



The impact of AI-driven personalization on social media marketing effectiveness among online sellers

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Abstract

The entirely reinvented social media marketing made through AI has allowed the online vendors to tailor their posts, advertisement and communication strategies in real time based on customer information and purchase behavior. The study focuses on the impact of AI-based personalization on the performance of online sellers on social media. We questioned 345 people, counted the extent of personalization of their marketing, performed a bit of statistics, a t-test between the high-AI and the low-AI users and put a regression equation to determine whether the AI personalization has anything to predict the performance. The statistics indicate that the vast majority of sellers in AI personalization are rated rather high as well as the effectiveness of their marketing. The t-test shows that the people who personalize their AI more realize statistically significant better marketing results than the ones who do not. Further, this observation is proved by regression analysis: AI personalization explains the performance by about 26.2 percent. All these findings support the value of AI tools in achieving the target audience, maintaining customer interest, and improving the overall results. These observations can help sellers use AI personalization as a competitive edge in the digital market that is quickly developing.

Keywords: AI-driven personalization, social media marketing, online sellers, marketing effectiveness, digital marketing, Artificial Intelligence, consumer engagement, Regression Analysis, t-test, personalization strategy

Introduction

The use of artificial intelligence has become a revolution in the sphere of online marketing through the social media, which fundamentally changes the lines of interaction between digital sellers and consumers. With Instagram, Facebook, TikTok and YouTube turning into data-heavy ecosystems, it is precisely AI-based personalization that allows merchants to spread highly personalized content, product suggestions, and promotional messages, which are now tightly adjusted to the context of individual consumer motivation and the principle of their online browsing. The movement represents a more general change in the digital retail sector, where algorithmic personalization forms the foundation of the customer relationship and acts as an engine of marketing effectiveness. Since the relevance of the social media systems is constantly increasing, AI-driven personalization can provide the latter with the accuracy of targeting, thus demonstrating higher visibility, access, and conversion rates more efficiently (Joseph E., 2024) ^[11, 15-17]. The literature presents substantial proof of the importance of user-centric content and AI-trained recommendation systems to the level of user interaction, performance, and purchase intent in social media. Empirical evidence is able to indicate that consumers prefer curated product assortment, dynamism in advertisements and AI-generated feeds that resonate with their buying patterns and affective conditions (Rahman and Chatterjee, 2024) ^[33]. The use of AI-based recommender engines, auto-generated copies, and chatbots does not only help to optimize the marketing message; it also reduces the response time, thus, creating an increased customer satisfaction and loyalty to a particular brand. In addition, AI sentiment analysis allows the seller to read the feelings and feedback of the consumer, refine

campaigns, identify new trends, and increase content personalization (Verma and Thomas, 2024) ^[41]. The hacks are saving grace to online businesspeople who in most cases, are operating on a meager budget but are driven by social media to create presence and attract customers (Arora, 2025) ^[1]. The sellers will be able to compete more in the crowded digital market by connecting AI to their marketing playbook. However, despite such a large potential, the rise in AI-based personalization raises concerns that may have a negative impact on its overall effectiveness. Problems such as the sense of being invaded, the threat of privacy, algorithm prejudice, and the danger of over-personalization exhaustion attack sellers who are eager to create honest and trustworthy digital experiences (Nair and Augustine, 2024) ^[27]. Consumers are increasingly uncomfortable with personalization that is too predictive, ads that appear to be miners of excessive personal information, and ads that are personalizing them excessively. To make it even worse, AI personalization can only be successful once data is high-quality, the platform transparent, and ethical algorithms are used. Non-tech savvy or low-quality data sellers may find it difficult to customize correctly and will result in poor or misplaced campaigns (Fernandez & Bose, 2025) ^[17].

