

EXPLORING AI'S ROLE IN SHAPING INFORMAL CONSUMER RELATIONSHIPS: A PATHWAY TO INCREASE THE PURCHASE INTENTION

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Abstract: This study discovers the influence of AI tool physiognomies on purchase intention from a shopper standpoint, pointing to uncover the underlying contrivance through the mediating role of informal relationships. The research is grounded in the Aaker Brand Personality Model—specifically the dimensions of excitement and sincerity—and the social response theory. Data were collected via a questionnaire survey targeting young and middle-aged individuals (aged 18 to 45), and an empirical analysis was conducted using SPSS software. A total of 283 valid responses were obtained. The findings reveal that the excitement dimension of AI tools has a significantly stronger influence on consumers' purchase intention through the formation of informal relationships compared to the sincerity dimension. Notably, AI tools do not have a direct effect on consumers' purchase intention. Instead, informal relationships mediate the relationship between the marketing characteristics of AI tools and consumer purchase intention. This research contributes to the theoretical understanding of AI technology in marketing and offers practical implications. It suggests that online retailers selling electronic products can enhance consumer engagement and purchase intention by incorporating features that evoke excitement into their AI platforms.

Keywords: Artificial Intelligence, Informal relationship, Aaker Model, Consumer Purchase intention.

1. INTRODUCTION

Retailers are progressively investigating AI, a collective virtual communication that integrates virtual, augmented, and mixed reality – to generate immersive engagement (e.g. to understand buying patterns and preferences) for promoting their products (Mohamed et al., 2024). Artificial intelligence has greatly impacted consumer behavior, particularly through its ability to analyse extensive datasets and recognize patterns and preferences (Mohamed et al., 2024) (Wolniak et al., 2024) and platforms enabling consumers' interactive exchanges with retailers, AI-based recommendation systems have become essential to modern e-commerce platforms (Deng et al., 2023) (Asante & Jiang, 2023). These algorithms analyse various data sources, including browsing behavior, previous purchases, and demographic information, to suggest products that align with individual tastes (Rane, 2023). This results in heightened customer satisfaction and loyalty through enhancing the decision-making process for consumers and fostering a sense of connection between them and the platform (Singh & Singh, 2024).

Despite notable advancement, a significant research gap persists in understanding how AI-enabled personality traits—particularly sincerity and excitement as outlined by Aaker's (1997) brand personality framework—shape informal consumer relationships and purchase intentions. Previous studies have primarily emphasized the direct influence of AI recommendations or chatbots interactions on purchase behavior (Yin & Qiu, 2021; Wien & Peluso, 2021), overlooking the relational mechanisms that mediate this effect. For instance, Luo et al. (2023) examined AI-driven marketing personalization but did not explore emotional or informal consumer relationships. Similarly, Huang and Rust (2023)

identified AI’s service-level impacts yet neglected its social bonding dimensions. More recent work by Peter et al. (2025) and Guerra-Tamez et al. (2024) underscores that Generative AI fosters social presence, trust, and emotional connection, suggesting that relational dimensions are becoming increasingly central to AI–consumer dynamics. However, empirical studies linking AI brand personality traits (sincerity and excitement) with informal relationship formation and subsequent purchase intention remain scarce. Addressing this gap, the present study investigates how AI brand personality—particularly excitement—builds informal consumer relationships, thus shaping purchase intentions within the context of AI-mediated marketing.

2. LITERATURE REVIEW

A comprehensive review of current literature identifies several dimensions in the evolving relationship between AI and consumers. The analysis underscores AI’s capacity to build connections across multiple levels. At the foundational level, AI is employed to analyse large volumes of consumer data, providing valuable insights into their preferences, interests, and behavioural trends (Abrardi et al., n.d.) (Huang & Rust, 2021). The next level emphasizes the strategic management of this data to generate actionable insights, identify hidden patterns, and support more informed decision-making (André et al., 2018) (Davenport et al., 2020) (Puntoni et al., 2020). This stage also includes key applications such as chatbots-driven personalization and AI-powered optimization of strategies for build relationship (Le et al., 2024) (Pearson, 2019). The third and more advanced level centres on humanizing AI, aiming to create more natural, interactive, and emotionally resonant engagements with consumers (Khan et al., 2024) (Alabed et al., 2023). Together, these layers form a structured framework that illustrates the growing complexity and depth of human-AI interactions within the rapidly evolving service industry.

