SEMARAK ILMU PUBLISHING

Journal of Advanced Research in Applied Sciences and Engineering Technology

Journal homepage:
https://semarakilmu.com.my/journals/index.php/applied_sciences_eng_tech/index
ISSN: 2462-1943

AI-Powered Digital Marketing: Elevating Brand Perception in the Event Industry

Nor Safura Ja'afar[1,*], Nasreen Khan[1], Vincent Oh Kim Seng[2], Serban Georgica Obreja[3]

[1] Faculty of Management, Multimedia University, 63100 Cyberjaya, Selangor, Malaysia
[2] Centre of Postgraduate Studies, Jesselton University College, 88300 Kota Kinabalu, Sabah, Malaysia
[3] Telecomunicatii University, National University of Science and Technology Politehnica Bucharest, București 060042, Romania

ABSTRACT

In the evolving landscape of business, digital technologies are reshaping human relationships, interactions and experiences. Despite widespread predictions about the immense potential of artificial intelligence (AI) which encompasses Big Data and Machine Learning in service industries, the tangible impact of AI on brand loyalty remains inadequately understood. AI is actively redefining the dynamics between brands and users, revolutionizing the nature of their interactions. This study aims to formulate a framework guiding the transformative influence of integrated AI on sustainable digital marketing within the event industry, with a specific emphasis on moulding brand perception and cultivating brand loyalty. The research outcomes present a conceptualization of sustainable digital marketing, delineating green customer behaviour and brand loyalty as crucial elements for creating value in events. This paper makes a theoretical contribution by bridging the realms of sustainable marketing, technology and brand literature, focusing on AI as a non-human actor shaping the future experience in the event industry. Furthermore, it offers practical guidance for event planners on effectively integrating AI across various touchpoints. Additionally, it furnishes valuable insights to aid businesses, governments and marketers in gaining a deeper understanding of AI's role in brand management, providing practical advice for navigating the swiftly evolving terrain of integrated artificial intelligence in marketing.

Keywords:
AI marketing; sustainable digital marketing; brand perception

1. Introduction

The modern business landscape has been permanently altered by the pervasive influence of the digital economy, requiring organizations to navigate the complex interplay of technology, consumer behaviour and environmental responsibility. In today's rapidly evolving digital landscape, sustainable digital marketing and green marketing are indispensable for several reasons. Firstly, with growing environmental concerns, consumers are increasingly inclined towards eco-friendly and socially responsible brand by Stofejova *et al.,* [1]. Implementing sustainable digital marketing strategies not only aligns with consumer values but also fosters brand loyalty and enhances reputation. Moreover,

* *Corresponding author.*
E-mail address: norsafurajaafar@yahoo.com

https://doi.org/10.37934/araset.64.1.7594

as digital platforms continue to dominate marketing channels, minimizing environmental impact becomes imperative. Sustainable digital marketing practices, such as optimizing energy-efficient data centres and reducing electronic waste, contribute to mitigating carbon footprints. Additionally, green marketing initiatives not only promote eco-friendly products and services but also educate consumers, driving sustainable consumption patterns. Furthermore, in an era of heightened corporate social responsibility, according to Marakova *et al.,* [2], integrating sustainability into marketing strategies not only demonstrates ethical business practices but also creates a competitive edge in the market. Ultimately, artificial intelligence (AI), sustainable digital marketing and green marketing are essential components for businesses aiming to thrive in the modern landscape by addressing environmental concerns, meeting consumer expectations and fostering long-term sustainability.

Artificial Intelligence (AI) has emerged as a transformative force, reshaping marketing practices globally, particularly in the event industry by Kaplan *et al.,* [3]. According to Wang *et al.,* [4] and Gentsch [5], by automating data collection, analysis and segmentation, AI enables marketers to gain deep insights into consumer behaviour. This data-driven approach facilitates predictive analytics via the Machine Learning (ML), allowing businesses to forecast consumer preferences and purchasing patterns, leading to more personalized marketing strategies by Kumar *et al*., [6] and Gao *et al*., [7]. As event organizers leverage AI technologies, they can dynamically adjust pricing, content delivery and product recommendations based on real-time consumer interactions and according to Sanchez *et al.,* [8], AI is set to significantly reshape the marketing landscape, introducing advanced search algorithms, intelligent ad placements and improved content distribution methods. Additionally, there will be increased use of chatbots, stronger fraud detection and data security measures, along with image and voice recognition technologies. Predictive customer service enhancements and precise customer segmentation strategies will further drive this transformation. Concurrently, sustainability has become a focal point for ethical corporate practices in the face of challenges and opportunities presented by the digital revolution Porter *et al.,* [9] and Joana *et al.,* [10]. This integration of AI into marketing strategies aligns with sustainable business practices, fostering long-term consumer loyalty and enhancing brand perception.

AI's impact extends beyond marketing, influencing mechanical systems through enhanced precision and efficiency, who emphasize AI's revolutionary role in various fields, including marketing and customer engagement Shatnawi *et al.,* [11]. Moreover, AI has made its presence in nearly every industry, including food and beverage, where it assists merchants in understanding consumer behaviour. In sectors such as food and beverage, AI assists merchants in understanding consumer behaviour by analysing purchasing history, social media interactions and browsing habits. Artificial Intelligence (AI) and Machine Learning (ML) are currently delivering value, though some argue that their potential is not fully tapped and that their tools and techniques could maximize the overall benefits for the food industry. Research by Kler *et al.,* [12], indicates that these technologies can help reduce economic losses, thereby improving the industry's efficiency and responsiveness by using Artificial Intelligence (AI).

Moreover, these technologies enable businesses to anticipate future demands and create tailored marketing campaigns based on individual customer behaviours and preferences as explained by Liu *et al.,* [13] and Davenport *et al.,* [14] that by utilizing AI technologies organizations can improve operational efficiency and reduce resource wastage, contributing to a more sustainable approach in their operations.

Machine Learning (ML) approaches such as Decision Trees, Linear Models and Neural Networks have become essential tools in predicting customer preferences by analysing historical data and identifying patterns. Decision Trees provide intuitive decision-making paths, making them ideal for

industries where interpretability is crucial. For example, studies demonstrate that combining Decision Trees with ensemble methods can improve predictive accuracy in customer demand forecasting, particularly in retail sectors according to Nasseri *et al.,* [15]. Linear Models, while simple and interpretable, are typically used in cases where the relationships between variables are linear and straightforward, though they might struggle with capturing complex interactions. However, according to Dugas *et al.,* [16], Neural Networks excel in recognizing intricate, nonlinear relationships, making them especially effective in applications such as pricing and demand prediction in insurance and retail sectors. Integrating these ML techniques has been shown to significantly enhance predictive accuracy, enabling businesses to tailor their offerings and improve customer satisfaction by effectively utilizing customer behaviour data.

Moreover, data collection plays an important key role for predictive analytics, along with Big Data and AI technology, has become essential to customer relationship management (CRM). In the competitive business environment, companies must increasingly focus on customer expectations, opinions and social media interactions, using CRM systems to analyse this data and uncover valuable insights into business opportunities. Ledro *et al.,* [17] emphasized the significance of combining Big Data analytics with netnography to create an effective CRM strategy. This synergy between predictive analytics and CRM tools amplifies the ability of ML techniques to boost customer satisfaction and operational efficiency.

The integration of Mechanical AI combines Artificial Intelligence (AI), Big Data and Machine Learning (ML) to optimize processes, enhance decision-making and predict outcomes. Together, they enable data-driven insights, automating complex tasks while continuously improving efficiency and accuracy across industries. At the same time enables companies to deliver personalized experiences at scale, enhancing customer satisfaction and brand loyalty according to Rust *et al.,* [18] and Akter *et al.,* [19]. As Mechanical AI continuously learns from consumer interactions, it enhances its algorithms, resulting in more accurate predictions and increasingly personalized customer engagement. The impact of Artificial Intelligence (AI) and Machine Learning (ML) on digital marketing is both significant and widespread. These technologies have transformed how businesses approach their marketing strategies, enabling personalized experiences, optimized campaigns and improved results. Moreover, the key benefits of AI and ML in digital marketing include advanced data analysis, automation and efficiency, real-time optimization, enhanced customer insights, chatbot assistance, predictive analytics and more effective ad targeting according to Chaitanya *et al.,* [20]. This capacity to adapt and personalize experiences at scale makes Mechanical AI an essential tool for businesses seeking to enhance brand perception and loyalty while also embracing sustainability as a core principle of their marketing strategies according to Keitzmann *et al.,* [21]. As organizations continue to navigate the complexities of consumer behaviour in the digital age, the role of AI will only grow in importance, driving innovation and creating new opportunities for ethical and sustainable corporate practices according to Martin *et al.,* [22].

Additionally, research by Ong *et al.,* [23] shows a positive relationship between convenience, security, contact and availability and anthropomorphism towards consumer acceptance of Artificial Intelligence (AI), while efficiency and enjoyment were less impactful.

According to Gao *et al.,* [24], integrated artificial intelligence (AI) is poised to significantly transform marketing strategies and customer behaviour. By analysing intelligence levels, task types and AI integration within robotic systems, a comprehensive framework is developed to understand AI's impact. In the realm of personalization, AI technologies like Recommendation Systems and Virtual Assistants are reshaping the advertising industry by offering tailored user experiences. Moreover, in content creation, technologies such as Natural Language Processing (NLP) and Generative AI enable advertisers to craft engaging and creative ad content. For ad optimization, AI

supports resource allocation and strategy refinement. Building on these foundational AI technologies, our study elaborates on how these innovations enhance the key elements of personalization, content creation and optimization in marketing.

