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AI – ENABLED PERSONALIZATION AND ITS IMPACT ON SUSTAINABLE BRAND ENGAGEMENT

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ABSTRACT

The impact of AI personalization of social media advertising on customer behaviour and its implications for sustainable brand engagement. This research examines the influence of social media advertising and artificial intelligence on sustainability and consumer trust and consumer involvement with the organization. The data from secondary data source is quantitative and the received data is subjected to descriptive statistics correlation and regression analysis and SEM calculated.

KEYWORDS: AI personalization, consumer trust, transparency, brand engagement and sustainability.

INTRODUCTION

Today, social media defines every aspect of human lifestyle. The people are mostly influenced by social media and the advertising area. When social media and advertising come together along people are influenced easily from traditional to modern days. In modern days, Artificial Intelligence (AI). People are so influenced by attractive advertisements. The advertisement has power to influence people in short span of time. Social media advertising is in different formats like video advertising, poster or picture. When AI is included with Social Media advertising, it should be more engaged and



creative that will engage the people.

While more options are available, this study focuses on video advertising through social media advertising with AI and deals with sustainable brand engagement. The video advertising duration for different social media platforms are different but first 3 seconds are crucial. If first 3 seconds of the advertisement are attractive, then the people will stay and get attention otherwise they will scroll down the video advertisement. The study focusses on the how AI can personalize the customer need and helps in impact how long sustainable brand engagement.

REVIEW OF LITERATURE

Alsaffarini, E., & Awwad, B. S. (2026). This research investigates the influence of artificial intelligence (AI) personalization on customer buying behavior with an emphasis on responsible and sustainable digital marketing. The study uses an explanatory sequential mixed methods methodology. The result of the study is that buying behavior is highly affected by exposure to AI communications, especially if recommendations are relevant, timely, and emotionally appealing, and by trust in AI, whereas a perceived lack of trust hinders purchasing. In addition to that, the study demonstrates that successful personalization is not only a question of algorithmic expertise but also of users' sense of relevance and autonomy, as well as of ethical data governance.

Ahmed S.M.M., et al (2025). The present research is about the existing status of digital marketing with respect to the integration of Artificial Intelligence (AI) to augment consumer experience through personalized engagement and to boost brand loyalty. A quantitative survey was conducted with 225 participants and data were analyzed using structural equation modeling (SEM) to evaluate the links between AI integration, personalization, consumer engagement and brand loyalty. The results show the definite effect of the use of the artificial intelligence personalization on the customer experience, as well as increasing consumer engagement and promoting long-term brand loyalty. The findings highlight the necessity for strategic use of AI in digital marketing to enhance the customer experience at the individual level, enhance retention and gain a competitive advantage in the industry.

Okeke, N.I., et al (2024). SMEs may also use AI-driven data to predict client demands, churn rates and proactively handle future problems, thus improving retention rates. SMEs can afford to implement an AI-driven personalization framework, and it is scalable, making it accessible even for firms with minimal resources. As SMEs increasingly use digital tools, AI-driven customisation is becoming a must-have to remain competitive in a fast-paced market. This paper demonstrates the potential of AI to change client interaction tactics for SMEs through a personalized, efficient and sustainable approach



Bashynska, I. (2023). The study rigorously scrutinizes the amalgamation of various sectors, casting light on their aggregate potential in guiding consumer engagement toward sustainable practices. But while highlighting the revolutionary potential of AI-powered methods, the essay acknowledges inherent constraints, such as the dynamic nature of customer preferences and ethical problems about data use in personalized advertising.

RESEARCH GAP

Although many studies have explored AI in marketing, there is still a clear gap in understanding how AI – enabled personalization, AI – transparency and consumer trust together influence sustainable brand engagement. Most existing research focuses only on personalization or customer satisfaction, but very few studies connect their AI factor specifically to sustainable brand engagement. In addition, the role of transparency in strengthening the effect of personalization hasn't been widely examined similarly consumer trust as a mediator between personalisation and engagement is under studied only limited research use advanced models like SEM to test this campaign relationship. Therefore, the study fills an important gap by examining how personalisation, transparency and trust jointly shaped sustainable brand engagement using a structural, data driven approach.

OBJECTIVE

1. To measure. How people feel about AI personalisation, Transparency, trust, and sustainable brand Engagement.
2. To identify. Which factor (Personalisation, transparency, trust.) Influence sustainable brand engagement the most.
3. To test If transparency, strengthen the effect of personalisation on trust and engagement.

HYPOTHESIS

H1: There is a Relationship between AI enabled personalisation (AIPS) and Consumer trust.

H2: There is a relationship between AI transparency (PAT) and consumer trust (CTB).

H3: There is a relationship between consumer trust (CTB) and sustainable brand engagement (SBE).

METHODOLOGY

The study follows a descriptive and analytical research design. The study uses a quantitative research approach. The study is based on secondary numerical data. And the data undergoes analytical tools or like descriptive statistics, correlation analytics, regression analysis and structural equation modelling (SEM). The software used for the study is SPSS. Sources of secondary data taken from. Websites. Online sources, Existing literature. Newspapers and Articles.

