

Customer Relationship Management (CRM) Mediation: Ai, Social Media Marketing, And Purchase Intentions: A Literature Review

LiZhi^{1*}, Mohamad Nasir Saludin² & Muhammad Omar³

¹Kuala Lumpur University of Science and Technology, Business College,
43000 Selangor, Malaysia.

²Faculty of Multimedia, Enforcement & Technology, Universiti Geomatika Malaysia
54200 Kuala Lumpur, Malaysia

³Faculty of Business and Accountancy, University Poly-Tech Malaysia (UPTM),
56100 Kuala Lumpur, Malaysia

*Corresponding author: 251816171@qq.com

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ABSTRACT

The rapid advancement of digital technologies, particularly Artificial Intelligence (AI) and Social Media Marketing (SMM), has transformed modern marketing practices and consumer behaviour. Organizations increasingly use AI-driven tools, including chatbots, predictive analytics, recommendation systems, and personalized marketing, alongside social media platforms to enhance customer engagement and influence purchasing decisions. However, technological innovation alone may not directly increase consumer purchase intentions without effective Customer Relationship Management (CRM). This literature review examines CRM's mediating role in the relationship between technological advances and consumer purchase intentions. It synthesizes recent studies in digital marketing, consumer behaviour, and relationship management, focusing on trust, customer engagement, relationship quality, personalization, satisfaction, and loyalty. The review incorporates Relationship Marketing Theory, the Technology Acceptance Model (TAM), Stimulus–Organism–Response (S-O-R) Theory, and the Resource-Based View (RBV) to explain the mechanisms linking AI and SMM to purchase intention. Findings indicate that AI and SMM can strengthen purchase intentions through CRM capabilities that improve customer experiences and relational value. Research gaps include limited integration of AI, SMM, and CRM, insufficient longitudinal studies, and ethical concerns surrounding AI-driven interactions. This review proposes a conceptual framework that positions CRM as a key mediator and offers implications for technology-enabled relationship management strategies.

Keywords: *Artificial Intelligence (AI), Social Media Marketing, Customer Relationship Management (CRM), Consumer Purchase Intention, Digital Marketing, Customer Engagement, Relationship Marketing, Consumer Behavior, Technology Adoption, Online Purchasing Behavior*

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INTRODUCTION

The contemporary business environment has undergone a profound transformation driven by rapid technological advancement, digital connectivity, and changing consumer expectations. The integration of Artificial Intelligence (AI), social media technologies, big data analytics, and digital communication platforms has reshaped how organizations interact with consumers, develop marketing strategies, and sustain competitive advantage. Modern consumers increasingly rely on digital platforms for product discovery, information evaluation, peer recommendations, and purchasing decisions, compelling firms to redesign their marketing approaches around customer-centric and technology-enabled systems. Consequently, businesses are shifting from conventional transactional marketing practices toward relationship-oriented strategies that prioritize long-term customer engagement, personalized communication, and customer relationship management (CRM). Digital transformation in marketing has accelerated significantly since the post-pandemic era, where organizations increasingly adopted AI-powered systems and social media marketing tools to improve operational efficiency and customer experiences. According to recent literature, AI technologies such as machine learning, predictive analytics, recommendation systems, and conversational chatbots are revolutionizing customer interactions by enabling firms to provide hyper-personalized experiences and real-time communication (Kumar et al., 2026). Similarly, social media platforms have evolved beyond communication channels into strategic marketing ecosystems where brands cultivate relationships, stimulate engagement, and influence consumer purchasing behavior. Despite these technological advancements, evidence from recent studies suggests that technology alone does not guarantee consumer purchase intentions. Instead, Customer Relationship Management (CRM) plays a critical mediating role by strengthening trust, customer engagement, satisfaction, loyalty, and relationship quality between organizations and consumers. CRM has therefore become an essential strategic mechanism linking technological innovation with consumer behavioral outcomes. This literature review seeks to examine how AI and social media marketing influence consumer purchase intentions through the mediating role of CRM within the broader context of digital marketing transformation.