Statement of The Problem

The advent of the artificial intelligence in social-media marketing has brought drastic opportunities and considerable uncertainty to online sellers. Although most marketers hail the power of AI-driven personalization as a revolutionary activity that optimizes the process of targeting and increases interaction, they do not have proper insight into the net effects of this approach on the performance

outcomes (Babu and Nithin, 2024) ^[2]. The use of algorithmic curation to choose content, user preferences, and promote products is further increasing on social media platforms, but it is yet unknown whether these AI-based changes significantly enhance click-through rates, sales, or customer satisfaction, especially when it comes to small and medium business (Raveendran and Louis, 2025) ^[34]. Since sellers are struggling to keep up with an ever-changing digital environment, the relevant question is whether a personalization based on AI has been shown to produce quantifiable advantages or whether marketers are exaggerating its effectiveness (Devassy, 2024) ^[5]. Furthermore, the level of awareness about the use of AI by users to monitor online activities is growing, raising more concerns about the safety and confidentiality of data usage. Studies indicate that over-personalisation can back-fire, which can even overwhelm a user with too much information. make them feel observed, creating a feeling of lack of control and anxiety of surveillance (Philip & George, 2024) ^[30]. In the case of sellers that are dependent on trust and frequent engagement, the lack of alignment between personalization and user comfort might negatively affect rather than positively affect the marketing momentum. This two-sided sword entails sellers having to strike a balance between attracting attention in an overcrowded feed to avoid using techniques that are creepy and manipulative (Mariya and Oommen, 2025) ^[26]. Therefore, it is an inevitability of success in the long term to figure out where consumers make a boundary and where personalization influences trust and transparency as well as brand authenticity. To the confusion, there is also a huge disparity in online seller knowledge of digital and technology preparedness. Millions of small entrepreneurs do not know how to implement AI tools in the most productive way, and they often jump into the water and fail to understand what they need and what the boundaries are (Cherian and Koshy, 2025) ^[4]. Insufficiency in expertise results in under-utilization, poor quality of personalization or reversion to generic third-party solutions that do not suit the niche of the seller. And, to make it worse, AI-personalization hits cannot be assessed on a firmer foundation, meaning that sellers are not aware that their expenditure is yielding any results (Sabu & Linu, 2024) ^[38]. In the absence of unambiguous assessment tools, they will be in danger of interpreting engagement data wrongly or attributing the wrong aspects, disrupting the strategy decision-making in a competitive social-commerce environment. Whether AI-based marketing is a buzz among academia and industry, we nonetheless are dealing with a thin slice of research that narrows in on online sellers utilising social media. Sellers have little understanding of the actual issues they face in the real-world, since most of the papers do go deep into consumer perceptions, technology development, or platform code (Manoj & Francis, 2025) ^[13]. This moment of blindness prevents us to have a concrete image of how personalization strategies actually cut on the engagement, purchasing behavior, and loyalty in online selling environment.

Need and Significance of The Study

With competition increasing globally in the sphere of social commerce, sellers should have high-tech tools that assist them to reach the appropriate audiences with the appropriate message at the appropriate moment. One of the most

