

From Algorithms to Attitudes: Bibliometric Insights into the Role of AI in Marketing Strategies and Consumer Behaviour (2015–2025)

– Prabhjinder Singh Aulakh*

Research Scholar, School of Management Studies, Indra Gandhi National Open University, New Delhi, India

✉ prabhjinderaulakh@gmail.com  <https://orcid.org/0009-0008-0928-3701>

– Rajeev Kumar Shukla

Professor, School of Management Studies, IGNOU, New Delhi

✉ rkshukla@ignou.ac.in  <https://orcid.org/0009-0001-1756-4801>



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ABSTRACT

Purpose: The study provides a bibliometric analysis of artificial intelligence (AI) into marketing strategies has profoundly impacted consumer decision-making and behaviour.

Design/Methodology/Approach: A systematic bibliometric relation of 357 publications from the Scopus database between 2015 and 2025, focusing on the relation between AI technologies, promotional strategies, and consumer decision-making, was analysed using Biblioshiny (R) and VOSviewer.

Findings: Research trends have indicated a tremendous increase in the scholarly interest in AI-powered marketing through the parallel rise in research output, citations, and thematic diversity during the last decade. The analysis, moreover, places “artificial intelligence,” “machine learning,” and “digital marketing” at the forefront of the inquiry while also bringing to light the areas of personalization, recommender systems, and conversational AI as the ones about which researchers are most curious. Besides, the authors, journals, and countries that have contributed the most, as well as influential papers and collaboration networks, are considered to present the intellectual landscape. There is a discourse on the gaps in research and future directions, where the changing role of AI in the consumer’s mind and marketing strategy is again a point of concern. Ultimately, these revelations provide not only insightful but also practical guidance for the academic and professional communities that are keen to grasp and exploit the transformative nature of AI in marketing.

Originality/value: This creates a structured knowledge base that scholars and practitioners can use to position new studies, select target journals, and design research that improves understanding of how AI shapes consumer buying behaviour.

Paper Type: Research Thought

KEYWORDS: Artificial Intelligence | Marketing | Decision Making | Consumer Behaviour | Bibliometric

*Corresponding Author (Prabhjinder)

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Introduction

The union of artificial intelligence (AI) and marketing strategies has emerged as one of the most transformative forces in business research and practice, fundamentally reshaping how organizations understand consumer behaviour and develop promotional strategies (Dwivedi et al., 2021; Campbell et al., 2020). The exponential growth in the field of artificial intelligence and consumer behavior at this intersection is shown by the increase in research publications from 6 studies in 2015 to 112 publications in 2025, representing a 1,766% growth in academic interest over the past decade. This growth also reflects both the maturation of AI technologies and their widespread adoption across marketing functions, creating new paradigms for understanding the complex relationships between algorithmic decision-making and consumer buying behaviour.

The ongoing technological revolution is not limited to basic automation anymore and includes more complex predictive analytics, tailored customer experiences, and data-driven decision-making processes that, until recently, could not be done at a large scale (Social Media Examiner, 2025). The worldwide AI marketing market, which was worth \$47.32 billion in 2025, is expected to grow to \$107.5 billion by 2028, showing a tremendous annual growth rate of 36.6%, which is an indication of the rapid adoption of the technology in different sectors (SEO.com, 2025).

Integrating AI into marketing practices is a revolution that is progressively moving from a reactive to predictive approach in the consumer decision-making process. The AI applications of today include machine learning algorithms, natural language processing systems, computer vision technologies, and deep learning networks, all of which together are responsible for the creation of new levels of personalization and consumer insight generation (Sprinkl, 2025; Infosys, 2025). According to industry statistics, a stunning 88% of digital marketers currently incorporate AI into their daily operations, with a further 60% claiming that they use AI tools daily, which is a remarkable increase from 37% in the year 2024 (Social Media Examiner, 2025). The universal acceptance of this technology is a clear indication of its becoming an integral part of marketing infrastructure.