Subsequently, it led to Sustainable Digital Marketing (SDM), a sub-discipline, emphasizes conducting marketing activities that generate economic value while adhering to ethical, social and environmental considerations. Disruptive technologies, including AI, have reshaped business operations, with AI showing promise in addressing complex sustainability challenges. Digital advances promote a drastic shift towards greater sustainability, even while the agenda only offers a limited number of perspectives for how technology might be used by Herweijer and Waughray [25] and Leung *et al.,* [26]. Sustainable digital marketing incorporates cutting-edge technologies such as Big Data, Machine Learning (ML) and Artificial Intelligence (AI) to create eco-friendly marketing practices while enhancing brand perception. These technologies allow businesses to minimize their environmental footprint and engage in practices that resonate with sustainability-conscious consumers. Big Data plays a pivotal role in sustainable marketing strategies by offering insights into customer behaviour and preferences, enabling companies to create personalized campaigns that reduce resource wastage and environmental impact. For instance, by leveraging customer segmentation, businesses can target eco-conscious consumers more effectively, minimizing their carbon footprint in the process according to Okorie *et al.,* [27]. Analytics derived from Big Data allow companies to monitor and adjust their sustainability strategies based on real-time customer feedback, reinforcing their commitment to sustainability and businesses continuously strive to gain a competitive advantage in the competitive event industry according to Behl *et al.,* [28]. Machine Learning (ML) enhances sustainable digital marketing by providing predictive insights that help brands anticipate customer preferences, especially for eco-friendly products and is expected to completely convert the business environment in the near future as using ML has a positive impact on strategic performance of businesses according to Reis *et al.,* [29]. Through predicts, companies can optimize marketing efforts, improving customer satisfaction and resource efficiency and this concurred by Salhab [30], the research findings explain a significant correlation between data analytics in digital marketing.

Concurrently the green marketing plays a crucial role in sustainable development, emphasizing the integration of eco-friendly practices. Pride and Ferrell [31], “Green marketing also alternatively known as environmental marketing and sustainable marketing, refers to an organizations effort a designing promoting, pricing and distributing products that will not harm environment”. The incorporation of AI-driven analytics in sustainable digital marketing enables event organizers to monitor public perception and respond transparently, fostering trust among stakeholders. Integrating the artificial intelligence in sustainable digital marketing within events is a method to preserve hosting environments, but it can also be an efficient way to attract potential consumer as event visitors according to Henderson *et al.,* [32].

The use of Big Data, Machine Learning (ML) and AI in sustainable digital marketing significantly enhances a brand's perception by allowing companies to adopt eco-friendly practices while delivering personalized, relevant marketing messages. These technologies not only improve marketing efficiency but also foster trust and loyalty among sustainability-conscious consumers, as they can analyse large sets of consumer data to tailor interactions and promote environmental values according to Mitra [33]. As AI in marketing continues to evolve, its role in advancing sustainability will likely become even more critical in the coming years, enabling brands to maintain an eco-friendly image in the increasingly digital landscape. In conclusion, the integration of sustainable digital marketing practices with AI is vital for success in the evolving event industry, as it enhances brand visibility, recognition, equity and trust.

2. Research Background

2.1 Research Background

The research underscores the growing importance of integrated sustainable digital marketing in shaping consumer perceptions of brands, especially those emphasizing green or sustainability initiatives. With heightened consumer awareness of environmental issues, the demand for eco-friendly and socially responsible products has surged. Study by Lee and Yoon [34], integrated sustainable digital marketing, incorporating channels like social media and email campaigns, positively influences consumer perceptions, associating brands with social responsibility and environmental consciousness. The study emphasizes the strategic integration of sustainability into digital marketing efforts to enhance overall brand image and appeal to environmentally conscious consumers.

In addition, the integration of artificial intelligence (AI) has become a transformative force in reshaping marketing practices, particularly within the event industry. Recent research by Wang *et al.,* [35], highlights the crucial role played by AI in enhancing the efficiency of marketing strategies. AI technologies, including predictive analytics and machine learning algorithms, enable event marketers to analyse vast amounts of data, predict attendee preferences, personalize campaigns and optimize overall event experiences. According to Balducci and Marinova [36] the unstructured data for various areas of marketing, analytics for consumer value in healthcare and Agarwal *et al.,* [37] machine learning prediction for mobile marketing personalization added by Tong *et al.,* [38] the in-store technology such as robots, smart displays or augmented reality for convenience or social presence and Grewal *et al.,* [39] the AI is for personalized customer engagement according to Kumar *et al.,* [40]. This comprehensive research emphasizes the need for a deep understanding of how AI-driven tools can be strategically employed to streamline event marketing efforts and improve audience engagement in an increasingly competitive and dynamic market.

Moreover, the reliance on digital marketing methods, coupled with the leveraging of AI technology, has become pivotal for companies according to Christos *et al.,* [41]. AI's major advances, such as voice search, machine learning algorithms and chatbots, revolutionize internet searches and search engine optimization. By incorporating sustainability messages into digital marketing strategies, businesses can communicate their commitment to sustainable practices and engage consumers consistently. As AI continues to evolve, according to Kim *et al.,* [42] it empowers marketers to spot trends, make strategic decisions on purchase intention and optimize digital advertising efforts, ultimately ensuring better results and efficiency in reaching target audiences.

2.2 Research Objectives and Questions

The research objectives and questions were formulated based on identified gaps in existing literature, aiming to address and contribute insights to areas where knowledge is currently lacking. Below are four sets of research questions and objectives:

i. **RQ1:** How does sustainable digital marketing with elements of AI marketing impact green customers' behavioural intention to participate in the event?
   RO1: Investigate the direct impact of sustainable digital marketing with elements of AI marketing on green customers' behavioural intention to participate in the event.
ii. **RQ2:** How does sustainable digital marketing with elements of AI marketing impact brand perception to participate in the event?

RO2: Investigate the direct impact of sustainable digital marketing with elements of AI marketing on brand perception to participate in the event.

iii. **RQ3:** How do green customer behaviour and brand perception mediate the relationship between sustainable digital marketing and purchase intention.
RO3: Investigate the indirect impact of green customer behaviour and brand perception on purchase intention to participate in the event.

iv. **RQ4:** To what extent will sustainable digital marketing, customer behaviour and brand perception impact the customers' loyalty towards a company brand or organization.
RO4: Examine the impact of sustainable digital marketing, green customer behaviour and brand perception on customers' loyalty towards a company brand or organization.

3. Literature Review

3.1 Underpinning Theory

Underpinning theory refers to the foundational principles or conceptual frameworks upon which research studies are built. It provides the framework for understanding the phenomena being studied and guides the formulation of research questions, hypotheses and methodologies. Including underpinning theory in a research paper is crucial for several reasons. Firstly, it establishes the theoretical basis for the study, ensuring that the research is grounded in established knowledge and contributing to the advancement of the field according to Hitt *et al.,* [43]. Secondly, it helps to contextualize the findings within existing literature and theoretical frameworks, facilitating comparisons and furthering understanding according to Bryman *et al.,* [44]. Moreover, it enhances the rigor and credibility of the research by demonstrating a clear rationale and theoretical justification for the chosen approach according to Creswell *et al.,* [45]. Therefore, foundational theory acts as the support structure for the development of thorough and significant research, directing both the progression and results of academic investigation. Additionally, in this study, three foundational theories (Signalling Theory, Value-Belief-Norm Theory, Brand Equity Theory) were recognized.

3.1.1 Signalling theory (ST)

Within the proposed framework of Signalling Theory (ST), as outlined by Connelly *et al.,* [46], companies utilize signals to communicate information regarding their qualities, intentions or capabilities. In the realm of sustainable digital marketing employing AI, brands can effectively convey their dedication to sustainability and ethical conduct, thereby influencing consumer perceptions in a favourable manner. This theory posits that sustainable digital marketing strategies, particularly those leveraging AI, act as signals to consumers, indicating a brand's values and steadfast commitment to ethical and sustainable practices, consequently shaping a positive brand image. The interplay between sustainable digital marketing, particularly involving AI and brand perception is frequently examined within the context of diverse theoretical frameworks.

3.1.2 Value-belief-norm theory (VBN)

The relationship between green consumer behaviour and brand loyalty falls within the Value-Belief-Norm (VBN) theory, as indicated in the above model. Stern *et al.,* [47], elaborate on the "Value-Belief-Norm (VBN) Theory," which elucidates how individuals' environmental values shape their actions and subsequently influence their loyalty towards eco-friendly brands. According to this

theory, individuals' pro-environmental values shape their beliefs about the environment, which then guide their norms and behaviours. In the context of green consumer behaviour and brand loyalty, individuals with strong pro-environmental values tend to harbour positive attitudes toward environmentally friendly brands, thus fostering brand loyalty. This theory suggests that consumers who prioritize environmental concerns are more inclined to develop favourable attitudes towards brands that reflect their values, thereby nurturing brand loyalty.

3.1.3 Brand equity theory (BET)

The relationship between brand perception and brand loyalty falls under Brand Equity Theory (BET) as articulated by Aaker *et al.,* [48], encompasses the relationship between brand perception and brand loyalty, emphasizing the pivotal role of perception in fostering and sustaining consumer loyalty. Consumers form perceptions of a brand across dimensions like brand awareness, perceived quality, brand associations and brand loyalty itself. Favourable brand perceptions are instrumental in cultivating robust brand loyalty, indicating that consumers who view a brand positively, attributing qualities such as high-quality or positive associations, are inclined towards brand loyalty. These positive perceptions engender a sense of trust and emotional attachment towards the brand, further reinforcing loyalty among consumers.

