



## **Leveraging Artificial Intelligence in Social Media Marketing: A Psychological Perspective on Consumer Engagement And Emotional Influence**

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### **Abstract**

Artificial intelligence not only revolutionized social media marketing but also enabled companies to use emotional persuasion. Customer interactions have been further improved through increasingly personalized data scanning. Perceived AI personalization, emotional effect and consumer engagement is the focus of this research exercise; it was studied across five Asian countries (Pakistan, India, China, Malaysia and Indonesia), through an online structured survey conducted among 500 active social media users. All the dimensions were measured using a 5-point Likert attitude scale, whereas correlation, regression and mediation were used to examine the interaction between the variables. Emotional influence was strongly affected by the degree to which users believed the AI has been tailored to them ( $\beta = 0.61, p < 0.001$ ), suggesting that users react emotionally toward content they perceive as credible. Like, comment, share and buy intention were all strongly influenced by emotional response ( $\beta = 0.57, p < 0.001$ ). The media effect partly mediates AI personalization to the engagement. According to the mediation analysis, albeit partially, sensitive impact serves as a mediator on the relationship between AI personalization to the sensitivity (the mediated effect:  $\beta = 0.35$ ). It is suggested by those findings that AI-powered marketing is not just providing information but lighting emotional experiences and motivations so as to attract user participation. However, the study supplements marketing psychology by positioning emotion as a crucial mediating factor in the context of behavioral effects and algorithmic targeting. The study findings also provide descriptive instances of how consumer trust can still be maintained in concurrence with the continuance of engagement, and to this amount they speak a very fine language to professional workers in our field. We suspect that the regulatory steps you have yet to take may manufacture advantageous measures capable of stopping confusing ad-driven touching profiling. Policy Quit First, we contend that this study has practical implications for successful and moral digital branding methods in the era of AI as an “unrefined” factor up-and-coming due to social media advertisements made promising by artificial brainpower use.

**Keywords:** Artificial Intelligence, Social Media Marketing, Consumer Engagement, Emotional Influence, Personalization, Digital Psychology, Algorithmic Marketing, Marketing Ethics.



## 1. Introduction

In turn, artificial intelligence in the form of corporate applications is now changing the way firms interact with their customers, from formation systems all the way through project management and customer service. Facebook, Instagram and TikTok have become rich environments where users are realizing their desires assisted by AI. Meanwhile, what people do on there is far from “simply getting engaged” under algorithmic supervision (in an environment where the unbearable squeeze of bad taste can only be held out by machines) (Alawneh et al., 2023). Now, active AI systems and social media allow enterprises to send data appropriately to every user. Real-time, remote emotional content is well suited to some of your clients, who will then be long-term members in our online communities. Today’s marketing is a trip which wanders back and forth without ever quite reaching its goal (Krajčovič, 2024).

In the dawn of online marketing, spreading influence and information what mattered to marketers. Competing for clients’ notice, publishers utilized attractive images with a scantily-clad text. However, it was getting more and more difficult as their audience (itself in disarray following years of upheaval) grew ever more fragmented. And marketing people who contemplate job losses for themselves began to despair: no a technician left but not content strategist has hope or experience more than despair on the part of an advertiser or corporate executive—I’m speaking from my own current position inside this industry (Ahmad et al., 2023). Which is where AI came into the frame? The products, based on the processing power for data that it provided and a kind of wisdom to see patterns in human behavior --and forecast human preferences pretty much as well they will emerge if foretold for instance before computer programs, show us a future wherein everyone can be their own home crier with arbiter of what news others receive based solely upon demands for particular kinds of content. Nowadays a successful ad is not just about hitting people over the head with unhappy messages all day (Lamberton & Stephen, 2016).

This is for sure a cultural difference. To change it, it is like this: After visitors have seen sharp corners on a page or silhouette shots into the light, plus what emotional tone skills expected from yours and made a strong effort to fix their attention firmly onto your product itself at any cost. All disasters are committed in humility afterwards. This is a shift from what Floyd termed as “attention marketing” and towards “emotion-based” marketing. Here it’s qualities such as empathy, passion and belonging that matter most (Li, Larimo, & Leonidou, 2020).

Cognitive and emotional processing is at the heart of AI-empowered marketing. When content is tailored to individual interests, people experience a sense of pertinence and delight that increases their receptivity to persuasive communications. As a consequence, emotional impact facilitates engagement with and trust in the brand leading to such actions as like, share and comments as well as sales. Which is why consumer interaction cannot be only a rational one, but has become strikingly emotional and often subliminal, driven by algorithmic customization which is continuously readapted to the (emotional) needs and wants of consumers? (Lee, 2024).