This study addresses five interconnected research objectives designed to provide a comprehensive understanding of the AI marketing research landscape. First, we examine temporal trends and publication patterns to identify periods of accelerated growth and research maturity cycles. The dramatic increase from 15 papers in 2019 to 112 papers in 2025 represents not merely quantitative growth but qualitative evolution in research sophistication. Second, we identify key contributors—productive authors, influential institutions, and leading journals—to establish the field’s intellectual leadership structure. Third, we analyse dominant research themes through comprehensive keyword analysis to

reveal current research hotspots and emerging opportunities. Fourth, we identify research gaps and future opportunities to guide scholarly inquiry and practical applications.

Research Questions

This bibliometric analysis addresses five research questions:

RQ1: What are the trends and publication patterns in AI-driven marketing and consumer behaviour research from 2015 to 2025?

RQ2: Who are the key contributors (authors, institutions, and journals) shaping the intellectual landscape of AI marketing research?

RQ3: What are the dominant research themes and emerging topics in AI-driven promotional strategies and consumer decision-making?

RQ4: What research gaps and future opportunities exist in AI marketing and consumer behaviour studies?

The foundational understanding of AI’s role in marketing has evolved considerably since the early strategic frameworks proposed by Newell and Marabelli (2015), who first articulated the strategic opportunities and challenges of algorithmic decision-making in organizational contexts. Their seminal work, cited 412 times, established the theoretical groundwork for examining how AI technologies could transform traditional marketing approaches while highlighting critical implementation challenges. This early recognition of AI’s transformative potential has been validated by subsequent research demonstrating significant impacts on customer experience (Joshi et al., 2021), relationship marketing effectiveness (Li et al., 2019), and consumer trust formation (Araujo, 2019).

Inclusion exclusion flowchart criterion:

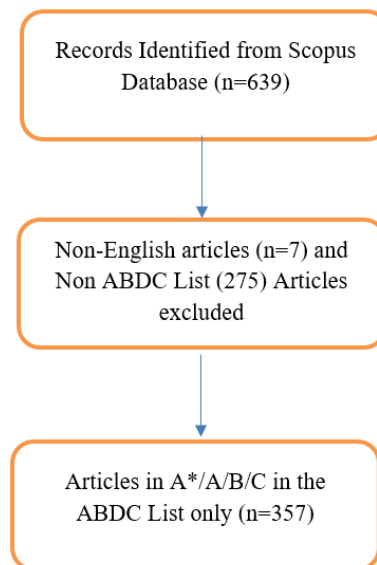


Figure 1: Inclusion exclusion flowchart criterion



Research Design and Methodology:

This study is being conducted to perform descriptive bibliometric research. The dataset was retrieved from the Scopus database, which covers peer-reviewed literature.

The search strategy employed the following query:

(TITLE-ABS-KEY(("artificial intelligence" OR "AI" OR "machine learning" OR "deep learning" OR "conversational AI" OR "chatbot*" OR "algorithm*" OR "recommender system*" OR "predictive analytic*" OR "automation")) AND(TITLE-ABS-KEY("promotional strategy*" OR "marketing strategy*" OR "digital marketing" OR "advertising" OR "promotion*" OR "targeted marketing" OR "personali*" OR "programmatic advertising" OR "content marketing"))AND(TITLE-ABS-KEY("consumer decision*" OR "purchase decision*" OR "buying behavio*" OR "consumer behavio*" OR "decision making" OR "customer journey" OR "consumer choice" OR "consumer attitude*" OR "customer experience"))

This study is being performed to include journals that are related to work relating to artificial intelligence marketing and its effect on consumer behavior. An initial dataset of 639 documents was retrieved from the Scopus database. During the screening phase, 7 papers were excluded for being non-English language articles and 3 documents during erroneous records screening. After this, journals within the ABDC 2022 list only were selected. After which a total of 357 articles were selected for bibliometric analysis. The screening process is summarized in the form of a flowchart in Figure 1.

