org/10.1016/j.omega.2020.102280

Zhang, G. (2023). The Influence of Social Media Marketing on Consumers' Behavior. *Advances in Economics, Management and Political Sciences*, *20*(1), 119–124. https://doi.org/10.54254/2754-1169/20/20230181

Zhang, J., Zheng, W., & Wang, S. (2020). The study of the effect of online review on purchase behavior. *International Journal of Crowd Science*, *4*(1), 73–86. https://doi.org/10.1108/IJCS-10-2019-0027

Zhu, Z. (2022). The Influence of Digital Technology in the Digital Marketing. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, *203*(Icemci), 1514–1519. https://doi.org/10.2991/assehr.k.211209.246