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Review Article

How Artificial Intelligence-Driven Marketing Shapes Customer Satisfaction: A Systematic Review of Cognitive, Affective, and Behavioral Outcomes

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Abstract

The increasing use of artificial intelligence (AI) in digital marketing has revolutionized the way in which organizations interact with their customers through personalization, automation, and data-based decision-making. AI-driven marketing mechanisms, such as personalization algorithms, recommender systems, conversational AI, predictive customer relationship management analytics, and AI-based trust mechanisms, are currently embedded in the customer journey. While previous research has been done on these technologies, the research can currently be described as fragmented and does not consider customer satisfaction as a multidimensional result with cognitive, affective, and behavioral dimensions.

This study follows the methodology of a systematic literature review and is guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses guidelines for systematic literature reviews to synthesize existing research on AI-driven marketing and customer satisfaction. Thirty-four peer-reviewed journal articles published between 2020 and 2025 in Scopus, IEEEXplore, and ScienceDirect were identified. A theory-based thematic analysis was conducted to synthesize the findings across heterogeneous studies. The synthesis was informed by known theoretical frameworks, such as the Stimulus-Organism-Response model.

The findings suggest that AI-driven marketing mechanisms may collectively influence customer satisfaction from cognitive, affective, and behavioral channels. Cognitive satisfaction is determined to a large extent by the perceived usefulness, efficiency, and relevance of information made possible by the application of AI-based personalization, recommender systems, and predictive analytics. Affective satisfaction is generated through emotionally intelligent interactions, trust, and transparency, particularly through the use of conversational and explainable AI mechanisms. Behavioral satisfaction is manifested in the form of loyalty, repurchase intention, and advocacy when cognitive and affective needs are satisfied. The results further illustrate that these dimensions of satisfaction are not isolated results but rather sequential and dependent on each other.

This review provides an integrated understanding of the role of AI-based marketing in customer satisfaction across multiple dimensions. It highlights significant areas of research gaps, including the lack of direct measurement of satisfaction, longitudinal and cross-country research, and consideration of the ethical and trust-related design of AI. By bringing together fragmented evidence into a coherent picture, this study offers useful information for future research and the responsible design of systems to ensure customer satisfaction.

Categories: Consumer Behavior, Digital Marketing, Marketing and Market Issues in Business

Keywords: customer satisfaction, ecommerce, artificial intelligence, chatbots, recommender systems, digital marketing, personalisation

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Introduction And Background

Artificial Intelligence (AI) has become a game-changing factor in reshaping marketing and consumer engagement processes in the digital economy. Through capabilities such as predictive analytics, machine learning, natural language processing, and recommendation algorithms, AI helps marketers process large amounts of data, anticipate consumer behavior and provide highly personalized experiences in real time (Haleem et al., 2022) and (Mustak et al., 2021). Unlike traditional marketing approaches, which are based on historical insights or general segmentation, AI-driven marketing is based on continuous learning, contextual adaptation, and automated decision-making, and can be seen to be a fundamental shift in the way organizations interact and fulfil the needs of their customers (Rabby et al., 2021). The incorporation of AI into marketing has transformed the relationship between customers and brands, as consumers are becoming less engaged with traditional marketing methods and more interested in interacting with intelligent systems such as chatbots, virtual assistants, recommender systems, and automated content generators at every step of the customer journey (Vebrianti et al., 2025) and (Akdemir and Bulut, 2024). As these technologies become more autonomous and become integrated into the consumption process, customer satisfaction, for example which has long been recognized as a cornerstone of marketing success, is increasingly recognized as a multidimensional construct formed by both technological performance and experiential quality (Mittameedi et al., 2025).

AI is a computer-based system capable of performing tasks that usually require human intelligence, such as learning, reasoning, perception, and interaction (Haleem et al., 2022). In marketing contexts, AI includes technologies such as machine learning algorithms, natural language processing, recommender systems, and predictive analytics that help firms automate decision-making, personalize content, and optimize customer interactions (Mustak et al., 2021) and (Rabby et al., 2021). Accordingly, the application of AI in marketing can be defined as the strategic use of AI technologies to optimize marketing functions such as targeting, personalization, communication, and customer relationship management (Lakshmi et al., 2025).

Customer satisfaction represents a customer's overall evaluative judgment of a product, service, or interaction; it is how far expectations are achieved or exceeded (Mensah, 2022). In an AI-mediated context, satisfaction can only be understood as a multidimensional construct, which involves cognitive satisfaction, which relates to perceptions of usefulness, efficiency, and accuracy of decision-making; affective satisfaction, which refers to emotional responses such as trust, comfort, and enjoyment; and behavioral satisfaction, which manifests in outcomes such as loyalty, repurchase intention, and advocacy (Hsu and Lin, 2023) and (Ngo et al., 2025). This multidimensional perspective provides a comprehensive lens for examining customer experience in AI-driven marketing environments, where rational evaluations, emotional engagement, and behavioral responses are closely intertwined (Pahrudin et al., 2025).

Despite the broad integration of AI into marketing practices, the academic literature is fragmented in terms of answering the question of how AI-driven mechanisms interact to influence customer satisfaction throughout the customer journey. Existing research tends to focus either on isolated technologies, such as recommender systems, chatbots, or personalization engines without truly analyzing the combined impact on the outcomes of satisfaction (Alamdari et al., 2020) and (Necula and Păvăloaia, 2023). Moreover, some studies focus on performance indicators, technology adoption, or purchase intention and provide few empirical evaluations of satisfaction as a multidimensional psychological result (Mustak et al., 2021) and (Rabby et al., 2021). This fragmented understanding restricts the development of integrative frameworks capable of explaining how AI-driven marketing mechanisms jointly influence cognitive (belief-based), affective (emotion-based), and behavioral (action-based) satisfaction dimensions (Mittameedi et al., 2025). Recent systematic reviews confirm that while AI-driven personalization and targeting dominate the marketing literature, empirical investigation of long-term behavioral satisfaction and ethical implications remains limited (Abreu et al., 2025).

Therefore, this research aims to systematically review and synthesize available literature to answer the following research question: How do various AI-driven marketing mechanisms such as personalization, recommender systems, conversational AI, predictive customer relationship management (CRM) analytics and AI-based trust mechanisms jointly determine the cognitive, affective and behavioral dimensions of customer satisfaction? By analyzing peer-reviewed studies published between 2020 and 2025, this review constructs an integrated and theory-informed understanding of

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AI-driven customer satisfaction based on the established views of the SOR framework (Mustak et al., 2021) and (Haleem et al., 2022). Emerging studies have also highlighted ethical transparency and algorithmic accountability as critical but underdeveloped determinants of satisfaction in AI-enabled environments (Oanh, 2024). By integrating multiple AI-driven marketing mechanisms within a unified multidimensional satisfaction framework grounded in the Stimulus-Organism-Response (SOR) theory, this study provides a comprehensive synthesis of how AI technologies collectively shape customer satisfaction outcomes.

