

Influence of AI in Digital Marketing: Enhancing Brand Image for Durable Products**J. Anthony Gruze Thangaraj¹, P. Umadevi², K. Uma Parameswari³, V. Aravindhana⁴, Rekha Sethi⁵, Sujatha. M.⁶**

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ABSTRACT

The intelligence is experiencing generative and Agentic phase transforming beyond simple predictions. AI moving towards content generation, use of advanced tools, over information, accustomed for multi-step tasking without any restrictions. Generative AI tools create text, images videos audios coding and market related content as per the requirements of the users. AI tools are used for business support, content creations, personalised data communication, improvised customer engagement with innovations.

The AI tools are largely used for digital-based services, such as finance, marketing, governance, customer supports services, personalised recommendations, virtual assistance, and fraud detection. This study is conducted to assess the influencing factor of AI in digital marketing and building brand image of the durable products. The research has taken three exogenous variable such as AI content personalisation, AI customer engagements, AI content trustworthy and related with endogenous variable to identify the relationship with building of brand image to the durable products.

In order to perform analysis, the researcher has found out the test of Reliability and Validity assessment for all the variables. the reliability is substantiated with the help of Cronbach's Alpha α for the performance of structural equation modelling.

The result of SEM, for AI in digital marketing and building brand image for the durable products showed the result of CMIN/Df is 1.874, GFI of 0.926, AGFI of 0.904, NFI of 0.908 and TLI of 0.947 shows the prefer model fit. Further the Standardised Root Mean Square Residual (SRMR), is 0.046, Root Mean Square Error Approximation (RMSEA), is 0.049 and P-Close is 0.549, shows excellent results and support the model.

Keyword:-N/A

INTRODUCTION

The adoption of Artificial intelligence technology and judicious usage of its advancement in the digital marketing increases the confidence of the consumers and also turns more suitable for the Gen Zs, are having attitude, tech knowledge to easily adopt it. When same AI technology is adopted and implemented in the promotion of Government policies, is useful to identify disparities in the implementation of policy, reduces the middle men, administrative faults, frauds, leads for auto correction.

In the digital marketing scenario, the present generation has the ability to explore the different social media platforms and access to the different AI based advertisements deals with world standard branded products, where they get detailed description about the durable products offered by the world-famous producers like Samsung electronics, LG electronics, Sony and Bosch. These companies are manufacturing TVs, refrigerators, washing machines, smartphone and other consumer electronics. The digital platforms open more options to the customers and gives them more options of brands famous around the world. The market scenario creates market competition among the host and home products, where consumers get the opportunity to exploit the suitable option among the several option.

Digital marketing opens more options to both the business as well as to consumers, where consumers are not physically visiting brick and mortar, for the choice of selection, this purpose is being fulfilled by the latest technology such as AI, machine learning and deep learning technologies. The digital machines have almost turned as human like or humanoids converse with the human being alike, hence the customers converse with the AI to get details of the suitable products, brands, and its features for their suitable price.

The technology of internet of things, networking and system integration have become old technologies, the latest technology deals with Artificial intelligence, cloud computing, blockchain, and big data Analysis. These technologies are providing readymade solutions for any type of problems. These technologies are largely supportive for faster decision making, automation, secure information, improve connectivity and offer personalised customer services.

The latest afore said technologies are largely used in India in the field of banking healthcare, education, agriculture, manufacturing, governance and in the digital commerce. The present half of the marketing is decided by digital marketing. Therefore, in building the economy of India the contribution of digital marketing is unavoidable.

REVIEW OF LITERATURE

Kumar et al. (2019). Examined the role of artificial intelligence in personalised engagement marketing and explained how AI enables firms to analyse customer information and provide individually relevant offerings. The study emphasised that AI can narrow large amounts of information according to individual preferences, thereby improving customer experiences and engagement. Davenport et al. (2020). Investigated how artificial intelligence is expected to transform marketing strategies and consumer behaviour. The authors developed a framework considering AI intelligence levels, marketing tasks, and the extent of AI integration. They argued that AI can influence customer service, sales processes, marketing strategies and consumer decision-making. Huang and Rust (2021). Proposed a strategic framework explaining how AI can support marketing research, strategy and marketing actions. They classified AI into mechanical, thinking and feeling intelligence and connected these capabilities with segmentation, targeting, positioning, personalisation and relationship-building activities. Perez-Vega et al. (2021).

