

ASSESSING THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ONLINE PURCHASE INTENTION: THE ROLES OF CELEBRITY ENDORSEMENT, EMOTIONAL APPEAL, AND HEDONIC VALUE

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ABSTRACT

Online purchasing is the new trend since COVID and it has been increasing with time. Artificial Intelligence has emerged in all fields and emerging more with time. AI has significant uses in online purchasing, which will improve and increase online purchasing intention. To improve online purchasing brands will be using AI and promoting the use of chatbots and virtual assistance by help of celebrity endorsers, AI will also be giving information to brands through analyzing customer data which will help in increasing hedonic value. Augmented reality a new feature of AI will target a customer's emotional appeal which will increase the online purchasing intention, Research is quantitative, and research design is correlational. The data was collected from individuals on the basis of convenience sampling. Questionnaire was used to collect the data. The results showed positive relation of independent variables Celebrity endorsement, Emotional appeal and informativeness and mediator Hedonic value on Online purchase intention. After selecting the results that could be processed further, SPSS was used to process the data and produce a statistical end result that assessed the viability of the hypotheses studied. This research is helpful for the brands to improve customer experience.

Keywords: Online Purchase Intention, Artificial Intelligence, Celebrity Endorsement, Informativeness, Emotional Appeal, Hedonic Value, Augmented Reality, Chatbots & Virtual Assistance

INTRODUCTION

The widespread adoption of the Internet has brought about a transformation in the corporate environment for global corporations. Online purchasing has become a global notion. (Dastane, 2020). Within the realm of e-commerce, everyone is aware of the amount of work that goes into customizing each customer's online shopping cart and all associated digital experiences. Sending alerts for discounts on

products customers have been eyeing and showcasing products that instantly grab their attention are just two small components of a much more intricate system. This is the world of technology and business, and artificial intelligence (AI) in e-commerce is ready for a bold new direction. (Peña-García et al., 2020). Hedonic products are connected to enjoyment, thrills, and fun. Some of the

products categories are: Perfumes, Luxury Cars, Clothing, luxury watches, Expensive shoes, chocolates, Modern and expensive gadgets, Books, Cakes, Makeup and Self-care items. (Bettiga et al., 2020). AI has become a new trend among marketing procedures and online purchasing can be favored a lot with this new trend as customers buying through some major traits which are being targeted by AI by using emotional appeal to customers by visualizing the product usage for customers, celebrities who customers adore are endorsing AI technologies such as chat bots and virtual assistance in process of online buying and these chat bots are giving customers information also providing brands customer data through analyzing a customers purchasing history. (Hur et al., 2020). NLP is also assisting customers to give a hedonic value to brand through customer relevant responses about product. It is an important factor in assessing a customer behavior in behavior which can be easily analyzed through AI. (Chatterjee et al., 2021).

Background of the Study

Marketing is a customer-oriented field in which a brand works to communicate with customers. While Ai as been all over marketing it has also become a main part in online purchasing (Verma et al., 2021). This study is all about the usage of AI in online purchasing intention. Customers while purchasing a product look for something that emotionally appeals them and works for them AI in this matter can help online brands and customers by collecting and analyzing data through customers search history, purchase history and click through rates which would easily suggest them the products that they are likely to be interested in, while chatbots and virtual assistants are being used in online purchasing the main content of NLP (Natural Learning processing) which is also assisting customers in finding relevant products and resolving issues. (Febriani et al., 2022). Celebrity have been using emotional appeals for a decade and it has been working for brands and AI has started helping more with augmented reality that has started to be used by brands in the applications of online buying. (Mogaji et al., 2020). Augmented reality used by IKEA emotionally started targeting customers that when a customer starts designing a room with augmented reality in application they are emotionally targeted to buy and decorate their rooms

like that. (Erdmann et al., 2023). Celebrity have also started endorsing the AI in online purchasing to bring brands more appealing to customers as customers have the positive ideology that celebrities are wanting to use it so when a customer presumes any celebrity being fond of the usage they automatically presume AI to be helpful to them as well. (Ningrat et al., 2019).

The usage of NLP and augmented reality will help in online purchasing with more information for customers. They can be helpful for customers to know about products stock status and can suggest alternate products, also when a customer acquires a hedonic value from a purchase of a specific brand it can be easily communicated through the customer behavior by analyzing the search histories and purchase histories also click through rates. Customers can be informed about delivery and order status and suggested with products on the basis of their interest. (Sharma & Shafiq, 2022).

