



The Influence of AI-driven Personalized Marketing on Gen Z Consumer Engagement and Buying Behavior on Social Media Platforms

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Abstract

Artificial Intelligence (AI) has revolutionized marketing, enabling businesses to better understand and engage with their customers through personalized experiences. This study aims to explore the impact of AI-driven marketing strategies through personalized ads on social media. It focuses on Thailand, one of the world's leading countries in terms of social media usage. Generation Z is the target population, as they engage with social media more than any other generation.

The study investigates the role of AI-driven personalization in enhancing customer engagement, particularly within the context of Generation Z. It examines how personalized marketing strategies influence Gen Z's purchasing behavior and delves into their perceptions of data privacy and security when interacting with AI-driven personalized ads. By analyzing these factors, the study seeks to understand the broader impact of AI-driven marketing on consumer engagement and behavior.

The findings from a survey of 425 Gen Z individuals in Thailand reveal that AI-driven personalization significantly enhances consumer engagement, which positively influences purchasing behavior. However, privacy concerns moderate this relationship, with higher concerns leading to lower engagement. The research offers insights into how businesses can leverage AI-driven personalized marketing to optimize Gen Z's engagement and influence their purchasing behavior. Additionally, the results highlight ethical issues related to data privacy, transparency, and potential biases in AI-driven personalization. This underscores the need to balance personalization with ethical and transparent data practices when developing more effective, consumer-centric, and responsible marketing strategies.

Keywords: Artificial Intelligence, Generation Z, Personalized Marketing, Consumer Engagement, Buying Behavior, Privacy Concerns

1. Introduction

The emergence of Artificial Intelligence has significantly transformed the marketing landscape through advanced data analytics. Marketers now can gain a comprehensive understanding of customer behavior, enabling them to deliver tailored content based on individual preferences and past interactions. Rathore (2016) highlighted that AI-driven personalization allows businesses to target specific consumer segments with customized communication and product offerings, thereby enhancing customer engagement and increasing the likelihood of conversions.

Social media marketing has become an essential tool for businesses to engage with their audience, enhance brand visibility, and drive sales. Over the past decade, companies have significantly increased their investment in this marketing approach (Shanahan, Tran, & Taylor, 2019). Due to the immense volume of data generated on social media, manual analysis is impractical, making AI a crucial asset. Marketers can utilize AI used by various social media platforms to implement personalized marketing strategies in these platforms. Popular social media platforms use AI to push relevant posts and content on user's feeds by analyzing user behavior and past interactions. Personalized content on social media increases engagement and the time spent on these platforms, offering businesses an effective avenue to connect with their customers effectively. AI enables businesses to profile potential customers, analyze their behavior, and understand their preferences to offer tailored products or services (Benabdelouahed & Dakouan, 2020). By leveraging AI, companies can personalize customer experiences based on user behavior and demographics, influencing decision-making



and boosting engagement (Babatunde, Odejide, Edunjobi, & Ogundipe, 2024). AI has the capability to analyze extensive customer data, such as past interactions with content and browsing history, to craft a personalized viewing experience for each individual based on their preferences. Furthermore, AI can also recommend products and services to users based on this data. Marketers can automatically deliver product advertisements to individuals who have shown interest or are likely to be interested in the product. The integration of AI into social media marketing has streamlined the sales process, as modern consumers increasingly rely on social media rather than traditional marketing when making purchasing decisions (Henry, 2019).

Personalized content plays a crucial role in consumer engagement. Customers are more likely to engage with content that feels personalized and relevant to them. When a brand understands its needs and preferences, customers interact more actively. AI-powered personalization not only enhances customer targeting but also creates an emotional connection through natural language processing (NLP), leading to greater engagement and brand loyalty (Singh & Ahmed, 2024). AI-driven customer service and real-time product recommendations also contribute to a more dynamic and interactive brand experience. While highly targeted marketing campaigns often lead to increased conversion rates, concerns about data privacy and transparency remain significant challenges in AI-driven marketing (Babatunde, Odejide, Edunjobi, & Ogundipe, 2024).

