

A Study on Marketing Automation and Its Impact on Customer Loyalty and Purchase Intention

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Abstract:

Marketing automation has become a vital component of digital marketing, enabling organisations to personalise customer interactions, increase engagement, and influence purchasing behaviour. This study investigates the effect of marketing automation, including AI-powered marketing, automated emails, and automated messages, on customer loyalty and purchase intent. A descriptive research design and a quantitative approach were used, with 101 respondents in Davangere providing primary data via structured questionnaires. The data were analysed using reliability, correlation, and multiple regression analyses. With a Cronbach's Alpha of 0.841, the results indicate that the research instrument is highly reliable. The results show that AI-driven marketing automation, automated emails, customer loyalty, buy intention, and purchase behaviour are all significantly and positively correlated. The regression model is statistically significant ($F = 11.764$, $p < 0.001$) and accounts for 38.2% of the variation in purchasing behaviour. The only significant individual predictor of purchase behaviour was consumer engagement ($B = 0.436$, $p < 0.001$). According to the study's findings, effective marketing automation, especially personalised and engagement-driven communication, can increase customer loyalty and purchase intention. The results emphasise the importance of strategically using marketing automation to provide timely, relevant, and customised consumer experiences.

Keywords: AI-driven Marketing Automation, Purchase intention, Customer loyalty, Consumer Engagement, Marketing Automation Tools.

1. Introduction:

Marketing automation has revolutionised how businesses interact with their audiences by replacing manual, repetitive tasks with data-driven software that streamlines multi-channel workflows. In an era when consumers are inundated with generic advertisements, automation enables brands to deliver highly personalised content and triggered responses based on real-time user behaviour. This shift from mass

marketing to precision targeting is no longer just a luxury for scaling organisations but a necessity for maintaining a competitive edge in a digital-first economy. The impact of these automated systems on customer loyalty is profound, as they enable brands to maintain consistent, "top-of-mind" awareness while fostering a sense of individual value. By leveraging behavioural data to send tailored offers and timely follow-ups, companies can build deeper emotional connections and trust, which are the cornerstones of long-term retention. When a customer feels that a brand truly understands their specific needs and preferences through personalised interactions, their commitment to that brand strengthens significantly. Furthermore, marketing automation directly accelerates purchase intention by optimising the consumer's journey through the sales funnel. Through techniques such as lead nurturing and abandoned-cart reminders, automation reduces friction in decision-making and nudges potential buyers towards a transaction at the moment they are most likely to convert. This study will assist businesses and the government in developing more effective awareness campaigns by gaining insight into students' opinions. Additionally, it will contribute to the success of India's transition to greener and cleaner transportation. Because of this, the study is highly significant and helpful (G, S. S., & 2, D. J. K. R 2025). This study explores the critical intersection of technology and consumer psychology, demonstrating how strategic automation not only improves operational efficiency but also serves as a powerful catalyst for immediate sales and lasting brand devotion. (e.g., email sequences and birthday promotions)

2. Literature review:

The Impact of Automation, Optimisation, and IoT on Customer Trust and Loyalty in E-Commerce (2025).

This study examines how automation, optimisation, and Internet of Things (IoT) technologies influence customer trust and loyalty in e-commerce. It explores how these technologies affect consumer perceptions and behaviours. Using a quantitative approach, the study gathers data from customer surveys, transaction records, and performance statistics from various e-commerce sites that employ these technologies. The results indicate that increased automation and optimisation are associated with higher customer trust and loyalty. Additionally, IoT integration enhances personalisation and responsiveness, leading to greater customer engagement. By demonstrating the positive impact of technology on consumer trust, overall, this study offers important insights into the broader influence of technology in service industries, suggesting that organisations investing in these innovations may achieve better customer retention and satisfaction, supporting growth and sustainability in the evolving digital landscape.

MARKETING AUTOMATION Towards Understanding the Customer Journey (2022).