Background of the Study

Digital Transformation in Marketing

Digital transformation has fundamentally changed the structure and dynamics of modern marketing. Traditional marketing approaches that relied heavily on mass communication, physical advertising, and one-way promotional strategies are increasingly being replaced by digitally integrated systems that emphasize personalization, data-driven decision-making, and interactive consumer engagement. Digital transformation refers to the integration of digital technologies into business operations, organizational processes, and customer interactions to improve value creation and competitive performance. The rapid expansion of internet technologies, mobile commerce, cloud computing, and social networking platforms has significantly altered consumer purchasing behavior and marketing practices. Consumers now expect instant access to information, personalized experiences, and seamless omnichannel interactions across digital platforms. In response, organizations have invested heavily in digital infrastructures capable of collecting, analyzing, and utilizing consumer data to optimize marketing strategies and improve customer relationships. Recent studies indicate that digital transformation has become a strategic necessity rather than a competitive option. Kumar et al. (2026) emphasized that digital transformation enables firms to automate marketing campaigns, improve customer targeting, and enhance customer engagement through advanced technological systems. Similarly, Mouammine (2026) argued that digital transformation has accelerated the adoption of AI-powered tools capable of predicting customer preferences, analyzing consumer behavior, and generating personalized marketing content in real time. Furthermore, digital transformation has facilitated the emergence of data-driven marketing models where organizations utilize customer analytics, behavioral tracking, and predictive algorithms to better understand consumer needs and preferences. According to Oladapo et al. (2025), AI-driven marketing metrics enable businesses to monitor customer interactions, evaluate engagement patterns, and improve marketing performance through continuous data optimization. These developments have transformed marketing from intuition-based decision-making into evidence-based strategic management. Another important aspect of digital transformation is the integration of omnichannel communication systems. Consumers increasingly interact with brands through websites, mobile applications, social media platforms, and digital marketplaces simultaneously. As a result, organizations must maintain consistent and personalized customer experiences across multiple channels. This shift has increased the importance of CRM systems that integrate customer data from various digital touchpoints into unified relationship management platforms. The literature further highlights that digital transformation has intensified market competition by increasing consumer access to information and alternative products. Consumers can now compare products, read reviews, interact with brands, and evaluate social recommendations instantly. Consequently, firms must prioritize

customer engagement and relationship-building strategies to sustain customer loyalty and influence purchase intentions. In this study, digital transformation provides the foundational environment in which AI technologies, social media marketing, and CRM systems interact to shape consumer purchase intentions. The increasing digitization of marketing activities therefore necessitates a deeper understanding of how technological innovations contribute to relationship-oriented marketing outcomes.