3.2 Research Gap

Several recent empirical studies have explored the role of artificial intelligence (AI) in consumer brand preferences, particularly in retail banks in Hong Kong, according to Shirley and Matthew [49]. However, there's a notable gap in research regarding AI brand interactions across different industries. Future studies should adopt a broader perspective to evaluate AI's impact on brand value propositions and customer experiences in various sectors, providing a more comprehensive understanding of AI's role in shaping brand preferences.

Research by Rada *et al.,* [50]*,* delves into the influence of sustainable event management practices on consumers' visit intentions in the music event industry. While this study addresses the impact of consumer green self-efficacy and environmental consciousness on event attendance, a knowledge gap persists, with data collection relying solely on online surveys with 300 samples. Future research opportunities lie in exploring alternative data collection methods, such as interviews or focus groups and utilizing different research methodologies, such as meta-analysis or big data, to gain deeper insights into the integration of AI in the sharing economy.

Encouraging researchers to explore consumer responses to various brand relationships according to Shikun *et al.,* [51], identify limitations in their study on building sustainable brands. The omission of aspects like brand community, social media engagement and social identity theory suggests potential avenues for future research. Analysing brand relationships from the perspective of social networks or digital marketing can offer a more comprehensive understanding of the dynamics between brands and consumers.

Kumar *et al.,* [52], conducted a study evaluating the impact of Marketing 5.0, artificial intelligence and digital marketing strategies on brand image and buying intentions. While providing insights into the importance of these trends, the study also calls for further exploration of the impact of digital marketing on buying intentions. Understanding how these novel trends contribute to sustainability in marketing ventures within the current context is crucial for marketers aiming to align strategies with changing consumer behaviours.

Finally, a research comparison by NS Jaafar *et al.,* [53], investigates the effects of digital marketing in the event sector during the Covid-19 pandemic in Malaysia and the United States. With insights gathered from 160 respondents, the study recommends further research areas, including evaluating the impact of virtual event platforms on customer loyalty, assessing consumer reviews on virtual events and exploring how marketing initiatives affect customer trust and brand equity in different cultural contexts and global markets. These recommendations provide valuable directions for future research in understanding the evolving landscape of digital marketing during unprecedented times.

3.3 Research Framework

A conceptual framework acts as a blueprint or guide for the research process, defining significant concepts, variables and relationships pertinent to the investigation. It clarifies the researcher's perspective on the phenomena under inquiry by linking ideas and constructions necessary to answer research questions according Adom *et al.,* [54]. According to Miles *et al.,* [55] propose a system for finding gaps in literature, developing hypotheses and establishing study scope. By visually or conceptually mapping these relationships, the conceptual framework provides for the creation of a research framework, guaranteeing that the study is structured and cohesive.

The conceptual framework provides a systematic arrangement of interlinked concepts, offering a visual representation that illustrates the relationships between ideas in a study within the theoretical framework. It goes beyond being a mere sequence of concepts, serving as a means to articulate and shape the epistemological and ontological perspective and the approach to the study topic. According to Luse *et al.,* [56], the conceptual framework allows a precise outline and clarify the definitions of key concepts related to the problem at hand.

Figure 1, illustrates a visual representation of a structured taxonomy that outlines conceptual class divisions through branches and identifies 11 scenarios as leaves. These scenarios are categorized into four groups corresponding to the second level of the hierarchy, offering a clear framework for Machine Learning (ML) applications from a strategic marketing viewpoint. Scenarios on the consumer side are classified as:

i. improving shopping fundamentals
ii. enhancing consumption experience, while the business side categorizes them as
iii. enhancing decision-making
iv. optimizing financial applications.

This taxonomy aims to revolutionize marketing strategies by understanding the multifaceted role of ML for both consumers and businesses.

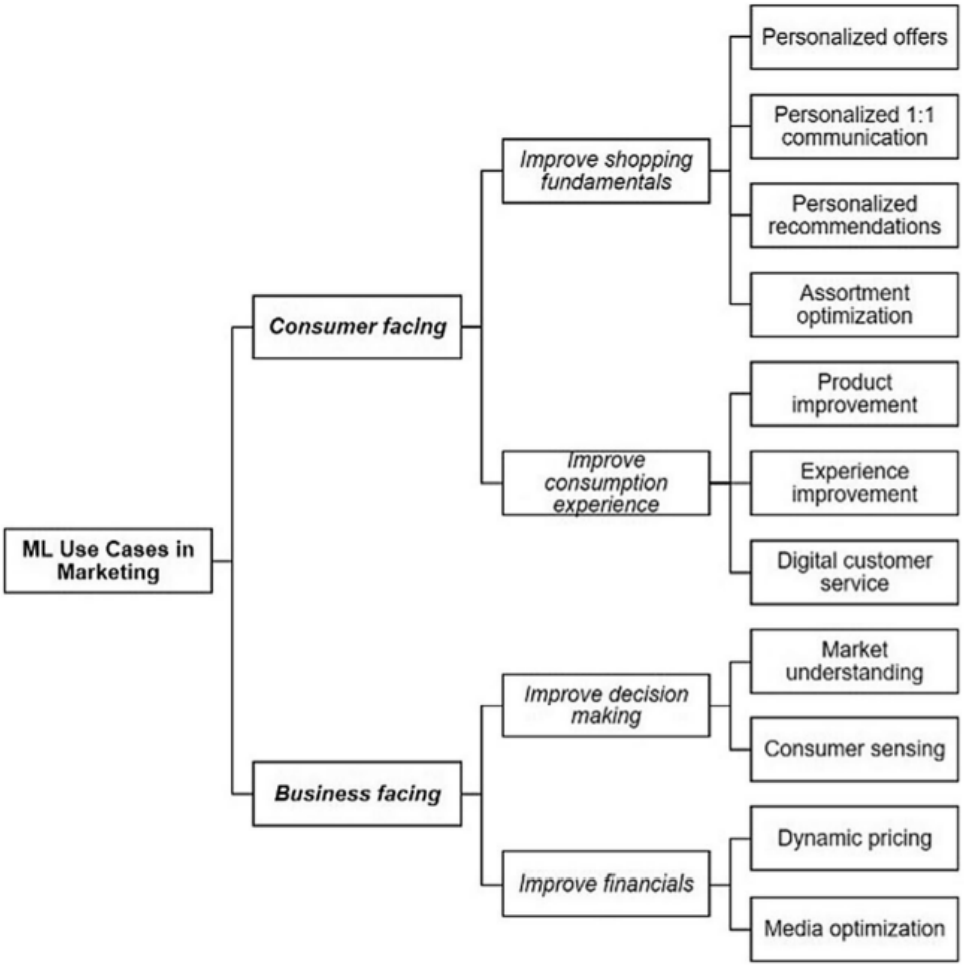

Fig. 1. Taxonomy of machine learning use in marketing by Mauro *et al.,* [57]

Figure 2 explains The Big Data Capabilities Model (TBDCM) presents a structured framework that outlines the essential dynamic capabilities organizations must develop to effectively leverage big data in strategic marketing. It identifies five core capabilities: sensing, seizing, reconfiguring, managing and transforming. Each of these capabilities plays a crucial role in helping firms analyse and utilize large datasets to make informed marketing decisions, enhance customer engagement and drive competitive advantage. This model highlights the necessity of being adaptable and responsive in a landscape where data is constantly changing and growing more intricate. Technology turbulence refers to the swift changes and disruptions in technology that can profoundly affect industries and organizations. This concept is vital for comprehending how businesses can operate effectively in environments marked by continual technological progress, particularly in relation to artificial intelligence (AI) and fluctuations in market dynamics. The capabilities related to big data correspond with Teece *et al.,* [58] categories of sensing, reconfiguring and seizing dynamic capabilities, as depicted in the illustration (Figure 2).

In the research, it was highlighted various strategies for leveraging big data and technology to enhance the organizational capabilities. Discussion on the importance of engaging with big data as a new resource (sensing), navigating between legacy systems and modern technology to explore new markets while capitalizing on their current positions (reconfiguring). Additionally, it emphasized the need to build expert teams under challenging conditions (reconfiguring) and to apply technological thinking to align data with the organization's strategic goals (reconfiguring). Finally, considering the significance of data-driven decision-making capabilities (seizing) to effectively respond to strategic market opportunities.

