Editorial: Digital consumer engagement, artificial intelligence, and brand management

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Increasing engagement of consumers with the social media platforms significantly drive the brands and marketing channels to build consumer relationships Consumers invest huge chunk of their available time on social media platforms with the objectives of crowd-based learning, information sharing, developing purchase intention, consuming products, and contributing contents on influencing brands. The consumer engagement on digital platforms and increasing influence of artificial intelligence (AI) and machine learning (ML) on acquiring real-time knowledge on market behaviour strengthens the brand association and enhances the possibilities of higher consumption, which supports the competitive edge of brands and their market share (Annamalai et al., 2021). The successful consumer association with AI and ML builds convergence of knowledge and experience to develop brand orientation. The AI and ML engagement is streamlined with the Industry 5.0 revolution, working along the automation trend and following digital marketing practices (Amjad et al., 2020). Accordingly, AI is changing the business canvas by transforming the next generation businesses through relationship-based key partners and value propositions. The AI refers to a wide range of digital technologies for sharing brand knowledge to develop competitive business strategies among the competitive brands through agility in business (Chalmers et al., 2021).

AI and ML play catalytic role in building brand promotion strategies for the firms based on the crowd behaviour and the perceived value of consumers associated with the brands. Consequently, both loud- and quiet-luxury brands use the interactive digital platforms that are supported with AI to build brand contents, information sharing, crowd promotion, marketing, and catalyse consumer engagement. Consumer engagement on social media platforms is also tagged to their behaviour of deriving pleasure and self-actualisation of information (Reimer, 2023). AI stimulates the consumer engagement not only in a virtual place for social interaction and entertainment but also to seek information on the less known facts of the brands and their complete business canvas. With the increasing use of AI, brand managers have been benefited by the groundbreaking knowledge in delivering value and brand trust among consumers. AI actively shapes human lifestyles in daily life, and helps in personalising the information required for consumers. Among many, the popular AI tools that serve as personal assistant (e.g., Alexa, Siri, and Cortana), travel planning (Mezi), music (Pandora), financial planning (Olivia), language translation (Liv), and smart-home solutions (Nest), significantly affect the branding and marketing strategies besides inducing brand orientation and purchase intention among consumers (Kumar et al., 2019).

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ChatGPT has emerged as a user-friendly crowd-based artificial intelligence tool, which is popularly used in managerial decision-making process and acquiring information by the consumers. Consequently, both artificial intelligence and knowledge management benefits are perceived as strategic enablers of managerial and consumer decision-making. AI-led collaborative learning contributes to the metaknowledge diffused through interactive digital networks among the new generation business. ChatGPT, therefore is an innovative phase of AI that serves as next generation intelligent agent to support managerial and consumer decisions (e.g., Melumad et al., 2020). However, the impact of ChatGPT as an outgrowth of AI and ML has limited implications in complex business situations, as artificial intelligence offers large number of options which can be categorised as choice overload in managerial decisions. Though AI and ML offer great potential to craft managerial decisions by augmenting the verbal and non-verbal data, influence in decision-making requires total quality assessment and transparency at various levels of decisions (Coombs et al., 2020).

This issue of the journal includes five research papers addressing the attributes that influence of artificial intelligence, marketing, consumer engagement, and entrepreneurship. These research papers include diverse study areas representing India and Germany. The papers included in this issue of the journal broadly discuss contemporary research on consumer engagement, digital interactions, and influence of AI on the contemporary businesses. I hope the collection of research papers appearing in this issue will enrich the existing literature on the topic and stimulate future research.

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