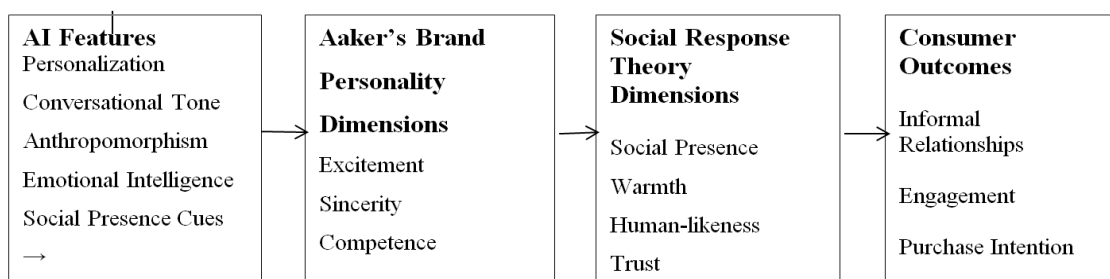
2.1 AI tools and Informal Relationship

AI technologies are reshaping how companies build and maintain relationships with consumers by creating more personal and engaging interactions (Mogaji & Jain, n.d.). Many businesses now use AI chatbots to better understand customer preferences and design strategies that foster closer connections (Soltani-Fesaghandis & Pooya, 2018). For example, Reliance Industries’ partnership with NVIDIA focuses on developing AI systems that support local Indian languages, while platforms like Recipe Rover let consumers interact through digital avatars to seek advice or make purchases (Jin & Zhang, 2023). The interactive and customized nature of AI makes these relationships smoother and more consistent, reducing misunderstandings and emotional distance (Clark, 1993); (Dhelim et al., 2021). Companies such as Zomato use customer data to offer more personalized experiences that encourage loyalty and repeat purchases. By ensuring consistency across platforms like social media and live chat (Hill et al., 2015), AI helps brands create stronger emotional connections, enhancing both brand image and personality (Cao, 2021; Park & Ahn, 2024).

2.2 Theoretical framework

Aaker model has been extensively utilized in areas such as psychology, behavioural sciences, retail, and among others (Bottomley & Doyle, 1996). The theory highlights the dynamic relationship between sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). These dimensions help marketers understand how consumers perceive a brand's personality and tailor their messaging accordingly (Gondim Mariutti & de Moura Engracia Giraldi, 2020). . In Aaker model we use only two dimensions i.e. Sincerity, Excitement dimensions in this research. These dimensions are often seen as being more closely related to informal relationship due to their emphasis on the honesty and innovativeness. Sincerity dimension reflects traits like honest, wholesome, cheerful and reliable. This reflects in AI through empathic and human. Excitement explains daring, trendy, imaginative and exciting which needed for build relationship with consumers (Aaker, 1997). These features can be seen in AI through interactivity, transparency, and consistency (W. Wang et al., 2025). Together, these dimensions help explain how AI tools evoke warmth, innovation, and engagement in consumer interactions.(Yang & Xu, n.d.) (Brem et al., 2023).

Figure 1: Model Linking AI Features to Brand Personality and Social Response Outcomes



The second theory was the social response theory (SRT) introduced and developed by Byron Reeves and Clifford Nass. SRT demonstrate that humans automatically apply rules and expectations to technologies that indicates social cues, a process known as anthropomorphism. When AI systems use conversational tone, empathy, and human-like communication, users' respond socially and form informal bonds.

Aaker's Brand Personality Model and SRT both are integrating, sincerity and excitement can be operationalised as observable AI behaviours that trigger predictable social responses. Warm, language and memory of past interactions foster trust and positive intent, directing users to receive AI a reliable partner. Likely, flexible interaction, novelty, and responsiveness increase social presence, making AI appear engaging and real. Combining these theories describe how AI features cultivate informal relationships and influence consumer responses.

3. RESEARCH QUESTIONS

Although AI demonstrates considerable potential to shape consumers' purchase intentions by fostering informal relationships, there remains a limited understanding of the underlying factors that enable these relationships, highlighting a notable gap in the current literature. While previous studies have examined consumer purchase intentions within AI-driven recommendations and virtual applications (Yin & Qiu, 2021; Wien & Peluso, 2021), their focus has primarily been on the direct impact of AI suggestions on purchasing behavior. The first research question (RQ1) addresses this gap as outlined below.

RQ1 States: How do AI brand personality traits (Aaker model dimensions sincerity and excitement) influence consumers' purchase intention for electronic products?

Jennifer Aaker's (1997) brand personality framework highlights sincerity and excitement as key dimensions that shape how consumers emotionally connect with brands—where sincerity reflects humanistic values and empathy, and excitement conveys interactivity and innovation. Building on this idea, our study examines how these traits can be expressed through AI-enabled shopping tools to create more informal, human-like relationships with consumers that go beyond simple transactions. We also consider consumers' experience with AI, particularly how often they use such tools and age, as an important factor that may strengthen these relationships. Greater familiarity with AI can foster trust, comfort, and emotional closeness, ultimately enhancing both informal connections and purchase intentions. Previous research supports that interactions with AI technology and user experience significantly influence consumer trust and purchasing behavior (Yin et al., 2021); (Jm et al., 2024).

RQ 2 States: Which AI brand personality trait (sincerity or excitement) has a stronger indirect influence on purchase intention through informal relationship?

This study explores how experience with AI-enabled features and Aaker's (1997) brand personality dimensions—specifically sincerity (reflecting humanistic values and empathy) and excitement (capturing innovativeness, interactivity, transparency, and consistency)—contribute to building informal, relational connections between consumers and AI-driven shopping tools. We examine how these personality traits, when embedded in AI interactions, foster trust and emotional closeness, thereby strengthening informal relationships with consumers (Sutanto & Aprianingsih, 2016). Furthermore, the study investigates how these informal relationships exert a stronger influence on purchase intentions, particularly in the context of electronic goods, where relational satisfaction and two-way communication between consumers and suppliers play a critical role in shaping consumer loyalty and purchase behavior.

4. CONSTRUCTION OF HYPOTHESIS

This article examines how experience with AI influences purchase intentions from a consumer viewpoint according to the subsequent research model. In contrast to conventional online marketing, AI tools offer a more engaging and interactive experience for consumers. With the AI tools, users can establish customized casual relationships and engage in real-time interactions with fellow users. The traits that generate enthusiasm and authenticity can more effectively engage consumer attention and interest, thus enhancing their likelihood of making a purchase. Drawing from the aforementioned content and analysing the effects of AI tools versus traditional online marketing on consumer buying intentions, an initial research plan is developed, and a hypothesis is suggested.