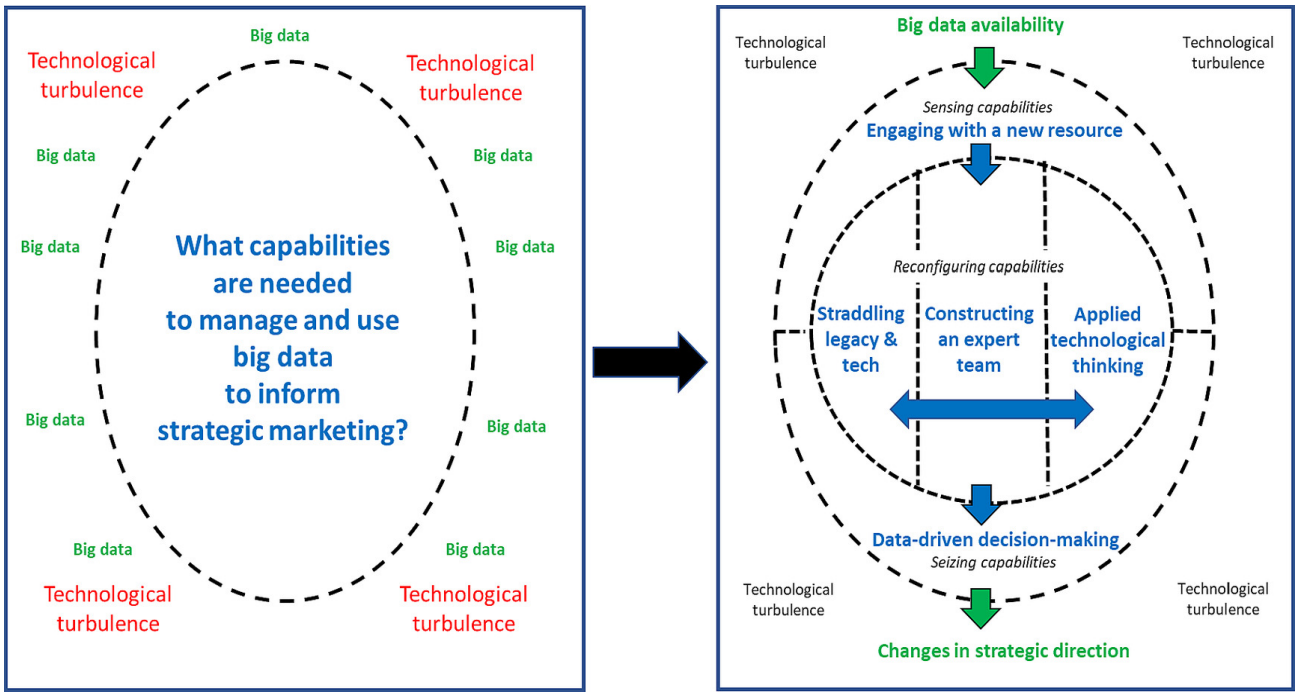

Fig. 2. The big data capabilities model (TBDCM) by *Brewis et al.,* [59]

Figure 3 is the conceptual framework provides an overview relationship between green customer behaviour and brand perception (mediator, M) on purchase intention and brand loyalty (dependent variable, IV).

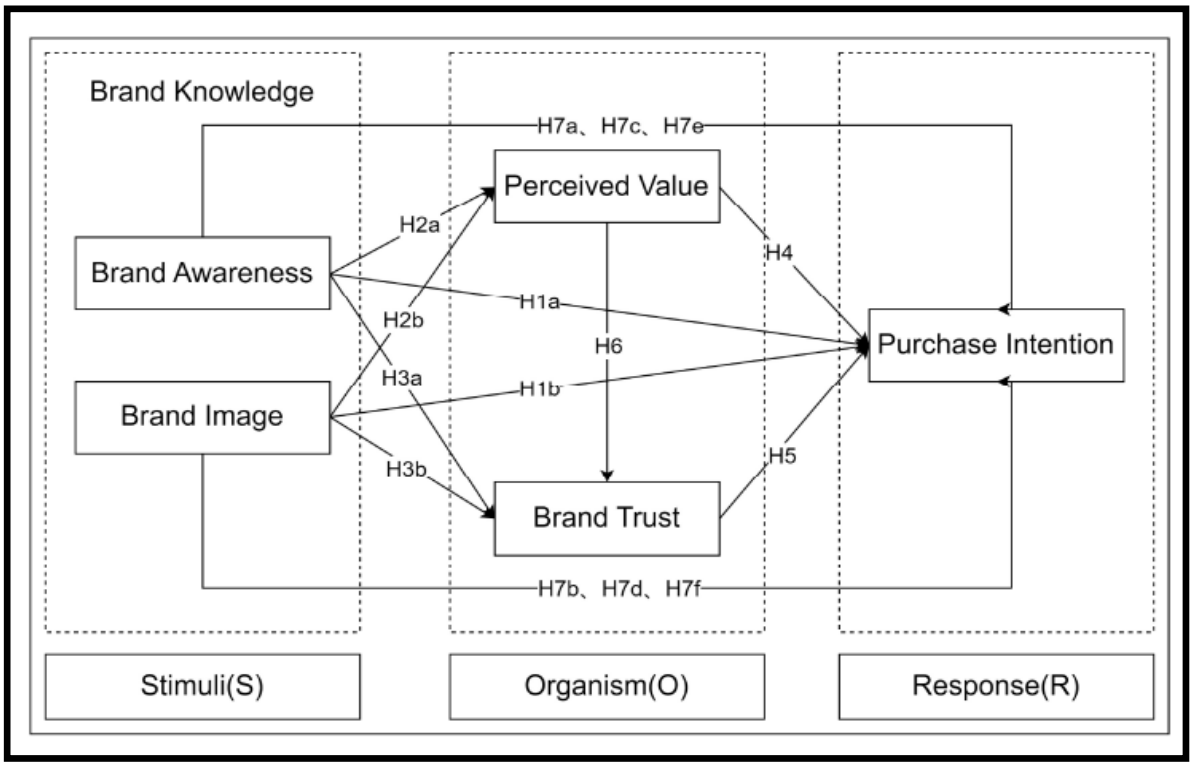

Fig. 3. Model of the effect FFTP brand knowledge on fresh food purchase intention by Shuai Ling *et al.,* [60]

Figure 3 was developed by Ling *et al.,* [61], found that the path analysis results showed that a significant positive effect are observed among the model variables. Within the antecedent variables, brand image exhibits the most substantial influence on perceived value, with perceived value exerting the greatest impact on brand trust and brand trust having the most noteworthy effect on purchase intention. Additionally, perceived value and brand trust play notable roles as mediators and serial mediators in influencing brand knowledge and purchase intention. The research model, rooted in the SOR theory widely employed in online purchase studies, holds significant importance in structuring the framework of this study and elucidating the connections between variables. In accordance with the SOR theory, "S" signifies external stimuli, "O" represents the internal state influenced by stimuli and "R" denotes behaviours influenced by the stimuli. In this research, brand knowledge (brand awareness, brand image) is considered as the stimulus "S," perceived value and brand trust as the organism "O," and purchase intention as the response "R."

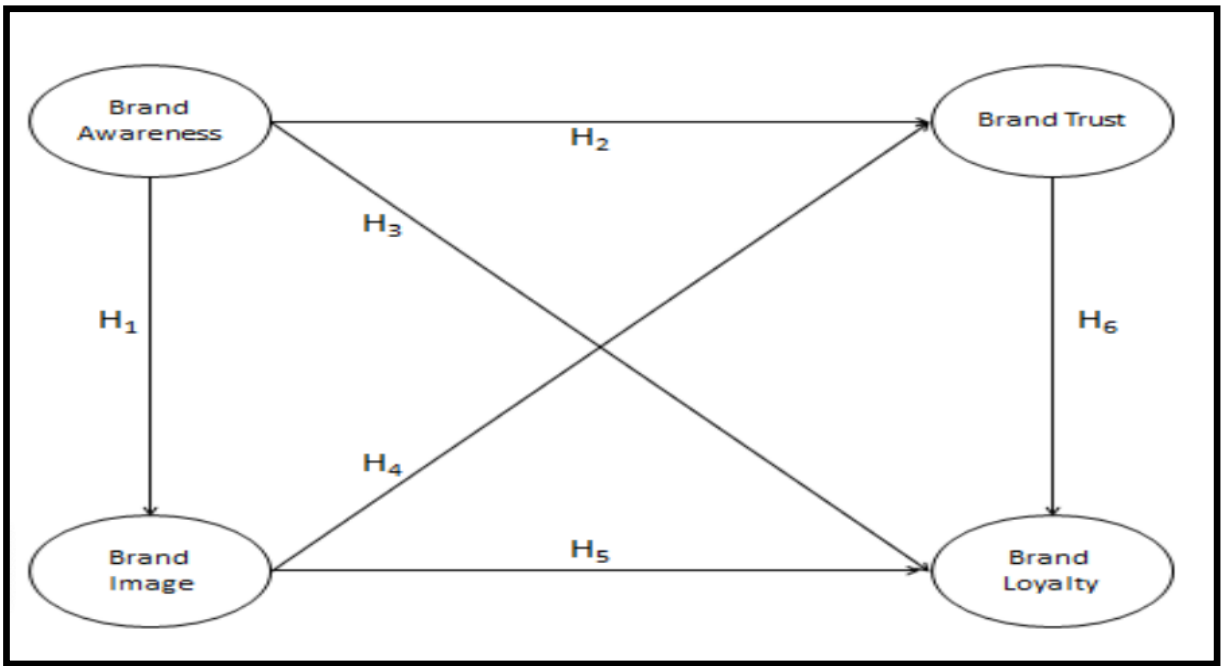

Fig. 4. Model of the influence of Brand Awareness, Brand Image, Brand Trust and Brand Loyalty by Innocentius *et al.,* [62]

According to Chaudhuri and Holbrook [63], defined brand trust as consumers relying on the brand's ability to carry out its functions consistently. Besides, Koushyar *et al.,* [64], characterized as the brand's capacity to inspire trustworthiness or reliability, it is derived from consumers' confidence that the product can deliver its promised value. Concurrently, trust is defined as the capability to embrace an attribute linked to an object or person, according to Mahmoudzadeh, *et al.,* [65]. It has been seen as a basic and important component or even as a key concept that governs a relationship, according to Sorayaei and Marjan [66]. According to Morgan and Hunt [67], trust plays a prerequisite for creating and preserving long-term relationships between companies and customers. Reichheld and Schefter [68], stated that trust is the entrance to get customer loyalty. These statements underline that loyalty can be predicted by trust.