Emergence of AI-Powered Marketing Tools

Artificial Intelligence has emerged as one of the most transformative technologies influencing contemporary marketing strategies and customer relationship management. AI refers to computer systems that can perform tasks that typically require human intelligence, including learning, reasoning, problem-solving, prediction, and decision-making. In marketing, AI technologies are increasingly utilized to automate processes, personalize customer experiences, predict consumer behavior, and optimize marketing performance. The emergence of AI-powered marketing tools has significantly changed how firms communicate with customers and manage customer relationships. Modern AI applications include recommendation engines, intelligent chatbots, predictive analytics, sentiment analysis, virtual assistants, automated content generation, and customer segmentation systems. These technologies let organizations deliver highly personalized, efficient customer experiences while reducing operational costs and improving marketing effectiveness. According to Gołab-Andrzejak (2026), AI-enabled relationship marketing systems utilize consumer data collected from websites, mobile applications, and social media platforms to generate personalized recommendations and customer interactions. AI-powered CRM systems such as Salesforce Einstein and HubSpot AI integrate predictive analytics with customer databases to identify purchasing patterns, forecast consumer preferences, and enhance customer engagement. One of AI's most significant contributions to marketing is hyper-personalization. Unlike traditional personalization methods that rely on broad demographic segmentation, AI systems analyze individual consumer behavior, browsing history, purchase records, and social media interactions to create highly customized experiences. Guendouz (2024) noted that AI-powered customer experience management has enabled organizations to shift from mass marketing to hyper-personalized relationship marketing strategies. This shift improves customer satisfaction and strengthens relational bonds between consumers and brands. AI-powered chatbots have also transformed customer service and communication processes. Businesses increasingly utilize conversational AI systems to provide 24-hour customer support, answer consumer inquiries, process transactions, and recommend products. Morales-Muñoz et al. (2026) observed that AI chatbots significantly improve customer interaction speed and service efficiency while enhancing consumer convenience and engagement. Additionally, predictive analytics has become a central AI application in digital marketing. AI systems can analyze large datasets to identify future consumer behavior patterns, purchasing probabilities, and customer preferences. This capability allows organizations to implement proactive marketing strategies that target consumers with relevant products and offers at the right time. Quintino (2026) explained that AI-driven marketing automation improves customer targeting and increases the effectiveness of digital advertising campaigns. Despite these advantages, literature also identifies challenges associated with AI adoption in marketing. Ethical concerns regarding data privacy, algorithmic bias, transparency, and consumer trust remain significant issues in AI-powered customer interactions. Borimnejad and Borimnejad (2025) emphasized that while AI enhances operational efficiency and personalization, organizations must balance technological automation with ethical considerations and human-centered relationship management practices. Overall, AI-powered marketing tools have redefined customer engagement and marketing strategy development. AI technologies now serve as critical instruments for enhancing CRM systems, improving customer experiences, and influencing consumer purchase intentions within digitally transformed markets.

Role of Social Media in Customer Interactions

Social media has become one of the most influential digital communication channels in modern marketing and consumer engagement. Platforms such as Facebook, Instagram, TikTok, LinkedIn, X (formerly Twitter), and YouTube allow organizations to communicate directly with consumers, promote products, gather customer feedback, and build online communities. Unlike traditional media, social media facilitates two-way communication where consumers actively participate in content creation, brand discussions, and peer-to-peer recommendations. The role of social media in customer interactions has expanded significantly because of increased internet access and smartphone adoption worldwide. Consumers now spend substantial amounts of time on social networking platforms where they encounter advertisements, product reviews, influencer recommendations, and brand-generated content. As a result, social media marketing has become a strategic priority for organizations seeking to influence consumer attitudes and purchasing behavior. Recent

literature highlights that social media platforms enable organizations to establish stronger emotional and relational connections with customers. Through interactive content, live communication, and personalized messaging, firms can create engaging customer experiences that enhance trust and loyalty. According to Morales-Muñoz et al. (2026), social media platforms combined with AI-driven recommendation systems significantly shape consumer behavior and online purchase intentions. Social media also plays a critical role in electronic word-of-mouth (eWOM), which strongly influences consumer decision-making processes. Consumers frequently rely on online reviews, influencer opinions, and peer recommendations before making purchasing decisions. Positive social media interactions therefore build brand credibility, foster trust, and increase customer engagement. Moreover, social media has transformed CRM practices by enabling Social Customer Relationship Management (Social CRM). Social CRM integrates traditional CRM systems with social media interactions to monitor customer sentiment, analyze engagement patterns, and respond to customer needs in real time. Ofilada and Galang (2026) explained that Social CRM merges digital customer engagement with relationship management strategies to create customer-centered marketing ecosystems. Another important dimension of social media marketing is influencer marketing. Influencers act as intermediaries between brands and consumers, promoting products through authentic, relatable content. This approach enhances consumer trust and increases purchase intentions, particularly among younger demographics who value peer recommendations and social validation. The interactive nature of social media also allows organizations to collect valuable consumer insights. Firms analyze comments, shares, likes, and engagement metrics to evaluate customer preferences and improve marketing strategies. AI-powered social media analytics tools further strengthen these capabilities by identifying consumer sentiments and predicting behavioral trends. However, increased dependence on social media marketing also presents challenges. Information overload, fake reviews, privacy concerns, and negative online publicity can damage brand reputation and consumer trust. Consequently, organizations must implement effective CRM strategies to manage customer relationships and maintain positive engagement across digital platforms. In this study, social media marketing is viewed as a technological driver that influences consumer purchase intentions through relationship-building mechanisms facilitated by CRM systems.