Thailand, the second-largest Southeast Asian economy, had a population of 71.65 million as of October 2024 (Worldometer, 2024). With an internet penetration rate of 85.3%, the country had 52.25 million social media users as of January 2023. The most popular social media platform in Thailand was Facebook, followed by Line, TikTok and Instagram (Datareportal, 2023). According to the Digital Insight Thailand Report by Shifu & YouGov (2024), Generation Z—those born between 1997 and 2012—uses social media more than any other generation. Generation Z mostly use platforms such as Instagram and TikTok compared to other generations. Unlike Gen X and Baby Boomers, who rely on search engines for information, Gen Z primarily turns to social media platforms for news, trends, and brand discovery (Shifu & YouGov, 2024).

Gen Z consumers place high value on personalization, making them more likely to engage with brands that offer tailored experiences (Wang, 2021). In Indonesia, Razak (2022) found that Gen Z consumers prioritize authenticity, engagement, and personalization when interacting with brands. A successful digital marketing strategy goes beyond placing advertisements; it requires understanding the social media platforms Gen Z prefers and aligning content with their behaviors and interests. A study conducted among Vietnamese Gen Z consumers revealed that personalized content significantly influences brand engagement. However, the majority of respondents also expressed concerns about the confidentiality of their personal information when companies access their data. Many emphasized the need for transparency regarding how their information is collected and used (Nguyen, 2021). While Gen Z consumers are generally willing to share their data in exchange for personalized experiences, they remain cautious about privacy and data security (Nguyen, 2021).

The primary objective of this study is to explore the role of AI in marketing, enabling businesses to navigate the evolving digital landscape and maintain a competitive edge. Specifically, it examines the direct and indirect relationships between personalized marketing on social media platforms, customer engagement, and purchasing decisions among Gen Z consumers in Thailand. As more businesses integrate AI into their marketing strategies, understanding and leveraging hyper-personalized approaches has become essential.

Despite the advantages of AI-driven marketing, growing concerns about data privacy and user safety present significant challenges. AI relies on vast amounts of consumer data, often sourced from sensitive personal information (Vdovichena, Saienko, Potwora, Semchuk, & Lipysh, 2024). The extent to which personal data is utilized and whether consumers are aware of how their information is collected and stored remains a pressing issue. While personalization enhances customer experience, AI-driven marketing blurs the boundaries of privacy rights. Therefore, this study also seeks to investigate the ethical implications of AI in personalized marketing, focusing on data privacy concerns and their influence on consumer trust and purchasing decisions.



2. Objectives

- 1) To examine how AI-powered personalized content recommendations and product suggestions influence customer engagement among Gen Z consumers in Thailand.
- 2) To analyze the effect of engagement from AI-driven personalized marketing on the purchasing behavior of Gen Z consumers in Thailand.
- 3) To understand how Gen Z consumers' perceptions of data privacy and security in the context of AI-driven personalized marketing influence consumer engagement.

3. Materials and Methods

This study employs a quantitative methodology with descriptive analysis to examine the relationships between variables. It explores the advantages of AI-driven marketing strategies in Thailand and provides insights into how AI-powered personalization influences social media marketing. The focus is on Generation Z (ages 18-27), excluding the 12-17 age group due to legal and financial constraints. Given the challenge of determining the exact population size of Gen Z individuals in Thailand, Cochran's formula (1977) was used to calculate the sample size, resulting in 385 samples. A combination of purposive and convenience sampling was employed to select relevant participants, as probability sampling, such as random sampling, was not feasible due to the unknown population size. Purposive sampling targeted individuals who met specific criteria, such as age group, active social media usage, and interaction with personalized ads, ensuring the respondents were aligned with the study's focus. Meanwhile, convenience sampling allowed for the inclusion of participants who could easily access and were willing to participate in the research. This approach ensured the sample was both relevant and practical for the study's objectives.