Developed a conceptual framework explaining how AI-based information-processing systems can reshape online customer engagement behaviour. Using the Stimulus–Organism–Response perspective, the authors explained that AI can process customer information and influence subsequent customer responses. Boerman et al. (2021). Examined when personalised advertising crosses consumers' personal boundaries. Their findings showed that the use of individual-specific and private information can produce negative perceptions, resistance and privacy concerns. Zhu and Chang (2016). Investigated the importance of relevance in personalised advertising and its relationship with privacy invasion, self-awareness and continued use intentions. Based on survey evidence, the authors found that perceived advertising relevance can reduce consumers' privacy concerns and positively influence their continued use intentions. Mariani et al. (2022). Conducted a systematic literature review of AI research in marketing, consumer research and psychology. Their review identified major research themes including decision-making, machine learning, social media, content analytics, technology adoption and big data. The authors highlighted the need for greater integration between AI research and consumer psychology. Mehta et al. (2022).

Conducted a meta-analytic review of artificial intelligence research in marketing and examined relationships among major AI-related constructs. The study identified inconsistencies across previous research and showed that methodological and contextual factors can influence the relationship between AI-related variables and consumer outcomes. Volkmar et al. (2022). Reviewed artificial intelligence and machine learning applications in marketing management and identified personalisation, segmentation, decision-making and customer management as major areas of application. Their study also identified organisational, ethical and behavioural barriers to AI implementation. The authors argued that AI creates opportunities for improving marketing effectiveness but requires appropriate management of customer-related concerns. Teepapal (2025). Examined AI-driven personalisation and consumer perceptions in social media engagement. The study found that AI-enabled personalisation can improve perceptions of trust and usefulness, while privacy concerns can weaken its effectiveness. Roy et al. (2025). Examined the relationship between AI, dynamic capabilities and relationship marketing outcomes using evidence from organisations, including firms in India. The authors demonstrated that AI can help organisations understand changing customer preferences, adapt marketing activities and strengthen customer relationships throughout the customer journey. Gao et al. (2026). Investigated how AI-generated marketing content value and content credibility influence customer engagement. Using experimental studies, the authors found that content credibility significantly influenced cognitive, emotional and behavioural engagement. Anggraini et al. (2026). Examined the effect of generative AI chatbots on customer engagement and purchase intention in retailing. Their experimental findings showed that generative AI can increase customer engagement by enhancing consumers perceived cognitive and behavioural control. Grewal et al. (2025). Examined how

generative AI is reshaping marketing and explained its growing role in creating and delivering text, images and video-based marketing content. The authors proposed a framework highlighting the trade-offs associated with AI inputs and the degree of human involvement in AI-generated outputs. Perez-Vega et al. (2021). Established that AI-enabled information-processing systems can reshape online customer engagement by changing the interaction between firms, AI systems and customers. More recent evidence reinforces this relationship. Teepapal (2025). Found that AI personalisation can enhance trust, usefulness and engagement, while Gao et al. (2026) demonstrated that credibility strengthens the engagement generated by AI marketing content.

Ziakis, C., & Vlachopoulou, M. (2023). Examined that Artificial Intelligence is emerging as a transformative power in numerous sectors, among that digital marketing is important beneficiary. When Artificial Intelligence carry on with advancement, their Caliber to reshape the digital marketing scenario is more suitable, leads to predominant implementation in the business and its digital outreach plans. Van Esch, P., & Stewart Black, J. (2021). Examined that the digital marketing revolutionized to create content for campaigns, generating of leads, reduces customer service costs, easing customer experience, Marketing to favourable customers and reach through social media.

Zaman, K. (2022). Substantiated that the Predictive marketing supported for consumer Decision making, predicts big consumer data to meet customer expectations. AI contributes for operation marketing, design, selection of ads, customer analysis. The role of AI in strategic decision through machine learning techniques, knowledge and increasing computation intelligence efficiency is predominant one.

Dumitriu, Dumitriu, D., & Popescu, M. A. M. (2020). Examined the Automated applications included in Artificial Intelligence reduces the difficulties of targeting and customized steps used for online promotions with the help of algorithms to navigate the best combination of solutions. Nair, K., & Gupta, R. (2021). Examined the contribution of social media and digital advertising agencies are specialized in advanced technologies maintain collaborations to create better returns on business.