Problem Statement

AI incorporated with machine learning can improve customer experience and grow profits. (Ma & Sun, 2020). Workload of online retailers will become less through AI automated system as AI reacts faster than humans. AI learns customer behavior and reacts in real time and maximizes sales by ranking popular products higher on website. (Kliestik et al., 2022). Customers while purchasing online always have a significantly low intention of buying products but celebrity endorsements help customers in believing that online purchasing will give them a hedonic value after the purchase. (Yuan et al., 2022). This all process is accelerated with the help of AI, when a celebrity endorses a product or service and is determined to communicate customers to trust the process of AI in online buying the intention increases. (Lăzăroiu et al., 2020). AI is inducing brands with customer data collection and analyzing that data to let brands know the customer behavior through the information provided by customer search history, purchase history and click through rates and AI suggests products of interest to customers. This is helping customer engagement of brands. (Yu, 2021). Augmented reality is also an emerging trend in online purchasing as customers are becoming fond of it due to the emotional appeal it targets of customer being fond to buy a product by imagining the product

being used. (Lixăndroiu et al., 2021). Although there are researches on AI being used in marketing but AI usage in online purchasing intention is an area yet to be discovered by researchers. So, this research will be primarily be focusing on the usage of chatbots and virtual assistants endorsed by celebrities targeting customers behavior for the information for achieving a customer's hedonic value, as well as emergence of augmented reality benefiting brands and targeting a customer's emotional appeal for attraction towards purchasing online.

Research Objectives

RO1: Evaluate the impact of celebrity endorsements on the adoption of AI in influencing online purchase intentions.

RO2: Investigate how AI applications in online platforms are designed to enhance emotional appeal in influencing customer purchase intentions.

RO3: Assess the role of AI-driven customer information provision in enhancing the effectiveness of brand strategies to improve online purchase intentions.

RO4: Determine the mediating effect of AI technologies in enhancing hedonic value perceptions that influence online purchase intentions.

Research Question(s)

RQ1: How are celebrity endorsements effecting the usage of AI in online purchase intention?

RQ2: How is AI usage in online purchase intention targeting emotional appeal of customers?

RQ3: How is informativeness of customers through AI helping brands to improve online purchasing intention?

RQ4: what is the significant mediating effect of AI in achieving hedonic value in online purchase intention?

Purpose of the Study

The purpose of this research is to identify the uses of AI in online purchase intention. The research will be exploring how AI is helping online purchasing to improve with the help of chatbots and virtual assistants and new technology of augmented reality making customers interested in purchasing online.

Significance of Study

This research will be investigating the different uses of AI in online purchase intention. The research will be focusing on how AI will help online purchasing intention to increase and improve. AI will make brands to easily assess customer behaviors by information by analyzing customers search and purchase history also the click through rates. The future of online purchase will improve also by increased use of chatbots and virtual assistance which will be endorsed by celebrities to be used and helping brands to achieve hedonic values in online purchasing. In addition, augmented reality will increase customers by targeting emotional appeal of customers. Findings from this research will help future researchers to have a broader view of uses of AI in online purchase intention. This will be a primary research for the understanding of AI usages to improve and increase online purchase intention.

Literature Review

Technology advancements on the Internet have made it easier for in-home shopping to expand. Web shopping is the procedure that customers use to buy goods or services online. In the body of existing literature, the phrases "online shop," "Internet shop," "web shop," and "online store" are interchangeable. Web shopping is an electronic commerce platform that consumers utilize in the either business-to-business (B2B) or business-to-consumer (B2C) relations. (Ling et al., 2010), from the perspective of the customer, online shopping enables shoppers to look up and contrast numerous options for goods and services from multiple websites that are spread out around the globe. Because of the interactive nature of the Internet, customers can make better use of the online shopping facilities by obtaining more product information more easily, comparing many attributes directly, and spending less money searching for information about potential purchases (Peña-García et al., 2020). Online buying habit is the regularity with which a customer makes purchases online. As per the consumer's goals, people's willingness to engage in a particular conduct can be inferred from it. It has been shown that the lack of desire to make an online transaction is one of the early obstacles to the expansion of e-commerce (Wei & Ho, 2019). As stated by (Ariffin, et al., 2018) Customers will be more likely to make purchases from online

merchants if they think doing business online is a good idea, but according to this research friends, family, and coworkers' subjective norms positively impact online purchases. Based on existing literature, it has been proposed that consumers who believe their friends support them are more inclined to make an online purchase (Sundström et al., 2019). We also know from this researcher that responsiveness, interaction, and the atmosphere of an online website are significant factors that influence impulsive purchases in e-commerce (Lidholm et al., 2017).

