The Moderating Effect of Artificial Intelligence Marketing Activities on the Relationship between Brand Activism and Repurchase Intentions applied on E- Retail Stores in Egypt

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Abstract

Purpose - Scholars have been paying more and more attention to the relatively new and fragmented phenomenon known as brand activism. This topic is still in its exploratory stages of research, and it needs to be advanced and conceptualized. This paper aims to provide a review of the existing literature on brand activism that contributes to developing a repurchase intention to any brand using artificial intelligence marketing activities as a moderating variable for today's brands especially retail stores in Egypt.

Design/methodology approach- The methodology of this research is descriptive and quantitative where primary data was collected through the electronic questionnaire. Data were gathered from 355 Egyptian users. Hypotheses were tested using SmartPLS version 3.2.9, the PLS-SEM model was used to assess the responds of the users of electronic retail stores.

Findings- After collecting and analyzing data statistically, the main results of the research demonstrated that first: brand activism has a positive impact on repurchase intention. Second: artificial intelligence dimensions as a mmoderating effect has a positive impact to increase the effect of brand activism on repurchase intention.

Originality/value –The study of brand activism and its effect on repurchase intention in retail stores has been supported in increasing the intention to purchase from same stores and when using the artificial intelligence marketing activities as a moderating variable in influencing the relation between independent and dependent variable, the study has supported this

believe as well through the use of quantitative statistical methods to evaluate Egyptian users' opinions. In addition, this research suggests some recommendations proposed below may be especially relevant for Egyptian e-retail stores managers and marketers so as to create their brand activism and to increase customers repurchase.

Keywords: Brand activism, Artificial intelligence, e-retail stores, Repurchase Intention.

أثر الذكاء الاصطناعي التسويقي كوسيط في العلاقة بين نشاط العلامة التجارية بين إعادة الشراء بالتطبيق علي المتاجر الالكترونية في مصر

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الملخص:

تهدف هذه الدراسة إلي تحديد تأثير نشاط العلامة التجارية علي إعادة الشراء في المتاجر الالكترونية في مصر بالإضافة إلي اختبار الذكاء الاصطناعي التسويقي كوسيط بين نشاط العلامة التجارية علي تحفيز المشترين علي إعادة الشراء في المتاجر الالكترونية في مصر و لتحقيق هذه الأهداف تم الاعتماد علي المنهج الوصفي و الكمي و ذلك من خلال جمع البيانات الأولية من خلال الاستبيان حيث تم جمع البيانات من ٣٥٥ مستخدم/مشترى مصري و قد تم اختبار فروض و نموذج الدراسة باستخدام البرنامج الاحصائي(SmartPLS version 3.2.9) و كذلك الأسلوب الاحصائي (PLS-SEM mode) .

وقد أظهرت النتائج الإحصائية أن نشاط العلامة التجارية له تأثير إيجابي على إعادة الشراء من المتاجر الإلكترونية وأيضا أظهرت النتائج ان عند استخدام الذكاء الاصطناعي التسويقي كوسيط له تأثير إيجابي كبير على نشاط العلامة التجارية في إعادة الشراء. بالإضافة الي ذلك قامت الباحثة بتقديم مجموعة من التوصيات الي المسئولين والتسويقين في المتاجر الالكترونية المصرية لتحسين النشاط الخاص بالعلامة التجارية توصي الباحثة باستخدام الذكاء الاصطناعي التسويقي لتحفيز المشترين لإعادة الشراء.

الكلمات المفتاحية: نشاط العلامة التجارية، الذكاء الاصطناعي، المتاجر الالكترونية، إعادة الشراء.

Introduction

The importance of political and social engagement for corporations is increasing in the twenty-first century. Businesses are facing immense pressure to demonstrate their support for social and political issues due to the proliferation of digital media and the growing significance of social media platforms. According to (Van Rekom et al., 2014), in order for a business to succeed in the current environment, it needs to enhance its reputation and ethical branding initiatives by increasing the perceived authenticity of its brand through genuine social participation. Through the "ethical corporate brand" (Gambetti et al. 2017; Alwi et al. 2017), this represents a new route for corporate brands to become authentic and sustainable (Balmer et al., 2011).

Businesses have come to understand that brand activism can be beneficial since more and more consumers are prepared to pay more for goods from socially conscious businesses. Customers now do, in fact, care more about the ethical and environmental implications of the products they buy, and they are more inclined to support businesses that make a stand on significant issues (Kam & Deichert, 2020, Roques, 2023).

For contemporary organizations, brands are crucial to positive financial and non-financial outcomes. In order to support a coherent and consistent image of the organization across segments and markets, for instance, brands raise public awareness of the product or service, set it apart from competitors, and subsequently develop and strengthen customer loyalty (Murphy, 1992; Aaker, 1996; Keller, 2003; Kapferer, 2004; De Chernatony, 2006; M'zungu et al., 2010; Kotler & Keller, 2014; Davis, 2017; 2018; Swaminathan et al., 2020, Mohammed, A. A., 2024).

Recurring purchases are typically of interest to customers. After using a product or service, they often analyze their experience to gauge how well it performed. Next, they assess the degree of trust that consumers have in the good or service (Hsu, Chang, Chu, Lee, 2014, Trenggana, Hurryati, Widjajanta, 2021). While traditional or offline shopping is less risky than

online shopping. Consumers who have faith in a specific e-commerce platform have the potential to inspire repurchase intentions and, in the end, turn into loyal customers (Gefen, Karahanna, and Straub. 2003; Trenggana, Hurryati, Widjajanta, 2021).

Following product use and performance testing, emotions got develop either positive or negative (Kotler, and Keller, 2016; Trenggana, Hurryati, Widjajanta, 2021). Consumers that react favorably to previous interactions will continue to think favorably of what they received, which will encourage them to make additional purchases (Setyorini, Nugraha, 2016; Trenggana, Hurryati, Widjajanta, 2021). Customers' perceptions of service quality have an impact on their level of satisfaction, which ultimately influences their intentions to repurchase and reduces their propensity to switch to other goods or services. (Srivasta, Sharma, 2013; Hurryati, Widjajanta, Trenggana, 2021)

Smidt and Power (2020) asserted that artificial intelligence is to blame for the notable rise in online product research in recent years. Machines that mimic human intelligence to carry out routine tasks like learning, planning, and problem-solving are referred to as artificially intelligent (De Bruyn, Viswanathan, Beh, Brock, Von Wangenheim, 2020). Additionally, marketing, providing superior customer service, and customer communication have all been transformed by AI-based technology (Samara, Magnisalis, Peristeras, 2020; Qin, Zhu, Zhao, Zhao, 2022;). AI is being used in Web 2.0 marketing applications (Yin, Qiu, 2021) and simultaneously provides an interactive environment that allows businesses in the hospitality industry to quickly satisfy customer demands and build a large, devoted customer base (Pillai, Sivathanu, 2020; Pereira, Hadjielias, Christofi, Vrontis, 2021). Businesses use artificial intelligence (AI) technologies (e.g., chatbots, customer feature recognition, content recommendation systems) to manage various marketing activities (Pereira, Hadjielias, Christofi, Vrontis, 2021), maximize social media consumer engagement (Liao, Widowati, Hsieh, 2021), provide a personalized online customer experience, and increase the rate at which customers purchase the recommended goods and services (Bag, Srivastava, Al Bashir, Kumari, Giannakis, Chowdhury,

2021;, Zibarzani, Abumalloh, Nilashi, Samad, Alghamdi, Nayer, Ismail, Mohd, Mohammed Akib, 2022; Nazir, Khadim, Asadullah, Syed, 2023)

The role of AI marketing initiatives as a mmoderating factor in brand activism and repurchase intention is covered in this paper. The research methodology, including the sample and research hypotheses, is covered in the following section. The model's fit, validity, and reliability are all provided in the results and discussion section. Before the conclusions sections, there is a discussion of hypothesis testing, in-depth examination of the connections between the nested model's components, and contrast of the findings with earlier research.

1- Background on previous studies

2.1 Brand Activism (BA)

Activism has typically been restricted to the political and social domains. But given how consumers are interacting with brands these days, it's necessary to reconsider long-held beliefs about how brands function in modern society (Swaminathan et al. 2020). Societies around the world are dealing with a number of pressing issues in the current period of social and political polarization, including gun control, religious matters, the effects of the Covid-19 pandemic, racial discrimination and injustice, poverty, consumerism, capitalism, and the climate crisis. Simultaneously, people have constant and instant access to networks, other people, political organizations, brands, and other entities at any time and from any location in the hyperconnected world. They can voice their opinions and get involved in a variety of issues with ease (Podnar, Golob, 2024).