Nalbant, K. G., & Aydin, S. (2023). Demonstrated that Generation Z and Alpha have easier time adjusting to virtual technology the augmented reality environment permits the buyers to have access to products with comfort, the instore experience is feasible in the universe of metaverse realm.

Alghizzawi et al., (2024). Examined that Bigger and better with digital markets provides customer innumerable new alternatives for shopping Rabby et al., (2021). AI business develops customer satisfaction and maximises sellers marketing campaigns by accessing big data, personalisation and automated difficult tasks.

Content personalisation

Vashishth et al., (2024). Examined that Artificial Intelligence companies are navigating innovative ways to personalize the sellers marketing efforts and designed content. Chandra et al., (2022). Investigated that Products content personalization according to the customer can decreases the customer's fatigue, timing, Choices and cognitive load. Lambillotte, L., & Poncin, I. (2023). Examined AI driven personalisation boosts products sales, loyalty, decreasing cart usage raising conversion rates Bhardwaj et al., (2024). Sayed et al.,(2023). Substantiated that Personalization allows companies to learn from customers online data to adopt their content needs. E-learning through different tools like Visual , Reading, writing kinaesthetic presentation or gamification helps to crake technology related difficulties.

Chu, S. C., Deng, T., & Mundel, J. (2024). Argues that the perceived personalization of Tick ToK content, creativity, authenticity and behavioural intuitions supports for marketing strategies. Gao et al., (2023). Examined Personalization closely related to the nature of advertisement; content creation supports for AI advertisement for personalization.

Customer engagement

Lim et al., (2022). Suggested that the Customer engagement is a new concept emerged in the new millennium the thriving interest among marketing experts and professional reviews and data offers completed details of the all the times. de Oliveira Santini et al., (2020). Argues that Customer engagement generated substantial values to the companies either directly or otherwise for firms' performance,

Barar et al., (2021). Behaviour Emerged as influential factor for marketing correlates with customer behaviours towards the firms ongoing motivational factors merged as an influential concept in marketing and refers to customers' behavioural manifestation towards a firm originating from motivational drivers. Rosado-Pinto, F., & Loureiro, S. M. C. (2020). Substantiates that Customer engagement is understood as multidimensional concept, the different industries are using for empirical studies.

Content credibility

Luo et al., (2022). Examined that Message credibility and detection of accuracy or fake news shown in the social medial has more credibility protocols, customer are not so easily believing the content created in the social medial. Ou et al., (2026). Argued that the invasion of AI crates multidimensional information of mixed quality escalates

the challenges among individuals as information are accessed. Huschens et al., (2023). AI contents generated by large language model exhibits user interface participation contributes similar level of credibility. Eissa, M. E. A. (2025). Artificial Intelligence and content creation considerably changes the digital communication environment.

Statement of the problem

The rapid adoption of artificial intelligence (AI) in marketing has transformed how brands create, personalise, and deliver content to consumers. AI enables firms to analyse consumer data, predict preferences, generate customised messages, and interact with customers efficiently. However, AI-personalised content also creates concerns regarding authenticity, privacy, transparency, trust and credibility. These issues are particularly important for durable products, such as consumer electronics, appliances, automobiles and other high-involvement goods, where consumers require information before forming favourable brand perceptions. Existing studies establish that AI can improve personalisation, customer engagement, service efficiency and relationship management, but its influence on brand image remains insufficiently integrated.

Personalised content may increase relevance and engagement, yet excessive personalisation can create privacy concerns and resistance. Similarly, AI-generated content can improve convenience and information value, while doubts about credibility and authenticity may weaken consumer trust.

Therefore, there is a need to examine whether AI content personalisation contributes to stronger brand image and whether customer engagement and AI content credibility reinforce this relationship. The present study addresses this problem by examining the influence of AI content personalisation on the brand image of durable products and evaluating customer engagement and AI content credibility as mechanisms through which AI-based content may build favourable brand perceptions.

Research Gap

Although research has examined artificial intelligence in marketing, personalised advertising, customer engagement, and AI-generated content separately, an integrated explanation linking AI content personalisation with brand image remains limited.

Existing studies often focus on purchase intention, technology acceptance, service interactions, or advertising effectiveness rather than brand-image outcomes for durable products. Customer engagement and AI content credibility are also frequently examined independently, providing limited evidence on their combined contribution to brand image. Evidence is concentrated on social media and advertising. Hence, this study fills the gap by integrating AI content personalisation, customer engagement, AI content credibility, and brand image within the durable-product context

Objectives

To examine the Artificial Intelligence content personalisation influences Brand image of durable products.