Celebrities are well-liked by a large segment of the public and skilled members of their respective fields. Athletes, entertainers, actors, actresses, and any other person well-known to the public for achievements unrelated to the products or services they were promoting or endorsing can all be considered celebrities (Osei-Frimpong et al., 2019). This suggests that people easily relate to celebrity endorsements of products or services, which helps them remember the message and affects their likelihood to make a purchase now or in the future (Abbas et al., 2018). The concept of celebrity endorsement is explained in detail by the social influence theory (SIT). The notion of social influence examines how individuals within a particular social network are influenced by one another to display particular behavioral patterns. Observe that social influence is seen as the belief-forming messages and signals that lead to the conformity of particular behaviors (Ha & Lam, 2017). Furthermore, Celebrity endorsers have typically been selected based on their attractiveness in order to profit from the synergistic effects of their fame and physical appeal. The source attractiveness model emphasizes that a source's likeability, familiarity, resemblance, and physical beauty to the respondents all affect how effective a message is (Vien et al., 2017). One may argue that the main objective of utilizing celebrities to promote goods and services is to draw attention to the brand and influence consumers to think favorably of it (Malik & Qureshi, 2017). Although it costs money to endorse a celebrity, a firm can gain more from the relationship. If a celebrity endorses anything (Shrestha, 2019), consumers believe it to be of excellent quality. Promoted brand gets noticed right away. Exposure to the media is rising steadily. Promoted brand may become more well-known in

the marketplace. Business might receive a financial payout (Baniya, 2017).

People use filters to sort through information, and they react differently to ads that feature emotional appeal representation or words than to ones that don't. Events and messages with emotional resonance for a person are, on the one hand, more likely to stick in their memory than those with no emotional connection (Curtis et al., 2017). A brand's emotional appeal is subjectively viewed and linked to the opinions and preferences of its customers (Gahlot et al., 2019). Emotional advertising messages aim to sway through psychological pressures. However, when evaluating the efficacy of advertising, the results of emotional and intellectual appeals might differ (Kim et al., 2020). An impulse driven by psychology, society, or symbolism to purchase a good due to the emotions it arouses is represented by emotional appeals (Choudhury, 2019).

One type of advertising appeal is emotional advertising, which evokes a consumer's feelings about the product by imbuing the commercial with emotion and forging a distinctive advertising image (Zheng, 2020). Businesses can use advertising to convey a wide range of emotions, including passion, humor, nostalgia, rage, and more (Giachino et al., 2017). Positive and negative emotional appeals make up the two categories of emotional appeals. In general, the impact of emotional advertising is positively correlated with its valence. In other words, better advertising performances are brought about by positive emotional advertising as opposed to negative emotional advertising (Septianto et al., 2020). Emotions can be divided into positive and negative categories based on their valence. Consequently, negative emotional advertisements are defined as those that convey a negative emotional advertising appeal (Sinclair et al., 2017). Path is widely regarded as the internal mechanism by which emotional appeals affect consumers' intentions to buy, opinions of products, and attitudes toward brands. Consequently, negative emotion appeals have a positive advertising effect, which can be explained by the consumer's information processing pathways (Good & Huhmann, 2018).

The characteristics of perceived hedonic value include enjoyment, calmness, excitement, curiosity, and surprise. The tendency to engage in impulsive

consumption may be influenced by how much fun the consumption process is. The perceived hedonic value and function value of the consumer process drive online repurchase behavior (Yin & Qiu, 2021). Hedonic value can be defined as a worldwide assessment of experience benefits. Products with a focus on aesthetics and symbolic features may have a significant influence on subjective (hedonistic) choice, even when product performance and functionality may have a substantial impact on objective (utilitarian) choice (Arruda Filho et al., 2020).

One powerful incentive to use technology is the hedonistic attitude towards consumption. However, given that innovative items are sometimes more costly when they are first introduced, it's probable that the product's brand quality or utility will have to be used to support the purchase (Minta, 2018), because these qualities serve the kind and intensity of emotions experienced during consuming vary in relation to the hedonic and utilitarian worth of the product in order to satisfy the consumer's expectations when they seek pleasure and prevent suffering brought on by their choice of products. (Chen et al., 2017). Although the product's utilitarian qualities support their hedonistic desires, consumers nevertheless prioritize them. After deciding, buyers look for emotive qualities like design and ease of use, even while they are searching for something sensible. (Santo et al., 2022) discovered that hedonic value and repurchase intention have a favorable relationship. The findings of (Gan & Wang, 2017) show that consumers purchase intentions and continuous use of social commerce are more influenced by hedonic values than by utilitarian ones. Customer values were found to have quality and interactional feelings as antecedents. Social commerce enables users to purchase products in addition to reading and posting product reviews. This is a novel kind of online buying that links customers and creates chances for fresh approaches to electronic commerce company models.