4.1 Age and Gender and use of AI sponsored tools

Studies are already indicating that there are disparities in gender and age concerning the use of Generative AI. Survey findings from more than 50,000 individuals globally indicate that this new technology is not being equally embraced by women or various age demographics. The obstacles include inadequate training, limited knowledge, low media literacy, lack of awareness about the importance of generative AI for future career success, reduced confidence in using generative AI tools, absence of organizational policies governing AI usage, and privacy-related concerns.

H1 Age and gender positively associated use of AI sponsored tools

4.2 Features of AI tools (Based on Aaker Model) and informal relationship

The use of AI tools and features generally has a positive impact on the purchase intention of consumers. This is because AI can personalize shopping experiences, simplify decision-making, and provide valuable insights that enhance trust and reduce perceived risk, ultimately leading to more positive purchase behavior. AI can analyse user behavior and preferences to provide tailored product recommendations, which increases the likelihood of a purchase. AI-powered tools like voice search and chatbots can streamline the shopping process, making it easier for consumers to find and purchase products.

H2 AI tools features have a positive impact on informal relationship with consumers.

4.2.1 Excitement (Innovativeness, Interactivity, Transparency and Consistency of AI tools) and informal relationship

AI-powered features, particularly emphasizing innovativeness and personalization, significantly influence consumer purchase intention by enhancing the shopping experience and making it more efficient and convenient (Fredström et al., 2022) (Bui et al., 2024).

Recent studies reaffirm Aaker's Brand Personality Model as a valuable framework for explaining how consumers develop emotional and relational attachments to brands in AI-driven contexts. Sabuj, 2024 confirmed that excitement and sincerity significantly influence brand loyalty across gender groups, while Pattammal & Gunasekaran, 2024 emphasized their relevance for engaging digitally native consumers. Almutairi, (2025) found that excitement-oriented brands generate stronger emotional arousal, engagement, and purchase intention than sincerity-based appeals. Parallel findings from Generative AI (Gen AI) research show that hyper-personalized advertising evokes emotional excitement and social presence, enhancing brand intimacy and loyalty (Peter et. al, n.d.). Similarly, Guerra-Tamez et al., n.d.(2024) demonstrated that AI's perceived accuracy and trustworthiness foster relational trust and interactive engagement, especially among Generation Z consumers. Grewal et al., (2024) further highlighted that Gen AI technologies enhance marketing communication through creativity, responsiveness, and novelty—attributes aligned with Aaker's excitement dimension. Collectively, these studies suggest that excitement-driven AI attributes—including innovativeness, interactivity, transparency, and consistency—serve as stronger antecedents of informal consumer relationships and purchase intention, supporting Hypothesis 3 of this research.

H3 Informal relationship mediates the relationship between AI excitement and purchase intention

4.2.2 Sincerity (Empathic and Humanistic of AI tools) and informal relationship

By understanding and responding to consumers' emotions and needs, AI can create more personalized and engaging experiences, ultimately leading to increased purchase intentions and satisfaction (Redmond, 1989). AI can tailor recommendations and interactions based on individual preferences and past behavior, leading to a more relevant and satisfying experience.

AI that displays human-like traits, such as emotional intelligence and social skills, can build trust and increase consumer confidence. AI that feels more human-like can create a stronger social presence, making interactions feel more natural and comfortable. Humanistic AI can encourage consumers to engage with brands and products more actively, leading to increased brand loyalty and repeat purchases.

H4 Informal relationship mediates the relationship between AI sincerity and purchase intention.

4.3 Informal relationship and purchase intention

Informal relationships, such as conversations with friends, family, or colleagues, are often seen as more credible and trustworthy than formal marketing messages. This is because individuals tend to place more weight on the opinions of people they know and trust. Informal relationships, often through word-of-mouth or reference groups, significantly

influence purchase intention. These connections, built on trust and personal connections can sway consumers' buying decisions more effectively than formal marketing efforts

H5 Informal relationship with consumers positively influence on purchase intention of consumers

Figure 2: Conceptual representation of the full mediation model

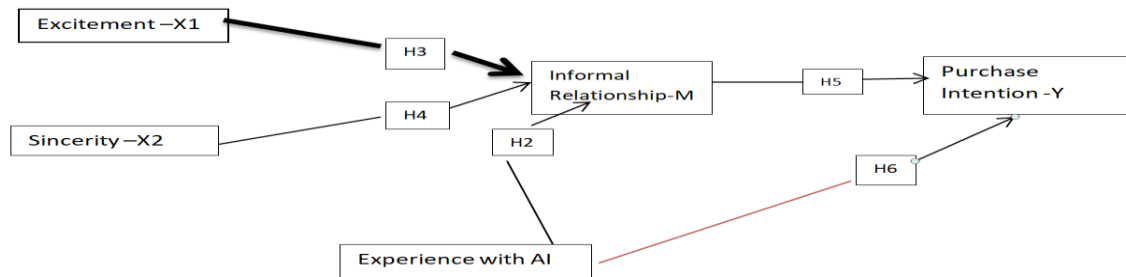


Figure 2. Attributes and the relationships

4.4 Experience with AI tools and Purchas intention

AI algorithms analyse user data to suggest products or services that align with individual preferences, increasing the likelihood of relevant and satisfactory purchases. AI-powered tools like chatbots can provide instant customer support, handle inquiries, and streamline the shopping process, saves time and effort. By providing personalized and efficient interactions (Krishnan et al., 2022), AI can increase customer satisfaction and loyalty, and this is achieved by making the experience more efficient, convenient, and potentially more enjoyable, leading to increased purchase intentions.