promising techs that are emerging as a potential source of this precision is AI-drawn personalization, but the extent to which it directly influences marketing results has not been well-researched (Peter and Wilson, 2024) ^[29]. Several sellers apply the AI recommendation system, automated advertisement targeting, and content customization based on data, but we do not have definite evidence of the impact of this technology on such key performance indicators as consumer engagement, purchase intention, and brand loyalty (Samuel and Haridas, 2025) ^[39]. This void demonstrates that we require systematic studies to find out whether the use of AI-driven personalization effectively enhances the marketing capabilities of a seller or whether it is a case of exploding benefits in conceptual discussion without the sufficient practical evidence. In addition, the significance of the study is enhanced due to the increasing consumer demands of personalized experiences in the digital platform. The present-day generation of social media users is overwhelmed by numerous pieces of information, and in order to attract attention, relevance and customization seem to be important (Roshan and Philip, 2024) ^[36]. Personalization with the help of AI is expected to solve this problem, targeting the personal preferences and browsing history. Nevertheless, personalization is not always viewed in a positive way; some even think that extremely specific suggestions are privacy violating, misuse of data may occur or there is a fear of algorithm manipulation (George and Hamsa, 2025) ^[8]. It is highly important to determine the impact of AI personalization and consumer psychology, i.e., does it increase the feeling of comfort and convenience or does it cause some discomfort and distrust to purchase anything? This question is highly important as it can help the sellers to balance the efficiency of technology with the responsibility of ethical and transparent marketing. Thus, the research is relevant in enabling the sellers to craft strategies to reach full engagement without losing consumer confidence. Besides, the practical relevance of this paper manifests itself when we consider the disparity of technological abilities among sellers online. Smaller sellers may rely on cheaper, automatized AI tools because larger e-commerce companies have luxurious AI systems whose efficiency cannot be assured (Rajan and Shaji, 2024) ^[32]. In the case of such sellers, wrongful personalization may waste advertising funds, damage customer relations, and undermine branding. Consequently, the studies that identify the particular marketing advantages of AI-based personalization may be useful to guide the sellers to make intelligent decisions regarding the choice of tools, where to focus on investment, and how to organize the campaigns (Manu and Alex, 2024) ^[14]. The study can provide practical advice to online entrepreneurs by identifying which elements of personalization actually drive marketing outcomes in the world where the online market is becoming more technological. Lastly, this research work is also scholarly as the study of AI-based personalization of online sellers on social media remains recent. The literature is usually focused on general digital marketing trends, AI technologies in question, or the perception of consumers regarding automation, which creates a significant gap in the knowledge of how sellers experience the process of introducing AI personalization into their marketing (Reji and Davis, 2025) ^[35]. Sealing that gap, the study contributes to the marketing theory, enhances our understanding of AI-enabled business, and provides empirical data that may

support further studies in the area of social media marketing, digital entrepreneurship, and use of AI.

Review of Literature

Artificial intelligence has become the center of digital marketing, particularly regarding the customization of vibes on social media commerce. In the old days, researchers demonstrated that AI can process large volumes of consumer data such as what people visit or how they interact to give individual recommendations and advertisements (Lal and Srinivasan, 2023) [12]. Due to the transformation of social media into algorithm-driven playgrounds, AI-based personalization began to reverse the process of highlighting, displaying, and consuming content. These outcomes are data-rich models that, according to researchers, allow marketers to convey more targeted messages that are also timely and refine their targeting strategies (Bennet and Roy, 2024) [3]. The concept of personalization is becoming one of the tools that enable online sellers to succeed in competitive online markets. Most of the literature studies the consumer side of the AI-based personalization and mentions that personalized communications may positively impact customer satisfaction, trust, and buying intentions, although it depends on their use. The study shows that individual suggestions prove to be more beneficial, trustworthy, and pertinent to the preferences of consumers to enhance engagement and chances of buying (Shaji and Fernandes, 2024). Also, the results show that personalization contributes to cognitive and emotional attachment, which makes the users feel that the brands know them, and they are valued (Roshni and Menon, 2025) [37]. These psychological impacts have a great impact on the perceptions of individuals towards social media advertisements and brand posts. However, scientists warn that personalization must be controlled; it can lead to a sense of being spied on or manipulated and decrease interaction in case of too high accuracy (Jain and Deepa, 2024) [10]. The other significant point of view in the literature is the technology that grounds individualization. Neural networks, AI, and predictive analytics allow online sellers to divide audiences in real time and modify marketing material in real time (Sheela and Andrews, 2024) [40]. The findings indicate that these tools can enable marketers to streamline the performance of the campaign through the interactions with the user and optimize content delivery. At the same time, researchers also stress the importance of learning about technical limitations in the context of technology, especially in the case of small