It can be inferred that trust holds a central and crucial role in establishing a connection between companies and consumers. When consumers trust a company, it is anticipated that they will consistently make repeat purchases. Brand trust has been demonstrated as a precursor to brand loyalty, as indicated by prior research that reveals a positive correlation between brand trust and

brand loyalty, according to Chinomona *et al.,* [69]; Lee and Jee [70]; Liu *et al.,* [71] and Menidjel *et al.,* [72]. Research model was developed by Innocentius *et al.,* [73], indicates that the higher brand trust, the higher brand royalty will increase.

The four model frameworks, Figure 1 and Figure 2, Figure 3 and Figure 4 serve as foundational references for the development of the AI-powered digital marketing research framework. These models are extremely important because they investigate crucial elements of customer behaviour, such as purchase intention and brand loyalty, which are essential for understanding how artificial intelligence (AI) may improve digital marketing efforts. The model of the effect FFTP brand knowledge on fresh food purchase intention explains how brand knowledge impacts customer decisions, whereas the model of the influence of Brand Awareness, Brand Image, Brand Trust and Brand Loyalty model's approach emphasizes the importance of brand awareness and trust in AI-driven marketing contexts. Therefore, the research framework for AI-Powered Digital Marketing: Elevating Brand Perception in The Event Industry is developed.

Figure 5 is the research framework was meticulously crafted following the formulation of research objectives and questions, aligning with the identified gaps in the current literature. With a strategic approach, the framework serves as a structured blueprint to guide the research process and systematically investigate the areas of interest. By integrating the research objectives and questions into the framework, the study aims to fill the identified gaps and contribute valuable insights to the existing body of knowledge. This intentional design ensures a focused and purposeful exploration of the research subject, allowing for a comprehensive analysis and meaningful contributions to the field.

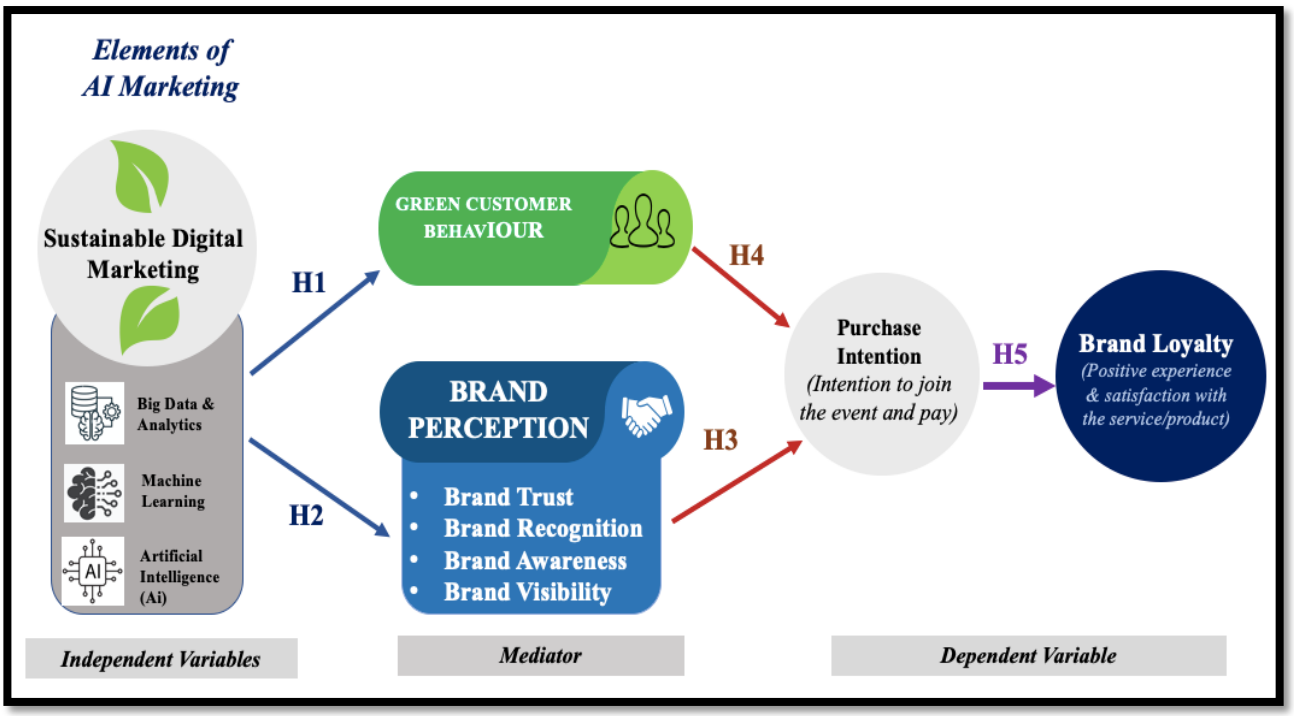

Fig. 5. Research framework for AI-powered digital marketing: Elevating brand perception in the event industry

This research conceptual framework provides a comprehensive overview of the intricate relationships revolve around the impact of sustainable digital marketing (independent variable, IV), on purchase intention and brand loyalty (dependent variable, DV), with the focus on the mediating role of green customer behaviour and brand perception (mediator, M).

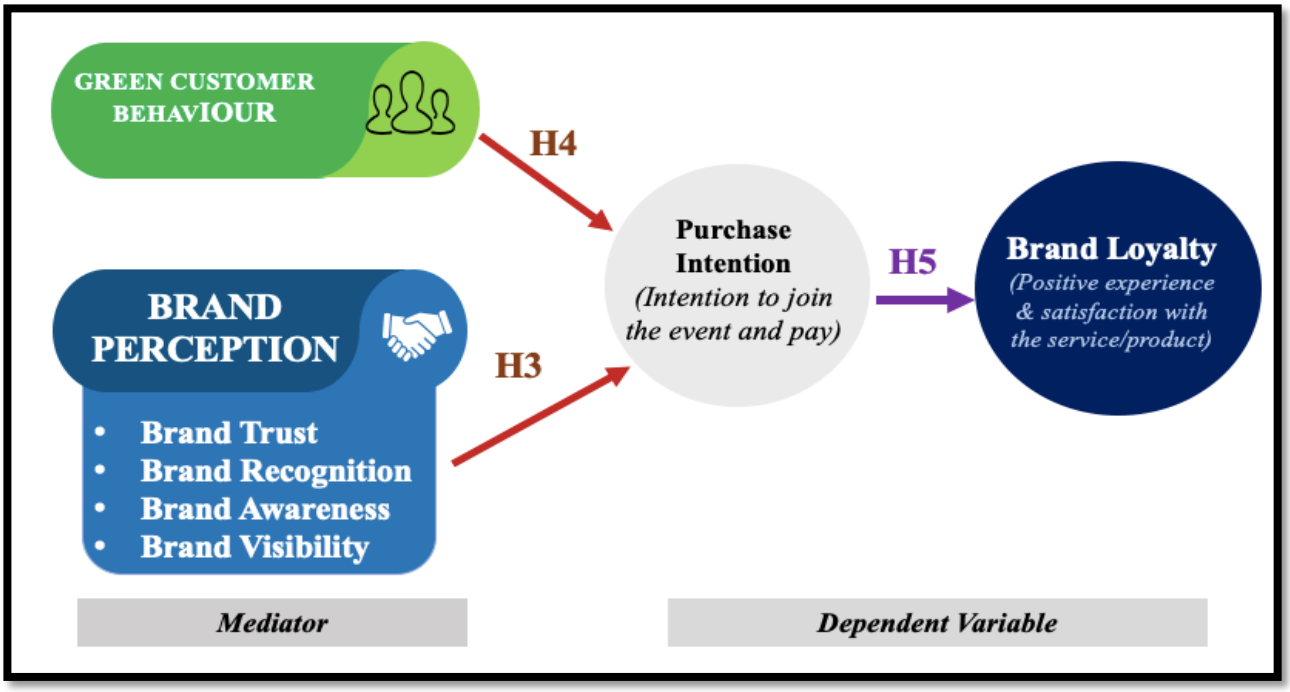

Fig. 6. Research framework between mediator (M) and dependent variable (DV)

4. Methodology

4.1 Target Population and Sample Size

The target sample is 400. 200 respondents from Malaysia and another 200 respondents are from the United States (USA). These respondents are business clients who attended live and virtual events, webinars and online meetings over the course of two years. 400 questionnaires were distributed at random throughout Malaysia and the United States with a target audience of executives in organisation.

4.2 Sampling Method

This research to studies event industries in Malaysia and the United States by doing a questionnaire survey by probability (random) sampling or stratified sampling. The stratified sampling, population is initially divided into subgroups (or strata) that all share a comparable trait using this procedure (business executive). This method is used when we expect the measurement of interest to vary among subgroups and aim to ensure representation of all subgroups. The research sample is then formed by randomly choosing equivalent sample sizes from each stratum. Additionally, in stratified sampling, it is permissible to opt for unequal sample sizes from each stratum. For example, 300 questionnaires were sent to both groups: Malaysian and Americans. This ensures a more realistic and accurate estimation of the response.

At the same time, targeted sampling by using purposive sampling will be adopted in this research. Sample size estimated around 30-50 participants and they are chosen based on their expertise in the AI technology and their brand experiences.

4.3 Questionnaire Design

Section A, Section B and Section C are the three parts of the questionnaire used in this study. Section A asks about the participant's demographics, including gender, age, educational level, marital status and career.