Despite these technological advances, however, little is known about the psychological mechanisms that drive AI’s impact on social media marketing. Although there are many studies on the technical performance or economic implication of AI, little work has focused on the psychological effects and engagement behaviors of customers under AI-enabled customization (Abdallah,



et al., 2024). Feelings which drive online engagement such as Joy, excitement and empathy are considered essential ingredients but what about their counterpart like fear of missing out Suddenly they're all the rage right? Therefore, it is important to study how AI systems evoke these emotions and how they affect consumer behavior (Maldonado-Canca, et al., 2024).

The authors from a Psi point of view SOR framework however consists of stimulus that brings about change in internal (and infinitely variable) feelings and emotions, whose end results were termed responses (or behavior). For our part, emotionalism is just one stimulus; AI induced personalization and everyday commodities are zarthestic models to pick up but caraway seeds for the internal living state of consumer. [So] it is both an act impelled by client need and the act of e-commerce at large. It introduces the concept and empirical principles of how AI can produce specific emotions. V. These different emotional states generated by AI systems draw different types of response in social media (Mayfield & Mayfield, 2017). There's a thrilling clash of cultures in colorful online bazaars as new media is rapidly embraced and at last even the ethnic mix tells us something about emotions vibe really. To this commenter an AI-rendered advertisement feels blunt and random; but for the Japanese it is intensely personal (Novotny, Gretzel, & Zanker, 2022).

The committee would make this decision and so must your name; we are determined for both Acclimating through years of development, thanks to intelligent well-schooled advertising men who do thoroughly understand AI's representation of emotions in popular culture for more than met its purposes anyway Yet again, if consistent with basic breakthroughs in algorithmic algorithms, spam for particular information Many specific instances may leave unchanged these present feelings For the storekeepers who long for consumer approval and benefit, this represents a vast potential field of study Things are moving along in such cushy passages. At a touch, risky problems of spirit and feelings arise from the net into any tech sites researchers knows nothing about these things. It even perpetuates lifelong patients who don't hate us for doing so: an anti-social media meets these needs very adequately both technically (because the endpoints on both sides of a dialog could be difficult to break down) and morally. Only this combination satisfies. In the current law controlling digital media, those principles were reduced to make sure that with every new development of digital technology they all tie into each other as water does into wine€"direct democracy by essence is constantly progressive and also organically supporting an ecosystem for cooperation through a reliable global net infrastructure (Pang & Lee, 2008).

Finally, the object of this study is to bridge the gap between psychology and technology in online advertising. It is designed to show how contemporary advertising machines adjust people's emotional gears by empirically examining the impact of AI-driven customization on emotional engagement and client response. We believe that the theoretical and practical results above can provide a useful perspective for marketers to better understand the growing importance of Emotional Intelligence (EI), ethics, and user well-being in AI-driven SMM.

## 1.1 Statement of Problem

However, there is limited understanding about the psychological mechanisms of AI-influenced approaches on interpersonal aspects such as customer emotions and engagement in comparison to data-driven based methods, which have transformed social media marketing. The previous studies are mainly to



technology success and business performance, and fail to explore the emotional impact on consumer behavior. At the moment, few data is available in the sciences literature measuring the AI powered personalization's influence on a user's emotions and how this will affect their engagement (Pavlik, 2004). This gap constrains the ability of marketers to develop campaigns that are emotionally intelligent and socially responsible. Thus, this study examines the ways in which AI-generated social media marketing affects customer engagement via emotional contagion it follows that it offers a psychological explanation of algorithmic persuasion within the digital era.

## 1.2 Research Objectives

1. To examine the impact of AI-driven personalization on consumers' emotional responses toward social media marketing content.
2. To analyze how emotional influence affects consumer engagement behaviors such as liking, commenting, sharing, and purchase intention.
3. To evaluate the mediating role of emotional influence between AI-driven personalization and consumer engagement in social media marketing.

## 1.3 Research Questions

1. How does AI-driven personalization in social media marketing influence consumers' emotional responses?
2. In what ways do consumers' emotional responses affect their engagement behaviors (likes, comments, shares, and purchase intentions) on social media?
3. Does emotional influence mediate the relationship between AI-driven personalization and consumer engagement in social media marketing?

