Studying Consumer Behaviour and Understanding Purchasing Decisions from the Perspective of Generative Artificial Intelligence (Unleashing of the Era of the Intention Economy)

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Abstract:

This study sheds light on a topic worthy of research: understanding consumer behaviour and purchasing decisions, not through traditional methods, but by leveraging computer science. This is especially relevant given the widespread use of artificial intelligence algorithms in business environments. Professional entrepreneurs seeking a competitive edge must adapt their marketing mix to advanced computing systems at an astonishingly rapid pace. The study concludes that marketing executives should embrace modern digital innovations in general, and generative AI technologies (large language models and virtual assistants) in particular, to enrich the customer experience and achieve what is known in today's digital and algorithmic marketing literature as hyper-personalization, particularly following the emergence of the intent economy as an extension of the attention economy. Unfortunately, marketers face obstacles and difficulties in this strategic approach, namely the protection of individual privacy and autonomy.

Keywords: *Consumer Behaviour; Purchasing Decisions; Generative AI; Intention Economy.*

1. INTRODUCTION

To begin with, it can be said that the impact of the cyber and computer system on marketing activity has become clearer and more evident than ever before. Marketing decisions are now almost entirely dependent on cloud databases, expert systems, and advanced software. Digital transformation has

led to the emergence of more modern and effective marketing methods, especially with the Fourth and Fifth Industrial Revolutions and the rise of highly intelligent societies. As a result of the fierce competition among competitors and stakeholders in target markets, it has become imperative to adopt tactical marketing tools enhanced by artificial intelligence, machine learning, and big data analytics. Automating the marketing mix to meet the challenges of competition based on digital computing has become essential. Indeed, product and brand management, smart pricing policies, promotional communications and advertising, logistics, and physical distribution channels cannot achieve their objectives without leveraging computer science. These technologies provide marketers with tremendous capabilities to enhance financial and accounting results, which in turn provide positive indicators of sustainability and market survival.

Understanding what customers want and like, and addressing their needs and desires, are indisputable aspects of agile and adaptive marketing aimed at excellence and success. The more generous marketing budgets businesses allocate to surveys and research to gauge customer impressions and attitudes, the more professional their marketing team demonstrates. Studies have unequivocally proven that understanding customer tastes and expectations guarantees a return on investment. Companies and their senior marketing and sales managers strive to understand how shoppers behave, deduce their thought processes, and track them before, during, and after purchases. They diligently work to understand customer interactions throughout their consumer journey, as this has significant implications for achieving quantitative and qualitative targets. Evaluating marketing performance is an ongoing process that requires benchmarks to measure progress toward achieving set results and fulfilling planned objectives. Many indicators rely on psychosocial analysis of consumer behaviour, such as happiness and satisfaction, repeat purchases, customer lifespan, and life cycle, ultimately leading to rise customer retention rate.

Proactive marketing, with its advanced mechanisms and methods, delves into the depths of the customer's mind. The goal of this in-depth exploration is to discover the purchase intention, thus making it easier for the

marketing program engineer to prepare the appropriate roadmap. This allows for the allocation of efforts and activities that align with what the customer intends to buy. The importance of these factors increases in the field of digital marketing and e-commerce, given the information explosion and the increased use of websites, search engines, social media platforms, Google Ads, email, digital content applications, voice chat algorithms, and other communication media and digital channels. Markets have transformed from a physical space for commercial exchange to virtual points where goods, products, and services are bought and sold on an open scale. Statistics and figures indicate the rapid growth of internet marketing and online shopping, and psychological and social studies have shifted to understanding the impact of the online marketing mix on the behaviour of the digital consumer. This leads to investigating and tracing the purchase intention through electronic stores and points of sale.

In this context, with the scientific progress and technological development in the field of digital computing and sentiment analysis growing at unprecedented rates, and with the increasing use of high-speed internet and 5G networks, where transformative technologies play a prominent role in enhancing competitive performance and marketing capabilities from the perspective of predictive analysis and modelling of purchase intent, i.e., measuring and sensing purchase hints and signs, the harnessing of algorithms, automation, machine learning, and the dynamic shift towards generative artificial intelligence with its tributaries such as big language models and virtual assistants has resulted in the birth of what is known in contemporary literature as the intent economy, which is considered a cumulative development of the attention economy. This pattern is a double-edged sword, as on the one hand it opens exceptional opportunities and long-term gains, especially in what is known as hyper-personalization as a sustainable competitive advantage stemming from the intelligent management of customer experiences, interactions, and purchasing journeys, and building stronger and better relationships with the target audience. On the other hand, it is fraught with a range of concerns and fears related to ethical and legal obligations. Primarily, and especially, the materialistic tendency based on emotional manipulation, and the violation of privacy and individual freedoms.