Informativeness is the ability of marketing to inform customers of product purchases and to inform the qualities of the product or service any customer wants to buy. This is conveying information about the product or service being marketed, such as its features, benefits, and pricing (Cahyani & Artanti 2020). While visual-spatial signals and interaction

greatly increase the perceived informativeness and playfulness, it was discovered that 2D displays are more dependent on graphics quality than 3D virtual reality environments. Second, there are differences between the ways that informativeness and fun affect the choice to buy. More specifically, in contrast to a humorous interface that could heighten consumers' desire for hedonic product benefits, informativeness is a more significant explanatory component for eventual purchase intentions (such as an elegant and appealing design) (Kang et al., 2020). (Alalwan, 2018) suggests that informativeness has varying relative effects on the several stages of the purchasing decision-making process. It may also be a more significant explanatory factor for future purchase intentions. Since interaction was identified as one of the most crucial elements in the pertinent social media literature, it was included in the current study model.

Furthermore, consumers were impacted by the degree to which social media advertising may offer sufficient and helpful information, according the pertinent literature. This in turn prompts this study to examine the crucial function of informativeness (Shareef et.al. 2019). Using a self-reported scale, informativeness was examined as a more perceptual dimension. This construct actually has more to do with the ability of the sender to appropriately elicit a response from the recipient, as this allows the recipient to assess the acceptability of messages and information. Given the significant influence of informativeness in the field of digital commerce, it is evident how this concept affects consumers' perceptions. Customers' attitudes and informativeness have a good correlation in the social media space (Tan et al., 2021).

Underpinning and Supporting Theories/Models

Based on a variety of domestic and international research on artificial intelligence (AI) marketing, as well as the experience of industrial workers, online shopping platforms with AI technology can provide users with intuitive AI experiences via intelligent recommendation, virtual assistants, and intelligent identification and search. Some research works that support positive usage of AI in online customer purchase intention are as stated.

Artificial Intelligence (AI) technology has promise for enhancing interactions in interactive

environments as well as between customers and products and services. It can quickly satisfy demand. Chatbots, content recommendation engines, and consumer feature recognition are examples of artificial intelligence (AI) that has developed into artificial agents that are utilized in AI marketing (Overgoor et al., 2019). 38% of clients say they had a good experience with AI, and they have made significantly more purchases. Research on AI marketing has looked at factors including AI personalized suggestions and willingness to accept AI services. Research has indicated that the elements that mediate the relationship between the consumer experience and AI service can include perceived value, perceived trust, and perceived danger (Lv et al., 2020). The belief that various aspects of AI, customer emotions, and other factors may have a substantial impact on consumers' willingness to interact with AI and use AI services suggests that optimizing the benefits of AI chatbots and humans by integrating both into online shopping environments is an important topic of current research. (Luo et al., 2019). (Zhang et al., 2019) expresses that the term "intelligent recognition and search" describes how e-commerce platform marketing engines leverage big data and artificial intelligence (AI) to allow clients to swiftly sort through enormous volumes of data. When consumers submit keywords, speech, or photos in the search bar, artificial intelligence (AI) can use text, audio, and image analysis technologies to identify problems and search for and prioritize potential targeted commodities.

Studies that look at AI technology in the context of online buying are scarce, nonetheless, particularly the ways in which it influences consumers' intention to make purchases. Therefore, this research is exploring the informativeness customers get through chatbots, celebrity endorsers being able to convince customers to use AI for a better experience and increasing of hedonic value while emotionally appealing customers through virtual 3D online experience of products/Services.

Research Framework

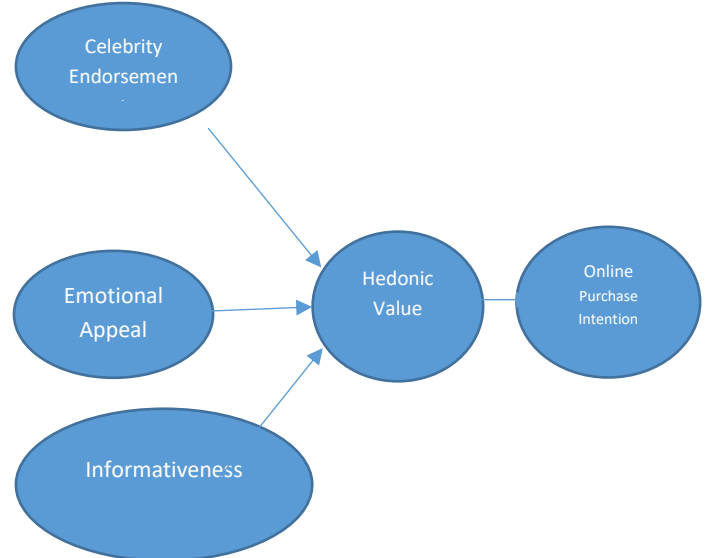


Figure no 2.2.1: Research framework.