H6 Experience with AI tools positively influence on consumers' purchase intention of consumers

4.5 Informal relationship, Experience with AI tools and purchase intention

Experience with AI Tools refers to the interactions and perceptions consumers have when using AI-powered features like chatbots, personalized recommendations, or voice assistants. Informal Relationship refers to the bonds, connections, or trust that develop between consumers and the AI tools or the brands that utilize them, even if it's not a direct, formal relationship (Maduku et al., 2024). The informal relationship acts as a mediator, meaning it influences the relationship between AI experience and purchase intention. It strengthens the positive impact of AI experience on purchase intention.

H7 Informal relationship will play a mediating role between Experience with AI tools and Consumers' purchase intention.

5. METHODOLOGY

5.1 Survey Instrument:

To evaluate the suggested hypotheses, we conducted an offline survey divided into three parts. The initial part presented the research aims to the participants and defined the study's boundaries. Established scales from prior studies were employed to measure experience with AI, informal relationships, and purchase intention, with slight modifications to align with the study's context (see table 1 in appendix). Informal relationships were assessed using an adapted version of the Aaker Brand Personality Model (Aaker, 1997). Purchase intention was evaluated with reference to the respondents' age, gender, and frequency of AI tool usage over specified time intervals. To enhance the clarity and relevance of the items, a pilot study was conducted prior to the main data collection. All scale items were rated on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The final section of the survey gathered demographic information, including age, gender, and family size, while deliberately excluding sensitive questions such as income to encourage honest responses. According to a recent Adobe survey report by Business Standard, approximately 57% of Indian consumers prefer using AI tools over human interaction when searching for products and services online. The questionnaire was prepared in both English and the local language, Kannada. Respondents were recruited from customers who are shopping electronic goods by online retail platforms. A screening question was used to determine eligibility: "Do you intend to purchase electronic goods in the near future (within the next or past three months)?" Only those who responded "yes" were invited to participate in the main survey. The participants planning to purchase within the next three months were encouraged to

interact with AI chatbots and compare recommendations with advice from friends or family, while those who had already purchased within the past three months were instructed to retrospectively consult AI tools and compare the recommendations with their actual decisions before responding. All respondents were asked to complete the questionnaire carefully and return it via the designated email address.

5.2 Sampling Method

The sample of 283 participants was drawn from the state of Karnataka, India, based on both contextual and practical considerations. Karnataka—particularly the Bengaluru region—represents a technologically advanced hub where AI-assisted retail and digital shopping practices are rapidly growing, making it a suitable setting for investigating AI-mediated consumer behavior. A convenience sampling approach was adopted to recruit participants with prior experience in online shopping and interaction with AI-based tools, ensuring alignment with the study’s objectives. The study specifically targeted young and middle-aged consumers (aged 18 to 45), as this demographic exhibits higher adoption and engagement with AI-driven retail technologies. To enhance accessibility and accuracy of responses, the questionnaire was administered in both English and Kannada, the local language, thereby improving comprehension and inclusivity among regional participants.

5.3. Respondents’ demographic profile

Table 1: Demographic Profile of Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	110	38.9	38.9	38.9
	Female	173	61.1	61.1	100.0
	Total	283	100.0	100.0	
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	59	20.8	20.8	20.8
	25-35	74	26.1	26.1	47.0
	35-45	88	31.1	31.1	78.1
	above 45	62	21.9	21.9	100.0
	Total	283	100.0	100.0	
Place of Living					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	145	51.2	51.2	51.2
	semi-urban	57	20.1	20.1	48.8
	Rural	81	28.6	28.6	100.0
	Total	283	100.0	100.0	
Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduate	115	40.6	40.6	40.6
	post graduate	62	21.9	21.9	62.5
	Ph.D	64	22.6	22.6	85.2
	Others	42	14.8	14.8	100.0
	Total	283	100.0	100.0	
Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	98	34.6	34.6	34.6

	Business	55	19.4	19.4	54.1
	Professional	50	17.7	17.7	71.7
	Unemployed	60	21.2	21.2	92.9
	others	20	7.1	7.1	100.0
	Total	283	100.0	100.0	
Annual Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000-50000	71	25.1	25.1	25.1
	50000-100000	15	5.3	5.3	30.4
	100000-150000	39	13.8	13.8	44.2
	150000-200000	97	34.3	34.3	78.4
	Above 200000	61	21.6	21.6	100.0
	Total	283	100.0	100.0	

The study included 283 respondents, representing diverse demographic backgrounds. A majority were female (61.1%), while males accounted for 38.9%. Most participants were between 35 and 45 years of age (31.1%), followed by those aged 25–35 years (26.1%), indicating a predominantly young to middle-aged sample.

In terms of residence, 51.2% lived in urban areas, 28.6% in rural, and 20.1% in semi-urban regions, reflecting broad geographic representation. Educationally, 40.6% were undergraduates, 22.6% held Ph.D. degrees, 21.9% were postgraduates, and 14.8% reported other qualifications, suggesting a generally well-educated group.

Regarding occupation, students (34.6%) formed the largest segment, followed by businesspersons (19.4%), professionals (17.7%), and unemployed respondents (21.2%). The largest income group (34.3%) reported annual earnings between ₹150,000 and ₹200,000, indicating a predominantly middle-income profile. Overall, the demographic distribution demonstrates a diverse and educated respondent base, providing a reliable foundation for analyzing consumer perceptions of AI-enabled shopping tools.