Data analysis and Interpretation

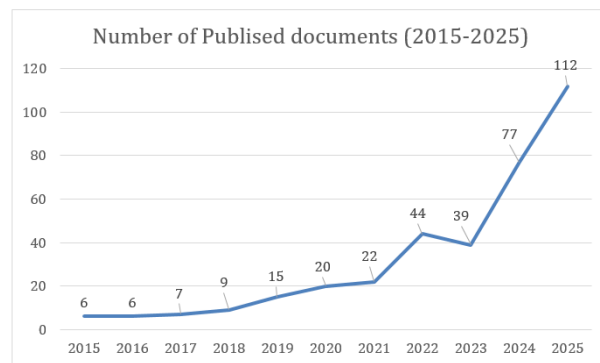


Figure 2: Number of Published documents in the field of AI and Consumer Decision-Making

The annual number of published documents shows a pronounced upward trajectory from 2015 to 2025, indicating growing scholarly interest in the topic under bibliographic investigation. Starting from only 6 documents in 2015 and remaining almost stagnant through 2017, the output begins to rise gradually after 2018, with moderate increases up to 22 documents by 2021. A sharp surge is evident from 2021 onward, where publications nearly double to 44 in 2022, followed by a brief dip to 39 in 2023 and then a steep escalation to 77 in 2024 and 112 in 2025. This pattern suggests that the research area has transitioned from an emerging niche to a rapidly expanding field, especially in the most recent three years, which is consistent with a strengthening and maturing body of literature suitable for bibliographic research.

Table 1: Top Contributing Authors, Institutions, and Countries:

TC	Authors	TP	TC	Organization	TP	TC	Country	TP
1477	Dwivedi, Yogesh K.	2	1677	Mica, Ahmedabad, India	4	6416	United States	94
1427	Jain, Varsha	2	1518	Symbiosis International (Deemed University), Pune, India	3	3668	United Kingdom	52
1353	Carlson, Jamie L.	1	1477	School of Management, Swansea, United Kingdom	3	3118	India	45
1353	Filieri, Raffaele	1	1477	Symbiosis Institute Of Business Management, Pune, India	2	2907	Australia	25
1353	Hughes, Laurie	1	1371	University Of Nevada, Las Vegas, United States	2	2347	China	83
1353	Ismagilova, Elvira	1	1369	Sheffield University Management School, Sheffield, United Kingdom	2	2100	Canada	23
1353	Jacobson, Jenna	1	1355	Faculty Of Business And Law, Manchester, United Kingdom	2	1935	Germany	13
1353	Karjaluoto, Heikki Ensio	1	1353	Audencia, Nantes, France	1	1803	France	21
1353	Kefi, Hajer	1	1353	Faculty Of Business And Law, Newcastle, Australia	1	1557	Finland	5
1353	Krishen, Anjala S.	1	1353	Helsingin Yliopisto, Helsinki, Finland	1	1024	Spain	14
1062	Bonezzi, Andrea	1	1353	Jyväskylä University School Of Business And Economics, Jyväskylä, Finland	1	620	Taiwan	15
1062	Longoni, Chiara	1	1353	Lutgers College Of Business, Fort Myers, United States	1	542	Netherlands	16
1062	Morewedge, Carey K.	1	1353	Psb Paris School Of Business, Paris, France	1	482	South Korea	18
426	Campbell, Colin L.	3	1353	Shippensburg University, Shippensburg, United States	1	471	Singapore	7
426	Sands, Sean J.	3	1353	Ted Rogers School Of Management, Toronto, Canada	1	429	Vietnam	4

Table 1: Top Contributing Authors, Institutions, and Countries in AI-Based Marketing Research

The bibliometric analysis indicates that in the artificial intelligence and consumer decision-making field, research impact in this domain is focused among a small number of authors and institutions, with influence driven primarily by a few highly cited publications rather than high publication volume. Authors such as Dwivedi and Jain demonstrate exceptionally high citation counts despite limited numbers of publications, suggesting the presence of seminal or theory-driven works that serve as intellectual anchors for subsequent studies. This pattern highlights the conceptual maturity of the field, where foundational contributions exert sustained influence over time.

At the organizational and country levels, institutions from India, the United Kingdom, and the United States emerge as dominant contributors. MICA Ahmedabad and Symbiosis International University lead in institutional impact, while the United States shows the highest overall productivity, followed by the United Kingdom and India. The distribution reflects a globally integrated research landscape, with strong knowledge production in Western countries and growing citation influence from emerging economies, particularly in Asia, underscoring the field's expanding international relevance.