To evaluate customer engagement and AI content credibility builds brand image.

Research questions

Does Artificial Intelligence content personalisation have impact on brand image?

Do Customer engagement and AI content credibility help for building brand image?

Hypothesis

H1A: Artificial Intelligence contents personalisation influences brand image of durable products.

H2A: Artificial Intelligence engagement positively influences the brand image of durable products.

H3A: AI Content credibility positively influence brand image of durable products.

Research Methodology

The study is based on both primary and secondary source of data for analysing. Convenient sampling method is adopted for data collection fall under non probability sampling method. this method is adopted for the easy availability of the respondents and commonly used as time, cost, and access of the targeted population is limited. The questionnaire for the data collection Is framed by five-point Likert's scaling (Holmes & Mergen, 2014), (Weber et al., 2014) and (Lindner& Lindner, 2024). Ranging from 1 to 5 points 1 stands for strongly disagree and 5 for strongly agree.

The consumers using AI based online marketing have been considered for data collection. It is collected from the south Indian customer using AI digital platform (Tamil Nadu, Karnataka, Kerala, Telangana and Andra Pradesh. The questionnaire is posted in the Google form through different social media platform and social media groups with the support of friends, cocliques and well-wishers. There are 362 samples have been collected and used for analysis.

The entire data was collected between January to June 2026, the complete data was collected though google form, the post hock analysis by using Gpower 3.1 to assess the adequacy of the sample size. In order to achieve

significance minimum of 77 samples are enough (Mohapatra,2020). But 362 samples have been used here indicates adequate sample size it is used for detecting statistical significance.

Pretest

In order to conduct the pretest, the researcher has adopted q-sort method has tow stages state one where Q-sort a set of statements relevant to the topic is designed and in stage 2 comprises the administration of Q-activity (Ambrose, 2022). This method adopted to assess the clarity (Beck,1962), where relevance and conceptual alignment is measured for the items. The help of the panel of expert's opinion is sought for prioritising the statements from strongly agree to strongly disagree.

These steps helped the researcher to navigate the doubts and overlapping. The statements irrelevant have been removed and changed (Ambros et al., 2024).

DATA ANALYSIS

Tabel 1. Demographic profile of the Respondents

No	Demographic profile	Category	Frequency	Percentage
	Gender	Male	211	58.29
		Female	151	41.71
	Age	Below 25 years	108	29.83
		26-35	88	24.31
		36-45 years	78	21.55
		46- 55 years	63	17.40
		Above 55 years	25	6.91
	Education	School level	78	21.55
		Diploma	87	24.03
		Undergraduate	97	26.80
		Post Graduate	68	18.78
		Professionals	32	8.84
	Monthly income	Below Rs. 25,000	44	12.15
		Rs. 25,001 – 50,000	50	13.81
		Rs. 50,001 – 75,000	106	29.29
		Rs. 75,000 and above	162	44.75
	Occupation	Salaried	98	27.08
		Business	82	22.65
		Professionals	76	20.99
		Government Employee	65	17.96
		Others	41	11.32
	Residential place	Rural	92	25.42
		Semi -Urban	114	31.49
		Urban	156	43.09

Source: SPSS Out put

The demographic profile of the respondents shows that 211(58.25%) are male and 151(41.75%) are female, 108 (29.83%) are falling under below 25 years age , 88 (24.31%) falling under 26 to 35 years group, 78 (21.55%) are falling under 36-45 years of age group, 63 (17.40%) are falling under 46 to 55 years of age and 25 (6.91%) of the respondents are falling under above 55 years of age group. 78 (21.55%) have completed school education, 87 (24.03%) diploma holder, 97 (26.80%) undergraduate, 68 (18.78%) completed post graduate courses and 32 (8.84%) are professionals. 44 (12.15%) of the respondents are falling under below Rs.25,000 earning category, 50 (13.81%) of the respondents are falling under Rs.25,001 to Rs.50,000 category, 106 (29.29%) of the respondents are falling under 50,001 to 75,000 category, and 162 (44.75%) of the respondents are falling under Rs 75,000 and above category. 98 (27.08%) of the respondents are falling under salaried category, 82 (22.65%) of the respondents are falling under Business category, 76 (20.99%) of the respondents are falling under Professionals category 65 (17.96%) of the respondents are falling under government employee category and 41 (11.32%) of the respondents are falling under others category. 92 (25.42%) of the respondents are falling under Rural category, 114 (31.49%) of the respondents are falling under Semi-urban category and 156 (43.09%) of respondents are falling under Urban category.