Engaging in a social movement or taking part in group activities with the intention of accomplishing specific environmental or socio-political objectives is referred to as activism. It is still essential to promoting further advancement and has been the driving force behind many constructive social changes throughout history. Activism is defined differently by different people. All of them, though, share the same goal of bringing about change—be it environmental, technological, political, social, or economic (Alsop and Bencze 2010, Podnar, Golob, 2024)

"A company's willingness to take a stand on social, political, economic, and environmental issues to create societal change by influencing the attitudes and behaviors of actors in its institutional environment either in a progressive or conservative manner" (Sarkar and Kotler, 2018, Vredenburg et al., 2020) is what is meant to be understood when one speaks of corporate activism or brand activism. Eilert & Cherup (2020). It's a type of advertising that aims to establish an emotional bond with customers by showcasing the business's dedication to a specific cause. Companies are now using brand activism as a new tactic to express their positions on the wide range of issues affecting today's societies (Mukherjee & Banet-Weiser, 2012). Brand activism is motivated by society and its values, according to (Sarkar and Kotler's, 2018) definition, which is among the most frequently cited. It is defined as "business efforts to promote, impede, or direct social, political, economic, and/or environmental reform or stasis with the desire to promote or impede improvements in society."

One of the most important aspects of corporate social responsibility now involves brand activism. According to (Mukherjee & Althuizen, 2020; Sobande, 2020; Pimentel & Didonet, 2021; Mohammed, 2024), it concerns businesses' strategic choice to adopt a stance on relevant social, political, economic, or environmental issues.

Since brand activism has become more and more significant in recent years, it is critical to comprehend the elements that lead to a brand's involvement in an activist era, the success of their campaigns, and the possible advantages and disadvantages of this business strategy (Miranda and Miguel, 2023).

Marketing that aims to convey a particular socio-political position is known as brand activism (Daellenbach, 2014; Manfredi, 2019). Businesses that speak out against social, environmental, and global issues are referred to by this term. In order to achieve this, brands should take part in general discussions about societal issues, draw attention to current global issues, and offer solutions. By doing so, they can influence society in ways that both

positively and negatively impact it (Vredenburg & Jessica, 2018, Mohammed, 2024).

The rise of brand activism has been influenced by numerous factors. Numerous social, political, economic, or environmental issues look to align themselves with companies that reflect their values and show a dedication to causes that are important to them. Additionally, social media and digital technology have given brands a forum to express their opinions on a range of topics since they allow them to interact directly with customers and spark discussions about important social issues. (Moorman, 2020; Sibai et al., 2021; Bellew et al., 2017). Brand activism does not, however, come without difficulties. Brands must strike a careful balance in order to prevent accusations of "woke-washing" or brand hypocrisy, which makes activism appear fake or like a cheap marketing gimmick (Mukherjee & Althuizen, 2020).

Future corporate strategies must incorporate brand activism since, as society develops, businesses will play an even more important role in addressing pressing societal issues. (Moumade, 2020; Mohammed, 2024)

Activism around a brand can benefit or harm it. The upshot is that, as brands become activists, their motivations are scrutinized more thoroughly and a negative effect can still reduce the firm's business return and brand equity. Conversely, brand activism may theoretically have a long-term positive impact on consumers' attitude, purchase intentions, and behavior (Bhattacharya, 2010). Results of brand activism include increased brand visibility, improved brand reputation, customer loyalty and engagement, customer-brand congruence, brand equity, and brand authenticity and repurchase intention. (Mohammed, 2024)

In the current era of social media activism, advertisers employ the appropriate strategies within social movements to appeal to a highly sought-after younger demographic that is considerably more influential, politically engaged, and progressive than their parents. (Roques, 2023) and might thus gain from revising and modernizing important discussions regarding brand activism outside of broad strategy (Kumari, 2020).

By adopting a position on a social or environmental issue related to the product, brand activism can affect consumers' purchase intentions and increase the likelihood that they will actually buy the product, according to research by (Roques, 2023). It can be inferred from this that even in cases where a product is identical to its competitors in terms of functionality or performance, consumers might be more inclined to select it if the brand represents their values and beliefs. This demonstrates the possible impact of brand activism on consumer behavior, particularly when it comes to products with potentially similar functional benefits across brands. (Mukherjee and Althuizen, 2020; Roques, 2023).

2.2 Repurchase Intention (RI)

Ibzan, Balarabe, and Jakada (2016) define repurchase as a customer's actual action of purchasing or using the product once more. According to (Hume, Mort, and Winzar, 2007; Phuong & Dat, 2017; Can and Erdil, 2018, Langga et al. 2020) repurchase intention shows the customer's decision to engage in future activities with the same retailer or supplier again, repurchase is the actual action.

In certain recent studies, the concept of customer repurchase intention has been formulated based on two elements: (a) the intention to make another purchase; and (b) the intention to spread positive word-of-mouth and recommendations. (Fitzgibbon & We, 2005; Yi & La, 2004; Phuong & Dat, 2017; Phuong and Dai, 2018).

After completing the first transaction, buyers develop a repurchase intention, which can voluntarily guide them in making additional purchases (Sullivan and Kim, 2018). Customers won't choose to repurchase a brand and repeat their experience unless they have positive brand experiences and a favorable disposition (Kim et al. 2021). According to (Yasri et al., 2020), consumers' decisions to buy a product were influenced by their brand preference, which was a reflection of their information processing. Research has demonstrated that brand experiences and intention to repurchase are positively correlated (Safeer et al. 2021).

Positive customer experiences might not translate into repeat business, which suggests sticking with the same suppliers and making more purchases (Curtis et al., 2011). This is because a customer's lack of trust or loyalty to a brand does not indicate that they intend to develop a relationship with it, and therefore cannot be regarded as a repurchase. According to Amoroso et al. (2021), customers may not feel loyal to a brand even in cases where they have a positive brand experience, which could prevent them from intending to repurchase. A customer's intention to repurchase could be hampered by a low sense of trust (Amoroso et al. 2021).

Repurchase intentions are a crucial source of income generation for service organizations, and they are increased when customers have a positive experience (Kim & Kim, 2022). The seller's main goal in this situation is to find out what makes customers want to make repeat purchases. This is particularly difficult for online sellers in the hospitality industry (Zheng, Lee, Cheung, 2017; Bag, Srivastava, Al Bashir, Kumari, Giannakis, Chowdhury, 2021).

Customers are hesitant to rely on online shopping because of concerns about payment methods, product and service quality, and reliability (Kim, Kim, Park, 2017). Despite its continuous growth over the last two decades, e-commerce remains relatively trivial, according to previous studies (Chou, Chen, Lin, 2015; Shi, Mu, Lin, Chen, Kou, Chen, 2018). Consequently, investigating factors associated with the intention to repurchase when shopping online aids in the development of successful marketing plans (Majeed, Asare, Fatawu, Abubakari,, 2022). Consumers use social media to research goods and services, so companies utilize these platforms to maximize conversion rates (Ma, Wang, 2021). Positive comments from happy customers can impact online communities through social media platforms (Kim & Kim, 2022). Research indicates that keeping current clients is significantly less expensive than bringing in new ones (Hsu, Chang, Chuang, 2015). Consequently, in order to draw in repeat business, e-commerce companies offer value-added services; as a result, digital marketing lowers the cost of advertising while ultimately raising the total

return on investment (Wang, Cao, Park, 2019, Nazir, Khadim, Asadullah, Syed, 2023).

In recent years, repurchase intention has drawn a lot of research attention and has been widely incorporated into models pertaining to technology acceptance. The firm's revenue and profitability are directly impacted by repurchase intention (Hsu et al., 2012; Aref and Okasha, 2023). Understanding the reasons why customers keep purchasing products from websites is crucial to the growth of business-to-consumer e-commerce in Egypt. using AI to moderate in order to better assist customers with their purchases and repurchase intentions (Aref and Okasha, 2023).

2.3 E-Retail stores in Egypt

Over the past 20 years, Egypt's internet penetration and social media user base have grown significantly. Egyptian consumers, companies, and organizations of all stripes are going digital and relying more and more on internet activity. According to statistics, in 2023 there will be over 80.75 million internet users in Egypt, or 72.2% of the country's total population. In the first quarter of 2023, the number of social media users reached 46.25 million (Kemp, 2023). As platforms for user-generated content, social media are invasive but effective tools of public diplomacy that convey the public's attitudes about their surroundings and give them the freedom to set their own agenda independently of traditional media. Social media's influence was evident in Egypt on all fronts—political, economic, social, educational, and commercial. In order to interact with their customers and improve their brands' reputations and images, more Egyptian business organizations have been stepping up their digital marketing efforts on social media (Ibraheem & Abdelsalam, 2021, Bassyoun, 2024).