The source-wise analysis shows that scholarly publications in this domain are concentrated in high-quality marketing, consumer behaviour, and information systems journals, with clear differences between productivity and citation impact. The Journal of Retailing and Consumer Services, with 16 documents and 732 citations, and the Journal of Business Research, with 14 documents and 515 citations, emerge as the most productive outlets, indicating their central role in disseminating applied and empirical research. In contrast, journals such as the Journal of Consumer Research, with 2 documents and 1,077 citations, and the Journal of Strategic Information Systems, with one document having 412 citations, demonstrate exceptionally high citation impact despite limited publications, highlighting the influence of seminal or theory-driven articles.

Most Impactful Articles in AI-Based Promotional Strategies

The most articles in the field are determined by total citations (TC) and citations per year (CPY), include Dwivedi et al. (2021) With 1,353 citations and a staggering 338.25 CPY, this is the definitive roadmap for the field. It sets future

Top Journals in the domain

Table 2: Top Journals Publishing in AI-Based Promotional Strategies and Consumer Behaviour

Source	Documents	Citations
Journal of business research	14	515
Journal of consumer research	2	1077
Journal of interactive marketing	2	154
Journal of research in interactive marketing	5	335
Journal of retailing and consumer services	16	732
Journal of strategic information systems	1	412
Journal of the academy of marketing science	3	335
Journal of the operational research society	2	138
Journal of theoretical and applied electronic commerce research	15	366
Journal of tourism futures	2	221
Knowledge-based systems	13	438
Management science	13	175
Technological forecasting and social change	7	192
Technology in society	6	139
Tourism management	2	136



research propositions for digital and social media marketing, moving beyond technical implementation to strategic perspectives. Longoni et al.'s (2019) study on "Resistance to Medical Artificial Intelligence" with TC of 1,062 provides critical insights into consumer psychology and the "human-in-the-loop" requirement, which is essential for marketers attempting to promote high-stakes AI-driven services. Chintalapati & Pandey (2022) Despite being relatively recent,

this systematic literature review has gained rapid traction with 89.67 citations per year, serving as a primary reference for the current state of AI in marketing. V. Kumar et al. (2024): As the most recent high-impact entry, this paper on "AI-powered marketing" has already reached 179 citations within its first year, demonstrating the intense current interest in the "what, where, and how" of AI deployment

Table 3: Most Impactful Articles in AI-Based Marketing and Consumer Behaviour Research

Authors	Title	Citations	CPY
Dwivedi et al. (2021)	Setting the future of digital and social media marketing research: Perspectives and research propositions	1353	338.25
Longoni et al. (2019)	Resistance to Medical Artificial Intelligence	1062	177.00
Newell (2015)	Strategic opportunities (and challenges) of algorithmic decision-making: A call for action on the long-term societal effects of 'datification'	412	41.20
Campbell et al. (2020)	From data to action: How marketers can leverage AI	335	67.00
Xue et al. (2019)	Deep item-based collaborative filtering for top-N recommendation	295	49.17
Steinhoff et al. (2019)	Online relationship marketing	285	47.50
Chintalapati et al. (2022)	Artificial intelligence in marketing: A systematic literature review	269	89.67
Przegalińska et al. (2019)	In bot we trust: A new methodology of chatbot performance measures	249	41.50
Doborjeh et al. (2022)	Artificial intelligence: a systematic review of methods and applications in hospitality and tourism	244	81.33
Poushneh & Atieh (2021)	Humanizing voice assistant: The impact of voice assistant personality on consumers' attitudes and behaviors	215	53.75
Saura et al. (2021)	Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research	212	53.00
Samala et al. (2022)	Impact of AI and robotics in the tourism sector: a critical insight	209	69.67
Ahani et al. (2019)	Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels	199	33.17
Kumar et al. (2024)	AI-powered marketing: What, where, and how?	179	179.00
Liu et al. (2017)	A trust induced recommendation mechanism for reaching consensus in group decision making	179	22.38