Evolution from Transactional Marketing to Relationship Marketing

The evolution from transactional marketing to relationship marketing represents one of the most important paradigm shifts in modern marketing theory and practice. Traditional transactional marketing focused primarily on short-term sales, product promotion, and isolated exchanges between firms and consumers. Success was measured largely through sales volume and market share, with limited emphasis on long-term customer relationships. However, rising market competition, technological advances, and changing consumer expectations have pushed organizations to adopt relationship-oriented marketing approaches. Relationship marketing emphasizes customer retention, loyalty, trust, satisfaction, and long-term engagement rather than one-time transactions. This shift reflects the recognition that retaining existing customers is often more cost-effective and profitable than continuously acquiring new ones. Digital transformation and AI technologies have accelerated the evolution toward relationship marketing by enabling firms to collect and analyze customer data more effectively. AI-powered CRM systems now allow organizations to understand customer preferences, personalize communication, and maintain continuous engagement across multiple digital channels. Singh (2025) noted that AI-enabled CRM enhances customer engagement and business performance by integrating predictive analytics with relationship management strategies. The growth of social media has further strengthened relationship marketing practices by facilitating ongoing communication between brands and consumers. Unlike traditional advertising channels, social media lets firms interact with customers continuously, respond to feedback instantly, and build online communities around shared values and experiences. Relationship marketing also aligns closely with customer experience management. Modern consumers value personalized experiences, emotional connections, and responsive customer service. As a result, organizations increasingly prioritize customer-centric strategies that build trust and relational commitment. Guendouz (2024) argued that hyper-personalization enabled by AI technologies has become a cornerstone of contemporary relationship marketing practices. Furthermore, CRM has emerged as the operational foundation of relationship marketing. CRM systems help organizations manage customer data, monitor interactions, and develop personalized engagement strategies that strengthen long-term relationships. AI-powered CRM systems further enhance these capabilities by automating communication, predicting customer needs, and improving service responsiveness. The literature suggests that relationship marketing significantly influences consumer purchase intentions by enhancing customer trust, satisfaction, and loyalty. Consumers who perceive strong relational value from brands are more likely to develop positive purchase intentions and long-term commitment. Therefore, CRM serves as a critical mediating mechanism connecting technological advancements with consumer behavioral outcomes. In summary, the evolution from transactional marketing to relationship marketing reflects the growing importance of customer engagement, personalization, and long-term relationship management in digitally

transformed business environments. AI technologies and social media platforms have accelerated this transition by enabling organizations to create more interactive, personalized, and customer-centered marketing systems.

LITERATURE REVIEW

The empirical literature on Artificial Intelligence (AI), Social Media Marketing (SMM), Customer Relationship Management (CRM), and consumer purchase intention has expanded significantly between 2020 and 2026, driven by the rapid digitalization of business operations and customer engagement strategies. Researchers across countries and industries have examined how AI-enabled marketing technologies and social media platforms influence customer behavior, loyalty, engagement, and purchase intention, either directly or indirectly through mediating variables such as CRM, trust, customer satisfaction, and relationship quality. Recent empirical evidence suggests that technological advancements alone cannot guarantee positive consumer behavioral outcomes. Instead, CRM-related constructs—including customer engagement, customer trust, personalization, satisfaction, and loyalty—serve as critical mediating mechanisms that strengthen the relationship between digital technologies and consumer purchase intentions. Most studies used quantitative methods, including Structural Equation Modeling (SEM), Partial Least Squares Structural Equation Modeling (PLS-SEM), mediation analysis, and survey-based designs, to test relationships among variables. The reviewed studies further indicate growing scholarly interest in AI-powered CRM systems, chatbot technologies, social media engagement analytics, electronic word-of-mouth (eWOM), and AI-driven personalization. However, despite substantial progress, the literature remains fragmented, with few integrative studies that simultaneously examine AI, social media marketing, CRM mediation, and purchase intention within unified conceptual frameworks.