Automation is a crucial part of modern marketing, especially in lead generation and nurturing, as technology and available marketing automation tools continue to advance. This progress makes automation easier to implement and more widespread. The benefits of marketing automation complement those of Customer Relationship Management. Marketing automation software manages the online aspects of marketing campaigns, including data analytics to create precise, personalised content that boosts revenue and engagement. It utilises forms that generate sales or stimulate current or potential customer interest in purchasing a company's goods and services. These tools can also create product usage surveys, measure customer satisfaction, and collect, analyse, and segment response data. Therefore, MA is very useful for making informed decisions.

Marketing Automation and Customer Buying Behaviour (2025). Marketing automation uses technology to simplify and automate marketing processes, ultimately enhancing efficiency and

effectiveness. It is not just about automating existing processes but also about transforming marketing strategies to impact sales positively. This study focuses on the functions of marketing automation in digital marketing and assesses its impact on customer buying behaviour. Customers are engaged through a welcome email series, abandoned-cart reminders, birthday promotions, product recommendations, and dynamic content. Among these factors, the welcome email series, powered by marketing automation, attracts many customers and influences their buying behaviour.

Influence of Marketing Automation on Customer Retention (2025). Marketing automation streamlines email campaigns, including personalised emails, newsletters, and promotional offers. It creates email workflows that cater to customers based on real-time triggers, specific behaviours, and timelines. Automating tasks such as sending welcome emails, follow-up emails, and cart-abandonment reminders frees up time for other marketing efforts. Automation tools help present timely upsell and cross-sell offers by analysing past behaviour and predicting future needs. The key factors influencing customers in marketing automation are social media management, lead generation, lead nurturing, lead scoring, and personalised content. Finally, it concludes that personalised content developed through automated marketing leads to customer retention.

A Study on Digital Transformation in Retail: Challenges and Strategic Responses (2026). The study found that using digital technologies to improve business services and operations is referred to as "digital transformation." It helps companies operate more efficiently and satisfy customer requests. It includes internet shopping in the retail sector, data analytics, and digital payments. It improves customer experience and business performance. Retailers face challenges such as high costs and security risks. Effective strategies are therefore necessary for the success of digital transformation.

Impact of AI-Driven Marketing Automation on Consumer Engagement and Purchase Decisions (2022). Insights from Digital Marketing Practices (2025). The study examines how AI-driven marketing automation shapes consumer engagement and buying behaviour in the digital marketplace. Conducted among 150 respondents across Salem, Coimbatore, and Trichy in Tamil Nadu, the research used a structured questionnaire to gather insights into consumer awareness, engagement, and purchase decisions influenced by automated marketing messages. The findings indicate that most consumers encounter AI-based promotions through social media and email, with around 68% clicking on them and nearly 55% making purchases influenced by these messages. Respondents highlighted personalised offers, discounts, and convenience as the main motivators, while repetitive or irrelevant messages were viewed negatively. Overall, the study concludes that marketing automation significantly boosts consumer engagement and purchase intent when applied strategically, emphasising its growing role in the digital marketing landscape of Tamil Nadu's rising urban centres.

2.1. The role of Marketing Automation Functions on Customer Loyalty:

Marketing automation is vital for turning retention strategies into scalable, repeatable systems. It empowers businesses to stay connected with customers through timely, personalised, and behaviour-driven interactions. In relation to this, we discover that centralising and decentralising power across organisational levels clash during a company's digital transformation. We also examine how these dynamics affect firms' internal and external boundaries, as well as corporate strategy (G, S. S., & Raju, P. J. K., 2026). From onboarding to re-engagement, automation ensures consistent customer interactions and that no opportunity to build loyalty is missed. Here are some ways marketing automation supports customer retention:

- **Automated Onboarding Journeys**

First impressions matter. A smooth, engaging onboarding experience sets the tone for a long-term relationship. With HubSpot, you can build automated workflows that trigger welcome emails and educational content based on a customer's lifecycle stage or behaviour. Tailoring content to specific products, services, or personas boosts adoption and early engagement.

