

Implications of Marketing in the Age of Artificial Intelligence on Consumption Patterns of Halal Food

Authors : Djermani Farouk

Abstract : This study investigates the implications of Artificial Intelligence Marketing (AIM) marketing mix (PRD) Product, (PRC) Price, (PRM), Promotion, and (PLC) Place on consumption patterns of halal food (CPHF). A quantitative approach was adopted in this study, and responses were obtained from 350 Indonesian consumers. Using Partial Least Squares-Structural Equation Modeling (PLS-SEM), the results show that there is a direct support of marketing mix (PRD, PRC, PLC) to AIM and CPHF, while PRM does not play a significant role in CPHF. In addition, the findings reveal that AIM mediates significantly the relationship between PLC, PRC, PRM, and CPHF, while AIM indicates no mediation between PRD and CPHF. Indonesian consumers exhibit serious concerns with consumption patterns of halal food. It is recommended that managers focus their attention on marketing strategies to predict consumer behavior in terms of consumption patterns of halal food through the integration of AIM.

Keywords : marketing mix, consumption patterns, halal food, artificial intelligence marketing

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