The conceptual framework shows three independent variables Celebrity endorsements, Emotional Appeal and Informativeness. These independent variables are connected to mediator Hedonic value which is directed towards the dependent variable Online Purchase Intention. The independent variables are also directly connected to dependent variable.

Hypotheses

H1: Celebrity endorsements are significantly positively effecting usage of AI in online purchase intention.

H2: Emotional appeal of customer is positively being targeted through AI usage in online purchase intention.

H3: Informativeness of customers through AI is helping brands to improve online purchasing intention.

H4: There is a significant mediating effect of AI on achieving hedonic value in online purchase intention.

Research Approach

Research approach of this research is explanatory as use of AI in online purchase intention is very new and is growing with passing time. In this research uses of AI have been explained more properly and is shown how people are reacting to different AI methods in online purchase and how it is affecting the intention of buying online. This research will help in increasing the limited research on this topic.

Research Design

The research design is correlational as the research is quantitative. In this research all the variables used are tested for the association of each other. The independent variables used in this research are celebrity endorsements, emotional appeal and informativeness and dependent variable is online purchase intention with a mediating effect of hedonic value and all these variables are tested through statistical tests.

Sampling Design

Target Population

The target population for this research are all individuals aged from 18-60 years. The population has included those people who buy products/services online regularly and are fond of online shopping.

Sample Size

The sample size is 161 respondents. The participants relevant for the research students of colleges and universities, all adults (male and female) who are working or are not working and all those adults who are fond of buying products/services online through any medium.

Sampling Technique

Convenience sampling is used in non-probability sampling. The participants of the research are selected on the availability, willingness and easier to be contacted.

Instrument of Data Collection

Questionnaire used to collect the data from participants. The questionnaire is having questions related to all the variables in the research. The questionnaire has 5-point Likert scale with 1 being “strongly disagree” and 5 being “strongly agree”.

Reliability of Instrument

The reliability of the questionnaire is measured through Cronbach’s alpha in SPSS through which the relation of the questions is known. The questionnaire questions are taken from (Yin & Qiu, 2021), (Pelau et.al, 2021) and (Etemad, 2016).

Procedure of Data Collection

The data is collected from all those people who are frequent online buyers through questionnaires. These participants are selected on the basis of availability. The responses from the participants will get the idea of whether the frequent buyers are getting help from AI or is it not useful for them and is AI increasing the intention of buyers or becoming tough to buy online. The participants are geographically from Pakistan and the data collected online as it will give broader number of participants.

Statistical Technique

In this study, SPSS 23.0 and SPSS tests are used to analyze the data. Firstly, the reliability test and correlations between all variables are done. Regression analysis is done for testing all the hypothesis in which Model summary, Anova table and coefficients are interpreted.

Results and Findings.

Descriptive Profile of the Data

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	39	24.2	24.2	24.2
	female	122	75.8	75.8	99.4
	Total	161	100.0	100.0	

Table 4.1.1: Gender Demographics

The respondents majorly comprise of females being 122 (75.8%) and males are 39 (24.2%) out of the 161 respondents.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 21	5	3.1	3.1	3.1

	21 to 30	72	44.7	44.7	47.8
	31 to 40	46	28.6	28.6	76.4
	41 to 50	24	14.9	14.9	91.3
	above 50	14	8.7	8.7	100.0
	Total	161	100.0	100.0	

Table 4.1.2: Age Demographics

The respondents were mainly from age group 21 to 30 which are 75 (44.7%). There were 46 (28.6%) respondents from age group 31 to 40, 24 (14.9%)

respondents from age group 41 to 50, 14 (8.7%) respondents from above 50 age group and least respondents of 5 (3.1%) from below 21 age group out of 161 respondents.

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	2	1.2	1.2	1.2
	Inter	1	.6	.6	1.9
	Undergraduate	46	28.6	28.6	30.4
	Graduate	101	62.7	62.7	93.2
	Doctorate	11	6.8	6.8	100.0
	Total	161	100.0	100.0	

Table 4.1.3: Education Demographics

The majority of respondents are graduates that are 101 (62.7%). 46 (28.6%) respondents are undergraduate, 11 (6.8%) respondents are doctorate.

The lowest number is 2 (1.2%) and 1 (0.6%) of respondents from matriculation and intermediate out of 161 respondents.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employee	91	56.5	56.5	56.5
	own business	15	9.3	9.3	65.8
	student	55	34.2	34.2	100.0
	Total	161	100.0	100.0	

Table 4.1.4: Occupation Demographics

The majority of respondents are employees that are 91 (56.5%) respondents. 55 (34.2%) respondents are

students and only 15 (9.3%) respondents own a business out of 161 respondents.