In these pages, we will shed light on the implications and consequences of introducing generative artificial intelligence technology into marketing decision-making centres to obtain informed insights regarding detecting and tracking the signs of purchasing intent in real time. Undoubtedly, this issue is very thorny and complex, as it requires superior computing skills and mastery of data processing models and statistical analysis. Despite the difficulty of the task, there are persistent attempts and intensive efforts to adapt artificial intelligence algorithms and adapt big language models and virtual assistants in the field of consumer behaviour. Harnessing cyber-physical systems and digital innovation as strategic resources for the benefit of the marketer yields very great benefits, as if they are used wisely, they can turn challenges into long-term opportunities that lead to maximizing the value delivered to the customer and achieving additional income for the business organization. Investing in complex and massive datasets is a rapidly growing and evolving field that is experiencing a remarkable rise and strong trend. If we talk about the economy of intent, accurately extracting intent signals is a prelude to understanding consumer behaviour patterns and characteristics, leading to consumer comfort, improved business, and the achievement of better marketing outcomes. However, ethical considerations surrounding data privacy and transparency are of paramount importance in the dynamic digital landscape.

2. Profound Shifts and Radical Developments in Consumer Behaviour Research and Purchasing Decision Studies

2.1 The Significance and Role of Analysing Consumer Behaviour and the Purchasing Process in the Marketing System

A deep understanding of the determinants and characteristics of current and potential shopper behaviour, and the diagnosis and analysis of the psychological factors and environmental conditions influencing the consumption function within the contexts of social psychology, demography, economics, and other fields, is pivotal in rationalizing marketing decisions and a cornerstone in refining marketing strategies. Academic and professional marketing experts agree that monitoring and interpreting

consumer psychology, sociology, and anthropology is a fundamental pillar and a crucial factor that plays a prominent role in managing excellence and achieving superiority over existing and prospective competitors from the perspective of efficiency and commercial effectiveness indicators, in terms of costs and returns, or achieving quantitative and qualitative targets on time. Furthermore, the significance and value of studying consumer behaviour patterns, which receives considerable attention from academics and practitioners, stems from its close connection to strategic and tactical marketing from the perspective of market segmentation and its strong relationship to targeting and brand positioning in the minds and perceptions of customers. The higher the quality and depth of consumer behaviour analyses, the more the marketer can avoid any failure or setback in his sales programs, offers, and advertising campaigns.

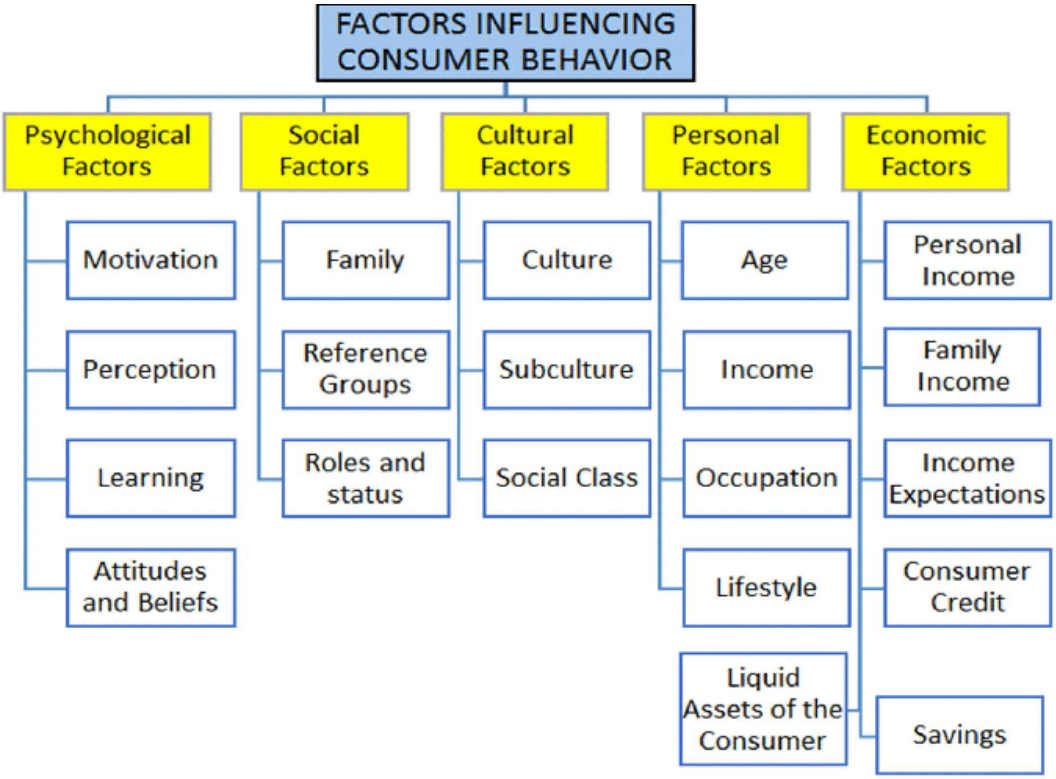
In a related context, marketing departments specializing in consumer goods and services exert considerable effort in conducting surveys and opinion polls, or what is known in the literature as multidimensional consumer behaviour research, to understand the intersections of internal influences (motives, needs, feelings, learning, personality, attitudes, beliefs, preferences, impressions, stances, perception, self-image, memory, subconscious, intelligence, expectations, intentions, stress, anxiety, hesitation, etc.) and external stimuli (social class, reference groups, family, culture, language, moral values, religion, rituals, customs, traditions, marketing mix, situational circumstances, word of mouth, etc.). Marketing departments allocate substantial funds to find adequate answers to the questions that arise in the consumer's mind—the "black box"—the "WH-QUESTIONS": who, for whom, when, where, what, why, how much, and how do they purchase products and brands? These survey studies and exploratory research continue to grow because of their valuable results in making informed and meaningful decisions that positively impact the performance and competitive efficiency of marketing and sales departments.