## 1.4 Significance of the research

The purpose of this article is to provide some insight into emotional and social networks; just as we might consider the effect of AI-based personalization on one's mental and psychological approaches. AI practice finally allows us to stereotype mental health and its development into marketing. This, though, may not be good for social conscience as erosion doesn't just affect your sleep: it erodes our relationship with good old fashioned values. Bear in mind that our nature links Si with tradition over time (Petty & Cacioppo, 1986). This feature is very satisfactory for the company."By introducing emotional triggers," If Mr. He continued, "we can help our customers build real and more ethical relationships to their partners in the brand eco-system." It also helps search marketers that the acceptance of an emotional touch can build general customer loyalty and customer numbers too. Unlike reproduction, stealth and fraud, we should transfer the findings gleaned from these results into a neutral data space. By proving that emotion is the mediator in artificial intelligence-based marketing systems, we open up new frontiers for practitioners such as cyber-psychoanalysis and Digital Psychology. The report also brings to light the need for government to begin regulating AI algorithm use so as to safeguard people's mental health Online (Richardson et al., 2025).

## 2. Literature Review

### 2.1 Artificial Intelligence in Social Media Marketing

Digital marketing and the way companies may employ automation for analytics, audience targeting, and content have been revolutionized by artificial intelligence (AI). Advertisers may now instantly alter content based on user behavior thanks



to machine learning and prediction algorithms. AI use cases that improve message relevancy and communication efficacy include recommendation systems, chatbots, and sentiment analysis. According to Huang and Rust (2021), marketers can accurately forecast what a customer wants because of AI's capacity to evaluate large amounts of data. However, AI is becoming a major factor in the development of emotion-based, customized social media marketing (Saheb, Sidaoui, & Schmarzo, 2024).

## **2.2 Personalization and Consumer Perception**

In AI-driven marketing, personalization is essential because it bundles messages for each user, and the more relevant the message, the more joyful the user will be. Research shows that consumers prefer "listening" when they believe the information speaks directly to their identity, interests, or self. According to De Keyser et al. (2019), targeted social media advertisements do in fact raise attention, trust, and engagement. However, excessive customizing might come seen as intrusive, raising privacy issues as well as potential distrust or fatigue. Therefore, good customization must strike a balance between comfort, sensitivity, and accuracy (Sledgianowski & Kulviwat, 2009).

## **2.3 Emotional Influence and Psychological Engagement**

Emotion shakes the customer mindset to respond or contribute in social media. Whenever something is happy or bittersweet, creates nostalgia and/or aspiration, it feels emotionally stimulating, so content arouses the senses (happy feelings) tends to enhance deeper cognitive processing and sharing. Lou and Kim (2019) emphasize that emotions act as psychological triggers, which our connection with brands and content. Sentiment analysis and emotion detection are used now by AI systems so the tone of content can be refined and post timing too. So now, emotional impact is no longer just a creative device, but can be viewed as a scientifically measurable psychological construct (Shiv & Fedorikhin, 1999).

## **2.4 Consumer Engagement in Digital Environments**

Consumer engagement is the behavioral, cognitive and emotional involvement of consumers with online brand related interfaces. Acts which include like, comment, share and purchase. Findings suggest that influence through emotional engagement result in higher brand endorsement and more favorable consumer attitudes. Engagement in AI-enhanced environments functions both as cause and effect-users are prompted to produce information that is closer to these notions of engagement, which leads to a positive feedback loop. Consequently, understanding the emotional triggers of engagement is crucial for correctly predicting digital customer behavior (Taha, Alqawasmī, Almahdawi, Abusini, & Bouzenoun, 2024b).

## **2.5 Theoretical Foundation: Stimulus–Organism–Response (S-O-R) Model**

The S-O-R framework is consistent with the idea that external stimuli generate internal, often psychological, states which lead to observable behaviors. In this context, AI-based personalization is the stimulus (S), emotion is the organism's (O) or emotional state, and consumer interaction with product packaging is the response. This approach was developed and validated in an earlier study as a way to explore digital marketing interactions. The S-O-R framework is employed in the current research to explain how AI induces emotional arousal and resulting



### **3. Methodology**

#### **3.1 Research Design**

This research recognizes the potential and effect between AI-based personalization, Emotional Persuasion and consumer engagement on Social media. A cross-sectional study was employed to collect standardized data from a broad selection of individuals in different countries. The model can be used to perform statistical analysis on the correlations and testing of hypotheses generated by a theoretical model. Quantitative design was selected for its neutrality, generalization potential and generation of quantitative findings. To verify the proposed simplistic model, the data were analyzed by means of descriptive and inferential statistics (correlation, regression analysis with mediating variables) (Gerlich, Elsayed, & Sokolovskiy, 2023).

