

Antecedents Of Driving Customer Purchase Intention Via AI Based Customer Engagement Strategies In The Post Pandemic Era

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Abstract

This study explores the antecedents that affect customer purchase intention in the post-pandemic era, specifically through AI (Artificial Intelligence) based customer engagement strategies. By analyzing a sample size of at least 147 social media users in Sri Lanka and examining demographic profiles such as age, gender, occupation, and average monthly income, this research addresses a gap in the literature by investigating the positive impact of AI on conversion rate optimization. The study focuses on the factors of brand credibility, customer satisfaction, price sensitivity, brand attitude, and social influence, and their impact on consumer purchase intention in the context of AI-based customer engagement. This research rejects some hypotheses related to brand credibility, price sensitivity, and social influence, and accepts others related to customer satisfaction and brand attitude. It highlights the importance of customer satisfaction and brand attitude in driving consumer purchase intention in the context of AI-based customer engagement. The findings provide valuable insights for businesses and marketers seeking to optimize AI strategies for improved customer engagement and higher conversion rates.

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