- **Behavioural Triggers & Engagement Sequences**

Retention depends on staying relevant. Whether a customer is highly active or going quiet, automation helps you respond accordingly. With HubSpot, you can set up behavioural triggers based on actions like website visits, email engagement, or deal status changes to automatically launch timely follow-ups, re-engagement sequences, or win-back campaigns tailored to each customer's activity.

- **Personalized Content & Recommendations**

One-size-fits-all messaging no longer works, as retained customers expect communication that reflects their preferences and behaviour. By harnessing HubSpot's customer segmentation tools, smart content, and custom properties, businesses can dynamically personalise emails, landing pages, and product recommendations to deliver relevant, timely experiences that keep customers engaged.

- **Feedback Loops & Customer Satisfaction**

Listening to your customers is essential to retaining them. With HubSpot, you can automate customer satisfaction surveys, gather actionable insights, and trigger follow-up workflows based on the results. This enables your team to personalise responses, address concerns quickly, and continuously strengthen customer relationships.

- **Loyalty & VIP Programs**

Rewarding loyalty deepens emotional connection and drives repeat engagement. HubSpot lets you track key metrics, such as purchase frequency and total spend, using custom properties. With these insights, you can run tiered engagement campaigns that offer exclusive perks and personalised recognition to your most valuable customers—reinforcing their loyalty and increasing lifetime value.

- **Data-Driven Loyalty: Insights from Automation Tools**

Understanding customer behaviour is critical to building lasting relationships and preventing churn. With HubSpot, you can use custom dashboards and reports to monitor customer health, track engagement trends, and identify potential drop-off points before they affect retention. Combining CRM data with marketing automation enables businesses to predict churn and proactively re-engage at-risk customers. HubSpot's AI-powered tools, such as predictive lead scoring and content Assistants, can further improve this process by offering actionable insights and recommending personalised solutions. This allows you to deliver relevant experiences in real time and strengthen customer loyalty at scale.

2.2 Challenges & Strategic Considerations

While marketing automation is a powerful tool for driving customer retention, success depends on more than just turning on workflows. Without the right strategy, execution, and ongoing optimisation, even the best platforms can fall short. Here are some key challenges to watch out for, and how HubSpot can help you navigate them effectively.

Avoiding Over-Automation and Impersonal Messaging - One of the most common pitfalls is over-automation or a one-size-fits-all approach. When communication lacks relevance or feels robotic, it can erode trust rather than build loyalty. HubSpot helps you avoid this with advanced list segmentation, A/B testing, and performance analytics that let you fine-tune campaigns, personalise content, and keep your messaging human.

Balancing Personalisation with Privacy - Customers expect tailored experiences, but they also care deeply about how their data is used. Striking the right balance is crucial. HubSpot offers built-in tools for consent tracking, preference management, and data segmentation—making it easier to comply with privacy regulations such as GDPR and CCPA while still delivering relevant interactions.

Retention Requires More Than Tools - Automation platforms are only one part of the equation. Long-term retention success comes from integrating strategy, technology, and creative execution. HubSpot provides a strong foundation with its robust feature set, but working with experienced partners helps ensure your strategy is aligned, your messaging resonates, and your campaigns perform at scale.

Adapting to AI and Predictive Journeys - As generative AI advances, customer expectations are evolving rapidly. Today's retention strategies need to be responsive, smarter, and more predictive. HubSpot's expanding AI features—such as predictive lead scoring and intelligent content suggestions—enable you to adjust your messaging in real time based on customer actions, helping you stay ahead.

Partnering with the Experts - Retention is not a set-it-and-forget-it effort. It requires continuous refinement and adaptation to customer needs, business goals, and technological change. Partnering with a certified HubSpot agency ensures you get the most from the platform, backed by proven strategies and tailored guidance that deliver measurable results.

3. Objectives of the study:

1. To examine the level of customer awareness and usage of AI-driven marketing automation tools.
2. To analyse the impact of automated marketing messages influence consumer engagement.
3. To examine the how marketing automation influence customer purchase intention
4. To found the relationship between marketing automation and customer loyalty.