Review

This review was conducted by using a structured and transparent method of systematic review that was based on the PRISMA framework. Four stages were included in the protocol: identification, screening, eligibility, and final inclusion. This research sought to combine the latest findings from empirical and review research on the joint influence of various AI-driven marketing mechanisms on the cognitive, affective and behavioral dimensions of customer satisfaction, such as personalization, recommender systems, conversational AI, predictive CRM analytics, and AI-based trust mechanisms.

Source	Search String
ScienceDirect	("Customer Satisfaction" OR "CS") AND ("Artificial Intelligence" OR "AI") AND ("Digital Marketing" OR "E-commerce" OR "Online Marketing")
IEEEXplore	("Customer Satisfaction" OR "CS") AND ("Artificial Intelligence" OR "AI") AND ("Digital Marketing" OR "E-commerce" OR "Online Marketing")
Scopus	("Customer Satisfaction" OR "CS") AND ("Artificial Intelligence" OR "AI") AND ("Digital Marketing")

TABLE 1: Keywords used for searching

Source: Authors
Customer Satisfaction, Artificial Intelligence, Online Marketing, Digital Marketing, E-commerce

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Included	Excluded
Period: 2020–2025	Published before 2020
Peer-reviewed academic journal articles and conference proceedings	Non-peer reviewed sources
Paper related to the research question	Paper not related to the research question
Empirical sources	Non-empirical
Open access articles	Not subscribed to by the institution affiliated to
English	Non-English written articles

TABLE 2: Inclusion and exclusion criteria

Source: Authors
Publishing Year, Inclusion, Language, Accessibility

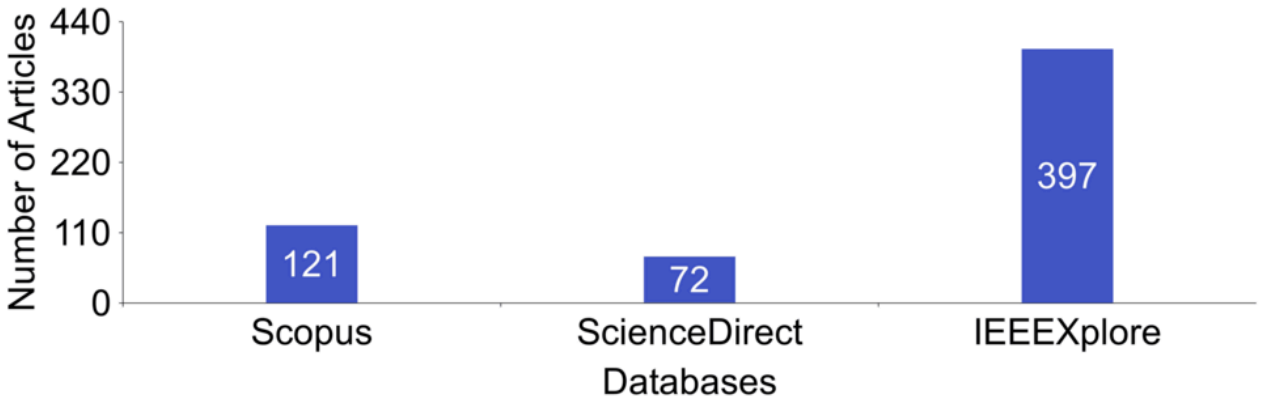


FIGURE 1: Databases searched

Source: Authors

Identification

The source databases, namely, IEEEXplore, ScienceDirect, and Scopus, were selected based on their broad coverage of the current multidisciplinary peer-reviewed literature. The literature search was conducted using a combination of keyword strings and phrases, as explained in Table *1*, based on the inclusion and exclusion criteria presented in Table *2*. Table *1* outlines the structured keyword combinations used across databases, ensuring comprehensive coverage of studies addressing artificial intelligence, digital marketing, and customer satisfaction within the defined timeframe. As presented in Table *2*, the inclusion and exclusion criteria were carefully defined to maintain methodological rigor and ensure that only empirically relevant and thematically aligned studies were considered for inclusion. Synonymous terms for digital marketing, including online marketing and e-commerce, as well as artificial intelligence, or AI, in the context of customer

satisfaction were considered when analyzing the initial search results. Additionally, the articles relating to customer satisfaction or customer experience in the era of AI in the field of digital marketing were considered while identifying them in the identification phase. As displayed in Figure *1*, the first search yielded 590 records, including 72 articles from ScienceDirect and 397 articles from IEEEXplore. Given the limited number of articles available in Scopus, we expanded our initial search to include conference papers, reviews, books, and chapters. We did not restrict the search by year and included languages other than English. This search yielded 121 records from Scopus. Some entries appeared in multiple databases, with Scopus showing a higher frequency of duplicates. Some results were duplicated in more than one database, and this was more common in the Scopus database; therefore, a reconciliation process was run, in which three duplicates of DOI and 71 records were discarded. As illustrated in Figure *2*, the study selection process demonstrates a rigorous and transparent filtering procedure, ultimately narrowing 590 initially identified records to 34 studies that met the final inclusion criteria, thereby ensuring methodological clarity and reproducibility of the results.

The relatively focused final sample reflects the strict inclusion criteria applied in this review. Only studies that explicitly examined AI within digital marketing contexts and discussed customer satisfaction outcomes were retained. Many studies identified during the initial search focused on technology adoption, system performance, or general consumer behavior without directly addressing customer satisfaction. Therefore, the final sample of 34 articles represents studies that are conceptually aligned with the research objective rather than a simple count of available publications.