Keyword Analysis and Thematic Landscape

The keyword co-occurrence analysis, visualized in the word cloud representation, reveals the dominant conceptual clusters and emerging themes within the research domain. The analysis identified 4 distinct thematic clusters through automated keyword extraction and co-occurrence mapping using VOSviewer.

cluster reflects the theoretical and cognitive foundation of the field. The yellow cluster represents the technical section of AI marketing research, comprising machine learning, deep learning, learning systems, forecasting, and sentiment analysis. This cluster highlights the methodological evolution of the field. The network reveals a highly interconnected and mature research domain, where technical AI methods (machine learning, sentiment analysis) are closely integrated

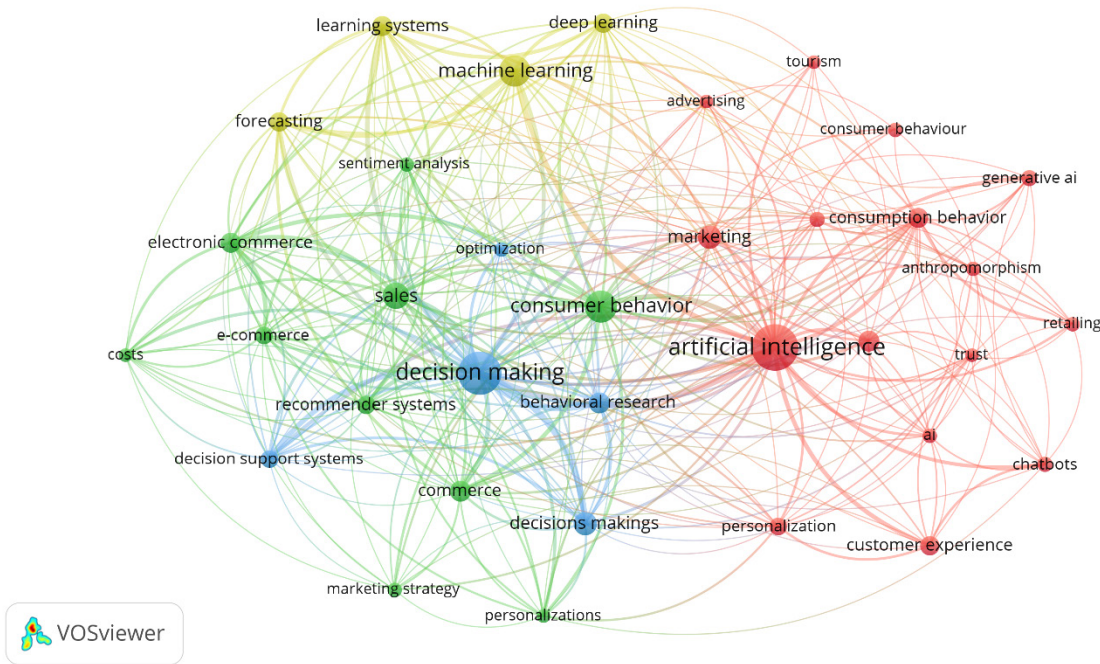


Figure 3: Co-occurrence Analysis

The keyword co-occurrence map provides a visual image of the intellectual and thematic structure of research on artificial intelligence-based marketing and consumer behaviour. The keyword “artificial intelligence” appears as the utmost dominant and centrally positioned node, indicating its foundational role across all research streams. Its strong and dense connections with keywords such as marketing, consumer behaviour, decision-making, trust, personalization, chatbots, and customer experience demonstrate that AI acts as an integral part of technological, behavioural, and strategic marketing perspectives.

The red cluster focuses on consumer-facing AI applications, including chatbots, customer experience, personalization, trust, anthropomorphism, retailing, tourism, and generative AI. This highlights the integral components of artificial intelligence in marketing. The green cluster centres on consumer behaviour, sales, e-commerce, electronic commerce, recommender systems, commerce, costs, and marketing strategy. This shows the keywords that are together with the research papers. This cluster represents the application-oriented stream of research. The blue cluster is centered around decision-making, decision support systems, behavioural research, and optimization. This

with marketing strategy, consumer behaviour, and decision-making research. The strong inter-cluster linkages indicate a shift from technology-centric studies toward human-centric, experience-driven, and trust-based AI marketing research.