An additional study examined the ways in which cause-related marketing campaigns impact consumers' perceptions of businesses and their propensity to use on-demand ride services in Egypt. In Egypt, 270 users of on-demand ride services were polled for the quantitative study. It was concluded that while mistrust had a negative effect on purchase intention, cause

involvement had a positive impact on attitude toward the company. Customers' perceptions of businesses were greatly impacted by the altruistic, charitable CRM initiatives of those companies (Shazly, 2020). The study of (Homssi, 2023) determined that the efficacy of cause-related marketing (CRM) campaigns on social media is contingent upon multiple factors, such as cause credibility, brand-cause alignment, and caliber of social media content. According to the research, skepticism on the part of consumers impacted brand perception and adversely mediated the link between cause-related marketing campaigns and brand image (Homssi, 2023; Bassyoun, 2024).

With consumers turning more and more to e-commerce, Egypt's e-retail sector is changing dramatically. Egypt's population, which is close to 100 million and growing by about 2 million annually, makes it a sizable market for retailers and producers of fast-moving consumer goods. However, there are a number of obstacles facing the traditional retail industry, including low regulations, high inflation, and a lack of infrastructure.

Egypt's e-retail industry has seen some success in 2022 as e-commerce is supported by digitalization and major players have continued to invest in developments. Egypt's cities are becoming more urbanized, which is providing retailers with a larger platform to reach an increasing number of consumers. This has kept a lot of major domestic producers afloat and drawn major players from around the world to the market. (Hassanein, 2023)

The top five e-commerce sites in Egypt as of 2023 are: chefaa.com, btech.com, lcwaikiki.eg, carrefouregypt.com, and amazon.eg. With projected revenues of US$222.4 million in 2023, amazon.eg is the market leader. Carrefouregypt.com, with US$67.1 million in sales, and btech.com, with US$47.5 million in sales, came next. In the Egyptian e-commerce market, the top three online retailers hold a combined market share of 56.4% of the top 100 stores. The top retailers in this market by e-commerce net sales in 2023 form the basis of the ranking. (ECDB, 2023).

In the current global economy, retail businesses need to put profit and productivity first in order to remain competitive. It is essential to move quickly and effectively in order to ensure success and stay ahead of rivals. Retailers can benefit from artificial intelligence (AI) by increasing profits and streamlining operational processes. In order to thrive in the current market, retailers must employ innovative strategies and state-of-the-art technologies. New competitors who are able to provide customers with greater value and more effective customer service are challenging the business models of established retailers. AI enables e-retail systems to work together to enhance customer experience, forecast inventory, and more. AI provides near-real-time intelligence to retailers. New business insights can be found through cloud analysis. Intelligent display ads, infinite aisle kiosks, intelligent shelving, improved inventory control, and intelligent self-checkout are all made possible by Intel technologies. (Naik et al, 2023)

Some of the ways AI can positively impact e-retail operations; facilitate shopper engagement, both in person and online, offer information-seeking shoppers instant help through chatbots and in-store kiosks, streamline inventory management, inform marketing campaigns, use generative AI to create product descriptions and marketing content, target marketing based on people's purchase history and other factors, target promotions to prospects with the help of computer vision , facilitate price optimization, make in-store item displays more attractive and potentially lucrative through analyzing sales data, aid with loss prevention, and make omnichannel, end-to-end consumer activity consistent, (Algolia, 2024).

2.4 Artificial Intelligence (AI)

According to (Gray, 2019) research, the various social media platforms have a significant impact on Egyptian users based on their corresponding interests. Social media has become one of the most potent controlled platforms for fostering both macro and microbrand activism. It was discovered to be more successful at getting respondents' attention than newspapers and television. Moreover, word-of-mouth promoted brand

activism more than television and newspapers, which had a comparatively smaller effect. (Atito, El-Jalil, Gaber, and Rady, 2023)

These days, artificial intelligence powers the e-retail industry. Approximately 80% of consumers were used to making purchases in physical stores before the COVID-19 pandemic. However, physical stores are having trouble with low sales since the pandemic. It is probable that consumers will buy their goods through online grocery applications or e-commerce. Artificial intelligence increases the value of traditional retail activities by automating them. Retail relies heavily on artificial intelligence (AI) for everything from supply chain management and logistics to inventory tracking, price forecasting, and product classification. Based on the data analysis, the majority of the companies knew that artificial intelligence (AI) was being used in the retail sector. The blessing of artificial intelligence technology is that it presents retail business owners with unparalleled opportunities. Among other things, AI can expedite inventory management, enhance scheduling, enhance assortment planning, and enhance key components of supply chain management (Naik, et al, 2023).

Programs in computer science and engineering teach artificial intelligence. The primary focus of this field is data processing via computers. According to (Mohammed, 2019), artificial intelligence (AI) is a branch of computer science. It is the process of creating computer programs to carry out tasks that would typically need intelligence from humans. AI systems have improved human life in many ways over the past 20 years, increasing the efficiency of production and service processes in a number of domains, including learning, vision, problem-solving, language comprehension, and logical reasoning (Gidh, 2020). Massive amounts of data can be gathered and processed by artificial intelligence to produce decision-making that is useful. Utilizing browsing history, order history, account records, and other data, this technology is also utilized in e-commerce to identify patterns (Mittal & Sharma, 2021).

The use of AI in marketing significantly affects consumers' propensity to make purchases. Artificial Intelligence (AI) has the potential to enhance marketing strategies by improving customer experience personalization and understanding customer behavior. Marketers can use AI to analyze and understand consumer

behavior, which can result in better client relationships and a higher client lifetime value. While AI agents can help marketers better understand consumer preferences and purchasing habits, they can also make consumers less receptive to manipulation and marketing messages. When AI is incorporated into digital marketing tools, it can improve client projects, automate tasks, and give marketers insights into their target audience. Touch screens and smart mirrors are two examples of retail AI technologies that interact with customers at a higher level and can elicit emotional states that affect their attitudes and actions. All things considered, AI in marketing improves the digital experience, provides tailored content, and affects consumer purchasing decisions (Pubgenius, 2024)

In marketing, artificial intelligence plays a pivotal role in facilitating seamless customer experiences, particularly in situations where speed is of the essence. to use data and customer profiles that AI tools use to send them personalized messages at the appropriate times while maintaining the highest level of efficiency and avoiding the involvement of marketing team members. Understanding consumer wants and desires and matching products to them are two aspects of market complexity. Making the best marketing decisions requires having a firm grasp on how customer behavior is changing. Artificial intelligence (AI) is transforming nearly every facet of business operations, including finance, sales, R&D, and operations. However, the most significant impact of AI is currently being seen in the marketing industry, where experts predict it will continue to transform the industry going forward in addition to the great value it has already created. Artificial intelligence and machine learning technologies are used in AI marketing to make decisions based on data collection, analysis, and additional trend observations that could affect marketing initiatives.

Without running the risk of human error, marketers can use AI to develop marketing analytics techniques for targeting potential customers and creating personalized experiences for them. A wide range of industries, including financial services, healthcare, government, retail, entertainment, and more, are using AI in their marketing campaigns. Each use case presents or offers a different set of outcomes, ranging from increased customer

satisfaction or campaign performance to improved marketing operations efficiency (Kumari, 2021).

With this data, artificial intelligence (AI) can produce priceless insights, personalize a thorough customer profile, and offer customers advertising and recommendations that are specifically catered to their tastes, hobbies, and actions. Personalized marketing guarantees that clients receive goods and services from the company that correspond to their requirements and preferences. While AI cannot completely replace human interaction, it can be used as a tool to enhance and improve it. Businesses can, in essence, work smarter rather than harder thanks to AI (Mojjada and Asi, 2023)

In fact, there is a growing recognition of the necessity of incorporating the viewpoint of the customer into the development of new service systems in order to support and enhance value co-creation (Edvardsson et al., 2011; Gustafsson et al., 2012; Peltier et al., 2020; Pizzi et al., 2020; Dahl et al., 2021).

Businesses store and utilize all types of data, regardless of its size. Consider the traditional case of an Instagram user. The user's watched reels and posts on a specific Instagram ID are recorded and saved. The top posts on the user's Instagram page are those that are related to the previous posts they viewed when they open it again. In a similar vein, the AI program records the user's scrolling activity on a specific promotional post and uses this information to bombard the page with more promotions. This is all finished in a nanosecond. This is AI's strength (Jabeen 2022).