At the same time, the endeavour to guide consumer behaviour as part of the behaviour of human beings is extremely difficult, as it involves delving into the process of purchasing decisions, and conducting quantitative and qualitative in-depth analysis to investigate its antecedents and consequences,

its preceding stages and steps, and its subsequent procedures and measures. Matters become more complex and ambiguous considering that the consumer is a human being whose interactions are controlled by spiritual, mental, emotional, economic, demographic, technological, etc. aspects. This scene coincides with a transitional phase in the behaviour of the seller and the buyer, as the behaviour of buying and selling has evolved with scientific and technological progress, from the use of traditional methods and old ways in physical and material markets to virtual shopping driven by digital platforms and applications, e-commerce and social media, in addition to the fundamental transformations taking place in the field of encouraging safe and healthy consumption, stimulating green and sustainable buying, and talking about the responsible and environmentally conscious consumer, i.e., the one who tends to engage in pro-nature practices, in light of the intensification of the pollution crisis and global climate deterioration resulting from global warming and carbon emissions.

For more details, please refer to: Toha, M., & Supriyanto, S. 2023; Isbahi, M. B. 2023; Šostar, M., & Ristanović, V. 2023; Lopes, J. M., et al. 2024; García-Salirrosas, E. E., & Rondon-Eusebio, R. F. 2022; Trong Nguyen, L., et al. 2023; Lopes, J. M., et al. 2024; Galati, A., 2022; Wang, Y., et al. 2022

Fig N^0(01): Factors Influencing Consumer Behavior and Purchasing Decisions



Source: Duc, V. M., & Cang, V. T. 2018

2.2 The Necessity and Imperative of Measuring and Modelling Purchase Intent for Decision-Makers and Marketing Strategists

In the ever evolving and constantly changing marketing environments, understanding underlying purchase intent and predicting latent consumer processes is central and crucial for developing effective marketing programs. Successful marketing decision-making related to purchase intent requires the intelligent application of predictive marketing or a proactive approach to the target market. This is a management style for the industry of tomorrow and the engineering of the future based on effective marketing mix planning, sensing the needs and desires of the audience, and anticipating their expectations. This, in turn, enhances a positive brand image based on knowledge and marketing feasibility, leading to sales growth, leadership in efficiency and effectiveness, and maintaining a strong market position in the long term. Therefore, the effects of proactive market trends on marketing performance to gain insights into purchasing intentions, according to the

pressures of competitive competition and the dynamics of competition, in understanding the current needs of customers, and predicting anticipated changes in their tastes and preferences.

