



Smart Ads, Natural Choices: The Role of AI in Shaping Herbal Product Consumer Behaviour

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Abstract

Far-reaching, offering valuable insights for marketers, policymakers, and consumers alike in the evolving domain of AI and natural product consumption. In recent years, the intersection of artificial intelligence (AI) and consumer behaviour has garnered significant attention, particularly in the realm of herbal products. This research investigates the profound impact of AI-driven advertising on the purchasing patterns and preferences of consumers seeking natural, herbal products. By leveraging machine learning algorithms and data analytics, companies are now able to craft highly personalized and targeted advertising campaigns that resonate deeply with individual consumer profiles.

The study aims to explore how AI technologies can enhance the effectiveness of advertising strategies for herbal products, leading to increased consumer engagement, trust, and ultimately, sales. Through a comprehensive analysis of consumer behaviour data, the research seeks to identify key trends and patterns that emerge when AI is employed to promote herbal products. Additionally, the study examines the ethical considerations and potential biases that may arise from the use of AI in advertising.

By delving into case studies and empirical data, this research provides a nuanced understanding of the ways in which AI is transforming the landscape of herbal product marketing. The findings highlight the potential for AI to not only drive consumer choices but also to influence broader market trends and preferences.

Key words: Policymakers, consumers, effectiveness, advertising, AI transforming

Introduction

In an era where technological advancements are rapidly shaping various facets of our lives, the integration of artificial intelligence (AI) in marketing has emerged as a game-changer, particularly in the niche market of herbal products. The increasing consumer inclination towards natural and herbal alternatives has prompted marketers to explore innovative ways to connect with their target audience. Leveraging the power of AI, companies are now capable of



creating highly personalized and impactful advertising campaigns that resonate with individual consumer preferences and behaviours.

This research delves into the intricate dynamics of how AI-driven advertising influences consumer behaviour in the context of herbal products. By employing sophisticated machine learning algorithms and data analytics, marketers can analyse vast amounts of consumer data to identify patterns, preferences, and purchasing behaviours. This data-driven approach enables the creation of tailored advertising strategies that not only capture consumer attention but also build trust and foster engagement.

The introduction of AI into herbal product marketing presents a unique opportunity to enhance the effectiveness of advertising efforts. AI technologies offer the potential to understand consumer needs at a granular level, thereby facilitating the development of advertisements that speak directly to individual interests and concerns. This personalized touch is particularly crucial in the herbal product market, where trust and authenticity play significant roles in consumer decision-making.

Scope of the Study

This study explores the multifaceted role of AI in enhancing the marketing strategies for herbal products.

Objective

The objective of this research is to investigate the multifaceted role of artificial intelligence (AI) in shaping consumer behaviour towards herbal products. Specifically, the study aims to:

1. Analyse the impact of AI-driven consumer behaviour analysis on marketing strategies for herbal products.
2. Explore how AI technologies create personalized and effective advertising campaigns that enhance consumer engagement and trust.
3. Assess the ethical considerations and implications associated with the use of AI in advertising herbal products, focusing on consumer privacy, data security, and algorithmic biases.
4. Examine real-world case studies and empirical data to understand the practical applications and outcomes of integrating AI into herbal product marketing.
5. Identify market trends and consumer preferences influenced by AI-driven advertising within the herbal product sector.

Review of Literature

The Study of Artificial Marketing tools used in Indian Cosmetic Industry and its impact on Consumer Behaviour:

Prof. Jinal Pandya , Dr. Satuluri Padma



This research paper investigates the profound influence of Artificial Intelligence (AI) marketing tools on consumer buying behaviours within the burgeoning landscape of the cosmetic industry. With technology becoming increasingly intertwined with beauty and personal care, this study aims to dissect the multifaceted relationship between AI interventions and consumer choices.

Through a comprehensive review of existing literature, the research seeks to identify patterns and trends in how AI-driven marketing strategies shape the decision-making processes of cosmetic consumers. The study focuses on a spectrum of AI tools employed in the industry, including virtual try-on experiences, personalized product recommendations, and AI-powered chatbots, exploring their impact on consumer perceptions, preferences, and purchasing decisions.