Artificial intelligence would have a big impact on how e-commerce companies attract and keep consumers. A number of e-commerce businesses, including those in Egypt, have started utilizing artificial intelligence in a variety of ways to better understand their clients and enhance the user experience (Bandara et al., 2020; Febriani et al., 2022).

Streaming platforms, for example, provide a number of personalization options, such as the ability to rate content, leave comments, and create personalized watchlists for social media and online shopping. By doing this, these platforms are able to compile information about the viewing habits, tastes, and comments of their users, which they can utilize to make recommendations that are more pertinent and accurate. By doing this, the platform's user experience is improved and user engagement, retention, and loyalty are all increased.

AI's ability to enhance the pleasure of shopping represents the other half of the retail impact equation. enabling customers to try things on virtually, allowing customers to bypass the line, Customizing for the enjoyment of the buyer and the seller, and offering the best possible customer service. (Algolia, 2024)

According to (Cheng and Jiang, 2022), AI marketing efforts involve several dimensions: interaction, information, accessibility, customization, etc…

1- Interaction

Customer communications with the brand's AI agents are referred to as interactions. When consumers engage or converse with AI agents, social interaction plays a significant role in the customer experience (Godey et al. 2016; Shan Ho, et al., 2023).

The primary conclusions of Lien et al. (2017)'s study show that the system's interaction quality positively and significantly enhances user intention. Therefore, the study confirmed that increasing user satisfaction and intention requires high-quality interactions. Similar conclusions were also backed by studies by (Zhao et al., 2012; Kreugel et al., 2022). The study's findings indicated that users' intentions to use virtual assistant systems are significantly positively impacted by the interaction quality of IPAs (Intelligent Personal Assistance) (Chaudary, A., 2022)

2- Information

It alludes to the AI informing consumers about goods, services, or the brand itself. AI can provide customers with relevant marketing communications through the analysis of big data, which is crucial for increasing brand awareness and loyalty (Sadek et al. 2015; Shan Ho, et al., 2023).

AI primarily refers to machine learning and predictive analytics in the retail industry. AI technology is able to collect and analyze vast amounts of data, identify patterns in it, and make sense of it all. The next stage of artificial intelligence involves providing precise forecasts and predictions to support data-driven decision-making. Based on consumer data, including information gathered when a customer uses the store app, retailers can make use of AI algorithms. Benefits from making use of this wealth of knowledge can include increased revenue, reduced costs, and improved customer satisfaction (Algolia, 2024)

3- Accessibility

Technologies for accessibility offer tools and solutions to guarantee that users can efficiently access and utilize online content. These innovations aim to improve digital accessibility and promote inclusivity. They include AI-powered tools like chatbots, digital platforms like GPT, screen readers, and alternative input devices. AI is improving web accessibility quickly. Seniors and those with limited time are finding it easier to comprehend web content thanks to enhanced computer vision algorithms that provide more accurate descriptions of visual content. (Site ADA, 2024)

Accessibility is the ability to use AI technology to quickly analyze and respond to customer information. AI can boost service quality by providing round-the-clock customer support, which has an impact on brand performance and image (Sultan and Wong 2019; Shan Ho, et al., 2023).

4- Customization

It describes AI-powered marketing initiatives that provide clients with individualized support to meet their needs. Brands can foster greater brand affinity and loyalty by assisting customers in expressing their

uniqueness through customized AI-assisted services (Godey et al. 2016; Shan Ho, et al., 2023).

AI-driven platforms, such as social media, e-commerce, and streaming services, provide users with multiple customization options. Because it is crucial to enabling users to customize their experiences to suit their interests and preferences, which leads to a more interesting and fulfilling user experience. For AI-powered platforms, customization options are essential because they increase user engagement, satisfaction, and loyalty. These platforms can enhance user experience, boost retention, engagement, and revenue by offering users customized experiences. (Aicontentfy, 2023).

Based on the study and the gap, the researcher has formed a figure
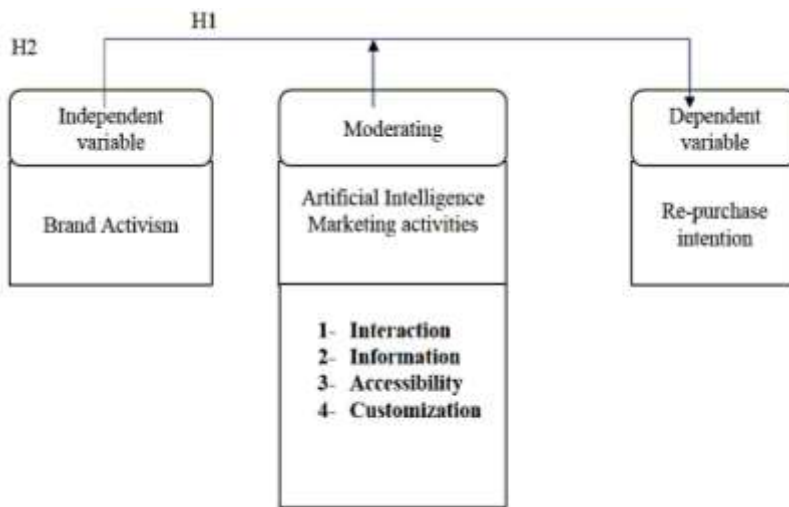
H1: Brand activism (social, political, environmental) has a positive impact on repurchase intention

H2: Brand activism (social, political, environmental) has a positive impact on repurchase intention through artificial intelligence as a moderating effect (interaction, information, accessibility, customization)

3- Data Analysis

The current study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to investigate the moderating effect of Artificial Intelligence (AI) marketing activities on the relationship between brand activism and repurchase intentions in the e-retail industry. PLS-SEM was selected as the appropriate analytical technique as it allows for the simultaneous examination of the measurement model (relationships between latent variables and their indicators) and the structural model (hypothesized relationships between constructs). This approach is particularly well-suited to the research objectives, as it enables the researcher to evaluate the complex interplay between the exogenous and endogenous variables within our conceptual framework. Using SmartPLS version 3.2.9, the PLS-SEM model was investigated and assessed in the two stages.

3.1 Measurement model

The validity and reliability of measurements are essential factors in statistical analysis, since they are critical for assuring the trustworthy of study conclusions. The measurement evaluation portion of this report specifically examines the efficacy of the data gathering techniques and instruments used in the investigation. Researchers may assess the accuracy of data by analyzing the consistency, and validity of measurements, which helps evaluate how well the data represents the underlying constructs of interest. This section will examine the several methodologies used to evaluate the reliability and validity of measurements, emphasizing the significance of rigorous measurement protocols in generating relevant and reliable findings. The thorough implementation of reliability and validity indicators in the evaluation of the measurement model (Figure 1) is praiseworthy. By rigorously assessing the reliability of the measuring tools

using methods like internal consistency, the research guarantees the consistency and stability of the measurements throughout time.

Table 1: Item Loading

Item <- Construct	Loading	t-value	P-value	95% CI for Loading	
				LL	UL
First Order Constructs					
V1 <- Brand Activism	0.827	46.216	<.001	0.789	0.859
V2 <- Brand Activism	0.773	26.179	<.001	0.708	0.827
V3 <- Brand Activism	0.841	61.621	<.001	0.812	0.867
V4 <- Brand Activism	0.753	25.023	<.001	0.688	0.805
V5 <- Brand Activism	0.769	26.38	<.001	0.707	0.823
V6 <- Re-Purchase Intention	0.868	54.449	<.001	0.834	0.897
V7 <- Re-Purchase Intention	0.861	54.47	<.001	0.83	0.891
V8 <- Re-Purchase Intention	0.861	47.128	<.001	0.823	0.895
V9 <- Re-Purchase Intention	0.879	56.579	<.001	0.847	0.907
V10 <- Interaction	0.874	53.581	<.001	0.838	0.903
V11 <- Interaction	0.93	113.384	<.001	0.913	0.945
V12 <- Interaction	0.826	31.716	<.001	0.769	0.869
V13 <- Information	0.922	87.183	<.001	0.899	0.941
V14 <- Information	0.926	88.182	<.001	0.904	0.945
V15 <- Information	0.896	64.324	<.001	0.866	0.921
V16 <- Accessibility	0.674	14.864	<.001	0.58	0.76
V17 <- Accessibility	0.883	73.099	<.001	0.857	0.904
V18 <- Accessibility	0.91	68.698	<.001	0.881	0.933
V19 <- Accessibility	0.862	48.328	<.001	0.823	0.894
V20 <- Customization	0.867	50.387	<.001	0.83	0.897
V21 <- Customization	0.881	81.524	<.001	0.858	0.901
V22 <- Customization	0.83	49.167	<.001	0.794	0.86
V23 <- Customization	0.845	41.933	<.001	0.802	0.881
Higher Order Construct					
V10 <- AI Marketing Activities	0.784	26.187	<.001	0.72	0.839
V11 <- AI Marketing Activities	0.825	48.345	<.001	0.785	0.855
V12 <- AI Marketing Activities	0.794	35.009	<.001	0.744	0.835