Section B of the survey asks for general information about their experience attending physical or live events, virtual events, webinars or online meetings, as well as the framework that is the preferred virtual platform, the engaging features, using AI in the event platform, the type of virtual events, the number of virtual events attended in the previous two years, virtual event information, virtual event improvement and virtual event rating.

The fundamental framework, which is covered in Section C of the questionnaire, is artificial intelligence services, sustainable digital marketing, green customer behaviour, green customer loyalty, brand recognition, brand awareness, trust and purchase intention.

5. Conclusions

Anticipated findings will unveil the intricate relationships between Sustainable Digital Marketing variables, mediators and dependent variables, shedding light on the supportive dynamics within each element.

Qualitative research plays a crucial role in shaping fundamental theories within the realm of Sustainable Digital Marketing studies. Its significance lies not only in developing and enriching Signalling Theory (ST), Value-Belief-Norm (VBN) and Brand Equity Theory (BET) but also in deepening comprehension of the distinctive, varied and dynamic aspects that delineate the Artificial Intelligence (AI) adoption domain. Nonetheless, as qualitative methodologies evolve and diversify, researchers are urged to expand their methodological repertoire and employ them with greater ingenuity and rigor to propel artificial intelligence and brand perception research forward.

This study aims to contribute valuable insights to the evolving landscape of sustainable AI-marketing and its influence on consumer behaviour, ultimately leading to brand loyalty. By investigating the intersection of sustainability, artificial intelligence (AI) and marketing strategies, this research endeavours to uncover the mechanisms through which sustainable AI-marketing practices impact consumer decision-making processes and subsequent brand loyalty. Additionally, it seeks to identify the factors that drive consumers to prioritize sustainable brands in an increasingly AI-driven marketing environment. Furthermore, this study aims to explore how AI technology can be leveraged to enhance sustainability efforts within marketing practices, thus shaping the future trajectory of both research and industry. As AI continues to advance, its integration into marketing strategies holds immense potential to revolutionize consumer engagement, personalized advertising and data analytics. By harnessing the capabilities of AI, marketers can better understand consumer preferences, tailor messaging to individual needs and optimize resource allocation, thereby fostering more sustainable and ethical marketing practices. Ultimately, this research seeks to elucidate the transformative role of AI in shaping the future of sustainable marketing and its implications for both academia and industry.

6. Research Contribution

The research will likely contribute to the existing body of knowledge in several ways: The major areas of contribution are:

i. Insight to artificial intelligence (AI) adoption in sustainable digital marketing: Offers a pivotal exploration at the cutting edge of academia. This endeavour aims to bridge existing gaps by comprehensively understanding how AI technologies intersect with sustainable marketing practices, thereby addressing theoretical and practical aspects. By dissecting the specific applications of AI, such as personalized targeting and predictive analytics, within sustainability-oriented marketing strategies, the research sheds light on emerging trends and best practices. Moreover, it delves into the underlying mechanisms and motivations guiding organizations' decisions to adopt AI for sustainability purposes, enriching theoretical frameworks and providing actionable insights for marketers and policymakers. Overall, this contribution not only advances our theoretical understanding of AI adoption in sustainable marketing but also offers practical guidance for navigating this evolving landscape effectively.

ii. Understanding the impact on green customer behaviour and brand perception*:* Represents a significant contribution with multifaceted implications. This endeavour entails investigating the intricate dynamics between consumers' environmentally conscious actions and their perceptions of brands, offering insights into how sustainability initiatives influence brand image and consumer preferences. By elucidating the mechanisms through which green customer behaviour shapes brand perception, the research contributes to both theoretical frameworks and practical implications for marketers and policymakers. It enhances our understanding of the drivers behind consumers' eco-conscious choices and provides actionable insights for crafting effective sustainability-driven marketing strategies. Moreover, by exploring the reciprocal relationship between green customer behaviour and brand perception, the study sheds light on avenues for fostering positive brand-consumer relationships grounded in shared environmental values, ultimately advancing both academic knowledge and real-world sustainability efforts.

iii. Understanding the green purchase intention mechanism that led to brand loyalty: Constitutes a substantial contribution with broad implications. This research involves dissecting the intricate processes through which consumers' intentions to make environmentally conscious purchases translate into enduring brand loyalty. By unravelling the underlying factors that drive individuals to prioritize sustainability in their purchasing decisions and examining how these behaviours influence long-term brand allegiance, the study not only enhances theoretical frameworks but also offers practical insights for marketers and policymakers. Furthermore, by elucidating the linkages between green purchase intention and brand loyalty, the research contributes to the development of effective sustainability-driven marketing strategies aimed at cultivating lasting relationships with environmentally conscious consumers, thus advancing both academic knowledge and real-world sustainability initiatives.

iv. Data comparison between Malaysia and the United States: Represents a significant contribution with far-reaching implications. This involves juxtaposing the socio-cultural, economic and environmental contexts of both countries to elucidate differences and similarities in consumer behaviour, sustainability practices and brand perceptions. By systematically examining data from these distinct geographical regions, the research not only enriches our understanding of global trends in green consumerism and brand loyalty but also offers valuable insights for multinational corporations seeking to tailor their marketing strategies to diverse cultural contexts. Furthermore, the comparative analysis facilitates cross-country learning and knowledge transfer, fostering collaboration

between academia, industry and policymakers to drive sustainable development initiatives on a global scale.

v. Sustainable AI marketing practices: Constitutes a crucial contribution with multifaceted implications. This entails probing the intersection of artificial intelligence (AI) technology and sustainable marketing strategies to uncover innovative approaches for promoting environmental and social responsibility within the digital marketing landscape. By examining the application of AI in enhancing sustainability across various marketing channels, the research not only advances theoretical frameworks but also offers practical insights for marketers and policymakers. Furthermore, by exploring the potential synergies between AI technology and sustainability goals, the study paves the way for the development of novel AI-driven marketing strategies that prioritize ethical and eco-friendly practices, ultimately fostering a more sustainable and socially responsible business ecosystem.

vi. Signalling Theory (ST): By demonstrating how AI-powered digital marketing can strengthen a brand's credibility and trustworthiness through accurate, real-time signals about its sustainability efforts and event-related activities. AI tools have the capacity to track and communicate authentic sustainability initiatives, enhancing transparency and signalling the brand's commitment to corporate responsibility. This alignment between a brand's actions and its communicated messages fosters stronger trust and loyalty among stakeholders, ultimately elevating the brand's reputation. This research advances the Signalling Theory (ST) by providing insights into how AI can serve as a mechanism for delivering credible signals that resonate with consumers, ultimately enhancing the brand's reputation and stakeholder trust.

vii. Value-Belief-Norm (VBN): By examining how AI-driven digital marketing strategies can foster stronger connections between brands and consumers whose values align with sustainability. It highlights how AI can personalize messaging to reflect consumers' environmental beliefs, encouraging a deeper engagement with brands that promote eco-friendly practices. By demonstrating how AI tailors communications to reinforce consumers' existing values, the study shows how this alignment can foster a sense of moral obligation, motivating consumers to support brands that share their environmental concerns. This contribution helps expand the Value-Belief-Norm (VBN) theory by offering insights into how AI can enhance the alignment between consumer values and brand messaging, driving engagement and participation in sustainability-focused events.

viii. Brand Equity Theory (BET): By illustrating how AI can enhance brand equity (the value that a brand adds to a product or service) by boosting brand awareness, image and loyalty within the event industry. Through the use of AI tools like personalized content (tailored messaging for individual preferences), real-time data analysis and customer interaction platforms (digital channels for engaging with consumers), brands can offer unique, tailored experiences at events, creating a stronger emotional connection with attendees. Additionally, the research reveals how AI can help brands consistently deliver value, fostering long-term loyalty and improving overall customer satisfaction. This deeper understanding of how AI strengthens brand equity contributes to the broader application of Brand Equity Theory (BET), offering insights into how emerging technologies can elevate a brand's competitive position in dynamic markets like the event industry.

7. Future Research

As for the future research could delve further into how artificial intelligence (AI) can enhance companies' sustainable marketing initiatives. This would include exploring how AI can foster long-term customer trust and loyalty, particularly when sustainability is at the forefront of marketing strategies. Additionally, future studies could examine how AI-driven sustainability marketing operates across different countries and cultures, allowing for a broader comparison of how cultural variations influence consumer responses to AI in sustainable marketing.

Long-term research could also investigate how environmentally conscious behaviours shape consumer perceptions of brands over time. This would involve tracking changes in green consumer behaviour and evaluating its impact on brand loyalty as more businesses integrate AI into their sustainability efforts.

As AI continues to play a larger role in marketing, it will be important for future studies to assess its effect on consumer trust, especially when brands promote themselves as eco-friendly. Furthermore, research could explore how AI and blockchain technology can be combined to enhance transparency and trust in sustainability marketing. Blockchain can be used to track and verify the authenticity of sustainability claims, ensuring greater accountability.

By pursuing these research directions, we can gain valuable insights into the evolving relationship between AI, sustainability and consumer behaviour and how these factors will shape the future of marketing across different countries and industries.

Acknowledgement
This research was funded by Multimedia University.