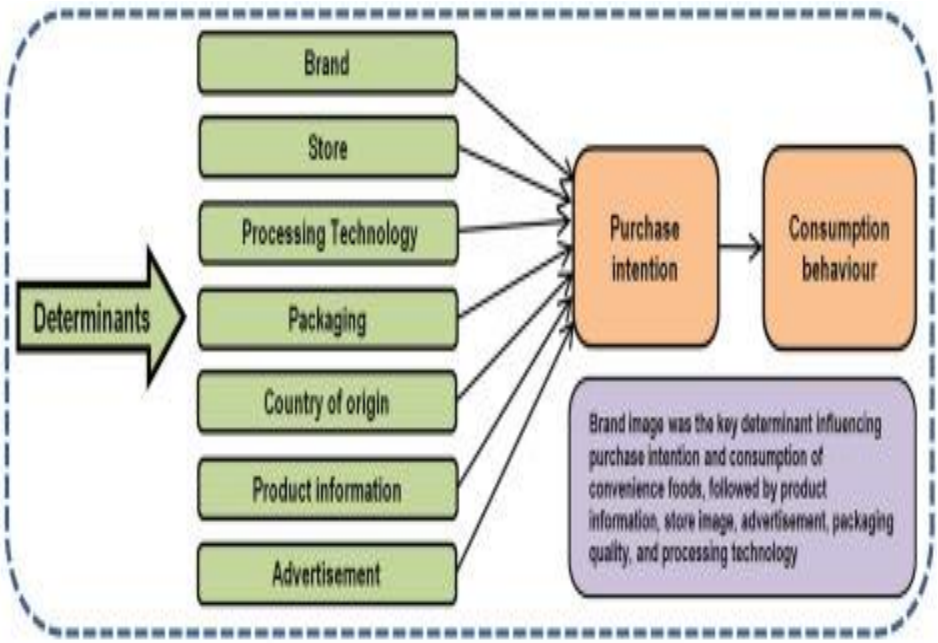
In parallel with what was discussed in the preceding paragraphs, a crucial topic is measuring and monitoring consumer purchasing intention. This is a central focus for marketers who, in a dynamic and volatile business environment, strive to gauge a customer's readiness and planning to purchase a product. Predicting purchasing intent is undoubtedly a difficult and complex process, as it involves delving into hidden thoughts and feelings. It's not easy to penetrate a customer's mind to determine whether they intend to make an impulsive purchase or are hesitant—a perceived risk—to finalize the transaction with the salesperson. Therefore, numerous marketing efforts aim to positively and effectively access the minds of customers, most notably the development of neuromarketing to uncover purchasing intentions. Undoubtedly, this obsession with measuring purchase intent and the consumer's readiness to engage in the purchasing process did not come out of nowhere. Rather, the issue relates to the financial and accounting results of business organizations, and has direct implications for cash flows, investment returns, market shares, and competitive positions.

Marketing determinants occupy a prominent place among the factors determining purchasing intention, as they are an integral part of the system of consumer behaviour, habits, and cognitive attitudes. Among the crucial marketing variables that influence customer readiness to buy, generate desire, and attract demand are quality, commitment, packaging, price, advertising, delivery, payment, technology, reputation, warranty, word of mouth, and so on. Therefore, the chief marketing officer bears a significant responsibility in selecting and allocating the optimal marketing tools and methods that align with what the customer is considering buying in real time. This prevents the waste of resources and avoids material and moral losses, which occur and become increasingly severe due to the failure to consider the factors influencing consumer intention in the purchasing decision-making process. On the other hand, the marketing effort management’s aspiration to increase customer retention rates and improve their retention ratios is closely related

to the quality of the marketer's prediction of behavioural intentions and proactive estimation of repeat purchase processes. This is a direct and concomitant relationship that should be thought about carefully and seriously, given the strong link between revenues and the loyal customer from the perspective of purchase intention interactions.

For more details, please refer to: Duarte, P., et al. 2024; Zhang, Y., & Zhang, T. 2022; Ivanova, G., & Moreira, A. C. 2023; Barta, S., et al. 2023; Chanda, R. C., et al. 2024; Widjaja, A. F. 2025; Yones, P. C. P., & Muthaiyah, S. 2023; Kim, N., & Lee, K. 2023; Romadhoni, B., et al. 2023; Wang, C., 2023