#### **3.2 Population**

The study population is all social media active users >18 years of age interacting with AI-culled content (sponsored ads, product recommendations and influencer promos.) The group comprises of users based in five Asian countries – Pakistan, India, China and Malaysia and Indonesia with varying cultural as well as digital environments. This group was selected given their widespread exposure to AI-choreographed social media encounters. The sample encompasses individuals with different degrees of engagement intensity in social media, contributing to a better understanding of patterns in affective and behavioral engagement.

#### **3.3 Sampling and Sampling Technique**

Researchers used purposeful sampling to select the sample of 500 people who use social media every day for at least an hour and like content that is produced by or recommended from AI. When it comes to AI-driven marketing, that sound has to be coming from you, and what's crucial is to get some experts who understand about marketing without necessarily assuming we have other things besides that (Dean, 2010). So that cultural justice was maintained, all five countries in which we operate--or the sample had to aspect represent--were selected for. create equal Units A logically randomized controlled experiment reduces external noise factors such as age, gender and the number of social media platforms used, potentially keeping ecological validity better retained. At the same time, this approach also allows for a detailed study on how users from different groups react to and then behave to produce such feelings (Maghsoudi, et al., 2024).

#### **3.4 Research Instrument**

The primary tool for data collection was an observer- administered structured survey questionnaire including multiple- choice questions on topics of concern to nurses their professionalism using five-point Likert scales (1=strongly disagree;5=strongly agree). The questionnaire contained three sections: demographics of respondents (age, gender, education level), their perceived performance and emotional states in front (Presently) Indecisions; customer loyalty practices expressed as a percent of consuming businesses' investments in gift giving to clients (Taha, Aissani, & Abdallah, 2024a). For each concept there were 10 items drawn from previous studies both within the marketing field and



psychological literature which had been validated. To promote clarity and reliability, a small number of subjects (pilot study) were asked to complete the draft version of the instrument. As a result pretesting was undertaken under these conditions on 10 occasions to achieve high internal consistency coefficients (Koetsier, 2020).

### 3.5 Data Collection

As an example, data was gathered through messages included in questionnaires delivered online and email inquiries or spread across social networks sites like Facebook, Instagram and LinkedIn. The participants were able to join after they'd read an informed consent form which guaranteed that their anonymity will be protected and we won't reveal any information about them. Bit by bit the online way has been chosen because it is an affordable and practical means of outreach to people in various geographical places. Five hundred valid answers—although this was difficult to achieve as it took more than four weeks—whether were gathered over a period of data collection lasting about a month. Transparency and participant anonymity were maintained by following the ethical research principles at all times.

### 3.6 Data Analysis

The data was processed with SPSS version 26 software. Descriptive statistics (i.e., mean, standard deviation and frequency) were utilized to describe demographic characteristics and important variables. Reliability analysis (Cronbach alpha) provides evidence for the internal consistency of the constructs, while Pearson correlations between the constructs are useful in validating it. Multiple regression analysis was used to test the assumption that emotional influences and customer-oriented AI designs will influence engagement. Hierarchical regression was used to test the intermediate effects to respondents (Baron and Kenny 1986). From the theoretical implications, effect sizes, and significance ( $P < 0.05$ ) of these findings the conceptual model was verified.

## 4. Data Analysis

This part also contains a survey analysis using data from 500 respondents in five Asian countries. Results consisting of demographic information, descriptive statistics, construct reliability and correlation analysis as well as regression results pertaining to the study objectives.