To examine the relationship between variables, hypotheses were formulated:

H1: AI-driven personalized marketing on social media enhances customer engagement.

H2: Higher customer engagement resulting from AI-driven personalization positively impacts purchasing behavior.

H3: Ethical concerns influence the strength of the relationship between AI-personalized marketing and customer engagement.

A survey method was employed for data collection, conducted online via email and social media. A Google Forms questionnaire was used, incorporating a 5-point Likert scale and close-ended questions. The collected data was analyzed using SPSS software. To ensure the reliability of the survey, Cronbach's Alpha was calculated to assess the internal consistency of the measurement scale. The overall Cronbach's Alpha of 0.937 indicates a high level of reliability, confirming that the items effectively measure the intended concept. Most variables demonstrated strong reliability (above 0.70), while one variable had a lower reliability score of 0.624, which is conceptually important and supported by previous literature. Hence, its inclusion remains valuable despite a lower alpha score.

Frequency distribution was applied to demographic data, and descriptive statistics were used to assess interaction levels and responses to personalized social media marketing. Pearson's correlation analysis was used to examine relationships between constructs, while Regression analysis tested the impact of AI-driven personalized marketing on Gen Z engagement and its effect on purchasing behavior. The study also analyzed ethical concerns as a moderating factor and used path analysis to assess the strength and direction of relationships among variables.

4. Results and Discussion

4.1 Results

The survey yielded 425 responses, exceeding the initial target. The demographic analysis showed that 64% of respondents were female and 36% were male. The majority (70%) were aged 18-22, while the



remaining 30% were in the 23-27 age group. Instagram was the most frequently used platform, with 85.6% of respondents actively engaging with it, followed by TikTok (73.3%) and Facebook (67%). Social media usage was notably high, with 88.7% of participants using it daily. Additionally, 75.1% spent more than four hours per day on social media, while 19.5% spent between two and four hours, demonstrating Gen Z's significant engagement with social media. Regarding sponsored content, 51.5% interacted with 1-3 ads daily, while 45.9% engaged with more than three. Only 11 respondents reported no interaction with sponsored content, leaving 414 participants for further analysis.

Three hypothesis testing models were developed to evaluate the impact of AI-driven personalized marketing on customer engagement and buying behavior, as well as the moderating role of ethical concerns. Each model applies appropriate statistical techniques to analyze the relationships between key variables. Model 1 examines the direct effect of AI-driven personalization on customer engagement. Model 2 introduces ethical concerns as a moderating variable, analyzing whether ethical concerns over data privacy and transparency weaken or strengthen the relationship between AI-driven personalization and engagement. Model 3 investigates whether increased engagement translates into higher purchasing behavior.

Hypothesis Testing for Models 1 and 2

Model 1 tests the impact of AI-driven personalized marketing on consumer engagement. The correlation coefficient ($R = 0.557$) indicates a moderate relationship, while $R^2 = 0.310$ suggests that AI-driven personalization explains 31.0% of the variation in consumer engagement. The Adjusted $R^2 = 0.309$ confirms a good model fit, and the Standard Error of the Estimate (SEE) of 0.50052 reflects moderate predictive accuracy. While the model establishes a significant relationship, its predictive power has room for improvement.

Model 2 tests how ethical and privacy concerns moderate the relationship between AI-driven personalization and consumer engagement. The introduction of privacy concerns strengthens the relationship, as reflected in the higher correlation coefficient ($R = 0.836$), indicating a strong association. The $R^2 = 0.699$ suggests that the model explains 69.9% of the variation in consumer engagement. The Adjusted $R^2 = 0.698$ confirms the model's robustness, even after accounting for the number of predictors. Additionally, a lower SEE of 0.33093 indicates improved predictive accuracy compared to Model 1. These results demonstrate that ethical and privacy concerns significantly influence the impact of AI-driven personalized marketing, making Model 2 a stronger and more reliable predictor of consumer engagement (*See Table 1*).