Fig N^0(02): Determinants of Purchasing Intention and Consumer Behaviour



Source: Imtiyaz, H., et al. 2022

3. Contributions and Challenges of Generative AI in Predicting Consumer Behaviour and Purchasing Decisions

3.1 Predictive Modelling of Purchasing Intent Based on Algorithms of Large Language Models and Digital Assistants

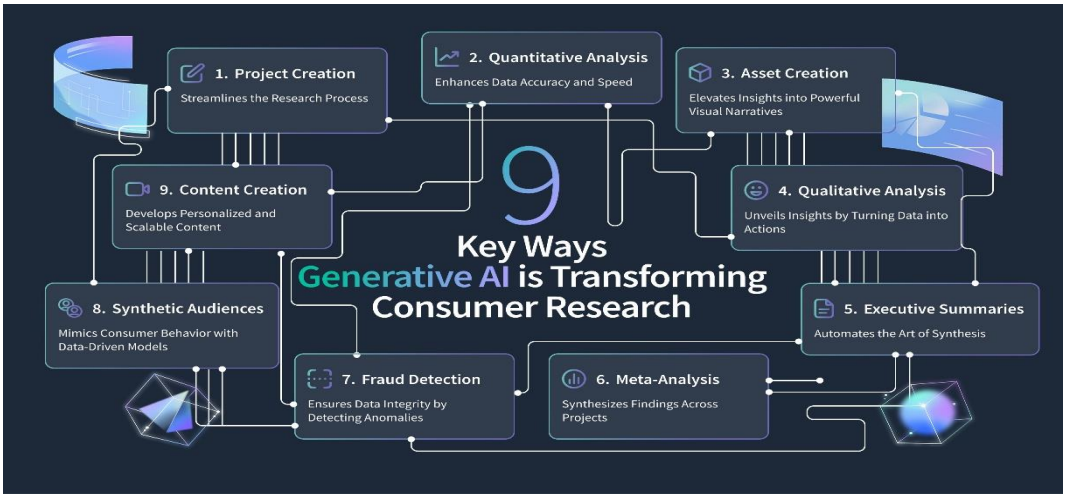
The accelerating trend towards business organizations adopting the tools of the digital revolution and new transformative technologies enhanced by generative artificial intelligence tools and agents, such as large language models and virtual assistants, has resulted in the birth of an economic pattern called the Intention Economy. The latter is one of the modern trends that emerged on the ruins of the Attention Economy within the framework of consumer behaviour. Therefore, the fundamental convergence between computer science and human psychology around consumer behaviour and purchasing choices is seen by experts as carrying profound advantages and disadvantages simultaneously. It is a double-edged sword. However, at the same time, and in parallel, it reflects the remarkable progress made by marketing science, which has made qualitative leaps in the dynamic transformation from traditional marketing, based on feedback for the post-purchase stage, to smart marketing, based on a proactive approach to extracting insights. This approach senses consumer motivations and interests, anticipates their needs and perceptions, and detects early signs and indications of potential purchasing intentions, especially with the record increase in the use of smartphones, laptops, and tablets, the exponential pace of e-commerce via the internet, applications, and digital media, interactive search on semantic web sites and engines (Web 3.0) and symbiotic web engines (Web 4.0), and the comments, reviews, discussions, and recommendations of social media networks such as “INSTAGRAM”, “FACEBOOK”, Google Ads, ... etc.

In parallel with what has been presented above, the emergence of real-time predictive modelling of purchasing intent, enhanced by generative artificial intelligence techniques capable of inferring, predicting, and making decisions by simulating human reasoning, has brought about a transformative revolution and a radical change in the field of automating customer relationship management and their digital interactions, and in integrating marketing decision support systems with cloud databases in the era of cyber computing, which is expanding and flourishing irreversibly. Therefore, there is fierce competition and a heated race among the leading information

technology companies to innovate smart software and algorithmic applications and put them in the hands of the marketer for use in business activity and the advertising industry, and other fields such as politics and culture. There is no better evidence of this than the work of the company "OPENAI", the developer of the chatbot "CHATGPT", and the company "APPLE", the developer of the virtual assistant "SIRI", in addition to the efforts of other companies that spend huge financial resources, such as "NVIDIA", "MICROSOFT", "META", and "DEEP SEEK", where they have reached a very high level of professionalism, especially with regard to analysing and extracting psychological patterns, behavioural trends, and purchasing habits of individuals. This is a strategic gain for business organizations aspiring to expansion and sustainable growth through customized and improved marketing.

For more details, please refer to: Madanchian, M. 2024; Mogaji, E., & Jain, V. 2024; Shi, W., et al. 2025; Foroughi, B., et al. 2025; Kamoonpuri, S. Z., & Sengar, A. 2025; Chatterjee, J., et al. 2024; Wang, Y., et al. 2025; Lazaroiu, G., & Rogalska, E. 2024; Xie, J., et al. 2025; Park, J., & Ahn, S. 2024; Zhang, L., & Hur, C. 2025; Thi Nguyen, L. A., et al. 2024

Fig N^0(03): Nine Keyways Generative AI is Transforming Consumer Research



Source: Kaylor, M. 2024

3.2 Advantages and Disadvantages of Applying Intent Economics considering Data Cybersecurity and Marketing Ethics

In this regard, the final two sections will address the pros and cons of the "intention economy," which is based on the principles of the attention economy. This involves transforming human motivations and intentions into commodities. We will attempt to identify the most significant advantages and benefits from the perspective of hyper-personalization as a strategic competitive advantage, while simultaneously highlighting the drawbacks and negative consequences, particularly the emotional manipulation of user intentions for profit. This emerging market is a double-edged sword.