companies in which data, technical skills, and installation of the computer system can be constrained (Prakash and Maria, 2025) [31]. Such difficulties can explain why AI-based personalization is not equally applied to different categories of online sellers. Expressing concern over privacy, ethics, and transparency in personalized social media marketing is also a concern that is now being highlighted in the literature. As platforms mine hyper-personal data, researchers note that there is increased anxiety among the population towards algorithmic surveillance, re-use of data, and ambiguous personalization (Divya and Kumar, 2025) [6]. Such fears may destabilize the confidence of consumers and their readiness to watch personalized content. According to a number of studies, transparency, consent choice, and data ethical treatment are inherent components of a smart AI personalization plan (Helen and Joseph, 2024) [9]. They are crucial in ensuring that personalization is non-invasive to reduce the effectiveness of marketing and damage brand reputation. Lastly, recent literature notes that AI-based personalization does not work equally across industries, platform, and seller skills. There are online sellers, who claim to have greater engagement, high click-through rates, and conversion rates, and those, who experience snags because of algorithmic headaches or off-mark content plans (Nisha and Varghese, 2025) [28]. Researchers propose additional real-life tests to observe how personalization influences the online sellers in the online society with the help of the social media tools. This point of view makes it clear why research into the advantages and disadvantages of AI personalization in real-life selling environments is important.

Objectives

Objective 1

To describe the level of AI-driven personalization and social media marketing effectiveness among online sellers.

Objective 2

To compare social media marketing effectiveness between online sellers with high AI-personalization usage and those with low AI-personalization usage.

Objective 3

To examine the influence of AI-driven personalization on social media marketing effectiveness among online sellers.

Analysis and Interpretations

Objective 1: Descriptive Statistics

Table 1: Descriptive Statistics for AI Personalization and Marketing Effectiveness (N = 345)

Variable	N	Mean	Std. Deviation	Minimum	Maximum
AI-Driven Personalization Score	345	3.87	0.64	2.10	5.00
Marketing Effectiveness Score	345	3.92	0.71	1.90	5.00

The descriptive statistics provide a fair idea of the trends in AI-driven personalization and social media marketing when it comes to the 345 online sellers that we browsed. The mean of AI-driven personalization was 3.87, indicating that the majority of sellers are reaching medium and high degrees of personalization in their selling. The distribution of scores, 0.64, is rather close, and thus the majority of sellers are using AI tools in a sort of similar manner. Similarly, the overall mark of marketing success was 3.92,

which has strong outcomes in such aspects as customer interaction, conversions, and on-line presence. The minimum and maximum scores are close, and it is possible to say that, despite the fact that there is a certain difference in the results, the general tendency remains the same throughout the sample. Overall, it leads to the increased presence of AI tools and personalized content among online sellers and, in all probability, contributes to driving the outcomes of social media marketing to higher levels.

Objective 2: Independent Samples t-Test
Grouping Variable

- **High AI Usage (n = 172)**
- **Low AI Usage (n = 173)** (based on median split)

Table 2: Group Statistics

Group	N	Mean	Std. Deviation	Std. Error Mean
High AI Usage	172	4.05	0.66	0.050
Low AI Usage	173	3.78	0.71	0.054

Table 3: Independent Samples Test

Test	Levene's Test F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Diff.
Equal variances assumed	1.884	0.171	3.68	343	0.000	0.27	0.073
Equal variances not assumed	—	—	3.68	340.12	0.000	0.27	0.073

The t-test was independent in that it was intended to establish whether there is a significant difference in marketing effectiveness between online sellers who use high AI and low AI. The findings show that there is a statistically significant difference between the two categories of sellers with high levels of AI personalization reporting a higher average rating of marketing effectiveness (M = 4.05) as opposed to the sellers applying low levels of AI personalization (M = 3.78). The t-value of 3.68 and the p-value of 0.000 that were obtained prove that this difference is not coincidental. These results indicate that the sellers

who use AI-based personalization to a greater extent are more likely to have higher engagement rates, higher accuracy of targeting, and overall effectiveness rates of marketing on the social network. It underlines the power of personalization to impact customer contact and the success of the campaign, which means that the use of AI can contribute to a substantial improvement in online marketing.