Validation of Model

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
CE	161	1.25	4.00	2.7686	.67924
EA	161	1.50	4.75	3.3447	.86870
IF	161	1.60	5.00	3.5093	.54450
HV	161	.80	4.00	2.4559	.49407
OP	161	.80	4.00	2.6199	.56000
Valid N (listwise)	161				

Table 4.2.1: Descriptive statistics of variables

Descriptive statistics of variables show that majorly for Celebrity endorsement variable responses were between disagree and neither disagree or agree, the mean for celebrity endorsement is 2.7686. Emotional

Appeal had responses between neither disagree or agree and agree, the mean for emotional appeal is 3.3447. Informativeness had responses between neither disagree or agree and agree as well. The mean for informativeness is 3.5093. Hedonic value had

responses between disagree and neither disagree or agree, the mean for hedonic value is 2.4559. Online purchase intention also had responses between

disagree and neither disagree or agree, the mean of online purchase intention is 2.6199.

Reliability Statistics	
Cronbach's Alpha	N of Items
.710	5

Table 4.2.2: Reliability statistics of questionnaire

The reliability statistics show that Cronbach’s alpha value is 0.710. The value of Cronbach’s alpha should

be greater than 0.5 to ensure reliability which can be seen that the tools selected are reliable.

Var.	Variable Name	N	Cronbach's Alpha
CE	Celebrity endorsement	161	.742
EA	Emotional Appeal	161	.758
IF	Informativeness	161	.646
HV	Hedonic Value	161	.738
OP	Online purchase intention	161	.695

Table 4.2.3: Reliability statistics of all variables

The reliability statistics of all variables are separately shown in this table. The values shown for all the variables separately are also greater than 0.5 which

shows the questions in questionnaire are reliable for analysis.

Correlations						
		CE	EA	IF	HV	OP
CE	Pearson Correlation	1	.060**	.248**	.252**	.085
	Sig. (2-tailed)		.000	.001	.001	.001
EA	Pearson Correlation	.060**	1	.493**	.419**	.075
	Sig. (2-tailed)	.000		.000	.000	.001
IF	Pearson Correlation	.248**	.493**	1	.446**	.253**
	Sig. (2-tailed)	.001	.000		.000	.001
HV	Pearson Correlation	.252**	.419**	.446**	1	.261**
	Sig. (2-tailed)	.001	.000	.000		.000
OP	Pearson Correlation	.085	.075	.253**	.261**	1
	Sig. (2-tailed)	.001	.001	.001	.000	
	N	161	161	161	161	161

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.2.4: Correlations of all variables

The correlation of all variables shows positive relation between all variables used. The correlation for celebrity endorsement with online purchase intention is 0.850 for the first hypothesis the relation is positive between both variables. Correlation of Emotional appeal with online purchase intention is

0.750 for second hypothesis the relation is also positive. The correlation for informativeness online purchase intention is 0.253 for third hypothesis the relation is also positive. The correlation of mediator hedonic value with online purchase intention is 0.626 and it is positive relation for fourth hypothesis.

Hypotheses Testing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.538	.524	.42499

a. Predictors: (Constant), HV, CE, IF, EA

Table 4.3.1: Model Summary of all independent and dependent variables

This model summary is showing the correlation of all independent variables that are Celebrity endorsement, Emotional appeal, Informativeness and mediator Hedonic value with dependent variable

Online purchase intention. Value of R is 0.662 which means that independent and mediator variable has moderate relation with dependent variable Online purchase intention. Adjusted R square shows moderate accuracy of 0.524.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.000	5	5.500	30.452	.000 ^b
	Residual	28.176	156	.181		
	Total	50.176	161			
a. Dependent Variable: OP						
b. Predictors: (Constant), HV, CE, IF, EA						

Table 4.3.2: ANOVA table of all independent and dependent variables

The ANOVA table is showing the significance of regression, since the significance value is less than 0.05. The regression is significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.921	.247		3.731	.000
	CE	.070	.065	.085	.662	.001
	EA	.048	.051	.075	3.375	.001
	IF	.260	.079	.253	.907	.001
	HV	.709	.070	.261	6.104	.000
a. Dependent Variable: OP						

Table 4.3.3: Coefficients of all independent and dependent variables

The VIF values for all variables are less than 5 which means there is no multi collinearity present no variable needs to be removed.