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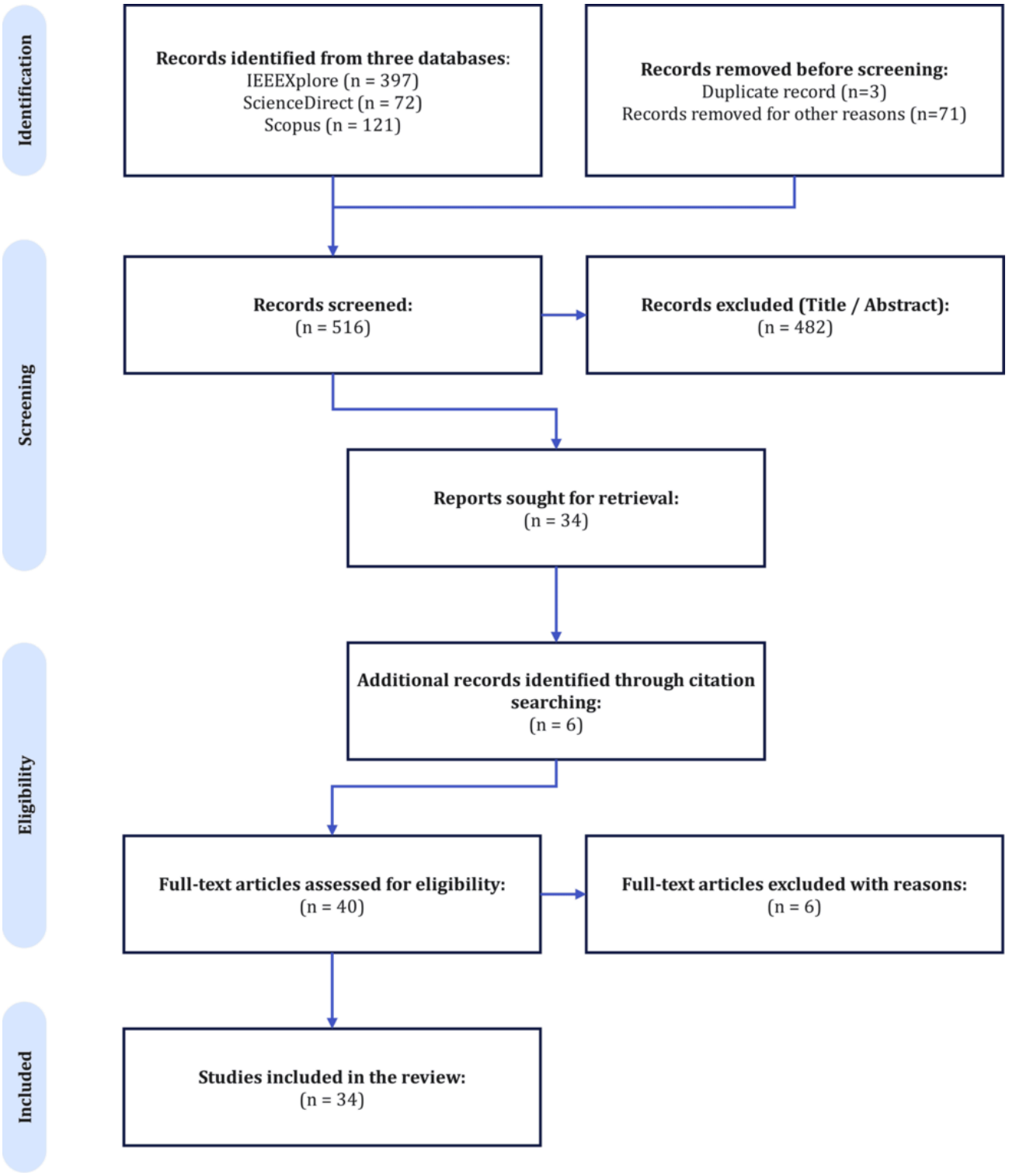


FIGURE 2: Adapted PRISMA flowchart

PRISMA, Preferred Reporting Items for Systematic Reviews and Meta-Analyses

Screening

Following the elimination of 74 duplicate and ineligible records, a total of 516 records proceeded to the screening phase. During this stage, titles and abstracts were systematically reviewed to determine their preliminary relevance to the research question for this study. The screening process was conducted by the authors following predefined inclusion and exclusion criteria, listed in Table *2*, to ensure consistency in study selection. In case of ambiguities, decisions were discussed and resolved carefully to ensure alignment with the study objectives.

Each record was assessed to determine whether it had explicit content of artificial intelligence in the context of digital marketing and also whether it discussed customer satisfaction either in an empirical or conceptual manner. Studies that did not adequately align with the research objectives, research studies that did not have a clear focus on AI-driven marketing mechanisms, or research studies that did not meaningfully address customer satisfaction were excluded at this stage of the study. As a result, 482 records were excluded using title and abstract screening. The remaining 34 articles showed possible relevance and were therefore moved on to the full-text eligibility assessment stage. This structured screening procedure ensured that the screening process was transparent from a methodological perspective and that the chance of subjective inclusion decisions was limited.

To enhance methodological transparency and reproducibility, the screening process followed a structured protocol guided by the predefined inclusion and exclusion criteria presented in Table *2*. Titles, abstracts, and full texts were systematically assessed to determine their alignment with the research objective. Decisions made during each stage of the review process were documented to maintain consistency in article selection. This structured approach ensured that study inclusion was based on conceptual relevance and methodological suitability rather than subjective judgment.

Eligibility

Following the screening of the title and abstract, 34 articles were identified as potentially relevant and hence sought for full-text retrieval. In addition, backward and forward citation tracking of these studies produced six additional studies that satisfied the preliminary screening criteria. As a result, 40 full-text articles were considered for eligibility. During the full-text evaluation stage, each article was carefully evaluated based on the predefined inclusion and exclusion criteria presented in Table *2*. The assessment was focused on whether the study explicitly discussed artificial intelligence in the digital marketing context and empirically or conceptually analyzed customer satisfaction dimensions. Studies that were not sufficiently aligned with the research objectives, did not discuss the marketing mechanisms driven by AI in sufficient detail, or did not have a meaningful discussion of customer satisfaction were excluded at this stage.

As a result of this eligibility assessment, six articles were excluded because they did not satisfy the final inclusion criteria. The other 34 studies were considered suitable and included in the systematic review. This structured eligibility evaluation ensured methodological rigor and increased the transparency and reliability of the study selection procedure.

Final inclusion criteria

This study was guided by the inclusion and exclusion criteria listed in Table *1*. The search was conducted for peer-reviewed journal articles and conference proceedings articles written in English that satisfied the criteria outlined in Table *2*. The criteria were publications between 2020 and 2025 that were empirical in nature and related to artificial intelligence, digital marketing, and customer satisfaction. Studies that fell outside of this scope were excluded from the review.

Articles that did not address artificial intelligence, digital marketing, and customer satisfaction were removed from the initial screening. However, owing to limited access to some of the articles and the apparent scarcity of relevant literature in this field, a few summarized peer-reviewed articles were also considered because these articles provided insights into customer satisfaction factors. While empirical studies formed the primary focus of this review, a limited number of conceptual and review-based articles were also retained because they provided theoretical explanations of AI-driven marketing mechanisms and their relationship with customer satisfaction. These studies were primarily used to support conceptual interpretations rather than to draw empirical generalizations.

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Overall, the search strategy was formulated to systematically capture high-quality studies on AI-driven marketing and customer satisfaction for our systematic literature review to ensure that we cover a wide range of research on customer satisfaction that utilizes AI models or techniques in the field of digital marketing. In our review, a collection of criteria was developed to help narrow down the search area for selecting papers for evaluation. The final sample reflects conceptual relevance rather than volume, ensuring alignment with the research objective.

To guide the process of the literature review, this study used the PRISMA flow diagram, which is a tool used in different fields, including healthcare and marketing research. These flow diagrams assisted the systematic review process, which has four stages: identification, screening, eligibility, and inclusion. To address this research, an adapted version of the PRISMA flowchart (Regona et al., 2022) was used, as shown in Figure *2*.