6. RESULTS & INTERPRETATION

6.1 Reliability Analysis

To evaluate the reliability of the measurement scales, Cronbach’s alpha (α) was calculated (see Table 2). The alpha values for all three constructs surpassed the recommended threshold of 0.70 (Hair, J. F., Black, 2010) The results indicated that all scales demonstrated acceptable to excellent reliability Sincerity ($\alpha = .928$, 3 items), Excitement ($\alpha = .716$, 4 items), and Informal Relationship ($\alpha = .904$, 5 items). All scales showed acceptable reliability, with Sincerity and Informal Relationship exhibiting excellent internal consistency.

Table 2: Reliability and Validity Statistics for Study Constructs

Construct	Item Code	Corrected Item–Total Correlation	Cronbach’s α if Item Deleted	Factor Loading	Cronbach’s α (Overall)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Sincerity	X11	0.85	0.899	0.87	0.928	0.93	0.81
	X12	0.854	0.896	0.89			
	X13	0.856	0.894	0.92			
Excitement	X22	0.805	0.836	0.78	0.893	0.79	0.56
	X23	0.792	0.847	0.72			
	X24	0.78	0.86	0.74			
Informal Relationship	X31	0.75	0.888	0.76	0.889	0.9	0.69
	X32	0.787	0.875	0.81			
	X33	0.793	0.875	0.83			
	X34	0.813	0.865	0.85			

As shown in Table 2, the constructs demonstrated satisfactory reliability and validity. The corrected item–total correlations ranged from .75 to .856, indicating that all items contributed meaningfully to their respective scales and met the recommended threshold of .30 (Field, 2018). Cronbach’s alpha values were .928 for Sincerity, .893 for Excitement, and .889 for Informal Relationship, all exceeding the .70 benchmark, confirming strong internal consistency. The “Cronbach’s alpha if item deleted” values revealed that removing any item would not improve reliability, suggesting all items are essential. Factor loadings ranged from .72 to .92, supporting convergent validity. Furthermore, the Composite Reliability (CR) values (.79–.93) exceeded .70, and the Average Variance Extracted (AVE) values (.56–.81) were above .50, indicating adequate variance explained by each construct ((Hair, J. F., Black, 2010); (Claes Fornell et al., 1981)). Overall, these results affirm that the measurement model is both reliable and valid for subsequent analysis.

6.2 Validity Analysis

To evaluate scale validity, we analysed each scale’s capacity to effectively measure the intended construct (Hair et al., 2010). The initial validity assessment included the Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy and Bartlett’s test for sphericity (see Table 3). The KMO values for every construct met or exceeded the acceptable level of 0.70, and Bartlett’s test results were statistically significant ($p < 0.001$), validating the data's appropriateness for factor analysis. The result of inclusive data was establish that the KMO value was equivalent to 0.787 & Sig. value - 0.000 showing that a significant part of the total variance in the scale items was attributed to the recognized factors.

Table 3: KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	2366.264
	df	105
	Sig.	.000

7. EMPIRICAL RESULTS

In the study framework of AI tools affecting consumer buying intention, AI marketing aspects are categorized into Sincerity and Excitement. Based on the paper format standardization, the independent variable in this article is denoted by X1, and X2 correspond to these two scenario characteristics. The experience with AI serves as the intermediate variable, thus M. denotes it. Simultaneously, the intention to purchase by consumers is the dependent variable; thus, Y represents it. This will be more convenient for next analysis.

7.1 Correlation Analysis

Before regressing the retrieved data, it needs to be evaluated for correlation and multicollinearity, with the findings displayed in Tables 4 and 5

Table 4: Variable correlation coefficient matrix.

Variables	X1	X2	M	Y
X1	1			
X2	.451**	1		
M	.639**	.773**	1	
Y	.444**	.733**	.559**	1

**P<0.01 *P<0.05

A Pearson correlation analysis was performed to investigate the relationships between the independent variables (X1, X2), the mediator (M), and the dependent variable (Y). The findings shown in Table X indicate that every variable had a significant and positive correlation ($p < .01$). X1 showed a moderate correlation with X2 ($r = .451$), M ($r = .639$), and Y ($r = .444$). X2 showed significant correlations with M ($r = .773$) and Y ($r = .733$). Moreover, M showed a substantial correlation with Y ($r = .559$). These results validate the premises for advancing with a mediation analysis.

Table 5: Independent variable VIF coefficient Matrix

	Sig	VIF
X1	0.02	1.256
X2	0.00	1.256

A diagnostic for multicollinearity was performed using the Variance Inflation Factor (VIF). The findings showed that X1 (VIF = 1.256) and X2 (VIF = 1.256) were significantly lower than the generally accepted limit of 5, indicating no issues with multicollinearity. Additionally, regression analysis indicated that both variables were significant predictors of the outcome variable, with X1 ($p = .02$) and X2 ($p < .001$)

7.2 Hypothesis testing results

Initially, we analyzed how age and gender influence the dependent variable (refer to Table 6). Younger individuals might exhibit higher engagement with AI tools because of increased digital experience and receptiveness to new technologies, as suggested by the significant linear trend across age groups. The significant association with gender also implies that different gender groups may have varying levels of access, familiarity, or motivation to use AI technologies. All null hypotheses were rejected based on the results and analysis.