First, the anticipated opportunities and gains resulting from the effective implementation of the intent economy culminating in hyper-personalization. We argue that the effective embodiment and strategic adoption of generative artificial intelligence (LLMs & virtual assistants), coupled with machine learning and big data analytics in the digital age, yields strong predictive performance in predictive modelling for measuring and monitoring purchasing intent. In this context, we will outline the most significant advantages and benefits arising from marketers and advertisers adapting cyber-physical systems within the dynamics and contexts of the intent economy, the successor to the attention economy, as follows:

A. Enhanced, highly personalized customer experiences, creating more engaging and personalized shopping journeys, managing customized digital content, and analysing sentiment. This results in sustainable competitive advantages that are difficult to replicate or imitate. It is a significant advantage and a considerable strength, as it enriches the unique shopping experience, provides personalized recommendations, and enhances the user's shopping journey.
B. Enhanced precision targeting of marketing programs with specific criteria. These programs address underlying and implicit needs and respond with pinpoint accuracy to customer

preferences and requirements, saving them time and effort. This translates into tangible results for personalized marketing and the achievement of its quantitative and qualitative objectives, most importantly, improving retention rates, increasing long-term customer value, and generating additional sales.

C. Strengthening loyalty programs by proactively anticipating individual consumer decisions is undoubtedly made possible by predictive analytics and big data analytics. Real-time shopper data is collected and extracted at online points of sale, analysed with exceptional speed and accuracy, and then used to generate insightful and informed perspectives on responding to customer tastes and preferences.

D. Activating digital transformation in marketing based on dynamically analysing implicit, non-explicit data—specifically, the probabilistic analysis of purchasing intentions and aspirations—is also crucial. This involves abandoning traditional marketing methods and seamlessly transitioning to algorithmic and adaptive marketing approaches. The latter offers the intelligent ability to extract insights from processing and interpreting large-scale, unstructured data.

Secondly, concerns and dangers resulting from the misapplication of the intent economy on the future of marketing ethics. There are deeply troubling and perplexing ethical challenges surrounding the emergence of the intent economy, fuelled by the formidable capabilities of artificial intelligence and its subsystems, which possess a unique ability to influence predictive modelling as a computationally feasible phenomenon. There are numerous caveats and prohibitions against the unethical use of revolutionary technologies in the marketing and sales profession. In this section, we will outline some of the real and serious negative consequences that could be detrimental to both the consumer and society:

A. Questions and suspicions are being raised about the exaggerated efforts of revolutionary technology giants to integrate artificial intelligence systems into the daily lives of individuals and societies. This integration is expanding alarmingly and controversially. It is

inconceivable that the owners of these companies operate in the charitable sector and relief services. Therefore, there are vested interests behind predicting human behaviour to control and direct it according to undisclosed agendas—in other words, the commodification of intent.

B. The deviation of these companies from social responsibility and ethical obligations, due to pure material greed, a purely profit-driven mindset, and a frantic race for profit and market dominance, leads them to view consumers as prey. Consequently, the epidemics of behavioural manipulation, extortion, deception, misinformation, fraud, fraudulent practices, and the spread of false rumours are spreading.

C. • Increased violation of the privacy, freedoms, and individual independence of consumer groups through the surveillance of vast amounts of their psychological, behavioural, and demographic data under the guise of marketing campaigns, promotions, price reductions, and charitable initiatives. This leads to the excessive commercial exploitation of consumers' hidden needs, as advanced technologies can sense and infer individuals' intentions and sell them to companies even before the individual is aware of their own decisions.

D. • Subordinating purchasing and consumption decisions to algorithms, robots, and chatbots is a controversial and alarming issue. Over time, consumers will relinquish their decision-making power to generative AI agents, resulting in an erosion of trust and cognitive awareness among the victimized customer, leading to scepticism about personal decisions and reliance on automated recommendations.

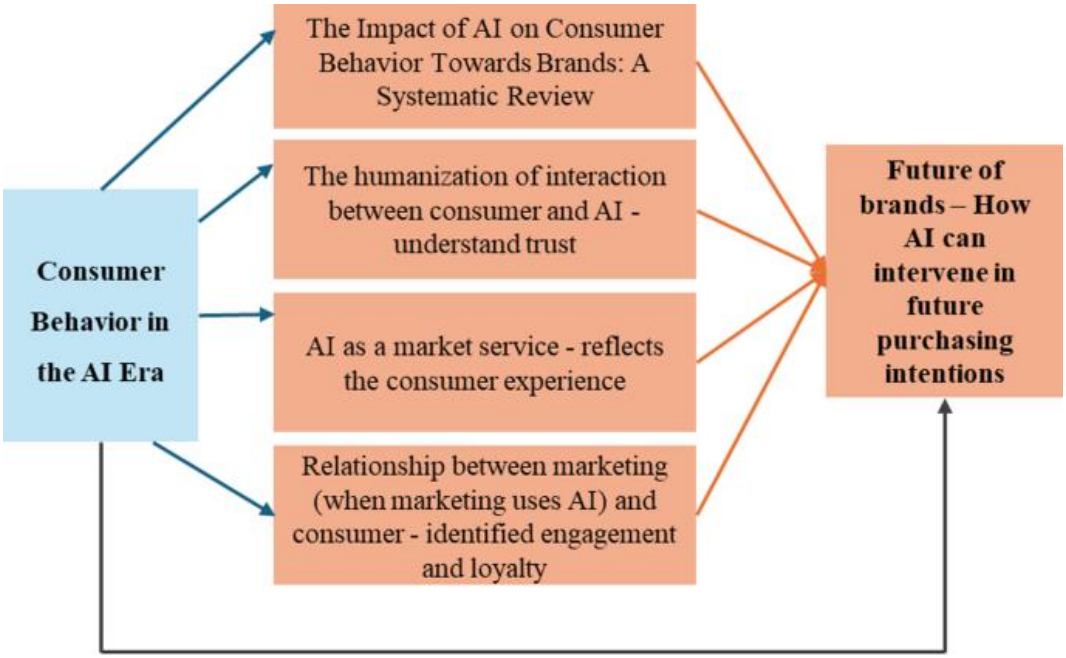
E. The sheer volume of advertising messages reaching the public, often accompanied by distractions and annoyance, coupled with enticing price offers, and the waste of shoppers' time searching for brands across dozens or thousands of websites and online platforms, may be a form of probing and commercial espionage, targeting consumers' inner thoughts and purchasing motives.