Synthesis Table of Empirical Studies (2020–2026)

Author(s)	Year	Variables	Methodology	Country	Sector	Key Findings	Research Gap
Morales-Muñoz et al.	2026	AI, social media engagement, purchase intention, trust	Systematic literature review	Global	Digital marketing	AI positively influences customer engagement and purchase intention through trust and personalization	Limited empirical integration of CRM mediation
Beyari	2025	AI adoption, e-customer loyalty, social media exposure, purchase intention	Quantitative survey, SEM	Saudi Arabia	E-commerce	AI significantly enhances customer loyalty and purchase intention through customer experience	Limited longitudinal analysis
Sharma al.	et 2026	Social media advertising, brand engagement, purchase intention	PLS-SEM	India	Digital streaming services	Social media advertising improves purchase intention via brand engagement	CRM not directly examined

Author(s)	Year	Variables	Methodology	Country	Sector	Key Findings	Research Gap
Nahar et al.	2026	AI features, customer satisfaction, purchase intention	SEM mediation analysis	Bangladesh	Food delivery industry	Customer satisfaction mediates effects purchase intention	AI Limited focus on CRM integration
Habtemichael	2026	AI-driven digital marketing, marketing intelligence, responsible consumption	Mediation analysis using bootstrapping	Ethiopia	Digital marketing	Marketing intelligence mediates AI and consumer behavior relationships	Limited CRM-focused variables
Victor	2026	Social media marketing, CRM systems, customer loyalty	Quantitative survey	Nigeria	B2C e-commerce	Social media strengthens customer loyalty through CRM integration	Focused more on loyalty than purchase intention
Selvarajoo et al.	2026	Digital relationship marketing, CRM quality, customer intention	PROCESS mediation analysis	Malaysia	Online platforms	CRM quality fully mediates digital relationship marketing and purchase intention	Limited AI-specific variables
Alsisi	2026	Chatbot marketing effort, customer-brand relationship, loyalty	Quantitative survey	Egypt	Retail and online marketing	Chatbots improve customer-brand relationships and loyalty	Purchase intention insufficiently examined
Prasasti et al.	2026	AI-based marketing, chatbots, social media, customer satisfaction	Mixed-method approach	Indonesia	MSMEs	AI and social media significantly improve customer satisfaction and economic behavior	Limited theoretical grounding

Author(s)	Year	Variables	Methodology	Country	Sector	Key Findings	Research Gap
Gawuna	2026	Digital marketing, trust mediation, customer loyalty	PLS-SEM	Emerging markets	E-commerce	Trust mediates digital marketing and loyalty relationship	CRM mediation underexplored
Becan Çeber	& 2026	AI-driven chatbots, technology readiness, purchasing intention	Serial mediation model	Turkey	Digital commerce	Positive attitudes toward AI-driven chatbots enhance purchase intentions	Limited focus on social media marketing
Nuryakin & Supardin	2026	CRM practices, social media integration, loyalty intentions	Bibliometric and conceptual analysis	Indonesia	Sustainable business	CRM and social media integration improve sustainable customer engagement	Lack of empirical testing
Khiabani & Ismail	2026	e-CRM, service quality, customer loyalty	SEM	Malaysia	Hospitality industry	e-CRM significantly enhances customer loyalty and service quality perceptions	Purchase intention not directly investigated
Xu & Chen	2026	Chatbot adoption, consumer intention, AI interaction	Systematic review	Global	Tourism and hospitality	AI chatbots influence behavioral intention through engagement and personalization	Insufficient CRM mediation studies
Thi Phuong et al.	2025	AI-WOM, emotional resonance, eWOM, purchase intention	Empirical quantitative model	Vietnam	Online retail	Cognitive and emotional resonance mediate AI and purchase intention relationship	CRM variables omitted