Reviewer bias

To minimize reviewer bias, the screening and selection processes were conducted systematically, following predefined inclusion and exclusion criteria. Where ambiguity arose, decisions were resolved through discussion to ensure consistency. The use of structured screening protocols and transparent documentation of each selection stage further reduced subjective influence. Although systematic reviews inherently involve interpretative judgment, efforts were made to maintain objectivity and methodological rigor throughout the review process.

This review did not apply a formal risk of bias or quality appraisal tool. Instead, study credibility was ensured through the application of strict inclusion criteria, focusing on peer-reviewed publications and conceptual relevance to AI-driven marketing and customer satisfaction. While this approach ensures thematic relevance, future systematic reviews may benefit from incorporating formal quality appraisal frameworks to further strengthen methodological rigor.

Findings

This systematic review synthesizes findings from 34 peer-reviewed studies published between 2020 and 2025 to examine how different AI-driven marketing mechanisms, including personalization, recommender systems, conversational AI, predictive CRM analytics, and AI-based trust mechanisms, collectively influence the cognitive, affective, and behavioral dimensions of customer satisfaction. The analysis shows that although there is a consistent relationship between AI mechanisms and higher satisfaction, the type and magnitude of the relationship depend upon the type of technology and the dimension of satisfaction measured.

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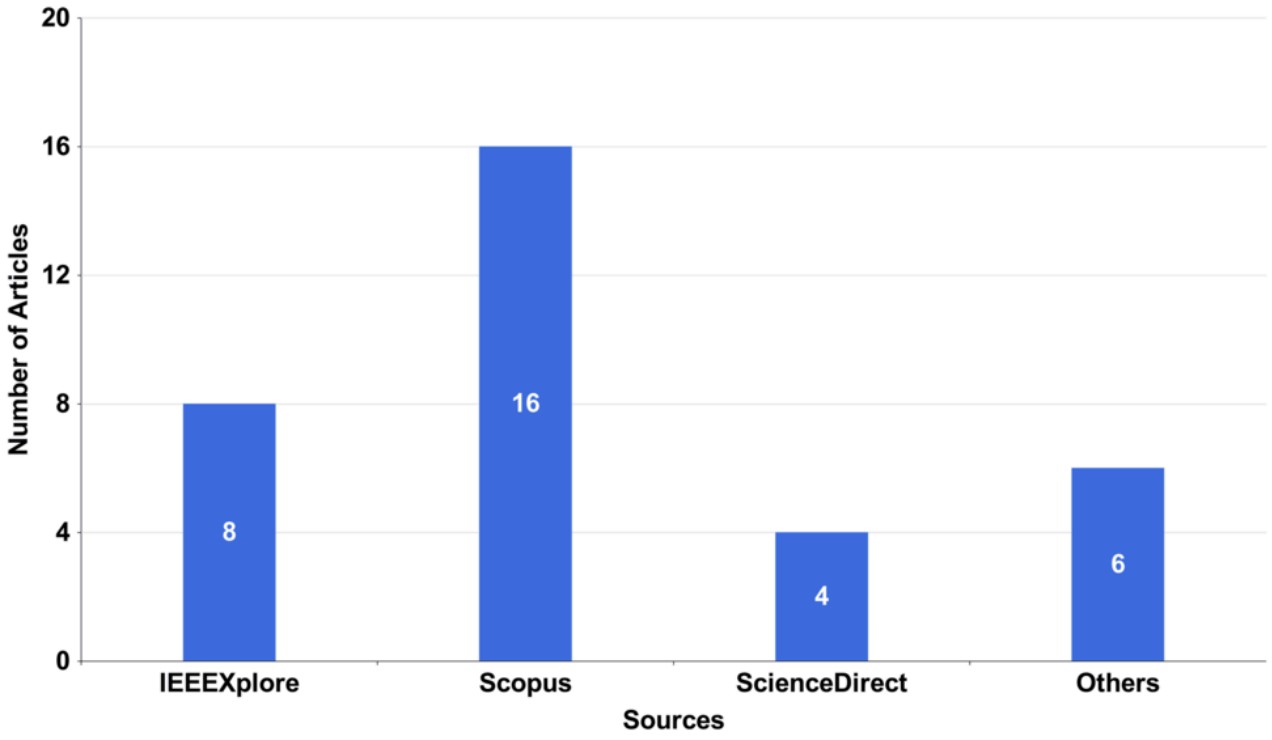


FIGURE 3: Source-wise classification of articles included in the review

Source: Authors

Sources of Included Articles

Figure *3*, illustrates the distribution of the 34 studies included in the final review, identified through database searching and supplementary methods in accordance with the PRISMA 2020 selection process. Of the 34 studies included in the final review, most were retrieved from Scopus (*n = 16*), followed by IEEEXplore (*n = 8*), ScienceDirect (*n = 4*), and other sources identified through citation searching (*n = 6*). The relatively high number of articles sourced from Scopus reflects its broad interdisciplinary coverage of marketing, management, and technology research. In contrast, IEEEXplore contributed a substantial proportion of technology-oriented studies, highlighting the technical foundations of AI-driven marketing. ScienceDirect provided a smaller but relevant set of studies that primarily focused on applied marketing and consumer research. The additional six articles identified through other sources indicate the importance of backward and forward citation tracking to ensure comprehensive coverage of the literature. Overall, this distribution demonstrates the interdisciplinary nature of AI-driven marketing research, which spans the technological, managerial, and behavioral domains.