Unveiling IoT Customer Behaviour: Segmentation and Insights for Enhanced IoT-CRM Strategies: A Real Case Study

by Elaheh Eslami, Nazila Razi, Mahshid Lonbani and Javad Rezazadeh

In today's competitive landscape, achieving customer-centricity is paramount for the sustainable growth and success of organisations. This research is dedicated to understanding customer preferences in the context of the Internet of things (IoT) and employs a two-part modelling approach tailored to this digital era. In the first phase, we leverage the power of the self-organizing map (SOM) algorithm to segment IoT customers based on their connected device usage patterns. This segmentation approach reveals three distinct customer clusters, with the second cluster demonstrating the highest propensity for IoT device adoption and usage. In the second phase, we introduce a robust decision tree methodology designed to prioritize various factors influencing customer satisfaction in the IoT ecosystem. We employ the classification and regression tree (CART) technique to analyse 17 key questions that assess the significance of factors impacting IoT device purchase decisions. By aligning these factors with the identified IoT customer clusters, we gain profound insights into customer behaviour and preferences in the rapidly evolving world of connected devices. This comprehensive analysis delves into the factors contributing to customer retention in the IoT space, with a strong emphasis on crafting logical marketing strategies, enhancing customer satisfaction, and fostering customer loyalty in the digital realm. Our research methodology involves surveys and questionnaires distributed to 207 IoT users, categorizing them into three distinct IoT customer groups.

A STUDY ON THE ADVERTISEMENTS OF SOAP BRANDS:

Saincy Maria Jensen, Oct-2024:

In the competitive landscape of consumer goods, understanding and enhancing audience engagement with brand messaging is pivotal for success. This project” To study the advertisements of soap brands” aims to explore the effectiveness of brand messaging employed by top soap brands in Kerala market in order to give insights for KP Namboodiri's Ayurvedic,



a prominent name in the realm of Ayurvedic products to establish a promising way to spread their brand messages. A company's aims and objectives are in line with an effective brand message, which promotes customer loyalty, growth, and sales. It guarantees that the main business plan is supported by all brand communications. Consumers are more inclined to get devoted to a brand when they find a connection with its message. Repeat business and enduring client connections may result from this loyalty. K P Namboodiri's Ayurvedic has established itself as a trusted brand, leveraging the rich heritage of Ayurveda to offer a range of personal care products, including soaps. Despite the brand's reputable position, the dynamic nature of consumer preferences and the increasing competition necessitate a continuous evaluation of how effectively the brand's messaging resonates with its target audience. K P Namboodiri's is often viewed as a trusted and credible brand due to its long-standing presence in the market and its commitment to Ayurvedic principles. The brand's emphasis on natural and herbal ingredients aligns with consumer preferences for health and wellness products, enhancing its credibility.

Research Methodology:

Research Design:

Sample design	Convenience sample
Sample Size	150 responses
Period of study	
Data sources	Primary data

Data collection method

- Data were collected using well-structured questionnaire
- Secondary data source: Books, Journals, Web sources, research articles.

Data analysis and interpretation:

Table 1: Age Group

Age group	no. of respondents	Percentage
Under 18	38	25.30%
18-22	42	28.00%
23-26	42	28.00%
Above 26	28	18.70%
Total	150	100.00%

Inference:

From Table 1, 38(25.30%) respondents are under 18, 42(28.0%) respondents are from 18-22, 42(28.00%) respondents are from 22-26, and 28(18.70%) respondents are above 26.



Table 2: Gender

Gender	no. of respondents	Percentage
Male	41	27.30%
Female	107	71.40%
Prefer not to say	2	1.30%
Total	150	100.00%

Inference:

From Table 2, it can be identified that 41 respondents are male, 107 are female, and 2 of them has preferred not to say.

Table 3: Educational Qualification

Educational qualification	no. of respondents	Percentage
Undergraduate	55	36.70%
Post graduate	46	30.70%
Employee	30	20.00%
Others	19	12.60%
Total	150	100.00%

Inference:

From Table 5, 55(36.70%) respondents are Under Graduate, 46(30.70%) respondents are from Post Graduate, 30(20.00%) respondents are from Employee, and 19(12.60%) respondents are from Others.

Table 4: How often do you purchase Herbal Products?

Particulars	no. of respondents	Percentage
daily	29	19.30%
weekly	55	36.70%
rarely	47	31.30%
never	19	12.70%
Total	150	100.00%

Inference:

From Table 4, 29(19.30%) respondents are from DAILY, 55(36.70%) respondents are from WEEKLY, 47(31.30%) respondents are from RARELY, and 19(12.70%) respondents are from NEVER.



Table 5: What influences your decision to purchase Herbal products?