4. Research Methodology:

The study adopts a descriptive research design to understand how AI-driven marketing automation and awareness influence customer loyalty and purchase decisions. The research aims to gather practical insights from customers exposed to automated marketing messages, such as promotional emails, targeted ads, and personalised recommendations. A quantitative approach was adopted, and primary data were collected via a structured questionnaire distributed through Google Forms. The questionnaire consisted of closed-ended and multiple-choice questions across five sections: demographics, Awareness, the role of marketing automation in customer loyalty, marketing automation efficiency, and purchase intention. The study was conducted among 100 respondents from Davangere using convenience sampling. The participants included students, professionals, and frequent online shoppers who have experienced AI-based marketing communication.

The collected data were organised and analysed in Microsoft Excel, with frequency and percentage analyses used to interpret patterns in consumer behaviour. Graphs and charts were prepared to illustrate key findings on customer loyalty, engagement levels, and purchase intentions. All participants were informed about the study's purpose, and their participation was voluntary and anonymous. Ethical considerations were maintained throughout the data collection and analysis process to ensure confidentiality and unbiased results.

5. Analysis and Interpretation

5.1 Reliability

		N	%
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0
a. Listwise deletion based on all variables in the procedure.			

Interpretation: The analysis includes 101 respondents in all. All 101 instances (100.0%) had complete data and were deemed suitable for analysis. There were no omitted cases (0.0%), indicating that the variables used in the technique had no missing values. As a result, the entire dataset of 101 respondents was used for the study.

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	16

Interpretation: Cronbach's Alpha was used in a reliability analysis to evaluate the questionnaire's internal consistency. For 16 items, the analysis yielded a Cronbach's Alpha score of 0.841. The questionnaire exhibits strong internal consistency because the alpha value exceeds 0.70. As a result, the measurement scale is regarded as trustworthy, and the data are appropriate for additional statistical analyses such as regression and correlation. And it says that good reliability. The questionnaire is reliable and can be used for further analysis.

5.2 Multivariate Analysis

5.2.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.618 ^a	.382	.350	.837	.382	11.764	5	95	.000

Predictors: (Constant), Automated messages, Automated marketing, AI in marketing automation, Consumer engagement, Automated emails

Interpretation: The impact of automated marketing, artificial intelligence in marketing automation, automated emails, automated messages, and consumer engagement on purchase was investigated using multiple linear regression analysis. The model's R value of 0.618 indicates a moderately positive link between the predictors and the dependent variable.

The model's five independent variables account for 38.2% of the variation in purchase, according to the R Square (R^2) value of 0.382. Other factors not included in the study account for the remaining 61.8% of the variation.

After accounting for the number of predictors, the model explains around 35.0% of the variation in Purchase, according to the Adjusted R Square of 0.350.

The whole regression model is statistically significant, as indicated by the F Change value of 11.764 at a significance level of 0.000 ($p < 0.001$). Consequently, Purchase is significantly impacted by the set of independent variables taken together.

5.2.2 Anova Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.216	5	8.243	11.764	.000 ^b
	Residual	66.566	95	.701		
	Total	107.782	100			

Dependent Variable: Purchase

Predictors: (Constant), Automated messages, Automated marketing, AI in marketing automation, Consumer engagement, Automated emails

Interpretation: To ascertain whether the total regression model is statistically significant, the ANOVA test was performed. With a significance value (p) of 0.000 and an F-value of 11.764, the results fall below the conventional significance level of 0.05. As a result, the regression model is statistically significant.

This suggests that Automated Marketing, AI in Marketing Automation, Automated Emails, Automated Messages, and Consumer Engagement significantly impact Purchase. Therefore, the regression model can be used to explain clients' purchasing behaviour.

5.2.3 Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.390		1.367	.175
	Automated marketing	.000	.066	.000	.005	.996
	AI in marketing automation	.149	.092	.148	1.614	.110
	Automated emails	.163	.110	.153	1.486	.141
	Consumer engagement	.436	.114	.394	3.826	.000
	Automated messages	.092	.109	.081	.844	.401

a. Dependent Variable: Purchase

Interpretation: Consumer engagement has a significant positive effect on purchase, according to the model coefficients (B = 0.436, p = 0.000). This implies that greater customer involvement leads to increased purchasing behaviour.