V13 <- AI Marketing Activities	0.827	55.149	<.001	0.795	0.853
V14 <- AI Marketing Activities	0.807	45.141	<.001	0.771	0.84
V15 <- AI Marketing Activities	0.82	42.644	<.001	0.778	0.852
V16 <- AI Marketing Activities	0.556	10.874	<.001	0.455	0.655
V17 <- AI Marketing Activities	0.885	62.557	<.001	0.853	0.908
V18 <- AI Marketing Activities	0.786	28.125	<.001	0.726	0.835
V19 <- AI Marketing Activities	0.767	28.539	<.001	0.712	0.816
V20 <- AI Marketing Activities	0.752	28.15	<.001	0.696	0.8
V21 <- AI Marketing Activities	0.836	52.72	<.001	0.804	0.866
V22 <- AI Marketing Activities	0.76	31.947	<.001	0.706	0.8
V23 <- AI Marketing Activities	0.767	30.821	<.001	0.711	0.811

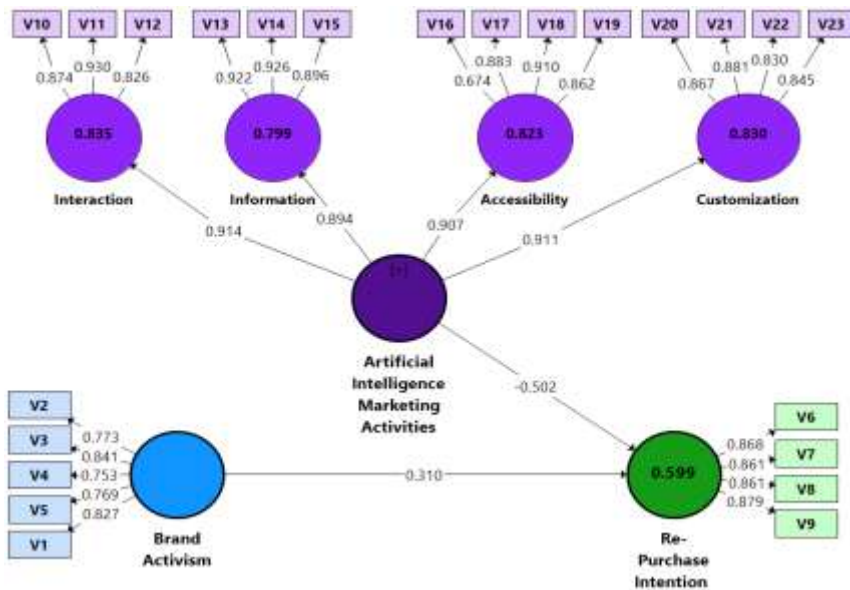CI = Confidence Interval; LL = Lower Limit; Upper Limit.

Figure 1: Measurement Model

Fornell and Larcker (1981) have identified many reliability indicators, including Cronbach's Alpha, rho_A, and composite reliability (CR), which

should have a minimum value of 0.6 according to academics. Based on the data in (Table 2), the reliability indicators for each construct in the current research were determined to exceed the threshold value. Furthermore, the verification of validity indicators, such as convergent and discriminant validity, enhances the reliability and precision of the measurement model. This thorough methodology not only improves the strength of the study's conclusions but also increases trust in the way the results are understood. The outer loadings of each item for all constructions should be at least 0.40 or higher (Hair et al., 2021). In the present investigation, all of the individual item loadings in (Table 1) exceed 0.4, for both the first and higher order construct.

Table 2: Reliability and Convergent Validity

Construct	Cronbach's Alpha	rho_A	CR	AVE
First Order Constructs				
Brand Activism	0.852	0.852	0.894	0.629
Re-Purchase Intention	0.89	0.891	0.924	0.752
Interaction	0.849	0.851	0.909	0.77
Information	0.903	0.903	0.939	0.837
Accessibility	0.855	0.881	0.903	0.701
Customization	0.878	0.88	0.916	0.732
Higher Order Construct				
AI Marketing Activities	0.952	0.954	0.957	0.619

CR = composite reliability; AVE= average variance extracted.

According to Hair et al., 2021, it is recommended that the average variance extracted (AVE) should be at least 0.50 to assess the convergent validity of each component. The average variance extracted (AVE) for all items has above the required threshold of 0.5, indicating that the constructs used in this research had adequate convergent validity (refer to Table 2).

Table 3: Discriminant Validity (HTMT)

Construct	HTMT	95% CI for HTMT	
		LL	UL
First Order Constructs			
Brand Activism -> Accessibility	0.89	0.824	0.945
Customization -> Accessibility	0.864	0.793	0.93
Customization -> Brand Activism	0.849	0.796	0.896
Information -> Accessibility	0.823	0.747	0.895
Information -> Brand Activism	0.762	0.685	0.83
Information -> Customization	0.828	0.743	0.908
Interaction -> Accessibility	0.901	0.84	0.956
Interaction -> Brand Activism	0.886	0.826	0.94
Interaction -> Customization	0.898	0.841	0.945
Interaction -> Information	0.902	0.848	0.958
Re-Purchase Intention -> Accessibility	0.8	0.722	0.865
Re-Purchase Intention -> Brand Activism	0.819	0.735	0.888
Re-Purchase Intention -> Customization	0.788	0.72	0.846
Re-Purchase Intention -> Information	0.807	0.742	0.862
Re-Purchase Intention -> Interaction	0.685	0.6	0.758
Higher Order Construct			
Brand Activism -> AI Marketing Activities	0.897	0.846	0.938
Re-Purchase Intention -> AI Marketing Activities	0.818	0.756	0.869

Another technique offered to check validity concerns; authors need HTMT (Heterotrait-Monotrait) ratio to test for discriminant validity. Gaskin et al., (2018) recommended that the value of constructs should not exceed 1. The findings in (Table 3) suggest that the largest value of a construct obtained 0.902, and the confidence intervals don't contain 1, hence the discriminant validity is demonstrated.

3.2 Structural Model

Assessing the PLS-SEM structural model (Figure 2) is crucial for testing the research hypotheses and evaluating the explanatory power of the conceptual

framework. By examining the path coefficients, R-squared values, effect sizes, and predictive relevance of the model, we aim to determine the strength and significance of the hypothesized relationships, as well as the relative importance of the exogenous variable in explaining the endogenous construct.
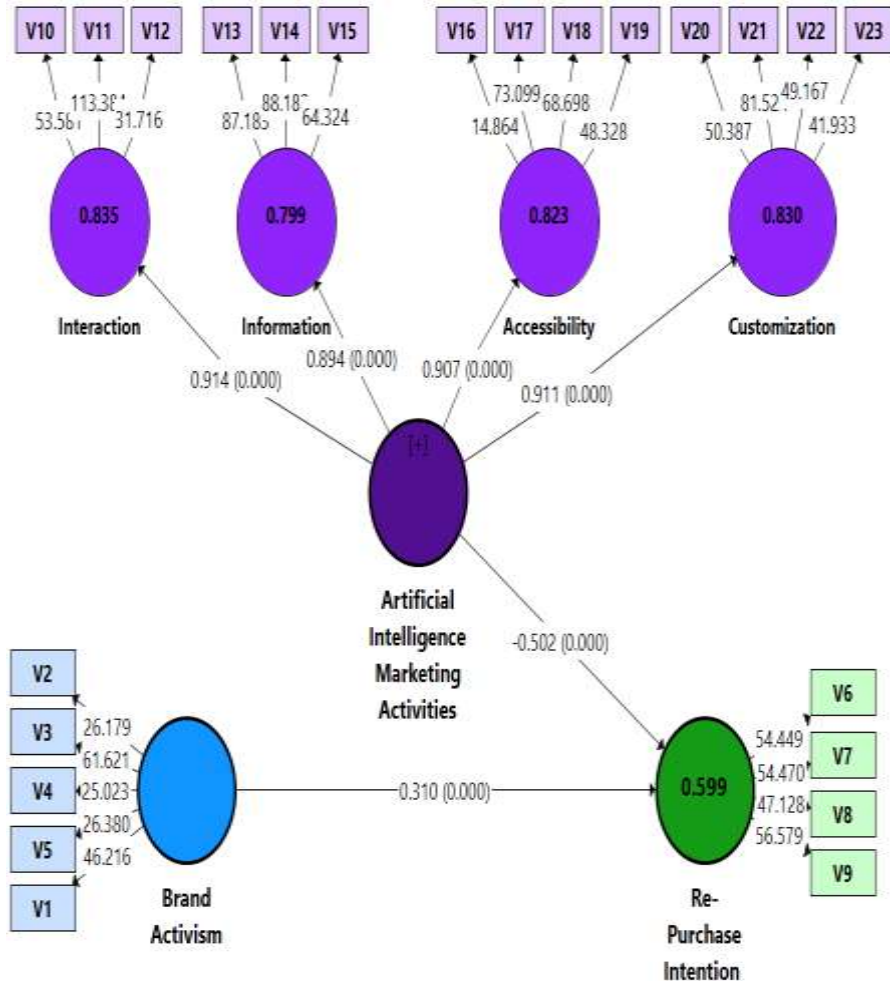