Particulars	no. of respondents	Percentage
social media ads	28	18.70%
friends/family/recommendation	57	38.00%
online reviews	40	26.70%
personalised marketing messages	25	16.60%
Total	150	100.00%

Inference:

From Table 5, 28(18.70%) respondents are from social media ads, 57(38.00%) respondents are from friends/family/recommendation, 40(26.70%) respondents are from online review, and 25(16.60%) respondents are from personalised marketing messages.

Table 6: Which of the following herbal products do you purchase most frequently?

Particulars	no. of respondents	Percentage
supplements (eg. vitamins, minerals)	31	20.70%
skincare products (eg. creams, serums)	61	40.70%
haircare products (eg. shampoo, conditioners)	41	27.30%
food/beverages (eg. herbal tea, energy drinks)	17	11.30%
Total	150	100.00%

Inference:

From Table 6, 31(20.70%) respondents are from suppliments (eg. vitamins, minerals), 61(40.70%) respondents are from skincare products (eg. creams, serums), 41(27.30%) respondents are from haircare products (eg. shampoo, conditioners), and 17(11.30%) respondents are from food/beverages (eg. herbal tea, energy drinks).

Table 7: What factors influence your decision to buy herbal products? (Select all that apply)

Particulars	no. of respondents	Percentage
Price	57	38.00%
Quality/brand reputation	70	46.70%
Health benefits	69	46.00%
Ai-driven suggestions	47	31.30%
Total	243	162.00%

Inference:

From Table 7, 57(38.00%) respondents are from price, 70(46.70%) respondents are from quality/brand reputation, 69(46.00%) respondents are from health benefits, and 47(31.30%) respondents are from ai-driven suggestions.



Table 8: What is your preferred channel for receiving personalised marketing messages?

Particulars	no. of respondents	Percentage
Email	34	22.70%
Social media ads	73	48.60%
SMS	12	8.00%
Online ads	31	20.70%
Total	150	100.00%

Inference:

From Table 8, 57(38.00%) respondents are from email, 34(22.70%) respondents are from social media ads, 12(8.00%) respondents are from sms, and 31(20.70%) respondents are from online ads.

Table 9: How important is personalised marketing in influencing your purchasing decisions for herbal products?

Particulars	no. of respondents	Percentage
Not important at all	41	27.30%
Somewhat important	72	48.00%
Very important	37	24.70%
Total	150	100.00%

Inference: From Table 9, 41(27.30%) respondents are from not important at all, 72(48.00%) respondents are from somewhat important and 37(24.70%) respondents are from very important.

Table 10: To what extent do you agree that AI-driven personalised marketing has increased your awareness of herbal products?

Particulars	no. of respondents	Percentage
Strongly agree	31	20.70%
Agree	43	28.70%
Neutral	50	33.30%
Disagree	15	10.00%
Strongly disagree	11	7.30%
Total	150	100.00%

Inference:

From Table 10, 31(20.70%) respondents are from strongly agree, 43(28.70%) respondents are from agree, 50(33.30%) respondents are from neutral, and 15(10.00%) respondents are from disagree and 11(7.30%) respondents are from strongly disagree.



Table 11: How likely are you to purchase herbal products based on personalised marketing recommendations?

Particulars	no. of respondents	Percentage
Not likely at all	55	34.50%
Somewhat likely	64	44.10%
Very likely	31	21.40%
Total	150	100.00%

Inference: From Table 11, 55(34.50%) respondents are from not likely at all, 64(44.10%) respondents are from somewhat likely, 31(21.40%) respondents are from very likely.

Table 12: How satisfied are you with the personalised marketing efforts of herbal product companies?

Particulars	no. of respondents	Percentage
Very dissatisfied	26	17.30%
Neutral	50	33.30%
Satisfied	44	29.30%
Very satisfied	21	14.00%
Dissatisfied	9	6.10%
Total	150	100.00%

Inference: From Table 12, 26(17.30%) respondents are from very dissatisfied, 50(33.30%) respondents are from neutral, 44(29.30%) respondents are from satisfied, and 21(14.00%) respondents are from very satisfied, 9(6.10%) respondents are from dissatisfied.

Table 13: Have you encountered AI-driven personalised marketing in your online shopping experience?

Particulars	no. of respondents	Percentage
Yes	44	29.30%
No	64	42.70%
Maybe	42	28.00%
Total	150	100.00%

Inference: From Table 13, 44(29.30%) respondents are from YES, 64(42.70%) respondents are from NO and 42(28.00%) respondents are from MAYBE.

Table 14: How often do you receive personalised product recommendations related to herbal products through advertisements, emails, or websites?