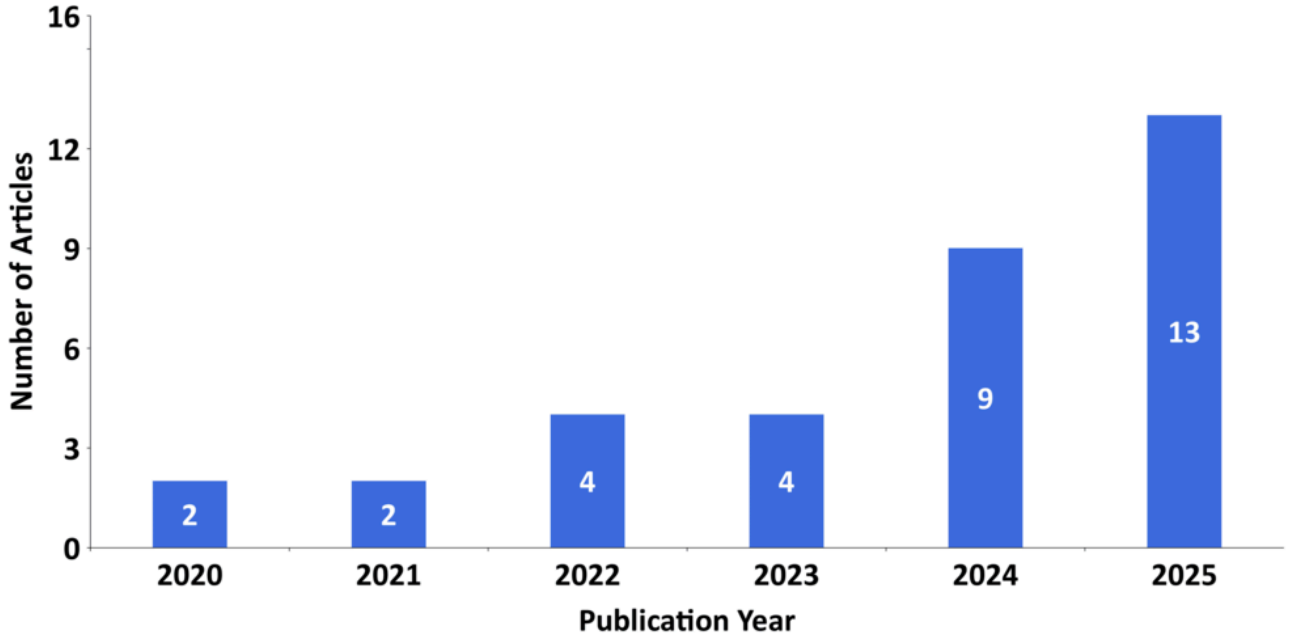


FIGURE 4: Year-wise distribution of selected articles

Source: Authors

Publication Per Year

Figure *4* presents the annual distribution of the 34 studies included in the review, illustrating the increasing publication trend in AI-driven marketing research from 2020 to 2025. During the early phase (2020-2021), only two studies were published annually, indicating an emerging but still nascent scholarly focus on AI-driven marketing and customer satisfaction. Research output increased modestly in 2022 and 2023 (*n = 4*), suggesting growing conceptual consolidation and empirical engagement. A substantial increase was observed in 2024 (*n = 9*), followed by a sharp rise in 2025 (*n = 13*), which accounted for the largest proportion of the included studies. This acceleration demonstrates the rapid expansion and maturation of research on AI-driven marketing, particularly concerning multidimensional customer satisfaction outcomes. The pronounced growth in 2024-2025 further reflects the widespread adoption of advanced AI technologies, including generative AI and predictive analytics, in digital marketing ecosystems.

Identified Themes in AI-Driven Marketing Research

The thematic analysis of the reviewed studies showed five main AI-driven marketing mechanisms that reoccur in the reviewed studies, as shown in Figure *5*. These themes are the dominant ways in which artificial intelligence is being used to influence customer experience and customer satisfaction in digital marketing contexts. The first theme, AI-based personalization, refers to the use of machine learning algorithms to personalize content, recommendations, and offers to individual customer preferences and behaviors. The second theme, recommender systems, focuses on algorithmic tools designed to support decision-making by suggesting relevant products or services based on user data. The third theme, conversational AI, includes chatbots and voice-based assistants that allow real-time interactive communication between firms and customers. The fourth theme, predictive CRM analytics, is the use of AI to anticipate customer needs, preferences, and behaviors, in order to enable proactive engagement and retention strategies. Finally, AI-driven trust and transparency mechanisms, such as explainable AI (XAI), privacy assurances, and ethical governance practices, can help to build confidence and trust among users regarding AI-mediated interactions. Together, these themes provide a basis for analyzing the impact of AI-driven marketing mechanisms on customer satisfaction in terms of the cognitive, affective, and behavioral dimensions, as discussed in the following sections.

AI Mechanism(s)	Satisfaction Dimensions Addressed	Study Type	Key Findings / Relevance	Author(s) & Year
Recommender Systems	Cognitive, Behavioral	Review	Recommender systems enhance satisfaction by improving decision efficiency and reducing cognitive load.	(Alamdari et al., 2020)
Personalization, Conversational AI	Cognitive, Affective	Conceptual	AI personalization and conversational engagement improve emotional and cognitive satisfaction.	(Singla et al., 2024)
Conversational AI, Predictive CRM	Cognitive, Affective, Behavioral	Empirical	Chatbots enhance customer satisfaction through real-time assistance, empathy, and loyalty reinforcement.	(Vebrianti et al., 2025)
Personalization, Recommender	Cognitive, Affective	Empirical	Demonstrates effortless browsing reduces effort and increases perceived enjoyment and satisfaction.	(Lopes et al., 2025)
Personalization, Trust	Affective, Behavioral	Empirical	AR/AI-based personalization fosters emotional satisfaction and brand loyalty.	(Song and Bonanni, 2024)
Personalization, Trust	Cognitive, Affective	Empirical	Explores personalization and trust as dual determinants of satisfaction in AI-enabled shopping.	(Turki, 2025)
Recommender, Personalization	Cognitive, Behavioral	Review	AI recommenders and personalization are integrated for decision support and purchase satisfaction.	(Ayemowa et al., 2024)
Personalization, Predictive Analytics	Cognitive, Affective	Review	Maps AI marketing applications to	(Haleem et al., 2022)

			satisfaction constructs across industries.	
Personalization, Predictive CRM	Cognitive	Review	Identifies AI-driven personalization as a key satisfaction enabler through relevance and efficiency.	(Mustak et al., 2021)
Conversational AI, Predictive Analytics	Affective, Behavioral	Review	Analyses AI-driven engagement to improve emotional connection and behavioral outcomes.	(Maldonado-Canca et al., 2024)
Predictive CRM, Personalization	Cognitive, Behavioral	Empirical	Demonstrates predictive AI in CRM improves retention and satisfaction.	(Zhu and Yao, 2025)
Conversational AI	Cognitive, Affective, Behavioral	Empirical	Finds chatbot interaction quality predicts satisfaction, reuse, and purchase intention.	(Akdemir and Bulut, 2024)
Predictive CRM, Personalization	Cognitive	Empirical	AI clustering increases personalization accuracy and cognitive satisfaction.	(Wang, 2025)
Personalization, Conversational AI	Cognitive, Affective	Review	Shows AI mechanisms improve both rational and emotional satisfaction dimensions.	(Mittameedi et al., 2025)
Personalization, Trust	Cognitive, Affective	Empirical	Highlights AI-generated content improves trust, perceived enjoyment, and satisfaction.	(Wasilewski et al., 2025)
Conversational AI	Affective, Behavioral	Empirical	Communication style and empathy in AI chatbots drive affective satisfaction and reuse intentions.	(Murtaza et al., 2024)