Table 1 Model Summary for Model 1 and Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557a	0.310	0.309	0.50052
2	.836b	0.699	0.698	0.33093

To assess the overall fit and explanatory power of the models, an ANOVA test was conducted. The results indicate that both Model 1 and Model 2 are statistically significant ($p < 0.001$), confirming that the independent variables have a meaningful impact on consumer engagement.

Model 1, with $R^2 = 0.310$, explains 31.0% of the variance in consumer engagement. While significant, the relatively lower R^2 suggests that incorporating additional predictors could enhance its explanatory power. In contrast, Model 2, with $R^2 = 0.699$, accounts for 69.9% of the variance, making it a substantially stronger model. The lower residual sum of squares and higher F-statistic further indicate that adding privacy concerns as a moderating factor significantly improves the model's predictive ability, leading to a better overall fit. The details of the ANOVA test are shown in Table 2 below.

Table 2 The ANOVA test for Model 1 and Model 2

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	46.438	1	46.438	185.369	<.001 ^b



	Residual	103.214	412	0.251		
	Total	149.652	413			
2	Regression	104.641	2	52.321	477.748	<.001 ^c
	Residual	45.011	411	0.110		
	Total	149.652	413			

Co-coefficient estimates were analyzed for both models to evaluate the individual contributions of the predictors. The results provide insights into the relative influence of AI-driven personalization and privacy concerns on consumer engagement.

In Model 1, the constant ($B = 0.798$, $p = 0.005$) is statistically significant, indicating a baseline level of consumer engagement even in the absence of personalization. AI-driven personalization ($B = 0.804$) has a moderate positive effect, meaning a 1-unit increase leads to a 0.804-unit rise in consumer engagement. The standardized beta (0.557) further confirms its moderate effect, and the high t -value (13.615, $p < 0.001$) highlights its strong statistical significance. These results confirm that personalization significantly enhances consumer engagement.

In Model 2, the constant ($B = 0.251$, $p = 0.181$) is not statistically significant, suggesting a weaker baseline effect. The impact of personalization is reduced compared to Model 1, with a lower standardized beta (0.190) and a t -value of 6.048 ($p < 0.001$), though it remains statistically significant. However, privacy concerns emerge as the dominant predictor, with a strong standardized beta (0.724) and a high t -value (23.053, $p < 0.001$). This indicates that privacy concerns play a significant role in shaping consumer engagement, diminishing the direct influence of personalization (*See Table 3 for the detailed coefficient results*).

Table 3 Coefficient of Model 1 and Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.798	0.281		2.840	0.005
AI-driven personalization	0.804	0.059	0.557	13.615	0.000
2 (Constant)	0.251	0.187		1.341	0.181
AI-driven personalization	0.274	0.045	0.190	6.048	0.000
Privacy concerns	0.675	0.029	0.724	23.053	0.000

Hypothesis Testing for Model 3

Model 3 tests the effect of consumer engagement from AI-driven personalized marketing on consumer buying behavior. As shown in Table 6, the correlation coefficient ($R = 0.863$) indicates a strong positive relationship, suggesting that the independent variables are effective predictors of the dependent variable. The R^2 value of 0.746 means that 74.6% of the variation in consumer buying behavior is explained by the independent variables, demonstrating a strong model fit. The adjusted R^2 of 0.745 is nearly identical to R^2 , indicating that the model incorporates only meaningful predictors, excluding unnecessary variables. The Standard Error of the Estimate (SEE) is 0.29893, reflecting high prediction accuracy. Overall, the regression model is robust, with a strong relationship and minimal unexplained variance, suggesting reliable predictive power (*See Table 4*).

Table 4 Model Summary of Model 3

R	R Square	Adjusted R Square	Std. Error of the Estimate
.863a	0.746	0.745	0.29893



An ANOVA test was conducted to evaluate the significance of the regression model. The results show that the model is highly significant ($p < 0.001$), indicating that the independent variable(s) have a substantial effect on explaining the variation in the dependent variable. The exceptionally high F-value of 1206.912 further underscores the strong influence of the predictors on the outcome.