Particulars	no. of respondents	Percentage
Never	35	23.30%
Rarely	42	28.00%



Sometimes	50	33.30%
Frequently	22	14.70%
Always	1	0.70%
Total	150	100.00%

Inference: From Table 14, 35(23.30%) respondents are from never, 42(28.00%) respondents are from rarely, 50(33.30%) respondents are from sometimes, and 22(14.70%) respondents are from frequently, 1(0.70%) respondent are from always.

Table 15: How would you describe your reaction to personalised recommendations for herbal products made using AI?

Particulars	no. of respondents	Percentage
Very satisfied	26	17.30%
Satisfied	49	32.70%
Dissatisfied	37	24.70%
Neutral	27	18.00%
Very dissatisfied	11	7.30%
Total	150	100.00%

Inference:

From Table 15, 26(17.30%) respondents are from very satisfied, 49(32.70%) respondents are from satisfied, 37(24.70%) respondents are from dissatisfied, 27(18.00%) respondents are from very dissatisfied, 11(7.30%) respondents are from dissatisfied.

Table 16: In your opinion, does AI-driven personalised marketing make you feel more confident about the quality of the herbal product?

Particulars	no. of respondents	Percentage
Yes	74	49.30%
No	46	30.70%
Not sure	30	20.00%
Total	150	100.00%

Inference:

From Table 16, 74(49.30%) respondents are from YES, 46(30.70%) respondents are from NO and 30(20.00%) respondents are from NOT SURE.

Findings

From the above research undertaken the findings were:

- 71.40% of the respondents were female and 27.30% were male.
- 28% of the respondents belong to the age group of 18-21.
- 36.70% of the respondents were UG.



- 36.70% of people purchase herbal products on a weekly basis.
- 38% of people are influenced by friends/family recommendations to purchase herbal products.
- 40.70% of people purchase skincare products (EG: Creams, serums) frequently.
- 46.70% of people influenced by Quality/Brand reputation buy herbal products.
- 48.60% of respondents from social media ADs for receiving marketing messages.
- 48% respondents are from Somewhat important for personalised marketing in influencing purchasing decisions for herbal products.
- 33.3% of respondents are neutral about ai-driven personalised marketing that has increased your awareness of herbal products.
- 44.10% respondents are somewhat likely to purchase herbal products based on personalised marketing recommendations.
- 33.30% respondents are neutral about the personalised marketing efforts of herbal product companies.
- 42.70% respondents are not about that encountered AI-driven personalised marketing in your online shopping experience.
- 33.30% respondents from sometime receive personalised product recommendations related to herbal products through advertisements, emails, or websites.
- 32.70% of respondents were satisfied with describing reaction to personalised recommendations for herbal products made using AI.
- 49.30% of respondents are yes about AI-driven personalised marketing making them feel more confident about the quality of the herbal product.

Factor Analysis:

Descriptive Statistics			
Variable	Analysis N	Mean	Std. Deviation
Age Group	40	.4571	.00625
Gender	40	.35	.00305
Educational Qualification	40	.5571	.00553
How often do you purchase herbal Product	40		.83966
What influences your decision to purchase Herbal products	40	.3429	.98749
Which of the following herbal products do you purchase most frequently	40	.3429	.12379
What factors influence your decision to buy herbal products	40	.5214	.10244
What is your preferred channel for receiving personalised	40	.3857	.0768



marketing messages			
How important is personalised marketing in influencing your purchasing decisions for herbal products	40	.5071	.98548
To what extent do you agree that AI-driven personalised marketing has increased your awareness of herbal products	40	.4786	.96312
How likely are you to purchase herbal products based on personalised marketing recommendations	40	.7929	.69424
How satisfied are you with the personalised marketing efforts of herbal product companies	40	.6857	.22378
Have you encountered AI-driven personalised marketing in your online shopping experience	40	.5571	.15846
How often do you receive personalised product recommendations related to herbal products through advertisements, emails, or websites	40	.4571	.15908
How would you describe your reaction to personalised recommendations for herbal products made using AI	40	.6214	.22014
In your opinion, does AI-driven personalised marketing make you feel more confident about the quality of the herbal product	40	.4571	.24872

Descriptive statistics show the mean, standard deviation, and the number of respondents (Analysis N = 140) for each variable.

1. Age Group

Mean: 2.46. Standard deviation: 1.00625. The average age group is around 2.46 on a scale of 1 to 4, suggesting that most respondents belong to a middle age category. The standard deviation of 1.00 indicates that there is a moderate variation in age groups among respondents.