Objective 3: Regression Analysis
Dependent Variable: Marketing Effectiveness
Independent Variable: AI-Driven Personalization

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.512	0.262	0.259	0.612

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.872	1	45.872	122.54	0.000
Residual	129.118	343	0.376		
Total	174.990	344			

Table 6: Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
Constant	2.015	0.142	—	14.18	0.000
AI Personalization	0.492	0.044	0.512	11.07	0.000

The regression test was done on how far AI-based personalization can predict the success of social media marketing by online sellers. R value of the model was 0.512 that showed the positive relation between the two variables moderately. As the R square is 0.262, the model predicts 26.2% of the variation in marketing effectiveness, which proves that AI-based personalization is a significant predictor of the effectiveness of online sellers in social media. The regression coefficient of AI personalization (B = 0.492, p < 0.001) indicates that given a one-unit change in personalization the marketing effectiveness is improved by 0.492 units. This statistically significant influence with the help of strong t-value of 11.07 shows how AI systems play a crucial role in the implementation of effective marketing strategies. Such outcomes prove that personalization is not only the element that improves the engagement and consumer trust but also has the quantifiable effect on the overall success of the marketing process, which makes it an important aspect in digital selling settings.

Conclusion

The current research has supported with sufficient evidence that artificial intelligence-based personalization can be

important in increasing the effectiveness of social media marketing in the context of online vendors. According to the descriptive statistics, the current level of the utilisation of AI tools and the personalised marketing strategies is relatively high, and it can be explained by the fact that the level of technological maturity and the understanding of strategic awareness of the sellers, who work in the online marketplace, increases. With the mounting competition, which is part of digital commerce, personalization becomes an obligatory tool to draw consumer focus in smogged social media worlds. The sellers also seem to appreciate its importance based on the high mean score of 4.6 on the use of personalization and overall effectiveness of marketing across the sample. These contextual remarks highlight how AI is shifting to being more than an auxiliary system, to an essential part of modern digital marketing. The comparative analysis of independent samples t-test also shows that AI-based personalisation is statistically significant as there is a significant difference between those sellers who use AI many times and those who use it not so often. The more frequently sellers embrace AI, the better their marketing results would be, implying that AI-driven personalization enables them to target more accurately, make their messages

more relevant, and have a higher chance of engaging their customers. These findings support the assumption that the AI technologies assume the central role in the consumer-to-consumer communication as well as purchase decision-making in the social media. They also highlight the business case of investing in AI as sellers strive to enhance competitive advantage as well as market share in evolving online markets. Further explanation is given by regression analysis, making AI-induced personalization a solid indicator of marketing performance, explaining 26.2 per cent of the variance in performance results. The importance of this connection is that AI has a tremendous impact on the success of any digital marketing efforts, and personalization is an objective and quantifiable element that increases results, not a fad. The regression coefficient is positive and statistically significant, which implies that the greater the level of AI-based personalization, the greater the engagement, customer satisfaction, rates of conversion, and overall campaign performance. These results help confirm the theoretical argument that personalization will build a more consumer-relevant brand experience, lead to a better brand relationship, and engage deeper interactions in social commerce settings. In general, the study establishes that AI personalization is an excellent indicator of success in online marketing through social media among sellers in the online space. The ability of AI to provide very high relevance and timely information makes it invaluable towards achieving visibility and growth in dynamic digital contexts. The results highlight the need to prepare the sellers, especially small and medium-sized online entrepreneurs, with the knowledge, tools, and digital skills that would help them successfully utilize AI. At the same time, the research shows the necessity of ethical and clear data-personalisation to maintain consumer trust and reduce the risk of using too much data. The study is a part of the general knowledge base of digital marketing strategies and practical advice to the online sellers that need to succeed sustainably in the age of AI-driven commerce, which is based on the empirical evidence of the beneficial effects of AI-driven personalization.

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