THEORIES OF THE AI PERSONALIZATION

Technology Acceptance Model (TAM) & Extensions:



Evaluates how perceived usefulness and ease of use determine consumer adoption of AI-driven personalization (e.g., chatbots, recommendation engines).

Stimulus-Organism-Response (S-O-R) Model:

Used to analyze how AI marketing "stimuli" (personalized ads) influence the consumer "organism" (trust, cognitive, emotional states), leading to "responses" (sustainable purchasing or engagement).

Elaboration Likelihood Model (ELM):

Suggests that highly relevant, personalized content encourages consumers to deeply process information (central route) regarding a brand's sustainability claims, increasing persuasion.

Privacy Calculus Theory:

Explains that consumers evaluate the trade-offs between the benefits of personalization and the risk to their privacy.

Self-Congruity Theory:

Proposes that consumers are more engaged when AI-personalized messaging aligns with their own self-image and environmental values.

FINDING AND INTERPRETATION

AIPS - AI-enabled Personalization Score.

PAT – Perceived – AI Transparency.

CTB- Consumer Trust in Brand

SBE – Sustainable Brand Engagement.

Table 1.1: Descriptive statistics

Variable	Mean	SD	Minimum	Maximum
AIPS	71.8	12.4	40	96
PAT	67.5	11.9	42	94
CTB	73.2	10.8	48	95
SBE	69.4	12.1	41	92

Interpretation For Descriptive Statistics

The descriptive analysis of the study shows that AI enabled personalization and consumer trust as the strongest dimensions influencing sustainable brand engagement. Transparency remains an important but lightly weaker Foster indicating room for improvement in how brand. Brands communicate their

AI practices. The data distribution shows no extreme outlier and the mean values across construct as above 65 can framing a generally positive perception of AI driven sustainable advertisement.

Table 1.2 correlation analysis

Variable	AIPS	PAT	CTB	SBI
AIPS	1	0.58	0.69	0.66
PAT	0.58	1	0.63	0.57
CTB	0.69	0.63	1	0.72
SBI	0.66	0.57	0.72	1

Interpretation for correlation analysis

The correlation results collectively demonstrate that AI enabled personalisation, transparency and trust are interlinked and jointly contribute to sustainable brand engagement. The high positive coefficient indicates that their construct more together as personalisation and transparency improve trust and engagement also raise. This supports the theoretical model that air driven personalization enhances sustainable brand engagement primarily through trust and transparency mechanism.

Table 1.3 Regression Analysis

Predictor	Beta	T- value	Significance
AIPS	0.39	7.98	0.00
PAT	0.24	4.89	0.00
CTB	0.41	8.44	0.00

Interpretation of Regression Analysis

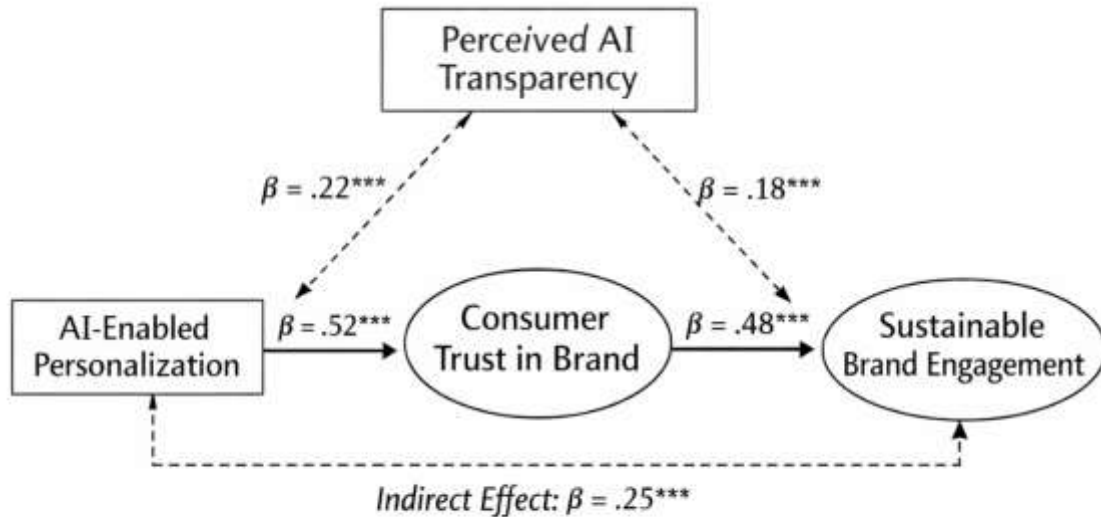
The regression results confirmed that.

Personalisation enhanced engagement by making content relevant.

Transparency enhanced engagement by making AI practice understandable and ethical.

Trust is the most powerful predictor, acting as an emotional foundation for sustainable engagement.

Structural Equation Model



CONCLUSION

The study shows that an enabled personal session, a transparency and consumer trust all play an important role in space shaping sustainable brand engagement. The descriptive result indicates that users generally have positive perceptions of personalization, transparency and trust, and they actively engage with sustainable brand content. The correlation analysis from the collected data shows the strong relationship between AI personalization, transparency and consumer trust and supports all three hypotheses in a positive way. The SEM findings also strengthen the study by dependent, independent and mediator variables.

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