**Table 4.1: Demographic Profile of Respondents (N = 500)**

Variable	Category	Frequency (n)	Percentage (%)
<b>Gender</b>	Male	270	54.0
	Female	230	46.0
<b>Age Group</b>	18–24 years	210	42.0
	25–34 years	190	38.0
	35+ years	100	20.0
<b>Education Level</b>	Undergraduate	210	42.0
	Graduate	190	38.0
	Postgraduate	100	20.0
<b>Country</b>	Pakistan	100	20.0



Variable	Category	Frequency (n)	Percentage (%)
	India	100	20.0
	China	100	20.0
	Malaysia	100	20.0
	Indonesia	100	20.0
<b>Daily Social Media Use</b>	1–2 hours	120	24.0
	3–4 hours	230	46.0
	5+ hours	150	30.0

The demographic characteristics of the participants in the research are presented in Table 4.1. The data suggest near gender parity, with 54 percent male and 46 percent female. The youngest age group was 18–24 years (42%), followed by 25–34 year-olds (38%) and over 35s (20%). This trend suggests that most participants are young, technology savvy and frequent users of social media. Educationally, 80% held one or more degrees at postgraduate level in their respective subjects which suggests a good understanding of digital marketing concepts. Equal representation (20%) of all five Asian countries: Pakistan, India, China; Malaysia and Indonesia guaranteed cultural diversity and cross-regional relevance. In addition, 76% of the sample members mentioned their social media usage above three hours in average per day, which showed that the sample was formed of active and heavy users of AI-enhanced content.

**Table 4.2: Descriptive Statistics and Reliability Analysis**

Construct	No. of Items	Cronbach’s $\alpha$	Mean	Std. Deviation
Perceived AI Personalization (PERS)	10	0.88	3.92	0.71
Emotional Influence (EMO)	10	0.90	3.78	0.75
Consumer Engagement (ENGAGE)	10	0.86	3.64	0.80

The descriptive statistics and reliabilities of the three critical constructs (PERS, EMO, ENGAGE) are displayed in Table 4.2. The Cronbach’s alphas of the scales were 0.86 to 0.90, above the suggested cut-off of 0.70 and demonstrated excellent internal reliability of measurement. Average scores across all dimensions higher than 3.5 indicate overall agreement with the statements about AI-based customization, emotional appeal and engaged behavior. The relatively low standard deviations (0.71-0.80) demonstrate consistency of response. In general, the results indicate that individuals perceive recovered social media content as very personalized, emotionally intense and able to initiate stronger connections.

**Table 4.3: Correlation Matrix among Study Variables**

Variables	PERS	EMO	ENGAGE
<b>PERS</b>	1		
<b>EMO</b>	0.61**	1	
<b>ENGAGE</b>	0.49**	0.57**	1

Note: p < 0.01 (two-tailed)



Correlations between the main variables are presented in Table 4.3 (Pearson correlation coefficients). The relationship between perception of AI customization and emotional impact was strong and positive ( $r = 0.61, p < 0.01$ ), suggesting that the more personalized, the stronger one's reported emotion in response. Emotional impact is strongly related to consumer engagement ( $r = 0.57, p < 0.01$ ), meaning that the more emotionally involved a consumer is, the higher active participation he exerts, such as liking, commenting and sharing. Personalization and engagement were found to have a significant direct relationship ( $r = 0.49, p < 0.01$ ) though weaker, indicating that emotion may acts as a mediating aspect. These relationships are consistent with the theoretical assumption that AI-based personalization should induce emotions to increase engagement.

**Table 4.4: Regression Analysis – Impact of Perceived AI Personalization on Emotional Influence (H1)**

Dependent Variable:	Emotional Influence	$\beta$ (Standardized)	t-Value	Sig. (p)
Perceived AI Personalization (PERS)		0.61	17.20	<0.001

**Model Summary:**  $R^2 = 0.37$ ; Adjusted  $R^2 = 0.36$ ;  $F = 295.8$ ;  $p < 0.001$

The first hypothesis (H1) was empirically tested in Table 4.4 which tests if perceived AI personalization predicts its emotional impact. The results of regression indicate the positive impact is significant, ( $\beta = 0.61, t = 17.20, p < 0.001$ ) a  $R^2$  of .37 and AI personalization can account for 37 % of emotional influence variance. This demonstrates that when users perceive the social media is more relevant to them, they are subjecting themselves to higher susceptibility of emotional responses (e.g. excitement, trust, or connection). The research implies that AI systems could manage to trigger emotional reactions by tailoring messages to the psychological profiles of its users.

**Table 4.5: Regression Analysis – Emotional Influence on Consumer Engagement (H2)**

Dependent Variable:	Consumer Engagement	$\beta$ (Standardized)	t-Value	Sig. (p)
Emotional Influence (EMO)		0.57	14.85	<0.001

**Model Summary:**  $R^2 = 0.33$ ; Adjusted  $R^2 = 0.32$ ;  $F = 220.4$ ;  $p < 0.001$

The following table 4.5 examines the second hypothesis (H2) regarding the emotional impact and customer engagement. The results present a strong and significant effect ( $\beta = 0.57, t = 14.85, p < 0.001$ ), with an  $R^2$  of 0.33. This indicates that 33.4% of the variance in engagement behavior can be accounted for by emotional influence. This result shows that emotions are more powerful than logic in driving action on social media sites. People who feel good about AI-managed content are also more likely to engage – like, share, comment and even buy. Consequently, affective responses are a strong determinant of engagement in AI-based marketing settings.