Figure 2: Structural Model

Table 4: Structural model assessment

Indicator	Path	Estimate	t-value	P-value	95% CI		Remark
					LB	UB	
Path Coefficient	*Brand Activism -> Re-Purchase Intention*	0.31	4.367	<.001	0.169	0.442	Accepted
f-Square	*Brand Activism -> Re-Purchase Intention*	0.084[a]	2.118	0.034	0.031	0.178	Accepted
R-Square	*Re-Purchase Intention*	0.599[b]	13.769	<.001	0.507	0.676	Accepted
Q-Square	*Re-Purchase Intention*	0.445	-	-	-	-	Accepted
VIF	*Brand Activism -> Re-Purchase Intention*	2.839	-	-	-	-	Accepted

CI= Confidence Intervals; LB= Lower Bound; UB=Upper Bound. f^2 thresholds: > 0.02 (weak effect)[a]; > 0.15 (moderate effect)[b]; > 0.35 (strong effect)[c]. R^2 thresholds: > 0.1 (low)[a]; > 0.33 (moderate)[b]; > 0.67 (substaintial)[c]. VIF should be less than 5; Q Square should be greater than 0. Cut-off values: Chin (1998), Cohen (1988), Falk & Miller (1992) Hair et al. (2017), Wetzels et al. (2009).

The structural model results (Table 4) indicated that Brand Activism significantly influences Re-Purchase Intention (β = 0.31, t=4.367, P < 0.001, 95% CI for β = 0.169, 0.442), thus the main hypothesis is confirmed. The effect size analysis showed that the construct of Brand Activism had a significant and small impact (f^2= 0.084) on Re-Purchase Intention. After doing an analysis of collinearity using variance inflation factors (VIF), it was found that the value was below the threshold of 5 (Hair et al., 2017). In addition, the value of the coefficient of determination (0.599) was higher than the threshold of 0.10, suggesting a satisfactory amount of explained variance. It means that about 60% of the variation in Re-Purchase Intention is explained by the variation in the exogenous variables. In addition, the cross-validated redundancy (Q^2) approach was used to evaluate the impact of latent variables. All Q^2 values were found to be more than zero, indicating the model's predictive significance.

3.3 The Moderating Effect

The conceptual model developed for this study is grounded in the extant literature on brand activism, customer repurchase intentions, and the moderating role of AI marketing activities. Specifically, the researcher hypothesize and prove that brand activism positively influence customers repurchase intentions. However, the researcher propose that the strength of this relationship will be contingent upon the extent of the firm's AI-powered marketing efforts, which can enhance the customer experience and brand engagement.

Table (5): Moderating Role of AI Marketing Activities

Moderator Variable "AI Marketing Activities (AIMA)"	Estimate		t-value		P-value		Estimate of the Diff.	P-value of the Diff.
	AIMA High	AIMA Low	AIMA High	AIMA Low	AIMA High	AIMA Low	AIMA High - AIMA Low	
Path Coefficient — Brand Activism -> Re-Purchase Intention	0.471	0.111	6.06	1.454	<.001	0.146	0.36	0.002
f-Square — Brand Activism -> Re-Purchase Intention	0.237[b]	0.013	2.305	0.528	0.021	0.597	0.224	0.007
R-Square — Re-Purchase Intention	0.644[b]	0.339[b]	14.505	6.282	<.001	<.001	0.305	0

CI= Confidence Intervals; LB= Lower Bound; UB=Upper Bound. AIMA= AI Marketing Activities; Diff.= Differnce; f^2 thresholds: > 0.02 (weak effect)[a]; > 0.15 (moderate effect)[b]; > 0.35 (strong effect)[c]. R^2 thresholds: > 0.1 (low)[a]; > 0.33 (moderate)[b]; > 0.67 (substaintial)[c]. Cut-off values: Chin

(1998), Cohen (1988), Falk & Miller (1992) Hair et al. (2017), Wetzels et al. (2009).

The construct AI Marketing Activities (AIMA) was measured in the survey questionnaire using a four dimensions with 14 items using 5-point scales. Since the moderating construct AI Marketing Activities is metric is nature, the researcher used median-split method to transfer the metric scale into a nonmetric (categorical) scale (Hair et al., 2014). Out of the 355 respondents, there were 181 students within the low AIMA group and 174 within the high AIMA group. Since the moderator variable was not continuous, the moderating effect was determined based on group comparisons by multi-group analysis (MGA). This test in SmartPLS is a non-parametric, two-tailed, recommended by researchers (Hair, Sarstedt, Ringle, & Gudergan, 2018; Matthews, 2017; Sarstedt, Henseler, & Ringle, 2011).

Table (5) shows that AI Marketing Activities positively and significantly moderates the relationship from Brand Activism to Re-Purchase Intention since $(\beta_{\text{High}} = 0.471, \beta_{\text{Low}} = 0.111, \beta_{\text{D}} = 0.36, P < 0.01)$. The results indicated that in case of HIGH AI Marketing Activities, Brand Activism significantly influences Re-Purchase Intention (β = 0.471, t=6.06, P < 0.001) with moderate Cohen's effect size as (f^2= 0.237). Meanwhile, in case of LOW AI Marketing Activities, Brand Activism has no significant influence on Re-Purchase Intention since (β = 00.111, t=1.454, P > 0.05), with no Cohen's effect size as (f^2= 0.013<0.02). The results of R-square also revealed that, 64% of the variation in Re-Purchase Intention is explained by the variation in the exogenous variables in case of HIGH AI Marketing Activities, while there were only 34% of the variation in Re-Purchase Intention is explained by the variation in the exogenous variables in case of LOW AI Marketing Activities. Figure (3) summarizes the results of moderation analysis indicators and evaluation process.
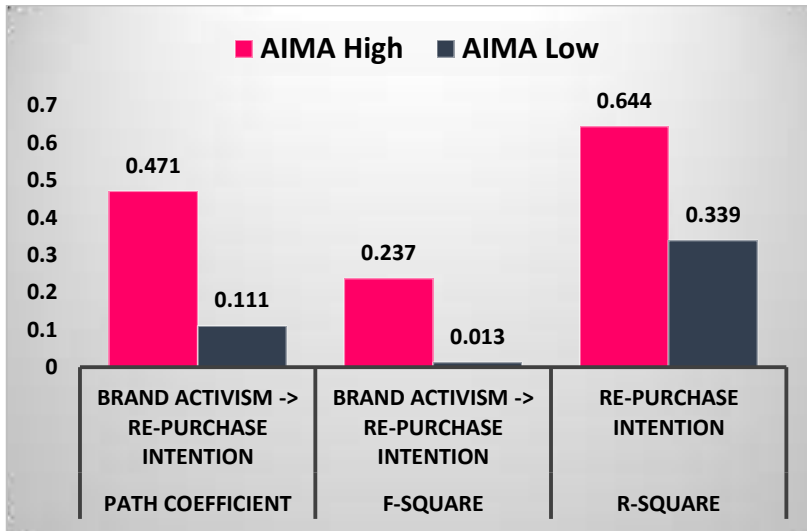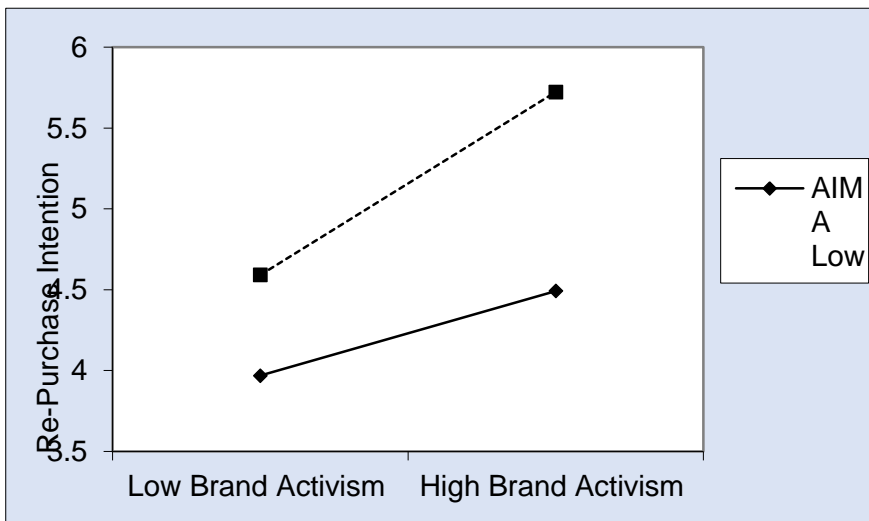
Figure 3: Moderation Analysis Evaluation