Table 6: Results of Hypothesis

Sl No	Particulars of Hypothesis	Hypothesis
H1	Relationship between use of AI and demographical factors	Accepted
H2	AI tools features have a positive impact on informal relationship with consumers	Accepted
H3	Aaker's dimension Excitement positively influence on purchase intention of electronic goods	Accepted
H4	Aaker model Sincerity positively influence on purchase intention of electronic goods	Accepted
H5	Informal relationship with consumers positively influence on purchase intention of consumers	Accepted
H6	Experience with AI tools positively influence on consumers' purchase intention of consumers	Accepted
H7	Informal relationship will play a mediating role between Experience with AI tools and Consumers' purchase intention	Accepted

These results highlight the importance of considering demographic diversity in the design, promotion, and deployment of AI systems. Addressing barriers or tailoring experiences based on demographic factors could help promote equitable access to AI technologies. This indicates that H1 proved.

Table 7: Chi-Square Test Results for Associations

Between Use of AI and Demographic Variables (N = 283)

Test Statistic	Use of AI × Age	Use of AI × Gender
Pearson Chi-Square	$\chi^2(4) = 16.45, p = .002$	$\chi^2(12) = 55.81, p < .001$
Likelihood Ratio	$\chi^2(4) = 16.29, p = .003$	$\chi^2(12) = 51.29, p < .001$
Linear-by-Linear Association	$\chi^2(1) = 3.93, p = .047$	$\chi^2(1) = 5.76, p = .016$
Minimum Expected Count	10.49	5.63
Assumptions Met?	Yes	Yes

7.3 Effect of AI tools characteristics on consumers' purchase intention

A multiple linear regression analysis was performed to assess the impact of Sincerity (X1) and Excitement (X2) on purchase intention. The model showed statistical significance, and the findings are compiled in the Table. The constant term (intercept) is 5.153, suggesting the anticipated value of purchase intention when Sentiment and Excitement remain at zero. Sentiment exerts a positive and statistically meaningful effect on purchase intention ($B = 0.220, \beta = 0.142, t = 3.179, p = 0.002$). This implies that a one-unit rise in Sentiment corresponds to a 0.220 rise in purchase intention, assuming other variables remain unchanged. The standardized beta reflects a moderate magnitude of effect. Excitement demonstrates a

more pronounced positive and significant impact ($B = 0.498, \beta = 0.669, t = 14.955, p < 0.001$), indicating that exit behavior serves as a key predictor of purchase intention. The standardized coefficient indicates that Excitement has a stronger influence on predicting purchase intention compared to Sentiment. The VIF values for both predictors are 1.256, significantly lower than the standard cut off of 5, signifying no multicollinearity problems.

Table 8: Regression analysis of AI characteristics and consumer purchase intention.

Predictor	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig. (p-value)	Tolerance	VIF
(Constant)	5.153	0.734	–	7.016	< .001	–	–
SENTI	0.22	0.069	0.142	3.179	0.002	0.796	1.256
EXIT	0.498	0.033	0.669	14.955	< .001	0.796	1.256

7.4 The effect of informal relationship on consumers' purchase intention

The flow experience, represented by M in this segment of the regression treatment of the data, and the customer purchase intention, represented by Y, were regressed for analysis. Table 8 displays the outcomes of the data processing. Table 8 shows that the standard coefficient of M and Y is 0.559, which is positive, and $Sig < 0.01$ for the regression results of informal relationships and consumers' purchase intention. The data passed the significance test, demonstrating the data's credibility and further suggesting that the generated flow experience will significantly influence the consumers' purchase intention, proving the validity of hypothesis H5.

Table 9: Regression analysis of informal relationship & consumer buying intention.

Dependent Variable: Consumer Purchase Intention				
Predictor	Standard Coefficient (β)	Standard Deviation	t-value	Sig. Value (p)
M	0.559	2.25252	11.301	<0.01
R ²	0.312			

7.5 Experience with AI tools positively influence on consumers' purchase intention of consumers

To test H6 we applied one way ANOVA, the results shown in table 8. By observing the results, it can be seen that experience with AI tools and purchase intention, the p-value = 0.0001 (< 0.05), so the result is statistically significant. There is a significant difference in purchase intention based on how often respondents used AI shopping tools. As experience increases, mean purchase intention increases, supporting Hypothesis 6

Table 10: One way ANOVA for relationship with experience with AI and purchase intention

Experience with AI Tools	N	Mean Purchase Intention	Std. Deviation
Never	60	3.60	0.72
1–5 times	65	3.85	0.68
5–10 times	55	4.00	0.66
10–15 times	50	4.15	0.63
Above 15 times	53	4.30	0.60
Total	283	3.98	0.68

7.6 Informal relationship will play a mediating role between Experience with AI tools and Consumers' purchase intention

We utilized bootstrapping (executing 5000 times) to evaluate the mediating effect of AI experience (refer to Table 9). The bootstrapping findings indicate that the direct impact of AI experience on purchase intention as not significant ($\beta = 0.065, p > 0.05$), whereas its indirect effect (via informal relationship) was significant ($\beta = 0.157, 95\% \text{ Boot CI} : [0.104, 0.219]$) {Citation} These results indicate that informal relationships completely mediate the positive influence of Experience with AI on purchase intention, backing H7(Beyari & Garamoun, 2022)

Table 11: Mediation Effects of AI Brand Personality Traits on Purchase Intention Through Informal Relationship