Discussion of Empirical Findings

Methodologies Used

The empirical literature from 2020–2026 demonstrates a strong preference for quantitative research methodologies. Most scholars adopted survey-based cross-sectional designs combined with advanced statistical modeling techniques to test

hypothesized relationships among AI technologies, social media marketing activities, CRM dimensions, and consumer purchase intentions. Structural Equation Modeling (SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM) emerged as the dominant analytical approaches because they effectively examine complex mediation relationships involving latent variables. For instance, Sharma et al. (2026), Gawuna (2026), and Beyari (2025) utilized PLS-SEM to analyze how AI and digital marketing variables influence consumer behavioral outcomes through mediating constructs such as engagement, trust, and loyalty. Several studies also applied mediation and bootstrapping techniques to determine indirect effects between technological factors and purchase intentions. Habtemichael (2026) employed bootstrapped mediation analysis to examine the mediating role of marketing intelligence between AI-driven digital marketing and responsible consumer behavior. Similarly, Selvarajoo et al. (2026) used PROCESS mediation analysis to confirm the mediating role of CRM quality in online relationship marketing environments. Beyond quantitative approaches, some scholars used systematic literature reviews and bibliometric analyses to synthesize existing evidence. Morales-Muñoz et al. (2026) conducted a systematic review of AI and consumer behavior studies, while Nuryakin and Supardin (2026) performed a bibliometric analysis examining CRM integration with social media technologies. Despite the widespread use of quantitative methods, relatively few studies employed mixed-method or longitudinal designs. Most investigations relied on cross-sectional datasets, limiting the ability to establish causal relationships over time. This methodological limitation represents a significant gap in the literature.

Countries Studied

The reviewed empirical studies reveal substantial geographical diversity, although research remains concentrated in developing and emerging economies where digital transformation and e-commerce growth are accelerating rapidly. Asian countries dominate the empirical literature. India, Bangladesh, Malaysia, Indonesia, Vietnam, Saudi Arabia, and Turkey contributed significantly to research on AI-powered marketing and CRM systems. For example, Sharma et al. (2026) investigated digital streaming consumers in India, while Nahar et al. (2026) focused on AI adoption in Bangladesh's food delivery sector. Middle Eastern countries also demonstrated growing research interest in AI-driven marketing systems. Studies conducted in Saudi Arabia and Egypt explored AI adoption, chatbot interactions, and customer engagement within digital commerce environments. African economies such as Nigeria and Ethiopia increasingly contributed to research on social media marketing and CRM integration. Victor (2026) examined social media marketing and CRM among Nigerian B2C e-commerce firms, while Habtemichael (2026) investigated AI-driven digital marketing in Ethiopia. However, developed countries such as the United States, Canada, Germany, and the United Kingdom remain underrepresented in empirical mediation studies involving CRM and AI technologies. Most global reviews acknowledge the need for broader *cross-cultural investigations to improve generalizability and comparative understanding*.

Sectors Analyzed

The empirical studies reviewed covered a wide range of industrial sectors, reflecting the broad applicability of AI and CRM technologies across business environments. The e-commerce and digital retail sectors were the most frequently studied because they depend heavily on online customer engagement and AI-driven personalization systems. Studies consistently found that AI-powered recommendation systems, chatbots, and social media interactions positively influence online purchasing behavior. The hospitality and tourism industries also received substantial scholarly attention. Researchers explored how AI-enabled service systems, electronic CRM, and chatbot technologies influence customer satisfaction, loyalty, and behavioral intention. Xu and Chen (2026) highlighted the growing importance of AI chatbots in tourism customer service and relationship management. Food delivery and digital streaming industries emerged as newer research contexts due to rapid digitalization and increased consumer reliance on online platforms following the COVID-19 pandemic. Nahar et al. (2026) demonstrated that AI features significantly influence food-ordering purchase intentions through customer satisfaction mediation. Small and Medium Enterprises (SMEs) also featured prominently in recent studies. Prasasti et al. (2026) examined how AI-based marketing tools and social media platforms improve customer satisfaction among Indonesian MSMEs. Despite sectoral diversity, relatively limited research has examined AI-CRM-purchase intention relationships in healthcare, education, banking, insurance, and manufacturing industries.