Empirical analysis

The data was collected through distribution of questionnaire on online mode by using google form. the data were analysed with Statistical package for social science (SPSS), 23 and Analysis of movement structure (AMOS) 23, and advanced Excel. The analysis was started with knowing reliability and validity assessment then followed by AMOS algorithms and structural equation modelling for identifying significant path to test the hypotheses of the model. The has given priority with confirmatory facto analysis over exploratory factor analysis for hypothesis testing as suggested by (Carvalho, & Tanner, 2003) and (Leatherbee, & Katila, 2019) of examining one particular relevant boundary condition and vector covariates may include functions of dependent variables. How ever the AMOS algorithm coefficient model is represented in Figure 1. highlights the outer loadings of the model.

Reliability and validity

We performed reliability and validity assessment by following two stage analytical process suggest by (Anderson and Gerbing 1998) and Karnia R, (2024). the first step test's reliability and validity; where second stage test the hypothesis with structural equation modelling. Cronbach Alpha is calculated for measuring reliability, where convergent validity was measured with Squared loading and Average variance and Composite Radiality (Fornell & Larcker, 1981) and (Crede and Harms, 2015) suggested general guidelines that AVE for first order factors be at least 49% and second-order be at least 24% as evidence of convergent validity for second order (Karnia, 2024). Discriminant validity is measured using Fronel and Larker (1981) criterion and hetero trait and monotrait was calculated based on inter item correlation matrix with the help of advanced excel software.

Table 2. Reliability and convergent validity Assessment

Variables	Number of Items	Cronbach's Alpha	Composite reliability	AVE
AI content personalisation	5	0.792	0.795	0.459
AI customer engagements	5	0.836	0.847	0.529
AI Content trustworthy	5	0.782	0.788	0.562
Brand image to durable products	5	0.799	0.790	0.519

Note: Composite reliability is ≥ 0.70 and AVE is acceptable as is below 0.50 (Fronel and larker 1981) and (Crede and Harms, 2015)

The study also measures discriminant validity using criterion suggestion represented by (Fornell and larker 1981) who suggest to compare inter correlational value between the constructs. the following table shows in details of hetero trait and monotrait Menad of correction between the constructs.

Table 3. Heterotrait and Monotrait Mean Correlation

Monotrait Mean correlation	Mean Heterotrait correlation	Construct pair	HTMT	Interpretation
ACP-ACP= 0.430	ACP-ACE=0.336	ACP-ACE	0.73	Acceptable
ACE= 0.487	ACP-ACC=0.314	ACP-ACC	0.66	Acceptable
ACC= 0.547	ACP-BIDP=0.362	ACP-BIDP	0.80	Acceptable
BIDP= 0.475	ACE-ACC=0.382	ACE-ACC	0.74	Acceptable
	ACE-BIDP = 0.411	ACE-BIDP	0.85	Boder lien still Acceptable
	ACC-BIDP=0.35	ACC-BIDP	0.70	Acceptable

Source: Excel software.

The hetrotrait and Monotrait analysis shows that discriminant validity is sufficiently established among the construct in the model. All Heterotrait and Monotrait values are falling in between the acceptable range of 0.66 and 0.85, which are below the threshold value of 0.90; recommends that all the constructs build are conceptually different from each other. The construct combination of pairs involving AI content personalisation and AI Customer engagement, AI content trustworthiness and Brand image to durable products shows acceptable level of Heterotrait Correlation. On the other hand, even though the hetrotrait and Monotrait values for AI customer Engagements and Brand image to durable products is 0.85 is very closure to the recommended threshold value hence recommended for acceptable. The overall results confirms that measurement model is represents satisfactory discriminant validity and recommend for further analysis.

Structural equation modelling using partial least square

The model fit for influence of AI in digital marketing and building brand image for durable products indicates the current model shows excellent fit with observed data. The CIMIN/DF=1.874 (chi-square to degree of Freedom ration) falls within the threshold value of (≤ 3.0 preferred ≤ 2.0) suggesting parsimonious model.

The comparative fit Index (CFI) is 0.955, exceeds the threshold value of 0.95 meets the strong comparative fit.