2. Gender



Mean:2.35. Standard deviation: 1.00305. The mean gender score is 2.35 on a scale of 1 to 4, implying a fairly even mix of genders, but slightly leaning toward a particular category. The variation is similar to age, showing a moderate spread.

3. **Educational Qualification**

Mean: 2.5571. Standard deviation: 1.00553. Most respondents have an educational qualification level slightly above the midpoint of the scale. The variation suggests that there is a mix of education levels among respondents.

4. **How Often Do You Purchase Herbal Products**

Mean: 2. Standard deviation: 0.83966. The average respondent buys herbal products occasionally. The relatively low standard deviation means most respondents follow a similar pattern of purchase frequency.

5. **What Influences Your Decision to Purchase Herbal Products**

Mean: 2.3429. Standard deviation:0.98749.The decision to purchase herbal products is influenced by various factors, but the average score suggests a mild preference towards specific influences. The variation indicates some differences in opinion.

6. **Which Herbal Products Do You Purchase Most Frequently**

Mean: 2.34.Std.. The most frequently purchased herbal products vary, but on average, they are in the mid-range of the scale. A higher standard deviation suggests respondents have diverse preferences.

7. **Factors Influencing Your Decision to Buy Herbal Products**

Mean: 2.52, Std. The influence of various factors is moderately strong, meaning multiple aspects affect the decision to buy herbal products. The variation indicates different levels of influence among respondents.

8. **Preferred Channel for Receiving Personalised Marketing Messages**

Mean: 2.38, Std. Respondents prefer certain marketing channels slightly more than others, but the variation suggests different people have different preferred channels.

9. **Importance of Personalised Marketing in Purchase Decisions**

Mean: 2.51, Std. Personalised marketing is moderately important in shaping purchasing decisions, with some variation in how much people value it.

10. **Effect of AI-Driven Personalised Marketing on Awareness**

Mean: 2.48, Std. AI-driven personalised marketing has somewhat increased awareness of herbal products, though individual experiences differ.

11. **Likelihood of Purchasing Herbal Products Based on Personalised Marketing**

Mean: 1.79, Std. Dev: 0.69. Respondents are somewhat unlikely to purchase herbal products solely based on personalised marketing. The low variation suggests most people feel similarly.

12. **Satisfaction with Personalised Marketing by Herbal Product Companies**

Mean: 2.69, Std. Dev: 1.22 Respondents are moderately satisfied with how herbal



product companies handle personalised marketing, but the high standard deviation suggests mixed opinions.

- 13. **Encountering AI-Driven Personalised Marketing in Online Shopping** Mean: 2.56, Std. Dev: 1.15 Many respondents have experienced AI-driven marketing while shopping online, but the experiences vary significantly.
- 14. **Frequency of Receiving Personalised Recommendations for Herbal Products** Respondents receive personalised recommendations occasionally, with a notable variation in how often they experience this.
- 15. **Reaction to AI-Generated Personalised Recommendations** Mean: 2.62, Std. The reaction to AI-based recommendations is mixed, with some people responding positively and others less so.
- 16. **Confidence in Herbal Product Quality Due to AI Marketing** Mean: 2.46, Std. AI-driven marketing slightly increases confidence in herbal product quality, though opinions vary widely.
- 17. **General Factor age group** Mean: 2.41, Std. Dev: 0.76.This factor represents an overall trend or key aspect of the dataset, with most responses being around the middle range and a relatively low spread in variation.

Frequencies				
		Age		
		Below 10	10 -15	Above 15
Age group	> Median	15	16	38
	<= Median	9	18	44
Gender	> Median	14	16	31
	<= Median	10	18	51
Educational qualification	> Median	3	4	20
	<= Median	21	30	62
How often do you purchase Herbal Products	> Median	7	14	28
	<= Median	17	20	54
What influences your decision to purchase Herbal products	> Median	12	13	31
	<= Median	12	21	51