Table 5 The ANOVA test for Model 3

	Sum of Squares	df	Mean Square	F	Sig.
Regression	107.848	1	107.848	1206.912	<.001b
Residual	36.816	412	0.089		
Total	144.664	413			

The coefficients are presented in Table 6 to evaluate the relationship between consumer engagement and the dependent variable further. According to the table, the constant ($B = 0.678$, $p = 0.000$) represents the intercept, suggesting that when Consumer Engagement is zero, the predicted value of the dependent variable is 0.678. The coefficient for Consumer Engagement ($B = 0.849$, $p = 0.000$) indicates that for each one-unit increase in Consumer Engagement, the dependent variable increases by 0.849 units. This relationship is statistically significant, as evidenced by the p-value of 0.000. The Beta value of 0.863 highlights that Consumer Engagement is a strong predictor of the dependent variable, and the t-value of 34.741 further confirms its significant impact. With a p-value well below 0.05, the relationship is highly significant.

Table 6 Coefficient of Model 3

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.678	0.114		5.967	0.000
Engagement	0.849	0.024	0.863	34.741	0.000

In summary, the results demonstrate that AI-driven personalized marketing significantly enhances customer engagement, confirming Hypothesis 1. Additionally, higher engagement positively influences consumer purchasing behavior, supporting Hypothesis 2. However, ethical concerns, particularly regarding privacy and transparency, moderate this relationship, as greater concerns weaken the impact of AI-driven personalization on engagement, validating Hypothesis 3. These findings emphasize the need to balance personalization strategies with ethical and privacy considerations to optimize engagement and effectively drive purchasing behavior.

4.2 Discussions

The results from the study showed that Gen Z individuals are more likely to engage with a brand by clicking, liking, sharing, commenting or following if the content is more relevant and personalized on social media platforms. This stood in line with the previous study by Rathore (2020), which stated that AI enables brands to deliver personalized and dynamic experiences, fostering stronger connections with customers, and tailoring interactions to individual preferences, enhancing customer engagement and loyalty. Further confirming the results with the study by Gowri (2024), personalized digital marketing enhances customer engagement by delivering content that aligns with the target audience's interests. This leads to higher conversion rates, stronger brand loyalty, and a more actively engaged customer base.

The findings also showed that engagement with personalized marketing can lead to higher conversions, as individuals in the study were more likely to purchase from brands that provided personalized experiences. This aligns with a previous study by Mohsin (2024), which found that the likelihood of a customer making a purchase decision increases when the offer is tailored to their individual needs. This personalization results in greater satisfaction, as customers feel they have selected the best product for



themselves. This is because when customers are overwhelmed with too many choices—whether it is products or content—ensuring satisfaction becomes challenging. According to the study, AI-driven personalization addresses this issue by providing products and content that are most likely to appeal to the consumer, effectively overcoming the challenge of choice overload (Mohsin, 2024). AI-driven personalization not only enhances consumer engagement and buying behavior but also strengthens emotional connections, brand loyalty, and overall consumer experience by tailoring experiences to individual preferences.

The findings of this study also highlight that ethical and privacy concerns play a significant role in shaping consumer trust in personalized marketing, with transparency and control over data usage being essential factors. This aligns with previous research indicating that while many young users appreciate the benefits of personalized marketing strategies, they also express concerns about their privacy (Eg, Tønnesen, & Tennfjord, 2023). Similarly, another study found that personalized social media ads based on user interests and purchase history can enhance purchase intention. However, privacy concerns reduce their effectiveness and perceived value, as users with high privacy concerns tend to view such ads as less valuable, even when tailored to their preferences (Lina & Setiyanto, 2021).

The findings of this research have broader implications beyond marketing strategies, extending to business ethics, consumer trust, and regulatory considerations in the AI-driven digital landscape. To maintain trust and engagement, brands must prioritize transparency, establish clear data usage policies, and provide consumers with control over their data-sharing preferences. Ethical personalization should focus on relevance without intruding, avoiding hyper-targeting based on sensitive data.