The standard Root Mean Square Residual (SRMR), is 0.046 is excellent and below expected threshold value of ≤ 0.08 . The Root Mean Square Error of Approximation (RMSEA) is 0.049, is much below the threshold value of <0.06 , represents excellent fit. The P-close Value of 0.549 is more than >0.05 , support excellently for model fit.

Hence the overall model suggests that the model fit is satisfactorily represented the data.

Table 4. Facto loading for the scale items of the construct

Construct Name	Code	Statements	Facto loading	t-statistics
AI content personalization	ACP1	Content matching for personal preference	.710	10.569
	ACP2	Products relevance to the personal needs	.716	10.569
	ACP3	Customized Advertisements	.566	8.768
	ACP4	Content ease shopping experience	.655	10.025
	ACP5	AI content information more useful	.635	1.000
AI and customer engagements	ACE1	Chatbots response to my doubts	.697	13.886
	ACE2	AI enabled meaning interaction	.645	12.865
	ACE3	Generated content enhances engagement with the brand	.0710	14.650
AI Content trustworthiness	ACC1	Generates trustworthy information	.730	2.790
	ACC2	Provides reliable products details	.825	2.802
	ACC3	Helps for informed purchase decision	.768	2.797
	ACC4	AI created marketing content is more credible	.680	2.878
Brand Image of Durable products	BIDP1	Brand image has strong goodwill	.586	1.000
	BIDP2	The brand is innovative	.752	12.833
	BIDP3	Builds positive image on brand	.694	9.948
	BIDP4	AI created brand is more competing one	.734	10.326
	BIDP5	Introduces high quality durable products.	.578	8.777

Note: CIMN/DF-Chi-Square minimum discrepancy/degree of Freedom; Composite Reliability; CFI- comparative fit index; SRMR-Standardised Root Mean Square Residual; RMSEA- Root Mean Square Error Approximation; P-Close- Probability of close fit ; factor loading ≥ 0.50 is moderate; t-statistics > 1.96 .

Figure 1 represents the second-order confirmatory factor analysis model estimated using Analysis of Movement Structure(AMOS), in which first-order latent construct loads to a higher-order construct. All the exogenous latent variable for Brand image of durable products is found to be significant. The facto loading and its significant are presented in the table no 5.

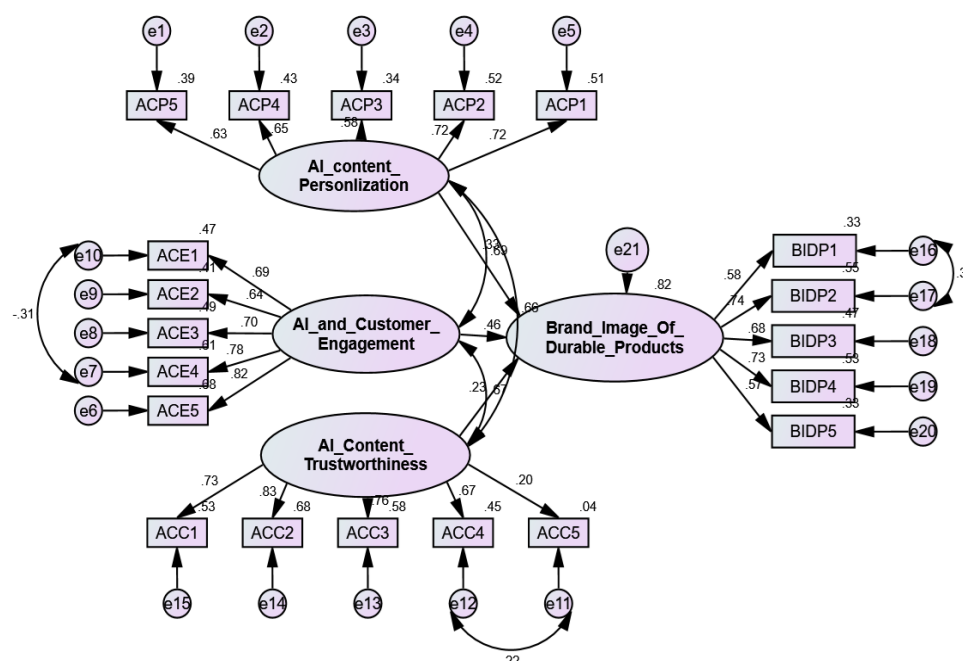


Figure 1. Standardised structural equation modelling for perceived effectiveness of mining waste and tailings disposal management

As shown in the Figure 1, R-square or Squared Multiple correlation value for influence of AI in digital marketing in enhancing brand image for durable products. 0.82, shows excellent squared multiple correlation value. It is equivalent to 82.0% shows excellent fit on Exogenous Latent Variables such as AI and customer engagement, AI Content personalization and AI Content Trustworthiness.