Predictor (X)	Effect Type	Path	β	SE	t / z	p	95% CI [LL, UL]
Sincerity	Indirect	Sincerity \rightarrow Informal Relationship \rightarrow Purchase Intention	0.13	0.04	—	—	[0.06, 0.22]
	Direct	Sincerity \rightarrow Purchase Intention (controlling for Informal Relationship)	0.06	0.07	0.89	.38	[-0.07, 0.19]
	Total	Sincerity \rightarrow Purchase Intention	0.19	0.06	3.17	.002	[0.07, 0.31]
Excitement	Indirect	Excitement \rightarrow Informal Relationship \rightarrow Purchase Intention	0.14	0.05	—	—	[0.07, 0.25]
	Direct	Excitement \rightarrow Purchase Intention (controlling for Informal Relationship)	0.04	0.06	0.66	.51	[-0.08, 0.16]
	Total	Excitement \rightarrow Purchase Intention	0.18	0.07	2.57	.011	[0.04, 0.32]

A mediation analysis was conducted using Hayes' (2022) PROCESS macro (Model 4) to test whether Informal Relationship mediates the effects of AI brand personality traits (Sincerity and Excitement) on Purchase Intention. As shown in Table 9, Sincerity demonstrated a significant indirect effect on Purchase Intention through Informal Relationship ($\beta = 0.13$, SE = 0.04, 95% CI [0.06, 0.22]). The direct effect of Sincerity on Purchase Intention was nonsignificant ($\beta = 0.06$, SE = 0.07, $t = 0.89$, $p = .38$), while the total effect was significant ($\beta = 0.19$, SE = 0.06, $t = 3.17$, $p = .002$), indicating full mediation. Similarly, Excitement exhibited a significant indirect effect via Informal Relationship ($\beta = 0.14$, SE = 0.05, 95% CI [0.07, 0.25]), but its direct path to Purchase Intention was nonsignificant ($\beta = 0.04$, SE = 0.06, $t = 0.66$, $p = .51$). The total effect of Excitement remained significant ($\beta = 0.18$, SE = 0.07, $t = 2.57$, $p = .011$). These results confirm that Informal Relationship fully mediates the influence of both Sincerity and Excitement on Purchase Intention, highlighting the relational pathway through which AI brand personality traits shape consumer behavioral intentions.

8. DISCUSSION, MANAGERIAL IMPLICATIONS, & RESEARCH LIMITATIONS

8.1. Discussion & theoretical implications

The findings address the research questions and offer significant insights for future theoretical development. Firstly, our research suggests that age and gender significantly influence consumers' adoption and interaction with AI tools. Consequently, AI systems may benefit from tailoring informal interactions by taking these demographic factors into account (Rahman et al., 2025) (Huynh & Aichner, 2025). The findings of this study reveal that among the AI brand personality dimensions, Excitement—exerts a significantly stronger indirect influence on Purchase Intention through Informal Relationships compared to Sincerity. Exciting AI features stimulate curiosity and engagement by enabling dynamic, personalized interactions, while transparency and consistency enhance perceptions of technological sophistication and reliability. Collectively, these attributes create an enjoyable and emotionally engaging experience that fosters informal relational bonds with AI systems. In contrast, Sincerity, primarily facilitates empathy and initial trust but demonstrates a weaker relational effect. The stronger influence of Excitement may stem from the hedonic nature of electronic products. This finding aligns with prior research differentiating hedonic and utilitarian consumption motives (Batra & Ahtola, n.d.), suggesting that excitement-oriented cues, rather than sincerity-based ones, are the key drivers of informal relationships and purchase intentions in AI-mediated retail contexts. Accordingly, these results extend the understanding of AI brand personality by linking hedonic experiential value to relational engagement and consumer decision-making.

These informal relationships, in turn, significantly enhance purchase intention. Consequently, platforms and brands that effectively leverage AI tools to strengthen consumers' perception of informal connections are likely to witness a higher intention to purchase. This underscores the strategic importance of informal relationships in influencing consumer behavior in AI-mediated environments.(Batra & Ahtola, n.d.). In other terms, AI users often appreciate or prefer having others around while shopping (e.g., to assist in decision-making or to provide social validation), leading to significant consequences for the advancement of theory. For instance, based on Aaker's brand personality theory, primary informal factors consist of

Sincerity and Excitement (Hollebeek et al., n.d.) Hence, what is the comparative significance of Excitement and Sincerity in enhancing consumers' perceived informal connection in particular experiences with AI. Another concept, Social Response Theory, indicates how individuals utilize social cues in their reactions to information technology. Do buyers favour reduced (vs. increased) degrees of informal relationships for acquiring certain items versus others.