Conclusion

This bibliometric analysis has provided a map of the research conducted on the use of AI in marketing and consumer behaviour. The increase in the number of publications, the main authors of the field, and the key topics of knowledge have all been documented. Disproportionately, a few influential papers and writers have led to the development of the whole conversation, which is a strong indicator of the early days of this field that is still mainly driven by theory. The top journals include not only marketing research outlets but also information-systems journals, thus showing the interdisciplinary nature of the interest. The study also brings to the forefront some topics that are not being discussed very much (for instance, consumer trust, ethics, and long-term behavioural effects) and which need to be looked into more deeply. The trends indicate that for practitioners, AI tools have already been adopted by the marketing field, whereas for academics, the detected gaps signify rich areas for research. Finally, a research program that links algorithms with real



consumer attitudes will be necessary as marketing continues to be infiltrated with AI technology. The thoroughness of this study’s synthesis allows future researchers to not only rely on the gathered insights but also tackle the evolving problems at the “algorithm-to-attitude” interface.

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Annexure 17.3.14

Submission Date	Submission Id	Word Count	Character Count
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Analyzed Document	Submitter email	Submitted by	Similarity
5.2 RT2_Prabhjinder_GJEIS Oct-Dec 2025.docx	prabhjinderaulakh@gmail.com	Prabhjinder Singh Aulakh	05%

5

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LOCATION	MATCHED DOMAIN	%	SOURCE TYPE
1	iimsambalpur.ac.in	1	Publication
2	core.ac.uk	1	Publication
3	frontiersin.org	1	Internet Data

4	d-nb.info	1	Publication
5	publisher.unimas.my	<1	Publication
6	bio-conferences.org	1	Publication
7	IFSER-based large-scale multiattribute group decision- making method, by Du, Yuan-Wei Yang.- 2018	1	Publication
8	journals.vilniustech.lt	1	Internet Data

**Reviewers
Memorandum**

Reviewer's Comment 1: The manuscript presents a timely, comprehensive, and well-structured bibliometric review of research on artificial intelligence in marketing and consumer behaviour. By employing established bibliometric techniques and visualization tools, the study effectively maps the intellectual structure of the field, identifies key research themes, and highlights major publication and citation trends. The clear conceptual positioning of AI-driven marketing within the broader context of consumer decision-making enhances the coherence of the manuscript and strengthens its relevance for both academic researchers and marketing practitioners.

Reviewer Comment 2: The study adopts a clear and systematic methodological framework, with transparent reporting of data sources, search strategies, screening criteria, and analytical procedures. The use of multiple bibliometric approaches, including citation analysis and keyword co-occurrence analysis, enhances the methodological rigor and reliability of the findings. The manuscript demonstrates consistency across sections, and the alignment between the research objectives, methodology, and results contributes to the overall clarity and robustness of the study.

Reviewer Comment 3: One of the key strengths of the manuscript lies in its detailed thematic and cluster-based analysis, which successfully captures the evolution and diversification of research on AI-based marketing and consumer behaviour over time. The discussion of dominant research themes and future research directions is insightful and well connected to the study's objectives, providing a useful agenda for future scholarly work. Overall, the manuscript is coherent, well argued, and well positioned for publication as a bibliometric review in this emerging research domain.

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**Editorial
Excerpt**

The article has 5% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Prabhjinder and Rajeev), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are closely aligned with the theme "From Algorithms to Attitudes: Bibliometric Insights into the Role of AI in Marketing Strategies and Consumer Behaviour (2015–2025)" both subject-wise and research-wise. The manuscript is clearly written and well structured, reflecting a strong understanding of bibliometric research techniques and the underlying subject area. The arguments are presented in a logical sequence, supported by a systematic and transparent presentation of results. The comprehensive synthesis of the existing literature adds significant academic value and enhances the overall clarity of the study. In light of the reviewers' evaluations and the editorial assessment, the manuscript has been adequately revised and is considered suitable for publication under the **Research Thought** category.

Acknowledgement

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Prabhjinder and Rajeev) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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