Figure (4): Interaction Plot

Figure (4) presents an interaction plot that examines the relationship between brand activism and repurchase intentions, as moderated by artificial intelligence (AI) marketing activities. The plot shows the interaction between low and high brand activism, and the effect of low and high AIMA (Artificial Intelligence Marketing Activities) on repurchase intentions. For low brand activism, the repurchase intention is relatively lower compared to high brand activism, regardless of the level of AIMA. For high brand activism, the repurchase intention is higher when AIMA is also high, compared to when AIMA is low. This suggests that high brand activism combined with high AIMA leads to the highest repurchase intentions among consumers. The plot indicates that the use of AI-powered marketing activities can enhance the positive impact of brand activism on repurchase behavior. Overall, the interaction plot demonstrates the moderating role of AI marketing activities on the relationship between brand activism and consumer repurchase intentions in the e-retail context.

Table _: Demographic Characteristics

		Count	%
Gender	Female	159	44.8%
	Male	196	55.2%
Age	15-20	130	36.6%
	21-30	156	43.9%
	31-40	40	11.3%
	40 and above	29	8.2%
Education	Doctorate degree	26	7.3%
	master degree	21	5.9%
	Other	11	3.1%
	post graduate and working	40	11.3%
	Undergraduate	257	72.4%

4- Discussion:

The study's findings support hypothesis H1, which holds that brand activism influences consumers' intentions to make additional purchases in a positive way. According to some studies, customer satisfaction plays a significant

influence in their intention to make another purchase when businesses perform well and meets customer expectations (Trenggana, Hurryati, Widjajanta, 2021). Customers' belief that businesses can enhance its quality to encourage repeat purchases, for instance, can support the role of trust in the repurchase intention of the website (Setyorini, Nugraha, 2016, Trenggana, Hurryati, Widjajanta, 2021).

Consumers now expect more from companies than just goods and services—especially millions in Egypt. They look for brands that align with their values and show a dedication to causes that are important to them. Additionally, social media and digital technology have given brands a forum to express their opinions on a range of topics since they allow them to interact directly with customers and spark discussions about important social issues. A level of accountability for corporations has also increased due to this increased transparency (Bellew et al., 2017; Moorman, 2020; Sibai et al., 2021, Mohamed, 2024).

According to several studies (Kozinets & Handelman, 2004; Chaifetz & Smith, 2020; Baumgarth et al., 2020; Sibai et al., 2021; Alharbi et al., 2022; Rast et al., 2022, Mohamed, 2024), consumers are growing increasingly skilled at differentiating between sincere corporate activism and flimsy attempts at engagement. Furthermore, there may be risks to the brand due to the political and divisive nature of many issues. Taking a stand could make a group of customers who have different opinions angry. As a result, companies need to exercise caution and make sure that their activism is consistent with their mission and brand values (Vredenburg et al., 2020; Moorman, 2020; Smith et al., 2021, Mohamed, 2024).

As both conceptual and empirical research have asserted that brand activism enables corporations to inspire societal change while forging stronger connections with customers, it is thought that brand activism represents a new paradigm in corporate responsibility, marketing, and brand management. But its genuineness and compatibility with the brand's essential principles are what will determine its success. Future corporate

strategies must incorporate brand activism since, as society develops, businesses will play an even more important role in addressing pressing societal issues (Mohammed, 2024).

There are not lots of study that is against using brand activism in helping retail stores in creation of repurchasing intention. However, brand experience did not mediate the relationship between repurchase intention and AI marketing efforts, according to (Shan Ho and Chow, 2023).
Furthermore, the study's second hypothesis, which states that the degree to which the firm uses AI to power its marketing can improve customer experience and brand engagement and depends on the interaction between low and high levels of brand activism and the impact of high and low levels of AIMA (Artificial Intelligence Marketing Activities) on repurchase intentions, has been accepted by the study's second hypothesis.

Regardless of AIMA level, repurchase intention is comparatively low for low brand activism. Repurchase intention is higher for high brand activism when AIMA is likewise high. This implies that consumers' repurchase intentions are highest when high brand activism and high AIMA are combined.

The idea that social media platforms can boost a company's sales volume is supported by the positive correlation between businesses' use of AI in social media marketing and consumer conversion optimization (Ivanov, Webster, 2019, Nazir, et. Al, 2023). The results of this study also suggest that AI supports virtual assistants and chatbots (Nica, Sabie, Mascu, Lutan, 2022, Nazir, et al., 2023), and that their integration with social media may enhance customers' satisfaction.

The purpose of this study is to comprehend the impact of artificial intelligence (AI) as a moderating variable between brand activism and its effects particularly on repurchase intention. and as a result, raise customer engagement and satisfaction. Additionally, in order to stay competitive, businesses can use AI technology to transform their traditional operations

into digital ones by driving traffic to their websites through social media marketing campaigns (Zhou et al., 2018). This also increases sales volume because AI and the customer experience are positively correlated (Loureiro et al., 2017). According to (Yang et al., 2020), the study's results validate AI's ability to support chatbots and virtual assistants, and their integration with social media has the potential to improve customer satisfaction and repurchase intention in retail.

The COVID-19 pandemic has caused consumers to change the way they shop, preferring to make face-free online purchases. Consequently, social media gives users a greater chance to interact and make purchases. This study discovered empirical evidence that customer engagement on social media positively influences the purchase intention of customers (Zhou et al., 2018).

Businesses employ artificial intelligence (AI) in a variety of ways, including enabling customers to make knowledgeable decisions (Lu et al., 2016), improving customer experience, boosting business productivity, encouraging ongoing cooperation and stakeholder interaction (Butt et al., 2021), and enhancing customer service procedures and product quality (Sarkar et al., 2020).

Businesses can use AI to gather data, carry out more thorough analyses, and make decisions based on useful information usage. To become a professional marketer, AI might be the best investment. AI marketing relies heavily on deep learning. Strategies for digital marketing and data analysis using AI are far more accurate and efficient than those using human labor. It makes it possible to engage the audience, personalize their experience, and boost e-commerce sales. AI gathers data, evaluates it, and projects user behavior. Brands can use this data to target ads according to the preferences of the user (Haleem et al, 2022).

It is critical to comprehend what customers think to be genuine campaigns, what they expect from brands, and the criteria that are used to evaluate these campaigns (Cammarota, D'Arco, Marino, and Resciniti, 2023). It is now evident that AI helped the business improve its marketing procedures.

Basha, (2023), stated that he believed integrating AI into marketing operations would help the company increase efficiency and save time in the marketing functions.

Application Using AI-based software in a business led to better understanding of customer data, higher conversion rates, and more intelligent marketing choices. Above all, it contributed to increasing the return on investment. According to Basha's (2023) research enhanced data analysis, insights, effective marketing choices are key benefits of AI integration.

An example as Instagram's use of AI to produce better, higher-quality images of clothing at larger image sizes leads to better perceived quality and more purchasing decisions. This will eventually result in the sale of premium products that give consumers significant value by enabling new capabilities that improve their quality of life. More significantly, it was demonstrated that the perceived emotional value positively impacted the decision to buy. Similar to this, Handarkho (2020) is the most significant predictor in a purchase decision, and the capacity of the system to deliver a pleasurable experience was the most significant construct found. (Yeo, Tam, Tan, Wong, Kumar, 2022)

5- Conclusion

The goal of this study is to investigate the brand activism can impact repurchase intention and if AI as a moderating variable can enhance more of retail consumers and their repurchase intentions to purchase. While some surveys indicate that not all consumers are curious about a brand's socio/political stance, younger consumers in particular anticipate that their favorite brands will speak of socio/political issues. Young people want businesses to stand up for social causes and political causes. It might get harder in the future for brands to keep quiet about their social and political stances or to avoid becoming the target of various types of activism, such as antibrand activism. A growing number of social movements are forcing brands to address and respond to them.