Table 5. Regression Weights for Perceived Effectiveness of Mining Waste and Tailings Disposal Management

Standardised Paths		Estimate	S.E.	t-statistics	P
Brand Image of Durable Products	AI content Personalization	.320	.079	4.037	***
Brand Image of Durable Products	AI Content Trustworthiness	.749	.363	2.064	.039
Brand Image of Durable Products	AI and Customer Engagement	.434	.072	6.066	***

Note: Estimates ; Standard Error ; t-statistics; and $P < 0.001$; ** $P < 0.001$; * $P < 0.05$

DISCUSSION

The result of the analysis is indicating that there is a significant and positive relationship between Brand image of durable products and AI content personalization with unstandardised regression weight of 0.320 and composite reliability of 0.79, t-statistics of 4.037 and $p = 0.001$. This suggests that the customers who are digitally buying durable products based on AI content personalisation has impact on building brand image for the products. Hence the customers are giving importance to content matching for personal preference, relevance to the personal needs, customized Advertisements, content ease shopping experience and AI content information.

The result of Brand Image of Durable Products and AI Content Trustworthiness shows a significant and positive relationship as the statistical value of unstandardised regression weight of 0.749, Composite Reliability of 0.363, t-statistics of 2.065 and $p = 0.039$ indicates the model result is significant at 5% level. This indicates that customer AI engagements influence on chatbots response to the customers doubts, AI enabled meanings interaction, and generated content supportive for increasing engagement with the brand.

The result of Brand image durable products and AI and customer engagement shows a significant and positive relationship as its statistical results of unstandardised regression weights of 0.434, composite reliability of 0.072 and t-statistics of 6.066 and $p = 0.001$ is significant at 1% level. The result shows that AI content trustworthiness

is influenced by Generates trustworthy information, reliable products details, and AI created marketing content its credibility.

In overall AI content personalization, customer engagement and content credibility have its positive impact on increasing brand image of durable products.

CONCLUSION

The research on AI digital marketing and enhancing brand image for durable products considered three main variables to identify its relationship with Brand image of the durable products such as content personalization, customer engagement and content credibility. The result is confirming that these three variables significantly contributing to build the brand image. The customers are expecting that the AI contents created are matching with their personal preferences, relevance of the products recommended are customised the requirements, improves the shopping experience, serves the complete products information and offers personalized promotional offers.

The customers are also expecting that the AI is providing customer engagement services, like chatbots are quickly responding, enables meaningful interactions with the suggested brands, supports to explore the different brands, improves the overall digital experiences and motivates the customer to revisit the brand digital platforms.

The content credibility like content accuracy, information trustworthiness, consistency across the different platforms, help for buying decisions and give marketing content credibility.

All the above reasons are standing still among the customer to build the brand image in the AI ensued things like strong reputation, innovation, quality of products, and perception.

LIMITATION OF THE STUDY

The study is conducted only among the respondents using AI and chatbots and other advanced AI based contents for deciding their brands for buying durable products. Therefore, the data is collected only from such respondents. The hypothesis proposed is statistically significant as various relationships are examined, but at the same time there is possibility for error. The present study is based on convenient sampling method, the opinions are purely personal may not fully represent the opinion of the entire population.

Authors contributions

Dr. J. Anthony and Dr. P. Umadevi conceived the idea and developed the quantitative design to undergo the empirical investigation of the study. Followed by K. Uma Parameswari And V. Aravindhan and **Sujatha. M** conducted proofreading of the paper and further developed questionnaire. Then Dr. Rekha Sethi generated the concept and helped to the research design and gave right inputs to the research papers from the online database. Followed by this Dr. J. Anthony and Dr. P. Umadevi have discussed and verified the analytical method. K. Uma Parameswari, **Sujatha. M** and V. Aravindhan collected quantitative data and numerical computation were done with the Help of AMOS 23 version and wrote the manuscript in consultation with Dr. J. Anthony..

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