Predictive Analytics, Trust	Cognitive, Affective	Review	AI sentiment models capture emotional satisfaction using predictive analysis.	(Huang et al., 2023)
Personalization, Recommender	Cognitive, Affective, Behavioral	Empirical	Demonstrates that personalization and recommender features enhance decision confidence and enjoyment.	(Wang et al., 2025)
Trust, Predictive Analytics	Affective, Behavioral	Empirical	Establishes the influence of trust-based AI on emotional satisfaction and purchase intention.	(Mensah, 2022)
Conversational AI	Cognitive, Affective, Behavioral	Empirical	Finds chatbot satisfaction mediates intention to reuse and trust among Gen Z consumers.	(Ngo et al., 2025)
Conversational AI	Cognitive, Affective, Behavioral	Empirical	Identifies empathy and response time as satisfaction antecedents in chatbot use.	(Hsu and Lin, 2023)
Personalization, Predictive CRM	Cognitive, Behavioral	Review	Links AI personalization and CRM analytics to customer satisfaction and retention.	(Fouskas et al., 2020)
Recommender Systems	Cognitive, Affective	Review	Reviews AI recommenders as critical for decision satisfaction and affective engagement.	(Necula and Păvăloaia, 2023)
Personalization, CRM, Conversational AI	Cognitive, Affective, Behavioral	Review	Integrates AI mechanisms across satisfaction dimensions; strong conceptual alignment.	(Rabby et al., 2021)
Personalization, Predictive CRM	Cognitive, Affective	Empirical	Shows AI integration improves efficiency and perceived satisfaction.	(Siddiqui and Haider, 2025)

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Predictive Analytics, Recommender Systems	Cognitive, Behavioral	Empirical	Finds predictive and recommender systems enhance cognitive satisfaction and loyalty.	(Masyhuri, 2022)
Personalization, Recommender Systems	Cognitive, Affective, Behavioral	Empirical	Applies a cognitive-affective framework to AI-enhanced consumer behavior.	(Pahrudin et al., 2025)
Recommender, Personalization	Cognitive, Behavioral	Review	Synthesizes hybrid AI models for accuracy and satisfaction.	(Bodduluri et al., 2024)
Personalization, Predictive CRM, Trust	Cognitive, Affective, Behavioral	Conceptual	Shows AI as strategic marketing enabler fostering trust-based satisfaction.	(Lakshmi et al., 2025)
Predictive Analytics, Personalization	Cognitive, Affective	Empirical	Finds AI personalization and predictive tools enhance satisfaction and trust.	(Eckert et al., 2022)
Conversational AI, Predictive CRM	Cognitive, Affective, Behavioral	Empirical	Voice AI and support systems improve cognitive ease and emotional engagement.	(Rajendran, 2023)
Personalization, Recommender, Trust	Affective, Behavioral	Empirical	Demonstrates emotional and behavioral satisfaction through AI-driven brand experience.	(Mustikasari et al., 2025)
Personalization, Recommender Systems, Conversational AI, Predictive Analytics, Trust	Cognitive, Affective, Behavioral	Qualitative	AI integration enhances seamless customer journeys across all stages, strengthens personalization, improves experience quality, but highlights ethical and transparency concerns affecting long-term satisfaction.	(Oanh, 2024)
Personalization, Segmentation, Ethical AI	Cognitive, Affective	Review	AI-driven personalization improves targeting	(Abreu et al., 2025)

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			precision and immediate satisfaction; however, long-term trust, loyalty, and ethical implications remain underexplored.	

TABLE 3: Summarized analysis of the reviewed articles

Source: Authors
Review, Empirical, Conceptual, Qualitative

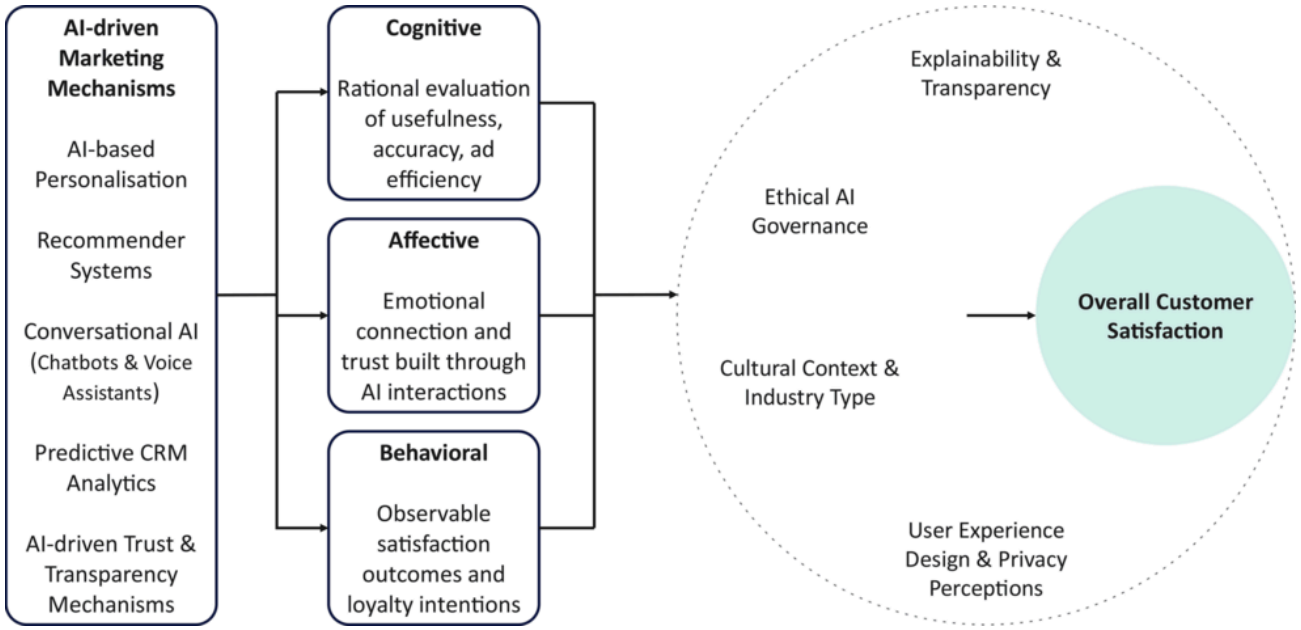


FIGURE 5: Themes identified through thematic analysis

Source: Authors

Discussion

To answer the research question - How do various AI-driven marketing mechanisms such as personalization, recommender systems, conversational AI, predictive CRM analytics, and AI-based trust mechanisms interact in order to promote the cognitive, affective and behavioral dimensions of customer satisfaction? Figure *5* visually synthesizes the joint influence of AI-driven marketing mechanisms on cognitive, affective, and behavioral dimensions of customer satisfaction, highlighting the interconnected pathways identified through thematic analysis. Figure *5* shows the five AI-driven marketing mechanisms found through thematic analysis as well as their impact on the dimensions of satisfaction. Specifically, it is an integrated framework between the use of AI in marketing mechanisms and the cognitive, affective and behavioral dimension of customer satisfaction, with its interrelated and accumulative effects. The included sources underwent thematic analysis and recurring patterns across the studies were identified. The main theme focuses on five

AI-based marketing mechanisms, namely, AI-based personalization, recommender systems, conversational AI, predictive CRM analytics, and AI-based trust and transparency mechanisms, as well as their collective impact on the cognitive, affective, and behavioral dimensions of customer satisfaction.