References
[1] Štofejová, Lenka, Štefan Kráľ, Richard Fedorko, Radovan Bačík, and Mária Tomášová. "Sustainability and consumer behavior in electronic commerce." *Sustainability* 15, no. 22 (2023): 15902. https://doi.org/10.3390/su152215902
[2] Marakova, Vanda, Anna Wolak-Tuzimek, and Zuzana Tučková. "Corporate social responsibility as a source of competitive advantage in large enterprises." *Journal of Competitiveness* (2021). https://doi.org/10.4324/9781003095361-28
[3] Kaplan, Andreas, and Michael Haenlein. "Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence." *Business horizons* 62, no. 1 (2019): 15-25. https://doi.org/10.1016/j.bushor.2018.08.004
[4] Wang, Richard Y., and Diane M. Strong. "Beyond accuracy: What data quality means to data consumers." *Journal of management information systems* 12, no. 4 (1996): 5-33. https://doi.org/10.1080/07421222.1996.11518099
[5] Gentsch, Peter, and Peter Gentsch. "Ai eats the world." *AI in Marketing, Sales and Service: How Marketers without a Data Science Degree can use AI, Big Data and Bots* (2019): 3-9. https://doi.org/10.1007/978-3-319-89957-2_1
[6] Kumar, Viswanathan, and Werner Reinartz. "Creating enduring customer value." *Journal of marketing* 80, no. 6 (2016): 36-68. https://doi.org/10.1509/jm.15.0414
[7] Gao, Youjiang, and Hongfei Liu. "Artificial intelligence-enabled personalization in interactive marketing: a customer journey perspective." *Journal of Research in Interactive Marketing* 17, no. 5 (2023): 663-680. https://doi.org/10.1108/JRIM-01-2022-0023
[8] Suraña-Sánchez, Clara, and Maria Elena Aramendia-Muneta. "Impact of artificial intelligence on customer engagement and advertising engagement: A review and future research agenda." *International Journal of Consumer Studies* 48, no. 2 (2024): e13027. https://doi.org/10.1111/ijcs.13027
[9] Porter, Michael E., and James E. Heppelmann. "How smart, connected products are transforming competition." *Harvard business review* 92, no. 11 (2014): 64-88.
[10] Rosário, Albérico Travassos, and Joana Carmo Dias. "The new digital economy and sustainability: challenges and opportunities." *Sustainability* 15, no. 14 (2023): 10902. https://doi.org/10.3390/su151410902
[11] Shatnawi, Hashem, and Mohammad N. Alqahtani. "Delving into the Revolutionary Impact of Artificial Intelligence on Mechanical Systems: A Review." *Semarak International Journal of Machine Learning* 1, no. 1 (2024): 31-40. https://doi.org/10.37934/sijml.1.1.3140

[12] Kler, Rajnish, Ghada Elkady, Kantilal Rane, Abha Singh, Md Shamim Hossain, Dheeraj Malhotra, Samrat Ray, and Komal Kumar Bhatia. "[Retracted] Machine Learning and Artificial Intelligence in the Food Industry: A Sustainable Approach." *Journal of Food Quality* 2022, no. 1 (2022): 8521236. https://doi.org/10.1155/2022/8521236
[13] Liu, Yanli, Yourong Wang, and Jian Zhang. "New machine learning algorithm: Random forest." In *Information Computing and Applications: Third International Conference, ICICA 2012, Chengde, China, September 14-16, 2012. Proceedings 3*, pp. 246-252. Springer Berlin Heidelberg, 2012.
[14] Davenport, Thomas H., and Rajeev Ronanki. "Artificial intelligence for the real world." *Harvard business review* 96, no. 1 (2018): 108-116.
[15] Nasseri, Mehran, Taha Falatouri, Patrick Brandtner, and Farzaneh Darbanian. "Applying Machine Learning in Retail Demand Prediction—A Comparison of Tree-Based Ensembles and Long Short-Term Memory-Based Deep Learning." *Applied Sciences* 13, no. 19 (2023): 11112. https://doi.org/10.3390/app131911112
[16] Dugas, Charles, Yoshua Bengio, Nicolas Chapados, Pascal Vincent, Germain Denoncourt, and Christian Fournier. "Statistical learning algorithms applied to automobile insurance ratemaking." In *CAS Forum*, vol. 1, no. 1, pp. 179-214. Arlington: Casualty Actuarial Society, 2003. https://doi.org/10.1142/9789812794246_0004
[17] Ledro, Cristina, Anna Nosella, and Andrea Vinelli. "Artificial intelligence in customer relationship management: literature review and future research directions." *Journal of Business & Industrial Marketing* 37, no. 13 (2022): 48-63. https://doi.org/10.1108/JBIM-07-2021-0332
[18] Rust, Roland T., and Ming-Hui Huang. "The service revolution and the transformation of marketing science." *Marketing Science* 33, no. 2 (2014): 206-221. https://doi.org/10.1287/mksc.2013.0836
[19] Akter, Shahriar, Katina Michael, Muhammad Rajib Uddin, Grace McCarthy, and Mahfuzur Rahman. "Transforming business using digital innovations: The application of AI, blockchain, cloud and data analytics." *Annals of Operations Research* (2022): 1-33.
[20] Chaitanya, K., G. C. Saha, H. Saha, S. Acharya, and M. Singla. "The impact of artificial intelligence and machine learning in digital marketing strategies." *European Economic Letters (EEL)* 13, no. 3 (2023): 982-992.
[21] Kietzmann, Jan, Jeannette Paschen, and Emily Treen. "Artificial intelligence in advertising: How marketers can leverage artificial intelligence along the consumer journey." *Journal of Advertising Research* 58, no. 3 (2018): 263-267. https://doi.org/10.2501/JAR-2018-035
[22] Martin, Kirsten, Katie Shilton, and Jeff ery Smith. "Business and the ethical implications of technology: Introduction to the symposium." In *Business and the ethical implications of technology*, pp. 1-11. Cham: Springer Nature Switzerland, 2022. https://doi.org/10.1007/978-3-031-18794-0
[23] Ong, Siew Har, Sai Xin Ni, and Ho Li Vern. "Dimensions Affecting Consumer Acceptance towards Artificial Intelligence (AI) Service in the Food and Beverage Industry in Klang Valley." *Semarak International Journal of Machine Learning* 1, no. 1 (2024): 20-30. https://doi.org/10.37934/sijml.1.1.2030
[24] Gao, Biao, Yiming Wang, Huiqin Xie, Yi Hu, and Yi Hu. "Artificial intelligence in advertising: advancements, challenges, and ethical considerations in targeting, personalization, content creation, and ad optimization." *Sage Open* 13, no. 4 (2023): 21582440231210759. https://doi.org/10.1177/21582440231210759
[25] Herweijer, Celine, and Dominic Waughray. "Fourth industrial revolution for the earth harnessing artificial intelligence for the earth." *A report of PricewaterhouseCoopers (PwC)* (2018).
[26] Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni. "Man versus machine: Resisting automation in identity-based consumer behavior." *Journal of Marketing Research* 55, no. 6 (2018): 818-831. https://doi.org/10.1177/0022243718818423
[27] Okorie, Gold Nmesoma, Zainab Efe Egieya, Uneku Ikwue, Chioma Ann Udeh, Ejuma Martha Adaga, Obinna Donald DaraOjimba, and Osato Itohan Oriekhoe. "Leveraging big data for personalized marketing campaigns: a review." *International Journal of Management & Entrepreneurship Research* 6, no. 1 (2024): 216-242. https://doi.org/10.51594/ijmer.v6i1.778
[28] Behl, Abhishek, Jighyasu Gaur, Vijay Pereira, Rambalak Yadav, and Benjamin Laker. "Role of big data analytics capabilities to improve sustainable competitive advantage of MSME service firms during COVID-19–A multi-theoretical approach." *Journal of Business Research* 148 (2022): 378-389. https://doi.org/10.1016/j.jbusres.2022.05.009
[29] Reis, Carolina, Pedro Ruivo, Tiago Oliveira, and Paulo Faroleiro. "Assessing the drivers of machine learning business value." *Journal of Business Research* 117 (2020): 232-243. https://doi.org/10.1016/j.jbusres.2020.05.053
[30] Salhab, Hanadi A. "The use of data analytics in digital marketing for sustainable business growth." *Journal of Infrastructure, Policy and Development* 8, no. 8 (2024): 4894. https://doi.org/10.24294/jipd.v8i8.4894
[31] Pride, William M., and Odies C. Ferrell. *Marketing*. cengage learning, 2019.
[32] Henderson, Stephen. "The development of competitive advantage through sustainable event management." *Worldwide Hospitality and Tourism Themes* 3, no. 3 (2011): 245-257. https://doi.org/10.1108/17554211111142202