H1: Celebrity endorsements are significantly positively effecting usage of AI in online purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.007	.782	.55971
a. Predictors: (Constant), CE				

Table 4.3.4: Model Summary for hypothesis 1

This model summary is showing the correlation of Celebrity endorsement with online purchase intention. Value of R is 0.850 which means that

celebrity endorsement has strong relation with online purchase intention. Adjusted R square shows good accuracy of 0.782.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.365	2	.365	1.165	.001 ^b
	Residual	49.811	159	.313		
	Total	50.176	161			
a. Dependent Variable: OP						
b. Predictors: (Constant), CE						

Table 4.3.5: ANOVA table for hypothesis 1.

The ANOVA table is showing the significance of regression, since the significance value is less than

0.05. The regression is significant for celebrity endorsement and online purchase intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.425	.186		13.061	.000
	CE	.070	.065	.085	1.079	.001

a. Dependent Variable: OP

Table 4.3.6: Coefficients for hypothesis 1.

The VIF values for Celebrity endorsement and online purchase intention are less than 5 which means there is no multi collinearity present.

Hypothesis 1 is accepted as celebrity endorsement shows positive relation with online purchase intention and HA is rejected.

H2: Emotional appeal of customer is positively being targeted through AI usage in online purchase intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 ^a	.006	.685	.56017

a. Predictors: (Constant), EA

Table 4.3.7: Model Summary for hypothesis 2

This model summary is showing the correlation of Emotional appeal with online purchase intention. Value of R is 0.750 which means that emotional

appeal has strong relation with online purchase intention. Adjusted R square shows moderate accuracy of 0.685.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.283	2	.283	.902	.001 ^b
	Residual	49.893	159	.314		
	Total	50.176	161			

a. Dependent Variable: OP

b. Predictors: (Constant), EA

Table 4.3.8: ANOVA table for hypothesis 2

The ANOVA table is showing the significance of regression, since the significance value is less than

0.05. The regression is significant for emotional appeal and online purchase intention.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.458	.176		13.955	.000
	EA	.048	.051	.075	.950	.001

a. Dependent Variable: OP

Table 4.3.9: Coefficients for hypothesis 2

The VIF values for emotional appeal and online purchase intention are less than 5 which means there is no multi collinearity present.

Hypothesis 2 is accepted as emotional appeal shows positive relation with online purchase intention and HA is rejected.

H3: Informativeness of customers through AI is helping brands to improve online purchasing intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.253 ^a	.064	.058	.54352

a. Predictors: (Constant), IF

Table 4.3.10: Model Summary for hypothesis 3.

This model summary is showing the correlation of informativeness with online purchase intention. Value of R is 0.253 which means that

informativeness has weak relation with online purchase intention. Adjusted R square shows low accuracy of 0.058.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.205	2	3.205	10.849	.001 ^b
	Residual	46.971	159	.295		
	Total	50.176	161			

a. Dependent Variable: OP
b. Predictors: (Constant), IF

Table 4.3.11: ANOVA table for hypothesis 3.

The ANOVA table is showing the significance of regression, since the significance value is less than

0.05. The regression is significant for informativeness and online purchase intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.708	.280		6.094	.000
	IF	.260	.079	.253	3.294	.001

a. Dependent Variable: OP

Table 4.3.12: Coefficients for hypothesis 3.

The VIF values for informativeness and online purchase intention are less than 5 which means there is no multi collinearity present.

Hypothesis 3 is accepted as informativeness shows positive relation with online purchase intention and HA is rejected.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 ^a	.392	.388	.43819

a. Predictors: (Constant), HV

4.3.13: Model summary for hypothesis 4

This model summary is showing the correlation of mediator Hedonic value with online purchase

intention. Value of R is 0.626 which means that mediator has moderate relation with online purchase

intention. Adjusted R square shows low accuracy of 0.388.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.647	2	19.647	102.324	.000 ^b
	Residual	30.529	159	.192		
	Total	50.176	161			
a. Dependent Variable: OP						
b. Predictors: (Constant), HV						

4.3.14: ANOVA table for hypothesis 4

The ANOVA table is showing the significance of regression, since the significance value is less than

0.05. The regression is significant for mediator hedonic value and online purchase intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.878	.176		4.999	.000
	HV	.709	.070	.261	10.116	.000
a. Dependent Variable: OP						

4.3.15: Coefficients for hypothesis 4

The VIF values for mediator hedonic value and online purchase intention are less than 5 which means there is no multi collinearity present.

Hypothesis 4 is accepted as mediator variable hedonic values shows significant mediating effect on online purchase intention.

Hypotheses Assessment Summary

H1: Celebrity endorsements are significantly positively effecting usage of AI in online purchase intention.

The significance of variables and hypothesis were all tested by regression analysis. Hypothesis 1 showed a strong relation between independent variable celebrity endorsement and dependent variable online purchase intention with R value of 0.850. The significance relation was also significant with sig. value of 0.02. This shows that hypothesis 1 is accepted and HA was rejected.