The joint influence in Figure *5* is further elaborated in Table *3* which summarizes the empirical, conceptual, qualitative, and reviewed studies based on the five main AI-driven marketing themes identified through thematic analysis and their respective customer satisfaction dimensions. As shown in Table *3*, most studies emphasize cognitive satisfaction outcomes, while comparatively fewer studies examine affective and behavioral dimensions, revealing an imbalance in current empirical attention. Table *3* lists the AI mechanisms studied, aspects of satisfaction considered, type of study, main findings, authorship, and year of publication, and serves as a basis for the discussion that follows in an orderly manner.

A broader examination of the reviewed studies also reveals a noticeable imbalance in the way customer satisfaction has been investigated in AI-driven marketing contexts. Most empirical studies prioritize cognitive outcomes such as perceived usefulness, efficiency, and decision accuracy, particularly in relation to personalization systems and recommender algorithms. In contrast, comparatively fewer studies examine affective responses such as emotional trust, perceived empathy, and comfort in AI-mediated interactions, and even fewer empirically investigate behavioral outcomes such as long-term loyalty or advocacy. This pattern suggests that the existing literature remains largely technology-centric, focusing on performance efficiency rather than the emotional and relational dimensions of AI-enabled customer experiences.

Cognitive Dimension: Efficiency, Relevance, and Decision Confidence

The cognitive dimension of customer satisfaction reflects rational evaluations related to the usefulness, accuracy, and efficiency of AI-driven systems. Across the reviewed literature, cognitive satisfaction was the most widely studied dimension, and it was included in most of the studies. AI-driven mechanisms generally foster improved perceptions of usefulness, decision efficiency, and information relevance, which are well-established antecedents of cognitive satisfaction.

Studies on AI-based personalization have shown that customers are more satisfied when AI technologies adapt recommendations, contents and promotional offers to their individual preferences (Mustak et al., 2021) and (Haleem et al., 2022). Personalized marketing cuts down search effort and cognitive overload allowing quicker and more confident buying decisions to be made. Similarly, studies on recommender systems show that algorithmic recommendations increase the accuracy of product discovery and improve the quality of decisions, therefore reducing choice-fatigue and increasing the perceived-value of the decisions provided (Alamdari et al., 2020) and (Necula and Păvăloaia, 2023).

Predictive CRM analytics is another aspect of cognitive satisfaction by facilitating anticipation of engagement, where firms proactively anticipate customer needs and provide solutions (Rabby et al., 2021). This type of responsiveness promotes the feeling of control and convenience. However, several studies caution that excessive automation and limited algorithmic transparency may undermine perceived autonomy and trust, highlighting the importance of user-centred and XAI design (Haleem et al., 2022).

Affective Dimension: Emotional Engagement, Trust, and Enjoyment

The affective aspect of satisfaction involves the emotional reaction of customers to AI-mediated communication and is impacted by conversational AI and trust mechanisms the most. One of the categories of satisfaction, affective, which is explored in a large percentage of the studies reviewed, includes feelings of trust, empathy, enjoyment, and comfort.

Empirical research on AI chatbots consistently shows that responsiveness, conversational tone, and perceived empathy enhance emotional connections and perceived care (Hsu and Lin, 2023) and (Ngo et al., 2025). Users, who perceive themselves as being understood by conversational agents, indicate a higher level of emotional comfort and satisfaction. Equally, AI assistants, or voice AI, create affective interactions through creating human-like interactions, which also help to create emotional associations with the brand (Mustak et al., 2021).

Algorithmic transparency, XAI, and privacy assurance, which can be implemented with AI, are also important in affective satisfaction. Research has shown that in the context of the user having knowledge of the manner in which AI systems compile proposals or solutions, emotional safety and readiness to use them increase (Haleem et al., 2022) and (Necula and Păvăloaia, 2023). On the other hand, sentiment analysis and opaque AI systems studies have shown that the absence of explainability may cause anxiety and feelings of manipulation, thus lowering emotional satisfaction (Alamdari et al., 2020).

Behavioral Dimension: Loyalty, Repurchase, and Advocacy

Behavioral satisfaction is a manifestation of customer behavior resulting from positive affective and cognitive experiences, such as loyalty, repurchase intention, and advocacy. Most studies have discussed this dimension as a result of AI-driven customer experiences rather than as a separate construct.

Personalization and recommender systems fueled by AI are often related to high rates of repurchase behavior and customer loyalty. Researchers exploring the role of AI-based brand experiences and AI-assisted try-on systems in shopping and luxury settings discovered that emotionally relevant AI experiences were proven to have a strong influence on brand attachment and intention to buy again (Mittameedi et al., 2025) and (Pahrudin et al., 2025). It has also been reported that conversational AI can be used to positively impact post-purchase customer experience, specifically, by providing easy access to issues and prompt assistance, promoting continued use of the platform and positive word of mouth (Hsu and Lin, 2023).

Predictive CRM analytics is also useful in enhancing behavioral satisfaction by enabling specific loyalty programs and being proactive in churn prevention (Rabby et al., 2021). Nonetheless, the prevalence of cross-sectional research designs, multiple review studies observing, restricts the insight about how behavioral satisfaction changes over time, and it is why longitudinal studies on the topic of sustained AI customer relationships should be conducted (Mustak et al., 2021) and (Haleem et al., 2022). Recent qualitative evidence further suggests that AI integration across marketing and customer service functions enhances customer journey continuity and long-term loyalty, while simultaneously raising ethical and transparency considerations that may influence sustained behavioral satisfaction (Oanh, 2024).

Integrative Discussion

These results indicate that cognitive, affective, and behavioral satisfaction are mutually dependent effects of AI-based marketing. Affective satisfaction follows cognitive satisfaction, which is a result of informational relevance and efficiency, promoting confidence and trust in AI systems. This emotional trust then leads to behavioral loyalty and advocacy, creating a chain of pathways aligned with the SOR model (Mustak et al., 2021).

Personalization, conversational AI, and predictive CRM analytics combine to form a positive feedback loop of satisfaction, in which precise assessments lead to increased emotional bonds, positive feelings, and entrenched behavioral retention. Nevertheless, the ethical considerations and humanization of AI are critical for the long-term sustainability of satisfaction. Consistent with recent integrative analyses, AI adoption not only improves personalization and efficiency but also reshapes customer journeys holistically, linking technological optimization with the experiential and ethical dimensions of satisfaction (Oanh, 2024).