However, while their significance values are higher than 0.05, Automated Marketing (p = 0.996), AI in Marketing Automation (p = 0.110), Automated Emails (p = 0.141), and Automated Messages (p = 0.401) do not have a statistically significant impact on Purchase.

5.2.4 Correlations

		Automated marketing	AI in marketing automation	Automated emails	Purchase	Brand loyalty	Purchase intention	Purchase decision
Automated marketing	Pearson Correlation	1	.055	.295**	.090	.227*	.134	.236*

	Sig. (2-tailed)		.586	.003	.371	.022	.182	.018
	N	101	101	101	101	101	101	101
AI in marketing automation	Pearson Correlation	.055	1	.371**	.390**	.330**	.299**	.150
	Sig. (2-tailed)	.586		.000	.000	.001	.002	.135
	N	101	101	101	101	101	101	101
Automated emails	Pearson Correlation	.295**	.371**	1	.448**	.333**	.376**	.180
	Sig. (2-tailed)	.003	.000		.000	.001	.000	.072
	N	101	101	101	101	101	101	101
Purchase	Pearson Correlation	.090	.390**	.448**	1	.392**	.482**	.263**
	Sig. (2-tailed)	.371	.000	.000		.000	.000	.008
	N	101	101	101	101	101	101	101
Brand loyalty	Pearson Correlation	.227*	.330**	.333**	.392**	1	.540**	.441**
	Sig. (2-tailed)	.022	.001	.001	.000		.000	.000
	N	101	101	101	101	101	101	101
Purchase intention	Pearson Correlation	.134	.299**	.376**	.482**	.540**	1	.409**
	Sig. (2-tailed)	.182	.002	.000	.000	.000		.000
	N	101	101	101	101	101	101	101
Purchase decision	Pearson Correlation	.236*	.150	.180	.263**	.441**	.409**	1
	Sig. (2-tailed)	.018	.135	.072	.008	.000	.000	
	N	101	101	101	101	101	101	101

Correlation is significant at the 0.01 level (2-tailed).

Correlation is significant at the 0.05 level (2-tailed).

Interpretation: Several study variables showed strong positive correlations, according to the Pearson correlation analysis. Specifically, purchase, brand loyalty, and buy intention were favourably correlated with AI in marketing automation and automated emails ($p < 0.05$). These results imply that better consumer purchase-related outcomes are linked to efficient marketing automation techniques.

6. Results and Discussion

Because the reliability analysis yielded a Cronbach's alpha of 0.841, indicating strong internal consistency among the 16 questionnaire items, the study's findings indicate that the research instrument was reliable. The correlation research found significant positive correlations between AI-driven marketing automation, automated emails, customer loyalty, purchase intention, and purchase, indicating that marketing automation techniques are positively connected with favourable customer outcomes. According to the multiple regression analysis, the total model explained 38.2% of the variation in purchase behaviour ($R^2 = 0.382$) and was statistically significant ($F = 11.764$, $p < 0.001$). The sole independent variable that significantly positively affected purchase was customer involvement ($B = 0.436$, $p < 0.001$), suggesting that higher consumer engagement results in more purchasing behaviour.

Although not all marketing automation tools have the same degree of impact, results show that marketing automation favourably affects consumer loyalty and purchase intention. While consumer involvement is a major factor in influencing purchase behaviour, AI-driven marketing automation and automated emails show higher correlations with customer results.

7. Conclusion

Marketing automation software handles regular duties such as scheduling posts, responding to messages and comments, and creating reports. By automating routine tasks, marketers can focus on strategic business growth and content generation. During the consumer's buying journey, automated upsell and cross-sell tactics improve revenue and sales while also helping improve customer retention. By analysing historical data and forecasting future needs, automation systems help present timely upsell and cross-sell offers. Social media management, lead generation, lead nurturing, lead scoring, and personalised content are the key elements that impact consumers through marketing automation. Lastly, it can be concluded that client retention results from individualised content created by marketing automation.

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