H2: Emotional appeal of customer is positively being targeted through AI usage in online purchase intention

Hypothesis 2 also showed a strong relation between independent variable emotional appeal and dependent variable online purchase intention with R value of 0.750. The relation is also significant

with sig value of 0.002. This shows that hypothesis 2 is accepted and HA was rejected.

H3: Informativeness of customers through AI is helping brands to improve online purchasing intention.

Hypothesis 3 showed a weak relation between informativeness and online purchase intention with R value of 0.253. The relation is significant with sig. value of 0.001. This shows hypothesis 3 is accepted and HA is rejected.

H4: There is a significant mediating effect of AI on achieving hedonic value in online purchase intention.

Hypothesis 4 showed a moderate relation of mediator Hedonic value with dependent variable online purchase intention with R value of 0.626. The relation is significant as sig. value is 0.000. Hypothesis 4 is accepted. Mediator has significant mediating effect on online purchase intention.

Conclusion

This chapter describes the conclusions drawn from the interpretations and deductions made from the information gathered from the respondents, followed by the implications of the research. According to the research it has been proved that usage of Artificial

Intelligence has positive relation with online purchase intention. The variables celebrity endorsements, emotional appeal and informativeness has positive relation with online purchase intention. Hedonic value has been taken as mediator and results show it has significant mediating effect on online purchase intention.

Discussion

The research conducted explains the use of Artificial intelligence in online purchase intention. The research has demonstrated a noteworthy correlation between the given variables in line with our reference model. It has been shown that relationship between Online purchase intention and independent variables celebrity endorsement, emotional appeal and informativeness i-e Celebrity endorsements has a positive relation ($\beta = .085, p < .001$), emotional appeal also has positive relation ($\beta = .075, p < .001$), informativeness ($\beta = .253, p < .001$) also showed a positive relation. In previous researches conducted it also showed positive relation between celebrity endorsements on online purchase intention. As stated by (Osei-Frimpong et al., 2019) that customers start relating them to celebrities as they feel nicer and more achieving when they are using products endorsed by their favorite celebrities. Also, as stated by (Abbas et al., 2018) customers remember products more when they are connected to celebrities as it is shown in results. The positive relation of emotional appeal with online purchase showed that customers always try to feel emotionally pleased by whatever product they buy and the experience they feel. As stated by customers connect to emotional appeal of a brand (Gahlot et al., 2019) and also stated by (Kim et al., 2020) emotional advertising messages give psychological pressures to customers. This type of advertising evokes customer's emotional impulse as said by (Choudhury, 2019). Customers like the feeling of friendliness conversations with virtual agents.

Informativeness has positive relations with online purchase intentions as customers get recommendations based on their search history which is helpful for them and easily connect customers to the products they want to buy or are looking for. As (Cahyani & Artanti 2020) stated that informativeness is the way of informing customers about product and its quality through marketing and

virtual agents increase information of customers and the customers feel entertained while talking to them and customers find virtual agents humorous in most cases as said by (Kang et al., 2020). Also (Alalwan, 2018) stated that informativeness is important and has positive effects on customers online purchase intention, which is also proved by results in this research.

The mediator of this research Hedonic value showed a significant mediating effect which proves customers feel happy when they shop online with Artificial intelligence being used and are relaxed and the shopping desire increases, as the previous researches state that customers feel calmness and enjoyment while shopping online and achieve hedonic value (Yin & Qiu, 2021). Also (Arruda Filho et al., 2020) said that hedonic experience is important for retaining customers.

As (Lv et al., 2020) stated that AI is here to enhance experiences through different variety of options given online to make it easier for customers to shop online. Customers as seen by the results are trying to figure out AI still and are enjoying the experience.

Implications

The study conducted on use of Artificial intelligence in online purchase intention has been proved positive. This research will help brands to incorporate Artificial intelligence to enhance the online shopping experience for customers. The brands which already have AI on online platforms will improve it. The brands will know how important AI is becoming for their customers experience and being technologically strong is important to be customer favorite. This all will impact on customer's decision for purchasing online.

Limitations

The research has been conducted to find the use of Artificial intelligence in online purchase intention, still there might be other independent variables and other aspects as well which would contribute to the research. However, this study's cross-sectional approach and convenience sample were employed, which prevents us from getting a reliable cause-and-effect relationship. The research has limited sample size, the results may differ if the sample size is increased.

Recommendations

This specific study highlights the potential avenues for future researches. In this research hedonic value is the mediator while there can be other mediating aspects that can be considered to know the positive impact on online purchase intention. The results need to be examined in greater detail view. A greater number of sample size can highlight better results.

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