The synthesis shows that the notion of customer satisfaction in AI-based marketing is a multidimensional and integrative phenomenon formed under the influence of the collective effect of personalization, recommender systems, conversational AI, predictive CRM analytics, and trust practices. It has been shown that cognitive satisfaction, which is based on efficiency, relevance, and decision support, is the basis of affective satisfaction, whether it is in the form of trust, enjoyment, or emotional engagement, which in turn converts to behavioral outcomes in the form of product loyalty and intention to repurchase. Critically, papers that research the mechanism of AI in isolation provide incomplete explanations; however, integrative approaches are more effective in explaining sequential and reinforcing relationships between the dimensions of satisfaction. Despite generally positive findings, the reviewed studies show limited methodological diversity, with a strong reliance on cross-sectional survey designs and self-reported measures. This restricts the ability to validate causal relationships and highlights the need for more robust empirical approaches.

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Theoretical Integration Using the SOR Framework

This review can be interpreted through the SOR framework, which explains how environmental stimuli influence internal cognitive and emotional evaluations that subsequently shape behavioral responses (Mehrabian and Russell, 1974). In that regard, AI-based marketing mechanisms, which comprise of personalization, recommender systems, conversational AI, predictive CRM analytics, and AI-based trust mechanisms can be qualified as stimuli, which influence the internal reflective and affective assessment of customers, including usefulness perception, trust, and emotional involvement (Haleem et al., 2022), (Mustak et al., 2021), and (Mittameedi et al., 2025). Such organism reactions in turn have behavioral consequences, both in terms of loyalty, repurchase intention and advocacy as has been shown in research on AI-enabled customer experience and chatbot interactions (Hsu and Lin, 2023), (Ngo et al., 2025), and (Vebrianti et al., 2025). This paper supports the applicability of the SOR framework to the context of multidimensional customer satisfaction in AI-based marketing environments by specifically mapping the mechanisms of AI to stimuli, the dimensions of satisfaction to organismic state, and the loyalty-related outcomes to responses (Rabby et al., 2021) (Lakshmi et al., 2025). Consistent with prior systematic analyses, this review underscores the need to integrate ethical AI and trust constructs into satisfaction theory to capture the evolving dynamics of AI-driven marketing environments (Abreu et al., 2025).

Theoretical Implications

This review is a conceptual step toward marketing and consumer behavior theory since it conceptualizes customer satisfaction as a multidimensional product of AI-assisted interactions. The results build on the current satisfaction models by making an addition of technological intelligence (algorithmic decision-making), emotional intelligence (affective engagement), and ethical intelligence (trust and transparency) to the model. Accordingly, AI is not only the tool of transactions, but the cognitive-affective co-producer of customer experiences.

Furthermore, the XAI integration into the research of satisfaction is a conceptual avenue through which transparency, accountability, and fairness can be studied as the key factors of satisfaction in automated settings (Haleem et al., 2022).

Practical Implications

From a managerial perspective, this review can provide practical recommendations to build AI-enabled marketing systems that will prove sustainable in terms of increasing customer satisfaction. Another goal that firms are encouraged to focus on is the algorithmic transparency, that is, by stating how AI-generated suggestions and personalization logic work to users (Haleem et al., 2022). Emotionally intelligent and adaptive communication can also be used to humanize conversational AI, which would enhance affective satisfaction and decrease customer anxiety (Hsu and Lin, 2023). The combination of real-time sentiment analysis and predictive analytics allows the companies to react empathetically to the needs of their customers and anticipate them (Rabby et al., 2021). The customer satisfaction will never be compromised by privacy issues because an ethical personalization practice should be reinforced with the help of well-developed data governance and user consent systems (Mustak et al., 2021). Lastly, AI must be implemented as a whole, throughout the pre-purchase, purchase, and post-purchase process to guarantee satisfaction continuation in the customer journey.

Conclusions

This systematic review summarizes current studies investigating the impact of AI-based marketing processes on customer satisfaction across cognitive, affective, and behavioral dimensions. Combining evidence from various empirical and conceptual studies, this review reveals that AI-based personalization, recommender systems, conversational AI, predictive CRM analytics, and trust-enhancing mechanisms influence customer satisfaction in interconnected and sequential ways. These mechanisms appear to influence the efficiency of decision-making, emotional engagement, and behavioral intentions, such as loyalty. However, given that many of the reviewed studies rely on cross-sectional designs and short-term measures, these relationships should be interpreted as indicative patterns rather than confirmed causal pathways.

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In addition to uniting scattered evidence, this review has gone a step further to advance current knowledge base by positioning customer satisfaction as a product of both technological and psychological activities mediated by the factors of trust, transparency, and emotional intelligence. The synthesis shows that although the available literature has achieved major strides in the explanation of efficiency- and performance-based results, the affective and ethical aspects of satisfaction are relatively under-researched.

Consequently, subsequent AI-based marketing research needs to shift to efficiency-based results, but make it more ethical, emotionally sensitive, and longitudinal analyses of customer satisfaction. To create sustainable and human-centered AI-based marketing systems, more focus on the mechanisms of trust, XAI, and cross-cultural dynamics is needed. Such activities will not only enhance theoretical frameworks but also help practitioners develop AI technologies that promote long-term customer relationships in highly automated and digital marketplaces.

Limitations and future research directions

Although 34 studies were included in this review, several methodological and contextual weaknesses were noted. In addition, although searches were conducted across major databases such as Scopus, ScienceDirect, and IEEEXplore, the final inclusion of studies was partly influenced by institutional accessibility constraints, which may have limited the inclusion of some relevant subscription-based articles. Most studies are cross-sectional and focus on advanced markets. Longitudinal, cross-cultural, and experimental designs should be used in the future to gauge the long-term effects of AI on user satisfaction. Satisfaction with emotions, hybrid AI models, and negative outcomes of AI are underdeveloped. Furthermore, the lack of standardized measurement instruments for AI-specific satisfaction warrants scale development attempts that consider affective, cognitive, and ethical aspects. Despite the systematic approach adopted in this review, several limitations should be acknowledged. First, the review included only studies accessible through institutional databases and open-access sources, which may introduce potential selection bias. Second, many of the studies included in the review relied on cross-sectional research designs, limiting the ability to draw strong causal conclusions regarding long-term behavioral outcomes. Future research should therefore employ longitudinal and experimental designs to better understand the dynamic relationship between AI-driven marketing mechanisms and customer satisfaction.

New studies should also explore the mediation between customer satisfaction and trust in digital ecosystems through AI governance models, such as explainability, accountability, and fairness.

Additional Information

Author Contributions

All authors have reviewed the final version to be published and agreed to be accountable for all aspects of the work.

Concept and design: Runu Patgiri, Gurram Ramakrishna

Acquisition, analysis, or interpretation of data: Runu Patgiri

Drafting of the manuscript: Runu Patgiri

Critical review of the manuscript for important intellectual content: Runu Patgiri, Gurram Ramakrishna

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Data Availability Statements

Data sharing is not applicable. This work is theoretical; no datasets were generated or analyzed.

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