FINDINGS

The reviewed empirical literature consistently demonstrates that AI technologies and social media marketing positively influence consumer purchase intentions, customer engagement, satisfaction, and loyalty. However, most studies conclude

that these relationships are strengthened through mediating variables associated with CRM practices and relationship marketing. A key finding is that personalization significantly enhances consumer behavioral outcomes. AI-powered systems that analyze customer preferences and deliver customized recommendations improve customer experiences and increase purchase intentions. Studies by Morales-Muñoz et al. (2026) and Beyari (2025) confirmed that AI personalization positively influences customer engagement and loyalty. Another consistent finding is the importance of trust as a mediating mechanism. Consumers are more likely to develop purchase intentions when they trust AI systems, digital platforms, and social media interactions. Gawuna (2026) demonstrated that trust significantly mediates the relationship between digital marketing and customer loyalty. Social media marketing also enhances customer engagement and relationship quality through interactive communication, influencer marketing, and electronic word-of-mouth (eWOM). CRM systems integrated with social media platforms improve customer responsiveness and strengthen long-term customer relationships. Furthermore, AI-powered CRM systems significantly improve customer relationship quality by automating customer service, predicting consumer preferences, and enhancing communication efficiency. These technologies indirectly contribute to purchase intentions by improving customer experiences and relationship management capabilities.

Contradictions in the Literature

Despite substantial agreement regarding the positive role of AI and social media marketing, several contradictions remain within the empirical literature. First, some studies argue that AI technologies directly influence purchase intentions, while others contend that AI effects are largely indirect and dependent on mediating variables such as trust, satisfaction, or CRM quality. This inconsistency suggests that the relationship between AI and consumer behavior may vary across contexts and industries. Second, while many studies highlight the benefits of AI-driven personalization, other scholars raise concerns regarding privacy invasion, algorithmic bias, and excessive automation. Some consumers perceive AI-based interactions as impersonal or intrusive, which may weaken customer trust and engagement. Third, contradictions also exist regarding the effectiveness of social media marketing. While most studies report positive effects on engagement and loyalty, some researchers argue that excessive advertising exposure and information overload may reduce consumer trust and negatively affect purchase intentions. Another contradiction concerns the effectiveness of CRM implementation across industries and countries. In technologically advanced environments, AI-enabled CRM systems appear highly effective, whereas organizations in developing economies often face infrastructural limitations, technological barriers, and digital skill shortages that reduce CRM performance. Finally, methodological contradictions arise from the predominance of cross-sectional studies. Because most empirical investigations rely on short-term survey data, findings regarding causality and long-term relationship dynamics remain inconclusive.

CONCLUSION OF THE EMPIRICAL REVIEW

Overall, the empirical literature from 2020–2026 strongly supports the argument that CRM plays a significant mediating role in the relationship between technological advances—particularly AI and social media marketing—and consumer purchase intentions. AI technologies and social media platforms improve customer engagement, personalization, trust, and satisfaction, which, through effective CRM practices, subsequently enhance purchase intention and customer loyalty. However, the literature remains fragmented because of methodological limitations, sectoral imbalances, and inconsistent findings on direct and indirect technological effects. Future research should therefore adopt longitudinal, mixed-method, and cross-cultural approaches to develop more comprehensive theoretical and empirical understanding of AI-enabled CRM systems and consumer behavioral outcomes in digital marketing environments.

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CONFLICT OF INTEREST

The authors declare no known competing financial interests or personal relationships that could have appeared to influence the work reported in the paper.

AUTHOR CONTRIBUTION STATEMENT

LiZhi 1- contribution: the conceptualization, research design, and writing of the original draft.

Mohamad Nasir Saludin² was responsible for data collection, analysis, and validation of the results.

Muhammad Omar³ contributed to editing of the final manuscript.

All authors have read and approved the final version of the manuscript.

ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of [Kuala Lumpur University of Science and Technology, Business College, 43000 Kajang Selangor Darul Ehsan, Malaysia] and adhered to the principles outlined in the Declaration of Helsinki. The [Institutional Ethics Committee/Review Board] approved the study under reference number [Approval Number, if applicable]. All participants were informed about the study's purpose and provided written informed consent before participating. We strictly maintained participants' privacy and confidentiality, and used the collected data solely for academic purposes.

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