F. The "intention economy," a successor to the "attention economy," is another negative aspect. Social networks keep users addicted to their

platforms and bombard them with advertisements, which is a time-wasting and detrimental practice.

For more details, please refer to: Madanchian, M. 2024; Mogaji, E., & Jain, V. 2024; Shi, W., et al. 2025; Foroughi, B., et al. 2025; Kamoonpuri, S. Z., & Sengar, A. 2025; Chatterjee, J., et al. 2024; Wang, Y., et al. 2025; Lazaroiu, G., & Rogalska, E. 2024; Xie, J., et al. 2025; Park, J., & Ahn, S. 2024; Zhang, L., & Hur, C. 2025; Thi Nguyen, L. A., et al. 2024

Fig N^0(04): G-AI is Involved in Guiding Consumers' Future Purchasing Intentions



Source: Ribeiro, A., et al. 2025

4. CONCLUSION

In today's competitive and rapidly globalized world, embracing digital computing technologies is an existential necessity for the continued effectiveness and profitability of marketing activities. These computational innovations and creations offer marketing and sales engineers a powerful tool for sustainable growth and a significant opportunity for strategic success,

especially as adapting to technological transformation and development has become an unavoidable imperative. Therefore, the current marketing landscape necessitates the development of strategically aligned agendas for cyber-physical systems. These technologies play a central role in computing-driven and generative artificial intelligence-driven consumer behavior analysis, particularly considering the emergence of the intent economy model within the rapidly evolving digital landscape. In conclusion, we present the reader with the key findings of this research:

A. The design and engineering of marketing programs and initiatives in the digital age are now based on cyber-physical systems stemming from the revolutionary development in information and communication technologies, including the internet. Strategic decision-makers' reliance on computing and digital innovations as vital marketing tools inevitably leads to enhanced efficiency in production and pricing, increased effectiveness in promotional and logistical activities, and higher levels of success and competitiveness. Therefore, computer science has given digital marketing and e-commerce tremendous momentum and significant benefits. Perhaps the most important of these benefits is the increased flexibility of business plans aimed at satisfying consumer needs and desires and responding to their expectations and preferences.

B. The marketing system in the age of science fiction and the Fifth Industrial Revolution faces significant challenges. The astonishing advancements in knowledge and computing have profoundly impacted modern marketing thought. Industry 5.0, with its revolutionary tools such as the Internet of Things, blockchain, 3D printing or additive manufacturing, cloud computing, quantum computing, and the semantic and symbiotic web, along with virtual and augmented reality technologies within the metaverse, has contributed to this transformation. All these factors have led to a fusion of human and machine labor, and a convergence of the real world and the physical universe with virtual environments and automated and digital systems. This has enhanced marketing

processes, making them automated and intelligent, and creating immersive and interactive experiences.

C. Predictive tactical marketing is experiencing remarkable growth and steady expansion due to the strategic alliance between marketing mix practices and artificial intelligence and machine learning. This convergence has led to the emergence of algorithmic marketing, or real-time marketing based on big data analytics. These profound transformations and radical developments have resulted in exceptional and unique advantages in the world of finance and business. Indeed, the partnership between marketing software and artificial intelligence enhances immediate responsiveness to current and prospective customers, providing them with superior care. This, in turn, empowers marketing activities to compete and outperform rivals in target markets by offering better services in line with rapid technological advancements.