Additionally, policymakers and industry leaders can leverage these insights to develop guidelines that promote ethical AI usage while fostering innovation. Understanding Gen Z's preferences and concerns enables businesses to refine their approach to personalization, ensuring that marketing strategies remain relevant, effective, and aligned with evolving consumer expectations. Ultimately, this research contributes to shaping a more consumer-centric and ethically responsible digital marketplace.

5. Conclusion

5.1 Conclusion of the Study

The study found that Gen Z in Thailand preferred social media platforms like Facebook, Instagram, and TikTok, with the majority of them spending over four hours daily on those platforms. The first objective of the study is to examine how AI-powered personalized content recommendations and product suggestions influence customer engagement among Gen Z consumers in Thailand. The results confirm that tailored recommendations and targeted ads effectively capture consumer attention, enhancing engagement with brands. The study's second objective analyzes how increased engagement translates into purchasing behavior, revealing a strong link between consumer engagement and purchasing decisions, demonstrating that AI-driven personalization positively influences Gen Z's buying behavior. The third objective of the study explores ethical and privacy concerns as moderating factors and finds that privacy and ethical concerns play a critical role in shaping engagement, as consumers' views on data security directly impact their responses to personalized content.

However, this study has some limitations that may affect the generalizability of its findings. One major limitation is sample bias, as it primarily focuses on Gen Z consumers in Thailand, restricting its applicability to other demographics and regions. Additionally, the study is limited to specific social media platforms and AI-driven personalization techniques, such as product recommendations and sponsored ads, and does not include other socio-cultural factors that may influence consumer perception, which may not represent the broader landscape of AI-driven marketing. The lack of longitudinal data further constrains the research, preventing a comprehensive understanding of the long-term effects of AI-driven personalization on consumer behavior. Moreover, the study does not account for the diversity of AI algorithms used across different companies and platforms, which can lead to varying consumer engagement outcomes. Also, as ethical concerns are found to be crucial for consumers in terms of engagement and conversions, the study does not delve deep into its significance. These limitations highlight the need for further research to explore AI-driven personalization across diverse demographics, platforms, and personalization methods.



5.2 Future Studies

Future research directions should first examine the long-term impact of AI-driven personalization on consumer behavior, particularly focusing on its effect on brand loyalty and repeat purchases. Understanding these long-term dynamics can provide valuable insights into how AI personalization influences sustained consumer relationships over time. In addition, cross-cultural studies could offer critical insights into how various demographics and social media platforms, such as Instagram and TikTok, respond to AI-driven marketing. Given the global reach of these platforms, such research could highlight differences in how cultural contexts shape consumer responses to AI-powered personalized content.

With the increasing significance of privacy concerns, further studies should explore the balance between effective personalization and consumer data protection. Investigating how transparency and user control over personal data usage influence engagement and trust will be important, ensuring that consumers feel secure in their interactions with brands. Moreover, research on consumer perceptions of AI in marketing could help brands refine their personalization strategies to align with ethical standards and consumer expectations. Understanding how consumers view the use of AI in personalizing their experiences will allow brands to build trust and develop more effective, ethical marketing campaigns.

While this study provides key insights into the relationship between AI-driven personalization and consumer behavior, it may be beneficial to explore how other factors, such as cultural differences, technological adoption rates, and socioeconomic status, could influence consumer engagement and buying behavior. These factors could help explain variations in consumer responses and further refine personalization strategies. Additionally, research could examine the role of AI in other stages of the customer journey, such as post-purchase experiences or brand advocacy. Understanding how AI influences these stages can help brands optimize their entire marketing strategy beyond engagement and purchasing decisions. Lastly, emerging markets and technologies present opportunities for future research to explore how AI-powered personalization works in less saturated markets or with emerging technologies. Studying AI's role in these new contexts could further expand on the current findings and provide a broader understanding of its effectiveness across different sectors.

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