[33] Madanchian, Mitra. "The Impact of Artificial Intelligence Marketing on E-Commerce Sales." *Systems* 12, no. 10 (2024): 429. https://doi.org/10.3390/systems12100429
[34] Chen, Huan, and Yoon-Joo Lee. "Is Snapchat a good place to advertise? How media characteristics influence college-aged young consumers' receptivity of Snapchat advertising." *International Journal of Mobile Communications* 16, no. 6 (2018): 697-714. https://doi.org/10.1504/IJMC.2018.095129
[35] Wang, Shirley B., Walter Dempsey, and Matthew K. Nock. "Machine learning for suicide prediction and prevention: advances, challenges, and future directions." In *Youth suicide prevention and intervention: best practices and policy implications*, pp. 21-28. Cham: Springer International Publishing, 2022. https://doi.org/10.1007/978-3-031-06127-1_3
[36] Balducci, Bitty, and Detelina Marinova. "Unstructured data in marketing." *Journal of the Academy of Marketing Science* 46 (2018): 557-590. https://doi.org/10.1007/s11747-018-0581-x
[37] Agarwal, Ritu, Michelle Dugas, Guodong Gao, and P. K. Kannan. "Emerging technologies and analytics for a new era of value-centered marketing in healthcare." *Journal of the Academy of Marketing Science* 48 (2020): 9-23. https://doi.org/10.1007/s11747-019-00692-4
[38] Tong, Siliang, Xueming Luo, and Bo Xu. "Personalized mobile marketing strategies." *Journal of the Academy of Marketing Science* 48 (2020): 64-78. https://doi.org/10.1007/s11747-019-00693-3
[39] Grewal, Dhruv, Stephanie M. Noble, Anne L. Roggeveen, and Jens Nordfalt. "The future of in-store technology." *Journal of the Academy of Marketing Science* 48 (2020): 96-113. https://doi.org/10.1007/s11747-019-00697-z
[40] Kumar, Vipin, Bharath Rajan, Rajkumar Venkatesan, and Jim Lecinski. "Understanding the role of artificial intelligence in personalized engagement marketing." *California management review* 61, no. 4 (2019): 135-155. https://doi.org/10.1177/0008125619859317
[41] Ziakis, Christos, and Maro Vlachopoulou. "Artificial intelligence in digital marketing: Insights from a comprehensive review." *Information* 14, no. 12 (2023): 664. https://doi.org/10.3390/info14120664
[42] Song, Younghee, Won-Moo Hur, and Minsung Kim. "Brand trust and affect in the luxury brand–customer relationship." *Social Behavior and Personality: an international journal* 40, no. 2 (2012): 331-338. https://doi.org/10.2224/sbp.2012.40.2.331
[43] Hoskisson, Robert E., William P. Wan, Daphne Yiu, and Michael A. Hitt. "Theory and research in strategic management: Swings of a pendulum." *Journal of management* 25, no. 3 (1999): 417-456. https://doi.org/10.1177/014920639902500307
[44] Buchanan, David A., and Alan Bryman. "Contextualizing methods choice in organizational research." *Organizational research methods* 10, no. 3 (2007): 483-501. https://doi.org/10.1177/1094428106295046
[45] Creswell, John W., and Dana L. Miller. "Determining validity in qualitative inquiry." *Theory into practice* 39, no. 3 (2000): 124-130. https://doi.org/10.1207/s15430421tip3903_2
[46] Connelly, Brian L., S. Trevis Certo, R. Duane Ireland, and Christopher R. Reutzel. "Signaling theory: A review and assessment." *Journal of management* 37, no. 1 (2011): 39-67. https://doi.org/10.1177/0149206310388419
[47] Stern, Paul C., Thomas Dietz, Troy Abel, Gregory A. Guagnano, and Linda Kalof. "A value-belief-norm theory of support for social movements: The case of environmentalism." *Human ecology review* (1999): 81-97.
[48] Aaker, David A., Alexander L. Biel, and Alexander Biel. *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press, 2013. https://doi.org/10.4324/9781315799537
[49] Ho, Shirie Pui Shan, and Matthew Yau Choi Chow. "The role of artificial intelligence in consumers' brand preference for retail banks in Hong Kong." *Journal of Financial Services Marketing* 29, no. 2 (2024): 292-305. https://doi.org/10.1057/s41264-022-00207-3
[50] Kopreva, Rada Assenova. "The influence of Sustainable Event Management Practices on Consumers' word-of-mouth and Visit Intention in the Music Event Industry." (2019). https://www.coursehero.com/file/117533459/The-influence-of-sustainable-eventpdf
[51] Zhang, Shikun, Michael Yao-Ping Peng, Yaoping Peng, Yuan Zhang, Guoying Ren, and Chun-Chun Chen. "Expressive brand relationship, brand love, and brand loyalty for tablet pcs: Building a sustainable brand." *Frontiers in psychology* 11 (2020): 231. https://doi.org/10.3389/fpsyg.2020.00231
[52] Kumar, Vipin, Bharath Rajan, Rajkumar Venkatesan, and Jim Lecinski. "Understanding the role of artificial intelligence in personalized engagement marketing." *California management review* 61, no. 4 (2019): 135-155. https://doi.org/10.1177/0008125619859317
[53] Jaafar, Nor Safura, and Nasreen Khan. "Impact of Digital Marketing Innovation in Competitive Event Industry During Covid-19: Evidence from Malaysia and The United States." *International Journal of Interactive Mobile Technologies* 16, no. 9 (2022). https://doi.org/10.3991/ijim.v16i09.27915
[54] Adom, Dickson, Emad Kamil Hussein, and Joe Adu Agyem. "Theoretical and conceptual framework: Mandatory ingredients of a quality research." *International journal of scientific research* 7, no. 1 (2018): 438-441.

[55] Huberman, A. "Qualitative data analysis a methods sourcebook." (2014).
[56] Luse, Andy, Brian Mennecke, and Anthony Townsend. "Selecting a research topic: A framework for doctoral students." *International Journal of Doctoral Studies* 7, no. 1 (2012): 143-152. https://doi.org/10.28945/1572
[57] De Mauro, Andrea, Andrea Sestino, and Andrea Bacconi. "Machine learning and artificial intelligence use in marketing: a general taxonomy." *Italian Journal of Marketing* 2022, no. 4 (2022): 439-457. https://doi.org/10.1007/s43039-022-00057-w
[58] Teece, David J. "Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance." *Strategic management journal* 28, no. 13 (2007): 1319-1350. https://doi.org/10.1002/smj.640
[59] Brewis, Claire, Sally Dibb, and Maureen Meadows. "Leveraging big data for strategic marketing: A dynamic capabilities model for incumbent firms." *Technological Forecasting and Social Change* 190 (2023): 122402. https://doi.org/10.1016/j.techfore.2023.122402
[60] Ling, Shuai, Can Zheng, and Dongmin Cho. "How brand knowledge affects purchase intentions in fresh food e-commerce platforms: the serial mediation effect of perceived value and brand trust." *Behavioral sciences* 13, no. 8 (2023): 672. https://doi.org/10.3390/bs13080672
[61] Ling, Shuai, Can Zheng, and Dongmin Cho. "How brand knowledge affects purchase intentions in fresh food e-commerce platforms: the serial mediation effect of perceived value and brand trust." *Behavioral sciences* 13, no. 8 (2023): 672. https://doi.org/10.3390/bs13080672
[62] Bernarto, Innocentius, Margaretha Pink Berlianto, Yohana F. Cahya Palupi Meilani, Ronnie Resdianto Masman, and Ian Nurpatria Suryawan. "The influence of brand awareness, brand image, and brand trust on brand loyalty." *Jurnal Manajemen* 24, no. 3 (2020): 412-426. https://doi.org/10.24912/jm.v24i3.676
[63] Chaudhuri, Arjun, and Morris B. Holbrook. "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty." *Journal of marketing* 65, no. 2 (2001): 81-93. https://doi.org/10.1509/jmkg.65.2.81.18255
[64] Rajavi, Koushyar, Tarun Kushwaha, and Jan-Benedict EM Steenkamp. "In brands we trust? A multicategory, multicountry investigation of sensitivity of consumers' trust in brands to marketing-mix activities." *Journal of Consumer Research* 46, no. 4 (2019): 651-670. https://doi.org/10.1093/jcr/ucz026
[65] Mahmoudzadeh, Seyed Mojtaba, Ghasem Bakhshandeh, and Mostofa Salmani Ilkhechi. "Exploring the effect of brand identity on purchase intention in cell phone market in Iran." *International Journal of Management and Humanity Sciences* 2, no. 2 (2013): 1165-1173.
[66] Sorayaei, Ali, and Marjan Hasanzadeh. "Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand): case study of nestle nutrition company in Tehran, Iran." (2012): 79-87.
[67] Morgan, R. M. "The commitment-trust theory of relationship marketing." *Journal of Marketing* (1994). https://doi.org/10.2307/1252308
[68] Reichheld, Frederick F. "E-Loyalty: Your secret weapon on the Web." *Harvard Business Review/Harvard Business Review* (2000).
[69] Chinomona, Richard. "Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa." *African Journal of Economic and Management Studies* 7, no. 1 (2016): 124-139. https://doi.org/10.1108/AJEMS-03-2013-0031
[70] Lee, Ho-Jin, and Yongseok Jee. "The impacts of brand asset of domestic screen golf playing systems upon brand trust and brand loyalty." *International Journal of Sports Marketing and Sponsorship* 17, no. 4 (2016): 320-332. https://doi.org/10.1108/IJSMS-11-2016-021
[71] Liu, Matthew Tingchi, Yongdan Liu, Ziying Mo, Zhidong Zhao, and Zhenghao Zhu. "How CSR influences customer behavioural loyalty in the Chinese hotel industry." *Asia Pacific Journal of Marketing and Logistics* 32, no. 1 (2019): 1-22. https://doi.org/10.1108/APJML-04-2018-0160
[72] Menidjel, Choukri, Abderrezzak Benhabib, and Anil Bilgihan. "Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty." *Journal of Product & Brand Management* 26, no. 6 (2017): 631-649. https://doi.org/10.1108/JPBM-05-2016-1163
[73] Bernarto, Innocentius, Margaretha Pink Berlianto, Yohana F. Cahya Palupi Meilani, Ronnie Resdianto Masman, and Ian Nurpatria Suryawan. "The influence of brand awareness, brand image, and brand trust on brand loyalty." *Jurnal Manajemen* 24, no. 3 (2020): 412-426. https://doi.org/10.24912/jm.v24i3.676