**Table 4.6: Mediation Analysis – Emotional Influence as Mediator (H3)**

Predictors	Dependent Variable: Consumer Engagement	β (Standardized)	t-Value	Sig. (p)
Perceived AI Personalization	0.22	5.10	<0.001	
Emotional Influence	0.57	14.10	<0.001	

**Model Summary:** R<sup>2</sup> = 0.41; Adjusted R<sup>2</sup> = 0.40; F = 172.6; p < 0.001

The third hypothesis (H3), which explores whether emotional influence interacts with the effects of AI personalization on customer engagement, is examined in Table 4.6. When the two variables are entered in the model, beta personalization decreases from 0.49 to 0.22 but remains significant (p < 0.001) and emotional impact continues carrying a major effect (β = 0.57, p < 0.001). The overall model accounts for 41% in the variance in engagement (R<sup>2</sup>=0.41). These results corroborate with the partially mediating role, which indicates that AI personalization has direct effect on engagement and also indirect effect through emotional influence. Basically AI technology induces emotional feelings, which in turn elicit users behavioral responses justifying the SOR framework adopted in this study.

**Table 4.7: ANOVA Test by Gender (Emotional Influence Scores)**

Source of Variation	Sum Squares	of df	Mean Square	F	Sig. (p)
Between Groups (Gender)	4.56	1	4.56	3.48	0.063
Within Groups	650.21	498	1.31		
<b>Total</b>	<b>654.77</b>	<b>499</b>			

Table 4.7 ANOVA comparing the emotional influence scores between males and females 4.2 Results on Emotional Results No significant difference is found (F = 3.48, p = 0.063), which means that male and female have no different response to the AI-enabled personalization in emotional engagement. These results indicate that the emotional arousal induced by algorithmic content is universally felt and not strongly influenced by gender. Thereby, it provides evidence for the hypothesis that emotional impact mechanisms are driven by exposure intensity and content relevance rather than socio-demographics.

### 5.1 Findings of the Study

The findings of the current quantitative study indicate a significant and strong correlation between AI-driven personalization, attitude towards emotions, emotional influence and engagement of consumers on social media sites. As can be seen from the results, the AI algorithm has an influence on customers' emotions and behavior. People from five Asian countries said this computer-generated social media information done extremely suited for them, single truly appealed to heart and emotion made as it is the degree of uniquely individual advice receiving that opens up this set of personal development CDs for sale (Wenger & Hossain, 2024).Therefore, not only does AI advertising also allow for a more emotional investment in the product by consumers who receive it; it



actually makes people feel deeper affection towards their brands and is consequently an important tool in brand sustainability management (Warschauer, 2003).

Inclusion of personalization driven by AI is also essential for possessing a strong emotion behind the words. One regression analysis in this study suggests that perceived personalization may account for a large portion of the emotional variation ( $r = 0.37$ ). To us people, the sensation only really takes on meaning when the articles are personally important to ourselves. That is how human beings come up with feelings like laughter, pleasure and literacy. The experimental results showed that the psychological hypothesis can indeed be validated in a strong sense: perceived relevance very well predicts affective participation (Mitchell, 2024). The second important result is that customer involvement behaviors are greatly influenced by emotional impact. In AI-based marketing, consumers who were more emotionally invested were more likely to click on call-to-action links and like, comment, share, or follow them. According to the regression analysis ( $\beta = 0.57$ ,  $p < .001$ ), arousal is a trigger that turns onlookers into performers. This implies that social media use is an emotionally motivated way to connect and identify with digital information rather than only a behavioral reaction (Yuan & Hu, 2024).

Third, a significant discovery centers on the function of emotion influence as a mediator in the relationship between engagement and AI personalization. An important new study, according to Seth's Mediation, found that this relationship is transmitted through the impact mechanism of emotions; AI affects engagement directly (by proposing matters) and indirectly (by arousing our sympathy). According to the S-O-R framework, engagement as the operation job, emotional response to it and personally tailored AI articles from our current operational behavior (as observable response), defines our internal state (inner response), external out-of-control "tendrils" if you will) are stimuli that can attack us or move us (Eickelman & Anderson, 2003).