D. Diagnosing and interpreting consumer behavior is the true test of marketing efforts aimed at satisfying and winning consumer approval. It has been proven that studying consumer behavior, understanding the purchasing decision process with its antecedents and consequences, and analyzing the psychological and social factors that influence current and potential consumers are the lifeblood of executive marketing management and the essence of business. Therefore, the chief marketing officer must broaden their understanding of the latest developments in the psychology and sociology of consumption, tracking consumer attitudes, perceptions, and impressions, and understanding how consumers seek information, interact with brands, and make purchases, to develop marketing offers and campaigns that align with the characteristics and traits of consumer groups.

E. Measuring and calibrating purchasing intent based on proactive and adaptive marketing has positive implications for financial and accounting results in general, and for brand marketing performance indicators in particular. Field evidence and practical cases have proven that sensing and detecting purchase hints and signs of shopping and purchasing, along with the marketer's readiness to prepare the

appropriate marketing mix, results in impressive commercial outputs, especially in marketing efficiency and effectiveness measures, such as satisfaction, loyalty and repeat purchase, customer turnover, and achieving high retention rates. Therefore, marketing management should be keen to find appropriate mechanisms to gauge customer needs and desires, and to explore creative ways of communicating with the public.

F. The dynamic shift to the intention economic approach has brought about a qualitative shift in the fields of marketing and business, despite its recent emergence and the fact that it has not been sufficiently examined. Companies are engaged in a heated competitive race based on embracing and harnessing generative artificial intelligence with its two wings: "large language models and digital assistants." These help in making accurate predictions of human behavior in general and consumer behavior in particular. Predictive modelling of purchasing intention is used, supported by algorithms, automation, and big data analytics, considering that this implicit, non-explicit intention is a valuable and precious asset, given the implications of this data for marketing and sales trends and strategies, and the effects on the sustainable competitive capabilities and advantages of decision-makers.

G. The proper management of the intent economy, enhanced by generative artificial intelligence and predictive analysis of purchasing intent, results in long-term positive effects, which are opportunities and gains that elevate marketing performance to high levels, such as the superior personalization of consumer tastes and inclinations, and the personalization of customer and shopper experiences before, during and after their purchasing journey. Of course, these practices and activities are embodied, but only partially. However, adopting predictive algorithmic modelling will make personalization more accurate, faster and more personalized, and from it, revenue and profit functions are achieved.

H. The mismanagement of the intent economy, enhanced by generative

artificial intelligence and predictive analytics of purchasing intent, has dire consequences. Among the most serious and concerning ramifications of the poor application of algorithmic predictive modeling are ethical considerations. These predictive data analyses become commodities, exploited for profit. Companies leverage their remarkable ability to predict and assess individual expectations and aspirations to sell this information to advertisers. Indeed, the obsession with competing for market dominance and leadership has heightened societal and humanitarian concerns stemming from the misuse of transformative innovations and digital technologies. One of the most prominent and critically criticized shortcomings is the commodification of consumer intent and the excessive and controlled manipulation of consumer decisions and choices. This manipulation of behavioral and emotional data raises serious questions about privacy, individual freedoms, and societal impacts.

The lifeline to escape this thorny dilemma, which is a real tragedy, is for marketing management to have an effective system and ethical standards for cybersecurity. Information security and protecting shoppers from egregious commercial exploitation is a core issue of corporate governance, citizenship, and fair and honest competition. If marketing managers are asked to adapt digital technology to collect and analyze current customer data to provide them with real-time contextual offers and predict desired responses, the true meaning of this request is to strive to satisfy their needs and interests, and to fulfill their personal desires and preferences in exchange for satisfactory profit margins, not to commodify consumer motives and hunt for their purchasing aspirations by indulging in the evils of financial and cybercrimes, and floundering in the perils of administrative and commercial corruption, such as deception, camouflage, manipulation, fraud, etc.

From the foregoing, we can conclude with the following recommendations: the intent economy is on its way to becoming a reality, driven by major technological companies. Business organizations and marketing departments must exercise caution, maximize gains and minimize losses while adapting and enhancing large language models and harnessing virtual assistants for predictive algorithmic understanding of meaningful and

significant shopper intent within digital marketing scenarios and e-commerce contexts. The more generative artificial intelligence is used in marketing automation, the more crucial it becomes to understand and infer consumer attitudes and trends toward brands. Therefore, this should be a priority in marketing plans, viewed through the lens of competitive advantages stemming from the astute management of shopper experience and customer journeys. This is because revolutionary computing technologies and emerging innovations constitute, in this digital age, the key to achieving a sustainable competitive advantage, in marketing dynamics centered around studying consumer behavior and understanding the purchasing decision process of the current and potential consumer, since the introduction of generative technology into marketing decision-making centers is the root cause of its soundness and safety from a cost-benefit perspective.

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