Which of the following herbal products do you purchase most frequently	> Median	8	16	34
	<= Median	16	18	48
What factors influence your decision to buy herbal	> Median	10	13	45
	<= Median	14	21	37
What is your preferred channel for receiving personalised marketing messages	> Median	12	13	33
	<= Median	12	21	49
How important is personalised marketing in influencing your purchasing decisions for herbal products	> Median	3	7	15
	<= Median	21	27	67
To what extent do you agree that AI-driven personalised marketing has increased your awareness of herbal products	> Median	3	2	15
	<= Median	21	32	67
How likely are you to purchase herbal products based on personalised marketing recommendations	> Median	5	7	10
	<= Median	19	27	72
How satisfied are you with the personalised marketing efforts of herbal product companies	> Median	10	9	17
	<= Median	14	25	65
Have you encountered AI-driven personalised marketing in your online shopping experience	> Median	9	17	40
	<= Median	15	17	42
How often do you receive personalised product recommendations related to herbal products through advertisements, emails, or websites	> Median	10	17	33
	<= Median	14	17	49
How would you describe your reaction to personalised recommendations for herbal products made using AI	> Median	10	21	37
	<= Median	14	13	45
In your opinion, does AI-driven personalised marketing make you feel more confident about the quality of the herbal product	> Median	10	18	33
	<= Median	14	16	49

1. Age Group and Herbal Product Purchases

Older individuals (> Median) tend to buy herbal products more frequently (38 vs. 44).

Younger individuals (< Median) show a more balanced distribution.

2. Gender and Herbal Product Purchases

Men (> Median) are more frequent buyers (31) compared to women (51).

3. Educational Qualification and Herbal Product Purchases



People with lower education levels buy herbal products more frequently (62 vs. 20).

4. Frequency of Herbal Product Purchases

More frequent buyers (> Median) are fewer (28), compared to less frequent buyers (54).

5. What Influences the Decision to Buy Herbal Products

Those who feel strongly influenced (> Median) are slightly lower (31 vs. 51).

6. Which Herbal Products Do You Purchase Most Frequently

Regular buyers (> Median) are fewer (34 vs. 48).

7. What Factors Influence the Decision to Buy Herbal Products

More frequent buyers (> Median) are higher (45 vs. 37).

8. Preferred Channel for Receiving Personalized Marketing Messages

Those who prefer personalized marketing messages (> Median) are fewer (33 vs. 49).

9. Importance of Personalized Marketing in Purchasing Decisions

Only a small number of people consider personalized marketing important (> Median: 15, < Median: 67).

10. AI-Driven Personalized Marketing and Awareness of Herbal Products

Few people feel AI-driven marketing has increased their awareness (> Median: 15, < Median: 67).

11. Likelihood of Purchasing Herbal Products Based on Personalized Marketing

Few people say personalized marketing makes them more likely to buy (> Median: 10, < Median: 72).

12. Satisfaction with Personalized Marketing Efforts of Herbal Product Companies

Fewer people (> Median: 17) are satisfied compared to those who are less satisfied (< Median: 65).

13. Experience with AI-Driven Personalized Marketing in Online Shopping

A similar number of people have encountered AI-driven marketing (> Median: 40, < Median: 42).

14. Frequency of Receiving Personalized Herbal Product Recommendations (Ads, Emails, Websites)

Fewer people (> Median: 33) receive recommendations regularly compared to those who receive them less frequently (< Median: 49).

15. Reaction to AI-Personalized Recommendations for Herbal Products



Those with a positive reaction ($>$ Median: 37) are slightly fewer than those with a neutral or negative reaction ($<$ Median: 45).

16. Confidence in Herbal Product Quality Due to AI-Driven Marketing

Fewer people ($>$ Median: 33) feel more confident about product quality due to AI marketing compared to those who do not ($<$ Median: 49).

SUGGESTION:

“Smart Ads, Natural Choices: The Role of AI in Shaping Herbal Product Consumer Behaviour,” is highly relevant in today’s marketing landscape, where technology is transforming how businesses interact with consumers, especially in niche markets like herbal products. The use of AI in marketing is revolutionizing how brands connect with their audiences, offering personalized experiences that influence consumer behaviour more effectively than traditional methods. Herbal products, known for their natural, holistic appeal, are becoming increasingly popular as consumers shift towards more natural and health-conscious choices. However, the challenge remains in how to effectively communicate these benefits in a crowded marketplace. AI algorithms are capable of processing vast amounts of consumer data, allowing brands to provide customized experiences that resonate with an individual's unique preferences, lifestyle, and health concerns.

CONCLUSION:

In conclusion, the integration of AI-driven smart advertising in the marketing of herbal products is reshaping consumer behaviour in profound ways. As more consumers prioritize natural and health-conscious choices, AI has the potential to bridge the gap between brands and their target audience, offering personalized, relevant, and engaging experiences that speak to individual preferences, health needs, and values. The ability of AI to analyse vast amounts of consumer data enables brands to create tailored recommendations that increase trust and influence purchasing decisions, which is particularly crucial in the herbal product market where authenticity and transparency are key factors in consumer decision-making.

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