This outcome is consistent with the research, which demonstrates that a customer's habit has a significant impact on their intention to repurchase, especially after a positive customer experience. This result suggests that customers' psychological purchasing habits encourage them to make additional purchases when they have a positive consumer experience. This finding implies that customers' intentions to repurchase goods and services may be strengthened by habit, potentially mitigating the impact of antecedents of repurchase intention, which may depend on the development of online shopping habits. It is clear that when a behavior turns into a habit, clients choose to look for another option on their own volition. Research has also shown that an intense desire to shop online is a strong indicator of habit. In subsequent research, scholars can examine predictors of habit, such as values and familiarity, and rank them according to significance.

Customers and the general public who want to understand the consequences of brand activism and make wise decisions will find the findings useful. The study provides insight into consumer attitudes and actions related to brand activism, such as their propensity to support, boycott, or move brands in response to activism initiatives. With this information, customers can support brands that participate in significant activism and make purchases that are consistent with their values. Furthermore, the study provides information about the sources of brand activism information, allowing consumers to stay informed and critically assess the information they are exposed to. Furthermore, it is asserted that brand activism sets a company apart from its rivals by providing it with a unique selling point that appeals to customers' morals rather than just their wallets.

Artificial intelligence has advanced significantly over the years and is already influencing marketing in the future. In order to be a successful online business owner in the next years, companies will need to use AI-powered marketing and tools to integrate this technology into their companies. AI, however, is unquestionably the way of the future.

Holding great potential for marketing as they improve efficiency, customer satisfaction, speed, problem-solving, and decision-making consequently see a significant increase in revenue and improved brand loyalty. It must be mentioned

that COVID-19 has altered consumers' purchasing behavior, making them more likely to buy products online without having to deal with a seller.

Artificial Intelligence (AI), Machine Learning (ML), and other cutting-edge technologies are used in marketing to automate and improve a variety of marketing procedures. It seeks to raise performance, productivity, and efficiency in marketing-related endeavors. A better customer experience, more revenue and profitability, and increased efficiency and productivity are just a few advantages that artificial intelligence in marketing can offer.

E-commerce's growth has benefited businesses and customers in a number of ways. It can lower operating and inventory costs for businesses, enhance their reputation, foster positive client relationships, increase market share, and boost revenue. Conversely, buyers can take advantage of lower transportation costs, the ability to purchase goods without having to interact with sellers in person, and anytime, anywhere access to information.

Artificial intelligence will quickly transform markets and become a tool for marketing. Products and brands that are accessible on digital platforms will be preferred by consumers. The shoppers will experience greater convenience thanks to the enhanced procedures. Faster preference selections will save time and become the standard in decision-making. A product's success will be determined by value additions like automatic payments, product personalization, and effective after-sales support. The consumer-brand relationship will take on a new dimension that includes virtual product testing, post-purchase dissonance, and the removal of consumer information processing. For a very long time, artificial intelligence is here to stay.

With a greater customer-focused approach, marketers can now promptly address customers' needs. Because AI generates and collects data through algorithms, businesses can quickly decide which channel to use at any given time and what content to target customers with. When AI is used to personalize user experiences, users feel more at ease and are more likely to purchase what is offered. AI tools can also be used to evaluate the effectiveness of rivals' advertising campaigns and uncover the expectations of their target audience.

Therefore, brand activism refers to the strategic use of brands to advance and effect social, political, and environmental change. This entails active involvement in the cause from the companies; it goes beyond just making a statement in addition to adding to the amount of knowledge regarding the credibility of AI in marketing.

6- Practical and Managerial Implications

There are various ramifications of this study for academics and professionals. Social media platforms are gradually being used by Egyptian customers. These days, the majority of consumers would rather shop from the comfort of their homes via social media platforms and the internet for goods and services. Digital platforms and social media also help businesses increase their turnover.

The study's findings support earlier research, which found that when consumers are pleased with a product, they are more likely to rate it favorably on social media platforms and repurchase the product many times. The results of this study will aid managers in comprehending the behavioral and social ramifications of a disruptive technological environment, also this study adds significantly to the body of knowledge regarding AI credibility in marketing research by providing insightful theoretical insights, Artificial Intelligence is a very useful tool for content marketing and could be the future of content development.

By making difficult, crucial decisions in volatile, competitive, and unstable markets, a company using AI can improve company strategy and improve customer experience by coming up with creative, long-term solutions. Managers can be encouraged by this study to maximize the usage of AI in their retail stores businesses and marketing in Egypt as it can help in large-scale data collection and analysis, consumer insights, and prompt and effective decision-making.

Recommendations

It is important for companies to prepare its marketing staff for the adoption of AI by training them because technical limitations may pose a serious problem for the marketing operation as a whole.

The most important recommendation to look into the causes and inspirations behind brand activism and examine how various forms of activism fit into various brand strategies. Additionally, a promising research agenda is to examine how different brand activism approaches affect consumer perceptions, attitudes, and purchase behavior. It has also been recommended to investigate the long-term effects of brand activism on market performance and brand equity, as well as the potential hazards and ethical ramifications of using brand activism as a marketing tactic. Brands need to have a distinct, recognizable, and well-developed brand identity that appeals to consumers. Brands that engage in activism need to be sincere to be able to connect to the brand in order to resonate with customers. The message must be delivered in a way that stays true to the brand's previous identity. A brand that is not genuine runs the risk of losing the confidence of customers.

Companies can accomplish this by forming a relationship with a nonprofit, promising to contribute funds or labor, or enticing customers to participate. These actions need to be taken gradually and consistently. Should a brand fail to offer proof of significant impact, the activism will appear to be a fake attempt at appearing sympathetic. The study suggests using brand activism as a pertinent and successful strategy to attract customers to repurchase. When a brand and its customers share the same social and political beliefs, trust and loyalty are fostered. Brand activism is a potent tactic for winning over consumers if a well-known brand studies the needs, wants, and demographics of their target market, shows a significant commitment to the cause or issue, and stays genuine and true to their values especially in Egypt.

Using AI in marketing involves a number of strategies, such as beginning small and building gradually, investing in staff training and development, working with subject matter experts and business executives, and making sure AI is used ethically and responsibly. Additionally, it's critical to track

and assess artificial intelligence's performance and modify plans as necessary .

The most challenging part of integrating AI is ensuring technical compatibility. Consequently, businesses must prioritize addressing compatibility issues. Adopting new technologies should not be a concern for businesses looking to get a competitive advantage. Businesses need to use digital platforms to gather feedback from customers, handle digital marketing efficiently, and leverage AI technologies. Lastly, in order to actually effect change and have an influence on the selected cause or issue, brands need to take action.

E-commerce companies should leverage AI-enabled technology to raise consumer awareness of and encourage them to make purchases from their online stores. The findings suggest that when purchasing decisions are made easier by AI-enabled online platforms, customers are more likely to make those purchases. The hypothesis that AI-based technology in retail stores to fulfill customers' repurchase intentions is supported by this study especially in Egypt. According to the study's data analysis and respondent comments, e-retailers can outperform their competitors by utilizing contemporary AI technology. These results support the notion that AI is necessary to fulfill the repurchase intentions of internet customers.

7- Further studies;

Future scholars and students should conduct more research on the effects of brand activism on millennial consumers and best practices, even though this study offers a sufficient amount of information in this area. Brand activism is a marketing strategy that is here to stay. Following the reading and analysis of this data, scholars might be inspired to investigate how millennial perceptions are influenced by demographics and/or to focus on more targeted strategies for brand activism success.

Numerous specialized research topics could be used to dive deeper into brand activism; for example, the industry might benefit from an examination of cultural groups or regional segmentation within generational groups. The practice will only be fully understood with additional research on the

junction of activism and corporations. In addition to being helpful to marketing professionals, the researcher hopes that this thesis will stimulate more learning and research among academics and industry experts.

A customer's intention to buy is more strongly influenced by their level of satisfaction with their online shopping experience, this has been noticed clearly in Egypt being emotional customers community which can be researched further.

Research on how different brand activism strategies affect consumer attitudes, perceptions, and purchasing patterns is another interesting area of study. Furthermore, it has been recommended to investigate the long-term effects of brand activism on market performance and brand equity in addition to looking into the moral ramifications and possible hazards of using brand activism as a marketing tactic.

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