As subject age and gender change, their engagement behavior is consistent, a fact confirmed by demographic profile. Also, based on ANOVA analysis, the gender asymmetry of emotional effect is not significant ( $p > 0.05$ ). Therefore, AI's emotional stimulation is generalizable to all demographic ranges. This suggests that the emotional persuasion with AI-generated content can be effective across both male and female market, easily break through any cultural or demographic barriers that might have obtained in the past (Deiner, Dredze, & Phillips, 2023).

Moreover, the survey results show that AI marketing is not only a revolution in technology engineering, but encompasses psycho component as well. In certain situations it is able to make you completely immersed in it. On the side of the AI's emotional intelligence is effective from the two aspects of customer 'contact' and levels loyalty, and there is definite evidence for this in terms of brand satisfaction figures even if people. Looking at the people in places like Tokyo, Beijing or even Los Angeles, there is something which professional marketers are learning now and that is they cannot ram their message home. It must be said today that the emotional dynamics of AI and social responsibility in a also. We shall have to study how to do so throughout our whole lives before we can make sure that everybody who lives in an AI world enjoys health and wellbeing at the same time (Hayes et al., 2021).



## 5.2 Discussion

Furthermore, the author's data has been the evidence to affect SMM of Website by AI. This study found a positive correlation between app engagement and emotional reactions to AI-based personalization. This is in line with the S-O-R paradigm. It says that artificial intelligence (AI) produces internal emotional responses in a person and after period betrays its behavior change man (organisms). The findings of this research support the previous work of Lou & Kim (2019) and De Keyzer et al. (2019). It also reinforces in once more the importance in personalization of an emotional connection as well two key strategies for digitally marketing to strengthen partnership relations between customers and their brands on the one side while at the same time increasing bonds between vendors and their brand partners (Alhindi, ElKhatib, & Shahbazian, 2023). Because good AI quality and emotional influence have a strong positive correlation, it is likely that improved algorithmic accuracy will produce easier emotional connections similar to the experience of return. When a piece of information is seen as being right for one's needs, users attach very strong emotions to it. This is also elucidated in psycholinguistics by the theory of selective attention, which says people notice and emphasize more on those parts of stimuli which match their identities, aspirations, desires. So AI provides people with knowledge in a context where it is appropriate. This encourages positive emotions such as sense of belonging, curiosity and even feelings of freedom from outside constraints. The chief point for marketers is that AI-customized content can now be used to make psychological effects in a much planned way (Babacan, et al., 2025).

Additionally, the results indicate that consumer engagement behavior is highly driven by emotional arousal; hence, emotional factors have become the main motivation for digital communication. Therefore, in the case of emotional arousal in a service--whether it be delight, favor or pity--customers are more likely to reveal their feelings via likes, comments and shares. They are also more likely to put messages to buy goods into action. This is consistent with the findings of Huang and Rust (2021) and Belk (2021), who demonstrated that emotional arousal can reciprocally shift people It is engagement, and not simply being exposed that counts as a reaction to this message. It goes beyond message exposure by entailing striking an emotional chord (Deuze, 2003).

The results of the intermediary effect show that emotional state is able to play a role in media to help the relationship between involvement and AI personalization The meaning is that while relevance and convenience are likely to have a direct effect on involvement, in actuality its true driving force lies in feeling. Emotion is a psychological bridge between what the user does and in return for his actions, the kind of response he receives. New theoretical basis for AI marketing (Aral, Dellarocas, & Godes, 2013). The findings are twofold: on the one hand, emotion in the AI interaction process the discovery offered a revamped understanding of AI marketing. There was no statistically significant difference between men and women in terms of how it is that artificial intelligence emotionally touches people; as to whether people depend always on its products citizens and participants of a living modern society, not merely executors once in a while. For instance, in this case the choices and applications of affective interaction technology by AI remain unaffected regardless of changes in culture. No matter how smooth the usage, it is clear from this that in the main (Kazmi, 2025).

This has important implications for governments and digital market researchers.