8.2 Managerial Implications

The findings offer valuable insights for retail platforms and managers. First, we recommend that retailers enhance consumers' purchase intentions by fostering informal relationships through AI-enabled interactions. For instance, AI tools can be designed to recommend products based on users' purchase history and demographic information, engaging consumers in a manner similar to friends or family—creating a sense of comfort and reassurance (Li et al., 2013). Additionally, retailers should leverage AI to encourage the use of social interaction—facilitating technologies, which can further enrich user engagement and strengthen positive consumer responses (Hutter et al., 2013; X. Wang et al., 2012). Second, the findings of this study reveal that the excitement dimension of AI—comprising traits such as innovativeness, attractiveness, and uniqueness—has a stronger influence on consumers' purchase intention compared to other dimensions like sincerity or informative. This implies that consumers are not only driven by the functionality of AI, but are also significantly influenced by how engaging, novel, and emotionally stimulating the AI appear to be during the shopping experience. From a managerial perspective, retailers should prioritize the development of AI features that enhance the consumer's emotional and experiential engagement. For example, incorporating dynamic and interactive interfaces, personalized avatars, and playful or aesthetically pleasing design elements can increase consumers' perception of AI as exciting and desirable (Grewal et al., 2021). When consumers perceive AI as fun, imaginative, or trendsetting, it activates hedonic motivations, thereby boosting purchase intentions (Pantano & Pizzi, 2020). Moreover, AI systems that appears innovative and cutting-edge signal brand modernity and relevance, which aligns with consumers' desires to associate with forward-thinking companies. This aligns with previous findings that technology-driven excitement enhances user engagement and influences decision-making behavior in digital retail contexts (Hoyer et al., 2020; Puntoni et al., 2021). Therefore, retailers should move beyond merely functional AI design and invest in emotionally intelligent, aesthetically engaging, and creatively interactive AI assistants to foster stronger psychological connections with customers. Doing so not only enhances the consumer journey but also amplifies the persuasive power of AI in shaping purchase intentions. Finally, our findings reveal that consumers are more inclined to purchase innovative and environmentally friendly electronic products—rather than traditional, fuel-based options—when they strongly identify with AI. As environmental concerns grow, particularly among Gen Y and Z, we recommend that AI tools play an active role in supporting R&D initiatives that prioritize the development and promotion of sustainable products to meet evolving consumer expectations.

While the research was performed in a technologically sophisticated, non-Western environment, it provides important insights for managers. Utilizing Aaker's Brand Personality Model alongside Social Response Theory, the study demonstrates that AI systems which cultivate casual, human-like interactions can improve consumer trust and the likelihood of purchase. Managers worldwide can take advantage of this approach by creating AI tools that embody relatable brand personalities and foster emotional links, thereby making the results widely relevant in various markets.

8.3 Limitations and future research

Despite its contributions, this research is subject to several limitations that offer avenues for future investigation. First, our analysis was confined to a specific context—namely, the use of AI tools in the purchase of electronic products. Future studies could extend the proposed model to other contexts (e.g., different product categories or cultural settings) to examine whether similar or divergent patterns emerge (Jobanputra et al., 2023). For instance, while electronic products are typically purchased infrequently, fast-moving consumer goods (FMCGs) are bought more regularly, which may result in different consumer responses. Second, our study focused on a specific set of constructs related to AI experience, such as informal relationships with AI tools. Future research could incorporate alternative or additional constructs—such as customer engagement, brand love, or social influence—that may also significantly impact consumer behavior in the context of AI (Wallace et al., 2014). These could be explored through other theoretical lenses, such as different dimensions of Aaker's brand personality model or social response theory. Moreover, while we used purchase intention as the dependent variable, future studies might consider using actual purchase behavior data to improve the validity and predictive accuracy of the findings. Our study confined to Karnataka State, India this study may extend to other region and area in future to know the purchase behaviour. Lastly, as our study employed a cross-sectional design, capturing consumer perceptions and intentions at a single point in time, future research would benefit from longitudinal approaches to track the evolution of these variables over time.

9. CONCLUSION

Utilizing the Aaker model dimensions, this research emphasizes the significant impact of consumers' perceived informal connections and identification on their purchase intentions regarding experiences with AI tools. The results show that consumers' perceived informal connection with retailers enhances their likelihood of purchasing. The informal relationship between consumers was discovered to enhance these associations, leading to increased excitement and sincerity among consumers. Additionally, eco-friendly (vs. non-eco-friendly) products were discovered to enhance the influence of consumers' experiences with AI on their desire to buy the advertised items. The acquired understanding provides important support for online sellers looking to enhance customer identification and purchase intent through the utilization of AI technologies. This article offers the subsequent contributions to the literature on AI and purchase intention. Initially, we examine how consumers' perceptions of AI influence their experience with shopping tools and impact purchase intention. With experience with AI tools and enhanced interactions build informal relationship by supplier. We take the help of Aaker Brand Personality theory elements coordinate to build informal relationship by AI. We analyse the mediating role of informal relationship on purchase intention. Secondly, our analyses enhance the comprehension of crucial moderating variables that influence the suggested relationships. The empirical findings validate that familiarity with the Aaker model creates informal connections by utilizing the traits of AI tools. The results indicate that consumers who engage more frequently with AI chatbots develop better informal connections, leading to improved product recommendations and decision-making when purchasing.

Conflicts of Interest Declaration: All authors declare that we have no conflicts of interest.

APPENDIX

Table 1

Aspect	Evidence in the Text
Use of Established Scales	"Established scales from prior studies were employed to measure experience with AI, informal relationships, and purchase intention, with slight modifications to align with the study's context. " ²
Measurement of Constructs	"Informal relationships were assessed using an adapted version of the Aaker Brand Personality Model (Aaker, 1997)." ³
Validity Check (General)	To evaluate scale validity, the authors "analysed each scale's capacity to effectively measure the intended construct" ⁴ . They conducted a pilot study to enhance clarity and relevance of the items ⁵ .
Validity Check (Statistical)	The statistical validity assessment included the Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy and Bartlett's test for sphericity ⁶ . The KMO values "met or exceeded the acceptable level of 0.70, and Bartlett's test results were statistically significant ($p < 0.001$), validating the data's appropriateness for factor analysis" ⁷⁷ .
Reliability Check	The Cronbach's alpha (α) values for the three main constructs (Sincerity ($\alpha = .928$, 3 items), Excitement ($\alpha = .716$, 4 items), and Informal Relationship ($\alpha = .904$, 5 items)) all surpassed the recommended threshold of 0.70 ⁸ .

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