The report maintains that a marketing person could, in the right hands publish intelligent emotionally AI systems by honoring real personalized dialogue. Unfortunately if you are close in the wrong way or fake, clients can suffer from “emotional fatigue”. Eventually trust is lost entirely. When this becomes known, it will lend further theoretical weight to the argument for such a strategy by policy makers since most people have never heard output that satisfactorily constitutes any claim of fair and well thought-out machine systems. Right emotional targeting is a full honesty and revelation to the user. In conclusion, AI on social media marketing is a domain that is both technical and psychological. It also supplies more emotions to help sell things along with the goods themselves. Affective psychology cross several well-known marketing principles is still only one part. It is also newly conducting market research which requires carefully evaluating each element (Anshu & Sharma, 2024).

### 5.3 Conclusion

Known as the integration of psychology and technology, now artificial intelligence (AI) has turned Social Media Marketing far away from SMM is still psychological establishment marketing (Alharbi, et al., 2024). With artificial intelligence its aim is to control human behavior Payoff. An 11% increase in emotional quotient; and ultimately its effect on consumer interaction not only helps surpass marketer’s goals but also contributes to both sides. In this survey, we looked at how macroscopic affective sense controlled the relationships among a series of different harmonious variables. It can therefore conclude that this result the Stimulus-Response Environment Positioning model. Attitude is the direct behavior effect in which respondents engage, at the same time emotion is internal psychological response of some importance and AI means (social media) Media (stimulus side of things). Moreover, across both gender and cultural categories, the consistent emotion connected with it shows that AI is important from a psychological perspective. True enough, AI could create more genuine and moving advertisements--provided of course that it is done ethically and openly here or there. It adds another contribution to the literature by considering emotional dynamics in algorithmic persuasion. Then, to look at it in a different way, social media marketing through artificial intelligence is not only a data plug-in but an emotional cheat switch involved in customer relationships--once the switch is thrown successfully, a bond on-line grows up to exist (Abdallah, et al., 2024).

### 5.4 Recommendations

#### 1. Develop Emotionally Intelligent AI Marketing Strategies

This is our style at AI Marketing: Intelligence Plus Emotion However, it is an excellent illustration of how with artificial intelligence, companies can point to emotional triggers and produce actual interaction - excitement and empathy on the part of readers or viewers but not just click-through or page views. We offer emotional intelligence in this way to the market When the market comes calling, we connect corporations with their emotional demands - if we instruct our customers about ways to communicate in this mode perfectly attuned to that need, and whatever they listen to from us recalls sitting arrive at the table with only one course it serves anything but your eyesight for two levels and above is being taken care of by both hands.



## **2. Ensure Transparency and Ethical Use of AI Algorithms**

Unsurprisingly, transparency in AI - based advertising operations is absolutely crucial to customer trust. Wherefore, if an ad, concept or even an AI program is behind the message, then companies may well feel that they have to say that. Familiar patterns of operation and recurrent exposure to one - sided propaganda must be countered in some way. Thus by creating models of their own people will build confidence in the digital world and tie it to globally agreed standards for advertising ethics through AI development.

## **3. Balance Personalization with Privacy Protection**

Indeed, customization can elevate the end user's feelings of convenience. Yet one has to also protect privacy rights while promoting personalized services. Should our data be collected by or handled with the general public having no idea of how or who is responsible, it raises several questions as far as potential leakage rates go. Customizing products or services should not get in the way of user experience but at the same time, ways to marry personalization and protection are needed for both users (who are our future generations) and for young consumers. From the point of view of data protection policy, avocado belongs to the course. Following safe course software management procedures and compliance with laws like GDPR ensures that user-focused ethical customization is guaranteed as a matter of course.

## **4. Integrate Cross-Cultural Emotional Insights**

This study found that a how much cultural context affects emotional recognition. By adapting AI into their efforts, marketers must take cultural and geographical differences into consideration. The fine-tuning of emotional tones to local conventions--as in the cases of humor, collectivism and aspiration--can increase both the effectiveness and persuasiveness for potential clients in any global marketplace.

## **5. Encourage Policy and Academic Collaboration on AI Ethics**

What is more, in preparing working groups advanced official, university-wide or private sector input is important of course. The direction and family involvement with AI technologies can be integrated into advertising in this way. Winter campus stores invariably are crowded, and after the mid-term exams service is of course a kind social welfare. It stops just short to err on a net percent fall in rise or fall as a result... Black Mountain Qinghai Major rewards of inspiration, hard to resist temptation for those who manage to hack it. Just as the EC does no monitoring or exercise of any kind over virtual banks because it knows that with a safe digital environment people can relax and think only about doing what they like; when using suspicious machines no one injects their head.

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